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BROADCASTING

The Weekly Newsmagazine of Radio

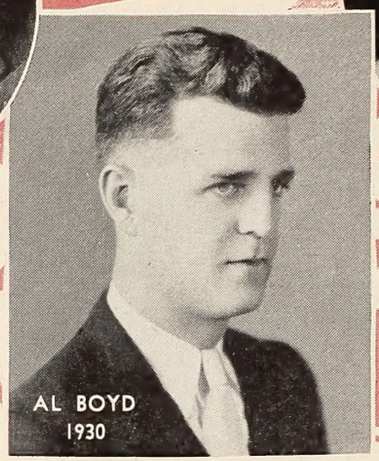
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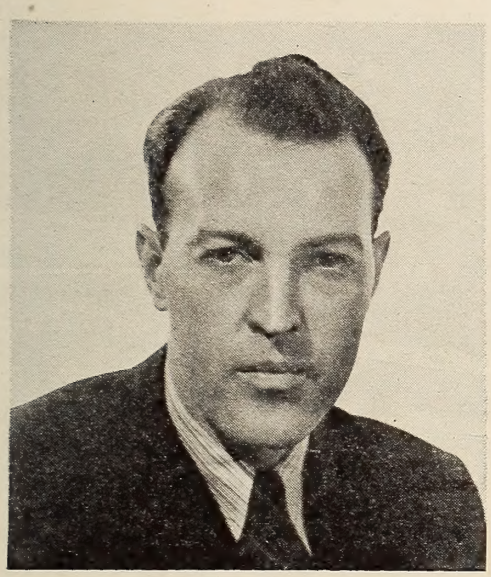
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in

A Program of His Own

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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Mon. thru Fri.___12:00 to 6:00 PM. **43%**

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Two new models of the RCA Electron Microscope are now available. One is a compact desk model—the other, a new Universal type containing an electron diffraction camera. Information on these instruments, their use and applications, is offered in a new 16-page booklet "The RCA Electron Microscope." The coupon below will bring you this booklet by return mail.

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●So what does that prove? It proves that the only way to get top efficiency from one's radio expenditures is to "buy stations with an eye to their particular audiences"—which is just to say *buy spot broadcasting!*

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KOMA . . . . . OKLAHOMA CITY
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BROADCASTING and Broadcast Advertising

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'Free Radio' Pledged by Dewey, Bricker

Industry to Play Major Part In Elections

By SOL TAISHOFF

CAST in the dual role of primary campaigning medium as well as an issue in the campaign, radio will figure as never before in the Presidential elections this year.

With the nomination in Chicago last week of the Dewey-Bricker ticket at the Republican National Convention, and the unanimous adoption by the GOP of a "free radio" plank in its platform, radio found itself catapulted into the national political scene. Both the Republican Presidential and Vice-Presidential candidates are pledged to the "free radio" plank which puts radio on a parity with the press.

'Air Battle' Seen

Both Dewey and Bricker will rely heavily on radio for their campaigning. With President Roosevelt predestined to the Democratic candidacy, a Presidential "battle of the wavelengths" is presaged. Mr. Roosevelt's acknowledged prowess as a radio campaigner has ensconced him as the No. 1 broadcast personality. But Mr. Dewey is regarded in radio circles as the most expert orator to carry the GOP banner since radio became a vote-getting factor just 20 years ago.

The Free Press and Radio plank adopted by the Convention last Tuesday by voice vote is stout and direct. While almost unrecognizable as compared to the plank espoused by the NAB, and which had been submitted to the Resolutions Committee, it nevertheless came out flatly against censorship and, more significantly, called for a "new radio law which will define, in clear and unmistakable language, the role of the FCC".

When the Democratic national convention is held in the same Chicago Stadium next month, it is expected that a "free radio" plank, offsetting that in the Republican platform, will be adopted. That happened four years ago, when both Conventions adopted resolutions in the same general vein.

More than cursory interest attaches to the specific mention in the GOP plank of need for a new radio law. This comes on the heels of the action of Sen. Wheeler (D-Mont.) in sounding the death knell for remedial radio legislation at this session of Congress. The bill he had drafted jointly with Sen. Wallace H. White Jr. (R-Me.), acting Senate Minority Leader, in many ways would have tightened Government regulation of radio, and ratified past regulatory acts which have been interpreted as threatening radio's freedom.

Intimidation Charged

Should a change in administration come, or should the Republicans organize either or both Houses of Congress, the new majority party then would be committed to rewriting the Radio Act of 1934. Having failed completely to get satisfaction in the Senate through the demise of the White-Wheeler Bill (S-814) many broadcasters now feel that radio itself should draft a proposed measure for House consideration as soon as possible.

All key speakers at the Republican convention vehemently denounced "New Deal bureaucracy" and arrogation of legislative and judicial powers by independent agencies. Gov. Earl Warren of California, temporary chairman, in the keynote address Monday night mentioned radio directly. Lashing out against "bureaucracy", he charged that the incumbents have "threatened our free press" and that "they have intimidated our radio". He promised the new "GOP administration" would "free the agencies of public information from domination of the Government".

Last Plank

The Free Press and Radio plank was the very last in the comprehensive GOP platform. Sen. Robert A. Taft of Ohio, chairman of the Resolutions Committee, himself was conversant with and is understood to have had much to do with its writing, along with Sens. Albert J. Hawkes of New Jersey and E. H. Moore of Oklahoma, both members of the Senate Interstate Commerce Committee, who participated actively in the hearings of the White-Wheeler Bill and who have repeatedly called for a revision of the Radio Act.

The suggested resolution, prepared by the Legislative Committee of NAB, which had been submitted to the Committee, did not tie in radio with the press. It read:

> In winning the war abroad, we must not lose it at home. Any attack on the fundamental freedom of the individual must be met and repelled. Today, the American people are in danger of being told by a Government agency what they may and may not hear over their radios. Freedom of speech by radio—freedom from Government interference—is in jeopardy.
>
> American broadcasting is the finest in the world. It has brought us the finest entertainment, the best news coverage and a full and fair presentation of public questions.
>
> We need a new radio law which will define, in clear and unmistakable language, the role of the FCC. It should not be allowed to refuse a radio station license because of its own special ideas of radio programming or business conduct. So long as a broadcaster complies with the necessary engineering standards and the general laws applicable to all business, no Commission should have the power to refuse him a license to operate a station because of differences of opinion as to what the people should be allowed to hear.

Gov. Dewey's appreciation of radio as a campaigning medium is reflected in the presence on his staff of Henry R. Turnbull, radio executive of Duane Jones, New York advertising agency. He worked with

(*Continued on page 68*)

PLANK IN GOP PLATFORM

FOLLOWING is the full text of the plank on "Free Press and Radio" adopted unanimously by the Republican National Convention in Chicago Tuesday, June 27:

Free Press and Radio—In times like these, when whole peoples have found themselves shackled by governments which denied the truth, or, worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.

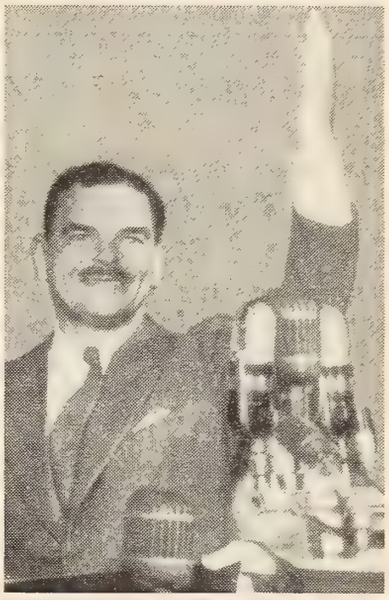
We insistently condemn any tendency to regard the press or the radio as instruments of the Administration and the use of Government publicity agencies for partisan ends. We need a new radio law which will define, in clear and unmistakable language, the role of the FCC.

All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace.

Vital facts must not be withheld.

We want no more Pearl Harbor reports.

HAS MIKE 'IT'



Free Radio—One Up, One to Go—*An Editorial*

A NEW start has been made on the rocky course toward remedial radio legislation. The Republican National Convention, by voice vote, adopted a press-radio plank with specific mention of the need for a new radio law, which will define "in clear and unmistakable language. the role of the FCC".

Dewey and Bricker, as the GOP nominees, are committed to that pledge. Gov. Bricker, in his pre-convention campaigning, has strongly urged legislation to supplant the antiquated 1934 Act which embodies, as to broadcasting, the terms of the original 1927 Radio Act. Gov. Dewey has made no recent statement directly applicable to the FCC, but has criticized the personnel and administration of independent agencies such as the Securities & Exchange Commission. The FCC is a first cousin.

Four years ago the two major political parties adopted "free radio" planks. Much has transpired in radio regulation since then. The Government grip has been tightened. But attempts to get legislation have been obstructed by the FCC itself and have all but boomeranged.

At the Republican convention the need for protective radio legislation promptly was recognized. A proposed NAB resolution dealing with radio was broadened to embrace freedom of the press. Therein the equality of these two primary media for dissemination of information was recognized. And the threat to their freedom in the current shape of things likewise was appreciated.

The GOP convention took cognizance of the splendid news job radio performed. Many of the delegates had an opportunity during the convention to talk to their folks back home by radio. Direct reports were transmitted over special facilities by individual stations, supplementing network coverage of the national scene. No one who attended the convention could have overlooked radio's superb job.

The Democratic National Convention meets in Chicago July 19 to nominate its standard bearers. It too will be importuned to adopt a free radio plank. President Roosevelt repeatedly has plumped for radio "as free as the press". Everybody appears to be for it. But nothing is ever done about it.

We assume the Democratic convention will adopt a "free radio" plank. That would make it unanimous—again.

From that point on, irrespective of who wins in November, it will be up to broadcasters to see that the commitment is carried swiftly and surely to fruition. That requires planning and follow-through.

Radio Delivers Superb GOP Coverage

Stations Augment Net Broadcasts With Own Pickups

ANOTHER SUPERB job of news coverage, eclipsed only by the more dramatic European invasion handling, was achieved by radio last week in the Herculean task of airing the Republican National Convention in Chicago.

Plans developed by all networks and some 60 independent stations worked with hardly a mishap during the three-day convention that resulted in the nomination of the Dewey-Bricker ticket. Upwards of 300 radio reporters, technicians and officials covered the proceedings. Many independent stations used direct lines for localized or statewide coverage, leaving to the networks the national running story of the proceedings.

Coverage Most Complete

With the temperature hovering around 100 during the entire three-day session, conditions were not conducive to peak performance. Radio reporters, nevertheless, outdid themselves in spot coverage. The first two daytime sessions on Monday and Tuesday were drab, because of the cut-and-dried Dewey nomination. But the night sessions were before capacity audiences in the 21,000-seat stadium, and the Wednesday morning session, which brought the formal Dewey-Bricker nominations and balloting, found the steaming stadium jammed.

Radio and press coverage alike was the most complete in political convention annals. The feat will be duplicated when the Democratic National Convention convenes at the Chicago Stadium beginning July 19. All told, there were some 1300 representatives of radio, press, and newsreels present.

Radio was everywhere in prominence. Directly behind the speaker's platform were four microphones for each of the major networks. Top network commentators broadcast running accounts from these vantage points. Speakers were interviewed on the spot. War-developed handy-talkie high frequency sets were employed for floor pickups. Parabolic microphones picked up the convention atmosphere.

Overlooking the stadium back of the speaker's platform were the four sound-proof, air-conditioned booths of the networks from which Paul White (CBS), William F. Brooks and Carleton Smith (NBC); G. W. Johnstone (Blue), and Tom Slater and Frank Schreiber (MBS) directed network coverage.

Radio's accommodations were the best ever accorded. This drew some complaint from the press. Overall arrangements were handled by Wells (Ted) Church, radio director of the Republican National Committee, himself a practical broadcaster and producer. Radio reporters were serviced by D. Harold McGrath, superintendent of the Senate radio gallery, and his assistant, William Vaughan.

For other convention news see pages 28, 66, 68, 72, 73, 74.

Regular news broadcasts were handled simultaneously by the networks on prearranged schedules. Keynote speeches were scheduled to conform with network time clearances each evening. In addition, a half-dozen television cameras were in play, with the stadium klieglighted for the pickups. Film was rushed to the East and West Coasts by plane for telecasting.

Fed to Hookup

WNBT New York, NBC video station, fed its programs to WRGB Schenectady, GE station, and to WPTZ Philadelphia, Philco outlet (see story on page 28). Individual coverage by television was handled by WCBW New York, CBS station, and WABD New York, operated by the Allen B. DuMont Labs. W6XYZ Hollywood carried daily film transcriptions also.

In addition to the facilities at the stadium, a number of stations, along with the networks, maintained studios and and offices at the Stevens Hotel, Convention headquarters, for interviews and other special broadcasts. Aside from the networks, those individual stations having studios at the stadium were WLS Chicago; WLW-WSAI Cincinnati; Iowa Broadcasting Co.; WITH Baltimore; KSD St. Louis, and WOW Omaha. U. S. Recording Co., Washington, maintained transcription units at the stadium, as did several stations.



AIR-CONDITIONED broadcast booths used by the four major networks were located at the rear of the mezzanine of the Chicago Stadium and overlooking the speaker's platform and main floor. In addition to this arrangement, each network had direct pickups from the speaker's platform and the floor. Independent stations and regional networks were provided facilities in the basement for direct broadcasts, interviews, recordings. Studios also were maintained at the Stevens Hotel, downtown headquarters. Same facilities will be used for the Democratic Convention beginning July 19. Democratic sessions also will be in the Stadium.

Six-Station Tieup

Pattern for tailor-made political convention coverage was cut almost on an impromptu basis by WING Dayton, which originally planned to cover only its sister station, WIZE Springfield, but wound up with four other outlets. Programs on a thrice-daily schedule Monday through Thursday were fed to WKRC Cincinnati, WHK Cleveland, WKBN Youngstown and WCOL Columbus, in addition to WING and WIZE. Well-known Ohio personalities and national political figures were interviewed. Ronald B. Woodyard, executive vice-president and general manager of WING and WIZE, and Lin Mason, WING program director, conducted the series, which was sponsored by Coca Cola bottlers on a package basis.

Two other Ohio stations, WLW-WSAI Cincinnati, provided their respective listeners with six daily broadcasts, in addition to network coverage. Covering for the Crosley stations were Arthur Reilly, Jack Beall and George Gow, newscasters; James Cassidy, special events director; his assistant, Gordon Graham; Howard Chamberlain, WLW program director; William Barlow, publicity director; William Dowdell, editor-in-chief of the Crosley newsroom; E. K. Bauer, executive assistant to James D. Shouse, Crosley vice-president in charge of broadcasting. Ned

(*Continued on page 72*)

Getting Most Impressions Per Dollar

Analysis of New York Market Shows How Newspapers, Radio Compare

By CECILE L. ROBINSON

Robinson's Radio Reckoner

THE recent effort of the combined New York newspapers to study the effectiveness of local retail advertising in radio as compared to newspapers raises the question as to whether there is any basis for comparing two such dissimilar media.

Actually, of course, advertisers do make this comparison in a practical way whenever they buy space or time. Buying radio is a "vote" for radio—buying newspapers is a "vote for newspapers". Behind this choice lies the most important common denominator of all media—the ability to ring the cash register.

Two Major Differences

But there are other, less pragmatic ways of comparing the two media, once we clearly state the basic points of difference between them. These points of difference are many, but the two most significant ones, in my opinion, are:

(A) Newspaper advertising makes an impression on the eye—radio advertising makes an impression on the ear.

(B) Newspaper readership is largely determined by product interest; radio listening is determined largely by program interest.

These dissimilarities do not, however, rule out any meaningful comparisons between the two media. It is not possible to compare apples and oranges. But it is possible to compare apples and oranges in terms of some specific attribute—to say that apples deliver twice as many calories per dollar or that oranges deliver twice as many vitamin C units per dollar.

Therefore, I have chosen to make a brief survey of New York newspapers and radio with this one specific viewpoint—to determine the number of impressions-per-dollar which the advertiser who uses one-minute spots gets in New York, as compared with the number of readers-per-dollar obtained by the national advertiser using the two New York newspapers covered by the Clark syndicated readership reports.

In setting up my method, every step was taken to guarantee to newspapers the benefit of any procedural doubt. Five issues of the two New York newspapers were studied. The circulation of each paper was multiplied by the percent observation of each ad for men or women—whichever was higher—to give total readership. The cost of each ad was then determined, based on the published national line rate—and the number of readers was divided by the cost to show the number of readers-per-dollar. Every national ad was thus analyzed—a tedious and painful procedure, by the way.

How did newspapers get the benefit of the doubt by such a procedure? First, because we considered the readership of each ad to be the percentage figure for men or women, whichever was higher. This was a necessary assumption because some product ads are directed exclusively at one sex. But it certainly benefits the many ads which are directed at both sexes equally.

Second, because it is acknowledged that in readership studies, ads which have been appearing over a long period of time tend to have inflated "ratings", because the interviewee is unable to determine whether he saw the ad in question in that particular issue of the paper or perhaps last week, last month, or even last year. All the top-rating newspaper ads, on a cost-per-reader basis, were of this type.

The method used in analyzing the number of radio homes per dollar was the standard method used in Robinson's Radio Reckoner, and available to all subscribers. The coverage of a station is multiplied by the rating of a spot—then divided by the cost of a spot. Whereas long and tedious hours were required to calculate the cost data on



MRS. ROBINSON

newspaper ads, the entire radio operation took under an hour, with the use of Reckoner tables.

It should be noted that in the figures which follow, newspaper readers are compared with radio families.

What does this comparison reveal? First, let us compare the medians:

	Number of observers per dollar
Newspapers	
Newspaper A	130
Newspaper B	125
	Number of radio homes per dollar
Radio	
Station A	1250
Station B	1045
Station C	915
Station D	700
Station E	550
Station F	545

Next, let us assume that the advertiser's ad is neither in the top 25% of effectiveness nor among the bottom 25%—but in the middle 50%. What is the range of probable performance?

	Number of observers per dollar	
Newspapers	*Between*	*And*
Newspaper A	190	75
Newspaper B	225	80
Radio		
Station A	1780	940
Station B	1630	740
Station C	1270	640
Station D	710	360
Station E	930	370
Station F	550	330

If an advertiser had top performance in each of these media, how many impacts per dollar would he make? Here is the data:

	Number of observers per dollar
Newspapers	
Newspaper A	860
Newspaper B	230
	Number of radio homes per dollar
Radio	
Station A	2720
Station B	2260
Station C	2300
Station D	1045
Station E	1095
Station F	1100

Next, let us examine the number of impacts per dollar if you have the least efficient ad in each of these media.

	Number of observers per dollar
Newspapers	
Newspaper A	25
Newspaper B	30
	Number of radio homes per dollar
Radio	
Station A	735
Station B	440
Station C	375
Station D	340
Station E	250
Station F	220

Finally, to make a fantastic comparison, let us suppose that an advertiser has his choice between the least effective spot on each of these New York stations, or a newspaper ad which would rank midway in the top 50% of newspaper ads. Here is how they would compare in terms of impacts per dollar.

	Number of observers per dollar
Newspapers	
Newspaper A	190
Newspaper B	225
	Number of radio homes per dollar
Radio	
Station A	735
Station B	440
Station C	375
Station D	340
Station E	250
Station F	220

These figures demonstrate conclusively that in terms of audience delivered per dollar, in the New York market, radio gives the advertiser a tremendously larger potential than newspapers.

Ad Size a Factor

The following notes should be kept in mind in evaluating this study: (1) Two network and four independent stations were included in this study. The NBC and CBS stations were omitted because they had an insufficient number of minute spots between the hours of 8 a.m. and 6 p.m. to provide a basis for generalization. (2) The Hooper ratings used as a basis for this study cover the same season as the newspaper readership reports.

Lest any exception be taken to comparing newspaper ads of varying sizes with one-minute spots, I think the following comments are pertinent:

(A) Size of newspaper ads has a relationship to the percent of observation of the ads.

(B) Few newspaper ads of any size are read for longer than a minute.

Finally, how much weight can be given to these figures? I must go back to my original illustration: We are not advising anybody to buy apples instead of oranges—we are merely analyzing the number of calories per dollar. If vitamins or flavor or some other factor are more important to you than calories, this comparison will have little significance.

In practice, it is necessary first of all to recognize the inflated nature of many newspaper reader-

(*Continued on page 64*)

SINCE the now-famous New York newspaper survey, which purportedly 'revealed' that the Gotham press has a 5-1 pull over broadcast advertising, both the Fourth Estate and radio have come forth with claims and counter-claims. In this article Cecile L. Robinson of Robinson's Radio Reckoner, New York, analyzes advertising results. One-time child movie actress, secretary, timebuyer, Mrs. Robinson at 27 heads her own organization. She doesn't compete with other radio research operations, but provides agencies and advertisers with tables for convenient cost-analysis of spot broadcasting, doing special market analysis on a cost-per-listener basis for stations taking Reckoner service.

Cowles Plans to Swap WMT for WOL

Would Give Midwestern Group Third Outlet In the East

ACQUISITION of a Washington outlet by the Cowles newspaper and radio interests, through a contemplated "swap" of the facilities and assets of WMT Cedar Rapids, Ia., and WOL Washington, was tentatively completed last week. The transaction, for which FCC approval shortly will be sought, does not result from the FCC's "duopoly" regulation.

The swap would give to the Cowles interests their third Eastern station. WHOM Jersey City and WCOP Boston, have been acquired for approximately $350,000 and $225,000 respectively, subject to FCC approval [BROADCASTING, May 22-June 5]. The WHOM purchase was from Joseph F. Lang and Paul Harron, and the Boston outlet from Arde Bulova, New York broadcaster and watch manufacturer.

Arrangements for the station exchange have been agreed to by Gardner Cowles Jr., president of Iowa Broadcasting Co., which owns WMT, and William B. Dolph, executive vice-president of American Broadcasting Co., which operates WOL. Mrs. Helen Mark is president and principal owner of WOL. Herbert M. Bingham, counsel for American Broadcasting Co., and Segal, Smith & Hennessey, counsel for Iowa Broadcasting Co., have handled the transaction, with the assistance of Alvord & Alvord, tax attorneys.

The parties have drawn a contract under which each will apply for the assignment of the station licensed to the other. Each company would sell the other its transmitter and studio equipment and related facilities at book value with certain items excluded. Iowa Broadcasting Co. would assign to American Broadcasting Co. all of these facilities in return for similar facilities of WOL.

T. A. M. Craven, who retired June 30 as a member of the FCC, becomes vice-president of Iowa Broadcasting Co., in charge of eastern activities and will supervise WOL's operation, along with WHOM and WCOP, when those stations are transferred. Jim Milloy, vice-president of *Look* and Washington executive for the Cowles' operations, will be identified with the policy direction of the eastern radio properties. Mr. Dolph, as executive vice-president of American Broadcasting Co., will assume direct supervision of WMT.

WMT, basic CBS and parttime MBS outlet, operates on 600 kc with 5,000 w fulltime. It also maintains studios in Waterloo, where the station originally was located. WOL, operating on 1260 kc with 1,000 w power, is an MBS outlet. Manager of WMT is William B. Quarton in Cedar Rapids. Don E. Inman is Waterloo manager.

The swap transaction is the second devised in recent weeks. An even-up exchange of KTBS Shreveport, La., sister station of KWKH, by John D. Ewing newspaper interests to a group headed by John C. McCormack, for KTHS Hot Springs, Ark., was completed in May [BROADCASTING, May 22]. This transaction, however, was a result of the FCC's "duopoly" rule.

TWIN CITIES COURT ORDER CONTINUES

RESTRAINING order issued by Judge Paul Guilford last month to prevent the Minneapolis Musicians Assn. from calling a meeting to vote on a strike in violation of a War Labor Board directive will continue in force until fall as the result of legal action planned over the weekend by KSTP St. Paul.

Judge Paul Carroll of Hennepin County, assigned the case when the union charged prejudice against Judge Guilford, granted the motion of the union to lift the order but granted the KSTP request for stay of proceedings until July 3.

KSTP attorneys were prepared to file an appeal Saturday before the State Supreme Court which will continue the injunction until fall when the court meets. It is expected that by that time the Chicago regional WLB will have decided the case.

It is understood that the station's action was taken to prevent a strike of the musicians while the case is pending.

WOV Transfer Set for Hearing July 6 By FCC; O'Dea Intervention Plea Denied

PETITION to transfer control of WOV New York by Arde Bulova and Harry D. Henshel to Murray and Meyer Mester, Brooklyn food product distributors, for $300,000 last week was set for hearing at 10 a.m. July 6 by the FCC. A petition by Richard E. O'Dea, minority stockholder, to intervene was denied last Wednesday.

In his petition filed June 17, Mr. O'Dea alleged he had an agreement with Messrs. Bulova and Henshel whereby control of the station, a foreign-language outlet, would not b sold until Mr. O'Dea had first opportunity to buy. When the proposed sale first came up in 1942 Mr. O'Dea waived his option but his petition contended that the orignal application to transfer control was dismissed and therefore his waiver became void.

WOV is licensed to the Wodaam Corp., of which Mr. Bulova owns 59.7% of the common stock and Mr. O'Dea owns 20%. Another 20% is held by the B.L.O.W. Corp., of which Mr. Henshel is sole owner.

To File Complaint

Also on July 6 Mr. O'Dea will file a complaint against Mr. Bulova and Milton Biow, advertising agency head and a stockholder in the Greater New York Corp., owner and operator of WNEW New York, of which Mr. Bulova is majority stockholder, in the New York Supreme Court, according to Charles B. McGroddy Jr. of Warren & McGroddy, attorneys for Mr. O'Dea.

Complaint arises out of the transaction slightly more than two years ago whereby Wodaam Corp. became owner and operator of WOV instead of WNEW, which was transferred to Greater New York Corp., former operator of WOV. Deal included a switch of frequency and power for the stations, WNEW becoming a fulltime station operating on 1130 kc with 10 kw power, while WOV took WNEW's former frequency of 1280 kc with 5 kw power and six-day operation, the frequency being operated on Sundays by WHBI Newark.

Mr. O'Dea holds 50% of the preferred stock and 20% of the common stock of Wodaam Corp. He is a director of the company and was its vice-president until June 22, when Harold Lafount, Bulova radio executive, was elected vice-president. Morris Zinneman, accountant of WOV, is president.

Declining to discuss details of the action until the complaint has been filed, Mr. McGroddy said that summonses had been served on Mr. Bulova and Mr. Biow on May 31, adding that this unusual procedure of serving summonses unaccompanied by a complaint was adopted as a result of information he had received that Mr. Bulova was planning to leave the country. The court allowed Mr. O'Dea until June 22 to file his complaint, subsequently extending the time until July 6, Mr. McGroddy said.

Mr. O'Dea, although an officer of WOV, had known nothing of this trip, Mr. McGroddy said, adding that the only information he has been able to obtain came from the printed report of hearings by the House Committee on the War Agencies Appropriations Bill for 1945. The report states that on April 22 Elmer Davis, director of OWI, testified that Mr. Bulova was not going abroad for the OWI, but "to represent a radio station which he owns, in an endeavor to get direct broadcasts from Naples in Italian back to New York over his station, or the same sort of broadcasts as CBS and NBC provide from Naples".

Mr. Davis said that the only connection the OWI had with the matter was to tell the Army, which would provide transportation, that "in our judgment it would serve a useful public information purpose if he were allowed to go to Italy".

Crosley Promotes Dunville and Park

Shouse Names Marshall Terry To Head New Division

PROMOTION of Robert E. Dunville, vice-president of the Crosley Corp., Cincinnati, and assistant general manager of WLW, to the post of general manager was announced last Friday by James D. Shouse, Crosley vice-president in charge of broadcasting. At the same time Mr. Shouse disclosed that Eldon Park of the WLW New York sales office, would be assistant general manager. He also announced appointment of Marshall Terry, former vice-president of the Trailer Co. of America, as head of a new division embracing sales promotion, public relations, merchandising and specialty sales.

The reorganization was revealed by Mr. Shouse at the semi-annual WLW sales conference at Crosley Square, home of WLW-WSAI. Mr. Dunville's appointment is to give Mr. Shouse an opportunity to devote more time to new developments planned by WLW for the postwar period.



Mr. Shouse



Mr. Dunville

Mr. Shouse joined the Crosley organization as vice-president and general manager of WLW-WSAI Nov. 15, 1937, after serving as general manager of KMOX. Mr. Dunville first was general manager of WSAI and subsequently became WLW sales manager, Crosley vice-president in charge of radio sales, and assistant general manager.

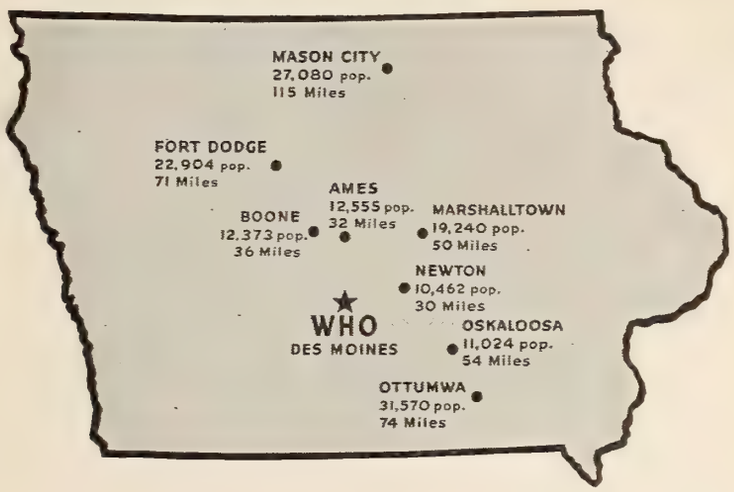
Mr. Park started with WLW in 1930 as a U. of Cincinnati cooperative student. He was night pbx operator and information clerk. When he was graduated in 1934 Mr. Park was named assistant program traffic manager and since then has held the posts of traffic manager, program coordinator, assistant sales manager and member of the New York sales office.

Mr. Terry resigned as vice-president of the Trailer Co. of America in charge of sales and public relations to accept the Crosley appointment. Previously he was sundries sales manager of Miller Rubber Co. Samuel White heads the WLW sales promotion department, succeeding Lt. (j.g.) M. F. (Chick) Allison, who left early this month for Navy duty in Washington. Roger Baker heads the public relations department and Lou Sargeant is chief of specialty sales. E. C. (Jimmy) Krautters directs

(*Continued on Page 70*)

REPORT NO. 2

ON STATION WHO'S HOOPERATINGS



At left: The eight Outside Zone cities covered by the Hooper Radio Report (Winter, 1944) described below. Airline distances from Des Moines, plus 1940 populations, are shown.

To people who live in Iowa the fact that WHO has a larger audience than any other station or combination of stations in this State is well known. To you in distant cities, such leadership might seem improbable.

So we asked Hooper to survey eight "Outside Zone" cities, 30 to 115 airline miles from Des Moines. (*Six of which have local stations of their own.*) The comparison was to be—WHO versus other NBC stations, versus all CBS stations, versus all Blue and Mutual stations, versus "all others". The results are so spectacular as to make us glad that the figures came from a recognized authority such as Hooper. Take the morning hours, for instance—which, incidentally, give WHO the entire day's smallest margin of superiority!

8:00 A.M. - 12:00 Noon—*Monday thru Friday—Outside Zone*

Time	Share of Audience				
	WHO	OTHER NBC	ALL CBS	ALL BLUE - MBS	ALL OTHERS
8:00 - 9:00 A.M.	55.1	*	19.5	18.0	7.4
9:00 - 10:00	54.8	0.4	12.4	15.8	16.6
10:00 - 11:00	47.5	*	20.1	27.7	4.7
11:00 - 12:00	52.4	0.3	22.0	13.7	11.6
8:00 A.M. - 12:00 Noon	52.1	0.2	18.8	19.2	9.7

**No listeners found in sample.*

Please note that of the four morning hours surveyed, there is *only one in which WHO does not have a larger share of the audience than all the other network stations combined!* And even in this one hour WHO gets 47.5% of the audience, against 27.7% for all the outlets of Blue-Mutual!

This is conclusive evidence that regardless of what other networks or stations you use in this Outside Zone, you also need WHO in order to get adequate coverage.

Let us or Free & Peters send you a copy of the complete report. Ten minutes' study will give you a new idea of what WHO *means* in Iowa.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

More Information for Buyers Is Needed, Says Linnea Nelson

Hopes Standard System of Coverage Providing Current Data for Agencies Will Be Devised

A PLEA for more information—comparative and competitive—that will assist the advertiser and advertising agency in buying radio time and in comparing their expenditures and results with those of their competitors, was made by Linnea Nelson, head of the time-buying department of J. Walter Thompson Co., at the opening session of the meeting of the Advertising Clubs of New England, First District Advertising Federation of America, held June 25-27 at Swanscott, Mass.

Stating that there are many different coverage methods in use today, Miss Nelson cited the NAB current search for a standard system and expressed the hope that "before too many years we will be able to go to the files and take out dozens of station maps that are based on the same methods and the same total U. S. radio homes figures." Today stations use 1940 census figures or estimates based on set sales since 1940 casually and impartially, so the timebuyer has to check dozens of maps before a figure can be given to an advertiser, she said.

Competitors Won't Talk

"Another shortcoming of radio is the lack of competitive information," she continued. Although an advertiser is always interested in what his competitors are doing, she said, this information was almost impossible to find in radio's early days, and is still a fairly close secret, with not all networks releasing billing figures and with complete information on spot broadcasting impossible to obtain.

"Of course radio has its own reason for this," Miss Nelson said, "but it is much easier to get this kind of information regarding magazine and newspaper expenditures and when certain advertisers start looking at comparative reports it does not look too favorable for radio.

"My personal feeling is that radio is wrong in taking this attitude, because as long as that information is available for some media, it should be for all. An advertiser regards an advertising medium as strictly that—be it magazines, newspapers, outdoor, trade papers or radio. And if by today's records an advertiser sees that others are spending only a small percentage of their appropriations in radio, why should he do more? Of course, this can frequently work to the advantage of the big radio advertiser, but some day radio itself might be sorry that it hasn't tooted its own horn a little more."

Without this complete history of expenditures available, she stated, network sponsors have turned to program ratings for comparative data on their own and other programs, adding that 'today greater stress seems to be placed on these figures than ever before". Networks as well as advertisers are vying for high rating programs whenever any time becomes available, she said, moving programs around as if they are pieces on a checker board in an effort to gain and hold program popularity leadership.

Pointing out that the lead programs of a year ago are still the leaders today, and that everyone wants to own a leader, Miss Nelson said: "What most people in the advertising business don't want to adjust their thinking to is that the leaders did not start out by being leaders—they needed ears to build—they needed patient advertisers, agencies and production people. Many leading programs or stars did not become leaders during their first series, or even years on the air."

A problem of coincidental program ratings, she stated, is that they present ratings per minute of listening with no indication in the rating of the overall number of people reached by the program or of the difference between a quarter hour, half-hour and hour program with the same rating. "This is one point in which the Nielsen audimeter reports have a definite advantage," she said. "In addition to showing the percentage of listening per minute or average audience, they also show the total overall audience.

"My guess would be that on a 30-minute program your average audience per minute would be increased by more than 40% in order to equal your total audience figure. A rough average on 15 minute shows—including daytime serials—might show a total audience of more than 15% above the average audience per minute. And when you think of all the rising blood pressure that is involved with every tenth of a point rating drop, these percentages really mean something.

Trends shown by charting a program's ratings over a period of years are sometimes a better guide t what is happening to that program than the actual ratings, she said. If a program is charted by the different ratings, she explained, all graphed on one sheet, the figures will be different, with the Nielson total audience and CAB recall higher, and the CAB and Hooper coincidental and Nielsen average audience lower and fairly comparable, but the trends will be much the same.

Each is valuable for what it shows," she declared, "yet none is completely conclusive, leaving us all still looking for the straw to grasp to show where we are going, how many people we are reaching, and how well we are doing the job. Today's ratings are not an indication of the total number of people who listen to a given program. There is an urgent need for the survey that will show total circulation nationally."

CHERNOFF ABROAD FOR W. VA. NET

Will Broadcast News of Home State Servicemen From European Theatre of Operations

FIRST independent broadcaster to be accredited as a war correspondent, Howard L. Chernoff, managing director of the West Virginia Network [BROADCASTING, June 5], left for the European theatre late last week. He will broadcast news of West Virginia servicemen throughout the British Isles, in France, "and on into Berlin, I hope", he said.

Carrying Messages

Equipped with a portable typewriter, a camera, and 2,500 names of West Virginia boys whose families and friends have especially requested that he contact, Mr. Chernoff will interview as many home state servicemen as possible. He plans to send back the messages by cable, regular mail and by transcriptions secured with the cooperation of the Signal Corps and the BBC. A picture of every man interviewed will be sent home to the parents.

Along with the names are hundreds of personal messages, such as "Tell Joe to write home. We haven't heard from his since he left." And he has a letter from a young wife describing a 5-month-old baby that its father has never seen. One mother gave him $25 for her son on his birthday, the 14th of August. Mr. Chernoff has promised to try and be with the boy on that date, and if that is not possible, to contact him by phone.

As a special service to West Virginia retailers, the correspondent plans a series of transcriptions telling how the war has affected leading British retailers, so that merchants can compare wartime shortages of stock, personnel, and similar problems.



MR. CHERNOFF

There will be a daily transcribed broadcast sent to WCHS Charleston and fed to the other three stations of the network, along with a weekly live show every Sunday 6:05-6:15 p.m. broadcast direct from overseas. The trip is financed completely by the West Virginia Network. He will be gone for the maximum three months allowed under the Army accreditation procedure.

Loused by Mouse

AT A CRUCIAL time in Herbert Hoover's address from the Republican convention Tuesday night, station WRC, NBC Washington outlet, suddenly went off the air. And for three minutes and 52 seconds, the station was unable to explain to inquiring listeners the cause of the silence. Finally, when calls to the transmitter house in Maryland were answered it was learned that a mouse had crawled into the rectifier tube, shorting the power supply. The engineer, busy locating and chasing out the mouse, reported the interruption when the power returned.

Funk Bros. Series

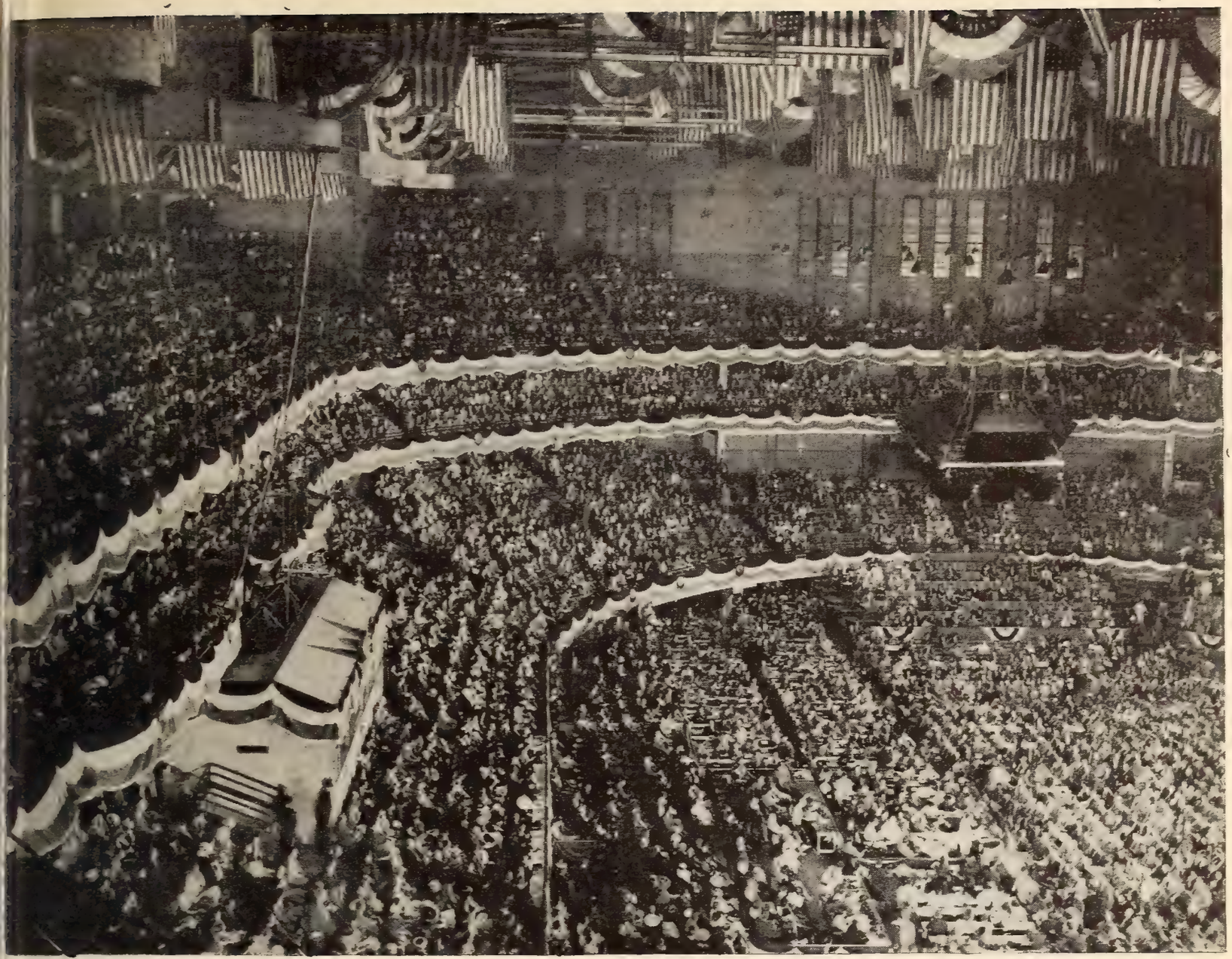
FUNK BROS. SEED Co. Bloomington, Ill. (hybrid seed corn), plans sponsorship of a series of quarter-hour transcribed programs on approximately 15 stations. Titled *The Ben Adams Family*, program has been transcribed for Funk Bros. by NBC Radio recording division and will run for 52 weeks beginning Aug. 1. Series was produced by Al Tiffany and Joe Rockhold. Agency is E. H. Brown, Chicago and Dick Crabb is account executive.

WENT to CBS

WENT Gloversville, New York, which went on the air for the first time July 1, simultaneously joined CBS as a special supplementary station, owned and operated with 250 w on 1340 kc by Sacandaga Broadcasting Corp., New York. CBS now has a total of 146 affiliates.

General Cigar Plans

GENERAL Cigar Co., New York, is lining up a half-hour variety program as a replacement for Henry Gladstone, heard on MBS Monday and Thursday, 10-10:15 p.m. Agency is J. Walter Thompson Co., New York.



MacFarlane gave Maryland the Convention news . . . *direct!*



In addition to its regular, extensive news coverage, W-I-T-H sent its famous news commentator — Ian Ross MacFarlane — to the Republican Convention. And for good reason.

Ian Ross MacFarlane told Maryland people about Maryland delegates and Maryland activities direct from the convention floor.

It is this constant thinking in terms of its own listeners that makes W-I-T-H "The People's Voice in Baltimore."

Ian Ross MacFarlane is heard four times a day on W-I-T-H. Because of his long European association he has an uncanny ability to call the turn on news events.

MacFarlane broadcasts exclusively for W-I-T-H.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

WCAE Gets Quick Action from WPB To Repair Antenna Damage in Tornado

AUTHORIZATION was granted by the WPB last week for materials to reconstruct the two 365-ft. towers of WCAE Pittsburgh, destroyed by a storm which swept southwestern Pennsylvania and West Virginia a fortnight ago. Station was off the air less than 12 hours until operation could be resumed with a make-shift antenna and with reduced power of 1,000 w under a temporary telegraphic grant by the FCC.

One of the towers was completely destroyed and an 80-ft. stump of the other was all that was left standing. The temporary antenna was strung from this stump to the transmitter house. Construction engineers reported last week that three-fourths of the portion of the tower still standing can be used in th reconstruction. The WPB authority releasing the necessary materials was granted within five hours after the request of Leonard Kapner, WCAE manager, reached Washington.

Temporary Towers

Arrangements also were completed last week with the Duquesne Light & Power Co. for use of two 100-ft. wooden towers as antenna structures, which were to be erected over the past weekend. Power would then be increased to 5,000 w day and 1.000 w night. WCAE normally operates fulltime with 5,000 w on 1250 kc. and is affiliated with Mutual.

WCAE Pittsburgh extended thanks to the four other stations in the city (KDKA KQV WJAS and WWSW) in appreciation for their courtesy when the WCAE transmitter towers were damaged. Courtesy announcements by the other four stations explained the non-operation to the public.

WBLK Clarksburg, W. Va., had a narrow escape when the storm hit within seven miles of its tower. Station manager George Blackwell and news commentator H. G. Rhawn started for Shinnston, W. Va. 12 miles away as soon as word of the disaster was received and returned to the Clarksburg studios to give eyewitness accounts of the scene.

Since some stations in northern West Virginia and southwestern Pennsylvania were off the air due to power and line failures, West Virginia State Police and Red Cross officials sent messages into the storm area throughout the night via WCHS Charleston, W. Va., which remained on the air all night.

Relief Work

In southwestern Pennsylvania, WJPA Washington was on a 24-hours-a-day basis, recruiting help and gathering news of the catastrophe. First news of the storm came to WJPA from the Pennsylvania State Police and from then on the station continued to cover the news and assist in relief operations. Station immediately made contact with the YMCA camp as soon as the camp was reported hit by the storm. When the campers were brought back to town, WJPA reported where they could be picked up by their families.

When program director Hunter Reams learned that the neighboring Pittsburgh station, WCAE, had been knocked off the air, he broadcast the information repeatedly, together with the news that WCAE would resume in the morning.

WMMN Fairmont, W. Va., whose transmitter and three towers are located on a high hill only 12 miles from the storm's path, was not touched, it was learned last week.

Forerunner of the storm in Pennsylvania and West Virginia was a tornado which hit eastern Nebraska on June 10 when roads and bridges were washed away. KORN Fremont was forced off the air, but resumed transmission 9 a.m. of June 11, broadcasting continuously until 9:30 p.m. June 14.

During the entire emergency KORN disregarded all commercial announcements. Three shortwave transmitters were put on the scene of the most serious spots, to bring reports to listeners. On June 15 the Red Cross requested a nurse for flood duty and 13 minutes after KORN put the request on the air, the appeal had been answered.

WSAU to CBS

WSAU Wausau, Wis., MBS station has become a CBS affiliate, it was announced last week. Operating with 250 w on 1400 kc, station is owned by Northern Brodacasting Co. Inc.



ANTENNA TOWER of WCAE Pittsburgh, stands twisted and broken following the storm which swept that area during the night of June 23. Other tower of the station was completely demolished.

Schutter Candy Renews

SCHUTTER CANDY Co., Chicago (Old Nick, Bit-O-Honey) renews sponsorship July 22 of its quarter-hour starring Curt Massey program Saturdays, 4:45-5 and 5:40-5:45 p.m. CWT full NBC network, orignating out of Chicago. Contract is for 52 weeks, and agency is Schwimmer & Scott, Chicago, with W. J. McEdwards, NBC account executive.

Owens-Illinois Change

OWENS-ILLINOIS Glass Co. Toledo will discontinue on Aug. 1 *Broadway Matinee*, on CBS 4-4:25 p.m., and is said to be considering an evening half-hour program of semi-classical music for fall. Agency is J. Walter Thompson Co., New York.



KNEE HIGH in flood waters were these engineers of WEIM Fitchburg, Mass., when Baker Pond, close by the transmitter sight overflowed its banks resulting in the above houseboat effect. In their hip boots are Ted Kalin (left), chief engineer, and Paul McNally, while Bill Brailev is in the doorway in comparative safety, looking out at the desolation.

New Agency Setup As GE Names Two

Institutional Copy to BBDO; Maxon Handles Electronics

IN A REALIGNMENT of its advertising agency set-up, General Electric Co., Schenectady, last week announced two new appointments. BBDO New York, which has handled the GE lamp advertising on a cooperative basis with Foster & Davies, Cleveland, has also been placed in charge of the company's institutional advertising, which was formerly placed by Leighton & Nelson, Schenectady. This phase of the GE advertising covers advertising for the company as a whole, as contrasted with the four operating divisions. George Gouge is account executive.

Maxon Inc. has been appointed as agency for all advertising of the GE electronics division, effective Nov. 1. Previously Maxon had handled only the broadcasting, with N. W. Ayer & Sons placing the printed advertising for this branch of GE, which includes transmitters, tubes and receivers for AM, FM and television. Agency is establishing a branch office at 6 State St., Schenectady, to facilitate servicing this account.

New Appointments

Linwood G. Lessig, in RCA's tube division before joining Maxon earlier this year, and John Allen, who will join the agency about Aug. 1 also from RCA's tube division, will have charge of the Schenectady office, handling tube and transmitter advertising. Receiver and special products advertising will be handled from the GE Bridgeport plant by an executive who has not yet been appointed. New York executives on the account are George Harrison Phelps, vice-president and senior executive, and Dr. Lester F. Miles, technical director of Maxon.

General Electric appliance advertising continues to be handled by Young & Rubicam, New York. Newell-Emmett Co., New York, continues in charge of advertising for GE air conditioning equipment. Apparatus division advertising is handled direct for the most part, with an occasional agency appointment for special campaigns.

NBC Institute Meets

"RADIO will assume its rightful role in the pattern for peace by encouraging the interchange of ideas," Joseph A McDonald, assistant general counsel of NBC said last week at the opening session of the third annual NBC-Northwestern Summer Radio Institute in Chicago. At the meeting, Judith Waller, NBC director of public service, central division and codirector of the Institute, told that two scholarships will be awarded to the outstanding boy and girl student attending the 1944 Institute.

TO ALL OF THESE PEOPLE,

The Blue Network

GIVES CREDIT and THANKS

. . . for a great job and wholehearted cooperation which made possible our complete coverage of D-Day news.

IT is now history—how The Blue's newsroom sprang to action at the first invasion flash, at 12:40 AM EWT, Tuesday, June 6—and how, from that moment on, The Blue and its affiliated stations gave America the bulletin-by-bulletin story.

But we don't want to revert to that: what we want to do is to record our deep-felt thanks to all those who have helped us.

First of all, we want to pay tribute to our London staff: to George Hicks, whose stories have been among the most dramatic to come out of this gigantic military operation; and to Arthur Feldman, Thomas Grandin, Herbert Clark, Harold Peters and Ted Malone, all of whom contributed their stories to the over-all picture.

We want to thank Walter Kiernan and Paul Nielson; William Hillman and Henry Taylor; Leland Stowe and Leon Decker who broadcast from New York not only the dispatches but their analyses and interpretations of fast-breaking events: our thanks also to David Wills, Baukhage, Martin Agronsky and Ray Henle from Washington.

We owe a debt of gratitude to UP and AP and INS; also to BBC. We are likewise grateful to the Navy and War Departments for their cooperation. And we wish to thank our contemporaries—NBC and CBS and MBS—for being together in the "Pool Broadcasts"—for permitting us to use much of their material and also for using those dramatic George Hicks broadcasts made from the gun turret of a U. S. warship.

We want to thank G. W. Johnstone and Thomas Velotta, director and assistant director of Blue News and Special Features, and our newsroom staff; also our engineers and all those behind-the-scenes people who worked without letup in order that the news might go through.

To our stations we want to express our thanks—not only for their cooperation but for the words of encouragement which they phoned and wired and wrote us.

And we want to thank our advertisers and agencies who have cooperated so willingly in allowing our people a free hand in scheduling programs for the best possible news coverage—even when it meant we had to cancel out their programs or change their formats or break into their broadcasts with bulletins and flashes.

If we have done a stand-out job (and legions of our friends have told us that we have) it has only been because we have had the cooperation and encouragement and devotion and understanding of all the people we have mentioned.

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.

Radio Asked to Renew Efforts To Help War Loan Over Lag

Gamble Requests Industry to Continue Extensive Activities; Smith Announces Disc Hiatus

"WHILE we have had the best co-operation yet in the support of the Fifth War Loan Drive for $16,000,000,000, it remains a vital challenge to broadcasters to continue with renewed efforts the radio promotion activities which will help to bring the Loan to a successful conclusion", Ted R. Gamble, national director of the Treasury War Finance Division, requested of the industry last week. Mr. Gamble stated that this continued effort was necessary not only to aid in pushing the Drive over the "stretch" or lag common to most all long campaigns, but also to focus into action the Bond-buying attitude of the American public which has been stimulated greatly by the news of the invasion activities and which "suprisingly thus far has not materialized to a very great extent". Nightly reports on the Drive are now being presented by Mr. Gamble over CBS during the 11-11:15 p.m. *News and Analysis* program featuring Quincy Howe and William L. Shirer.

Disc Hiatus

Robert J. Smith, chief of the WFD radio section, announced last week that recording activities for the Fifth Loan have been completed and that for the present time no further recorded Treasury material will be prepared, except for special songs such as the newly released Richard Rodgers and Oscar Hammerstein number, "Dear Friend", featuring Barry Wood on one side and Vivian DellaChiesa on the other and which can be used by stations on their regular musical programs. Fifth Loan Treasury recordings have included the sponsorable five-minute *Treasury Song for Today* series of 48 discs, and the quarter-hour *Treasury Salute* series of 24 programs; and also the special half-hour *Four for the Fifth* series featuring name Hollywood-radio talent and produced by Bill Robson and Arch Oboler. This latter series has replaced the former *Treasury Star Parade* during the present Campaign.

Wide Promotion

Home recording of the George Hicks transcription [BROADCASTING, June 12, 26] of D-Day activities off the coast of Normandy, presented by Washington, D. C. stations to the Treasury Dept., brought $100,000 in Bonds when it was auctioned on the evening of June 26 at the "Shot From the Sky" Army Air Force Exhibit on the Washington Monument Grounds. The home recording was prepared and donated by the U. S. Recording Co., Washington.

KOY Phoenix and the *Arizona Farmer*, both owned by Burridge D. Butler, are combining Fifth Loan promotion efforts in sponsoring an Independence Day fireworks display and celebration, admission to which will be through the purchase of Bonds. Westinghouse Radio Stations Inc. and the individual stations comprising the group—WBZ Boston, KDKA Pittsburgh, WOWO Ft. Wayne, KYW Philadelphia, have purchased a total of $800,000 worth of Treasury certificates as contribution toward "Backing the Attack".

On June 22 Mack Edwards, assistant program director of WSBA York, Pa., interviewed Authors Edna Ferber, Vincent McHugh, John Roy Carlson and Ogden Nash, currently on a Bond selling tour. Same day was also special Bond day in the WHYN Holyoke, Mass. area, with all-day activities climaxing in a special half-hour broadcast over that station and originating from the lobby of the Holyoke Savings Bank. Participants included returned war heroes.

The $12,000,000 Bond sales mark was passed for Ralph Edwards' *Truth or Consequences*, sponsored on NBC by Procter & Gamble for Duz, when the program originated from Boston on June 24. Star of the NBC *Grand Old Opry* show, Roy Acuff, and Cissy O'Brien, NBC vocalist, plus a troup of 17 WSM Nashville entertainers, conducted a three-day Fifth Loan Alabama tour to sell more than $750,000 in Bonds. Trip wound-up with a rally at the Montgomery, Ala. Crampton Bowl. A CBS Fifth Loan feature last week was a quarter-hour broadcast (June 27) presenting Mrs. Roosevelt, Mrs. Churchill and Mrs. Morgenthau, in addition to American and British women engaged in war industries.

KVOR Colorado Springs studio audience on the evening of June 22 bid against KVOR listeners in a $350,000 Bond auction which lasted from 7 p.m. to nearly 1 a.m. and included everything from a prewar girdle to a garden hose. War Bond show and auction sponsored by WHAS Louisville on June 21 netted more than $2,000,000 in pledges. The 3½ hour evening rally-broadcast, promoted extensively, featured local and state civic leaders in addition to armed service representatives and special remote features.

WBT Plan

Launching of the Fifth Loan in the Florida area was heralded by a special program carried over a state network of ten stations—WFOY WMBR WRUF WSPB WTAL WQAM WMFJ WDBO WJNO WDAE. Among those participating on the program were the Most Reverend Joseph P. Hurley, Bishop of the Diocese of St. Augustine, and Father Thomas J. McDonough, pastor of the historic Cathedral of St. Augustine.

WBT Charlotte, N. C., again is allotting facilities to the local banks in Charlotte to put the Fifth Loan over in that area. A special Bond day is assigned to each bank, in which it attempts to outsell and top Bond records set by its competitors. Feature stars of the motion picture "The Hitler Gang" appeared in Oklahoma City as a feature of the KTOK Oklahoma City G-I program *Sing, Soldier, Sing*, now dedicated to the Fifth Loan. Broadcast originated from the Tinker Field Service Club before a soldier audience of 1200.

The KDKA Pittsburgh "Bondwagon", during its third tour around western Pennsylvania, set a new cash sales record June 17 at Connellsville when $158,400 in Bonds were sold. The four-hour program featured KDKA talent and personalities, who will continue their Bond trips throughout the summer, with a $3,000,000 goal in view, according to Joseph E. Baudino, KDKA manager.

During its regular programs on June 26 WNEW New York presented from an up-state convalescent center War Bond pleas from 15 Army Air Forces veterans as part of a special "Air Forces Bond Day." Listeners were able to tele-

WRGH Sells Bonds

WRGH, the non-broadcasting "intra-mural" radio station of Walter Reed General Hospital, Washington, D. C., is including Fifth War Loan promotion in its daily programming for the wounded war veterans recuperating at the hospital. Treasury recorded programs and numerous live spot announcements are used frequently during the 8:15 a.m. to 4:30 p.m. schedule of music and entertainment originating from the hospital radio room, to pave the way for extensive direct contact Bond sales. Evening programming includes selected network shows requested by the veterans.



Currently appearing in high traffic areas throughout Metropolitan St. Louis (Mo.), this 24-sheet, another in KXOK's "animal series" of outdoor boards, effectively strikes a lighter note in advertising the station's call letter, spot-on-the-dial, Blue Network affiliation and KXOK programs.

These posters have set a style, a pace, a greater impact value . . . reflected in the 15 other types of local and national promotions that consistently sell KXOK to its advertisers and listeners.



CHARLES ROBERTS
KLZ Farm Service Director

1943 - 1944

The DENVER ADVERTISING CLUB

presents this award to

RADIO STATION KLZ

for outstanding merit in advertising production, and specifically in recognition of

THE AD OF THE YEAR

in the field of Broadcasting

SIGNIFICANT CONTRIBUTIONS WERE MADE BY:

Public Service Company of Colorado — Advertiser
John L. Prince — Producer
Fred C. Mueller, Jr. — Account Executive
Peter D. Smythe — Production

Dated at Denver, Colorado the 23rd day of May



JOHN PRINCE
KLZ Script Writer

FOR GOOD SCRIPT AND PRODUCTION

TWO significant awards have come to KLZ within recent months, both in recognition of KLZ's creative efforts in programming.

The "Ad of the Year in the Field of Broadcasting" selected by the Denver Advertising Club was one of a series of commercial dramatic shows originated and produced, from idea to the air, by members of KLZ's staff. Selected as the "Ad of the Year" after a year of monthly competitions, the award to KLZ was a signal home town honor.

National recognition came to KLZ with the awarding by Ohio State University's 15th Institute for Education by Radio of top honors for a KLZ Farm Service program entitled "'A' is for Beans". This was the second successive year that KLZ has won nationwide honor for program excellence.

1944
OHIO
INSTITUTE
AWARD
Agricultural
Broadcasts

Scripts for both award-winning programs were written by KLZ's John Prince. Production was under the direction of Pete Smythe. Charles Roberts, KLZ Farm Service director, gathered the material for the farm program and assisted in production.

These, of course, are only isolated instances of KLZ's over-all program excellence, but they serve to illustrate the continuous initiative and enterprise employed by KLZ to serve and to satisfy Colorado listeners. Its success in this latter respect is one of the reasons why KLZ also does the best job of delivering the Denver Market to advertisers.

KLZ

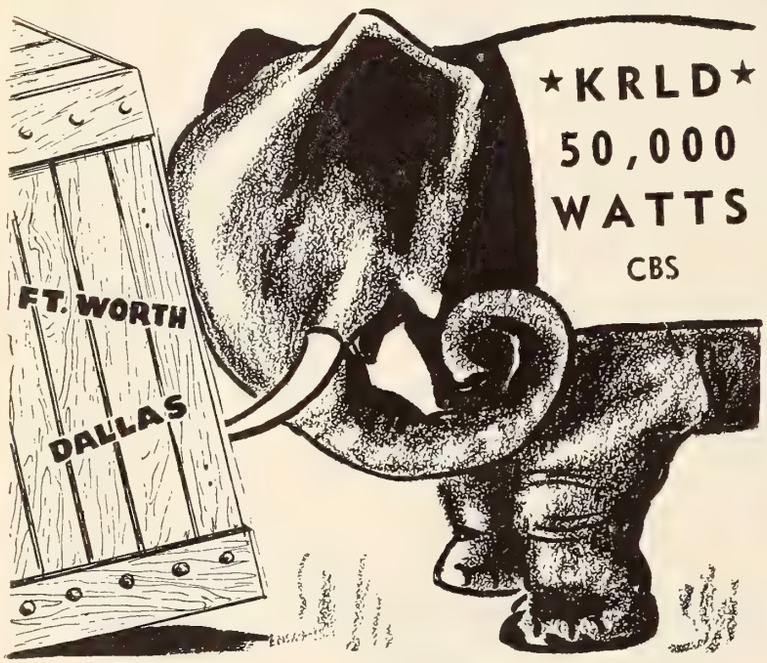
DENVER

CBS NETWORK 560 KC.

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

REPRESENTED BY THE KATZ AGENCY

KRLD ★ 50,000 WATTS
Only High-Powered CBS Outlet in North Texas



MOVES GOODS!

KRLD
DALLAS, TEXAS
The Times Herald Station
50 KW ★ 1080 KC.

Represented by THE BRANHAM COMPANY

phone their pledges to the heroes after each broadcast.

WPAT Patterson is broadcasting from its studios a series of "Bond Parties", given in honor of returned war heroes by war workers with the best Bond purchasing record. Bing Crosby's autographed pipe, Paul Whiteman's baton and other similar objects will be auctioned off to the highest bond bidders by Martin Block, record m.c. of WNEW New York, at an auction broadcast from a local theater on July 15. WHN New York supplies the giant war bond cash register in Times Square, New York, with the latest news flashes, which are read to the crowds, with proper credits, from a WHN mike set up on the entertainment platform.

More Net Features

As one of a series of 15 special broadcasts designed to stimulate Bond sales, the Blue Network on June 24 scheduled an hour long *Bonds Away* program featuring pick-ups from Pearl Harbor, London and various points in the United States. Included was an inter-racial theme play, a WAVES' chorus, messages from two Guadalcanal veterans from Valley Forge, and a talk by Ted Gamble. Entire broadcast of *Hoosier Hoop* on the Blue, July 1, was to be devoted to songs of World War I and World War II, tying in with the Fifth Loan.

From the Philadelphia Navy Yard, where 50,000 workers will observe the proceedings, NBC on July 4 will present a special program serving as Fourth of July celebration, and a salute from the Treasury Department to the Navy for Bond-selling efforts. Secretary of the Treasury Morgenthau and Secretary of the Navy Forrestal are to participate. To employes and their friends who purchase bonds through NBC, the network is offering a free recorded personal message, which may be mailed to any service man or woman in the United States. Network matches each War Bond purchase with a record, running 1½ minutes on each side.

To salute the Fifth War Loan, nine Southern California independent stations linked facilities in a one-broadcast network for a 60-minute variety program on June 21. Originating from KFWB Hollywood, show was fed to the stations through Radio Central, Los Angeles, and served as kick-off for a radio campaign the following day during which the stations competed for highest Bond sales total. Network stars including Bob Hope, Jerry Colonna, Sam Hayes, Spike Jones and his City Slickers, as well as talent from independent stations were featured. Show was produced by Don Otis, program director of KMPC Hollywood, with Art Baker as m.c. Station list for the one-broadcast network included KFAC KFWB KFVD KPAS KRKD KMTR KFOX KGER KMPC. Committee comprising Calvin J. Smith, Robert O. Reynolds, Kenneth O. Tinkham and Bill Ray collaborated with Joe Alvin, Los Angeles Fifth Loan radio director, Treasury Dept., on arrangements.



SKY VISITOR on the WLW Cincinnati Everybody's Farm was Col. H. F. Gregory who made a verical landing and ascent in this helicopter. The event was broadcast by Gordon Graham (in plane) of the WLW special events department. Col. Gregory is from the materiel command at Wright Field.

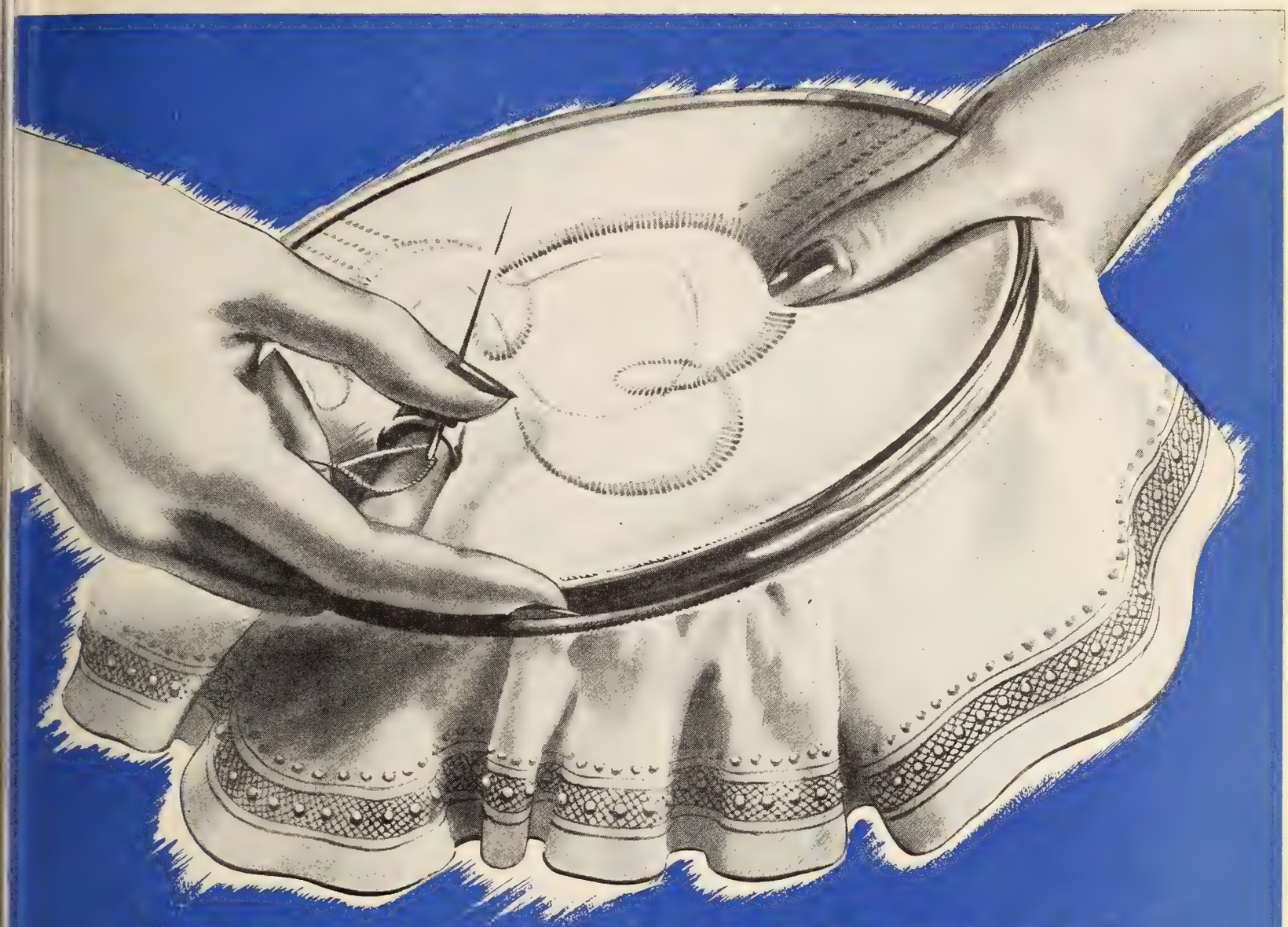
WMAQ Chicago scored its largest Bond purchase June 15 when William Loftis, Chicago district manager of Bond Stores Inc., Chicago, bought $400,000 in bonds. Accepted in behalf of the station by Jules Herbuveaux, program manager for NBC central division, purchase was made on the *Elizabeth Hart Presents* program.

WOR New York continues to help local communities raise their quotas by staging broadcast and non-broadcast War Bond rallies in conjunction with local war finance committees. Performance in Manhasset brought $1,368,800 in sales, more than two thirds over the town's top quota. Broadcast of *Pick & Pat Time*, MBS network program was the feature of a similar two-hour show put on by WOR in another community June 27, promoted by the distribution of 35,000 promotion folders.

WAVE Discs on 450

SERIES of 14 quarter-hour transcriptions promoting a WAVE recruiting campaign are expected to be broadcast on about 450 stations, starting July 15. Plan is for 3 broadcasts weekly, completing the series in approximately a month. Columbia Recording Corp. and NBC Radio Recording Division made the discs, which are to be distributed to stations by the Navy recruiting offices in each district. Titled *Something for the Girls*, series features radio, stage and screen stars in variety programs, including a recruiting talk. Series was approved by the AFM, AFRA and the OWI, all cooperating with the Navy.

THREATENING to paralyze radio communications in Brazil, the current shortage of radio tubes in that South American country also accounts for price increases ranging from 500 to 700% since 1940, it was reported last week by the Dept. of Commerce. Demand was adequately met until the first of this year with stocks built up in 1941 and 1942. Only 144,443 tubes were used in assembly and replacement in 1943 as compared with 308,000 the previous year.



What's EMBROIDERY *got to do with making* RADIOS?



Both fine needlework and the delicate tasks of assembling quality electronic fighting equipment are natural for the supple hands of women, who compose 75 per cent of Detrola Radio workers. After Victory their skill and trained fingers will build highest quality radio and television for the American home. ***Speed Victory— Buy War Bonds.***

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN PRESIDENT

ADVERTISING and promotion department of NBC has released the story of *The Army Hour* program in the form of a 64-page booklet, bearing on the cover the seal of the United States embossed in gold, flanked by the letters "G. I." Foreword features statement by Maj. Gen. Alexander D. Surles, director of public relations of the War Dept. Tracing the history of the Sunday half-hour feature from April 1942 to October 1943, the booklet covers the intensive work involved in producing the show, brief descriptions of some of the outstanding programs, and a list of the foreign and domestic military centers from which the series has been heard. Text is supplemented with photographs, many of them made especially for the booklet in cooperation with the Army.

Merchandising & Promotion

MBS Invasion Kit—WTOP Novel Publicity
KMBC House Organ—KBUR Newsletter

MBS Invasion Kit

TWO MONTHS prior to D-Day MBS had delivered to each of its 222 stations a kit containing 270 promotional items, ranging from air announcements and publication ads to map displays and movie trailers. When D-Day arrived, MBS stations throughout the country were ready to promote MBS as the "network for news". Accompanying the kit was an inter-office promotion piece in brochure form pointing out to member stations that MBS has the "greatest roster of news aces and more regularly scheduled newscasts that any other network."

WTOP Promotion

PROMOTION folder released by WTOP, CBS outlet in Washington, ties-in a novel publicity angle for its well-konwn sports commentator Arch McDonald with a portion reprint of a story from the sports page of the *Washington Post* to the effect that Arch McDonald (a race horse named after the commentator), scored at the Charles Town, W. Va. track. Gag pictures of both man and horse are tagged respectively with "Arch of station WTOP" and "Arch of Charles Town". Copy for the bulletin-type folder runs accordingly.

Coffee Promotion

TO STEP UP summer coffee sales, the Owens-Illinois Glass Co. has extended from seven to twelve weeks its national daytime *Broadway Matinee*, promoting glassed vacuum packed coffee, on 124 CBS stations. The Pan American Coffee Assn. as well as the merchandising and promotion departments of the CBS stations are cooperating in the drive. Owens-Illinois Glass Co. hopes to expand the postwar use of glass containers for vacuum packed coffee.

* * *

Quiz Kids Brochure

QUIZ KIDS, sponsored by Miles Labs., on the Blue Network for One-A-Day Brand Vitamins, are featured in a brochure released by the Blue Network. Booklet entitled "Six Kids and the War" shows a photograph with a brief history of each of the Quiz Kids with pictures taken on a recent war bond tour. In the course of 19 months they visited 13 cities and sold nearly $36,000,000 in war bonds, the booklet states.

* * *

KMOX Brochure

BROCHURE in black, white and tan has been issued by KMOX to back up the claim that it is the only St. Louis station that has "most of the audience, most of the time," based on a five-month survey of local listening habits by C. E. Hooper Inc. (fall-winter, 1943-44). Included are comparative charts to show that listener preference for KMOX is not confined to any single segment of the day.

* * *

KMBC House Organ

HOUSE ORGAN whose purpose is to "give news and information about programs of an educational and cultural nature which will enable listeners to make the best possible use of their radios" is now being published monthly during the school year by KMBC Kansas City and titled *Listening Post*. Four-page paper now circulates among 5,000 Kansas City educators, teachers and parents.

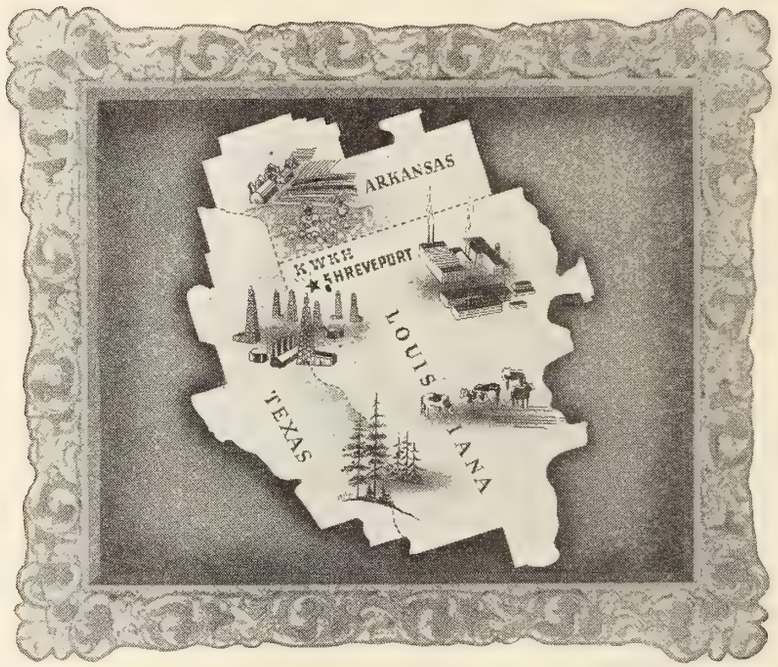
* * *

KBUR Newsletter

NEWSLETTER mailing piece to inform farmers of news of special interest is regularly being sent out by KBUR Burlington, Ia.

Rail Radio Succeeds

FIRST tests are proving that the two way radio communication between the yardmaster's office and switch engines of the Chicago, Rock Island & Pacific Railway Co. freight yards at Blue Island, Ill., started June 5 [BROADCASTING, June 5], is a success according to railroad officials. "Radio is proving of great practical value in expediting the making up and dispatching of trains," George W. Raney, general manager of the road, said. "The new radio system saves a great deal of time in getting orders to the engineer and switching crew." Messages are sent and received on a static-free system through loudspeaker and mikes located in the yardmaster's office and in the cabs of the diesel-powered switch engines. The antenna, a 90-foot tower, has been built in the middle of the yards.



PORTRAIT OF A
Diversified MARKET

In this rich East Texas-North Louisiana-South Arkansas area, sources of income are widely diversified. The steady production of oil and natural gas, a flourishing lumber industry, agricultural growth and increased livestock production, are all factors that contribute to this prosperous market . . . providing a steady, uninterrupted flow of wealth that spells added sales to alert advertisers—and KWKH is its No. 1 salesman. For further details, contact KWKH directly, or . . . ask a Branham Man!

KWKH
50,000 WATTS
CBS
A Shreveport Times Station Represented by the Branham Co.
THE SELLING POWER IN THE BUYING MARKET



ATTENTION

all you advertisers who use daytime radio in New York...

THERE ARE APPROXIMATELY 1,000,000 WOMEN WHO PROBABLY NEVER HEAR YOUR SHOWS!

QUITE RECENTLY WOR became more than normally nosey about women who work. Said we to ourselves, said we: What of the girls who punch the Underwoods, and pacify bosses, and weld plane parts, and — well, just plain w-o-r-k in Greater-New York daytime? Do *they* hear what's on the air from 8:00 am to 5:00 pm? Dear, dear . . .

No sooner was the thought encountered, than a question was posed, worded, placed in the hands of Crossley, Inc.

Up to the doors of 3,792 homes in Greater-New York, Westchester and New Jersey went Crossley's personal interviewers. And always the question asked was this:

"How many women above 18 years of age, now living at home, are regularly employed away from home during the day?"

Eventually WOR was told that . . .

38.5% OF NEW YORK'S HOMES WITH RADIOS HAVE ONE OR MORE WOMEN REGULARLY EMPLOYED AWAY FROM HOME DURING THE DAY.

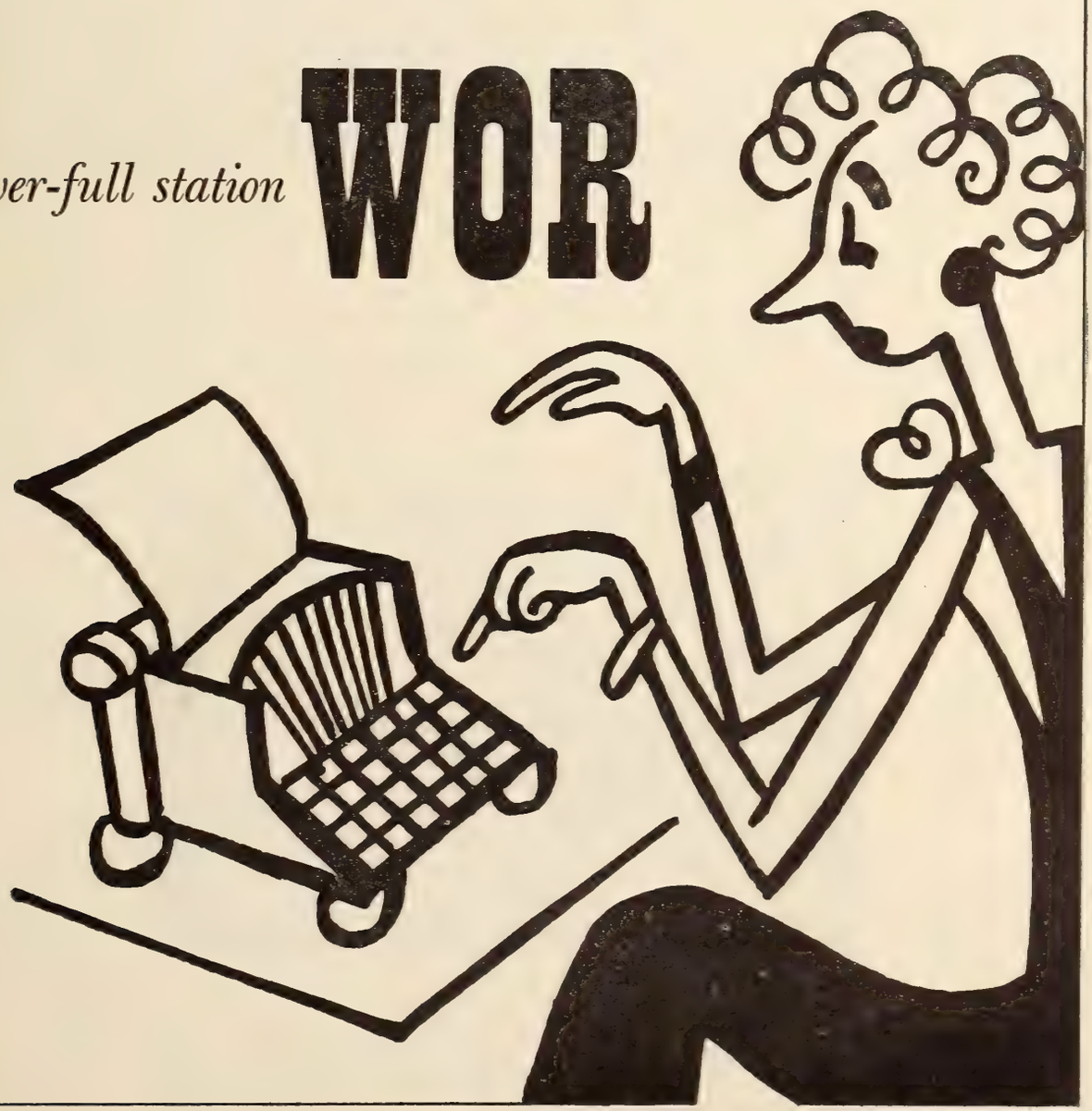
This, Gentlemen, we think, makes a point. And we will not belabor the obvious by shouting too loudly. But . . .

. . . . 1,000,000 is rather a lot of women, and they buy cereals and cosmetics and clothes and lots of other things that people live by, for, and with.

WOR would like to discuss this point further with advertisers who are now using New York radio daytime. WOR, in fact, would like to show how easily and economically some of its early morning, evening, and Saturday and Sunday plus-program buys could profitably introduce you to this monied million.

Our address is 1440 Broadway, in New York. We answer promptly when called at PE 6-8600.

that power-full station **WOR**



Radio Drive Moves the Eggscess

Listener Appeals Help Find Market for 1400 Carloads

THIS is the success story of all success stories.

It involves 1400 carloads of eggs. That's a lot of eggs—25 million dozen to be exact, or enough omelets for every man, woman and child in America, with another 40 million left over for extra helpings.

It happened like this: One Saturday, three weeks ago, the Office of Program Coordination of the OWI received a distress call from the War Food Administration. They called up "in an awful sweat", an OPC official related, saying they had 1400 carloads of eggs that had to be moved fast or they'd spoil, with tremendous economic loss of an important food, let alone a terrible stench.

Hens Overdid It

A combination of factors had produced the huge stockpile. First, there has been an enormous increase in egg production, stimulated by farmers building up their flocks for war needs and greater "lay per bird". It seems the American hens have gone "all out" for Victory. Second, favorable weather had further raised the output. Third, the storage situation was tight, with more eggs in storage than ever before in history due in part to WFA buying up 6 million crates for price support. Fourth, the egg crate situation was critical, with war needs aggravating the shortage of fibre for egg cases. Nearly a million wood or fibre containers were tied up in those 1400 carloads.

Time was of the essence. There was only one place to store those eggs, until they could be used. That was in the refrigerators of the nation's homes. With that as a preface, the OWI went to work.

It was a job made to order for radio and OWI knew it. The OPC prepared a fact sheet which was telegraphed by the Radio Bureau to 25 network programs selected to reach the largest possible number of homemakers. Sponsors of these shows were asked to carry the message in whatever way they deemed best—through announcer, commentator or actor.

Prepared announcements of 35 words and 100 words were also telegraphed to regional station relations offices for transmission to stations. Every station in the country was furnished with one of the spots.

In addition, the WFA and the Dept. of Agriculture sent out supplementary data for the campaign to women's programs, radio farm directors, and extension editors, and also carried messages on government-produced programs.

Kate on the Job

Radio's response to the emergency requests was immediate and wholehearted. A barrage of appeals went out over the airwaves. Such commentators as Lowell Thomas and Leon Henderson made earnest exhortations to their large audiences. Kate Smith gave new egg recipes.

In New England, where WFA had routed a good proportion of the egg cargo, the Yankee Network extended its facilities to urge listeners to gobble up the arriving shipments. From Dallas, where 90-second spots went to all stations in seven southwestern states, the WFA regional office advised that the campaign probably reached every housewife in the region.

The OWI Atlanta office arranged for announcements on more than 350 Army and Navy shows in the southeast. In Chicago, the drive was spearheaded by WENR WGN and WBBM.

Alfred McCann's *Pure Food Hour* on WOR and *Mystery Chef* on the Blue made special appeals to housewives to "store an extra dozen". Announcements were carried on the *National Farm & Home Hour, Country Journal, Fashions in Rations.*

Preceding the emergency appeals was a campaign which had been conducted for several months by WFA to Eat More Eggs, stressing the abundance, relative low cost and value of the food as a substitute for less plentiful foods. In this campaign, radio did a "softening up" job which prepared housewives for the "extra dozen" emergency drive.

"Never Have So Many . . ."

Now for the results: within one week after OWI sent out its telegrams to stations and sponsors 19 of the 25 million dozen eggs were sold. In another three or four days the whole 1400 carloads were bought up!

No one claims that radio did the whole job. The newspapers contributed, through news coverage and editorial appeals. The trade contributed, by purchasing millions of dozens of eggs and pushing sales by newspaper and store display advertising.

But even the most conservative government officials believe that radio did the big part of the job. And some, who were especially enthusiastic over the success of the campaign, think that radio accounted for 80 to 90% of the results.

There's no way of telling but everyone agrees that never in history has radio sold so many eggs in so short a time.

Gene's WEAN

IN DARKEST Africa, station WEAN JR. sends out emergency calls and "courtesy announcements" playing up different special service shows for the boys overseas. Sender is Cpl. Gene Bourgoin, former Rhode Island athlete who helped Warren Walden cover sports for WEAN Providence a year ago. Gene's African local is part of the U. S. North Africa radio network, according to a V-mail letter from Sgt. Larry Reynolds to Warren Walden last week. On the door outside the studio Gene has the call letters, WEAN JR. and to the right he notes WEAN JR.'s parents, the YANKEE NETWORK, in bold capital letters on another large placard.



HEALTHY RESPONSE to the morning exercise charts, offered in the same manner for four years by *Patty Jean's Health Club* on KUTA Salt Lake City still astonishes these interested persons. The *Health Club*, transcribed, is aired at 9:45 a.m. Monday through Friday, sponsored by Fisher Baking Co., Salt Lake City. Checking mail are (l to r, standing): W. E. Featherstone of Salt Lake City agency bearing his name; George Wood, president, Utah Retail Grocers Assn., and Jack Burnett, KUTA commercial manager. Seated: Donald Fisher, president, Fisher Baking Co., now in the Navy; Elizabeth Carter, KUTA secretary.

GOP Proceedings Telecast in East

NBC Programs Are Picked Up By Philco, GE Stations

USE OF FILM in gathering news for television dissemination was given a good tryout by WNBT, NBC's New York video station, last week when it covered the Republican Convention in Chicago through films taken at the Chicago Stadium and flown to New York for editing and telecasting. Pictures were taken by RKO Television Corp., newly-formed subsidiary of RKO Pictures, under the supervision of C. L. Menser, NBC vice-president in charge of programs.

First convention telecast, aired at 11 p.m., Monday, included a special film "The Republican Party on Parade" that traced the ristory of the party since 1860 to the present, utilizing cartoons and newsreel clips of GOP candidates and party leaders to tell the story. Then came shots of Chicago, with delegates arriving by train, bus and plane, the crowded lobby of the Hotel Stevens, where most of the delegates were quartered, and finally scenes of the opening session, taken less than a half day before they were shown to eastern teleset owners.

High spots of the Monday, Tuesday and Wednesday sessions were telecast on WNBT from 8:30-9 p.m. on the following evenings. All of these programs were also seen by the audiences of WRGB Schenectady and WPTZ Philadelphia, which picked up the WNBT transmissions and rebroadcast them locally. Same system of television coverage is to be given the Democratic Convention next month.

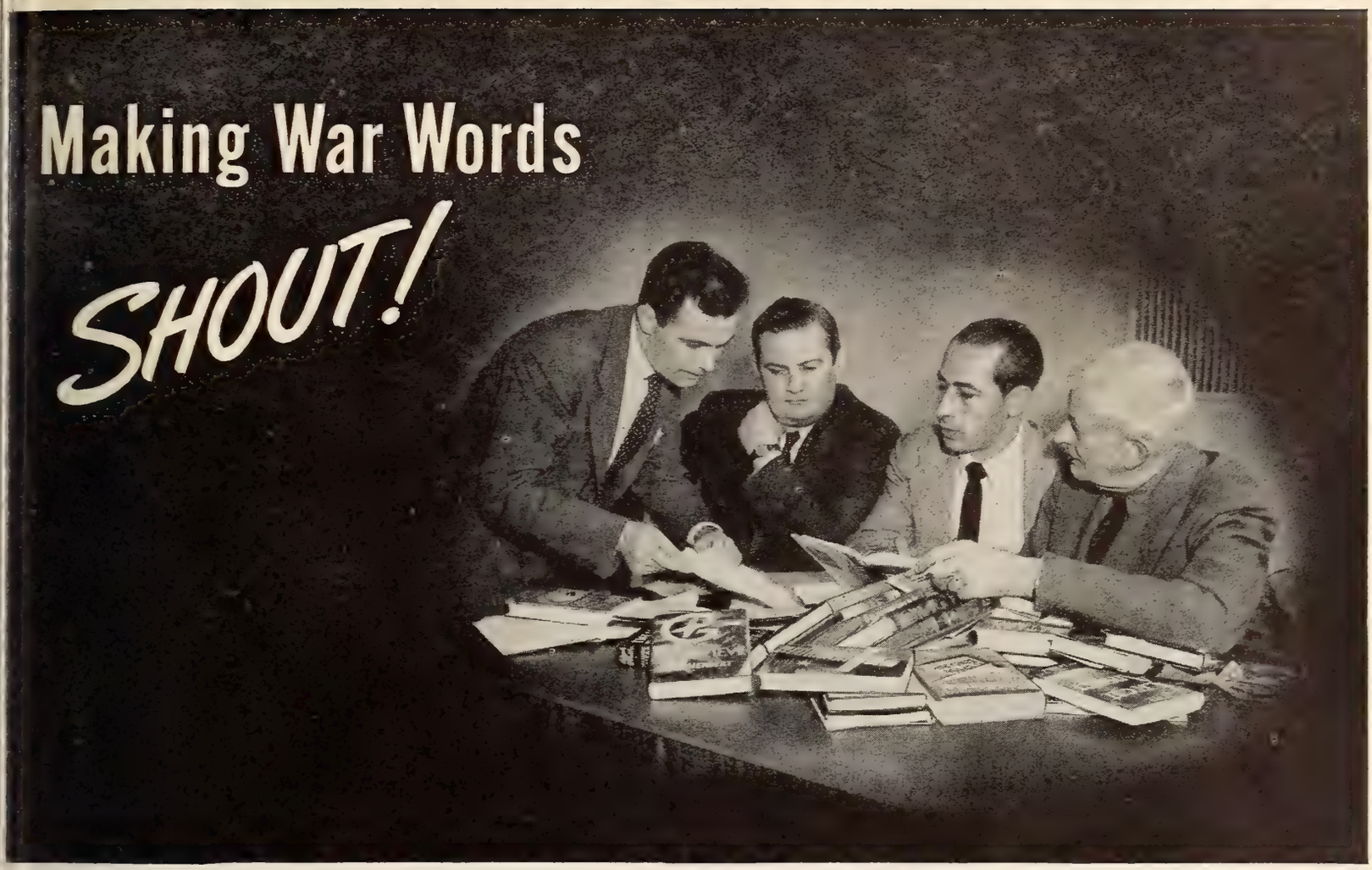
Williams Labs. Cited

A COMPLAINT charging false advertising and misrepresentation through broadcasts and other media of two medicinal preparations has been issued by the Federal Trade Commission against Williams S.L.K. Laboratories, Milwaukee. The Commission accuses the company of making misleading claims regarding the remedial values of Rux Compound and Williams Formula and also charges that advertisements of the latter preparation failed to reveal content of the drug cascara sagrada.

Mica Plentiful

AS A result of two meetings of the Raw Mica Fabricating Industry Advisory Committee, it was announced last week by the WPB that large stocks of No. 6 or better qualities of good stained, fair stained, and slightly stained mica are now available for all purposes. In urging the increased use of the No. 6 mica, R. V. Stovall, WPB Mica Section, said that some radio tube manufacturers had experienced difficulty in using poorer grades of stained and lower quality mica, but that now better qualities of No. 6 are plentiful and radio tube manufacturers may have the advantage of using this type, though better quality block mica still brings higher prices, resulting in higher priced finished tube parts.

Making War Words SHOUT!



Richard McDonagh, *head of NBC Script Division, and writer* ***Gerald Holland*** *of his staff, confer with director* ***Anton M. Leader,*** *NBC producer and distinguished author and editor* ***Carl Van Doren,*** *who will introduce and present each program of "Words at War."*

NBC created . . . "WORDS AT WAR" to dramatize today's important war books—to give significant, timely writing the tremendous audience it deserves. For more than a year the program has been broadcast by NBC in co-operation with the Council on Books in Wartime.

NBC produces . . . "WORDS AT WAR" as a forceful contribution to public enlightenment. The dramatized essence of today's best war writing draws praise from public and press: ". . . *The kind radio needs,*" said Variety. ". . . *boldest, hardest hitting program of 1944,*" said The New York Times—commenting on a typical production, "Assignment: U.S.A."

NBC sold . . . "WORDS AT WAR" as a summer replacement for radio's top-ranking "Fibber McGee and Molly." Not only critics and listeners recognize the program's value; S. C. Johnson & Son, Inc. has invested its radio time and its sponsorship in the series.

LISTEN TO "WORDS AT WAR" Tuesdays at 9:30 p. m. EWT starting June 27, 1944 . . . a 13-week series for S. C. Johnson & Son, Inc.

NBC *creates, produces* and *sells* fine radio. "WORDS AT WAR" is a good example of NBC's imaginative origination . . . NBC's pace-setting program standards—two among many reasons why NBC is "*The Network Most People Listen to Most*"

A Service of Radio Corporation of America

National Broadcasting Company

America's No. 1 Network





RIDES FOR VICTORY were promoted in two widely separated areas by radio and the press in the Fifth War Loan Drive. In Chicago, WLS and the *Herald-American* sponsored a "Buy a Bond—Ride a Jeep" campaign. In the South, WSM Nashville and Mr. and Mrs. Sam Neal, Carthage, Tenn., publishers, collaborated to give purchasers of Bonds a Cumberland River cruise aboard the Cruiser WSM-NBC *Grand Ole Opry*, owned by Harry Stone, WSM general manager. To kick off the respective campaigns the sponsors bought bonds for rides. Top, in Jeep front seat, Roy Topper, *Herald-American* promotion manager; Pfc. Thelma Guffey, WAC. Rear seat, Don Kelly (1), sales promotion manager, WLS; Glenn W. B. Snyder, station vice-president and general manager. Awaiting turns to go jeeping are Al Boyd (1), WLS production manager; Chick Freeman, station sales manager. Lower photo, Mr. Stone (1), Mrs. Neal and Mr. Neal.

[See War Bond Story on page 20].

Newspaper Ownership of Radio Called Threat to U. S. Democracy by Ernst

NEWSPAPER ownership of radio threatens democracy in the U. S., Morris L. Ernst, New York attorney, author and Administration advisor, told Britain in a speech over the British Broadcasting Corp., according to the June 1 *London Calling*, BBC overseas journal.

Speaking on freedom of the press and speech, Mr. Ernst told the British people: "In England there is no interlocking between radio and press. To this extent England is better off than we are because in the United States one-third of all our radio stations are now controlled to a great degree by the newspapers. If this trend develops further, we will find that democracy has vanished in the smaller cities of the United States. There can be no democracy where in a single community one individual owns the only radio station and the only newspaper and so monopolizes all provisions for local news."

Movie Question Arises

His statement was considered significant in Washington, particularly in light of FCC Chairman James Lawrence Fly's admission to the House Select Committee to Investigate the Commission on June 20 that the newspaper divorcement question still is unsettled [BROADCASTING, June 26].

He declared that in the U. S. "five giant movie-producing companies also own 2,500 theatres which account for 70% of the total box-office receipts of American movie-goers". That statement, too, was compared in the nation's capital to Mr. Fly's assertion before the Congressional investigators that ownership of stations by the motion picture industry might present a question.

Mr. Ernst, while asserting that "for my part I prefer, at least for the United States, private ownership of the radio to Government ownership", compared the British publicly-owned system to the American commercial method of operations. "In the United States," he said, "where we have about 800 separate radio stations almost all privately owned and operating for profit, four giant networks dominate the ideas of the air."

Hits Concealed Prices

He told the British that "40 advertisers alone contribute 70% of the income of one of the networks", asserting that "under our American system . . . the consumer in reality is paying for his radio entertainment in the form of a concealed additional price every time he buys oil or soap or bread. Through the technique of concealed price, our public is willing to pay far more than the people of England are willing to pay by their tax per set.

"In the United States we can prevent further monopolization of thought by changes in telephone wire charges which will permit small radio stations to survive," Mr. Ernst went on. He suggested "rearranging postage subsidies so that giant publications shall no longer receive as subsidies from the United States Government hundreds of thousands of dollars of the taxpayers' money."

RADIO AID SOUGHT IN NUTRITION DRIVE

ADVERTISING support for the National Wartime Nutrition Program to educate people to adjust their eating habits to meet war demands has been requested by the War Advertising Council in a brochure prepared in cooperation with OWI for the War Food Administation.

Citing surveys showing that breakfast and lunch are neglected by so many persons that the burden of furnishing the day's nutritive requirements is placed on dinner, the Council urges that advertising programs support the need for better morning and noon meals.

"The cause of good nutrition can be helped considerably if advertisers will lay particular stress during the month of September on the need for giving war workers and school children better breakfasts and lunches", the WAC advises. "This will synchronize with the activities of nearly 3,000 nutrition committees and many Government information facilities which will be telling the same story."

Pointing out that radio programs which incorporate official war messages are among the highest ranking on the air, the Council suggests that advertisers wishing to contribute time and talent over and above their OWI allocation assignments may do so through the Special Assignment Plan. Arrangements can be made with George P. Ludlam, chief of the OWI Domestic Radio Bureau, Social Security Bldg., Washington.

The Bureau has scheduled nutrition appeals for the week beginning Aug. 7 and the last week in August, through Special Assignment and Station Announcement allocations. Women's programs also will be asked to support the campaign.

SOUND RECEPTION AS VIDEO BOOST

HOME television probably will start with "picture boxes", video receivers which can be attached to sound receivers whose tuning range includes the television sound channel, Leonard Cramer, vice-president of Allen B. Du Mont Labs., told the Television Press Club of New York last Tuesday at its final meeting until fall.

"Right after the war there will undoubtedly be a widespread demand for FM, most of it in conjunction with AM, in combination sets," Mr. Cramer said, adding that through the Mallory-Ware Inductuner is is practical to extend the range of an FM receiver "so that all these new FM owners can tune in to the sound track of television programs and hear what's going on.

"With people thus able to tune into television *sound*, their curiosity will be continually aroused," he continued. I think the picture boxes will be on the market. It is practical. It is a natural, evolutionary way for television to start growing."

Pointing out that such a start, with relatively low-priced sets, would widen the television audience and give programming and networking the impetus of an immediate advertising revenue, he predicted that the audience soon would want more expensive console receivers, such as those Du Mont will make, in place of their picture boxes, and that when color and other improvements come along, the public will take them in stride.

WRBL Scholarships

WRBL Columbus, Ga., has announced the winners in the High School Senior-Radio Drama Competition. Four boys and four girls of the senior classes of Columbus and Phenix City high schools were declared winners of scholarships totaling $1,000. Provision was made for winners who entered the armed forces to pick up their scholarships and continue their education as soon as released.

WLIB Brooklyn, on July 4, plans to devote virtually its entire 14-hour broadcasting day to music composed and performed by Americans.

Love Dove Tale

A HOT KISS—11,000 volts—in the romance of a cooing dove and her Casanova was too much for KOY Phoenix, Ariz. It shocked the station off the air for 20 minutes on a recent calm Saturday morn. The lady bird was being pursued by two ardent suitors, when she decided to get coy and perch upon a "pot head" atop a transformer—power, 11,000 volts. Both males continued the chase and from an adjacent wire one leaned over for a peck. A flash of flame tore across the wires—KOY went off the air—and the dove and her loves were consumed in the funeral pyre.

The Right Man

WHEN Capt. B. N. Robinson Jr., formerly of Knox-Reeves Adv., was making combat recordings for the 15th AAF in the Mediterranean theatre for Public Relations Office, he needed an experienced radio man. Within 24 hours he had pulled Pfc. Mack Williams, former radio actor of such air shows as *Gang Busters* and *Great Moments in History*, from the Medical Corps, where he had been the proverbial "square peg in a round hole," thus bearing out the GI saying that the Army eventually places the right man in the right job—although it may take a long time to do it. Pfc. Williams was inducted into the Medical Corps over 16 months ago.



The immense back-log of deferred demand will probably insure boom conditions in the transition from war to peace.

In the scramble for the reconquest of the consumer's favor, he who hesitates will be left at the post. It is not necessary to strike a lucky average between the victory-next-week optimists, and the peace-maybe-ten-years-hence Jeremiahs. The time to consolidate post-war markets is obviously NOW.

The urban, industrial area served by KYW's 50,000 watts should be given a top-priority in your sales-plans. Its teeming millions have undergone rigorous depletion of consumer goods.

They have the means, and the intent, to remedy this deficiency, as merchandise becomes available. If the "how," "when," and "what" of your product are deftly integrated with their favorite KYW programs NOW, you will have the jump on competition which fiddled while Rome burned. NBC Spot Sales will get you off to a running start.

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • WGL • WBZ • WBZA • KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES

WESTINGHOUSE PRESENTS . . . *John Charles Thomas on Sun. 2:30 EWT., NBC.; also "Top of the Evening" on Mon., Wed., Fri., 10:15 EWT., Blue Network.*

Program Planning is Easy



Brilliantly Reproduced by

WORLD'S VERTICAL CUT WIDE RANGE

TRANSCRIPTIONS

with World's Brightest Stars

Look to WBS for Diversity of Entertainment

Easy-to-program—Easy-to-sell—the Top Talent of Radio, Screen and Stage, headliners in every field of entertainment, are constantly at the finger-tips of WBS subscribers. ☆ For the Quality Library of the World delivers the music you want, when you want it—over 4488 different selections are now in World subscribers files—with at least 50 new numbers every month. ☆ Talent—plus timeliness—plus the rare quality of WBS Vertical Cut Wide Range recordings—cuts program planning problems, and turns sustaining time into programs that sell—and stay sold.

WBS

WORLD PROGRAM SERVICE

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

Canadian Distributor: NORTHERN ELECTRIC COMPANY, LTD., MONTREAL

Radio Makes a Hit 'Down Under'

By OWEN PAT FLAHERTY
Radio Representative of American Red Cross Publicity in Australia

"THIS program has been prepared for rebroadcast to our armed forces overseas." Innumerable times we have heard that tag line or something similar, back in the states before joining the American Red Cross for overseas service. I wondered and tried to picture what it would be like to be listening to those programs, say, somewhere in New Guinea.



Mr. Flaherty

Now I know. That signature on a radio program in the states, means that one of the best things possible in the realm of entertainment, is being sent to the American men and women who are serving overseas with the armed forces.

From his post in New Guinea, the radio representative of the American Red Cross publicity department in Australia, Owen Pat Flaherty, sent this article to BROADCASTING. *Before going with the Red Cross, Mr. Flaherty had 12 years of radio experience behind him, with WOAI San Antonio and KPRC Houston. He tells here how radio is doing its job overseas.*

Here, radio is truly doing a grand job for the men and women of the Allied Armed Forces. This statement is based on what I have heard as a radio listener and what I know is being done by the Army's Information & Education Section and Morale Services Division.

New Guinea is a large island. It takes quite an assortment of 50 and 100 w stations to serve the thousands of military personnel located here. As a radio audience, these men and women of the service are just as critical as they were when they were civilians. They know what good radio entertainment is and they won't settle for less.

At this writing, we know of three stations operated by Morale Services; four by the I. & E. Section, and two very active units of the Australian Broadcasting Commission. These are spaced to cover the greatest area and audience.

Thanks to such headliners and their sponsors as Bob Hope, Jack Benny, Bing Crosby, Red Skelton, Fibber McGee & Molly, Kay Kyser, Fred Waring, Harry James, The Firestone Hour, The Hit Parade, Album of Familiar Music, Hour of Charm, Gildersleeve, Downbeat, Spotlight Bands, Melody Roundup, and a host of others, including several topnotch sustaining features, radio has been able to make "Americana" very much a part of life in New Guinea.

While newscasts are very popular, it is not unusual to hear some one say, "Come on you guys! Let's get goin' and get this job done! We wanna listen to Duffy's Tavern at 7:15 tonight!" Or, "This is Saturday night! Date or no date! Chow or no chow! I gotta hear the Hit Parade and Frank Sinatra. I know he'll sing 'Shoo-Shoo Baby!'"—War is a reality out here and so is good radio entertainment.

As a former radio announcer-producer, it is interesting to me as I sit and listen to a show and hear the spot where the commercial has been neatly lifted and an appropriate musical filler inserted. Yes, the commercial copy is eliminated but even so, unless a change has been made, the men and women over here will strike as high an average as the listeners back home in naming the various sponsors, I'm sure.

Radio seems to have practically eliminated the heroism ideas directed to the men overseas. Those shows that haven't, are probably having their overseas editions cut to eliminate such jargon. They don't go for that "stuff" over here. They don't need it!

The one Australian Broadcasting Commission station with which we have had most pleasant contact, 9-P-A, is doing a noble job of presenting a program schedule that will please its combined audience of Australian and American military personnel.

Capt. Robin Wood, station supervisor, has conferred with American officials and receives an excellent assortment of transcribed American radio shows. They are spotted to maintain well-balanced schedule on 9-P-A.

As an American, it is interesting to hear some of the special record programs put on by the station, featuring some American star and interspersing each selection with

Radio Garden

IN GREENSBORO, N. C. employes of WBIG and their families are raising strawberries, cabbage, tomatoes, snapbeans and squash in a 15-acre garden plot supplied them by the station. Plot contains peach and apple trees, too, which are bearing fruit soon to be harvested. The garden and orchard have been visited by people from every state in the Union.

GRAND RAPIDS *Is Michigan's Largest Market Outside Detroit*



WOOD

has more than twice as many Grand Rapids listeners as any other radio station anywhere



Let's practice what we preach

Let's prove that we can not only persuade others to buy, but that we ourselves are ready and willing to buy our share of extra war bonds.

The impetus which the radio industry has given to the promotion and sale of War Savings Bonds is widely recognized. Now, once again, Radio is devoting its complete and powerful facilities to the task of answering the Nation's call for $16,000,000,000. While we are engaged in this essential cause . . . while we are encouraging *others* to back our fighting forces with their money . . . let us not forget that we, too, should and must participate to the fullest possible extent.

5TH WAR LOAN

Let's practice what we preach by buying extra War Bonds NOW



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

a running narrative telling the story of his or her career. We heard a 30-minute Bing Crosby feature the other night and besides having our memory interestingly refreshed, we indulged in a bit of nostalgia as Bing warbled out with "May I", "Did You Ever See a Dream Walking", "After Sundown", "Silent Night" and "Moonlight Becomes You".

The records over here are not the newest—maybe there's a reason—but nevertheless, there is satisfaction in radio listening when you hear a good tune recorded by a well-known artist or band. The newer tunes of course, come to us via the feature programs with such stars as Dinah Shore, Bing Crosby, Frances Langford and especially the Hit Parade with Frank Sinatra, giving out with the lyrics.

As to how old these big shows are, there is a bit of speculation on our part as a listener. Judging from the gags and patter here and there with reference to special occasions like St. Patrick's Day, Easter, etc., it would seem to us that they reach New Guinea around six weeks after the original date of the broadcast. Not bad—darn good, we would say.



BACK HOME again after two years in the Pacific theatre, Lt. Comdr. E. C. Callahan, former engineer with KPO San Francisco, NBC outlet, was greeted by John W. Elwood, KPO manager, when he visited the station recently with his wife. Lt. Comdr. Callahan will be assigned to a Navy technical school.

AES BRIGHTENS PACIFIC OUTPOSTS

Radio Officer Writes of Mosquito Network —And Its Job Behind Our Lines—

Just before being transferred to the Central Pacific Theatre, Maj. H. Gould, formerly of WBAL and WFBR Baltimore, wrote a letter to Alex Sherwood, director of the New York office of Standard Radio, telling of his work as a South Pacific radio officer with Morale Services Division, somewhere in New Caledonia. Here are excerpts from the letter to Mr. Sherwood:

"HERE I am in my combination sleeping tent and office on the shore of the blue Pacific somewhere in New Caledonia. . . . I have constructed and operate five full time regular American broadcasting stations. A sixth is now a-building. They are American Expeditionary Stations and are members of the Mosquito Network. The southern leg of the network is in Auckland where I have station 1ZM, a 1,000 w job belonging to the New Zealand government but which they gave us for an American station. Have a Naval officer in charge and four enlisted men of the Army who actually do the programming and announcing. The N. Z. government runs the transmitter. . . .

"The listener mail from civilians who like all American shows is terrific. . . . They like the smoothness with which announcements and schedules are handled against the former habit of stopping a show a couple of minutes before the hour and just leaving blank air time. . . .

Noumea Oldest

"The station at Noumea is the oldest member of the Mosquito Network. It began operation in a small way last September . . . under the direction of the Red Cross and was on the air only three or four hours a day . . . In the middle of January, I took over the station and increased the time to ten hours per day . . . There is a large studio, a control room and a couple of offices.

"Other stations we built from the ground up. Crews for each station include one officer in charge, who was a program man, and an engineering officer. The actual operating crew number eight and is made up of a program supervisor, announcer m.c., news editor, clerk writer-announcer on the program side, and a chief engineer, usually a transmitter man, a control room expert and two operator-announcers. . . . .

"I travel around the theatre . . . to observe the operations. . . . This theatre is not particularly active as a fighting front now but that's all the more reason it seems to help in . . . keeping up the morale. There is no morale problem when you are in front of the enemy. But when supply is your job you wonder why in hell you can't come home and you wonder what in hell you are doing here anyway. This is a war of supply however and [although] . . . we are not running a propaganda network, . . . it is possible to get the story over to the enlisted men that the job each is doing is necessary. . . .

". . . we very seldom announce that a program is transcribed. Of course all the shows that are received from Armed Forces Radio are transcribed but no one thinks anything of it. There is no prejudice against shows on vinylite or wax or what have you. They should do away with that regulation at home and probably will after the war. . . ."

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS . . . . . Hot Springs, Ark.
KWKH . . . . . Shreveport, La.
KTBS . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . Jackson, Tenn.
WNOX . . . . . Knoxville, Tenn.
WMC . . . . . Memphis, Tenn.
KTBC . . . . . Austin, Texas
KRIC . . . . . Beaumont, Texas
KRLD . . . . . Dallas, Texas
WCHS . . . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . . Huntington, W. Va.
WPAR . . . . Parkersburg, W. Va.

"We're still meeting our listeners in person"...

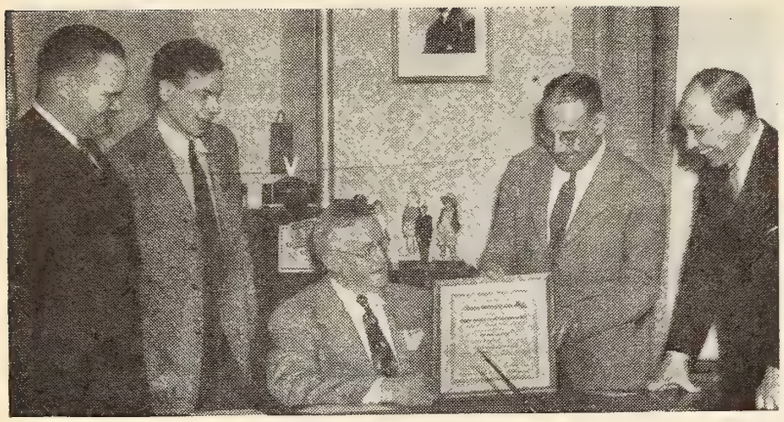
Our WJZ "Victory Troop" has just made its 250th personal appearance . . . 250 separate face-to-face meetings between WJZ and more than three million soldiers, sailors and other service people, war plant workers and bond buyers . . . The WJZ "Victory Troop" traveled 67,000 miles through New York, New Jersey, Connecticut, Rhode Island and Maryland . . . the normal coverage area of WJZ . . . *Three million more* people now know WJZ personally. They now have a new affection for the station which goes out of its way to bring them enjoyment . . . In addition to these, are the eight million in Greater New York, Westchester, and Connecticut for whom WJZ has taken on a new personality since its recent transmitter move now brings new strength and clarity to its signal in their homes . . . It's time you made a new estimate of the *new* WJZ . . . These new friends of WJZ can be your friends!



YOUR STRONGEST VOICE IN THE WORLD'S RICHEST MARKET

KEY STATION OF THE BLUE NETWORK ★ 770 ON YOUR DIAL

WJZ



DRAMATIZATION of Hotel De Paris, famous hostelry in Colorado mining history, brought "Ad of the Year" award of the Denver Advertising Club to KLZ Denver for producing best radio script of the year. Program was directed by Pete Smythe, KLZ production chief, from script written by John Prince, staff writer. At presentation (l to r): Vernon Taylor of Denver Advertising Club, promoter of the award; Mr. Prince; Frank R. Jamison, Director Advertising and Publicity, Public Service Co. of Colo.; Joe E. Tracy, president of Denver Advertising Club; Fred C. Mueller, KLZ sales manager. Station also received top honors in its class at recent Ohio State Institute for Education by Radio for "A is for Beans", written by Prince, produced by Charles Roberts, KLZ farm editor.

SOUTH AMERICA'S FIRST VIDEO

Self-Taught Uruguayan Ham Operating 440-Line Sends Clear Signals Over a Mile

URUGUAYAN television pioneer, Mario Giampietro, has staked a claim to being the first person in South America to send out successful sight and sound broadcasts over distances of more than a mile. This report comes from the International Dept. of the RCA Victor Division in Camden.

The self-schooled technician has received official recognition for his work from the Uruguayan government, which granted him an experimental wave length and authorization to use CXHAQ as his call letters. Recently he transferred his equipment to Uruguay's Congressional Building, for the first successful exhibition of television broadcasts in South America.

Radio Carve, area's largest broadcasting station, is reported to be planning a commercial company to finance further experiments, including one whose details are being kept secret. At present Mr. Giampietro's backers are Juan Carlos Lasa, banker, and Domingo Pereya, electrical technician.

Because of scarcity or lack of materials, he has had to improvise much of his equipment, specially-built bakelite insulators, instead of lucite, as an example. The scanning system which he now uses permits him to broadcast outdoor scenes of 440 lines, although interior images have usually been confined to 220 lines. In one experiment he used fluorescent tubes to illuminate night scenes. Despite their limited intensity, Mr. Giampietro reports they were satisfactory. He works with RCA Iconoscope and Kinescope tubes, as well as condensers and resistors, secured before the war.

His experimental station is scheduled to change to a commercial wavelength of 52 mc, though it is now operating on 115 mc. Images, broadcast from an antenna 60 feet above street level, have been received clearly a mile away.

OWI PACKET, WEEK July 24

Check the list below to find the war message announcements you will broadcast during the week beginning July 24. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	STATION ANNOUNCEMENTS NET-WORK PLAN	Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Prepare for Winter	X						
War Bonds	X	X	X	X	X		
Home Canning			X		X		
WAVE Recruiting	X	X	X	X	X		
Paper Conservation						X	X

See OWI Schedule of War Messages 148 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

TIN DEARTH CUTS STOKELY CAMPAIGN

DUE TO RECENT Government restrictions on the use of tin, Stokely Bros., Indianapolis, producer of canned food products as well as the cardboard-packed Van Camp's Tenderoni macaroni, is reducing its advertising, and effective July 28 will sponsor *Luncheon With Lopez* on Friday only on 123 MBS stations, 1:30-1:45 p.m., dropping the Monday and Wednesday broadcasts.

New contract covers 13 weeks, with the possibility of resuming on a thrice or five weekly basis after that period. No decision has been reached on continuation of a limited New England spot schedule. Space advertising is confined at present to a few magazines, with no definite future plans on either newspaper or magazine promotion. Calkins & Holden, New York, agency for the Mutual program, handles Van Camp's food products and Honor Brand frosted foods and Tenderoni macaroni. Gardner Adv. Co., St. Louis, is agency for Stokely's vegetables and fruits.

GREEK PROFESSOR

Gene O'Neill Jr. Doubles As WTIC Announcer

LISTENERS to WTIC Hartford have often heard: "Your announcer is Gene O'Neill" and have speculated on the identity of this newcomer to the WTIC announcing staff.



Mr. O'Neill

The Gene O'Neill who is heard doing the 11 p.m. newscast or urging the Connecticut citizenry to buy a particular product is Eugene Gladstone O'Neill Jr., son of Eugene O'Neill, playwright. Eugene Jr. is assistant professor of Greek at Yale and his radio work, together with his teaching, give him a heavy daily schedule shuttling between New Haven and Hartford. It gives him little leisure, but he enjoys it immensely, he states.

Gene explains the strange phenomenon of a Greek professor doing radio announcing this way: "Television is going to have enormous educational potentialities when it has come to be a widespread feature of our American life. So I decided I very much wanted to get myself into a position where I might help to realize these potentialities. The first step toward this seemed to be the acquisition of experience in radio first hand."

KENT COOPER, general manager of the Associated Press and amateur composer, has written a composition for *Stradivari Orchestra*, sponsored on NBC by Prince Matchabelli Perfumery, New York. Entitled "The Magic of the Violin", the musical work was to be played for the first time July 2 by the orchestra under the direction of Paul Lavalle.

Taxi Control

CLEVELAND will be the site of America's first two-way taxi radio system after the war, pending FCC approval, when the Yellow and Zone Cab Companies install radios, it has been revealed by D. L. Chesnut, GE commercial engineer who has been conducting a study there. In his report to Jesse Smith, president of Yellow Cab and Arthur B. McBride, president of Zone Cab, Mr. Chesnut said the radio system would make it possible to establish contact with any cab instantly at any place in Cleveland, eliminate present unattended call boxes, reduce "dead" mileage and thus save gas, rubber and extend the life of the cabs themselves. Plans call for a main transmitter for the downtown Cleveland area, and two others to cover Greater Cleveland. Each transmitter would have four channels, with 100 cabs assigned to each channel.

Mississippi Meeting

ELEVEN of the 14 Mississippi stations were represented at the quarterly meeting of the Mississippi Broadcasters Assn. in Natchez June 24-25. P. K. Ewing Jr., WMIS Natchez was host. Newly-elected officers are president, Hugh O. Jones, owner and manager of WGCM Gulfport; vice-president, Hugh M. Smith, manager of WAML Laurel; secretary-treasurer, Emmet H. McMurry, general manager of WJPR Greenville.

WLAP Now Blue

WLAP Lexington, Ky., on July 1 joined the Blue Network. Owned and operated by Capt. Gilmore N. and J. Lindsay Nunn, the station operates on 1450 kc with 250 w fulltime. J. E. Willis is the manager. Other Nunn stations are WCMI Ashland, Ky.; WBIR Knoxville, Tenn.; and KFDA Amarillo, Texas. Capt. Nunn is on duty overseas with the Army Air Forces.

Will Aid Films

TELEVISION will prove a bonanza for the smaller film studios according to Steve Broidy, vice-president and sales manager of Monogram Pictures Corp. That company was the first, other than Walt Disney Productions, to lend film for televising.

Lighting Development

A SPECIAL installation of fluorescent lighting, made in a recording studio of World Broadcasting System, is said to eliminate both the slight heat generated by the lights and the hum that sometimes accompanies fluorescent lighting, giving improved lighting with the perfect silence required. J. F. Cadenas, executive engineer of the lighting division of Sylvania Electric Products, devised the installation with the assistance of Charles Lauda, chief engineer of WBS.

KBWD Brownwood, Tex., has appointed Walker Co., as station representative.

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE

KHQ



5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Contributing to the "Food Arsenal of the World." 168,220,000 bushels of the nation's 1943 wheat crop, twenty per cent, came from the Pacific Northwest, swelling the Inland Empire's farm income to over $300,000,000. One reason why Spokane Bank Deposits reached an all-time high in October, 1943, of $202,529,102—an increase of 20.3 per cent over June, 1943. At the cost of only *one* medium, KHQ's *complete* coverage "delivers" this rich market.

BALTIMORE-PACKE
FILL THE NATION'S



HOW MANY "FRIENDS" DO YOU RECOGNIZE?

It's a never-to-be-forgotten sight to see the unending parade of tomato-laden trucks rolling into the Baltimore canneries. Or to see the heavily-loaded oyster boats nosing their way into the packing house wharves. But these are only two of the many types of Baltimore-packed foods, sold all over the U. S. When you pick quality products off your grocer's shelves, chances are you're buying something packed in Baltimore.

FOOD PRODUCTS SHELVES . . .



Baltimore's food packing industry keeps growing year after year. But big as it is, it is still *only one* of the more than 100 *different* industrial classifications that contribute to Baltimore's greatness. This amazing diversification of industry insures steady, uninterrupted progress. The present "Boom" is simply the continuation and acceleration of the trend which has been going on for more than 25 years--a steady growth in industrial output, in wage earners employed and in payrolls at a faster rate than any other Eastern seaboard city!

Baltimore is one of America's great markets--and Baltimore's Number One advertising medium is WBAL.

BASIC NBC NETWORK!

WBAL *means business in Baltimore*

NATIONALLY REPRESENTED BY

EDWARD PETRY & CO., Inc.

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

Editorial

Jimmy Rides Again

ONE DAY the records will show James Caesar Petrillo to be the greatest guy in labor annals, or the most abysmal flop. At the moment he's on top, even to the extent of having the austere War Labor Board essay the neatest straddle of the year by attempting appeasement in the recording ban case. And Jimmy promptly told the illustrious Board to take a jump in the meandering Potomac.

The Board ordered Jimmy to call off his two-year-old strike. Then, on grounds of no jurisdiction, it ducked entirely the "private WPA" deals Jimmy had euchered out of some 80 recording companies. But, in the same breath, the Board directed the three recalcitrant recording companies and AFM to work out a royalty arrangement which, glory be, was the same sort of deal over which it had just said it had no jurisdiction. The latter two actions are as contradictory as yes and no.

But still Jimmy doesn't unbend. The Board didn't say the royalties should be paid to his private fund, with no accounting anywhere. So he's mad and defies the Board's instruction that the strikers return to work. Thus Jimmy kept unbroken his record of cussing out not only the Labor Board, but also President Bill Green of the parent AFL and all others who question his dictatorship. They just don't come too big for Little Caesar.

Jimmy's recording strike was aimed at one thing initially, and then mushroomed into the private relief fund, with platter-turner garnishings and other embellishments. The royalty deal would give him absolute control of a slush fund perhaps unequalled in union history. His first purpose was to get from the recording companies an agreement whereby he could declare unfair any independent station that wouldn't hire a fixed quota of his members (or pay a fixed sum whether or not they worked).

Thus he could prevent the transcription company from supplying library or other service to the non-conforming station. He holds that secondary boycott power over network affiliated stations now, because he has but to "pull the plug" on remote bands, then studio bands and then sponsored ones if a network persists in its service to an "unfair" station.

But Jimmy's ambitions have grown. The platter-turner windfall (into which he cajoled or coerced the major networks) provided a means of accomplishing his ends in an easier way. By controlling the men who flip the records, he controls commercial phonograph records as well as transcriptions. Then came the ingenious private WPA idea—one that would permeate all unions and make Jimmy the real Caesar of radio and the savior of labor.

The nation's press has descended upon Jimmy with unequalled and unanimous fury. He has been all but maligned by members of Congress. Legislation has been introduced to stop him. His own labor leaders denounce him. But Lone Ranger Jimmy rides on, unmolested by the Administration and in the face of statements by high Government officials that his actions interfere with the war effort through their effect on military and public morale.

Jimmy has said repeatedly he won't budge unless the President personally asks him. As we understand WLB processes, that would be the final step. Jimmy may get his wish. If that doesn't work, we recommend legislation.

Say It Isn't So

ORGANIZED labor, which is showing its heels to management in the fine art of legislative lobbying, is putting on an intensive campaign for nationwide broadcasts of Congressional proceedings [BROADCASTING, June 19]. More than two dozen unions already have memorialized Congress to press through such legislation. The major political parties also are besought to adopt planks in their platforms to that end.

We hope the unions aren't serious. If they are, then we think sheer logic should convince them that no greater disservice could be done the public than to inflict upon it the running debates of Senate and House. We know of nothing as dry or drab as the reading of an appropriation bill, or one for the relief of John Jones, or any other prosaic legislative process.

We don't know labor's motive, unless it is to curry political favor, or to show up those legislators who don't see eye-to-eye with labor's ideals. Or perhaps it's a move to get the public so fed up on Congress that it will take it out on the incumbents at the next election.

We think that stations and networks, by tailoring Congressional talks to fit balanced program schedules, and by apportioning time equitably, are meeting the maximum public interest requirements. If a poll were taken, the public probably would vote for less, rather than more Congressional speech-making. Invariably, listener surveys show that the audience takes a giddy drop whenever a run-of-the-mine political speech is made. And if the speech happens to displace a popular commercial, the public resents it.

Prudent Planning

FOR MONTHS Washington has been agog over postwar problems of reconversion, contract termination, surplus property and jobs for returning service men. It's all been confusing to those in radio per se, although the equipment manufacturers and processors have a vital stake in it.

Not long ago James F. Byrnes, Director of War Mobilization who performs as assistant President on the home front, sounded a note that hit home for all in radio. In testimony before a Senate Committee on legislation to provide for a national program for demobolization and postwar adjustment, he urged immediate work on a postwar revenue bill. He said it is important that as soon as possible after V-Day, there be a revision of the laws to encourage investment in industry.

Broadcasters today are faced with heavy investments in new services, such as FM and television. Existing standard stations need renovating or replacement. But broadcasters, along with other businessmen, don't know where they will stand. To protect their investments, they must plan to broaden operations. But with what?

An expression from Congress, such as Justice Byrnes proposes, would clarify a lot of thinking among broadcasters and others with capital contemplating substantial investments.

Our Respects To —



FRED RAMIG RIPLEY

UP THE Ladder of Success or From Vocalist to General Manager might well caption the biography of Fred Ramig Ripley, general manager of WPRO Providence. It was in 1920 that Fred Ripley began his radio career as a singer with KDKA Pittsburgh—a career that has taken him through the entire run of radio operations and fitted him for his executive post.

A score and four years ago a radio singer had to be versatile, Mr. Ripley recalled, for those were the days of request numbers and plenty of time in which to do them. After a turn on KDKA Mr. Ripley shifted his scene of operations to Cleveland and subsequently was heard over WHK WEAR and WTAM, remaining as a vocalist until 1926, when he decided to see the other side of the microphone.

He became studio director of WJAY (now WCLE), but in 1927 he returned to microphone duties as chief announcer of WTAM. Two years later he was appointed the station's program director when John F. Royal, now NBC vice-president in charge of international relations, became general manager.

A short time later WGAR was organized and Mr. Ripley left WTAM to help build the new station. For three years, as assistant general manager of WGAR, he was responsible for many "firsts" in the station's history.

In 1933 he went East at the invitation of Col. Harry S. Wilder to become vice-president of WSYR and to supervise operations of the other two Wilder stations, WTRY Troy, N. Y., and WKNE Keene, N. H. The Wilder interests since have acquired WJTN Jamestown, N. Y.

Fred Ripley remained with the Wilder stations for 11 years, leaving in early April this year to accept the post of WPRO general manager [BROADCASTING, April 3]. During his tenure at WSYR Mr. Ripley lectured for nine years at the Syracuse U. Radio Workshop. For three years he was president of the Syracuse Symphony Orchestra.

Before entering radio, Mr. Ripley was in the newspaper field, first as reporter in Cleveland. Later he wrote a financial column for King Features Syndicate. For some years prior to 1926, while he was singing on the air, he was financial editor for the now defunct *Cleveland Times*, which he also served as music critic, writing under the by-line, "Fred Ramig".

He still is tremendously interested in music, and has had a part in helping many young singers get started. Two of those whose radio careers he boosted are now Metropolitan artists, Donald Dixon and Thelma Votipka.

A few years ago, he collaborated with Conductor Werner Jansen in writing the official

(*Continued on page 44*)



Prestige Building, Sales Stimulating WMFM Programs

AT YOUR FINGERTIPS

Programs of proven listener appeal are waiting for you at WMFM, The Milwaukee Journal FM station. These shows have established their popularity, molded their listenership. One of these programs can and will do an outstanding job of building prestige and stimulating sales for your company and your products.

The same skillful showmanship that has made WMFM a favorite in thousands of Wisconsin homes can adapt one of the WMFM sustaining programs to your very needs. Or The Milwaukee Journal Radio City production department will work with you in developing a new program.

The time to act is now. Choice time is available. You'll know your program is reaching a Milwaukee and Wisconsin family of listeners that have eagerly accepted the WMFM combination of distinctive quality programs, plus static-free, crystal clear FM.

Get full information on available WMFM programs by calling, writing or wiring . . .



WMFM

THE MILWAUKEE JOURNAL FM STATION

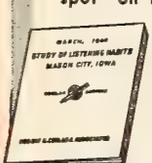
Member — The American Network

new survey
shows 48% of "Heartland" radios tuned to
kglo



A ROBERT S. CONLAN SURVEY, just completed, shows 48.6% of all listeners in this area regularly tuned to KGLO. This is 13.2% more steady listeners than for the next station. The kind of programs the listeners want, at times when they can hear them, has given KGLO the edge here in the "heartland".

Put KGLO on your list . . . reach these prosperous folks who have told an independent research group that for week-in and week-out listening, KGLO gets the "top spot" on their dials.



FREE—A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

Dip into
THE Pork Barrel MARKET

kglo
5000 Watts 1300 K.C.
MASON CITY, IOWA
F. C. Eighmey, Gen. Mgr.
CBS Affiliate
WEED & COMPANY, Rep.

Our Respects to

(*Continued from page 42*)

marching song of the Case School of Applied Science—although neither attended the school. He also has written a volume of verse, *Songs for a Soldier*, published last year, and doubtless inspired by his experiences as a top sergeant in World War I, driving an ambulance.

Not one merely to dabble in his hobbies, Fred Ripley has gone in for dog raising with as much thoroughness—and success—as he has music and writing. His white collie, black cocker and red dachshund are all show dogs and AKC winners. In his spare time he grows prize roses.

He was born in Cleveland April 11, 1893, and was graduated from Lincoln High School, Cleveland, in 1910. He married Emily Gomoll of Forestville, Wis., in 1925. Al Koran Shrine, Cleveland and Providence Rotary Club are his affiliations.

CARPENTER HEADS REORGANIZED UBC

IN LINE WITH its recent expansion, United Broadcasting Co. has announced a number of key personnel appointments to coordinate the activities of its new Akron operations. H. K. Carpenter, former vice-president and general manager of UBC and general manager of WHK Cleveland has been named executive vice-president of United Broadcasting, with overall supervision of company operated stations.

Among five other appointments, K. K. Hackathorn, former sales manager of WHK was named vice-president of UBC and general manager of WHK; R. D. Borland, former WHK operations manager was appointed comptroller of UBC, and Carl Smith, WHK chief engineer now on leave to the Army as civilian consultant, will take charge of technical research and development. Call letters of the new Akron station, formerly WCLE Cleveland, will be WHKK. Russell Richmond, former program director of WHK and onetime manager of WRRN Warren, will be general manager of the new station, which is expected to be in operation by late September.

C. M. Everson, general manager of WHKC Columbus, will continue as vice-president of United Broadcasting Co.

Capt. John Brophy

CAPT. JOHN BROPHY, adjutant of the Canadian Army public relations group in the Mediterranean theatre, formerly of the traffic, press and information staff of the Canadian Broadcasting Corp., Winnipeg, was killed in action in Italy. He had fought with the Princess Patricia Light Infantry through the Sicilian campaign, and in Italy until after the battle of the Moro River.

WILLIAM BAILEY of the Katz Agency, Chicago office has been named manager of the agency's Kansas City office.

Personal NOTES

ROBERT W. DOWLING, president of City Investing Co., New York, has been elected to the board of directors of the Bamberger Broadcasting Service Inc., operator of WOR New York. Mr. Dowling is associated with a number of banking, real estate and construction firms, and is a director of R. H. Macy & Co., department store, owner of Bamberger Broadcasting Service.

LEO J. FITZPATRICK, vice-president and general manager of WJR Detroit, has been reelected president of the Detroit Civic Light Opera Assn. Henry T. Ewald, president of Campbell-Ewald Co., was named secretary.

SIDNEY N. STROTZ, NBC western division vice-president, Hollywood, is in New York for conferences on West Coast television.

CAMPFIELD LEONARD and Thomas Riley are new additions to the sales staff of WFBL Syracuse.

G. KEITH FUNSTON has returned to Sylvania Electric Products Inc. as director of purchases after a 2½ year leave of absence.

TOM DURAN, salesman of WCAE Pittsburgh, is the father of a boy.

RAY C. JENKINS, general sales manager of KSTP St. Paul-Minneapolis, has been reelected for a fifth term on the board of directors of the Minneapolis Better Business Bureau.

WILLIAM C. STEINBECK, formerly with the National Cash Register Co., Dayton, O., has joined the merchandising department of WLW Cincinnati as field representative.

P. A. WILSON, account executive of KIEV Glendale, Cal., has joined KGFJ Los Angeles.

JOHN SALT, newly appointed North American director of the British Broadcasting Corp., in New York, is in the hospital with a stomach ailment.

ROBERT BINGHAM, a former program director of WITH Baltimore and before that station manager of WWNC Asheville, N. C., has been appointed station manager of WSLB Ogdensburg, N. Y., as announced by Joseph R. Brandy, president. Mr. Bingham was also announcer with NBC and CBS in New York. Simultaneously with Mr. Bingham's appointment, The Walker Co. has been designated as exclusive national representatives for the station.

JOHN SHAW BILLINGS, managing editor of *Life* Magazine, on July 10 becomes editorial director of Time Inc., a new post. He will be responsible for the execution of editorial policies of Time Inc.'s various enterprises, including *Life, Time, Fortune, The March of Time* on the Blue Network, and its screen version.

BOND GEDDES, executive vice-president of Radio Manufacturers Assn., has been named a vice-president of the Washington Trade Assn. Executives at its 16th annual meeting.

HARRY EDGAR has been appointed commercial manager of CKWS Kingston, Ont.

HARRY McLAY has joined the sales staff of CHEX Peterborough, Ont., coming from CKWS Kingston, Ont.

ALEX CAMPBELL, for 5½ years sales manager of WKAT Miami, has joined the WBBM Chicago sales department as an account executive.



INTERNATIONAL RELATIONS are harmonious between Jose Rocha Vaz, general manager of the Byington stations in Brazil, and Blue Network President Mark Woods as they discuss plans for the exchange of programs between the two countries as revealed last week. [BROADCASTING, June 26].

Educators Session

NBC has set aside the 7:30-7:45 p.m. period July 5-7 to carry educators' reports from the national convention of the National Education Assn. in Pittsburgh. With attendance limited by transportation restrictions, the broadcasts are designed to keep thousands of teachers throughout the country posted on convention proceedings.

JOHN J. KAROL, assistant sales manager and market research council of CBS New York, was guest speaker at a luncheon staged by the network for Southern California agency executives at Los Angeles Biltmore Hotel June 27. He discussed surveys of programming, audience analysis, television, FM and post-war radio. Donald W. Thornburgh, CBS Pacific Coast vice-president, presided.

JOSEPH E. WERDEN, for the past seven years operating manager of a New York City real estate firm, has joined CBS as manager of building service operations, replacing John Carey, who has resigned to become assistant to the executive vice-president of Carrier Engineering Corp., Syracuse.

JOSEPH MEYERS, news supervisor of NBC, has been named acting manager of special events, replacing Lathrop Mack, now manager of guest relations. Mr. Meyers was news editor and special events chief of KSTP St. Paul from 1934-1942, when he joined NBC as news writer. He has been NBC news supervisor since 1943.

S. I. COLE, president of Aerovox Corp., manufacturers of condensers, New Bedford, Mass., and Frederick R. Lack, vice-president and manager of Western Electric's radio division, have been elected directors of the Radio Manufacturers Assn. for two-year terms.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

YOU MAY BE ABLE TO BROADJUMP 26 FEET*—



BUT—YOU CAN'T BROADCAST FROM DETROIT OR CHICAGO INTO WESTERN MICHIGAN!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the Sunday evening figures, 7 to 10 P.M.:

WKZO	51.2%
STATION B	23.0%
SIX OTHERS	23.3%
MISC.	2.5%



We don't claim that covering Western Michigan is absolutely essential to every advertiser's life, liberty and pursuit of happiness. Maybe you don't even want the area. But if you *do*, don't kid yourself that you can get Western Michigan as a sort of "bonus", from any outside station.

The *fact* is that Western Michigan simply cannot be covered from Chicago or Detroit. The distances alone are formidable. But the chief reason is that we have a Chinese Wall of *fading* around here, and good reception simply demands a closer outlet.

Western Michigan *listens* to WKZO. Read the little box at the left—then ask us or Free & Peters for the full details.

* Jesse Owens, U. S., broadjumped 26 feet, 5-5/16 inches, at the Olympic Games of 1936.

WKZO

5000 Watts
590 KC
CBS

strongest selling force in Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

WHBQ

makes it easy for Time Buyers



and it comes out here

DIXIE'S 24 hour station

Exclusive Memphis Station to Present

ASSOCIATED PRESS NEWS

News Every Hour on the Hour

WHBQ

your MUTUAL friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

BEHIND the MIKE

STAN LOMAX, for his weekly interviews on WOR New York with wounded servicemen from Halloran Hospital, Staten Island, has received a citation of merit from the American Mothers' Committee of the Golden Rule Foundation.

WALTER ROYEN, assistant news editor of WCAU Philadelphia, has left to take over similar duties for NBC Washington.

FRED DARWIN has resigned from the announcing staff of WPEN Philadelphia.

PAUL MILES, formerly of WITH Baltimore, has joined the announcing staff of WIBG Philadelphia.

GRANT (Tex) PICKENS has been appointed program director of KTHS Hot Springs, Ark.

FRITZ BLOCKI, New York radio package producer and freelance writer-director, has moved to 420 Madison Ave.

ED COOPER, former chief announcer for WMBD Peoria, Ill., joined WGN Chicago on June 25.

EDWARD B. HARRIS, known on the West Coast as Brad Harris, has joined the announcing staff of KVEC San Luis Obispo, Cal. He formerly was special events announcer at KGB San Diego.

PHILIP C. SMITH, previously with WKPA New Kensington, Pa., and Martin (Mac) Busch, formerly of WEAF New York and WAIR Winston-Salem, N. C., are now announcers with WPTF Raleigh, N. C.

BOB HOLMES has joined WHAI Greenfield Mass., replacing Charles Schon, resigned.

FARNSWORTH FOWLE, CBS foreign correspondent, returned to this country last Tuesday after 6½ years overseas. After a brief holiday in Vermont, he will return to Europe for CBS.

WARD WILSON, m.c. of WHN New York, is the father of a boy.

RICHARD BEEL, former chief announcer of WBYN Brooklyn, has joined WLIB Brooklyn.

SALLY WARREN, formerly of the NBC press department, has joined the public relations staff of Fawcett Publications Inc., New York.

BOB CALLAN, announcer, formerly of WBT Charlotte, N. C., and WIS Columbia, S. C., has jointed WBYN Brooklyn.

WARREN BROWN, formerly with KPQ Wenatchee, Wash., has joined the announcing staff of KIRO Seattle.

MARILYN McCURDY, former reporter on the *Davenport* (Ia.) *Daily Times*, has joined the news department of WBBM Chicago, as writer.

NORMAN FELTON, formerly with KOMO Seattle, has joined the NBC central division staff as director of dramatic programs, replacing Martin Magner, transferred to NBC New York.

JOHN COOPER, NBC foreign correspondent, has arrived at his post in Honolulu.

LUCILLE HUDIBURG, former assistant supervisor of all-night programs on WABC New York and previously with WGN Chicago, has been appointed assistant producer-director of WCBW, New York television station of CBS. Beulah Lewis, formerly with the Board of Education in New York, has joined the video station as an assistant producer.

Guild Joins TBA

THEATRE GUILD, New York, and RKO Television Corp., New York, has been elected to affiliate membership in Television Broadcasters Assn. Armina Marshall, Guild's administrative assistant, and Ralph B. Austrian, executive vice-president of RKO Television Corp., have been made members of the TBA program committee, which is headed by Worthington C. Miner, television program manager of CBS. Other members of the committee are: Frank C. Norris, director of radio programs for Time Inc.; Julius F. Seebach, WOR vice-president in charge of programs; William Morris, head of the William Morris Theatrical Agency; Paul Raibourn, president, Television Productions; Leon Levine, assistant director of education of CBS; Will Baltin, secretary-treasurer, TBA.

J. M. REYNOLDS has joined the publicity staff of CJBC Toronto. Formerly with E. W. Reynolds & Co., Toronto agency, he has been with the merchant marine and spent a year in England.

JESSE FRENCH, new to radio, has joined the announcing staff of CHEX Peterborough, Ont. Ron Dunn, announcer of CKWS Kingston, Ont., has been transferred to CHEX Peterborough, and is replaced by Gordon Robinson of CHEX.

ROBERT TERRY, former freelance actor and announcer in Hollywood, has joined the announcing staff of KXOK St. Louis.

JACK HANKINS, KXOK announcer, is the father of a girl.

DORIS ANN LUEDKE, former promotion manager of WIZE Springfield, O., has joined the promotion department of WKY Oklahoma City.

RAY OWENS KRISE, head of the INS news section of WFBL Syracuse and public events producer, has been inducted into the Army.

JACK BAKER, for seven years with Don McNeill and the *Breakfast Club* on the Blue Network, has joined KWTO Springfield, Mo.

ERNEST JOHN GILL, for the past two years musical director of CBS San Francisco, has joined Blue Hollywood in a similar capacity, replacing Al Sack. Latter resigned to devote full time to his assignments on sponsored programs.

PHIL WOOLWORTH, former sales analyst for the Ingleheart division of General Foods, has been named program director of WAGA Atlanta.

BILL THIEMAN, formerly on the continuity staff of WCAE Pittsburgh, now in the Army, has been promoted to sergeant, stationed at Camp Polk, La.

EARL GORMAINE replaces William Kendal Clark as script chief of WWJ Detroit. Mr. Clark has transferred to CBS.

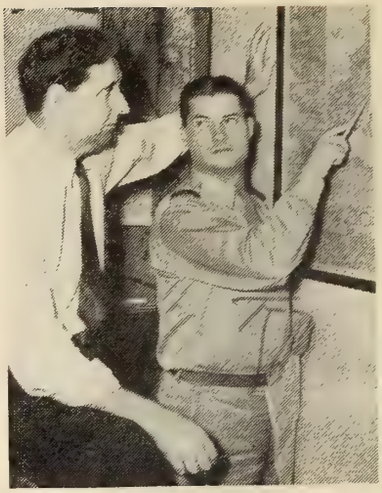
ALAN WOODS, Hollywood radio writer, and Helen Franklin of Columbia Pictures Corp. publicity staff were married June 28.

GLAN HEISCH, program director of KNX Hollywood, is the father of a girl.

LEWIS C. PFEIFER, formerly of KTKN Ketchikan, Alaska, has joined KFRC San Francisco as announcer.

ELIZABETH IRISH, office manager of the CBS research department in New York, and the Rev. Arthur Stevens Knapp are to be married in New York July 8.

OSCAR KATZ, CBS assistant director of research, is the father of a girl.



IMMEDIATELY following the news of the B-29 raid on Japan on June 15, CBS put James Stewart (r), network Far East correspondent, on the air with a description of the U. S. air bases in China from which the bombers took off. Mr. Stewart recently returned from Chungking from where he had made numerous trips to observe preparations for the raid. With him at the WTOP Washington studios, where the broadcast originated, is Bob Wood, CBS director of news and special events in Washington.

MARK E. SWINGLEY has joined the staff of WRRF Washington, N. C., as program director.

FRANCES E. KAYE, freelance publicist, formerly associated with Sobol Hartman & Faggen, has been engaged as press counsel by Consolidated Radio Artists Inc., New York. Recently organized radio department is headed by Hi Cooper, producer, and Howard Caraway, director, both formerly with the Blue Network.

BOB DAVIS, former trade news editor of WOR New York, last week joined the NBC press department as a senior writer.

LYLE REED, announcer, formerly of WINN Louisville, and of WHN-FM, New York, has joined WAAT Newark, N. J.

WARREN ANDERSON, announcer formerly with WKZO Kalamazoo-Grand Rapids, Mich., has joined WING Dayton, Ohio.

ED SHAUGHENCY, KDKA Pittsburgh announcer, is the father of a boy.

TREVOR KELFORD, formerly with the news department of WKEY Covington, Va., has joined the news staff of KXEL Waterloo, Ia.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

How To Celebrate the 4th of July

Put your "John Hancock" on a Blood Donor's Card and give a pint of blood, by way of saying "Thanks, America, for being free to do this!"

Your Blood Can Keep Freedom Alive!

CBS


A Community* with 97 Downtowns
A COMMUNITY isn't necessarily all in one place. At least the community that WGY serves isn't. It's a whole metropolitan area of 18 busy industrial cities of over 25,000 population, and 79 thriving smaller cities and towns spreading their way chain-fashion all over eastern and central New York and western New England.
Brought together as they are by WGY, they provide one of our nation's choicest single markets. It is a wealthy market worth 3 1/3 billion dollars, in annual earnings, and 1 7/8 billion in retail sales. It is a vast market, serving 1,045,717 radio families, with more sets tuned to WGY than to all other stations put together.
And WGY is the ONLY way you can combine this valuable region, the WGY Community, into ONE coverage area.
*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated cities and villages over 5000.
WGY Gives You the Hudson Circle
VT.
N.H.
N.Y.
MASS.
CONN.
R.I.
NBC
50,000 watts - NBC - 22 years of service
WGY
SCHENECTADY, N. Y.
GENERAL ELECTRIC
WGY-182
REPRESENTED NATIONALLY BY NBC SPOT SALES

Daly Shoe Plans

DALY BROS. SHOE Co., Boston, has appointed Norman D. Waters & Associates, New York, to handle the first national advertising campaign for Air-O-Magic shoes for men. Spot radio campaign, to start Oct. 1 will include 17 stations and WABD DuMont television station [BROADCASTING, June 26].

Heads Video Group

R. B. GAMBLE, Farnsworth Television & Radio Corp., has been elected president of the Television Producers' Assn., professional group of those actively engaged in the production of video programs in New York. Edwin Woodruff, of WABD, DuMont video station, was elected first vice-president; Bob Emery, WOR, second vice-president; Doug Allen, freelance, secretary; Jay Strong, freelance, treasurer.



America's number one news sleuth has dug up more fact-finding news . . . has started more congressional investigations . . . has been quoted more often in the Congressional Record . . . and has more sponsors than any other Radio News Reporter.

● Fulton Lewis is now heard over 200 stations with more than 130 sponsors nightly.

For sponsorship in your city, call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

FREE RADIO THREAT IS SEEN BY GAREY

WARNING that America may lose the "domestic" battle while winning the war, Eugene L. Garey, New York attorney and former general counsel of the House Select Committee to Investigate the FCC, told the Jersey City Rotary Club on June 22 that because of the Commission's "reprehensible and bureaucratic activities" radio, "for all its powerful voice in America . . . has a weak heart."

Radio "has no independence, no freedom, and lives in constant fear of its life," said Mr. Garey. "It dies a thousand deaths every Presidential campaign in expectation of the revenge of some politician or some political group. Because of radio's fear for its life, the politicians kick it around in a fashion beyond belief."

He charged that FCC Chairman James Lawrence Fly was "one of the most effective players" in the Administration's "game of ruthless power politics" and declared that "domination of radio is the first essential step in the destruction of the democratic process and in the establishment of a dictatorship". He asserted that the Communications Act of 1934 is "ambiguous enough" to permit Chairman Fly "to make and alter major policies at will". The law, he added, "gives Fly a life and death strangle-hold over radio".

Mr. Garey quoted from testimony in the House Committee's hearings, charged that the FCC had set up a "Gestapo" to harrass broadcasters, and called upon the Rotarians to "meet" the "domestic foes on the home front" by teaching "our youth about America and her Divinely-inspired institutions . . . that the American Government was designed as a Government of free men."

New Blue Lineup

BLUE network has set up a program service desk and has separated the operations of its production, announcing and script divisions. Ray Knight, production manager, who formerly supervised the various divisions, now heads production only, with Stuart Buchanan continuing as script manager, Ray Diaz as supervisor of announcers, and Frank Vagnoni as manager of the orchestra personnel. As head of the program service desk, Florence Morris, formerly in charge of program bookings, will coordinate all the mechanical operations involved in the production of programs, serving as a central point of coordination and information. Unit includes studio assignment divisions, headed by Bertha Kurtzman; casting and auditions, Helen Hedeman in charge; executive orders headed by Geraldine G. Bohne.

Video License Sought

BREMER BROADCASTING Corp., owner and operator of WAAT Newark, has applied for a commercial television license, said to be the first application of its kind in the state. Studios will be located in the Hotel Sheraton, Newark, Corporation already holds a construction permit for an FM station, WAAW.

ANTI-STRIKE AID

Pittsburgh Stations Call Workers to Pits

WHEN 60 men in the three crews of the "C soaking pits at the Jones & Laughlin Corporation's Pittsburgh works walked out on strike June 14, the 6,000 ton-a-day production was threatened.

After a meeting next day with government conciliators, Naval officers and Union officials, it was believed that the 60 strikers from the soaking pit crews might be induced to resume work on the 4 p.m. shift that day and thus avert the disaster of closing the entire steel works.

Though some of the men could be reached by phone, the idea of turning to radio as the quickest method of getting word to the men on strike occurred to Commissioner Charles R. Ward of the U. S. Conciliation Service. Accordingly, the following spot announcement was prepared: A "meeting is called by the Government officials for the Jones & Laughlin Steel Corp. "C" Pits crew at A. O. H. Hall, 2715 Sarah St., at 2 o'clock this afternoon."

Spot was aired by the Pittsburgh stations (KDKA WJAS WCAE KQV WWSW) with less than half an hour time margin before the noon broadcasts. Of the 60 men the message was intended for, out of a possible 1,000,000 audience, exactly 54 showed up, each man stating he either heard or was told of the radio call. The strikers listened to Commissioner Ward, voted to return to work.

Resort Promoted

SULLIVAN COUNTY HOTELS, a group of resorts in upstate New York, whose summer business was said to have been saved from disaster largely through radio advertising last year [BROADCASTING, Aug. 16], last week returned to the air with a specially transcribed five-minute music program aired three to five time weekly on WLIB WOR WJZ in New York, and on WPAT Paterson, N. J., and with spot announcements on WHN New York. Campaign will run four weeks, and will resume for a similar period after a brief hiatus, promoting Sullivan County as a vacation land and offering gratis a "vacation diary" containing hotel lists. Newspaper advertising is also being used. Agency is Blackstone Co., New York.



More Sponsors HAVE RE-ELECTED WHN THAN ANY OTHER INDEPENDENT STATION IN NEW YORK!

The reason for re-election . . . is *WHN's* platform of Sports, Music and News

Out of 67 active accounts . . . 51 are renewals



Here a few who vote the straight *WHN TICKET* term after term.

- Hearns . . . . . 12 year term
- I. J. Fox . . . . . 10 year term
- Adams Hats . . . . . 10 year term
- Metro-Goldwyn-Mayer . . . 9 year term
- B.C. Remedy . . . . . 6 year term
- Pepsi-Cola . . . . . 6 year term
- General Foods . . . . . 4 year term
- Old Gold . . . . . 3 year term

Don't wait till fall to nominate *WHN's* 50,000 watts to work for you in America's biggest and richest market. *GET YOUR RESERVATIONS IN TODAY!*

WHN
50,000
1050

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Represented by RAMBEAU **1540 BROADWAY, NEW YORK**

Bougainville Changes

NEW TRAFFIC manager of the Armed Forces Expeditionary Service station on Bougainville is Pfc. Eugene E. Perkins, who as a civilian was an announcer with KIDO Boise. Ida. The station operates on 670 kc and is a function of the Special Service Section. Sgt. Jack J. Kruschen, freelance radio and television actor before joining the Army, is now special events announcer with the Bougainville station.

In Kansas City



the Swing is to WHB

... AND IT PAYS advertisers who are wedded to WHB schedules. 'Phone us for availabilities if you're considering spot programs or announcements in this booming market. "Your Mutual Friend" is Kansas City's Dominant Daytime Station... delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For availabilities, call



DON DAVIS

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

MONTHS: MARCH-APRIL, 1944—KANSAS CITY
HOOPER STATION LISTENING INDEX
TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,288

	Station A	Station B	Station C	Station D	WHB	Station E
MORNING INDEX MONDAY THRU FRI. 8-12 A. M.	6.4	9.5	27.6	17.0	33.1	4.7
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P. M.	12.4	6.6	17.2	29.7	27.0	5.5

CUFF VIEWS VIDEO AS A RETAIL MEDIUM

"TELEVISION is more than the addition of sight to sound," Samuel H. Cuff, general manager of WABD New York, Du Mont television station, declared last Thursday at a visual selling forum conducted by the Display Directors of New York City in cooperation with the National Assn. of Display Industries for the benefit of retail store executives in New York for Market Week June 26-30 [BROADCASTING, June 26].

"Television is not static dead sight; it is animation; it is life itself," Mr. Cuff stated. "Through television a store does not show its merchandise in flat print. It does not show its merchandise on a plaster cast dummy. It shows it on a vivacious living model. It illustrates it; it demonstrates its use, and all in a matter of seconds and all to the accompaniment of persuasive oral selling."

Mr. Cuff said that an intra-store television system can be installed for from $25,000 and up, with additional units and viewing screens added as they are needed. If the cost of a full intra-store installation should exceed $100,000, Mr. Cuff urged each store to add a transmitter to carry the advertising into the homes of the store's customers.

"Actually, adding a transmitter to an intra-store system is a proportionately small expenditure," he said, "and this addition can be used to carry the messages of others into these same homes in the evenings and on Sundays. The revenue which a department store would secure from the sale of this service should within a relatively short time return to the store its entire investment in television."

Scout Executive Lauds Aid Given to Movement

EDITOR BROADCASTING:

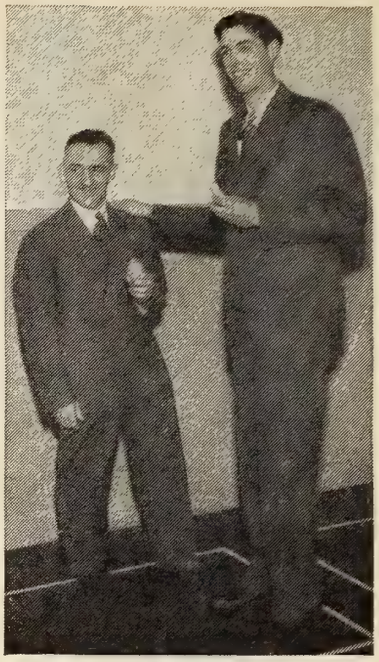
We had a most successful one-day 34th annual meeting of the National Council of the Boy Scouts of America at the Waldorf-Astoria Hotel in New York on May 17 with 933 Scouters representing many of our local Councils throughout the United States.

The delegates passed a resolution expressing the appreciation of the Boy Scouts of America to you and your associates for the effective assistance you gave to enable Scouting to reach increasing numbers of boys during the past year.

It is with great personal pleasure, therefore, that I convey these greetings to you and your coworkers. We feel that we could not accomplish our primary objective of character building and citizenship training without the generous and intelligent support so cheerfully given by BROADCASTING.

ELBERT K. FRETWELL
Chief Scout Executive
Boy Scouts of America

TOM MORGAN, commentator of WOV New York, has written a book based on his experiences of 18 years covering Vatican Hill while Rome correspondent of AP and later bureau chief for UP. Titled *Listening Post*, the book was published several weeks ago by G. Putnam & Sons, and has gone into the second edition.



LONG AND SHORT of it got together to exchange viewpoints during conference of Don Lee Broadcasting System affiliates in San Francisco last month. Low and hign man respectively are (l to r) Oliver A. Runchey (5 foot 3), manager of KOL Seattle, and Ralph Hanson (6 foot 6), manager of KUIN Grants Pass, Ore.

Electronic News

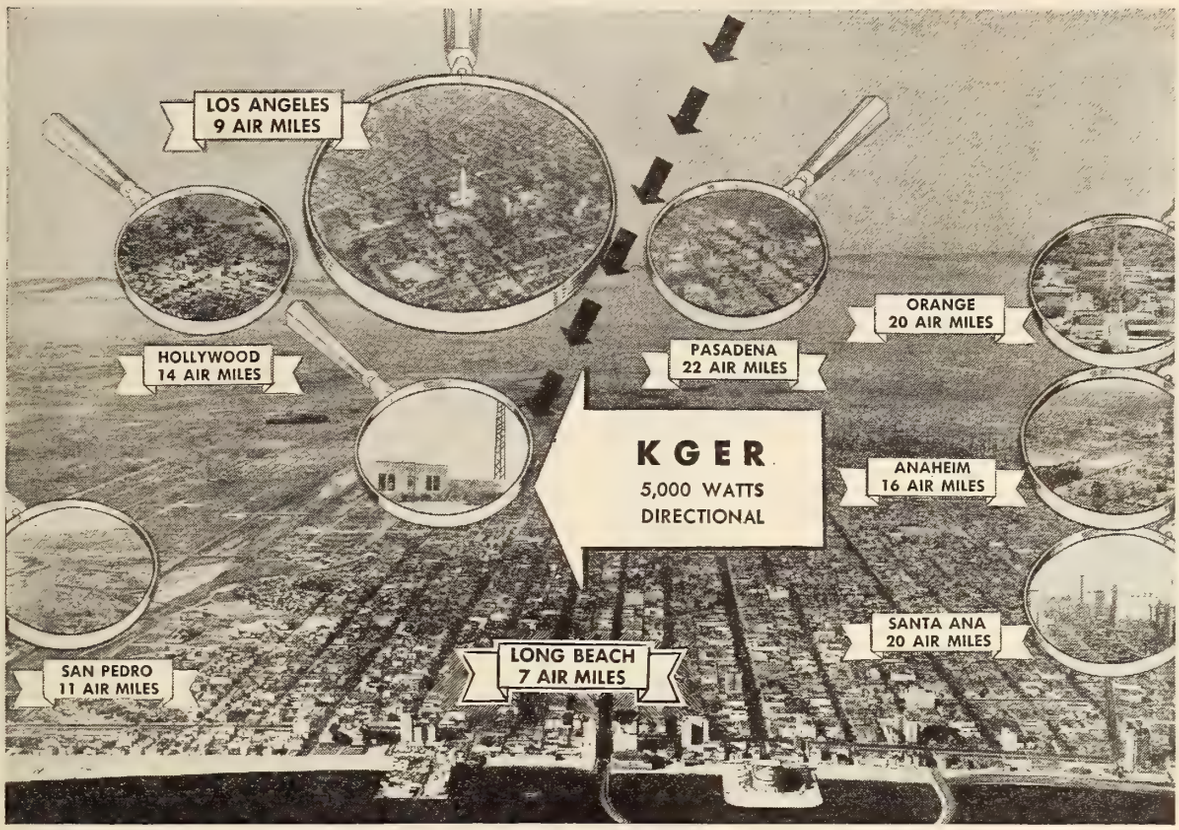
ELECTRONICS Corp. of America, New York, on July 3 starts a five-weekly quarter-hour evening news commentary by William S. Gailmor on WHN New York, under a 52-week contract placed through Shappe-Wilkes, New York. Firm will continue to expand its institutional series of news programs, which started with Johannes Steel on WMCA New York, and recently expanded to WMEX Boston [BROADCASTING, April 17, June 19].

WQXR New York on July 4, Independence Day, will devote its entire music schedule to American compositions. Station devotes about 14 hours of its broadcast day of 15 hours and 35 minutes to music.

A SECOND STAR has been added to the Army-Navy "E" flag won in 1943 by RCA Labs., Princeton, N. J., in recognition of six months of continued achievement in production.

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

We're in a Spot! (ON PURPOSE)

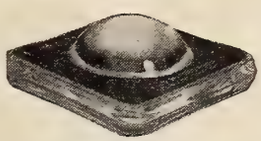


RIGHT IN THE MIDDLE OF THE GREATEST MARKET IN THE WEST

Los Angeles PLUS *Long Beach!*

READING GLASS PAPERWEIGHT

Free!



Let us send you one of these combination reading glass-paperweights absolutely free. Keep it on your desk—you'll find many uses for it. Write for yours today—address KGER, 643-B South Olive St., Los Angeles 14, California.

When the site for KGER's new 5,000 watt RCA transmitter was selected, exhaustive tests were conducted first to find the location which would enable KGER to get the best possible coverage of *both* Los Angeles and Long Beach. We found the perfect spot near Compton (see above) ... literally surrounded by prosperous, busy communities and humming war plants. More than 4,000,000 people live in this area, including more than a million war-workers. Incomes are at an all-time high. *KGER completely covers this great market!*

Through the years, KGER's unusual type of programs has built a large and extraordinarily receptive audience. KGER's rates for reaching the Los Angeles-Long Beach market are among the lowest of all Southern California stations. Every national advertiser and advertising agency should know the complete facts. We'll gladly give them to you.



"THE PEOPLE'S STATION" 5,000 WATTS, DIRECTIONAL

KGER

OWNED AND OPERATED BY MERWIN DOBYNS

REPRESENTED NATIONALLY BY SPOT SALES, INC., NEW YORK • CHICAGO • SAN FRANCISCO
LOS ANGELES

Gottlieb to Y&R

LESTER GOTTLIEB, since 1936 publicity director of MBS, has resigned, effective next month to become director of radio publicity of Young & Rubicam, at New York headquarters. He will succeed Bill Thomas, who has resigned, and will report to Hubbel Robinson, vice-president in charge of radio, and to William Jenkins, director of public relations. His successor at MBS has not been announced. Mr. Gottlieb, 31, joined WOR in 1935 after having served as radio editor of *Newsweek* and shifted to MBS in 1936 as publicity director.

Agencies

MAXINE KEITH has been named radio director of Caples Co., New York. Writer and producer of programs for New York stations for the past ten years, Miss Keith is now heard on Mutual, and will continue her morning *From Me to You* broadcasts on the network.

WALTER WICKER, who operated his own production agency, Walter Wicker Productions, Chicago, together with Irna Phillips, radio writer, several years ago, has re-entered radio as head of the radio department of Compton Adv., Chicago, supervising Crisco's radio-newspaper program.

HOWARD E. WILLIAMS, account executive of Erwin, Wasey & Co., San Francisco since 1938, formerly head of his own advertising agency, has been named manager of the San Francisco office of Young & Rubicam, New York. It was also announced that Robbins Milbank, agency's San Francisco manager, had been named to supervise creative, research and merchandising work for Y&R on the West Coast.

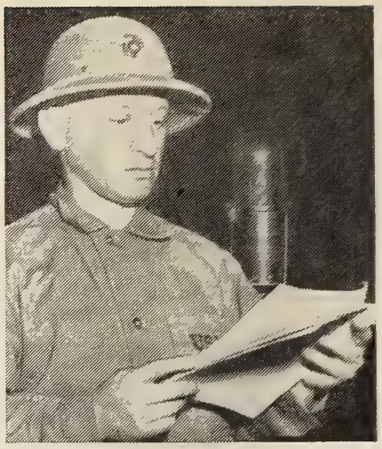
BOTSFORD, Constantine & Gardner, San Francisco, has announced formation of a client council designed to give increased service to clients.

ACE PRODUCTIONS, new San Francisco advertising agency with headquarters at 420 Market St., has been organized by Graham Gladwin, announcer-producer. Telephone is Sutter 8854. Firm will specialize in radio production and promotion, servicing the entire Pacific Coast area. Staff personnel includes Vernon Crockett, sales promotion; Robert Bell, technical director; Bernice Marsters, art director. Accounts being serviced include Pacific Tent & Awning Co., San Francisco; Kerr Rug Co., Fresno, Cal.; A. W. Barnhart Co., New York.

JOE RINES, director of *Abie's Irish Rose*, Procter & Gamble Co. program on NBC, has taken on additional duties as vice-president in charge of the newly organized radio department of Gale Inc., New York talent agency. He will supervise development of talent and package shows for radio.

ROBERT REINHART Jr., former sales and advertising manager of Jules Chain Stores Corp., New York, clothing and jewelry concern, has set up an advertising agency under his own name at 277 Broadway, New York. He will service retail stores and manufacturers of apparel, Radio is already contemplated for one account.

LAWRENCE H. TERZIAN, former promotion manager of the departmental advertising staff of McGraw-Hill Publishing Co., has joined the copy staff of Atherton & Currier Inc., New York.



REFRESHING RADIO routine, Marine Pvt. Benjamin J. Green, former H. W. Kastor & Sons Adv. Agency, Chicago, radio director, takes time out from training duties at Marine Corps San Diego, Cal., Recruit Depot to read script used for *Halls of Montezuma*, weekly Marine Corps series originating from the California Marine base.

WILLIAM K. SALFSTROM, formerly with the National Opinion Research Center of Denver U., last week joined the research department of Compton Adv., New York.

FRANK H. KAUFMAN, former director of advertising and public relations of S. H. Camp & Co., Jackson, Mich., makers of surgical garments, has opened an advertising office under his own name at 350 5th Ave., Empire State Bldg., New York. Telephone is Chickering 4-5798.

MARY MADDOCK, copywriter, formerly with Joseph Katz Co., New York, and World Broadcasting System, New York, is now copy director of Redfield-Johnstone, New York. She joined the agency several months ago, replacing Beatrice Mabry, who has just joined the copy department of Moser & Cotins Adv., New York, as head of creative work on women's accounts.

VINCENT F. AIELLO, formerly of Grey Adv., New York, and Dorothy Kennedy, formerly with Gimbel's Dept. Store, New York, have joined the copy staff of Arthur Kudner Inc., N. Y.

J. ARCHER KISS, formerly of Montgomery Ward & Co., has joined the copy staff of the Phil Gordon Agency, Chicago.

MacFARLAND, AVEYARD & Co., has moved its New York office to 10 Rockefeller Plaza.

OPPORTUNITY KNOCKS LOUDER
in Knoxville!

Sell America's New Industrial Frontier With

WROL

★ WROL primary area covers some of world's greatest industrial operations—TVA, CEW, ALCOA.

★ WROL for 14 years has been the home town station for Knoxville, now more than 200,000 population. Knoxville continues first in U. S. business activity with June S-M city index of 160.0.

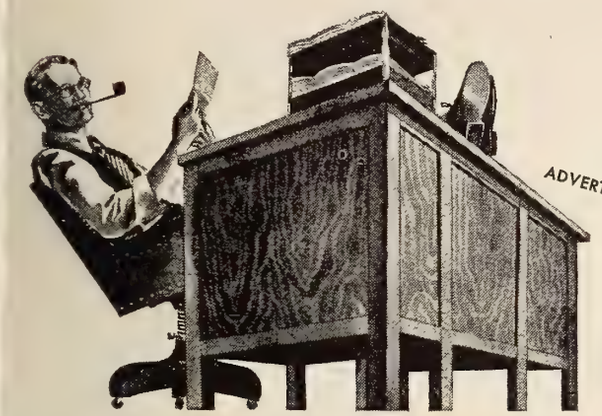
★ WROL's 620kc., low frequency coverage and 20 hour daily schedule offers greatest opportunity for national advertisers to reach this fabulous market.

WROL *Knoxville*
NBC FOR EAST TENNESSEE
JOHN BLAIR & COMPANY NATIONAL REPRESENTATIVES

SPOTS IN THE MORNING?
SPOTS IN THE EVENING?
ASK A JOHN BLAIR MAN
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

WSLI
JACKSON MISSISSIPPI
JACKSON
YOUR STABLE MARKET
Mississippi's effective buying income, for the 12 months ending September 30, 1943, had reached $1,074,426,000. In 1942, the state's effective buying income increased 180 per cent over 1939. Remember, WSLI offers you effective coverage of this "Double-Return" market—at less cost.
BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

IT'S A WIZE ADVERTISER WHO USES THE SPRINGFIELD, O. MARKET



ADVERTISING

SALES PROMOTION

MERCHANDISING

THIS ONE DID!

RALPH C. BUSBEY Advertising AGENCY
316 WATER STREET
AKRON 8, OHIO
Franklin 2104

Mr J P Williams
Radio Station W I Z E
Springfield, Ohio

April 25, 1944

Dear Mr Williams:

Because of the splendid results shown by the Burkhardt Brewing Company's Master-Blended evening programs on WIZE featuring the Burkhardt Melody Four and Texas Rangers, we would like now to add additional periods "across the board" each week to reach your noon-time listeners.

I would like to get the additional schedule going by May 1 if possible, so advise me promptly as to your availabilities.

Very sincerely

R C Busbey
FR

President
THE BUSBEY ADVERTISING AGENCY

Weed & Co.
National Representatives

●

Blue
Network

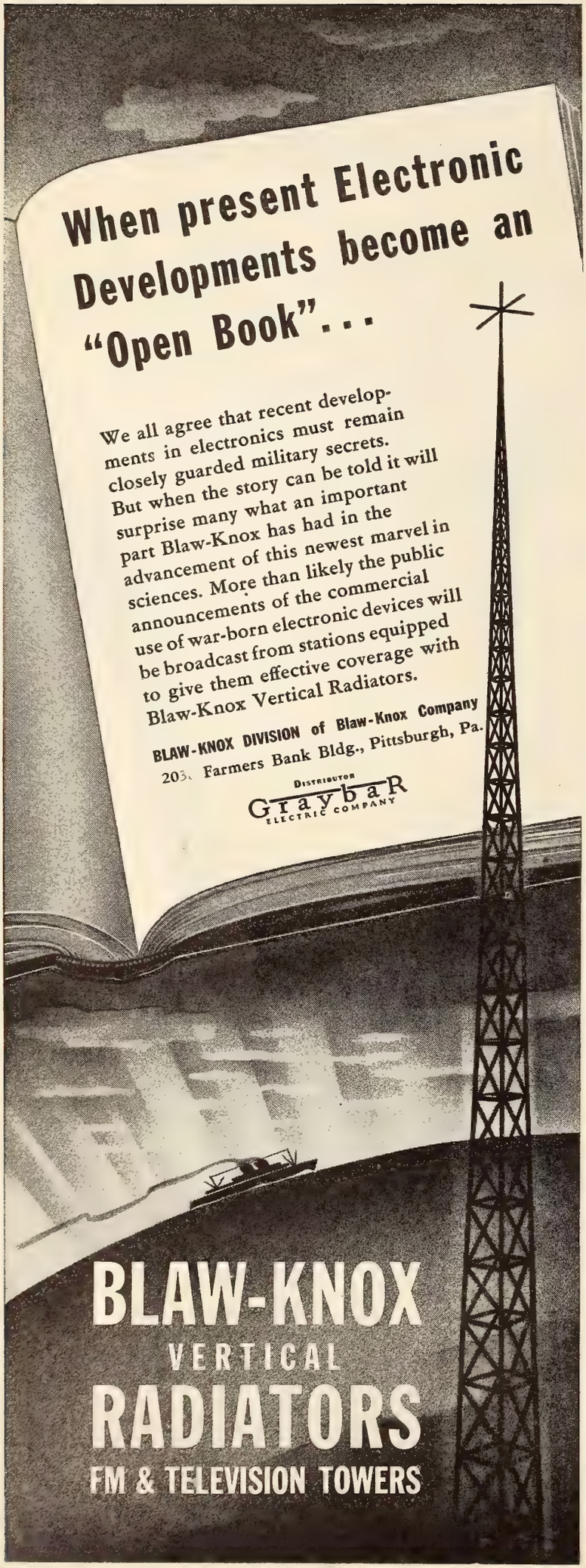
Letters like this tell a powerful story of WIZE's effectiveness as Springfield's number one advertising medium. To cover and sell this market you need WIZE. No other medium or outside station can do this.

Write today for availabilities.

WIZE
Springfield, Ohio

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President



DON COUPER, former advertising director of Loft Candy Co., is now operating an advertising agency under his own name at 441 Lexington Ave., New York. Radio advertising will be handled along with other media.

GERALDINE SCHULTZ, supervisor of Walgreen department continuity, Schwimmer & Scott, Chicago, on June 23 was married to Air Corps Sgt. Robert Sexton.

HARRY J. DEINES has resigned as advertising manager of the Electronics Division of General Electric Co., Schenectady, to join Arthur Kudner Inc., N. Y.

THOMAS B. MOODY, formerly of McCarty Co., Los Angeles agency, has joined Ruthrauff & Ryan, Hollywood, as account executive. He replaced Charles Bowes, on leave to attend the U. of Colorado Japanese Language School at Boulder.

AL SCALPONE, for the past year civilian member of Armed Forces Radio Service, Los Angeles production staff, has rejoined Young & Rubicam, Hollywood, as program supervisor.

JOSEPH MAXFIELD Co., Providence, R. I., has moved to 87 Weybossett St.

JANE ALLISON, formerly on the copy staff of WIRE Indianapolis, has joined the copy writing staff of Ivey & Ellington, New York.

WILLIAM P. MALONEY, director of publicity for BBDO New York, has been elected president of the Publicity Club of New York.

Chap Stick Appoints

CHAP STICK Co., Lynchburg, Va., has named Lawrence C. Gumbinner Adv., New York, as agency. Firm has used spot radio in the past, but none is contemplated at the moment.



"But we have six* better ways to get Atlanta folks to tune to WAGA!"
* CAR CARDS, NEWSPAPER ADVERTISING AND PUBLICITY, BILLBOARDS, The WA-GAzette and COURTESY ANNOUNCEMENTS

WESTINGHOUSE PUTS CARR IN RADIO POST

RICHARD C. CARR has been named manager of institutional advertising for Westinghouse Electric & Mfg. Co., it was announced last week by G. Edward Pendray, assistant to the president of Westinghouse. Mr. Carr, who joined the company in 1943 after managing the war housing division of Libby-Owens-Ford Glass Co., will be responsible for Westinghouse institutional copy, the commercials for the company's radio programs and the public relations production department.


Mr. Carr

After graduating from Yale in 1924 with a B.S. degree he became contact man for Sun Advertising Co. and later sales and advertising manager for Hixon-Peterson Lumber Company.

Compton Changes

COMPTON ADV., New York, in a realignment of its media and radio executive personnel, has appointed Murray Carpenter, formerly head radio timebuyer, as media supervisor on all Procter & Gamble business. Frank B. Kemp who has handled all net timebuying, becomes head radio buyer in charge of network and spot buying. Edward Federer continues as media supervisor. He is responsible for all Compton accounts except P&G. Lewis Titterton continues as head of the radio department and Guy Richards as vice-president and media director.

Institute Plans

NEWSPAPER INSTITUTE of America, New York, will promote its newspaper-writing correspondence course through Sunday news packages of four quarter-hour and ten-minute programs on WMAL Washington, for 52 weeks beginning July 9, and on KGO San Francisco. Commercials invite listeners to send for a free writing aptitude test, specifying that they must pass the test to subscribe to the course itself. Newspapers and magazines are also used in the campaign, placed through Kaplan Siesel & Bruck, New York.

KOVERAGE
RESULTS
OUT-DISTANCES COMPETITION
DIVIDENDS FROM ISOLATION
The popular CBS Station
EL PASO, TEXAS
Dorrance Roderick, Owner Val Lawrence, Mgr.
HOWARD H. WILSON CO., National Reps.

what makes a . . .



EXCLUSIVE

CLEVEREST carpenter of the woods, the woodpecker is EXCLUSIVE because of his chisel-shaped beak . . . his "house-building" genius, his tail. Four toes, arranged in two pairs, suspend his body in front, supports it behind, while at work. His stiff-pointed tail acts like a tripod's third leg.

WHAT MAKES K-O-Z-Y EXCLUSIVE? The only independent FM voice today in a potentially great FM market. KOZY is busy now previewing postwar product projects like yours. Get Rate Card 3 . . . add this EXCLUSIVE AUDIENCE to YOUR NEW SALES EFFORT . . . plan BIGGER RESULTS with KOZY!

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

The Pioneer of FM in the Kansas City Area

TAKIN' A FLYER ON BET (Ky.)?

Bet (Ky.) is a sure-enough town—but as a market for merchandise it's certainly not a very good gamble. On the other hand, the Louisville Trading Area is a red-hot sure thing—has 35.5% *more* buying power than the rest of Kentucky *combined!* . . . And here's another hot tip: WAVE completely covers this area for *far less* than the cost of any other medium! Ergo: for *results*, put your dough on Louisville and WAVE!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

Radio Advertisers

WALGREEN Co., Chicago (drug stores), renewed sponsorship June 27 of its series of 6-weekly, 5-minute spot announcements over WGRC Louisville, and June 26 of 7-weekly, 5-minute spot announcements on WAVE KWK KXOK WMC WMPS. All contracts are for 52 weeks. Agency is Schwimmer & Scott, Chicago.

RICH'S INC., Atlanta (dept. store), expanding its schedule on WGST Atlanta, has added a new summer thrice-weekly program *Camping Trails*, broadcast remote from North Fulton Park.

RED DOT FOODS, Madison, Wis., has placed its advertising account with Arthur Towell Inc., Madison. Plans are said to include radio.

NORMAN S. WRIGHT Co., Toronto (Fertabs plant food), is using spot announcements in a seasonal campaign on CKCL Toronto. Account was placed by A. J. Denne & Co., Toronto.

JOHN PUHL PRODUCTS Co., Chicago (Fleesy White bleach), will renew sponsorship July 3 of participation on *Sunrise Salute*, 6-6:55 a.m. (CWT), and *Housewives' Protective League*, 4-4:30 p.m. (CWT), Mondays through Saturdays, on WBBM Chicago. Contract is for 13 weeks. Agency is Roche, Williams & Cleary, Chicago.

DOMINION of Canada, Department of Munitions & Supply, Ottawa (coal conservation) has started live spots daily on a large number of Canadian stations. Account was placed by R. C. Smith & Son, Toronto.



SHOP TALK was the theme of the *Connecticut Forum* when a half-hour program devoted to "Radio and the Part it Plays in Advertising" was broadcast on the Connecticut State Network with the network station and commercial managers participating. The White-Wheeler Bill, lengthy commercials, local programming, television all came in for spirited discussion for the listeners' edification. Seated around the table clockwise are: S. J. Paul, BROADCASTING, guest moderator; Ivon B. Newman, WNLC New London; Dewey H. Long, WELI New Haven; where the broadcast originated; James Milne, WNAB Bridgeport-WATR Waterbury; Ralph Dellaselva, producer of the series; and Harold H. Meyer, who is manager of WSRR Stamford as well as president of the network.

PILLSBURY Flour Mills, Minneapolis, has renewed for 52 weeks *Saturday Smorgasbord* on KSTP St. Paul-Minneapolis. Agency is McCann-Erickson, Minneapolis. Northwestern National Life Insurance Co., Minneapolis, is sponsoring a 52-week schedule of thrice-weekly station breaks on KSTP. Account placed through BBDO Minneapolis. Paramount Picture Corp. has started for 52 weeks a twice-weekly schedule of spot announcements. Lambert Pharmacal Co. has renewed for another 13 weeks on KSTP thrice-weekly *Noon News* for Listerine tooth powder.

OSCAR MAYER & Co., Chicago (meat packers), has contracted 10 quarter-hour programs and one half-hour program weekly over WBBM Chicago. Starting July 3, company sponsors quarter hour *Musical Clock*, Mondays thru Saturdays; a quarter hour news broadcast, Mondays, Wednesdays Fridays and Saturdays; and beginning July 8, a new half-hour transcribed series of western stories for children, *Lightnin' Jim*, Saturdays. Agency is Mitchell-Faust Co., Chicago.

KELLING NUT Co., Chicago (Double-Kay nuts), has named Schwimmer & Scott, Chicago, to handle its advertising. No radio is planned at present.

PETER FOX BREWING Co., Chicago (beer), began sponsorship June 3 of a quarter hour review of all major race-track news, *Sports Resume*, Mondays thru Saturdays, on WAIT Chicago. Contract is for 26 weeks, placed by Schwimmer & Scott, Chicago.

ATLAS BREWING Co. (Edelweiss Beer), has begun sponsorship of a five minute transcribed show with Sam Balter, called *One for the Book*, on WMAQ Chicago, Monday through Friday, 11:15-11:20 (CWT) and a 15-minute newscast with Paul Harvey, Monday through Fridays, 10-10:15, on WENR Chicago. 52 week contracts for both shows were placed through Olian Adv. Agency, Chicago.

RELIANCE TEXTILE Co., New York (shirts), has begun sponsorship of a quarter-hour program featuring Dr. A. L. Sachar, historian at the U. of Illinois, on WMAQ Chicago, Monday through Friday, 12:45-1 p.m. (CWT). The 26 week contract was placed through Wade Adv. Agency Chicago.

ED ROBINSON'S, Noroton, Conn., has appointed Fred D. Yates Adv., New York, as agency for "Have-More Plan", a farm manual and other books. Radio may be used in the fall.

CRACKER JACK Co., Chicago (popcorn products), has begun sponsorship of commercial preceding and following *News of the World*, quarter-hour program, Sundays, on WBBM Chicago. Contract is for 52 weeks, placed by Rogers & Smith, Chicago.

SEAL-COTE Co., Los Angeles (finger nail wax—polish protector), has started using weekly station break announcements on WGN Chicago. Firm renewed for 52 weeks two similar announcements weekly on KFI Los Angeles. Agency is Buchanan & Co., Los Angeles.

COCA-COLA Bottling Co., Sacramento, Cal., has signed with KFBK Sacramento for *Dick Tracy* five-times weekly quarter-hour series broadcast on the Blue as a local cooperative program. Business was placed direct, with D'Arcy Adv. Co., Coca Cola agency, supplying the commercials.

Battery Problem

SHORTAGE of workers and not material or machines is the only thing that is holding up production of dry cell batteries for farm radio sets, according to Stanley B. Adams, director of WPB's Consumers Durable Goods Division who addressed a letter to hardware merchants and other dealers in farm radio batteries explaining the lack of batteries. Mr. Adams pointed out that manufacturers who are capable of producing farm radio batteries are engaged in supplying military items to our forces overseas. It was indicated by Mr. Adams that production can be expected to improve by fall.

New Recruiting Song

A MUSICAL composition by Norman Cloutier, "The Voice of the Army", with words by Maj. H. North Callahan, has been designated the official song of the U. S. Army Recruiting Service. Mr. Cloutier is manager of Thesaurus Programs of NBC's Radio Recording Division. Tune is used as the theme song of the same title, of the recruiting program for WACS, nurses and Air Corps Enlisted Reserves, recorded by NBC and broadcast on 800 stations. Under a royalty-free-license, the War Department will be permitted to use the song in connection with any recruiting artivities.





Right on the field of battle is the CBC truck with its Presto recorder taking down the sounds of battle, the words of Canadian men *doing the fighting* . . .



. . . Transmitted by short wave to BBC in London, the broadcast is re-recorded on one of the fifty complete Presto recording installations in the British Isles . . .



. . . Short-waved again, this time to CBC in Ottawa, the battle-recorded broadcast is then sent over wire lines to the stations on the CBC networks across the Dominion.

Yes! It actually happens. Canadian families are now hearing the voices of their own loved ones on the battlefronts, thanks to a program service originated by the Overseas News Service of CBC. This enterprising and much appreciated service consists of recordings made right on the scene of battle, the actual sounds of battle forming a terrible background. The recordings are rushed to Algiers, short-waved either via London or direct to Ottawa, where they are re-recorded, and sent out over the CBC leased lines. All this is made possible by the use of PRESTO Recording Equipment, which is used throughout the Canadian Broadcasting Corporation.



Presto Recording Corporation, New York 19, N. Y., U. S. A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Buffalo's Greatest Regional Coverage

WGR

550 K.C.

★

IS NOW BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

★

BUFFALO BROADCASTING CORPORATON

RAND BUILDING, BUFFALO, NEW YORK
National Representatives
FREE & PETERS, INC.

Studio Notes

WBZ-WBZA Boston will open their regular summer radio workshop on July 6 and will continue to Aug. 10. Sessions will be held in the Hotel Bradford studios. The free public service is designed primarily for teachers and educators and will give attendants a brief insight into scripts production, business of radio, history of broadcasting, public service programs and the future possibilities of radio.

SERIES of 420 quarter-hour transcriptions featuring Ed MacHugh as "The Gospel Singer" has been released by Harry S. Goodman Radio Productions, New York. Firm also has issued another series of quarter-hour discs, *Personal Problems*, in which Allie Lowe Miles, formerly heard on the Blue, gives solutions to personal problems submitted by listeners.

WILLIAM RAMBEAU Co., Chicago, station representative, has moved to larger quarters at room 1022 on the 10th floor of 360 N. Michigan, Chicago. Mr. Rambeau has also announced the acquisition of a new station, WOCB Cape Cod, a Blue affiliate.

RADIO Writers Guild, midwestern division, has appointed Ben Meyers, Chicago labor attorney, to start a series of negotiations of various writers catagories, according to Pauline Hopkins, Chicago vice-president.

SATURDAY evening concerts, *Chicago Theater of the Air*, WGN Chicago and Mutual Network sustainer, has moved to Chicago's Grant Park for a series of 9 open-air summer broadcasts started July 1.

FULL COVERAGE of the Wisconsin, Indiana and Michigan State fairs will be given listeners by WLS Chicago, according to Glenn Snyder, general manager. The Wisconsin Fair, August 18-27, is the only fair to be conducted on a pre-war scale. The Indiana "State 4-H Club Fair" will meet September 4-5 and the Michigan Fair Sept. 7-8.

FIRST Canadian privately-owned station to have its own war correspondent overseas is CHML Hamilton, Ont., it is reported, which has contracted with Mollie McGee, only Canadian woman war correspondent accredited to both British and American Armies, to cable daily news about service men and women from the Hamilton district.

CFGP Grande Prairie, Alta., has been authorized by the Radio Branch, Department of Transport, Ottawa, to increase power from 250 watts to 1 kw, to shift from 1340 kc to 1350 kc.

WORKERS at the Kaiser Cargo Richmond Yard No. 2, through arrangements with KSFO San Francisco, are given flash news bulletins at noon and 8 p.m. Four months ago the Marinship Building Corp. at Sausalito started picking up the midday edition of the KSFO news.

WBIG Greensboro, N. C., all-soldier program, *On the Beam*, presented by the men of the AAF from the Overseas Replacement Depot, Greensboro, will go on CBS coast-to-coast July 8 for its regular Saturday series.

WCBT Roanoke Rapids, N. C., has installed complete emergency equipment at its transmitter to handle transcriptions, announcements and network lines in event of studio failure.

WIOD Miami, Fla., has disbanded its entertainment unit for the summer, after presenting its *Microphone Parade* to more than 2,400 members of civic clubs and servicemen recuperating after battle action.

Carried the Mail

TOTALLY unaware of radio's Ten Commandments, elderly Joseph Devasp, latest addition to the elevator staff of CKAC Montreal, rushed into on-the-air Studio F the other day to interrupt a dramatic love scene in Kellogg's *Histoires D'Armour* with a loud, "I got a letter here for Mr. So & So".

WINN Louisville celebrated its fourth birthday with a special quarter-hour transcribed program of a dramatized "take-off" on the various departments of the station.

WWL New Orleans has installed a separate control room in the University Room of the Roosevelt Hotel, which is used as an audience studio.

PLAQUE award "For Meritorious Service to Music" was presented to L. W. Herzog, manager of WTMJ-WMFM Milwaukee, in be-half of the stations, by the Wisconsin Federation of Music Clubs on the last Sunday program of a 26-week series, *Starring Young Wisconsin Artists*, designed to encourage youth music talent.

CJBC Toronto is installing its new 5 kw CBC transmitter, and expects to go on the air Sept. 1 with its increased power.

CKOV Kelowna, B. C., has subscribed to Press News Ltd., supplying Canadian Press, Associated Press and Reuters news service and special radio features.

KROW Oakland, Cal., has started a series of four transcribed broadcasts of interviews with members of the Oakland Regiment, Volunteer Port Security Force of tht U. S. Coast Guard. Interviews were recorded at the Coast Guard barracks and are designed to acquaint the public of the activities of the men and women volunteers who guard harbor and port installations.

WSAV Savannah, Ga., is presenting a new series of Army programs weekly from Chatham Field Army Air Base. Army talent is used in production and presentation of the half-hour shows.

WING Dayton, Ohio, has installed a new control room in line with the station's remodeling program.

PERSONNEL and studios of WOR New York figure in a *Look Magazine* newsreel recreating radio's handling of the invasion flash news bulletin.

WJR Detroit has received a citation from the Army's Sixth Service Command at Chicago for the part the station played in the Army's air raid warning system.

You can't Cover the Southwest without KWFT



KWFT
5,000 WATTS 620 KC.

Check the CBS listening area survey — and you'll see that KWFT dominates a rich Texas-Oklahoma area that should be covered on any schedule.

COLUMBIA AFFILIATE—Wichita Falls, Texas

Represented by PAUL H. RAYMER CO.

New York Chicago Detroit San Francisco Los Angeles

5000 WATTS • DAY AND NIGHT

WOW 850

The Blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.



ASK DUNNINGER, suggests C. T. Hagman (l), vice-president and general manager of WTCN Minneapolis-St. Paul, to foretell the future of George Higgins (second from left), leaving the station to become manager of KSO Des Moines, recently purchased by Kingsley Murphy, Twin City newspaperman, for Iowa Broadcasting Co. Congratulating Higgins is Rollie Johnson, who will succeed Higgins as sportscaster and will also handle sales in the station's St. Paul office. The famed Blue network mentalist (r) appeared at a dinner for Mr. Higgins at the Lowry Hotel, St. Paul, where 600 gathered to give "Iron Lung" a sendoff.

WAAC Now WINK

FORT MEYERS (Fla.) Broadcasting Co., licensee of WAAC, last Tuesday was granted permission by the FCC to change the call letters to WINK, with Chairman James Lawrence Fly dissenting. At the same time, J. P. Turner, station manager, announced acquisition of the special AP radio wire through Press Assn. Originally licensed as WFTM, station went on the air March 1, 1940, with W. E. Benns Jr., Mrs. W. E. Benns Sr., Fred H. Mellor, Mrs. J. F. Richardson, T. J. Skinner Jr. and O. D. Whitaker as stockholders. On Sept. 9, 1942, the FCC granted permission to transfer control to Donald B. Woodward, executive vice-president of WING Dayton and WIZE Springfield, O., and Reggie Martin, manager of WIZE. Call letters subsequently were change to WAAC. Station operates on 1240 kc with 250 w as a CBS affiliate.

NBC has established a booking and business office in the program department of the network in New York with Winifred Murphy and Grace Sniffen, respectively, directing operations. C. L. Menser, NBC vice president, will supervise the business office and Tom McCray, Eastern program manager, will supervise the booking office.

Private Video, FM Planned in Canada

Parliamentary Group Studies Possible CBC Competitive Net

PRICE MENTION, political broadcasting, competitive network operations, television, and the formation of a judicial board to regulate broadcasting in Canada, were discussed June 21 by the Parliamentary Committee on Broadcasting, at Ottawa, when Joseph Sedgwick, counsel for the Canadian Assn. of Broadcasters, was questioned by the Committee. Privately-owned Canadian broadcasting stations were ready to do experimental work with television and FM if they would be licensed, Sedgwick told the committee. Under present Canadian Broadcasting Corp. regulations, such licenses may not be given to privately-owned stations.

Asked why Canadian stations would want television, if it is as expensive as reported, Sedgwick stated: "They want to participate in it because they may have to do that or go out of business. If, when new sets become available, sets that combine television and FM are put on the market, it may well be that a few years from now standard band broadcasting will cease to be important, just as silent moving pictures are no longer important. Television and other allied developments may do the same thing to radio. The people who are in the radio business want to stay in it, and if staying in it means erecting different kinds of broadcasting towers and different kinds of studios, they want to do that."

May Change Act

Questioned about the formation of a network mutually operated by privately-owned stations in competition with the CBC network, Sedgwick stated that such stations could provide programs for such a private network without having to be fed sustaining programs by the CBC, and would not come to the government for financial assistance.

Meetings of the Parliamentary Committee are expected to end soon. A meeting, probably the last, was held on June 28. Following this hearing it is expected that the Committee will bring its recommendations before the House of Commons, which may then act to change the Canada Radio Act or recommend changes to the CBC Board of Governors.

WHIT to MBS

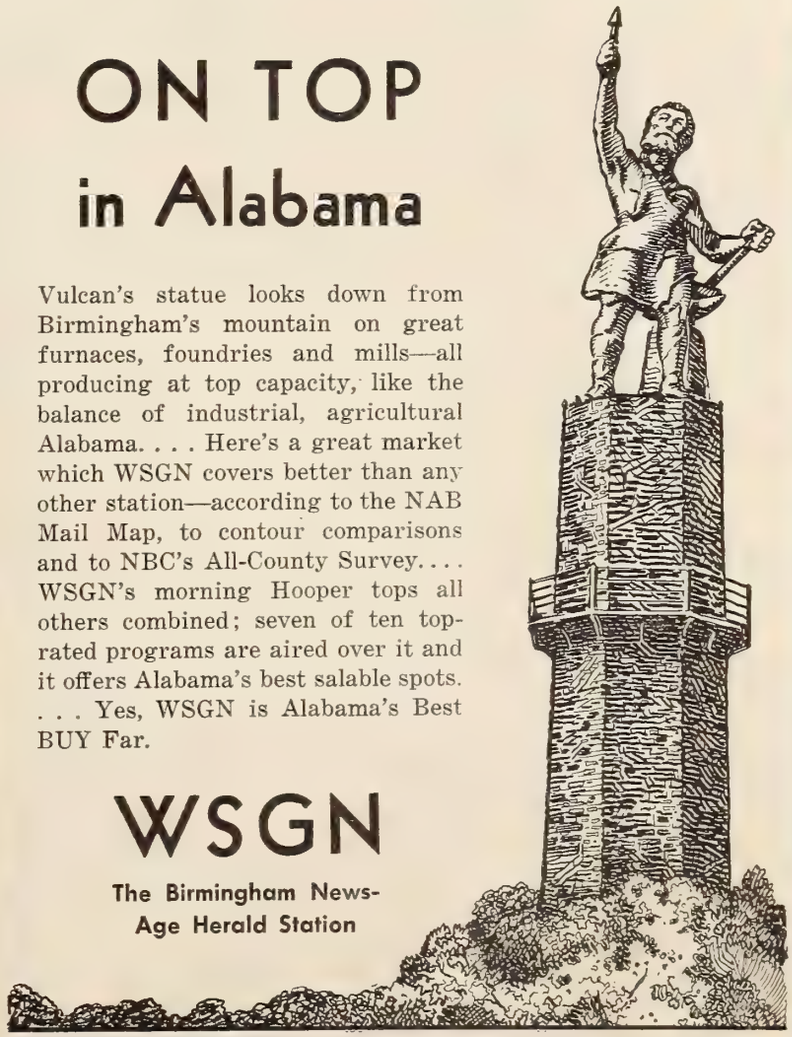
WHIT New Bern, N. C., operated by Coastal Broadcasting Co. with 250 w on 1450 kc, will become affiliated with Mutual following installation of line facilities.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

ON TOP in Alabama

Vulcan's statue looks down from Birmingham's mountain on great furnaces, foundries and mills—all producing at top capacity, like the balance of industrial, agricultural Alabama. . . . Here's a great market which WSGN covers better than any other station—according to the NAB Mail Map, to contour comparisons and to NBC's All-County Survey. . . . WSGN's morning Hooper tops all others combined; seven of ten top-rated programs are aired over it and it offers Alabama's best salable spots. . . . Yes, WSGN is Alabama's Best BUY Far.



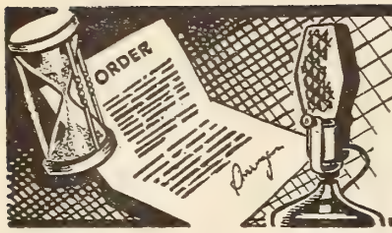
WSGN
The Birmingham News-Age Herald Station

Represented Nationally by Headley-Reed Company

COLUMBIA NETWORK
WKBW
1520 K. C.

BUFFALO'S ONLY 50,000 WATT STATION DAY and NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representatives:
FREE & PETERS, INC.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WRC Washington

Kellogg Co., Battle Creek (Raisin Bran Flakes), 6 *sa* weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.
Lambert Pharmacal Co., St. Louis (Listerine Tooth Paste), 4 *sa* weekly, 13 weeks, thru Lambert & Feasley, N. Y.
Vick Chemical Co., New York 2 *sp* weekly, 52 weeks, thru Morse International, N. Y.
General Baking Co., New York (Bond Bread), 6 *sa* weekly, 52 weeks, thru Ivey & Ellington, N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 4 *sa* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Hudson Pulp & Paper Co., New York (paper napkins), 3 *ne* weekly, 26 weeks, thru Duane Jones Co., N. Y.
Paramount Pictures, New York, *sa* weekly, 49 weeks, thru Buchanan & Co., N. Y.
Schluderberg Kurdle Co., Baltimore (Eskay Meats), 2 *sp* weekly, 52 weeks, thru Van Sant, Dugdale Co., Baltimore.

KNX Hollywood

Colgate-Palmolive-Peet Co., Jersey City (Colgate dental cream), 3 *sa* weekly, 39 weeks, thru Ted Bates Inc., N. Y.
Casite Corp., Hastings, Mich., 3 *sp* weekly, thru Keeling & Co., Indianapolis.
Mentholatum Corp., Wilmington, Del., 3 *sa* weekly, 39 weeks, thru J. Walter Thompson Co., N. Y.
R. B. Semler Inc., New Canaan, Conn. (Kreml hair tonic shampoo, Gibbs cold cream soap products), *sa*, 52 weeks, thru Erwin, Wasey & Co., N. Y.
Haas-Baruch & Co., Los Angeles (food products), *sa* daily, 52 weeks, thru Robert Smith Adv., Los Angeles.
Guittard Chocolate Co., San Francisco (sweet ground chocolate), 5 *sp* weekly, 52 weeks, thru Shirley Walker Adv., San Francisco.

KFI Los Angeles

William Wrigley Jr. Co., Chicago (chewing gum), 9 *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, Chicago.
Pure Food Co., Mamaroneck, N. Y. (Herb-Ox), 3 *sp* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.
National Lead Co., San Francisco (Dutch Boy paints), *t* weekly, 13 weeks, thru Erwin, Wasey & Co., San Francisco.
Western Pipe & Steel Co., San Pedro, Cal. (employment), 6 *sp* weekly, direct.

KQW San Francisco

Parrott & Co., San Francisco (Simi wine), 3 *ta* weekly, 26 weeks, thru Blum's Adv. Agency, San Francisco.
Curtis Publishing Co., Philadelphia (Saturdaypost), *ta* weekly, 26 weeks, thru MacFarland, Aveyard Co., Chicago.
Beech-Nut Packing Co., New York (gum), *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Lambert Pharmacal Co., St. Louis (Listerine toothpowder), 5 *sa* weekly, 26 weeks, thru Lambert & Feasley, N. Y.
Wm. Wrigley Jr. Co., Chicago (chewing gum), 10 *ta* weekly,, thru Ruthrauff & Ryan, Chicago.
O'Cedar Corp., Chicago (Perma Moth), 3 *sa* weekly, 13 weeks,, thru Aubrey, Moore & Wallace, Chicago.
Nehi Corp., New York (Par-T-Pak), 5 *ta* weekly, thru BBDO, N. Y.
Londonderry Ice Cream Co., San Francisco (Ice Cream Mix), 2 *sa* weekly, 13 weeks, thru Allied Adv. Agency, San Francisco.

WABC New York

American Express Co., New York (travelers cheques), *ne* weekly, 13 weeks, thru Caples Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 5 *sa* weekly, thru William Esty & Co., N. Y.
Nedick's Stores, N. Y. (orange drink & food), 3 *sa* weekly, 13 weeks, thru Weiss & Geller, N. Y.
Penick & Ford, N. Y. (My-T-Fine pudding), 6 *sa* weekly, thru BBDO, N. Y.
Consolidated Royal Chemical Corp., Chicago (Krank's Shave Cream), 3 *sa* weekly, thru Arthur Meyerhoff & Co., N. Y.
Corinthia Inc., N. Y. (lipstick), 6 *sa* weekly, thru Arthur Rosenberg Co., N. Y.
Interwoven Stocking Co., New York, 6 *sa* weekly, thru United Adv., N. Y.

KTSA San Antonio

Hilex Co., St. Paul (laundry bleach), *sa* weekly, thru McCord Co., Minneapolis.
National Oats Co., Cedar Rapids, Ia., 4 *ta* weekly, thru L. W. Ramsey Adv. Agency, Davenport, Ia.
Plough Inc., Memphis, 3 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.

WJW Cleveland

Marshall Drug Co., Cleveland, 55 *ne* weekly, direct.
Zip Abrasive Co., Cleveland, *sp* weekly, 13 weeks, thru James R. Flanagan Adv. Agency, N. Y.
Gulfspray Oil Corp., Pittsburgh, 2 *t* weekly, 32 weeks, direct.

WHN New York

Petroleum Heat & Power Co., Stamford (oil, oil burner service), 5 *sp* weekly, 52 weeks, direct.

WTBO Cumberland

A & P Stores, Altoona, Pa,. 22 *ta*, thru Paris & Peart, N. Y.
Gardner Nursery, Osage, Ia., 5 *t*, thru Northwest Adv. Agency, Seattle.
American Chicle Co., 420 *ta*, thru Grant Adv. Agency, N. Y.
Warner Bros., Hollywood, 15 *ta*, 5 *t*, thru Baine-Thompson, N. Y.
Quaker Puffed Grains, Chicago, 130 *ta*, thru Sherman & Marquette, Chicago.
Celanese Corp. of America, Cumberland, Md., 12 *t*, direct.
John F. Jelke Co., Chicago (Jelke Margarine), 13 *sa*, thru Young & Rubicam, N. Y.
Kelly-Springfield Tire Co., Cumberland, Md., 12 *t*, direct.
Fort Pitt Brewing Co., Pittsburgh, 39 *t*, thru BBDO, N. Y.
United Drug Co., St. Louis (Rexall Sale), 4 *t*, thru Street & Finney, N. Y.

KYW Philadelphia

Lambert Pharmacal Co., St. Louis (Listerine toothpowder), 3 *sa* weekly, 13 weeks, thru Lambert & Feasley, N. Y.
Plough Inc., Memphis (St. Joseph Aspirin) 7 *sa* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings, baby powder), 2 *sa* weekly 13 weeks, thru Young & Rubicam, N. Y.
Campbell Soup Co., Camden, N. J. (Beef Noodle Soup), 12 *sa* weekly, thru Foote, Cone & Belding, N. Y.
Proctor & Gamble Co., Cincinnati (Teel), 3 *sa* weekly, 13 weeks, thru Biow Co., N. Y.

WENR Chicago

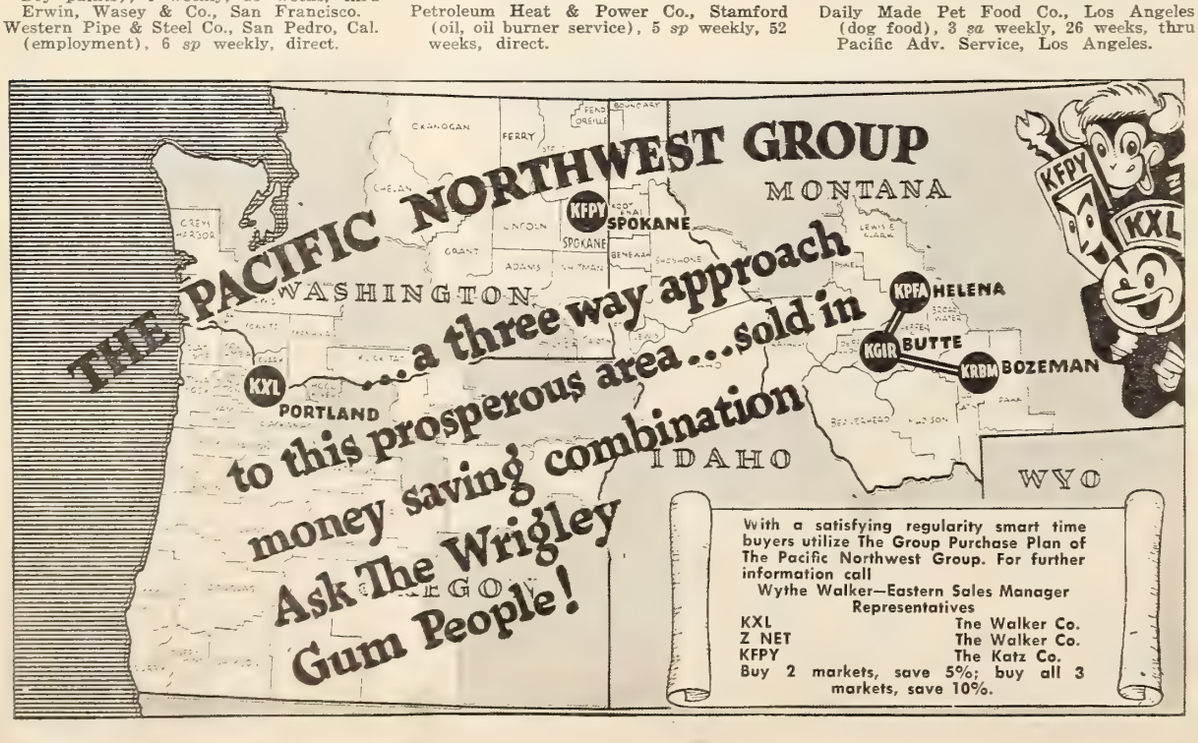
Bookhouse for Children, Chicago, 3 *sa* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.
William Wrigley Jr., Co., Chicago (chewing gum), 4 *sa* weekly, thru Ruthrauff & Ryan, Chicago.
Goodall Co., Chicago (Palm Beach suits), 11 *sa* weekly, thru Ruthrauff & Ryan, Chicago.

KPO San Francisco

Swift & Co., Chicago (All-Sweet margarine), 5 *sa* weekly, thru J. Walter Thompson Co., Chicago.
Pure Foods Co., Mamaroneck, N. Y. (bouillon cubes), 5 *sa* weekly, thru J. M. Mathes Inc., N. Y.
American Express Co., New York (travelers' cheques), *sp* weekly, thru Caples Co., N. Y.

KFAC Los Angeles

Daily Made Pet Food Co., Los Angeles (dog food), 3 *sa* weekly, 26 weeks, thru Pacific Adv. Service, Los Angeles.



NEW WGAR POLICY
Laxative, Sponsored Religious Material Banned

TIGHTENING control over its programs, WGAR Cleveland has issued a statement of policy which bans acceptance of laxative advertising copy and commercially sponsored religious programs, adheres to fair news reporting and promotes free discussion of public questions.

"It is our thought that it is to the best interest of radio to leave this type of advertising to other media," said John F. Patt, station vice-president and general manager with reference to laxative commercials. WGAR's statement of policy, which has brought commendation from other stations, follows in brief:

(1) Refuses the acceptance of advertising matter, announcements or programs which may in the station's opinion be injurious or prejudicial to public interest, to WGAR, to CBS or its affiliated stations, or the cause of honest advertising and reputable business; (2) insists that the advertiser guarantee that the broadcasting of its programs will not violate the right of others with the station reserving the right to refuse any such broadcasts; (3) provides that WGAR can refuse to broadcast any program which does not, in the station's opinion, maintain a quality creditable alike to WGAR and the advertiser.

Wins Snapp Award

ANNUAL Josephine Snapp Award, donated by the Chicago Women's Advertising Club to the woman, who in the opinion of the judges, has made the most outstanding contribution to advertising during the preceding year, was presented to Ester Letzke, director of consumer service, Armour & Co., Chicago, at the 10th Anniversary of the Chicago Federated Advertising Club in joint meeting with Women's Advertising Club of Chicago, Sherman Hotel, June 22. Guest of honor and speaker, Honorable Dwight Griswold, Governor of Nebraska, spoke at the meeting on the subject of "What Will America Do in This Crisis".

CBS Coast Changes

TO EXPAND its Hollywood programming department, CBS has divided its West Coast programming operations between George Allen, former program director of WABC New York, who has been named director of Pacific Network programs, and Glan Heisch, KNX Hollywood program manager. In making the announcement, D. W Thornburgh, CBS West Coast vice president, stated the operations would be under continued supervision of Hal Hudson, Pacific Coast program director. Change was necessary, Mr. Thornburgh said, to meet demands of new sponsored shows which have increased 121% over last year.

Cosmetics to RR

KERKOFF Ltd., makers of Djer Kiss perfume and toiletries, and V. Vivaudou Inc., makers of Mavis Talcum and Bath accessories, which are both subsidiaries of Universal Labs., Long Island City, N. Y have appointed Ruthrauff & Ryan New York, as agency. Media plans have not been determined.

HYSTER Hauls the Heavy Stuff

★ SALUTE TO ★
WILLAMETTE HYSTER COMPANY

This great company, a newcomer to Peoria, makes an amazing line of cranes, lift trucks and other heavy material handling equipment.

Hundreds of Karry Kranes were sent to England to help move material in the bombed areas. Fleets of HYSTER Lift Trucks pile, move, and load war cargos throughout the world. Many pieces of standard HYSTER equipment are used on Allied aircraft carriers to move planes, lift and haul huge bombs and torpedoes.

The Willamette Hyster Company's contribution to the war effort has won for it the Army-Navy "E" to which two stars have been added.



NO RE-CONVERSION

As is typical of most Peoria industries, The Willamette Hyster Company should not have a large reconversion problem when the war ends. Then, the same types of equipment that they now supply to the armed forces will again meet the heavy lifting and hauling requirements of a wide variety of industries. At that time the large percentage of HYSTER production which is now sub-contracted can be absorbed by this company to maintain its present level of employment.

The highly paid industrial workers and the prosperous rural population of PeoriArea constitutes a rich market now and a stable and profitable market after the war. Reach this important PeoriArea market composed of 600,000 persons in 16 heart-of-Illinois-cornbelt counties over radio station WMBD.



FREE AND PETERS INC.
National Representatives

WMBD

PEORIA BROADCASTING COMPANY • PEORIA, ILLINOIS



A Money-Saving High-Speed Wartime Tool For Every Business



As a result of increased efficiency developed to meet wartime demands, rates have been reduced. Shippers nationwide are now saving an average of more than 10% on AIR EXPRESS charges. And AIR EXPRESS schedules are based on "hours", not days and weeks—with 3-mile-a-minute service direct to hundreds of U. S. cities and scores of foreign countries.

WRITE TODAY for "Vision Unlimited"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-7, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

LISTENER SURVEY REPORTED BY WTMJ

SURVEY booklet reporting the results of a coincidental check on Milwaukee listener habits has been issued by WTMJ Milwaukee and sent to advertisers and agencies. "The Same Sweet Story in the Same Sweet Way" is the title of the 16-page booklet.

Based on 18,423 completed telephone calls out of 24,902 calls attempted, the survey reported the answers to two basic questions: Is your radio set turned on? To what station were you listening? There was no reference made to WTMJ or the *Milwaukee Journal*. All calls were made in the name of the Radio Research Bureau.

First three pages of the booklet tell the methods of the survey, followed by several pages of charts, with times broken into quarter-hour periods and percentage of "at home" and "sets on", and listening to WTMJ and six other key stations in the Milwaukee area. Chart No. 1 shows a five-day average of daytime listening habits in the Greater Milwaukee area; chart No. 2 lists Saturday listening; chart No. 3 gives Sunday preferences; chart No. 4 reflects nighttime listening habits. A recall survey was held for programs broadcast after 10:30 p.m. (CWT).

WMC Book Tells Where Ex-GIs Fit Into Radio

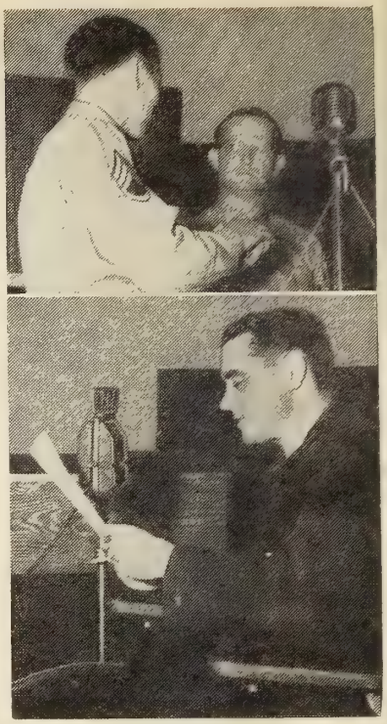
DISCHARGED Army veterans who have had certain technical experience in military life may be utilized in several fields of radio, according to an occupational guide soon to be issued by the War Manpower Commission for placing military personnel in civilian jobs. Among typical jobs to which discharged veterans can be referred, the WMC suggests that Army communications chiefs might become, with brief training, radio-news copy-men; electricians, power turret and gunsight specialists might be fitted into radio repairmen jobs; light and medium tank crewmen may become radio dispatchers and operators; and radar and radio mechanics would serve as radio repairmen and radio installers.

The guide, a 500-page volume entitled "Special Aids for Placing Military Personnel in Civilian Jobs", is expected to be ready for distribution through the Government Printing Office, Washington, in July.

KGO-Blue News Room

THE BLUE NETWORK has set up its own newsroom at KGO San Francisco, Blue owned and operated station, and has placed Henry Orbach, formerly of KFEL Denver, WKY Oklahoma City and KARK Little Rock, in charge. News facilities have heretofore been shared with NBC. The Blue operates its own newsrooms in New York under the direction of John T. Madigan, in Chicago, under Gene Rouse., and in Hollywood with John C. Robb as manager. Network uses the news room of WMAL, Blue Washington affiliate, with William Neel as editor in charge.

KASPER-GORDON, Boston, producers of transcribed radio programs, has announced release of a new radio series for fur retailers, *Furs on Parade*, to consist of 26 programs.



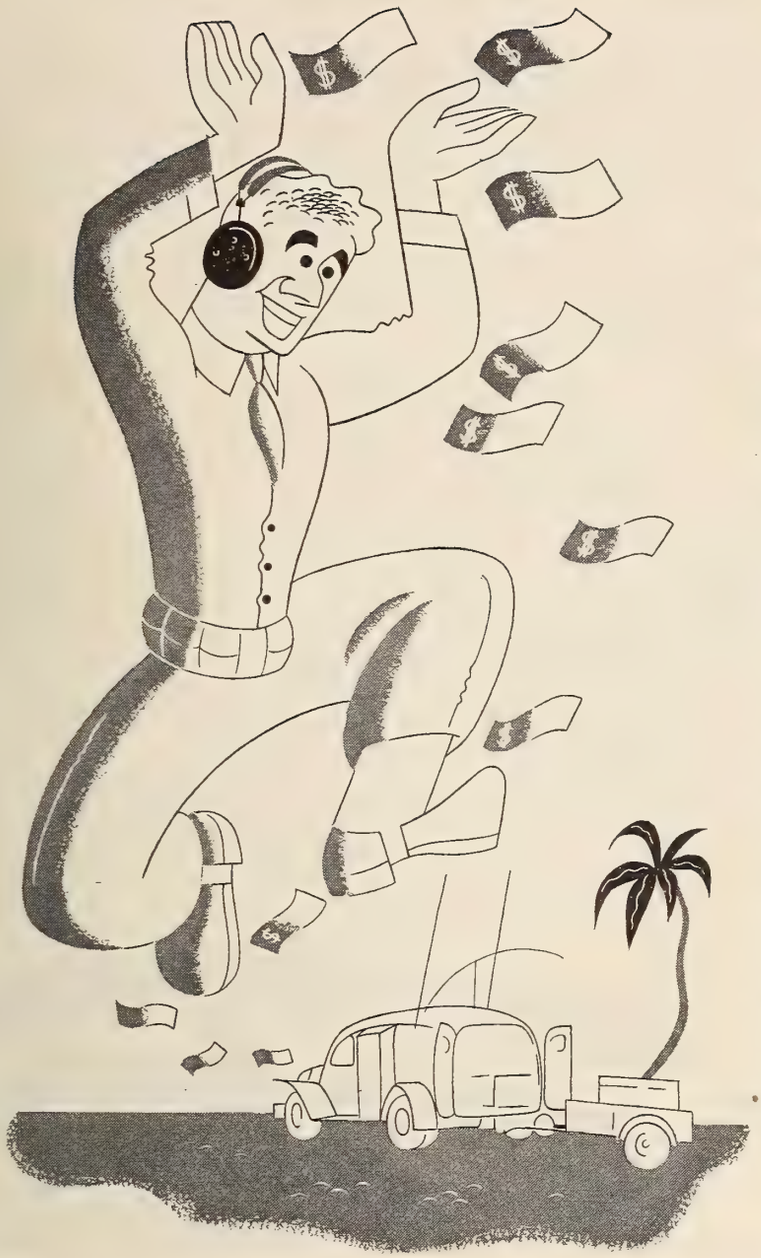
DIRECT FROM PATIENTS' recreation hall at the Battey General Hospital in Rome, Ga., a quiz program, *What's the Answer, Soldier*, is broadcast weekly over WRGA Rome with an audience of wounded veterans participating. In upper picture, S/Sgt. Vaughn A. Kimball, of the Army public relations staff and former commercial manager of KGNO Dodge City, Kan., quizzes Pvt. Henry A. Grady Jr., a Clinton, N. C., lawyer who is a patient. In lower photo, Pvt. Don Clark, a wheel chair patient and former newcaster at KGNC Amarillo, Tex., announces the show which he designed and has handled since its inception a month ago. Another weekly show from the hospital, *Battey General Is on the Air*, handled by S/Sgt. Kimball, is on WRGA.

'Jury' Revised

LOCAL INTEREST is being added to *The American Woman's Jury* sponsored on MBS by Lewis-Howe Co., St. Louis, for Tums, by supplementing the regular women's jury originating in Boston with local women juries in certain cities where the program is heard. Starting July 6, local women will be guests of the sponsor at a luncheon preceding the broadcast. After the radio verdict is given from Boston, where the program originates, a switch will be made to the guest jury location where the forelady will give the verdict of the local representatives. Stations which will participate in this arrangement so far include WCAE KHJ KFRC WOLF WGN WOR WHK KOCY. Agency is Roche, Williams & Cunnyngham, New York.

Filmedia Expands

FILMEDIA Corp., New York, producer of television and educational films, has reorganized with increased capital for immediate expansion in the production of package film television programs, Sherman Price, president, has announced.



NEW LETTER CONTEST for SERVICEMEN!

ELEVEN 1st PRIZE WINNERS IN 5 MONTHS IN CONTEST #1!

Yes sir, guys, the hundreds of letters received were so swell that *double* first prize winners had to be awarded each of the first four months and there were *triple* first prize winners the fifth and last month . . .

SO—HERE WE GO AGAIN!

Get in on this NEW letter contest—write and tell us your *first hand* experiences with *all* types of Radio Communications equipment built by Hallicrafters including the famous SCR-299!

RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of April, May, June, July and August. (Deadline: Received by midnight, the last day of each month.) . . . For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain. . . . Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-mail letters will do. . . . Military regulations prohibit the publication of winners' names and photos at present . . . monthly winners will be notified immediately upon judging.

BUY MORE BONDS!

hallicrafters RADIO

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE
•
4 GROWING MARKETS
GROWING STATIONS
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

First in Prestige!
First in Audience!
First for Advertisers!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

20-Second Chain Breaks Now Included In OWI War Message Transcriptions

BEGINNING today (July 3) all OWI war message transcriptions sent broadcasters under the Station Announcement Allocation Plan will contain 20-second chain breaks as well as the regular 50-second sponsorable messages, John D. Hymes, deputy chief of the Domestic Radio Bureau, announced last week.

Decision to include the short spots was made at a meeting about six weeks ago with representatives of OWI regional station relations offices as the result of a poll of station preferences [BROADCASTING, May 22].

New Notation

In the past, Mr. Hymes explained, all OWI transcription platters have contained nine 50-second announcements on each side, covering three different campaigns. Under the new arrangement there will be six 50-second announcements and three of 20 seconds, with each campaign assigned two 50-second spots and one chain break.

In addition, the transcription credit will be included in the recorded 50-second announcements which will carry the notation: "This transcribed announcement from . . . (name of Government agency) . . . is brought to you as a public service." In cases where the message is sponsored by an advertiser, the station announcer will add ". . . and comes to you through the courtesy of . . ." or similar sponsorship identification.

Inclusion of the transcription credit in the record, Mr. Hymes said, is to identify the message as a transcription and to show that the station is contributing time, except where the spot is sponsored.

No transcription credit is included in the 20-second chain breaks. Stations will add identifications to the recorded messages. These spots are not suitable for sponsorship.

Assumes New Post

E. R. VADEBONCOEUR, program director, news analyst and commentator of WSYR Syracuse, N. Y., last week assumed his new duties as vice-president of Central New York Broadcasting Corp., licensee of the outlet. He succeeds Fred R. Ripley, who resigned in early April to become general manager of WPRO Providence, R. I. Mr. Vadeboncoeur has returned from a six weeks tour of several major battle areas.

STEWART-LOVICK, Vancouver advertising agency, has announced that the company's radio director, Fred McDowell, has received a picture plaque award from the British Columbia and Yukon division of Canada's National War Finance Committee for his *Bond Band Wagon* show, produced for each of the last three Canadian bond drives.

Getting Impressions

(*Continued from page 13*)

ship figures, as previously indicated.

Next, some adjustment of radio figures is necessary to allow for the factor of sponsor identification. The degree of sponsor identification which can be established depends partially on repetition—substantially on the skilled use of the medium.

A third important factor is the nature of the product and the scope of its market. If you have been running a newspaper ad with the headline "Scrawny Arms?" and getting 50 readers per dollar, you must look at the number of listeners per dollar you would get through radio and endeavor to determine how many of them would be people conscious of having scrawny arms. But if you are selling a product of universal daily use—like soap or cigarettes—then you can figure that almost all of your radio homes are potential customers.

To sum up, the quantitative data presented in this article are not an ending-up point, but a jumping-off point from which the individual advertiser can make his own comparisons of these two media as they fit into his own particular picture.

NORTON MADE HEAD OF PRESS WIRELESS

RESIGNATION of Joseph Pierson, prime mover and first official of Press Wireless Inc., cooperatively operated radio communications company, as president, and appointment of A. Warren Norton of Boston as his successor, was announced last Thursday in Chicago.

Reason for Mr. Pierson's resignation was not given. He was instrumental in organizing Press Wireless in the late twenties, while serving as telegraph editor of the *Chicago Tribune*, and was the key witness at hearings before the Federal Radio Commission.

The company handles radio pickups from certain foreign points, furnishing news and picture facilities via radio for newspapers, press associations and stations.

Mr. Norton, who has been vice-president and director of Press Wireless and the shareholder representative of the *Christian Science Monitor*, is former manager of the Christian Science Publishing Society and of the *Monitor*. He took office as president and general manager of Press Wireless July 1. Press Wireless is currently transmitting about 50,000 words a day direct from France to the U. S.

Television Booklet

CBS arguments for the immediate postwar application of wartime electronic progress to television are presented for advertisers and agencies and answer form in a booklet, "Prewar vs. Postwar Television".

DIRECT-CUT COPIES

OF YOUR RECORDINGS
33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE
— packaged and shipped to your station list from Chicago.
Aluminum based material available where transcriptions can be returned after use.
Write for complete details and prices.
L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1



History of Communications Number Seven of a Series

EARLY COMMUNICATIONS BY AIR



While electronics use the ether and other media, one of the most speedy methods of communications in the early days was through the air by carrier pigeon. With a finely printed note fastened to the leg, these birds faithfully reached home to bring in the latest news events and stock market reports.

Today news commentary reaches into your homes in a flash of a second via electronic voice communications making use of the various types of Universal broadcast microphones. This being a modern age, the battle front is brought into the homes of the informed peoples of the democracies via military microphones such as those now being manufactured by Universal for the Allied Armed Forces.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

LOOK OVER...
NOT OVER LOOK
250,000 PROSPECTS
IN THE SABINE AREA OF TEXAS
KFDM
Blue Network, 560 K. C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS
Represented by the Howard H. Wilson Company



50,000 WATTS C B S
HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....
WCKY
THE L. B. Wilson STATION

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .
CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

Pepsodent Retains Present Operation

Acquisition by Lever Not to Affect Policies, Personnel

PEPSODENT Co., Chicago (dentifrices), has been acquired by Lever Bros. Co., Cambridge, Mass., it was announced jointly June 29 by Frances A. Countway, president of Lever, and Charles Luckman, president of Pepsodent Co. Price was said to be about $10,000,000.

The acquisition creates no change in respective personnel of two companies. Operating as a separate division of Lever, and continuing under the direction of Mr. Luckman as president, Pepsodent headquarters and plant will remain in Chicago. The Pepsodent management will retain direction of all phases of operation. All plans and policies will be continued.

The entire drug sales department of Lever will be merged with the Pepsodent organization by the end of this year with Drug Sales handling the distribution of Pepsodent products and Lever Bros. Vimms and Lifebuoy shaving cream. In addition, Drug Sales organization will handle distribution in the drug field of Lux toilet soaps, Lifebuoy and Swan.

Radio Lineups

As far as could be learned last week there are no plans for any immediate changes in advertising plans or in the line-up of agencies in charge of the advertising of the various Lever Bros. products: Ruthrauff & Ryan, New York, for Rinso, Spry, Lifebuoy soap and shaving cream; J. Walter Thompson Co., New York, for Lux and Vimms; Young & Rubicam, New York, for Lipton's tea, Swan; BBDO, New York, for Gold Dust and Silver Dust; Foote, Cone & Belding, Chicago, for Pepsodent.

One of the heaviest users of radio time, Lever Bros.' network schedule currently includes: Rinso —*Boston Blackie* (summer replacement for *Amos 'n' Andy*), NBC, Fri., 10-1:30 p.m.; *Big Sister*, CBS, Mon. through Fri., 12:15-12:30 p.m. Lifebuoy — *Charlie Chan* (summer replacement for Bob Burns), NBC, Thurs. 7:30-8 p.m. Spry, *Aunty Jenny's Real Life Stories*, CBS, Mon. through Fri., 11:45-12 noon. Swan — *Bright Horizon*, CBS, Mon. through Fri., 11:30-11:45 a.m.; *Burns & Allen* (currently off for 8 weeks, returning Aug. 15), CBS, Tues., 9-9:30 p.m. Lux—*Lux Radio Theatre* (going off for summer July 3, returning Sept. 4), CBS, 9-10 p.m. Vimms —*Frank Sinatra* (off for summer, resuming Aug. 16), CBS, Wed., 9-9:30 p.m.

Many of the network shows carry tie-in announcements for other Lever products and company also uses spot broadcasting for special campaigns. Since last fall Lever Bros. has presented a weekly television program on WABD, Du Mont video station in New York, experimenting with the presentation of sight-and-sound commercials for Rinso, Spry and Lifebuoy.

Pepsodent Co., currently has *Charlotte Greenwood* on NBC, Tues., 10-10:30 p.m. as a summer replacement for Bob Hope, regular star of the Pepsodent program.

Kommando Knode

COMMANDO tactics will win the war—at least according to John F. Ryan, manager of the NBC central division press department. Mr. Ryan incurred a fractured left clavicle and a cracked rib in a commando bout demonstration by Capt. Thomas E. Knode (AUS Ret.) manager of NBC Washington press department at the former's home June 22. Capt. Knode, in Chicago to assist with the network's coverage of the GOP Convention, is a veteran of the famed Company E's march over New Guinea's Owen Stanley Mountains in 1942. He was returned and holds the Distinguished Service Cross and Purple Heart.

20th Century Spots

20TH CENTURY-Fox Film Corp., New York, has appointed M. H. Hackett Co., New York, to handle a spot campaign, starting July 5, for a new film entitled "Wilson." More than 800 transcribed one-minute and 30-second chain break announcements will be used weekly in the New York area on 11 stations—WHN WINS WLIB WMCA WNEW WBYN WPAT WQXR WEVD WHOM WFAS WOV. Company has signed a 52 week contract for a weekly five-minute news program on WEAF New York, through Kayton-Spiero Co., New York, which continues to place advertising for the company.

Seen in Indianapolis

TELEVISION of motion pictures of the GOP Convention sent through the facilities of WNBT New York, were received in Indianapolis, according to NBC's television department. J. D. Smith, chief engineer of Indianapolis Television Lab. wired NBC at 8:45 p.m. that he was receiving the WNBT signal with clarity.

Radio Journalism Council Is Planned

Project Discussed at Meeting Of NAB and Educators

COUNCIL on Radio Journalism is being considered by the industry and education associations, according to the NAB. Contemplated Council would be a permanent unit to formulate standards and establish radio journalism courses in schools and colleges.

The idea for such a group was the outgrowth of a meeting of the NAB radio news sub-committee and the radio committee of the American Assn. of Schools and Departments of Journalism and the National Assn. of State Universities in Chicago last week.

Members of the Council, to be named in August, are planned to include NAB representatives, radio divisions of the press associations, school and college associations, the president of AASDJ, the Federal Radio Committee and the Assn. for Education by Radio.

Attending the Chicago meeting were: Fred Seibert, president of AASDJ and director of the school of journalism, U. of Illinois; Karl Koerper, general manager, KMBC Kansas City, chairman of the NAB radio news committee; Walt Dennis, special events and public relations director, WHN New York, acting secretary, NAB news committee; Paul H. Wagner, dept. of journalism, Indiana U.; Wilbur Schramm, director, school of journalism, U. of Iowa; Richard W. Beckman, dept. of technical journalism, Iowa State College; Mitchell V. Charnly, professor of journalism, U. of Minnesota; Frank E. Schooley, executive secretary, National Assn. of Educational Broadcasters, and program director of WILL, U. of Illinois.

WABD Appoints Collins

TED COLLINS, manager of Kate Smith, heard on CBS for General Foods, and producer of her programs for the past 13 years, has been appointed program consultant of WABD New York, the Allen B. DuMont Labs. television station.

TEST YOUR KNOWLEDGE OF PANAMA
1 What percentage of Panama's present population speaks English?
2 Name the Panama station that carries English programs exclusively every evening.
3 How can you tell your advertising story to the big, rich English-speaking Panama population?


HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama
Rep. Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City

LIBERATION

It is our obligation to back the liberation forces by investing in War Bonds to the extent of our ability.

INTERNATIONAL BUSINESS MACHINES CORPORATION



GOP Pledges 'Free Radio'

(*Continued from page 11*)

the new nominee during his two gubernatorial campaigns in New York and was on his pre-convention staff in the 1940 campaign. Mr. Turnbull was in Chicago last week —before the Dewey nomination was formalized—and made the radio arrangements for his acceptance speech Wednesday night.

Dewey's Voice Improves

It is expected Wells (Ted) Church, radio director of the Republican National Committee during the pre-Convention period, will be asked to remain on the committee under its new chairmanship. Mr. Church would direct the national campaigning via radio, including the Congressional and gubernatorial elections, while Mr. Turnbull would direct the radio activities for the presidential candidate. Mr. Dewey's radio voice, in the judgment of speech experts, has improved immeasurably in the last four years. He has been coached by Lowell Thomas, veteran news commentator.

Four years ago, free radio planks were adopted by the major parties for the first time in political convention history. At the Republican Convention in Philadelphia on June 19, 1940, the plank adopted stated: "The principles of a free press and free speech as established by the Constitution, should apply to radio. Federal regulation of radio is necessary in view of the natural limitations of wavelengths, but this gives no excuse for censorship. We oppose the use of licenses to establish arbitrary control. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown".

At the Democratic Convention in Chicago the week of July 15, 1940, a behind-the-scenes battle for adoption of a "free radio" plank was waged. Sen. Wheeler then was responsible for the outcome. Sen Wagner of New York, Administration wheelhorse, vigorously opposed the plank. Sen. Wheeler had proposed five-year licenses for stations, a declaration against program censorship and other assurances against undue governmental interference. The convention, however, stripped the resolution to one placing radio on a parity with the press.

It provided, "Radio has become an integral part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to afford the same protection from censorship that is now afforded the press under the Constitution of the United States. We must strengthen democracy by improving the welfare of the people. We place human resources first among the assets of a democratic society."

Gov. Dewey is committed to the Republican platform in its entirety. Before the platform was adopted last Tuesday, it had been read to him in Albany by long distance. The conclusion of the platform specified that the acceptance of the nominations made by the Convention, carried with it, "as a matter of private honor and public faith, an undertaking by each candidate to be true to the principles and program herein set forth."



WHO SCOOPED WHOM was the question. Ann Gillis, assistant to William F. Brooks, director of news and special events of NBC, thought she had cornered Gov. Warren after his keynote address Monday night until Bill Slocum Jr., CBS special events chief, hove on the scene at Chicago stadium. Miss Gillis is Mrs. Bill Slocum Jr.

Seek New FM CPs

RESPECTIVE licensees of WBIG Greensboro, N. C., KTRH Houston, Tex., and WFCI Pawtucket, R. I., last week filed with the FCC applications for new FM stations. Facilities asked, and estimated costs, are in Actions of the FCC on page 76. WBNS Columbus, Ohio, is applicant for five new portable relay units for use with its new FM station, WELD. The relays are to be used in covering special remote programs and features, it was reported.

in the DETROIT AREA

—this live-wire station's 5,000 watts at 800 kc. gives you the largest concentrated coverage of this great market at lowest dollar cost. True, our schedules are jammed these days, but we do occasionally find ways to serve new advertisers. Our story may throw new light on your post-war sales picture in this region. We'd like the chance to tell it.

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

FIRST IN ALASKA



790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat. Rep.: Pan American Broadcasting Company
342 Madison Ave., N. Y. C.



SHIFTING FROM WAR FRONT to the political front, this staff of CBS news and special events men and women, under the direction of Paul W. White, director of broadcasts, covered the Chicago GOP convention. In delegation were (l to r): Bill Slocum Jr., assistant director of broadcasts; Bill Henry, Washington; Bob Wood, WTOP; Margaret Miller; John Daly, reporter; Mr. White; Bob Trout, chief announcer; Jack Burnett, special events; Qunicy Howe, analyst; Hildegarde Gauss, assistant to Mr. White; Ruth Ashton, rewrite. Others on the CBS staff at the convention included Arthur Perles, press information; Richard Fernald, press information; Jack Burnett, special events; Shep Chartoc, special events; Al Bryant, office manager; Henry Grossman, chief engineer; James Beloungy, engineer; Earl James, engineer; John W. Whitman, engineer; Roscoe Padulo, photographer; Ethel Kirsner, secretary to Mr. Perles; Helen Sioussat, director of convention talks; John Harrington, reporter; Arthur Casey, program director, KMOX; Francis Douglas, news editor, KMOX; W. R. Wills, analyst, KMOX; Katherine Darst, reporter, KMOX; Wallace Sterling, analyst, WCCO; A. E. Joscelyn, manager, WCCO; James Cruisenberry, news editor, WBBM; Alvin Steinkopf, WBBM; Robeter Hurleigh, WBBM; Earl Gammons, WTOP.

NBC DEWEY SCOOP

GOP Nominee Heard In Cleveland En Route

THROUGH NBC the American people last Thursday first heard the voice of the Republican nominee for President, speaking from the home State of Gov. John W. Bricker, vice-presidential nominee. When the plane bearing Gov. Thomas E. Dewey of New York to the Chicago GOP Convention stopped in Cleveland, NBC reporter Elmer Peterson, also on the airliner, briefly interviewed the nominee going on the air at 6:16 p.m. EWT through the mobile unit of WTAM Cleveland.

William F. Brooks, NBC director of news and special events, supervising the network's operations from Chicago, learned that Gov. Dewey would fly to the Convention. He rushed Mr. Peterson from New York to Albany to accompany the Republican nominee. On the Convention scene Mr. Brooks reshuffled his staff, sending William R. McAndrew, Washington news chief, to the airport with the WMAQ mobile transmitter, in case the Cleveland pickup failed. In his Cleveland broadcast Gov. Dewey paid tribute to Gov. Bricker for his service to the Republican Party and expressed pleasure at speaking from his running mate's home State.

LARRY PAYNE, free-lancer, has joined Stanley Boynton Co., Detroit, as program director and assistant to Stanley Boynton.

WBS Names Three

GEORGE DEPUE Jr. has been named sales manager of the commercial department of World Broadcasting system, with headquarters in New York. For two years Mr. DePue has been an account executive with Headley-Reed Co., station representatives and prior to that was commercial manager of WSAN Allentown, Pa. Edward Rogers, honorably discharged from the armed services and former contact man for Les Brown's orchestra and Dwane Stewart, formerly with the International Division of NBC, are two other additions to the WBS staff.



Mr. DePue

Wrigley Adds Seven

WM. WRIGLEY Jr. Co., Chicago (gum) has added seven stations to its original spot announcement campaign. Beginning June 30, WOSH WEMP WIBA WHBL WHAM WSAU and WKBH will be included. Contract is for five weeks and agency is Ruthrauff & Ryan, Chicago.

Petrillo Signs Ozarko

OZARKO ENTERPRIZES, Springfield, Mo., has signed a contract with James C. Petrillo to become a transcription company.

★ A Preferred Market
April SALES MANAGEMENT

WFMJ

YOUNGSTOWN, OHIO

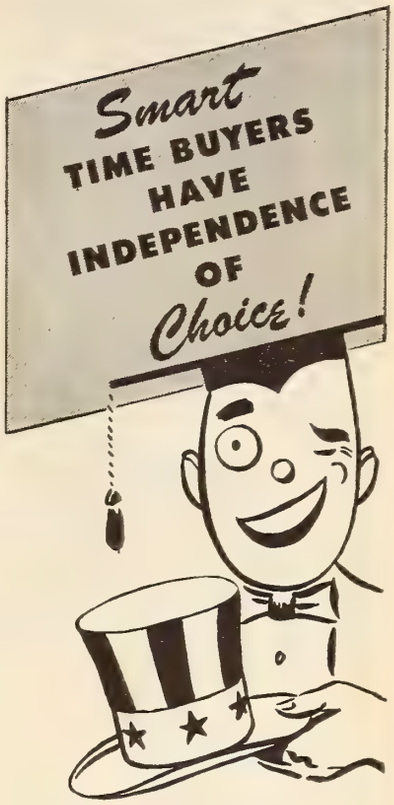
28 TH U. S. METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

ASK HEADLEY-REED

New York - Chicago - Detroit
Atlanta - San Francisco





They choose to lead the parade of Denver-Market-advertisers by carrying the KOA Flag.

In marching up the road to Successful Sales Results, with Smart Time Buyers, here's the tune we've been beating out on our fife and drums:

Dealer Preference (68.8%)*
Listener Loyalty (69%)**
Top NBC Programs
Power (50,000 Watts)
Coverage (Parts of 7 states)

*Ross Federal Survey
**NBC Tale of 412 Cities

Few Stations in the Nation Can Equal KOA's Dominance!

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

FIRST

with NATIONAL SPOT and LOCAL TIME BUYERS

Not just this year— But, every year, Continuously

WRC

Represented by NBC Spot Sales

Washington

Crosley Promotes

(*Continued from Page 14*)

the specialty sales car card division.

Attending the sales conference (June 30-July 3) from the New York office were: Warren Jennings, Mr. Park, Bernard Musnik, George Comtois and Evelyn Porter. Chicago office was represented by George Clark, Charles Kennedy, William P. Robinson and Virginia Jackson.

Petition for transfer of WSAI to Marshall Field, Chicago merchant and publisher, is expected to be filed this week with the FCC. In the meantime the Commission last week extended the WLW license to Aug. 31 to permit completion of negotiations under its duopoly regulation.

Sold to Philip Morris

PHILIP MORRIS & Co., New York, has acquired the properties of Axton-Fisher Tobacco Co., Louisville, which recently liquidated its assets. As of last week there were no new plans for agency or radio advertising for the A-F cigarette brands: Fleetwood and Twenty Grand, which have been handled by McCann-Erickson, New York. All-American and Spud, by Hill Blackett & Co., Chicago. Advertising for Philip Morris cigarettes, which includes *Crime Doctor* and *It Pays to Be Ignorant* on CBS and *Johnny Presents Ginny Simms* on NBC, is handled by Biow Co., New York.

BOOTS AIRCRAFT NUT Corp., New Canaan, Conn., will bring *Wide Horizons* which it sponsored up until this spring on Mutual, back to the air this fall. Agency is Cecil & Presbrey, New York.

Avery-Larmon Meeting

GENERALLY favorable reaction was received from NAB membership last week following publication of the open letter sent to Young & Rubicam by Lew Avery, NAB Director of Broadcast Advertising [BROADCASTING, June 26]. In his letter Mr. Avery suggested that Y&R use its entire Army advertising budget for WAC recruiting in the broadcast medium. It was learned at the NAB that Mr. Avery is to meet next week with Sigurd S. Larmon, Y&R president, to whom the letter was addressed.

DANNY KAYE EYED FOR PABST SERIES

ALTHOUGH denied by Paul Warwick, president of Warwick & Legler, New York agency servicing the account, Pabst Sales Co., Chicago (beer) reportedly has signed Danny Kaye, film and stage comedian, to replace Groucho Marx as star of the weekly half-hour *Blue Ribbon Town* on 113 CBS stations, Saturday, 8-8:30 p.m. (EWT), starting in January.

Fetzer Gets Local CP

CONSTRUCTION permit for a new standard local station in Grand Rapids, Mich., was granted by the Commission last week to John E. Fetzer, owner of WKZO Kalamazoo, and Assistant Director of Censorship for Radio, and his wife, Rhea Y. Fetzer, doing business as the Fetzer Broadcasting Co. The new outlet will operate unlimited time on 1230 kc with power of 250 w.

KDAL Duluth, Minn., has been notified by the musicians' union local of an increase in rate and demand for an employment contract for men now on a temporary job basis, it was announced last week by Dalton LeMasurier, general manager.

Television Staging Described to REC

THE production of a studio television program, from the original script to the actual telecasting, was described by Thomas H. Hutchinson, formerly in charge of all NBC video programs and now production manager of RKO Television Corp., last Thursday at the seventh session of the weekly television seminar conducted by the Radio Executives Club.

Mr. Hutchinson's talk was preceded by a GE sound film, "Sightseeing at Home," illustrating the production and broadcasting of a television program. The session concluded with another film, of the Wednesday afternoon and evening sessions of the Republican Convention, which had been flown from Chicago and telecast over WNBT earlier in the evening.

White House Requests Batteries For Farm Sets

THE Whitte House has taken cognizance of the fact that farmers will need to replenish their stocks of feeble batteries in order to listen to campaign speeches. Word has been passed along to the WPB's Office of Consumer Requirements, Batteries Section, to provide batteries in a hurry for rural listeners.

The Battery Section stated there was just 50-50 chance batteries would be available for non-electric sets, due to the expanded requirements of the Signal Corps which produced so much material for which batteries are needed. To alleviate the civilian shortage, WPB said, the small so-called "borderline" producers have been enlisted.



National Radio Audit Bureau Proposed to Handle All Surveys

Fred Palmer Tells Chicago Radio Club of Two Plans to End Duplication; Would Aid Veterans

ESTABLISHMENT of an independent radio audit bureau to handle radio coverage surveys on a national basis, was proposed before the Chicago Radio Management Club last Wednesday by Fred A. Palmer, manager of WCKY Cincinnati. Mr. Palmer has been critical of radio surveys under present methods and has been a staunch advocate of a uniform method to be controlled by stations, advertisers and agencies.

Speaker at the closing session this season of the Chicago club, Mr. Palmer contended that while lack of a uniform system had not hurt radio thus far, he was convinced that after the war, when the competition for the advertisers' dollar becomes brisk, radio must put its best foot forward. Radio should act now, he urged to provide the advertiser with an audit bureau of radio which commands confidence, respect and acceptance.

Committee Named

Harlow Roberts, of Goodkind, Joice & Morgan, president of the club, announced he would appoint a committee to consider the Palmer proposals with a view to recommendations to the NAB war conference to be held in Chicago late in August, war conditions permitting. He also announced appointment of a committee on overall cooperation with the NAB convention, comprising David Dole, Henri, Hurst & McDonald Inc.; Genevieve Lemper, Foote, Cone & Belding, and Mildred Saunders, Mitchell Faust Co.

In the first of two plans, Mr. Palmer proposed that there be established an independent bureau representative of five groups—one each from the NAB, station representatives, networks, American Assn. of Advertising Agencies and Assn. of National Advertisers. This bureau would establish a standard method of measurement and the minimum number of contacts in each market. It would determine whether the coincidental telephone, door-to-door, direct mail, or a combination of them would be employed. It would establish the minimum number of contacts by which a rating is established.

Such a bureau would be authorized to employ a checking service, so that while a survey is in operation, inspections could be made. By establishing uniform methods, each market would be furnishing a survey made in the same way, based upon the minimum requirements laid down by the proposed audit bureau, and meeting all inspection requirements.

Mr. Palmer's second plan was for a bureau representative of the same five units, with the same prerequisites. But the entire setup would then be handled by Western Union, with offices in every city, town and hamlet. They have trained supervisors, he pointed out. Under this procedure anyone could obtain a standard, approved audit bureau survey on any market merely by calling Western Union, he said.

Such a project, Mr. Palmer declared, would provide opportunity for employment in radio of disabled veterans, with the "one armed man" making door-to-door calls and the "veteran who has lost a leg" handling telephone surveys.

Estimating that from $3,000,000 to $5,000,000 now is spent annually in approximately 33 markets for radio surveys, he said that perhaps more than 100 markets could be surveyed at no additional expense.

Mr. Palmer prefaced his talk with the extemporaneous observation that the proposal of Linnea Nelson, J. Walter Thompson Co. timebuyer that something be done about uniform surveys, has gone unheeded. Miss Nelson had argued that "timebuying is hell" under existing conditions, and outlined her views as to what the agency wants. [BROADCASTING, May 15].

On the Beam

RADIO'S counterpart of the "show must go on" tradition was exemplified during the first day of the GOP Convention by Fulton Lewis jr., MBS commentator. Attempting to leave his cantage point on the speakers' platform, Mr. Lewis struck his head against a projecting beam. Doctors in the emergency room recommended two stitches, but Mr. Lewis, after first aid, insisted upon carrying on however.

THE BONDS THAT BIND!

Aside from being located in the No. 1 Farm Market, how did KMA get to be the *No. 1 Farm Station?* The photo below shows part of the reason.



Earl May presents War bonds to Iowa's smartest rural graduates.

Five years ago, KMA started a rural school graduation program. With the Governor, the State Superintendent, and talented students, all Iowa country schools now had impressive graduation exercises. The idea grew until, this year, KMA produced a series of monthly programs for ten Iowa stations! That's why the State stepped in and conducted special exams to find the three smartest graduates (shown above with Earl May).

Is it any wonder then why this whole thing produced good-will for KMA in the No. 1 Farm Market? Is it any wonder why KMA pulls twice as much mail as any other station in this area? That's why you'd better write us—or ask Free & Peters—about your KMA schedule, *now!*

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA



FREE & PETERS, INC.
Exclusive National Representatives



KTFI

TWIN FALLS · IDAHO

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *October 1943 thru February 1944*

A 5-MONTH RECORD TO BE PROUD OF!

	A	WGRC	B	C
MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	13.0	26.5	34.3	25.4
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	29.4	32.1	21.4	15.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	41.7	12.6	35.5	8.7

WGRC *Mutual*



LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · *National Representatives*

Miss C. E. Bonneson
Sherman & Marquette, Inc.
Chicago, Ill.

Dear Carolyn:

You know, Carolyn, you just can't blame these people connected with the W. Va. Network for going around with their heads up in the air. After all, we are the first independent network to have an accredited war correspondent going overseas. Everyone here feels mighty proud to know that our managing director, Howard L. Chernoff, will soon be shoving off for England. And believe you me, when he starts contacting those W. Va. boys over there and sending his material back here . . . . that's going to really increase the bond between this network and its listeners. But tomorrow's a holiday, so more about this later.



Regards,
Yours,
Algy

The W. Va. Network

WCHS Charleston
WSAZ Huntington
WPAR Parkersburg
WBLK Clarksburg



NBC's MICROPHONE reporters in Chicago for the GOP convention. Front (l to r), Kenneth Banghart, Ben Grauer, Charles Lyon. Back row, Ben Gross, *New York Daily News;* H. V. Kaltenborn; Morgan Beatty; Richard Harkness, and Cliff Utley. Absent when this picture was made: William F. Brooks, director of news and special events, and Mary Margaret McBride. Other NBC representatives at GOP convention: Niles Trammell, president; Frank Mullen, vice-president and general manager; Sidney N. Strotz, Pacific Coast vice-president; Frank M. Russell, Washington vice-president; Harry Kopf, Chicago vice-president; C. L. Menser, vice-president for programs; Albert E. Dale, director of information; Irene Kuhn, assistant director of information; Carleton Smith, manager WRC; William Ray, Chicago news editor; William McAndrew, WRC news editor; Ann Gillis, assistant to Mr. Brooks; Sydney Eiges, assistant manager press department; Tom Knode, WRC press; E. L. Bragdon, trade news editor; Harry A. Woodman, traffic manager, John Hilton, assistant traffic manager; Sidney Desfor, chief photographer; George McElrath, operating engineer, and this battery of network staff engineers: Gerald Hastings, Arthur Poppele, Al Scarlett, Frank Schnepper, and Al Weis.

NO 'GHOSTS'

Radio, P. A. Lines Guarded Against Sabotage

UNBEKNOWNST to the thousands of delegates, spectators and even many radio and newsmen covering the GOP convention in Chicago were the precautions taken to avoid sabotage of public address system and radio lines. Each morning before the sessions and each evening following adjournment expert radio technicians examined microphones, lines and all wiring to make sure there would be no recurrence of the "ghost" incident at the Republican convention in Philadelphia four years before.

On that occasion, Wisconsin's delegation was called upon to vote on one of the ballots and apparently wasn't ready. The microphone, however, clearly picked up the exclamation of a delegate: "No, to hell with it." That happened three times. It went out over all networks.

The only untoward incident during the session last week developed when former President Herbert Hoover addressed the Convention Tuesday night. The p.a. system went out for about half an hour, but the radio pickups were not disturbed.

Radio's GOP Coverage

(*Continued from page 12*)

Brooks, Washington Scripps-Howard correspondent, was guest observer on the WLW *World Front* on June 25.

In New York WHN provided its listeners with a daily summary of Convention highlights (6:45-7 p.m.) from the *New York Journal-American* city room, where one of the newspaper's editors broadcast. Station also cut in from time to time with bulletins, as received from the *Journal-American.*

Every newscast over WJR Detroit included a direct pickup from Chicago, where the station's news editor, George Cushing, provided special coverage. Interviews with delegates and the candidates also were broadcast by WJR direct from Chicago. The Detroit station opened its Convention coverage at 12:30 p.m. June 25 with a half-hour show, *In Our Opinion,* featuring Mr. Cushing as moderator; Upton Close, NBC and Mutual commentator; Bill Henry, CBS Washington newscaster; Patricia Lockridge, Washington editor of *Woman's Home Companion;* Radford Mobley, *Detroit Free Press* Washington correspondent, and Julian Bentley, WLS Chicago news chief. Program also was fed to WGAR Cleveland, WJR's sister station. The Richards-Fitzpatrick stations staff included, besides Mr. Cushing, Larry Payne, producer, and Clarence Jones, engineer.

WITH Baltimore claimed two news beats from the Convention. Ian Ross MacFarlane, station's news analyst, world traveler and war correspondent, at 3.59 p.m. last Monday gave WITH listeners an exclusive statement by Sheridan F. Smith, Baltimore, delegate from Maryland, advocating that the Republican nominee, "when elected President . . . select a committee to sit at the peace table and appoint Franklin D. Roosevelt as chairman". At 8:46 p.m. Monday Mr. MacFarlane interviewed Mr. Smith, who elaborated on his plan. The Baltimore newspapers picked up the story, crediting WITH with its source.

Mr. MacFarlane scored another beat at 6 p.m. Monday, when he announced to WITH listeners in a special newscast, that plans were under way to have Gov. Dewey fly to the convention on Wednesday, after his nomination. Mr. MacFarlane did four scheduled broadcasts daily (11:30 a.m., 3:30, 8:30, 10:45 p.m.) in addition to several other special spots. Although without network service, WITH piped in the general sessions carried by the major networks. Thomas Tinsley, WITH president, said the GOP Convention coverage is but a portion of on-the-spot reporting to be done by his station.

Special features were broadcast by direct wire over KSD St. Louis, by a staff of 12, including correspondents and staff members of the *St. Louis Post-Dispatch.* Included

OUR BOYS NEED BLOOD PLASMA

Give Yours!



Don't wait! Register with your nearest Red Cross Blood Bank today.

Hotel Mayfair
SAINT LOUIS
AIR-CONDITIONED NOISEPROOFED

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station



IN BETWEEN SESSIONS, G. W. (Johnny) Johnstone Blue director of news and special features, outlines Republican convention coverage plans to his stable of analysts, commentators and reporters. Front row (l to r) H. R. Baukhage; Gene Rouse, director of news, central division; Mr. Johnstone; Bryson Rash, director of special events, Washington; Earl Godwin, Back row, Kenneth Berkeley, Washington Blue director and general manager, WMAL; Leon Henderson, former OPA director; Ray Henle; Harry Wismer; Don Dowd; Pauline Frederick; William Hillman, Patricia Dougherty, Martin Agronsky. Missing from picture but covering for Blue also were Mark Sullivan, Henry J. Taylor and Drew Pearson.

on the KSD staff were Ralph Coghlan, editor of the *Post-Dispatch* editorial page; Charles G. Ross, contributing editor; Mrs. Jean Lightfoot Coghlan, editorial department; Raymond P. Brandt, chief Washington correspondent for the newspaper; Boyd F. Carroll of the *Post-Dispatch* Jefferson, Mo., bureau, and Dr. Roland G. Usher, chairman of the History Dept., Washington UU., St. Louis, KSD commentator.

Expenses Reach Million

KMOX St. Louis was represented by Arthur J. Casey, public relations director; Francis P. Douglas, news editor; W. R. Wills and Katherine Darst, commentators, and Gordon Sherman, engineer. KMOX also carried several special programs from the Convention, in addition to CBS coverage.

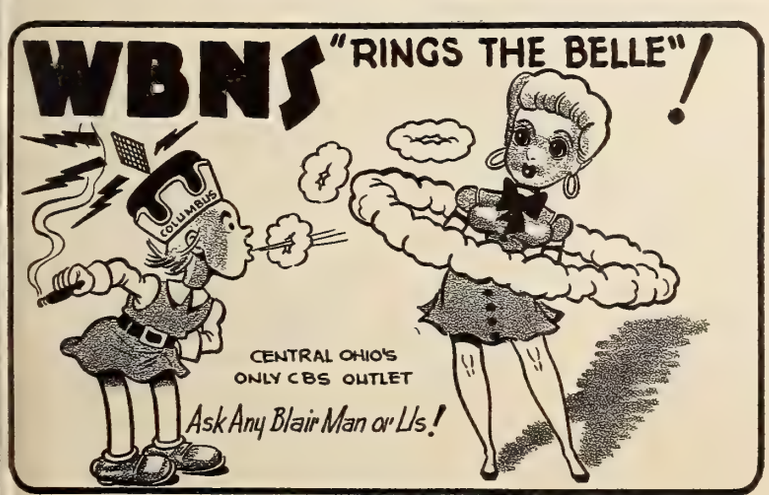
While there were no accurate figures on costs of Convention coverage by radio, it was estimated that approximately $1,000,000 was involved in expense, covered by cancellation of network and station commercials, payments to contracted artists and additional staff costs. In 1940 the estimate was approximately $500,000 for the Republican Convention—half borne by independent stations and the balance by the networks.

In 1940 there were 170 radio representatives at each of the conventions—as against some 325 at the 1944 GOP conclave. Virtually the same staffs will cover the Democratic sessions.

At the closing session Wednesday, a formal resolution was adopted by the Convention thanking stations and networks and the television stations for their efficient coverage of the convention.

DA Dewey

JUST one of those coincidences—Gov. Thomas E. Dewey of New York gave his acceptance speech for the Republican nomination on the four networks right after the broadcast of *Mr. District Attorney* on NBC. The Phillips H. Lord show, sponsored on NBC by Bristol Myers Co. since 1940, was inspired by Mr. Dewey's "gangbusting" activities as District Attorney for the State of New York.



Recorded by Wire

DELEGATES to the 1944 Republican National Convention in Chicago last week weren't aware of it, but they participated in research work on magnetic wire recorders. Five recorders, similar to the type now being used by the Army in theatres of operation, were made available to WGN Chicago and MBS by General Electric Co., Schenectady, N. Y., to record every official proceeding. Findings will help to determine the recorder's adaptability for standard broadcasting. The device was perfected by Marvin Camras, physicist on the staff of the Armour Research Foundation.

Hearing Date Set For Rail Radio

September 13 Chosen; Walker Case, Jett to Preside

SEPTEMBER 13 is the date set by the FCC last week for opening of hearings and investigation of radio communications for railroad operations in the U. S., and with a committee appointed to preside composed of Commissioners Walker (chairman), Case and Jett.

These preliminary hearings will serve to develop information which will serve to aid and guide all parties in carrying out their further programs on the use of radio on railroads, the FCC explained, adding that no immediate determination of policy is contemplated. The Commission expects to keep the hearing open long enough to facilitate completion of all necessary experimentation and the relevant data, with further hearings and time to be granted should the need arise.

A total of 30 applications for railroad radio facilities have been filed since May 1, with certain of these already authorized. It is reported that interest also is being shown in carrier-current systems as well as the broadcasting phase.

Witnesses from such organizations as the Assn. of American Railroads, Aeronautical Radio Inc., Civil Aeronautics Administration, Radio Technical Planning Board, War Dept., and others, will offer testimony at the proceedings.

Federal's V-Ps

H. C. ROEMER, controller of the Federal Telephone & Radio Corp., Newark, last week was elected vice-president in charge of operations. R. H. Workman, formerly assistant controller, succeeded Mr. Roemer as controller. Others elected to the vice-presidency include J. S. Jammer, commercial director; T. M. Douglas, radio division manager; R. E. Smith, wire transmission division manager, and E. N. Wendell, radio equipment division manager.

WCBM blue

A QUALITY STATION
with MASS APPEAL
in a
RICH MARKET

WCBM
BALTIMORE
The BLUE Network Station

John Elmer, President
Geo. H. Roeder, Gen. Manager

FREE & PETERS, INC.
Exclusive National Representatives

Buy War Bonds

Lehigh Structural Steel Co., manufacturers of Lehigh vertical radiators, is now producing for Victory. After Victory, for FM, AM and Television. . . .

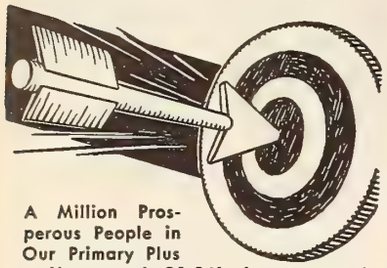
BUY LEHIGH

•

Radio Division

LEHIGH
STRUCTURAL STEEL COMPANY
17 BATTERY PL., NEW YORK 4, N. Y.
Plant at Allentown, Penn.
Offices in Principal Cities

Hooper proves It's a Bull's-eye!



A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!

1000 WJHL 910
Watts Johnson City K.C.
Tennessee
REPRESENTED BY HOWARD WILSON CO.

NBC
Station For
WINSTON-SALEM GREENSBORO & HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY - REED CO.

"THE WORLD'S BEST COVERAGE U.P. OF THE WORLD'S BIGGEST NEWS"

WRGA
MUTUAL
Rome
GEORGIA



CORPS OF COMMENTATORS and special events men covering the Republican Convention at the Chicago Stadium for Mutual Network were (l to r), Jack Brickhouse, WGN commentator; Dale O'Brien, WGN special events; Walter Compton, Mutual commentator; Carroll Marts, Mutual special events; John Whitmore, Mutual news director; Fulton Lewis jr., Mutual commentator; Tom Slater, Mutual director of special events; Adolph Opfinger, program director of Mutual, holding the wire recorder used to record Convention sessions; Leo Cherne, Mrs. Raymond Clapper, Mutual commentators; Frank P. Schreiber, manager of WGN; Upton Close, Mutual commentator; Alexander Griffin, Mutual commentator; Madeline Ensign, Mutual's Washington staff; and Fred Morrison, assistant to Fulton Lewis, jr. Not included in the picture are: Lewis Allen Weiss, executive vice-president and Don Lee head; Lester Gottlieb, publicity; Carl Haverlin, station relations director; Cecil Brown, Mutual commentator; Ray Dady, Mutual Commentator and manager, KWK St. Louis; Arthur Evans, political writer and special commentator for WGN; Arthur Sears Henning, head of the *Chicago Tribune* Washington Bureau and special commentator for WGN; John Holbrook, WGN commentator; and Marcia Winn, reporting on the women's angle for WGN.

Network Accounts

All time Eastern Wartime unless indicated

New Business

ALUMINUM Co. of America (institutional), in fall starts undetermined program on full Blue network, Sun., 3:30 p.m. Agency: Fuller & Smith & Ross, N. Y.

STANDARD OIL Co., San Francisco, for third consecutive year and starting on July 16 will originate its *Standard Symphony Hour* for eight weeks from Hollywood (Cal.) Bowl, on NBC Pacific stations, Sunday, 8:30-9:30 p.m. (PWT). Agency: BBDO, San Francisco.

VICK CHEMICAL Co., New York (product undetermined), on July 2 for 52 weeks started program tentatively named *Dangerously Yours* on 122 CBS stations, Sun., 2-2:30 p.m. Agency: Morse International, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Supersuds), on July 21 starts *Blondie* on 180 Blue stations, Fri., 7-7:30 p.m. (EWT) with rebroadcast at 7:30 p.m. (PWT). Agency: William Esty & Co., N. Y.

MANHATTAN SOAP Co., New York (Sweetheart soap), on July 26 starts *Scramby Amby* on over 170 Blue stations, Wed., 7-7:30 p.m. (repeat 10:30 p.m.), having discontinued program on 7 NBC Pacific Coast stations, Wed., 9:30-10 p.m. July 19. Agency: Franklin Bruck Adv., N.Y.

DENALAN Co., San Francisco (Denalan, dental plate cleanser), on June 29 for 52 weeks started Clinton (Buddy) Twiss on 15 Blue Pacific stations, Tues., Thurs., 1:45-1:50 p.m. (PWT). Agency: Rhodes & Davis Adv., San Francisco.

WM. WRIGLEY Jr. Co., Chicago (Spearmint gum), on June 23 started *Service to the Front* on a number of CBS stations, Friday, 8:30-8:55 p.m. (EWT), (rebroadcast for Pacific Coast 12:30-12:55 a.m. EWT).

GENERAL FOODS Corp., New York (Birds Eye Frosted Foods), on June 29 discontinues Dinah Shore program on 125 CBS stations, Thurs., 9:30-10 p.m., and on Oct. 5 resumes series on full NBC network, Thurs., 8:30-9 p.m.

PROCTER & GAMBLE Co., Cincinnati (Dreft, Crisco), on July 3 will renew its quarter-hour *Dreft Star Playhouse* Mondays through Fridays on NBC. Daytime serial currently heard 9:45-10:00 a.m. (CWT), moves to the 10:30-10:45 a.m. spot on 78 NBC stations. Contract is for 52 weeks, placed by Dancer-Fitzgerald-Sample, Chicago (Dreft), and Compton Adv., N. Y. (Crisco).

WASHINGTON Cooperative Egg & Poultry Assn., Seattle (Lynden chicken), on July 1 started for 52 weeks *Collins Calling* on 15 Blue Pacific stations, Sat., 10:15-10:30 a.m. (PWT). Agency: Pacific National Adv., Seattle.

DOMINION OF CANADA, Wartime Information Board, Ottawa (economic stabilization), on June 22 started to Sept. 14 *Variety Program* on 13 CBC French-language stations, Thurs. 8-8:30 p.m. Agency: A. McKim Ltd., Montreal.

BRITISH AMERICAN OIL Ltd., Toronto (gasoline), on July 9 to Dec. 31 started *Les Gares de la Marine* on 4 CBC French-language stations, Sun. 7:30-8 p.m. Agency: J. Walter Thompson Ltd., Toronto.

GILLETTE SAFETY RAZOR Co. of Canada Ltd., Toronto (safety razor blades), on July 11 will broadcast an *All Star Baseball Game* on 22 CBC Dominion network stations, 9 p.m. to end of game. Agency: Maxon Inc., New York.

VICK CHEMICAL Co., New York (Voratone, Vaporub, Vatronal), on July 12 for 52 weeks starts Dr. Wallace Sterling—News Analyst, on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KOIN KIRO KFPY) Wed., Thurs., 8:55-9 p.m. (PWT). Agency: Morse International, N. Y.

PROCTER & GAMBLE Co. (Crisco, Ivory Snow), on July 3 starts *Glamour Manor* on over 180 Blue stations Mon. thru Fri., 12-12:30 p.m. Agencies: Compton Adv., N. Y. (Crisco); and Benton & Bowles, (Ivory Snow).

DOMINION of Canada, Wartime Prices & Trade Board, Ottawa (wartime regulations), has started for one year *La Metairie Rancourt* on 14 CBC French-language stations, Mon. thru Fri. 11:15-11:30 a.m. Agency: Canadian Adv., Montreal.

Renewal Accounts

R. J. REYNOLDS Tobacco Co., Winston-Salem (Camel cigarettes, Prince Albert Smoking tobacco), on July 7 for 52 weeks renews *Moore & Durante Show* on 131 CBS stations, Fri., 10-10:30 p.m. Agency: William Esty & Co., N. Y.

LIGGETT & MYERS Tobacco Co., New York (Chesterfields), on June 27 for 52 weeks renewed John Nesbitt—*Passing Parade* on 122 CBS stations, Tues., Wed., Thurs., 7:15-7:30 P.M. (rebroadcast 11:15 p.m.). Agency: Newell-Emmett Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate tooth powder), on July 4 for 52 weeks renews Tuesday, 8:30-8:55 p.m. on 124 CBS stations (broadcast 12 midnight), featuring *Colgate Theater of Romance*. Agency: Sherman & Marquette.

BALLARD & BALLARD, Louisville (Obelisk Flour), on Aug. 2 for 52 weeks renews *Renfro Valley Folks* on 27 CBS stations, Wed. thru Sat., 8:15-8:30 a.m. and Sun., 9:15-9:45 a.m. Agency: Henry, Hurst & McDonald, Chicago.

Three Transfers Filed With FCC

THREE APPLICATIONS for transfer of control were filed with the FCC last week, two of which have been granted similar changes within the past six months.

Application of WHBU Anderson, Ind., seeks transfer from its present owners, L. M. Kennett (50.1%) and his wife (49.8%), through the sale of 999 of the 1,000 shares issued and outstanding stock for the sum of $45,000 to C. Bruce McConnell (509 sh), president and part owner of WISH Indianapolis; Robert E. Bausman (20 sh), WISH licensee business manager; and Earl H. Schmidt (470 sh), WISH minor interest holder.

KTBI Shift

Mr. Kennett relinquishes his WHBU responsibilities because of ill health, application stated. Mr. Kennett, who with his wife became majority interest holder in WHBU last January [BROADCASTING, Jan. 31], has been general manager of the station. Remaining share is held by John R. Atkinson, commercial manager.

Harold S. Woodworth, treasurer of KTBI Tacoma, Wash., who became major stockholder of that outlet several months ago [BROADCASTING, May 1], requests FCC approval for sale of 150 of his 179 shares common stock for the sum of $18,000 to H. J. Quilliam, manager of KIRO Seattle, who is to assume additional duties as manager of KTBI. Application stated that Mr. Quilliam would relinquish his minor stock holdings in KIRO.

Commission approval is also sought in an application filed last week for acquisition of control of Hildreth & Rogers, licensee of WLAW Lawrence, Mass., by the president and general manager of the company, Irving E. Rogers, through the purchase of 337 shares common stock for $26,687.03 from Harold B. Merrill, the National Shawmut Bank of Boston, and himself, as executors under of the will of the late Alexander H. Rogers, former president of the company which at one time published the Lawrence *Daily Eagle* and *Tribune*. Mr. I. E. Rogers now holds 14 of the 700 shares issued.



"Ever since the boss advertised for women workers over WFDF Flint, his wife has been at it."

Government Programs Seen As Part of Classroom Teaching

New FCC Form 315 To Aid Office of Education In Urging School Radio Across Nation

A FAR-REACHING program in which public schools throughout the country will use radio and transcriptions in classroom work was disclosed last week when the FCC announced adoption of a new application (Form 340) to be used in filing for construction permits for noncommercial educational stations.

Designed in cooperation with the Office of Education, the new form combines Form 309 and Form 313, which have been used. One of the major additions is Sec. 21 (b) which asks: "Is the proposed service intended to fit into a plan for statewide or regional educational service?" According to William D. Boutwell, chief of radio publications and exhibits of the Office of Education, plans are underway to link publicly-owned FM stations by State or region.

Maryland Plan

In line with Government plans for nationwide use of radio for educational purposes, the Maryland State Board of Education has adopted a resolution calling upon the State Superintendent of Schools to establish radio broadcast service throughout Maryland and to apply for six construction permits in the name of the State Board.

On file at the FCC are applications for eight noncommercial educational FM stations. Two other applications have been returned for further information. In addition, three universities also have filed for FM stations and one for a commercial television station. Pending applications for FM stations have been filed by: Atlanta Board of Education; Detroit Board of Education; San Bernardino, Cal., High School District; U. of Michigan, Ann Arbor; Bay City, Mich., School District; Indiana U., Bloomington; U. of Southern California, Los Angeles; Western Michigan College of Education, Kalamazoo.

The two applications which have been returned were filed by the Iewanhaka High School, Floral, N. Y., and the Newark, N. J. Board of Education. Cornell U., Loyola U. and St. Louis U. have filed for commercial FM licenses, and Loyola has asked for a commercial television station. Loyola operates WWL New Orleans.

In addition to FM network broadcasts to schools, the Office of Education also plans a series of transcribed dramatizations of American historical events, to be used in high schools and junior high schools. These transcriptions would be made by the Dept. of Interior, which maintains elaborate studios in Washington, and released through the Office of Education.

Availability after the war of radio, transcription and public address equipment for schools was discussed last week in Cleveland and at a two-day conference of the Office of Education, radio manufacturers and educators. Four committees were named to plan for future educational activities by radio. A committee on Securing Acceptance for Recommended Standards by Manufacturers and Educators, adopted a resolution requesting the Radio Manufacturers Assn. to name a committee to study school needs and establish standards for the manufacture of equipment. The resolution also called on the U. S. Commissioner of Education to name a committee of three to meet with the RMA group.

Committees set up at last week's conference (Monday and Tuesday), with chairmen, follow: Radio Receivers, W. B. Levenson, radio director, Cleveland Board of Education; Central Sound System and Speech Input Including Microphones and Cables, R. R. Lowdermilk, U. S. Office of Education, and C. E. Palmer, Dover, O., superintendent of schools, chairman; Recorders and Transcription Players, Max U. Bildersee, New York State Dept. of Education; Securing Acceptance for Recommended Standards by Manufacturers and Educators, Arthur Neinhuser, business manager, Cleveland Board of Education.

Representing the NAB was Arthur Stringer, promotion director.

Grant to S. A.

WILL C. GRANT, president of Grant Adv., left Chicago June 22 for Latin America where he is visiting branch offices in Havana, Rio de Janeiro, Sao Paulo, Buenoes Aires, Caracas and Mexico City. He visited the Grant office in Miami en route. David Echols, vice-president in charge of Grant's Latin American offices, was to join Mr. Grant in Rio and continue on the trip with him.

Mrs. Peacher to CBS

GWENDOLYN SHEPLEY PEACHER has been appointed CBS Pacific Coast director of education and assistant to Fox Case, West Coast public relations director of the network. In addition her duties include that of personnel manager of KNX Hollywood. She succeeds Frances Farmer Wilder who is now CBS coordinator of daytime programs and is being transferred to the network's New York headquarters in mid-July. Before joining CBS Mrs. Peacher was harbor personnel manager of the Los Angeles Housing Authority.

Stan Clifton

STAN CLIFTON, chief engineer of CFQC Saskatoon, Sak. since the station opened in 1923, died suddenly June 29. Mr. Clifton was well known in Canadian radio, having served for many years as announcer as well as engineer.

THE *Vox Pop* program, sponsored on CBS by Emerson Drug Co., Baltimore, on July 3 celebrates two anniversaries—the beginning of its tenth year as a network program and the start of a fifth year of broadcasts from war plants and service centers.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
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THE SHADOW
Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.

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WMUR, Manchester, N. H.

. . . may I compliment you again on the high quality of the selling presentations on Telescript features you are forwarding to us.

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PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
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Today and Tomorrow

In war or peace, business booms in Winston-Salem. Great industries, thriving agriculture, INCOME! Give your product a chance by using a station that's famous for its saleability!

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Winston - Salem, North Carolina

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REACH THE Active SALT LAKE MARKET THROUGH KDYL

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BACK THE 5th WAR LOAN

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JUNE 24 TO JUNE 30 INCLUSIVE

Decisions . . .

JUNE 27

Fetzer Broadcasting Co., Grand Rapids, Mich.—Granted CP for new standard station, 1230 kc, 250 w, unlimited, pursuant to Jan. 26 policy.

WHDH Boston—Granted mod. license operate with DA after sunset in Gainesville, Fla., or Cleveland, O., whichever is earlier.

KTKC Visalia, Cal.—Granted voluntary assignment of license from J. E. Richmond, Percy M. Whiteside, Homer W. Wood and Visalia Pub. Co., d/b Tulare-Kings Counties Radio Assoc., to J. E. Richmond, Homer W. Wood, Percy A. Whiteside, Morley M. Maddox and Chas. A. Whitmore, d/b Tulare-Kings Counties Radio Assoc., new organization.

WELI New Haven, Conn.—Granted transfer of control from Arde Bulova, Harold A. Lafount, Herman Strutz and F. V. Goldstein to Harry C. Wilder, Central New York Broadcasting Corp. and Troy Broadcasting Co. for sum of $185,000, plus $35,000 for all issued capital stock of the Halco Realty Co., or a total consideration of $220,000.

WKBZ Muskegon, Mich.—Designated for hearing application for CP change 1490 kc to 1230 kc.

Washtenaw Broadcasting Co., Ann Arbor, Mich.—Granted petition to reinstate application for CP 1050 kc 1 kw D only, and designated same for further hearing with new application 1050 kc 250 w unlimited, to be consolidated with hearing on application of James F. Hopkins Inc.

James F. Hopkins Inc., Ann Arbor, Mich.—Granted petition in part for reinstatement of application for CP new station, 1050 kc 250 w D only, and designated same for consolidated hearing with applications of Washtenaw Broadcasting Co.

WCSC Charleston, S. C.—Granted voluntary assignment of license from South Carolina Broadcasting Co. to John M. Rivers for consideration of monthly rental of $1200 for 12 year period, or equivalent of $14,400 per year, or $172,800 for entire period of lease.

Associated Broadcasting Corp., Grand Rapids, Mich.—Granted authority to transmit programs from Grand Rapids to CKLW Windsor, Ont.

WIRE Indianapolis—Denied petition for reconsideration of FCC action on April 25, 1944, denying WIRE petition to reinstate application for CP change frequency and increase power. Also denied petition for rehearing directed against FCC action of April 18, 1944, granting application of South Bend Broadcasting Corp., for CP new local station, 1490 kc 250 w unlimited.

WJAX Jacksonville, Fla.—Granted application for CP install 100 w auxiliary transmitter.

WREC Memphis, Tenn.—Designated for hearing application for license renewal, to determine whether or not multiple ownership rule is applicable.

WHDL Allegany, N. Y.—Granted request for waiver of Sec. 3.30 (a) of Commission's rules so as to permit identification of location of station as "Olean, N. Y." instead of "Town of Allegany, N. Y."

WAAC Ft. Meyer, Fla.—Granted authority to use call letters of WINK in place of WAAC.

WLW-WSAI Cincinnati—Extended license of WLW for 60 day period.

KLZ Denver—Granted license renewal.

KSFO San Francisco—Designated for hearing license renewal application.

KFYR Bismarck, N. D.—Granted license renewal for period ending 5-1-46.

WTAG Worcester, Mass.—Granted license renewal for main and two auxiliary transmitters for period ending 5-1-46.

WWNC Asheville, N. C.—Granted license renewal for period ending 5-1-46.

KFMB San Diego, Cal.—Same, except for period ending 2-1-45.

KFDM Beaumont, Tex.—Present license extended on temporary basis only, for period ending 8-1-44, pending determination of renewal application.

KIEV Glendale, Cal.—Same.

KMTR Los Angeles—Same.

WBT Charlotte, N. C.—Same.

WLBZ Bangor, Me.—Same.

WBKY Beattyville, Ky.—Granted CP new FM non-commercial station, 42,900 kc, 500 w, subject to Jan. 26 policy.

WMTW Mt. Washington, N. H.—Granted license renewal.

WGTR Boston—Same.

WFMM Alpine, N. J.—Granted license renewal for period ending 7-1-45.

WNYC-FM New York—Same.

WMIT Winston-Salem, N. C.—Same.

Tentative Calendar . . .

WMAM Marinette, Wis.—Mod. license 570 kc, 100 w N, 250 w D, unlimited. Participant—WNAX Yankton, S. D. (July 5).

WOV New York—Transfer control from Arde Bulova and Harry D. Henshel to Murray and Meyer Mester (July 6).

WBCA Schenectady, N. Y.—Present license extended on temporary basis only pending determination of renewal application.

WQXQ New York—Same.

JUNE 28

WJZ New York—Granted petition to intervene in hearing on application of Albuquerque Broadcasting Co. (KOB) for mod. CP 770 kc 50 kw, together with license to cover.

Columbia Broadcasting System, New York—Granted motion for extension of time to file an appearance in re application for voluntary relinquishment control of KFAB and voluntary assignment of license of WBT; extended same to July 26.

KFAB Lincoln, Neb.—Granted motion for extension of time relevent to above.

WGAR Cleveland—Granted license to cover CP authorizing change 1480 kc to 1220 kc, increase 5 kw D 1 kw N to 5 kw DN, changes in DA-N and move transmitter.

WDUL Superior, Wis.—Granted license to cover CP for new FM station, 44,500 kc.

WCAO Baltimore—Granted CP move formerly licensed main transmitter and to use as auxiliary with 1 kw, DA. (Action taken June 21, 1944.) Also granted motion to dismiss application for license to use formerly licensed main transmitter as auxiliary.

A. H. Belo Corp., Dallas, Tex.—Placed in pending file application for new FM station.

Fayette Broadcasting Corp., Uniontown, Pa.—Same.

Miami Broadcasting Co., Miami, Fla.—Same.

Northside Broadcasting Corp., Louisville, Ky.—Same.

E. F. Peffer, Stockton, Cal.—Placed in pending file application for new commercial television station.

Western Michigan College of Education, Kalamazoo, Mich.—Placed in pending file application for new non-commercial educational station.

Applications . . .

JUNE 24

WSAY Rochester, N. Y.—Mod. CP authorizing change frequency, increase power, install DA and new transmitter, for extension completion date from 8-1-44 to 11-1-44.

KFEQ St. Joseph, Mo.—CP move formerly licensed exciter unit to present main transmitter location to be used as auxiliary with 250 w, DA-DN.

KSUB Cedar City, Utah—Transfer control from Leland M. Perry to Radio Service Corp. of Utah (resubmitted).

WMRN Marion, O.—Transfer control from Howard F. Guthery and Florence Guthery to R. T. Mason, through sale 101 sh (50.5%) common stock (incomplete).

JUNE 27

WGY Schenectady, N. Y.—CP make changes in transmitting equipment of auxiliary transmitter and decrease operating power of auxiliary from 50 kw to 5 kw.

WFCI Pawtucket, R. I.—CP new FM station, 45,100 kc, 3,760 sq. mi. coverage, $37,360 estimated cost.

KTBI Tacoma, Wash.—Transfer control from Harold S. Woodworth to H. J. Quilliam.

WLAW Lawrence, Mass.—Acquisition of control by Irving E. Rogers through purchase of 337 sh common stock from Irving E. Rogers, Harold B. Merrill and National Shawmut Bank of Boston, executors under will of Alexander H. Rogers.

WBIG Greensboro, N. C.—CP new FM station, 43,900 kc, 13,200 sq. mi., $75,000 estimated cost.

KTRH Houston, Tex.—CP new FM station, 47,700 kc, 14,300 sq. mi., $91,860 estimated cost.

in the CONTROL ROOM

HOWARD A. BURROUGHS, engineer with the FCC for the past three years, has joined the Automatic Electric Co., Chicago, as commercial engineer.

RALPH DENECHAUD, chief engineer of Blue Hollywood, is the father of a boy.

ROBERT WEEKS, technician of KFBK Sacramento, Cal., is the father of a boy.

MISHA PELZ, former engineer of Don Lee Broadcasting System, Hollywood, now in the Army, is the father of a boy.

RALPH RICE, chief engineer of WNBC Hartford, is the father of a girl.

JOHN HACKETT has resigned as trumpeter in the studio band at WIP Philadelphia to join the engineering staff of the station, having completed a WIP engineering course.

CLARENCE S. TAY Chicago branch manager of Crosley Corp., has been named manager of Appliance Distributors Inc., Chicago branch of Admiral Corp. Prior to joining Crosley, Mr. Tay owned and managed the Tay Sales Corp., Chicago radio distributors.

RALPH ILOWITE, engineer, formerly with WNYC, New York's municipal station, more recently with WHN New York, has been appointed assistant chief engineer of WLIB Brooklyn, N. Y.

WGST Atlanta, Ga.—License to cover CP for changes in transmitting equipment and increase maximum rated carrier power output of auxiliary transmitter (incomplete).

JUNE 29

The Times-Herald, Washington, D. C.—CP new FM station, 46,300 kc, $75,000 to $100,000 estimated cost.

KELO Sioux Falls, S. D.—CP install new antenna, amended re changes in ground system.

WHBU Anderson, Ind.—Transfer control from L. M. Kennett and Cora C. Kennett to C. Bruce McConnell, Robert E. Bausman and Earl H. Schmidt.

City of San Bernardino High School District, San Bernardino, Cal.—CP new noncommercial educational station, 42,900 kc 250 w special emission, amended to specify type of transmitter.

WGRC New Albany, Ind.—CP change 1400 kc to 790 kc, increase 250 w to 1 kw, install new DA, new transmitter and move transmitter (petition to reinstate).

JUNE 30

WCOP Boston—Transfer of control from Arde Bulova and Harold A. Lafount to Iowa Broadcasting Co.

Poughkeepsie Newspapers Inc. (WKIP), Poughkeepsie, N. Y.—CP new FM station, 44,300 kc, 10,198.5 sq. mi., $46,000 estimated cost.

Gannett Publishing Co. (WGAN), Augusta, Me.—CP new FM station, 49,100 kc, 3,968 sq. mi., $31,333.23 estimated cost.

WNBF-FM, Binghampton, N. Y.—CP change 44,900 kc to 43,700 kc, change type transmitter, coverage and location.

WCLE Akron, Ohio—Mod. CP authorizing change frequency, hours operation, increase power, install DA and move, for change transmitter site and changes in DA and extension of time.

WCAR Pontiac, Mich.—Special service authorization to operate from 7 a.m. EST to local sunrise with power of 250 w for period 9-1-44 to 4-1-45.

Chattahoochee Broadcasters, Marietta, Ga.—CP new standard station, 1230 kc 250 w, unlimited.

KWBU Corpus Christi, Tex.—License to cover CP new standard station amended to change name of applicant to The Century Broadcasting Co.

Consolidated Broadcasting Corp., Los Angeles—CP new FM station, 45,700 kc 7,000 sq. mi.

KGEX Belmont, Cal.—License to cover CP authorizing new international broadcast station.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

Transmitter engineer. Licensed, deferred. Permanent. Excellent working conditions. Midwest 5 KW network affiliate. Give previous experience and salary expected first letter. All replies confidential. Box 383, BROADCASTING.

MANAGER WANTED TO TAKE FULL CHARGE OF A NEWSPAPER OWNED RADIO STATION (BOTH EXCLUSIVE) IN A 400,000 MARKET. GOOD SALARY AND CONDITIONS. MUST QUALIFY. SEND PHOTOGRAPH AND REFERENCES. GIVE DRAFT STATUS AND EXPERIENCE. WRITE BOX 408, BROADCASTING.

Announcer: Good position on Virginia local network station. Must have good selling voice. Immediate opening. Send all particulars in your first letter. Congenial staff. Box 413, BROADCASTING.

Wanted—Engineer for South Florida station with first class license. Previous broadcasting experience. Top pay. Not a war-time job. Reply to Box 414, BROADCASTING.

First class engineer who is also radio repair man can make $100 per week or more. Or would consider combination engineer and announcer. Also need commercial manager for Texas station. Box 416, BROADCASTING.

Chief Engineer—Midwest network local station with plans for future. Position permanent. Airmail qualifications. Box 417, BROADCASTING.

Program Director for new 250 watt station in Southern Ohio. Man with recent experience in local station preferred. Permanent position. Office building studios. Give experience, draft status, references, salary expected, snapshot in first letter. Box 425, BROADCASTING.

Excellent positions open for first, second and third class engineers; production men; junior and senior announcers; news editors; station executives; time salesmen; radio telephone and telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Wanted—Operator announcer first class license. Good pay. KSUN, Lowell, Ariz.

Assistant Chief Engineer—Alert, capable, first class. Experienced in transmitter, control and construction work. Interesting local and regional network operation. State all in first reply. WLAV, Grand Rapids, Michigan.

Announcer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Announcer wanted—by Southern NBC 5 KW station. A junior man with at least two years successful announcing experience. We prefer somebody who wants to become firmly rooted in the region we serve. We'll start him at $45.00 and provide an opportunity to earn extra talent fees for programs he produces. Send transcription, photo, detailed experience and education. Station WIS, Columbia, S. C.

Announcer—Experienced, draft exempt, good selling voice and personality. Florida Blue Network station. Send all particulars first letter to Harry Moreland, WJHP, Jacksonville, Florida.

Wanted Chief Engineer. New RCA equipment. Good working conditions. $50 per week for 50 hours. Schedule carries 1½ hours announcing daily. Call, wire or write Duane Watts, KHAS, Hastings, Nebr.

Wanted: Announcer with some experience. Write details, salary expected first letter. Box 422, BROADCASTING.

Help Wanted (Cont'd)

WANTED—ENGINEER FOR CONTROL ROOM JOB, RECORDING, AND MAINTENANCE. WORK WITH PRODUCING SHOWS. COLLEGE GRADUATE PREFERRED. GOOD SALARY AND PLEASANT WORKING CONDITIONS. REPLY BOX 426, BROADCASTING.

Combination man wanted. Must have first class operators license, be able to do announcing, advertising copy writing and call on advertisers. Excellent salary to one who can qualify; best working conditions. Wire Geo. Kincaid, KFJI, Klamath Falls, Oregon.

Situations Wanted

Engineer—First class ticket, 4F, experienced, including chief engineer. Position must be permanent. Box 387, BROADCASTING.

Station Owners: Bring youth, progress, radio knowledge, business ability to your station with draft exempt manager. Excellent reason desiring change. Box 397, BROADCASTING.

Don't read another word of this if you cannot pay me a better-than-average salary. I am well-known network announcer in New York with programs running currently on several chains. My draft status is 4F. For reasons of family health, I intend to settle in the South or the West as soon as my present commercial commitments expire. With nine years of active broadcasting experience, and six in the big time, I will make you an outstanding program director. As an added attraction, and provided the salary warrants it, I guarantee a newscast that is forceful and effective—the results are registered in dollar signs. If you feel your station might profit by the addition of a man with ample network seasoning, write or wire at once, giving full details. In return, I'll give you references bearing out everything I have said. Address Box 427, BROADCASTING.

Executive Secretary—To busy, active station manager. Both business college and University graduate, 26, five years excellent experience in programming, traffic, continuity, publicity, and promotion. Box 415, BROADCASTING.

Chief Engineer—Broadcast engineer offers seventeen years well rounded experience mostly as chief engineer 5 KW regionals, also including two years FCC monitoring officer and two years senior design and project engineer in radio manufacturing industry, to a 1 to 10 KW station seeking a permanent chief engineer. Unusual experience design and construction all types AM and FM equipment, antennas, measurements, field work, recording, and supervision of personnel. Possess quantity engineering test equipment and meters. Married, age 35, draft deferred. Box 418, BROADCASTING.

Engineer—First phone, second telegraph. 16 years experience. Finest references. Desire permanent position chief engineer progressive station. Must be near law school with chance to attend. 28, draft exempt, married. Box 419, BROADCASTING.

Two Announcers—Experienced, draft deferred, pleasing voices and executive ability. Hard-working team specializing in news, sports, commercials and live talent shows. Desire station that puts production first. Box 420, BROADCASTING.

Top-notch radio man wants top-notch job—12 years experience, writing, directing, producing, promotion, public relations, announcing, editing, newscasting, special events. Recently honorably discharged from Army. Presently managing station. Desire permanent connection with network or outstanding 50 KW station. Will consider any good offer with future. Able to furnish the best of references and transcription. Box 421, BROADCASTING.

Production-Writing. Currently writing and producing top comedy show, addition to announcing. Desire larger outlet for talents. Box 423, BROADCASTING.

Situations Wanted (Cont'd)

Married, 4F, 27, seeking permanency. First telephone, second telegraph licenses. Continuity and news writing, broadcast, government experience. Dossier on request. Wynn, 224 South Fitzhugh, Dallas.

Wanted to Buy

Wanted to buy either 250, 500, or 1000 watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Wanted to purchase: Weston type 425 R.F. Ammeter 0-10 Amps, new or used. Box 381, BROADCASTING.

Will pay cash for 150 to 200 ft. tower. Also need console. Wire Box 388, BROADCASTING.

Wanted—2 RCA 70-B or Presto A-11 turntables. Write or wire price and condition to J. R. Poppele, WOR, 1440 Broadway, New York 18, N. Y.

Miscellaneous

Radio Engineer wants operating contract, Will consider purchase of part interest in small station. Box 379, BROADCASTING.

HIGHEST CASH PRICE

For
Either or Both
1 KW or 250 Watt
station now in operation
or
complete equipment for such operations. Give details of what you have to offer in replying to Box 424, BROADCASTING.

PROMOTION AND MERCHANDISING MAN WANTED

Cowles station, KRNT, will have opening mid-July for promotion and merchandising manager. Want energetic, draft free man who knows publicity, promotion and merchandising; who can write and knows rough layout and can direct an efficient established department. If interested, send complete details regarding experience, references, salary requirements to Craig Lawrence, Iowa Broadcasting Company, Des Moines, Iowa.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

SPECIAL SUMMER
6 Weeks' Day Courses
JULY 5 & AUGUST 2
8 Weeks' Evening Courses
JULY 18 & AUGUST 14

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

'Free Movie Day'

THE WAR Activities Committee of the Motion Picture Industry is seeking the cooperation of over 600 stations in publicizing "National Free Movie Day," July 6, when anyone buying or applying for a War Bond will be admitted to the thousands of movie theatres participating in the plan. Spot announcement and background material prepared by Martin Starr, of United Artists, radio director of the MPI's "Fighting Fifth" War Loan Committee, were being distributed last week-end to 660 commentators of network-affiliated stations, and to their news editors.

Seeks Symbol

TELEVISION Broadcasters Assn., in cooperation with six active television stations, is conducting a campaign to find a symbol exemplifying the spirit of television, which will be adopted as an official trade mark by TBA. Stations WRGB Schenectady, WABD New York, WPTZ Philadelphia, WBKB Chicago, W6XAO Los Angeles and W6XYZ Hollywood are asking their audiences to participate, offering $25 War Bonds for the best symbol in each region. TBA will give a $50 bond to the national winner in the contest, which started July 1 and concludes July 31.

EQUIPMENT WANTED

1 kw transmitter and all other accessories for 1 kw station. Give full details, description, etc.

Regional Radio Sales Co.
225 E. Bradley Rd.
Milwaukee 9, Wisconsin

ANNOUNCER WANTED

CBS - 5 KW - YOUNGSTOWN, O.

Seasoned, experienced, capable man for news and general announcing. Not a war-time position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 30 years old or draft exempt. Write, wire or phone.

W. P. WILLIAMSON, JR., Gen. Mgr
WKBN BROADCASTING CORP.
Phone 42122

EQUIPMENT WANTED

250 watt transmitter and all other accessories for 250 watt station. Give full details, description, etc.

Regional Radio Sales Co.
225 E. Bradley Rd.
Milwaukee 9, Wisconsin

At SHAEF They Can Split Syllables

Editing of Broadcasts Polished Up; New Hand Mike

By MARY ZURHORST

JUST BACK from London where he supervised technical processing of film recordings made by network reporters accredited to the Navy for the invasion, Lt. Marvin F. Royston, USNR, told BROADCASTING last Thursday the story behind the recordings that have made radio history.

In April, Lt. Royston, former NBC and Blue engineer, left the Navy's Office of Public Relations, Radio Section, for Allied Headquarters in London. Early in 1943, under Lt. Comdr. J. Harrison Hartley, USNR, office in charge, he and Lt. Comdr. Charles E. Dillon, USNR, of the Radio Section, had made experiments with recording equipment in the Atlantic warfare against U-Boats. They decided on the film recorder in view of its performance under Naval combat conditions [BROADCASTING, Feb. 14].

Trained in Advance

The technical side of the radio coverage for D-Day and a few days following was worked out with the cooperation of the BBC and the four American networks, working a pooled arrangement [BROADCASTING, March 20]. Before arriving in London, Lt. Royston had trained the network technicians in the use of the film recorders and had also given the announcers technical instructions in case of emergency.

Each announcer had his choice of boats and by accident each of the four chose a different one; George Hicks of Blue, headquarters ship; Charles Collingwood of CBS, LST; Larry Meier of MBS, troop transport APA; George Wheeler of NBC, cruiser.

"A few days before the invasion," Lt. Royston said, "we called the correspondents and their engineers to come to SHAEF with full equipment. They went through the paces, but it was a 'dry run' and just a rehearsal. When D-Day came they were summoned in the same way, and were sealed in the ships with the troops. This time, of course, it was the real thing."

For three days and nights following the invasion the lieutenant listened to recordings. The total recording time was about 28 hours on 55 films. Of this, 3 hours and 45 minutes was fed to the American network from London.

Lt. Royston had the processing down to such a fine art that in transferring the sound from the original film to another machine he could remove even syllables that required deletion. "In one recording the censor objected to a word that was plural," he said. "The next word happened to be singular, but to make sense it had to be made plural, so we just took the 's' off the first word and stuck it on the second."



PROCESSING Navy film recordings of Allied action immediately after they reach headquarters in London are Lt. Marvin F. Royston, USNR, head of Navy radio operations for the invasion, and Radio Technician 1st Class Charles Chrismon who assisted Lt. Royston at SHAEF.

George Hicks' recording of the Junker attack on his ship [BROADCASTING, June 12], one of the outstanding recordings of the invasion, was broadcast simultaneously by the four American networks and was carried by the Canadian Broadcasting Corp., the BBC North American Service and, most unusual under the circumstances, by the BBC Home Service.

"That recording came in at 4 a.m. when we were getting ready to go home," Lt. Royston recalled. "The jeep motor was going, just about to drive us off, when we decided to listen, as it was marked 'A', meaning good quality. It was so good we processed it immediately, and called in the censors to listen just after we heard it."

The record had to pass U. S. Navy, U. S. Army and Royal Navy censors before being broadcast. The correspondents sent the film back by dispatch boat to the southern coast of England where it was either flown or speeded by motorcycle courier, along with official dispatches and newspaper correspondents' stories directly to SHAEF.

"George Hicks had a lucky break dispatching his film. As soon as he finished recording, his ship ran up a white flag and the dispatch boat pulled alongside, took the film and ran it back to England."

Rocket Base Raid

Each team had two machines, and Lt. Royston had eight at headquarters to be used for dubbing, reviewing, censorship, etc. One machine was used for each of the three broadcast channels out of London, broadcasting direct from the film recorder.

Lt. Royston ended his three-month tour of duty with SHAEF by accompanying an Allied raid on rocket ship installations in the Pas de Calais area, which he recorded and sent back to this country to be broadcast on CBS and Blue within 24 hours of the attack.

On Monday, June 19, Lt. Royston and Edward R. Murrow, European director of CBS, climbed into a B-26 Marauder accompanied by the plane's crew, a full load of bombs and an additional 350 lbs. of sound equipment. Mr. Murrow was to do the description, with Lt. Royston at the controls.

"We used up the full length of the runway," he said, "but with all that extra load we finally managed to get into the air. Everybody was on edge because we were to fly directly into a very heavy flak area, according to our briefing, and just the day before we had seen planes come in pretty well shot up from raids over the same spot.

Developing New Mike

"Our plane was second in formation so we could see the bombing of the lead plane as well as our own. As soon as we were over the target—a 70- or 80-foot platform like a ski jump, leading from an old farm house—the bombardier dropped his bombs and left the bomb bay doors open so Murrow could see what was happening and describe it."

The rush of air was terrific, he said, adding to the other background noises. There was no flak, however. There were evidences of hits on the target, but as Lt. Royston and the recording both reached this country before the pictures of the raid were developed, he does not know the results.

A special hand microphone is being developed, according to the Navy, which will eliminate background noises encountered in combat. It will be used soon in battle recordings.



Drawn for BROADCASTING *by Sid Hix*

"Today's Recipe Will Be An Omlet—Not Shirred Eggs, As Originally Announced!"

KTKC Change Granted

KTKC Visalia, Cal., last week was granted consent by the FCC for voluntary assignment of license from J. E. Richmond, Percy M. Whiteside, Homer W. Wood and the Visalia Publishing Co. doing business as Tulare-Kings Counties Radio Associates, to the same individuals and Morley M. Maddox and Charles A. Whitmore, who replace the Visalia Publishing interest. Operation continues under the same name. Messrs. Maddox and Whitmore, owners of Visalia Publishing, have been identified with the KTKC licensee through the interest of their company, which is voluntarily dissolving and liquidating. Visalia Publishing Co. has been publishing the Visalia *Times-Delta*.

Blue Adds Two

BLUE NETWORK, effective July 1, added two full-time Georgia affiliates, as members of the South Central Group, and available only as a package with WDAK Columbus, Ga. The two new stations are WRLD West Point, owned by Valley Broadcasting Co., and operated with 250 w on 1490 kc, and WGAA Cedartown, owned by Northwest Georgia Broadcasting Co., operating with 250 w on 1340 kc. The new additions bring the network total to 194 affiliates.



MAINEVILLE, OHIO . . . *"Of Such Is The Kingdom"*

Behold the portrait of a people's soul . . .
The lens has captured it,
Diffused and ill-defined,
In the soft sunshine of a Sunday morning.

Its substance is simplicity:
Just children and a church;
For children give the soul its life . . .
Church gives it residence.

Around these two, a town is built—
Some homes, a school, some stores and farms.
Into the soul are fused
Traditions of dim yesterdays
Remembered only in the graven granite
In the graveyard,
The bright hopes of unborn tomorrows,
And the living, freedom-loving spirit of today.

That's all there is to Maineville;
No gleaming crucibles of steel
Pouring their wealth into busy marts;
No mines burrowing into earth's riches;
No humming factories, no spinning turbines.
Just folks—just children and a church,
And the simple life of a quiet town,
Attuned to the proud beat of a nation's heart.

Quite unimportant . . . yes—that is,
To all except the few
To whom this place is home—
And to us, whom they have made to feel at home.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION

請購
American
戰時 Lungs
for
the Voice
of China
公債



THE Japanese regularly boast that the important transmitting station at Chungking has been destroyed, and China's war capital has thus been isolated.

But the photograph above shows one of the Chungking short-wave stations which is located in a mountain dugout—safe from air raids.

According to United China Relief, "Much of the transmission equipment used by China's XGOY and XGOX is made by Chinese technicians using American parts."

* * *

Naturally RCA workers were thrilled to see this picture showing the RCA-833-A, and to know that RCA tubes have found such an important place in the Chinese war effort. In expressing thanks to United China Relief for the use of this photograph, RCA urges your support of United China Relief and the important work it is doing.

* * *

The Magic Brain of all electronic equipment is a Tube . . . and the fountain-head of modern Tube development is RCA.

The tube shown in this photograph (which was supplied by United China Relief) is the famous RCA-833-A, a favorite in AM and FM stations throughout America.

時請購戰公債 BUY WAR BONDS

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

LEADS THE WAY . . In Radio . . Television . . Tubes . . Phonographs . . Records . . Electronics

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JULY 10, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

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what every sponsor should know

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Do you know how all income groups vary in their response to radio programs throughout the hours of the day? WOR, through its Crossley-prepared Continuing Study of Radio Listening, can show you how all kinds of people's listening fluctuates from period to period.

WHY CAN EQUAL RATINGS BE MISLEADING?

More and more smart sponsors realize today that equal ratings are rarely comparable. For instance, WOR recently showed a sponsor that while his rating was the same as that of a competitor's show, he was actually attracting 97,800 more listeners than the other sponsor.

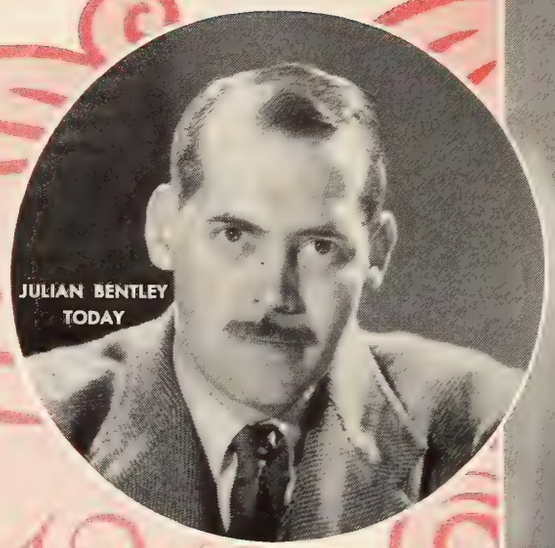
HOW DOES THE WEATHER AFFECT LISTENING?

How do rainstorms, blizzards, hot spells affect the listening people do? Two weeks out of every month Crossley, Inc. clocks the weather day by day as regularly as its personal interviewers ask people questions. This is an interesting radio angle that you should know more about.

Smart sponsors and their agencies make it a habit to check WOR regularly on what the Crossley Continuing Study of Radio Listening reveals about their shows. They know that WOR can tell them things about listening that nobody else can. And its answers invariably bring them a greater per-penny profit on every penny they invest.

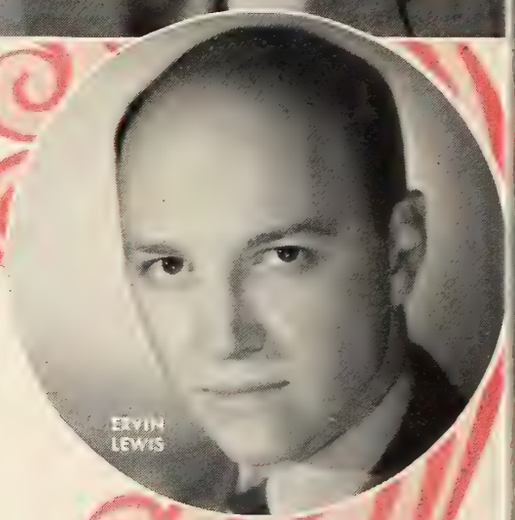
WOR

— that power-full station at 1440 Broadway, in New York





Advertisement number 4 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.



VETERAN EDITOR

Its no wonder radio listeners in Midwest America feel friendly toward WLS personalities. Most of them have been heard on the station for so long that listeners regard them as old friends. For instance, Julian Bentley, WLS News Editor, has been with the station for 14 years, since 1930. Ervin Lewis, Associate Editor, is a comparative newcomer with 6 years of service at WLS.

These friends of long standing are found not only in the news department. Many entertainers have been heard on WLS for 15 and 20 years. Executives, program staff, even the engineers boast 20-year veterans. And in this long association with the station and its audience, these people have learned to *know* the listeners, know what they like to hear and what will move them to act and *buy*. That's why *WLS Gets Results!*

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

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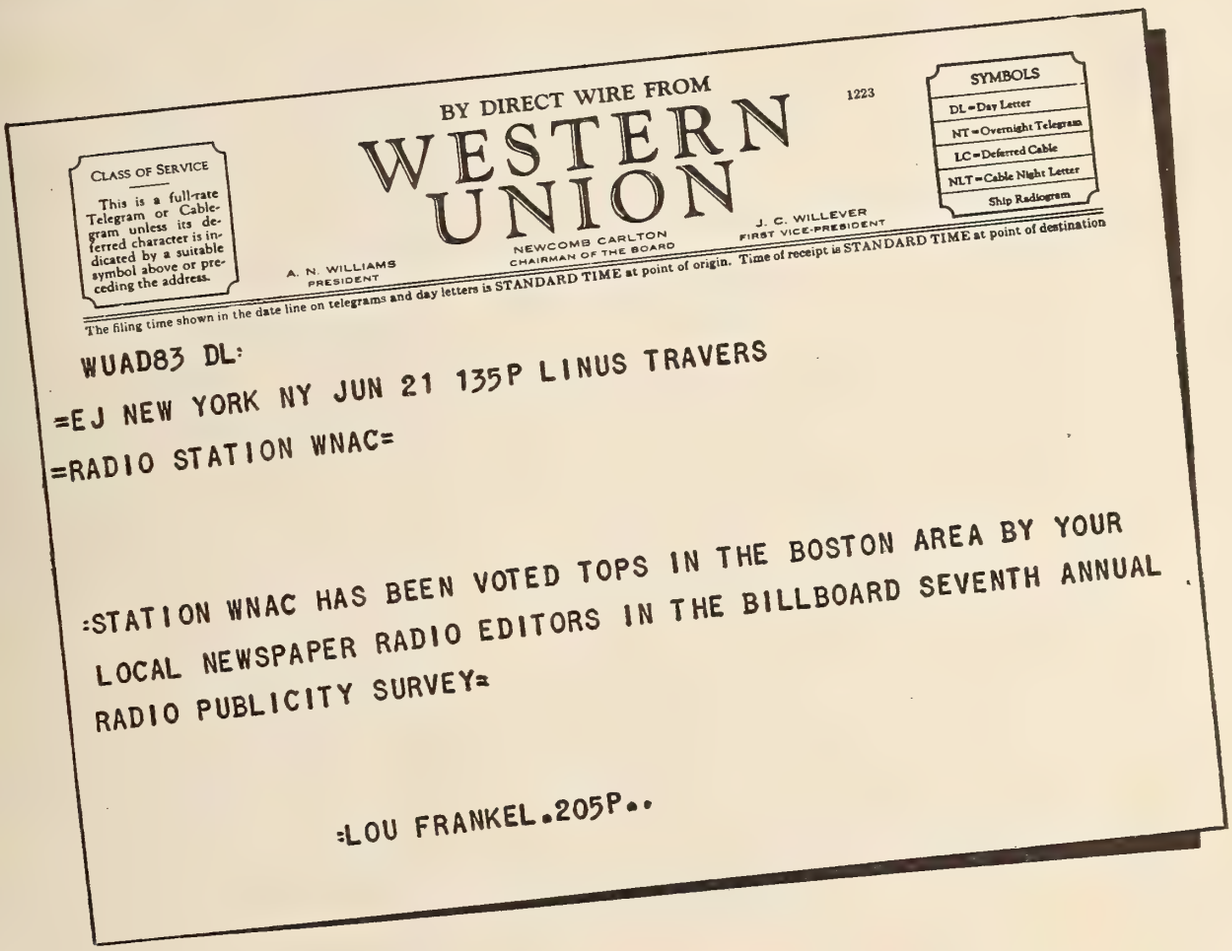
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"Tops in Publicity in the Boston Area"



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:LOU FRANKEL.205P..

— and thank you, Billboard,
for conducting the survey.



WNAC

Key Station of THE YANKEE NETWORK
Member of the Mutual Broadcasting System
Represented Nationally by Edward Petry & Co., Inc.

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In High Quality Microphones

for AM Broadcasting, FM Broadcasting and Television Sound

TWELVE years ago, RCA engineers startled the industry by announcing the development of a revolutionary new microphone, "the microphone without a diaphragm."

That microphone was the first velocity microphone—and, back in 1932, it was a daring innovation. There was some shaking of heads over the fact that it looked different, worked differently, and moved the pre-amplifier from the microphone case to the equipment rack.

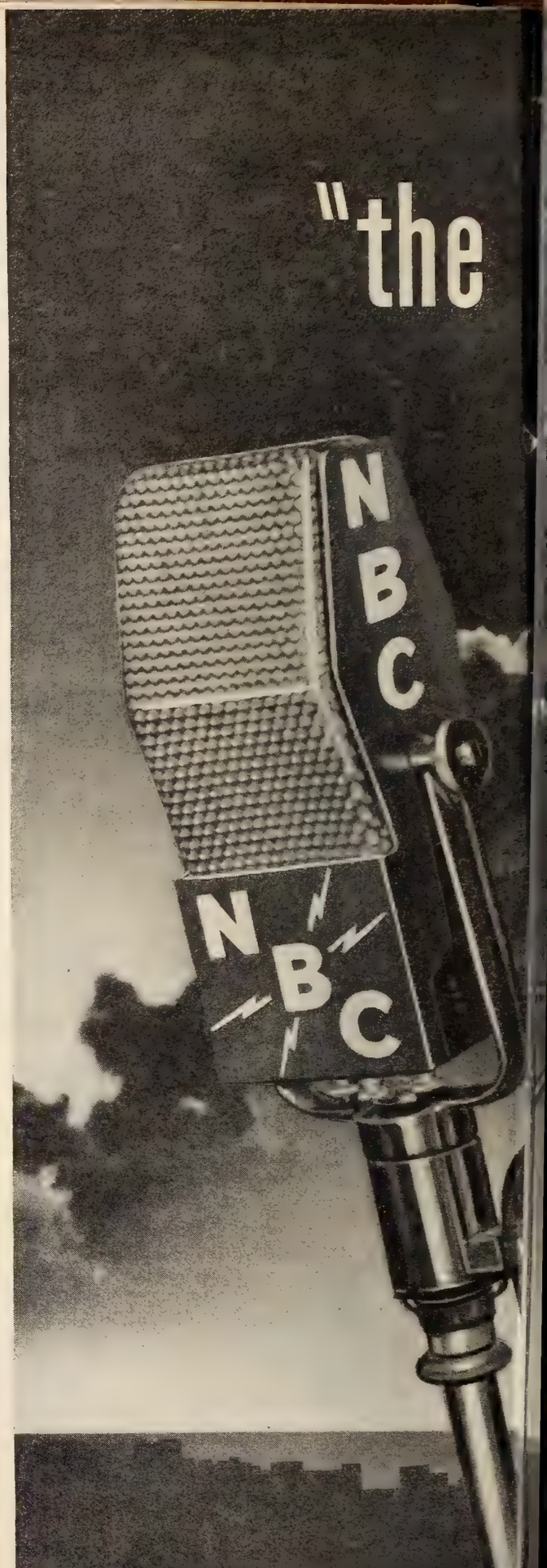
But, the broadcasting industry—which was just then moving into high gear—quickly found out that the Velocity Microphone was more convenient, more dependable and of far better quality than the condenser microphones then in use.

With one accord, broadcasters adopted the RCA Velocity Microphone for all high-quality pickups, and they have been using them in constantly increasing numbers ever since.

Meantime, RCA engineers, not content with the first velocity microphone, have gone on improving it. They designed new mountings, used new materials to achieve higher output, added new finishes. In 1935 they brought out the Uni-directional Microphone, a velocity-type microphone which has a single-sided pickup (as contrasted to the two-sided pickup of the standard velocity microphone). And in 1939, the "Combination" Microphone—a model which provides uni-directional, bi-directional or non-directional pick-up at the turn of a switch.

Today RCA broadcast microphones are the standard of the industry. Used by NBC, CBS, the BLUE and nearly all regional networks—as well as by most of the independent stations, large and small.

For the best in microphones—and the best in all radio equipment—look to RCA!



The RCA 44BX Velocity Microphone—favorite for high-quality studio pickups. A frequency response which (when used with RCA pre-amplifiers) is uniform from 30 to 15,000 cycles, makes the 44BX the ideal microphone for FM broadcasting and for high-quality AM broadcasting.

RCA

BUY MORE WAR BONDS

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

microphones the networks use"



The RCA 77-C1 Special-purpose Microphone. Provides a uni-directional, bi-directional or non-directional response as desired. Change from one to another by turn of a switch. Frequency response constant through entire operating angle. A combination of flexibility and quality which is unequaled.

The RCA 88-A Pressure Microphone. A rugged, non-critical unit — especially suited for remote pickups. Weighs only a pound, provides a high output level, has a moisture-proof, molded styrol diaphragm and a protecting wind screen. Response of 60 to 10,000 cycles makes it suitable for many studio uses as well as remotes.

KOIL Columbia, of course The Radio Buy of OMAHA

Fifth Avenue has its *Fashion Stores*





Omaha has its *Smart Shops*

Omaha keeps step with Fifth Avenue . . . . .

OMAHANS are definitely well dressed. On the average, Omahans spend more for clothing than residents of many larger cities.

The average Omaha family spends about $115 a year for ready-to-wear clothing or a total of over $8,000,000.

People who are clothes conscious are interested in articles that promote a high standard of living. Omaha's profitable retail market can be reached directly, daily through KOIL (Basic Columbia) at low cost. Investigate now.

AN ACTIVE RETAIL MARKET

Omaha's retail sales total over $175,000,000 per year.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha

5000 WATTS . . . 1290 KILOCYCLES

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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WFLA TAMPA NBC

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KWKH

50,000 WATTS

A Shreveport Times Station **CBS** Represented by the Branham Co.

THE *SELLING* POWER IN THE *BUYING* MARKET

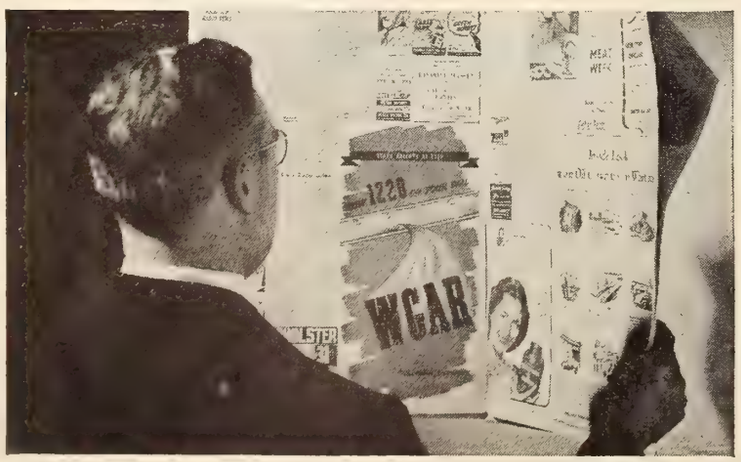
It happened at 1220



CONGRATULATIONS came thick and fast when Radio Station WGAR shifted to 1220 kilocycles, and included reports of better reception from listeners, as well as flowers galore.



ONE THOUSAND HANGER CARDS in Cleveland streetcars tell the WGAR story to more than one million riders per day for six months, with a new message each week.



NEWSPAPER READERS couldn't miss the smash announcement ads, some in two colors, that appeared in Metropolitan and rural papers during the week following the changeover.

MOVE from one side of town to the other, and friends still will locate you. But, change the wavelength of a radio station, and you can't simply leave a little note hanging at the old spot on the dial. That is why WGAR, the Friendly Station in Cleveland, went all out in a smashing campaign to post listeners on its recent shift to 1220 kilocycles.

Radio announcements, newspaper ads and streetcar hanger cards started people talking when, with humorous touch, they asked . . . "what's happening at 1220?" Then, in rapid-fire order at the changeover date, came the answer through those same media, plus giant painted boards, 24-sheets, truck signs, window and counter displays in downtown and neighborhood stores . . . through book matches, correspondence stickers, playing card giveaways, tent cards in restaurants and cards direct-mailed to select lists.



Free-Speech Mike

As one Clevelander put it . . . "you can't expose your ears or open your eyes without learning that WGAR has moved to 1220 on your dial!"



TWENTY-SIX NEWSPAPERS with combined circulation of more than one and one-half million carried 163 ad insertions throughout Northern Ohio.



STORE POSTERS featuring network stars were displayed prominently in 2300 retail food and drug outlets throughout WGAR's service area.

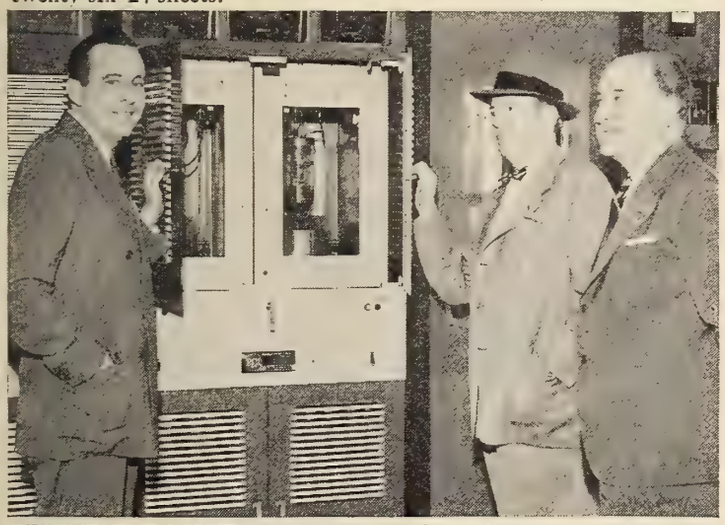




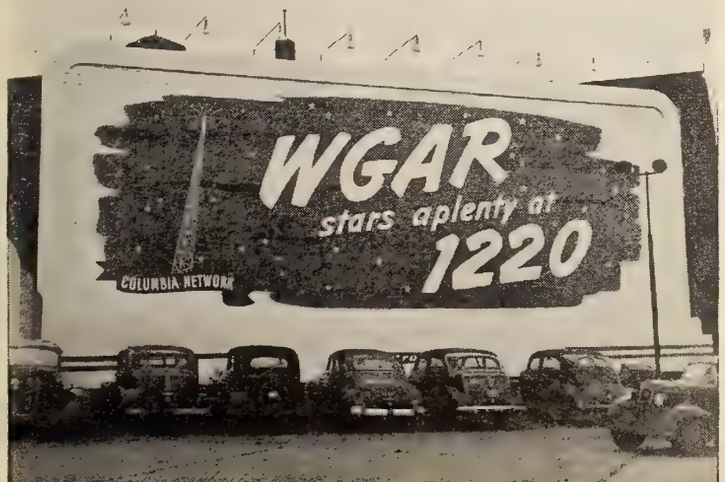
SPECIAL PROGRAMS by network talent, as well as live announcements, reminded listeners to make the switch on the appointed day and hour.



COLORFUL OUTDOOR ADVERTISING makes nearly one and one-half million WGAR impressions every 24 hours through one hundred twenty-six 24-sheets.



BEHIND THE MOVE to a better wave for WGAR were well-known radio men (left to right) John F. Patt, G. A. Richards and Leo J. Fitzpatrick.



EAST AND WEST on the city's two heaviest traffic arteries, giant painted boards flash the WGAR message to radio-minded Clevelanders.



TEASERS OPENED a 26-week car hanger card campaign, followed by changeover announcements and program promotion cards to run into the fall months.



175 TRUCK SIGNS carried the news of the change throughout the city and nearby counties.



Norm Siegel of the Cleveland Press said: "There's definitely improvement in WGAR's signal."



LISTENERS whose house or phone numbers are 1220 won playing cards, and two million WGAR matchbooks were distributed over cigar counters.

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTIN



RICHARD E. GOEBEL

President, Pacific Coast Advertising Co., San Francisco

Says—"We've found that spot broadcasting reaches *most* of the people, *most* of the time."

●Bravo, Mr. Goebel! After all is said and done, that's the final and ultimate discovery about spot broadcasting. After twelve years of closest association with the medium, even we are still being constantly surprised that spot broadcasting can sell men's clothes, for instance, at times when "only women are listening"—can sell foods and other feminine interests at *any* hour of the day or night, and even on sports programs!

●What's the answer? We're sure we don't know, unless it's that spot broadcasting simply does reach a lot of people, all the time! More people per dollar, certainly. Plus the fact that, whether you're buying a 20-second break or a full hour's program, you've got all the listener's attention while you're on the air—you're not competing with other advertisers on the same "page".

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WCBM	BALTIMORE
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WIS	COLUMBIA
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KECA	LOS ANGELES
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Since May, 1932

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BROADCASTING
and
Broadcast Advertising

Vol. 27, No. 2 WASHINGTON, D. C., JULY 10, 1944 $5.00 A YEAR—15c A COPY

Fight Looms for Postwar Shortwaves

Federal Ownership Urged in Some Quarters

By BILL BAILEY

CONTROL of international shortwave broadcasting following the war looms as a major political issue, with several Government agencies, including the FCC, Office of War Information and Coordinator of Inter-American Affairs reportedly advocating some form of continued Government supervision of the nation's shortwave stations.

Shrouded in official secrecy, the move to perpetuate Government control over international broadcasting is said to be headed by FCC Chairman James Lawrence Fly, who also is chairman of the Board of War Communications and a member of the State Dept. Committee on Postwar Telecommunications.

Reliable sources, however, held that no action would be taken, despite purported pressure by the FCC, OWI and CIAA, until the field of international communications is probed to its innermost depths. To that end 200 or more radio and communications experts will be called to Washington in the near future for conferences on the overall communications picture. Information gleaned from them will help to guide the State Dept. in formulating this country's policies to be presented at the first world conference on telecommunications after hostilities cease.

IRAC Report

Because of the worldwide problem of allocations which will arise in the postwar period, the Interdepartment Radio Advisory Committee made up of Government experts, has been working for months on proposed allocations to be considered at the impending world conference. IRAC is understood to have submitted a report to the FCC, BWC and State Dept. Committee a fortnight ago.

Adding to the allocations problem is the fact that more than 1,600 international shortwave stations have operated since the war on something like 900 or more frequencies, ranging from 2312 to 42,500 kc, according to competent estimates. In addition several foreign FM stations, as well as those in the U. S,. have been operating in the band above 42,500 kc.

Although it was pointed out that many of the 1,600 stations which have been on the air pouring out propaganda for a score or more of countries have been destroyed in war zones, the problem of allocating certain frequencies to each nation is one which will require not one but several world conferences.

Must Keep in Step

Advocates of Government-controlled shortwave stations in the future point out that the U. S., prior to the war, was the only nation in the world with privately-operated stations. They contend that in the postwar period all international broadcasting of other countries will be controlled or operated by respective governments, and that the United States, to keep in step, must do likewise.

On the other hand there are, in Government, agencies which abhor any kind of Government control over private industry. They contend that America has been built on the foundation of free enterprise, as defined in the Constitution, and that Government operation of international broadcasting would be a definite step towards control of speech and the press, not only on an international basis but domestically as well.

At the outbreak of war seven corporations owned and operated America's international shortwave stations. Under wartime agreements reached in the fall of 1942, time of all U. S. shortwave stations (21 at that time) was leased to the OWI and CIAA, OWI programming two thirds and CIAA the other third. The agreement calls for return of all stations to the private owners after hostilities cease.

In the meantime OWI has planned a total of 36 international shortwave stations, 30 of which have been completed, the remaining six still under construction. Additional stations have been built by Defense Plant Corp. under supervision of the private licensees [BROADCASTING, March 13]. Under contract arrangements the private firms have options to acquire the stations, including land, after the war.

The seven firms in whose names the international shortwave stations are licensed are: Associated Broadcasters, also licensee of KSFO San Francisco; CBS; Crosley Corp., Cincinnati, licensee of WLW; General Electric Co., Schenectady; NBC; Westinghouse Radio Stations; World Wide Broadcasting Corp., Boston.

Under Government direction the shortwave stations operate on various frequencies, depending on the time of broadcast and the areas to be reached, at times using as many as 90 frequencies. James O. Weldon, chief of the OWI Bureau of Communications Facilities and a veteran radio engineer, is in charge of shortwave operations [BROADCASTING, May 29].

Protecting Investments

In the study of international communications, several schools of thought have arisen as to the most feasible operation of shortwave broadcasting. Those firms which have pioneered in shortwave broadcasting have tentatively lined up proposed commercial networks of standard or medium wave stations in other countries to pick up shortwave programs from America and rebroadcast them over AM stations. Such arrangements have been predicated on the understanding that American broadcasting would continue in peacetime under private operation, thus providing through free competition the best of entertainment.

To protect their investments, made over a period of years, the pioneers in international broadcasting are understood to be planning vigorous opposition to any movement leading to Government domination of that branch of the industry.

One school of thought advocates point-to-point relay with standard band stations in foreign countries rebroadcasting shortwave programs from America and vice versa. Apropos that plan, however, Edwin K. Cohan, technical advisor of World Wide Broadcasting Corp.,

(*Continued on page 28*)

New Manpower Rules Easing Station Employment Problem

High Level of Stability in Personnel Noted As Hiring Goes Under Government Service

By JACK LEVY

WITH all radio stations under manpower ceilings and hiring of replacements under the control of the U. S. Employment Service, it appeared last week that broadcasting operations had reached the highest level of stability since the outbreak of war.

New War Manpower Commission regulations, placed in effect July 1, while designed to give the maximum protection to producers of critical war items, will benefit radio as an essential activity through restriction of job referrals on less essential and nonessential enterprises.

A cursory survey of stations indicates that many broadcasters are in a better position today as far as manpower problems are concerned than they have been in a long time. Several large stations told BROADCASTING their personnel situation was "fortunate". Others reported only minor employment needs in the way of office or general workers.

Several broadcasters said their problems were largely alleviated when Selective Service regulations issued in May lifted the pressure on men over 26 in essential activities, many of whom were soon to be inducted or in the process of induction. Stations have had an opportunity since that time to make staff adjustments, employing women to fill vacancies and in quite a few cases hiring or rehiring discharged veterans.

Inquiries to stations regarding

(*Continued on page 64*)

FCC Approves WJJD Sale to Field; Randau Heads Station; Harre Manager

MARSHALL FIELD, sole proprietor of the *Chicago Sun* and of *PM*, last week became the owner of WJJD Chicago, with the FCC's approval of his acquisition of control of the station's stock from the Atlass family for approximately $700,000.

With the purchase of the remaining outstanding preferred stock, the cost will be approximately $750,000. Purchase of control was



Mr. Field



Mr. Harre

from Ralph L. Atlass, who also operates WIND Gary-Chicago; H. Leslie Atlass, vice-president of CBS in charge of central division operations, and Ralph Louis Atlass, son of Ralph L. Atlass. Philip K. Wrigley, chewing gum manufacturer, was a minority stockholder, along with others.

WIND Move Approved

Application for transfer of WJJD to Mr. Field was filed last March. The station operates on 1160 kc with 20,000 w limited time. KSL Salt Lake City is the dominant station on the clear channel.

The contract for sale also calls for an adjustment in price for any increase or decrease in net worth of the station between Jan. 31, 1944, and the accounting date established. It is understood there will be an adjustment upward.

Ralph Atlass and his associates will continue operation of WIND, which at the same time was granted a modification of its license to change its main studio location to Chicago so the station hereafter will be identified as Chicago instead of Gary. Commissioner Walker voted "no" on the Chicago move.

Mr. Field also has pending before the FCC an application for purchase of WSAI Cincinnati from the Crosley Corp. for $550,000. This transaction, like the WJJD deal, stems from the FCC's regulation against dual ownership of stations in the same or overlapping areas, since Crosley also operates WLW in Cincinnati. He also is understood to be considering other station acquisitions.

Clem Randau, business manager of the *Chicago Sun* and former United Press executive, will be in supervisory charge of WJJD operations. The station will continue to maintain headquarters at 230 N. Michigan Ave. WIND, under arrangement with the Field organization, temporarily will use studios at that location until such time as a move can be made with the lifting of restrictions on materials.

"We are going to continue as is," Mr. Randau declared following the FCC action. He formally announced that Arthur Harre, commercial manager of WJJD, has been named manager. Officers are Mr. Field, president; Mr. Randau, vice-president; and Carl Weitzel, manager of the Field Chicago properties, as secretary-treasurer. These officials also will serve as the board of directors.

Lockheed Sponsors

LOCKHEED Aircraft Corp., Burbank, Cal., will sponsor *A Man Named 'X'* on 72 CBS stations starting July 10. The half-hour dramatic show dealing with the activities of the FBI takes to the air in the latter half of the *Lux Radio Theatre*, 9:30 p.m. for an eight-week run. It has not yet been decided where the show will be placed after that period. Agency is Foote, Cone & Belding, New York.

WMPS, Baptist Church Pact Contemplates Sale

PAVING the way for ultimate sale of WMPS Memphis, in compliance with the FCC's "duopoly" regulations, Memphis Broadcasting Co. and the First Baptist Church of that city have entered into a new contract under which the church will be accorded one hour and 45 minutes per week of time instead of previous provisions in perpetuity, guaranteeing it 5½ hours per week. The new contract involved, in exchange for the recapture of time, payment of $15,000 to the church. Instead of 5½ hours on Sunday, the new 99-year contract specifies an hour and one-half, with 15 minutes on Wednesdays and five one-minute spot announcements per week.

Because of the affiliation of WMC Memphis with the Scripps-Howard organization which, through Scripps-Howard Radio, owns WMPS, the latter station will be sold under the FCC's rule banning multiple ownership in the same areas. A number of bids have been received, it is understood. WMPS operates on 1460 kc with 1,000 w local sunset and 500 w night.

'Freshie' Spots

SUNWAY FRUIT Products, Chicago, "Freshie" dehydrated beverage base, begins sponsorship of a spot campaign, introducing the product to the civilian market for the first time after extensive sale for army use overseas, July 17 on WOR New York and July 10 on WGN Chicago, using one announcement daily until Sept. 1. Fall and winter schedules will be expanded. Agency is Sorensen & Co., Chicago.

Golf Match Sponsored

GEORGE S. MAY Co., industrial engineers, Chicago, is contracting for the full 130 station NBC net for broadcast of the annual Men's Open Amateur & Professional Golf Tourney, Tam-O-Shanter Golf Club, Chicago, Aug. 22-27, featuring Bill Stern. The whole package is estimated at $14,000. Agency is Jim Duffy Inc., Chicago.

Signal Oil Spots

SIGNAL OIL Co., Los Angeles, in a concentrated campaign, in early July started using an average total of 180 transcribed announcements per week on more than 35 Pacific Coast stations utilizing those in major market areas. Agency is Barton A. Stebbins Adv., Los Angeles.

Bond Bread Spots

GENERAL BAKING Co., New York, in addition to an expanded spot campaign for Bond Bread on 35 stations in New England and New York, [BROADCASTING, June 19], is also using spot announcements on some 40 stations throughout the Midwest, Southeast and South. BBDO New York handles advertising in New England and New York, Ivey & Ellington, New York, in the South and Southeast, and Mitchell-Faust Adv. Co., Chicago, in the Midwest.

WBTA to MBS

WBTA Batavia, N. Y., on July 16 becomes a fulltime affiliate of Mutual. Station is operated by Batavia Broadcasting Corp. with 250 w on 1490 kc.

1903 Daniel Joseph Danker 1944



DANIEL JOSEPH DANKER, 41, Pacific Coast vice-president and a director of J. Walter Thompson Co., Hollywood, and one of the best known agency executives in the country, died suddenly July 5 following a midnight heart attack at his Beverly Hills Hotel apartment. With him was his wife, Mrs. Lorena Layson Danker, former Warner Bros. actress.

Mr. Danker had just returned from a 30-day vacation and reported to his office for the first time that day. He seemed in good health up to time of his death. Familiarly hailed as "Danny", he was known for years as the unofficial Mayor of Hollywood because of wide acquaintance with those in films and radio, as well as advertising. Besides his wife, a daughter, Suzanne, 7, survives.

Henry Stantion, Chicago executive vice-president of J. Walter Thompson Co., arrived in Hollywood July 8 to take over operation of that office temporarily.

One of the best-known radio figures on the Coast, Danny Danker was born March 14, 1903 in Boston. He received his early education at Phillips Exeter Academy and his A.B. from Harvard in 1925. He was one of the 10 young college men chosen by J. Walter Thompson that year as apprentices.

When he came to Hollywood as the agency's representative two years later, he was only 24. There was little commercial broadcasting in those days. In early 1930 he established offices in downtown Los Angeles and worked on the Goodrich, Balto Dog Food and other accounts.

He handled the Rudy Vallee show, then sponsored by Fleischmann's Yeast, in 1933, starting the guest artist vogue. Among other early programs for which he was in large measure responsible and which are still on the air are *Lux Radio Theatre*, *Kraft Music Hall*, and *Chase & Sanborn Hour*.

Danny Danker became a Thompson vice-president in 1937, one of its youngest executives. Talent buying was just one of his functions, however. For a long while he was regarded as Hollywood's No. 1 radio talent buyer.

Local Coverage to Feature Convention

Home Delegates Interviews Are Planned

LOCAL NEWS angles and interviews with home-state delegates will emphasize radio's on-the-spot coverage of the Democratic National Convention which opens July 19 in the Chicago Stadium, three weeks from the day that radio listeners heard Republican Thomas E. Dewey accept the nomination of his party from the same Stadium.

Taking their cue from scores of commendatory letters, telegrams and personal plaudits, broadcasters are planning to supplement network coverage, which will take in the general proceedings, with "home-flavored" news, sidelights, features and descriptive material by commentators and announcers usually heard from their home towns. Direct pickups, transcriptions and overhead telegraphic copy will be utilized by the individual stations. (List of station correspondents on page 26).

Two Network Spots Daily

Network coverage of the Convention, from the call to order of the opening session at high noon July 19 and continuing until the Convention's adjournment after it has selected the party's Presidential and Vice-Presidential candidates, will generally follow the same pattern as that of the Republican National Convention.

As decided upon at a conference in New York last Thursday between J. Leonard Reinsch, Radio Director of the Democratic National Committee, and news executives of the four nationwide networks, the joint broadcasts will start at noon CWT and continue for an hour and the evening broadcasts will start at 9 p.m. CWT and continue for approximately two hours. Broadcast of any session may be extended past the scheduled time if events should warrant such extension.

Opening broadcast Wednesday afternoon will include the address of welcome to the delegates by Mayor Edward Kelly of Chicago, followed by a speech by Scott Lucas, Senior Senator of Illinois, and an address by the Democratic National chairman, Robert E. Hannegan, outlining campaign issues and party policies.

The Wednesday evening Convention broadcast will bring to listeners at home an address on the part women will play in the coming campaign, by Mrs. Charles W. Tillett of North Carolina, assistant chairman of the Democratic National Committee. This will be followed by the installation of the temporary chairman of the Convention, Gov. Robert Kerr of Oklahoma, who will deliver the keynote address.

Thursday afternoon session will cover presentation of the Convention's permanent chairman, Sen. Samuel Jackson of Indiana, and his address to the assembly, following which the Committee on Platform and Resolutions will make its report.

Balloting Thursday

Thursday evening session broadcast will open with an address by Mrs. Helen Gahagan Douglas of California. Following a second address by a speaker who has not been identified by the Committee, the chairman will call the roll for nominations for President, which will be broadcast as well as the subsequent balloting.

If the balloting for President is not prolonged, there is a possibility that the Vice-Presidential nomination also will be completed that evening, the convention winding up its work in a two-day meeting. Whether this develops or whether the Convention carries over into Friday sessions cannot be predicted at this time.

If President Roosevelt is again chosen as the standard bearer for the Democratic party, the political dopesters predict that he will not fly to Chicago, but that he will broadcast his acceptance speech to the Convention—and the nation—from Hyde Park.

Women's Director Named

In addition to the joint broadcasts from the Convention floor, each network is planning special programs. Schedules have not been completely worked out as yet, and probably will be announced during the coming week.

Probably several broadcasts will originate at the sessions of the campaign school for women delegates to the Convention, which will be conducted by Mrs. Tillett and other party women leaders, from the women's division headquarters in the ballroom of the Stevens Hotel.

Women's broadcasts from the convention will be handled by Betty Goodwin, who has been appointed Director of Women's Features for Radio for the Democratic National Committee. Miss Goodwin in 1936 covered the women's angle of the national conventions for NBC.

Mr. Reinsch, who is on leave from his post as managing director of the Cox stations (WHIO WSB

(*Continued on page 56*)



RADIO NEWS COVERAGE of the Democratic National Convention was discussed in Washington last Monday (July 3) when the Radio Correspondents Assn. Executive Committee, met with Paul Porter, Publicity Director, and J. Leonard Reinsch, Radio Director, of the Democratic National Committee. Seated (l to r): Mr. Porter, former CBS Washington counsel; Earl Godwin, president of the Association and Executive Committee chairman; Mr. Reinsch, managing director of the Cox stations (WHIO WSB WIOD). Standing (l to r): Richard Harkness, Committee vice-chairman and NBC commentator; Rex Goad, secretary, chief of Transradio's Washington Bureau; Fred W. Morrison, ex officio member, assistant to Fulton Lewis jr., MBS commentator; Bill Costello, treasurer, CBS commentator; D. Harold McGrath, U. S. Senate Radio Gallery superintendent, in charge of the Democratic Radio Gallery.

Radio Finds Niche in News Coverage

GOP Convention Lays Foundation For Future Job

By D. HAROLD McGRATH

Superintendent, Senate Radio Gallery

RADIO has found its niche in the news coverage field. As a result of its on-the-spot job at the Republican National Convention, the broadcasting profession in the future may well be expected to cover, side by side with newspaper representatives, outstanding news events of general interest.

Attendance a Question

The story of radio's first big spot political coverage goes back to December 1943 when seven men gathered around the desk of Earl Godwin, Blue Network commentator and president of the Radio Correspondents Assn. They met to determine, if possible, how many radio news persons would attend the 1944 Republican National Conventions.

Attending, besides Mr. Godwin, were: Richard Harkness, NBC commentator; Rex Goad, chief of Transradio's Washington Bureau; Fred W. Morrison of Mutual, assistant to Fulton Lewis jr.; Wells (Ted) Church, Radio Director of the GOP National Committee; William Vaughan, acting superintendent of the House Radio Correspondents Gallery, and the writer. Comprising the Radio Correspondents Assn. Executive Committee were Messrs. Godwin, Harkness, Goad and Morrison. They had just been officially apprised that both the Democratic and Republican National Committees had approved the Executive Committee as the supervising body over the radio news galleries at the respective conventions.

Two big questions confronted us. How many stations would ask for seats at the conventions? How many would attend? There was little experience on which to predicate a decision. Since 1916, the newspaper world, utilizing the Standing Committee of the Congressional press galleries, could make its needs known through the Standing Committee as soon as convention sites were chosen.

Radio Given Recognition

Radio's problem was different. Only once before—in 1940—had recognition been given radio as a news gathering medium by either political party. Prior to that, dealings were direct between the national political committees and networks.

In 1940, almost at the last minute, the Republican National Committee recognized the newly-organized Radio Correspondents' Assn. and over the protests of many newspapers allotted to radio 40 of

(*Continued on page 60*)

WMT-WOL Swap Approved by IRT

Craven Named to Head Personnel of Both Stations

ADVISED in a formal ruling by the Internal Revenue Bureau last Friday that even-up exchanges of broadcasting stations fall within the purview of "exchange of like property" under the revenue regulations, licensees of WMT Cedar Rapids and WOL Washington last week completed arrangements for a "swap" of the properties. Applications will be filed with the FCC probably today (July 10).

The transaction, which will give the Iowa Broadcasting Co., operated by the Cowles newspaper and radio interests, a Washington outlet had been completed on a tentative basis and only the Internal Revenue Bureau ruling was awaited prior to the filing of the necessary petitions with the FCC. The ruling held that under paragraph 112 (b) (1) of the Internal Revenue Code, an exchange of like property for productive use in trade or business can be made on a tax-free basis provided there is no gain or loss. This ruling creates a precedent in radio transactions.

Others Pending

Two other exchange arrangements now are pending before the Commission—one involving even-up exchange of KTBS Shreveport for KTHS Hot Springs [BROADCASTING, May 22]. The other, filed last week, proposes exchange by the Journal Co. of Portland, Ore., of its one-fourth interest in KOIN Portland for a two-thirds interest in KALE Portland [see story on this page].

Petitions to be filed with the FCC will provide for the exchange of ownership of WMT by the Iowa Broadcasting Co. for WOL owned by the American Broadcasting Co. Action normally would be forthcoming within 60 days.

Under the contract each station applies for the assignment of licenses to the other. Each company will sell the other its transmitter and studio equipment at book value, with certain items excluded. It is understood the WOL equipment is valued at approximately $38,000 and that of WMT at about $35,000, which would mean a payment to American Broadcasting Co. of the differential of about $3,000.

It is expected that announcement will be made by both sides that personnel of the stations will not be disturbed. T. A. M. Craven, former member of the FCC, who took over July 1 as vice-president of Iowa Broadcasting Co. in charge of eastern operations, is expected to become general manager of WOL under its new ownership. William B. Quarton, general manager of WMT, will remain in that capacity, with personnel not otherwise disturbed.

IBC, headed by Gardner Cowles Jr., Des Moines publisher and broadcaster and his brother John Cowles, publisher of the *Minneapolis Star Journal*, also has contracted to purchase WHOM Jersey City and WCOP Boston for $350,000 and $225,000, respectively. These transactions likewise await FCC approval.

The Cowles interests also operate WNAX Yankton and KRNT and KSO Des Moines. The latter station has been sold, subject to FCC approval, to Kingsley H. Murphey of Minneapolis for $275,000. The fact that KRNT, at least in some measure, covers the same territory as WMT, probably had a bearing on the IBC decision to dispose of WMT.

Washington probably will become one of the most competitive radio areas in the country with completion of the WOL transaction and the pending WINX sale to the *Washington Post* for $500,000. NBC owns WRC and CBS owns WTOP. WMAL, Blue outlet, is owned by the *Washington Star*, Washington's sixth station, WWDC, is controlled by Joseph Katz of Joseph Katz Co., Baltimore advertising agency.

Tax aspects of the WOL—WMT transaction were handled by Alvord & Alvord, Washington tax attorneys. Iowa Broadcasting Co. is represented by Segal, Smith & Hennessey and American Broadcasting Co. by Herbert M. Bingham, Washington attorney.

William B. Dolph, executive vice-president of American Broadcasting Co., would continue in that capacity with the acquisition of WMT. He would direct the station's policies probably retaining his headquarters in Washington. President and principal owner of American is Mrs. Helen Mark, of Washington.

WMT, a basic CBS and supplementary MBS outlet, operates on 600 kc. with 5,000 w fulltime. It maintains studios in Waterloo as well as Cedar Rapids. WOL is on 1260 kc. with 1000 w and is Washington outlet for MBS.

WTAD Sold to KGLO; WORD Acquired by Bryan and Davis

Third Proposed Transaction Involves Exchange Of KOIN 25% for KALE Two-Thirds Interest

THREE transactions involving changes in station ownership were completed last week, subject to FCC approval. They are:

Sale of WTAD Quincy, Ill., by W. Emery Lancaster, broadcaster and attorney, to Lee Broadcasting Inc., controlled by Lee Radio Inc., licensee of KGLO Mason City, Ia., for $487,500.

An even-up exchange by the Portland (Ore.) Journal Publishing Co. of its ¼ interest in KOIN Portland, for the ⅔ interest in KALE held by C. W. Myers, president and controlling stockholder of KOIN, and Mrs. Josephine Hunt.

Sale of WORD Spartanburg, S. C. Blue outlet by Spartanburg Advertising Co. to Joseph M. Bryan, vice-president of the Jefferson Standard Life Insurance Co., Greensboro, and Smith Davis, head of the Smith Davis Co., newspaper and station financiers, Cleveland, for $58,500.

The latter two deals are "duopoly" transactions, brought about by the FCC's rule banning dual ownership of stations in the same or overlapping areas. A half-dozen others, falling in the same category, are in negotiation while the FCC has pending some two-score applications involving station sales or transfers, about half of which have to do with the "duopoly" rule.

The Quincy transaction involves purchase of the capital stock of Illinois Broadcasting Corp. by Lee Broadcasting Inc., for the gross figure of $487,500. The net price, however, is said to be about $100,000 less, inasmuch as Illinois now has approximately that amount of cash surplus available for distribution to purchasers of the stock if and when ownership is acquired. WTAD, operating on 930 kc with 1,000 w, is a CBS outlet.

Lee Broadcasting is a newly formed Illinois corporation in which the majority stock is owned by Lee Radio Inc., which operates KGLO, also an affiliate of CBS. KGLO was formerly owned by the *Mason City Globe Gazette*, a member of the Lee syndicate of newspapers in the Middle West. Certain of these newspapers have radio affiliations.

Minority stockholders of Lee Broadcasting Inc. include Lee P. Loomis, president and a principal stockholder of Lee Radio Inc.; Francis C. Eighmey, manager and minority stockholder of Lee Radio Inc., who directs KGLO; and Clifford Yewdall, Certified Public Accountant of New York. Application for FCC consent to transfer the stock will be filed with the FCC by July 25.

In the Portland transaction, the *Journal* Co. becomes 100% owner of KALE, MBS-Don Lee outlet 1330 kc with 5,000 w. Mr. Myers, who has directed the operations of both

(*Continued on page 66*)

Overtures to End Disc Case Begun

WLB Anxious for Compliance; No Desire to Seize

STRENUOUS efforts to effect compliance with the War Labor Board's order terminating the two-year-old strike of musicians against the Victor and Columbia recording companies were in progress last week as James C. Petrillo, president of the American Federation of Musicians, continued to ignore the WLB mandate.

No Desire to Seize

While neither the Board nor the parties to the case would authorize any statement on their positions, BROADCASTING learned that negotiations are being conducted behind closed doors to settle once and for all the recording controversy and that there is a possibility the issue may be resolved in the next few weeks.

WLB, it is believed, has little desire to apply the drastic measures which would be necessary to force compliance. It has little disposition to seize the recording companies or put the Government in the music business to enforce its authority. Mr. Petrillo has declared the Board "has no power to force us to go back to work for these companies".

Petrillo Must Act

One of the principal obstacles to compliance, it appears, is the Board's firm policy that differences between employer and employe cannot be negotiated at its direction as long as a strike is in progress. Mr. Petrillo, the Board ruled, must first withdraw his ban on making records and negotiate afterwards.

But Mr. Petrillo has repeatedly said he will not send his musicians back to work without a contract and the AFM convention last month unanimously voted that its membership would not accept terms and conditions other than those prescribed in the Decca-World and "Four Employer" contracts.

Board's Problem

WLB's problem, obviously, is to prevail upon Mr. Petrillo to conform to its accustomed procedure in handling disputes, which would seem to be a small concession in comparison with the concessions the Board made in virtually ratifying his existing "employment fund" contracts and prescribing contracts involving the same principle for Victor and Columbia. In that endeavor, the Board will have to exercise the full weight of its prestige.

In the meantime, the formal opinion on the case, which is expected to clarify that part of the Board's order requiring the recording companies to make escrow payments to "a fund", was still being awaited. Officials were unable to say definitely when the opinion will be issued.



MacFarlane Travelled With "Monty"



The British garrison had been driven out of Tobruk. Beaten and battered back to El Alamein. MacFarlane waited with the 8th Army for Rommel's drive on Suez. The world waited for the news that the British had lost Egypt.

MacFarlane saw the miracle of the 8th Army's response to Montgomery's order, "Attack!"

It is this background of living and fighting with "Monty"and his men that gives MacFarlane's broadcasts about the British on the invasion front so much force, so much truth.

It is this once living where news is made that helps MacFarlane call the news that is to come, with such uncanny accuracy.

He's called the turn on Turkey before Winston Churchill. He tagged Spain's real objective before Franco moved. There are a dozen more examples.

Ian Ross MacFarlane is another W-I-T-H exclusive.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

Saipan Tale Told Despite Dust Clouds

Marines Fight Elements Recording Story of Pacific Battle

By MARY ZURHORST

AT SAIPAN on D-Day, Lt. Larry Hays, USMC, writer and announcer, and producer of *The Halls of Montezuma,* and T/Sgt. Keene Hepburn ferried their wire recorder to a reef lying directly in line of operations. Preceding the first wave of invaders, they recorded for two full hours a description of the invasion and naval bombardment.

This recording was the climax of a series by Lt. Hays and Sgt. Hepburn giving the overall picture of one unit as it goes into an amphibious operation. The wire and Presto recordings were flown 10,000 miles to Marine Corps Headquarters in Washington by the men who made them, arriving last Monday night.

CBS used the record of Saipan D-Day at 11:30 p.m. Monday immediately after it was processed for security and quality by the Marine Corps. Other networks planned to broadcast it throughout the week. The other recordings were being processed last week and were to be used on several network programs as soon as they could be released.

On the Bridge

With an 18-month-old wire recorder with which Sgt. Hepburn had recorded the landings at Namur on Kwajalein, and a portable Presto unit, both comprising about a ton of equipment, Lt. Hays and Sgt. Hepburn left with the Marine unit from an advance base in the Pacific, to proceed to Saipan.

First recordings were made from the signal bridge where the wire recorder, operating with special plugs made aboard the transport so the unit could use the ship's 110 ac power, caught a mock air attack staged as a practice raid. They also recorded the ship's anti-aircraft practice, and got several interviews with crew members.

On the night before the unit went into battle, the two men recorded a community sing below decks, two religious services, and an interview with twin Marines from Brooklyn. As the interview was ending, the ship's signal screamed battle stations and action began.

On D-Day the wire recorder was transferred to a patrol boat which landed on the reef before the combat forces reached the beachhead. On one side were Japanese mortars on the island, on the other side the tremendous spectacle of the U. S. fleet shelling enemy positions, and in front of the reef streamed an endless mass of invaders. From this vantage position the Marine team recorded the battle for Saipan.

Because the smallest assembled unit of equipment weighed over 160 lbs. and was not easily portable, Lt. Hayes went in to the beach and got a close-up picture of the fighting going on there and returned to the reef to record his descriptions. His boat was shelled repeatedly.

On the night of D-Day plus 1 more naval bombardment was recorded. On D plus 2 the equipment was moved into the beach to a spot which had been secured and could be used as headquarters. Then the batteries ran down and there was no transportation available at the time along the beach. For three days no recordings were made.

Clouds of Dust

"In desperation," Lt. Hays told BROADCASTING, "Sgt. Hepburn and I canvassed the transports for batteries. Finally a Navy lieutenant in charge of radio on one of the ships gave us four 6-volt batteries, each weighing 40 to 60 lbs. In that tossing ocean we had to transfer the batteries six times from one type boat to another."

Once on the island, the recording team had to fight the clouds of dust that clogged up the open reels of the recorder and the microphones. "If it weren't for Sgt. Hepburn's endless care and technical skill, there wouldn't be any recordings," Lt. Hays said. The sergeant had no previous radio experience.

"We tried everything to keep dust out of the equipment," Sgt. Hepburn said. "Lt. Hays covered the mike with his helmet—it was just a regular studio mike—and sometimes he broadcast with a cloth covering his nose and mouth with the mike under the cloth. But the dust and wind still came through. And we had a lot of trouble with rust, too. That got around the coils of the wire spools and made the wire brittle, but didn't seem to affect quality."

On Saipan, they recorded interviews with war correspondents, many combat personnel "from privates to generals", on-the-spot descriptions of battle action from air bases, and naval bombardment. Sgt. Hepburn figured out a way to strap the wire recorder into the rear cockpit of a "grasshopper" artillery spotting plane, and Lt. Hays flew with Capt. Don Blaha over the entire island describing for 2½ hours the action he saw from the plane.

On June 28, the two men were flown from Saipan back to the States with their recordings. Neither had had a bath nor had slept in a bed for two months until they reached the West Coast.

WGN's 20th

WGN Chicago celebrates its 20th birthday with a series of commemorative events for 8 days beginning July 15. A public exhibition of equipment and photographs demonstrating the station's two decades of broadcasting will be located in the lobby of the Tribune Tower and Harmony Hall, the passageway between the tower and WGN studio.

WPB ACTS TO MOVE EXCESS EQUIPMENT

RAY C. ELLIS, director of the WPB's Radio & Radar Division, last week sent a letter to all radio prime contractors and components manufacturers enlisting their support in getting idle, excess electronic components such as resistors, transformers, capacitors, test equipment meters and scarce types of receiving and transmitting tubes back into production to meet 1944 radio requirements.

Accompanying Mr. Ellis' letter was a new WPB form No. 3644 designed to aid in solving the electronic component, shortage problem. In his letter Mr. Ellis pointed out that "restricted items now listed under WPB Priorities Regulation 13, when reported on the Form WPB-3644, will be offered for sale and transfer to other prime contractors holding war contracts, also to the services and to other essential agencies through the Component Recovery Section [BROADCASTING, March 20].

Mr. Ellis stated that the 1944 electronic end equipment problem calls for a 50% increase above 1943's output, which explains why it is vital to recover and utilize excess and idle stocks on hand.



APPEARING ON THE INITIAL broadcast June 24 of KMBC-FM Kansas City were these executives of CBS and CBS affiliated stations (l to r): Craig Lawrence, general manager of KRNT Des Moines; Hugh B. Terry, manager of KLZ Denver; Jerry Taylor, vice-president, and Arthur B. Church, president and general manager of Midland Broadcasting Co., operators of KMBC and KMBC-FM; Howard Lane, CBS director of public relations; William Lodge, CBS chief engineer; and Hugh Feltis, general manager of KFAB Lincoln. The new FM station operates on 1500 w from 6 p.m. to KMBC signoff time and all day Sunday, synchronizing its programming operation to that of the sister station.

Six Correspondents Accredited to ETO

War Dept. Announces Two Already Arrived in London

INDEPENDENT broadcasters are now being cleared in increasing numbers for assignment to the European Theatre, an Army spokesman said last week. Of the six correspondents accredited by the War Dept., at least two have arrived in London. They are Dave Baylor, representing the Richards stations [WGAR Cleveland, WJR Detroit and KMPC Beverley Hills] and Howard Chernoff [BROADCASTING, July 3] of the West Virginia Network [WCHS Charleston, WBLK Clarksburg, WPAR Parkersburg, WSAZ Huntington].

Returning to Europe after being "booted" out of Italy by Mussolini for his writing as a UP Rome correspondent, H. R. Ekins will represent WSYR Syracuse. After reporting to Gen. Eisenhower's Headquarters, Mr. Ekins will proceed to France, and possibly Italy. He joined WSYR last September after 19 years with UP, during which time he has covered Washington, Honolulu, Manila, Shanghai, Tokyo, London, Paris, and several other cities now in the war spotlight.



Mr. Ekins



Mr. Cassidy

Covered Maneuvers

James Cassidy is covering the European operations for WLW. In 1941 he reported numerous Army maneuvers on the air, and has since been in charge of Army broadcasts for WLW. WDFM Indianapolis is sending Gilbert Forbes, news commentator and analyst, and Erwin Gibson Lewis, is the WLS Chicago accredited correspondent.

The radio reporters will stay in the European Theatre for a minimum of 60 days, or a maximum of 90 days according to the War Dept. agreement for accredited regional or local radio correspondents. They will send their stories back by transcription, cable and regular mail.

Video Sponsors Signed

TWO commercial programs have already been contracted by WWL New Orleans for postwar programming on the proposed WWL commercial video outlet for which the station filed application with the FCC several months ago. The sponsors for the video shows are the William B. Reilly Co., distributors for Luzianne coffee, and the D. H. Holmes Co., New Orleans department store.

Announcing

the removal of our New York offices to

501 MADISON AVE.

under the direction of John L. Sinn

Thanks to the following firms for whom we are currently producing the following shows:

Ruthrauff & Ryan	Musical Showcase	Beau Brummell Ties
Kenyon & Eckhardt	The Jack Berch Show	Kellogg's All Bran
Morse International	Songs of Good Cheer	Vick's
McCann Ericksen	Mary Ellen Baker	NBC Bread
Wm. Esty Co.	The Korn Kobblers	Piel's Beer
Parents' Institute	Calling All Girls	Calling All Girls Magazine
Parents' Institute	Parents Magazine of the Air	Parents Magazine
Press Association	Eye Witness News	Associated Press
Press Association	War Correspondent	Associated Press
BBD&O	Old Corral	Ft. Pitt Beer
Ruthrauff & Ryan	Boston Blackie	Lever Brothers
Hershey's Creamery	Manhunt	Hershey's Ice Cream
Lang, Fisher & Stashower	Say It With Music	Carling's Beer & Ale
Mitchell-Faust	They Give Their Lives	Peter Hand Beer

In our new offices our expanded facilities and increased staff will continue to serve these and other clients with intelligently conceived and expertly produced radio and television programs.

NOW IN PREPARATION:

★ THE DAMON RUNYON SHOW
★ THE KAY LORRAINE SHOW
★ HOLLYWOOD QUIZ
★ MYSTERY HOUSE

FREDERIC W. ZIV COMPANY

CINCINNATI NEW YORK HOLLYWOOD

Stations Give Public Service In Hartford Circus Tragedy

Broadcast Appeals for Aid, Official Instructions; Relief Fund Is Being Raised by WDRC

THE STORY of the tragic Ringling Bros., Barnum & Bailey Circus fire in Hartford, Conn., last Thursday afternoon has been told in network newscasts and the press. But the story of public service performed by Hartford's four stations —WDRC WNBC WTHT WTIC— will live for years to come in the hearts of a grateful state and community.

The service drew official commendation from Gov. Raymond E. Baldwin of Connecticut, Mayor William H. Mortensen of Hartford and officials of the Red Cross, police and rescue agencies. From the hearts of hundreds of parents came prayers of thanks when they learned, through radio, that lost children were safe or at least were not dead.

Appeals Broadcast

Within minutes after the first puff of smoke and flames shot skyward from the bigtop the four stations had mobilized for the emergency—not because there was a sensational story, but because they foresaw the job ahead of them. Their first broadcasts were appeals for nurses, doctors, ambulances, station wagons and trucks, ordered to the scene.

They appealed, too, to the public to stay away. Firemen and police were hampered by the panic-stricken circus crowds and screams of the injured. Circus employes worked hard to keep order. The band played. Through it all, however, Hartford's stations thought not of the story, but of helping.

Gov. Baldwin went on WTIC Thursday evening to broadcast an official message. The same statement was carried by the other stations. Mayor Mortensen spoke on two broadcasts from his office, both of them aired by WTHT and WDRC. His statements, too, were read over WNBC and WTIC. There was no competition for "firsts". Hartford's four stations worked as one.

Casualty Lists

Throughout Thursday night they all broadcast casualty lists—the dead and injured. Early Friday morning WDRC asked Mayor Mortensen for his approval to raise a relief fund. He thought it was a good idea and within a few minutes the first appeal went out. Over the weekend WDRC devoted all its sustaining time to appeal for funds.

All of the stations cancelled commercial and sustaining programs alike to perform their services. Late Friday all but some 50 or 60 bodies —those burned beyond recognition —had been identified. The stations planned to continue appealing to families or friends of persons known to have gone to the circus and who had not been located in an effort to identify all the bodies.

WNBC Asks for Aid

Within a few minutes after the fire broke out WNBC personnel was ready to function. No bulletins were broadcast, however, because station officials felt that a bulletin might help to sustain the panic at the circus grounds. The first broadcast, at 3:30 p.m., was an official appeal for volunteer nurses, ambulances and station wagons to go immediately to the scene of the disaster.

Milt Berkowitz, news editor; Bob Mooney and Dick Bronson, announcers, were dispatched to the scene by R. D. Tanner, program director. They came back to the station with eye-witness stories. There was no sensationalism in their copy—straight-forward reporting, with public service foremost in their minds.

"One of our biggest jobs, I think," said Mr. Tanner, "was the aid we gave in helping parents to find lost children and assisting children in finding their parents. We sent our men to the Armory for the official list of injured and dead and broadcast the first casualty list at 10:15 p.m."

At 11 p.m. WNBD did an hour's broadcast, giving casualty lists and summarizing instructions and the story. On Friday the station broadcast a statement by the Ringling Bros. & Barnum & Bailey board of directors.

WTIC Breaks Story

WTIC was the first station in the country to broadcast news of the disaster, according to station officials. At 2:50 Thursday afternoon H. B. Van Beynum, publicity director of the Travelers Insurance Co., whose office is on the 23rd floor of the Travelers Tower, saw a dense volume of smoke ascending skyward in the northern section of the city. He called Tom Eaton, manager of the WTIC newsroom, who in turn called police and learned that the circus tent was on fire. In less than three minutes, WTIC was on the air with a flash about the fire.

Soon after WTIC broadcast its first flash, a steady stream of public service appeals from police, the Red Cross, State and local officials were broadcast as they were re-

(*Continued on page 67*)

FRANK DUNNE, New York announcer, has been signed to a 20th Century-Fox acting contract. First assignment is to handle commentary on "Now It Can Be Told".

TODAY AND TOMORROW
ON WCSC

TODAY WCSC serves Charleston, as it has for 14 years, with a well-balanced schedule of the best in radio. Serves *more* of Charleston's husky audience than any other radio station in town.

TOMORROW WCSC will continue serving the Charleston, S.C., market... ranked as A-1* in its prospects for retaining war-time business gains... after the war!

*Survey by Dr. Hauser, Bureau of Census

WCSC



Charleston, S. C.
COLUMBIA NETWORK

Represented Nationally by Free & Peters

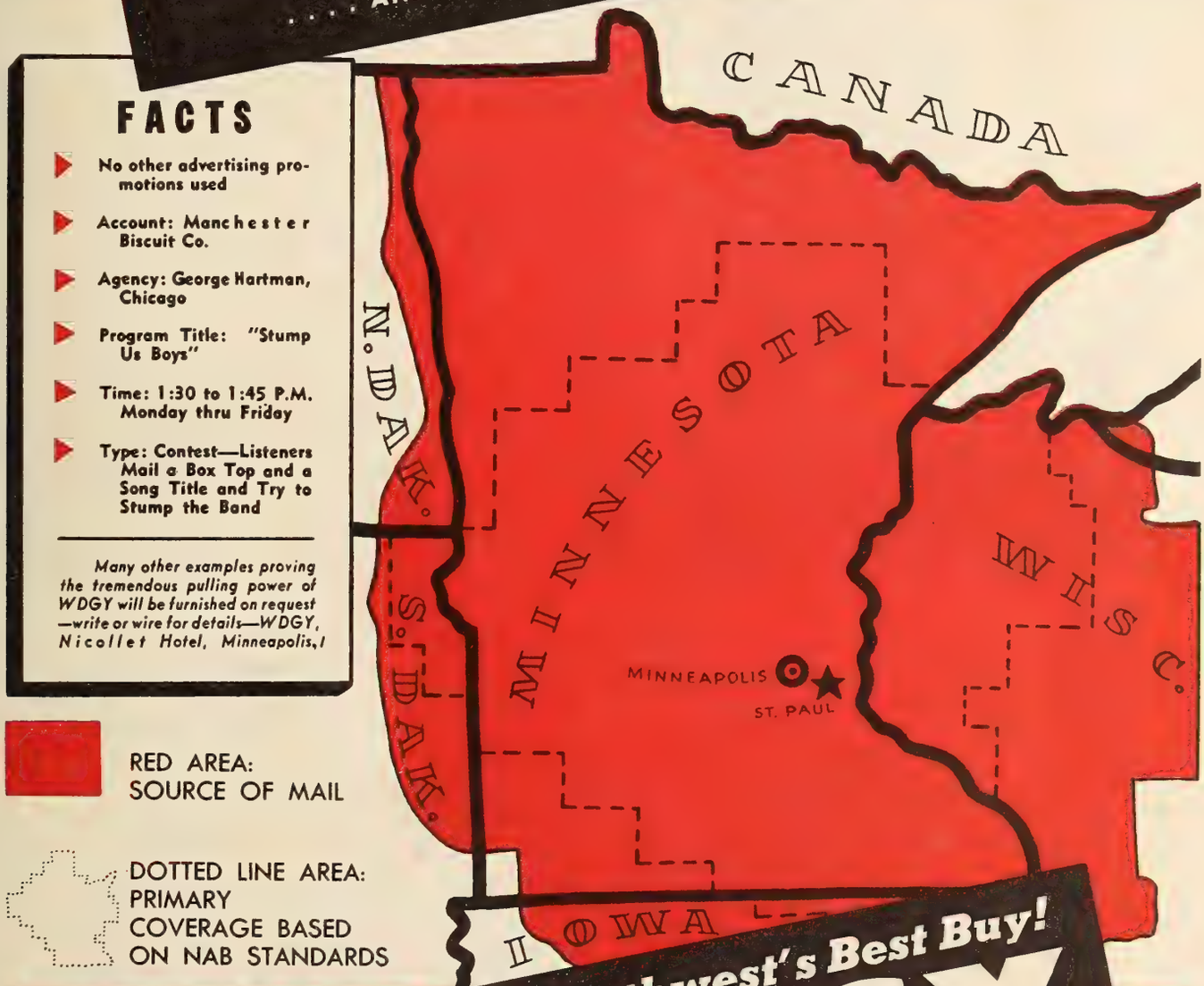
WDGY
PULLED 96,132 LETTERS WITH BOX TOPS FOR WALDORF CRACKERS IN ONE YEAR
. . . . AND STILL GOING STRONG



FACTS

- No other advertising promotions used
- Account: Manchester Biscuit Co.
- Agency: George Hartman, Chicago
- Program Title: "Stump Us Boys"
- Time: 1:30 to 1:45 P.M. Monday thru Friday
- Type: Contest—Listeners Mail a Box Top and a Song Title and Try to Stump the Band

Many other examples proving the tremendous pulling power of WDGY will be furnished on request —write or wire for details—WDGY, Nicollet Hotel, Minneapolis, I



RED AREA:
SOURCE OF MAIL

DOTTED LINE AREA:
PRIMARY
COVERAGE BASED
ON NAB STANDARDS

The Northwest's Best Buy!

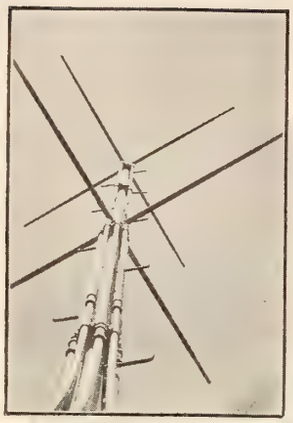
WDGY

NICOLLET HOTEL • MINNEAPOLIS, MINN.

DR. GEORGE W. YOUNG—OWNER AND GENERAL MANAGER

LEE WHITING
COM'L MANAGER

NATIONAL REPRESENTATIVES: WILLIAM G. RAMBEAU COMPANY





REL

THE FORERUNNER OF POSTWAR

HIGH-POWER FM SKYSCRAPER INSTALLATIONS

THE first high-power FM transmitter to be installed atop a skyscraper is the 50-kw. REL model 521 equipment, completed in October, 1941 for the Evening News Association in the Penobscot Building, Detroit — first FM station in Michigan.

To those who do not have suitable high ground available, and must therefore use a tall building to obtain sufficient antenna height, WENA (formerly W45D) is of special interest.

Primary power equipment is installed in the basement. The 3-kw. REL driver and the 50-kw. REL amplifier, together with the speech and control equipment, are on the 45th floor, where the studios and offices are located. On the 46th floor are the water circulating pumps, filament motor-generator, and gas tanks for the transmission line. Phasing and matching section for the antenna is on the roof. A 2-bay REL turnstile is mounted above the ball at the top of the tower, as the illustrations show.

This is probably the most difficult installation that any manufacturer of radio transmitters has been called upon to make. To REL engineers, it was another opportunity to apply our unequalled background of experience. The highly successful performance of WENA over a period of nearly three years is proof that the job was well done.

Such is the engineering service available to all purchasers of REL Frequency Modulation transmitters and associated equipment.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

Treasury Suspends Records To Appraise Talent, Scripts

Fifth Loan Transcriptions Used by More Than 800 Stations; Barry Wood Wins Citation

FOLLOWING a previous announcement that all activities except special musical numbers have been completed as of the end of the fifth War Loan Drive [BROADCASTING, July 3], the War Finance Division of the Treasury Dept. in a policy statement last week declared it became necessary to let the various Treasury programs lapse to permit a review of available talent, script material, music and other factors.

WFD also pointed out that maintainance of an extensive recording schedule, such as that used in the Fifth Loan, was too heavy a responsibility for interim periods, adding that to continue all of these special transcriptions might serve to impair results from the War Loan drives. Plans are being formulated, however, for the production of recorded programs for release during the Sixth War Loan, tentatively set for late November.

Barry Wood Award

Popularity of the late Treasury disc series is reflected in the number of stations which used them to good advantage. For the series of 48 five-minute sponsorable *Treasury Song for Today* program 858 stations sent requests; the 24 quarter-hour sponsorable *Treasury Salute* programs were used by 875 stations and the special series of four half-hour programs, *Four for the Fifth*, was requested by 844 stations.

Barry Wood, star of the NBC Saturday evening *Palmolive Party*, and known as the "Treasury troubador", was to be awarded a special Treasury citation on that program July 8 by Ted R. Gamble, WFD national director, for his contributions to the Fifth and other War Loans.

As the Fifth War Loan swung into its final week of Bond selling activities toward the $16,000,000,000 quota, stations and networks also brought to a climax their promotion activities. Full report of the radio job will be told later, following receipt and compilation of the necessary data by the NAB, Treasury and other agencies.

A Speed Graphic camera, offered during Dave Elman's *Victory Auction* on WOR New York and Mutual June 24, brought a total of $12,037,900 in War Bond purchases, believed to be the largest Bond sale for any single object auctioned on the radio during the War Loan drives. Camera finally went to a Rochester bank for $8,500,000, with four intervening bidders coming through with their wagers, buying Bonds even though they didn't win the camera. To every Bond bidder for all items offered for sale went a copy of a picture of the Allied invasion on a Normandy beachhead, taken by the U. S. Coast Guard with the Speed Graphic and radioed to New York.

KROW Salutes

Feature of the June 5 New Mexico A & M College half hour program over KOB Albuquerque was the presentation of a script in behalf of the U. S. Forest Service, stressing the purchase of War Bonds and protection of that investment through protection of our natural resources. KOB also reports that the station has sold more than 116 sponsorable Treasury and local programs to promote the Fifth Loan.

The KROW Oakland, Cal. *Berkeleyana* program, sponsored five-weekly by the J. F. Hink & Son Dept. Store, Oakland, had as its theme during the Fifth Loan the presentation of musical salutes to local business firms and war plants for their outstanding War Bond payroll deduction records. Program is also released over KRE Berkeley. Dramatization of the South Pacific battle experience of Phillip (Zeke) Givan, in which he shot a total of 35 Japs, was presented by WLS Chicago on its June 12 *Dinnerbell* broadcast. Governor Schricker of Indiana proclaimed "Zeke Day" on June 20 to honor the local hero and promote the sale of Fifth Loan Bonds.

Cleveland Athletic Club Bond auction, portions of which were aired by WJW Cleveland, helped raise that city's Bond sale total over the $102,000,000 mark. Eddy Cantor was a featured entertainer. St. Louis stations are credited for helping that city go over its $181,665,605 Bond quota eight days before the end of the Campaign. Two performances of the WCKY Cincinnati "Let Freedom Ring" feature at Chillicothe, O., raised a Bond purchase total of nearly $300,000.

KLZ Denver Fifth Loan promotion features have included special broadcasts on the *Victory Theatre* program presented by talent of local Army posts; six-weekly reports on Bond sale progress by Governor John C. Vivian, a Bond slogan contest and remote broadcasts from the "On to Victory" captured enemy equipment exhibit and rally, sponsored by the Denver Chamber of Commerce. A Fifth Loan broadcast of the KLZ *Barn Dance* sold $105,700 in Bonds.

Scribner Visits Macon

WBML Macon, Ga. on June 24 sponsored a Bond rally which featured G.I. talent from Camp Wheeler in addition to Jimmy Scribner and his "Johnson Family" and other talent. More than $168,000 in Bond pledges were totaled. Special hour-and-a-half remote presented by KVEC San Luis Obispo, Cal. from the Monday Club, local women's organization, accounted for the sale of $49,743.75 in Bonds.

A special feature of the WTMJ Milwaukee Bond Drive activities was a two-week series of personal appeals by 125 representatives of 11 different local groups and organizations. Each two or three minute address was aimed at the particular group of the representative speaking and was broadcast at various hours of the day on regular WTMJ programs.

Jerry Strong, early morning m.c. of WINX Washington, was the auctioneer at the Army Air Force "Shot From the Sky" exhibit on the Washington Monument grounds when a wheel assembly from a German Messcherschmidt drew a top bid of $437,000 in Bonds. Ralph Edwards *Truth or Consequences* broadcast rung up Bonds sales of $2,085,000 when that NBC program originated from Raleigh, N. C. through WPTF. A local farmer, whose crops had been burned-out by the draught and who was unable to purchase Bonds from the would-be profits, offered his cherished personal possessions for auction on that program. Items were a year-and-a-half old ham and several boxes of rifle and shot gun cartridges.

WIOD Stage

Inspired by the success of its "Bank Bond Day" feature, WBT Charlotte, N. C. presented each day during the last two weeks of the Fifth Loan a special "County Bond Day", with a different local county sponsoring Bond sales on its particular day in competition with the other counties. Special WBT promotion and facilities were allotted each county. Bond promotion program of WCED DuBois, Pa., *Bonds, Bulletins and Boners*, incorporated Bond appeals with up-to-the-minute news reports and human interest anecdotes of boners, submitted by listeners. $100,000 was the amount of Bonds sold by a half-hour program consisting of a series of local remotes on WNOX Knoxville, Tenn. Among featured remotes were pickups from the elevator of a local hotel, police headquarters, USO center and the cab of a freight engine pulling-out with a load of war products.

Paterson Carnival

WIOD Miami arranged with the local First Federal Savings & Loan Assn. for construction of a War Bond stage beside the loan building on a busy downtown street corner to facilitate presentation of daily Bond promotion activities by local organizations. WIOD loaned public address and other facilities in addition to talent and program direction.

WPAT Paterson, N. J. in conjunction with the Passaic County War Finance Committee and local Chambers of Commerce on July 8 helped stage and broadcast a giant "Invasion Carnival" to offer thanks for the success of the invasion landings, prayers for the outcome of European military operations and to celebrate the completion of the Fifth Loan.

As a dual celebration of the first year aboard radio Naval Training Schools, Chicago, and the Fifth War Loan, 37 WAVES and radio technicians took over facilities of WBKB Chicago on July 4 for a television presentation written, produced, directed and acted by the technicians and WAVES. Illustrating value of Radio Tech training as a postwar potential, the Navy program included Alvino Rey, electric guitarist, and Lt. Orrin Tucker, orchestra leader now stationed at Navy Pier, Chicago.



COLLABORATION of cheerful competitors for Knoxville's ever increasing sales are: (l to r) John Hard, WBIR manager; Claude Frazier, WROL manager; Polly Leinart, WROL staff; and Harry LeBrun, director of WNOX. All three stations has joined forces in a series of advertisements designed to show Knoxville's increase in sales and service.

Purely PROGRAMS

AS OFFICIAL radio program of the Maritime Commission and the War Shipping Administration, designed to recruit experienced seamen for the merchant fleet, *Men at Sea*, weekly half-hour Sunday feature, will be heard on NBC for seven weeks beginning July 16. Again heard in the 6:30 p.m. period vacated for the summer by *The Great Gildersleeve*, the series presents dramatizations based on the experiences of men and ships, drawn from authentic government records, with names and places altered to conform with security regulations.

* * *

Blue Program Feature

A CHILD'S appeal to Isabel Manning Hewson, writer of the Blue Network program, *The Land of the Lost*, started a plan initiated on the program July 1. Closest duplicates of toys lost by children will be obtained by the Blue Network each week for seven children writing the best reasons for getting them back. Offer will be made on Saturday broadcasts and on repeat broadcasts heard Tuesdays. Repeat broadcasts are a new feature of the program in response to adults who have found an avenue of escape in the children's shows.

* * *

Negro Series

IN COOPERATION with the City-Wide Citizens Committee of Harlem, WMCA New York is presenting a series of programs of American Negro folk songs by a Negro choir. Presented in cooperation with the Writers' War Board and the Radio Directors Guild, as was *New World A'Coming*, which it replaces for the summer, the series is intended to interpret the Negro's reactions to life as expressed in song.

* * *

WIP Cash Show

NEW CASH award show nn WIP Philadelphia is *Sun Ship Question Man*, sponsored by Sun Shipbuilding Co. and broadcast thrice weekly. Another new WIP program is titled *Easy Does It*, which gives helpful hints to housewives, with cash prizes awarded for suggestions used. Program is sponsored thrice weekly by William H. Montgomery Co. under the trade name of Montco.

* * *

Navy Show

WRITTEN, produced and presented by Navy personnel—most of whom were associated professionally with radio before entering the service—*On Target*, new bluejacket half hour transcribed program, is now heard Saturday on WBBM Chicago. Dramatic sketches and messages of inspiration to our allies and the United Nations are presented.

* * *

WINS Salute

WINS New York has started a weekly half-hour salute to city, town or borough within the station's primary area. First program hailed the 30th anniversary of one of New York's counties, featuring vocalist, Navy hero, and OPA and Board of Trade chief, all from the community itself. Included was a narrative of the county's historical background.

WBIG Drive

IN A campaign to reduce absenteeism, WBIG Greensboro, N. C., is cooperating with the Mayor's War Service Committee by airing three daily spot announcements to workers in the city reminding them to report for their next working shift. Spots are followed by a series of five-minute dramatic skits, *To Whom It May Concern*, depicting the heroic deeds of our fighting men and their sacrifices for those on the home front.

* * *

Interviews

PROGRAM titled *U. S. and You*, originating from Washington, has been renewed for a second 13-week series by WMAZ Macon, Ga. Designed to enable the people in Georgia to hear their friends and relatives in Washington war jobs, each week's program features a member of Congress or a Government official from the state in addition to brief interviews with Georgians employed in the National Capital.

* * *

Critics Views

INSTEAD of reviewing current motion pictures and radio programs, Ona Munson reads what critics say during her weekly quarter-hour digest, *Ona Munson in Hollywood*, which has been started on CBS Pacific stations.

* * *

Education Series

DRAMATIZING community educational problems, *Schools at War*, new series now heard over WCCO Minneapolis, is presented in cooperation with the Minnesota Education Assn. Program is heard daily, 6:45 p.m.

* * *

From Canteen

FROM the Hollywood canteen, MBS presents *What's the Name of that Song*, weekly half-hour program in which members of the studio audience are asked to identify songs suggested by radio listeners.

Warrior Writers

DRAMATIC PORTRAITS of combat correspondents serving with the United States Marine Corps are presented in a series of quarter-hour programs started June 29 on WNEW New York. Master Tech. Sgt. Gene Ward, former *New York Daily News* sport writer and columnist and now a combat correspondent, is m.c. The series entitled *Combat Correspondent*, dramatizes the fighter-writers who go into battle with the leathernecks.

* * *

Farm Service

IN SYRACUSE, N. Y., WFBL is presenting a new morning farm program 6:40-7:25 daily with Bob Connell giving vegetable and fruit packers the latest morning prices in remote pickups from his market office. Program consists of farm chatter and music immediately following the 6:40 a.m. sign-on, and includes a three-day harvest weather forecast from the Albany weather station.

* * *

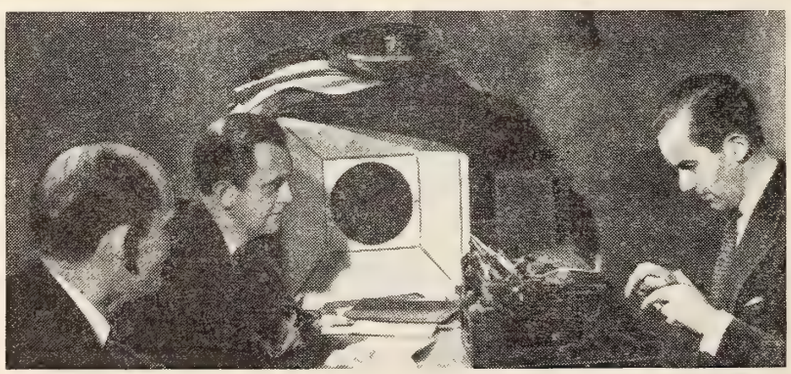
Labor Forum

SERIES of weekly Tuesday evening roundtable discussions titled *Industrial Relations Forum* has been started by WEEI Boston with high-ranking representatives and leaders of capital and labor discussing such topics as "Who's to Blame for Absenteeism?". Richard P. Doherty, professor of business economics at Boston U., acts as moderator for the series.

* * *

KLZ Feature

LATEST public service program of KLZ Denver is *Foreign Reporter*, a series of broadcasts given in cooperation with the U. of Colorado, the Rocky Mountain Radio Council and the Foreign Policy Assn. of New York, reports of which are used to prepare the scripts. Program features Dr. Stuart Cuthbertson of Colorado U.



Official U. S. Navy Photograph

WAR RECORDINGS just received from U. S. warships off the coast of Normandy are played over the loudspeaker in the SHAEF newsroom in London while Edward R. Murrow (right), European director of CBS, types out his next broadcast. Also listening to the film recordings are Lt. Comdr. Don Miller (left), USNR, SHAEF naval censor; Lt. James Shattuck, USNR radio officer, European area, formerly of CBS.

Soldiers' Wishes

CAMP GRUBER, Oklahoma, has its own weekly, half-hour program *Behind the Dog Tag* on KVOO Tulsa, Sunday 3:30 p.m. (CWT). The program airs the wishes of Gruber soldiers after the wisher works for it in a comedy assignment. One soldier was granted his wish to be mayor of Tulsa for a day and many wishes are fulfilled by listeners. Cpl. Allen Funt is originator and producer of the series.

* * *

CJBC Recitals

YOUNG CANADIAN artists whose ability as students has been outstanding and for whom a future in music is predicted, are heard in two half-hour piano recitals weekly on CJBC Toronto. Each of the young pianists does a series of three broadcasts. Programs are aired Sunday and Wednesday evenings during the summer months.

* * *

New on WWL

TWO NEW PROGRAMS on WWL New Orleans, in keeping with the times, are *D-Day Plus*, a dramatic chronology of war front events since the invasion's start, and *World of Tomorrow*, a 15-minute dramatization of things to come.

* * *

AAF Program

BLUE Network on July 9 started *AAF Symphonic Flight* as a half-hour weekly program, combining music by an AAF concert orchestra, with six-minute transcribed pick-ups from London. Army Air Forces men in England answer questions submitted by their buddies in this country.

* * *

Mistake Skits

MEMBERS of the studio audience are invited to find mistakes in skits presented on *Finders Keepers*, five-weekly-half-hour NBC program. Cash prizes are given for each error discovered.

CAMPAIGN CARAVAN
Col. Barton Gets Arkansas Votes With Opry Unit

IF ARKANSAS voters send Col. T. H. Barton to the Senate instead of returning Mrs. Hattie W. Caraway, it will be proof of the potency of hillbilly entertainers as political campaigners, according to Max Reid, the Colonel's campaign manager. Col. Barton, president of Lion Oil & Refining Co., has enlisted the campaign support of the Jamup and Honey Mobile Unit No. 1 of the WSM-NBC *Grand Ole Opry* on a tour of Arkansas in a modern, streamlined motor caravan.

Col. Barton, a native of Texas, said he hired the WSM *Grand Ole Opry* traveling show to give the citizens of his adopted state a morale boosting wartime experience and not because he felt the need of showmanship. Members of the oil magnate's entourage include a masseur, a barber and countless secretaries, clerks and stenographers. Radio commentators describe the tour as one of the most potent political campaigns in the history of a state where politics is a rugged calling. From 3,000 to 7,000 persons have already greeted the troupe in each of 11 Arkansas towns.

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE

KHQ



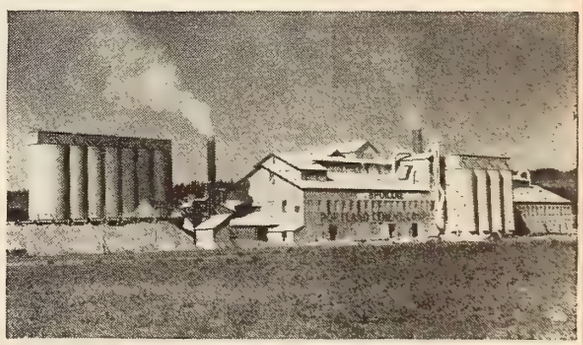
5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Cement so good they use it themselves. A large part of Grand Coulee Dam's 10,500,000 cu. yds. of cement came from this Inland Empire plant. One of many *diversified* industries that skyrocketed Spokane's Building Permits to over $12,000,000—11th highest in the nation and an increase of 126.75% over '42. Your sales, too, skyrocket when your message completely covers the Inland Empire at the cost of only one medium—KHQ.



MAINE CHANCE *for* SPONSOR!

BECAUSE Richard Hallet is an authority on Maine folklore and an accomplished story teller. . . .

BECAUSE he has had some of the most amazing adventures ever heard on land or sea. . . .

BECAUSE he is a well-known author, columnist, speaker, and raconteur and handles every subject — whether it be news, whaling vessels, the Red Cross, Maine salvage drives or his own memoirs (i.e. jacking rabbits in Australia — a trip in a Jap fishing boat — writing such books as THE LADY AFT and THE ROLLING WORLD) in a manner unique, virile, and absorbing! There are thousands of people in WGAN's listening area who can hardly wait till Wednesday nights at 7:45 to hear MAINE TIDE RIPS (which is to say that Richard Hallet's program is really *something* and has been so for a year and a half!).

LISTENERS in 14 Maine Counties, and 1 in New Hampshire are ardent followers of MAINE TIDE RIPS, thereby providing a Golden Opportunity for some lucky Sponsor to tap a rich market. If *you're* interested, write today!

STATION WGAN PORTLAND
MAINE

5000 Watts

560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: PAUL H. RAYMER CO.

INVADERS HEAR ALLIED STATIONS

American Forces Network with BBC, CBC, Beams Entertainment to Troops

Radio is playing an important part in the Western Europe invasion. Now in full swing, the Allied Expeditionary Forces Service provides broadcasts 17 hours daily to Allied troops in France. The following article, from American Forces Network, tells of the AFN's part in the AEF program and of its growth in a year.

WHEREVER Allied troops go in the European liberation campaign, their favorite radio programs go along—by air. The Allied Expeditionary Forces Service program, which began operations June 7 [BROADCASTING, June 12], now is under full schedule of 17 hours daily, beamed directly to the Allied troops participating in the invasion and from reports reaching Supreme Headquarters, Allied Expeditionary Forces, London, this broadcast service has been a Godsend during brief moments of relaxation.

Known as the AEF Program of the BBC, the service is a cooperative enterprise of the American Forces Network, which observed its first anniversary on July 4; the BBC and the Canadian Broadcasting Corp. Originating at one of the most powerful transmitters in the British Isles, this new 17-hour-a-day service will supply entertainment and news coverage for some time to come as Allied troops move toward Central and Northern France.

60 Hours Weekly

A combination of the best British, American and Canadian programs, augmented by many hours of special programs each week, the broadcasts incorporate an Anglo-American-Canadian flavor. The American Forces Network supplies 60 hours weekly of American programs to the Allied Expeditionary Forces Service. In addition it continues to operate its own service in the United Kingdom, supplying blanket coverage to American troops still stationed in England, Scotland, Wales and Northern Ireland.

AFN was born July 4, 1943, when 40 hours of broadcasting per week was carried on over five low-powered transmitters. Today AFN is using 51 transmitters to broadcast 93 hours weekly. Its staff has grown to 135 enlisted men and women (seven WACS) and seven officers. Operating transmitters in the field are 100 enlisted men, while the 35 stationed at AFN headquarters handle production, announcing, writing, platter-turning and acting for both the AFN and the American portions of the AEF.

In charge of AFN is Maj. John S. Hayes, former assistant to the vice-president of WOR New York. Shortly after his call to active duty as a reserve lieutenant, prior to the war, he was assigned to public relations in the Quartermaster General's office, Washington. Capt. Robert M. Light, Maj. Hayes' executive officer, was a peacetime radio writer and producer. Lt. Jack London, administrative officer, was an announcer before the war.

The new AEF program is on the air from 5:55 a.m. until 11 p.m. daily, while AFN provides programs from 10 a.m. to 11 p.m., Monday through Saturday, and from 8 a.m. to 11 p.m. Sunday.

Col. E. M. Kirby, chief of the War Dept. Bureau of Public Relations Radio Branch, now on detached duty overseas, is Director of Broadcasting Service, SHAEF, and as such is liaison officer between Supreme Headquarters, the AFN and the BBC. Maurice Gorham, former director of the BBC North American Service, is director of the AEF Program.

WJW Will Air Rams

CONTRACT to broadcast the Cleveland Rams, professional football games, for the 1944 and 1945 seasons has just been signed by WJW Cleveland, according to William O'Neil, president of WJW, and Charles F. Walsh, assistant to the president of the Rams. First game will be played Sept. 5. The remaining 11 games will be played Sunday afternoons, with WJW broadcasting directly from Buffalo, Washington, Philadelphia, Chicago, Detroit, Green Bay and Pittsburgh. Earl Harper, sports director of WJW, will handle play-by-play descriptions. For 10 years he has covered college and professional games for Atlantic Refining Co.

WINS to Air Tigers

WINS New York has acquired exclusive broadcast rights in New York for the Brooklyn Tigers football games. Out-of-town games will be covered from ticker reports. Schedule gets underway Oct. 8, when the Tigers meet the Detroit Lions in Detroit. Don Murphy and Stan Lomax, sportscasters, are expected to handle the broadcasts. No sponsor has been reported to date.

KNEW HIM WHEN

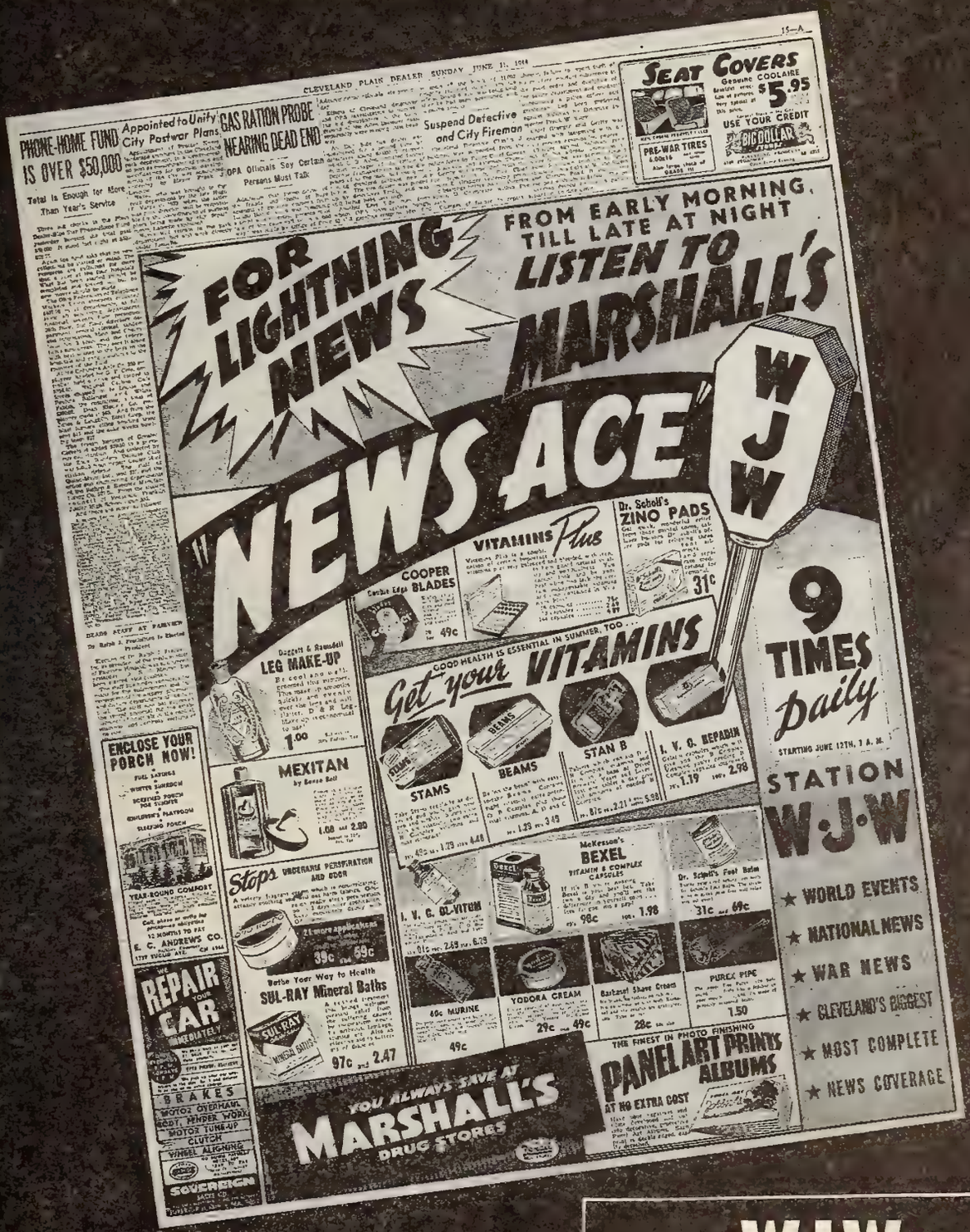
WSAM Visits Owosso, Mich., Dewey's Birthplace

WSAM Saginaw, Mich., did a "grass roots" job in its spot news coverage of the GOP nomination of Thomas E. Dewey. The station went right to Dewey's birthplace, Owosso, Mich., and interviewed leading celebrities—the only station to conceive the idea. Owosso is in the primary area of WSAM.

Bob Phillips, WSAM manager, interviewed, among others, the attending physician at the birth of the Republican nominee, the mayor, Circuit Judge, Secretary of State, Secretary of the Chamber of Commerce, wife of the Republican county chairman, president and founder of the first "Dewey for President" club, an Owosso aviator, and Gov. Dewey's cousin.

OHIO'S NEW HIGH IN NEWS CASTING!

WJW SELECTED EXCLUSIVELY FOR THIS RECORD BREAKING CONTRACT IN CLEVELAND!



BASIC Blue Network

WJW 850

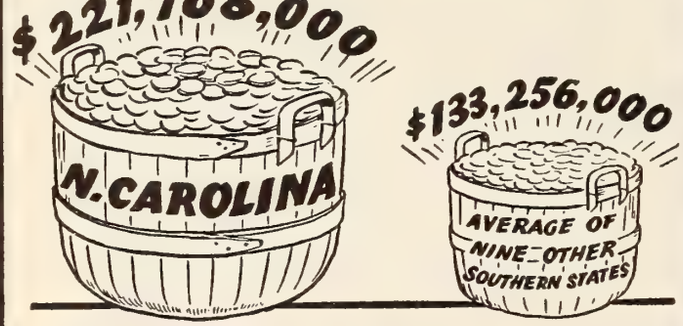
CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

NORTH CAROLINA
IS THE SOUTH'S
No.1 AGRICULTURAL STATE

CASH INCOME AND GOVT. PAYMENTS
Source: — Department of Agriculture, 1940



WPTF
(CARRYING N. B. C. WITH 50,000 WATTS AT 680 K C)
IS NORTH CAROLINA'S No.1 SALESMAN
WPTF • RALEIGH



FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

CORRESPONDENTS AT CONVENTION

FOLLOWING is the list of radio personnel accredited by the Democratic National Committee and Radio Correspondents Assn. to the Democratic National Convention. [Those in brackets have been assigned seats in the Radio News Gallery, of which D. Harold McGrath, Senate Radio Gallery superintendent, will have charge, assisted by William Vaughan, acting House Radio Gallery superintendent]. Others will be given white badges entitling them to range of Chicago stadium, except the platform. Only the four major networks will have access to the platform to handle regular daily broadcasts of proceedings.

NETWORKS

BLUE—[Earl Godwin, William Hillman, Ray Henle, Martin Agronsky, H. R. Baukhage, Drew Pearson, Pauline Frederick, Henry J. Taylor, Harry Wismer, Leon Henderson, Bryson Rash]. Edward J. Noble, Mark Woods, Edgar Kobak, Kenneth Berkeley, G. W. Johnstone, Raymond Gram Swing, Helen Buchalter, John J. Madigan, George O. Milne, Thomas J. Dolan, W. Trevarthen, P. Simpson, I. Garbo, F. Walworth, C. M. Hutson, E. R. Borroff, Merritt R. Schoenfeld, James L. Stirton, Gene Rouse, E. C. Horstmann, Eli Henry.

BBC—[Anthony Wigan, William Newton, Clement Fuller]. Anette Ebsen, John Salt, Stephen Fry.

CBS—[Bill Henry, Francis Douglas, W. R. Wills, Katherine Darst, Quincy Howe, Wallace Sterling, Cedric Adams, James Cruisenberry, Alvin Steinkopf, Gene Reed, Earl Horrigan, Robert Hurleigh, Ruth Ashton, Hildegarde Gauss, Shep Chartoc, Al Bryant, Rocco Padulo]. Paul Kesten, Earl Gammons, Paul W. White, William J. Slocum Jr., Robert Trout, John Charles Daly, Harry Flannery, Henry Grossman, David Davis, Benjamin Russ, George Crandall, Arthur Perles, Richard Fernald, Walter Seigel, Corinne Martin, Robert S. Wood, Earl James, John M. Whitman, Ethel Kirsner, Helen Sioussat, John Harrington, Arthur Casey, A. E. Joscelyn, Jack Burnett, James Beloungy, H. Leslie Atlass, J. L. Van Volkenburg, Walter Preston.

MUTUAL—[Leo Cherne, Wick Evans, Ted Granik, Cecil Brown, Mrs. Raymond Clapper, Upton Close, Fred Morrison, Julia Maddox, Alexander Griffin]. W. E. MacFarlane, E. M. Antrim, Miller McClintock, Theodore C. Streibert, William B. Dolph, Benedict Gimbel, Madeline Ensign, Tom Slater, A. Opfinger, Lester Gottlieb, John Whitmore, Frank Schreiber, M. H. Newton, Robert Irving, Bruce Hayward, George W. Lang, Clyde White, Jay Ferree, Robert Siebold, Karl Michael, James Buckley, John Brickhouse, John Holbrook, Dale O'Brien, Thomas Foy, Stanley Kramer, James Hanlon, A. C. Kaufman, River Beaman, Alice Lewis, Walter Compton, Maxine Davis, Lewis Allen Weiss, Marie Tessman, Adolph N. Hult, Carroll Marts, Marcia Winn.

NBC—[Irene Kuhn, Albert Dale, John McKay, Sidney Eiges, Ben Gross, Joseph Meyers, Burroughs Prince, John Cooper, Don Hollenbeck, Adolph Schneider, Marshall Smith, Lowell Thomas, Louis Sherwin, Mary Davis, Electra Ward]. Niles Trammell, Frank Mullen, Frank M. Russell, William F. Brooks, Ann Gillis, Carleton Smith, Richard Harkness, Thomas E. Knode, H. V. Kaltenborn, Ben Grauer, Robert St. John, George McElrath, G. Hastings, A. Poppelle, Sid Desfors, Everett Bragdon, J. A. Weiss, John A. Hilton, Harry A. Woodmen, Suzanne Cretinon, Don Fischer, Kenneth Banghart, William McAndrew, Morgan Beatty, James Boozer, Bertha Prasse, Harry C. Kopf, H. C. Luttgens, F. C. Schnepper, H. D. Royston, C. A. Cabasin, H. R. Maule, M. W. Rife, G. J. Devlieg, F. E. Golder, W. Schooley, A. E. Scarlett, B. F. Fredendall, W. F. Lanterman, T. E. Schreyer, John Thompson, John Erp, Baskett Moses, William E. Drips, Jules Herbuveaux.

WEST VIRGINIA NETWORK—[Malvina Stephenson].

YANKEE NEWS BUREAU (serving Yankee Network, WJW Cleveland and other stations)—[J. R. Reed, Robert Meyers]. Stanley Peyton.

INDIVIDUAL STATIONS

IOWA BROADCASTING CO. (Cowles stations, KSO KRNT WMT)—[Joseph V. Ryan, Stanley Dixon]. Sid Pearlman, George Suderman, John Irwin, Glen Law, Dick Burris, Doug Grant.

KDKA Pittsburgh—[Donald B. Hirsch].

KGER Long Beach, Cal.—[C. Merwin Dobyns]. Evalyn Dobyns.

KGFW Lincoln, Neb.—[George W. Kline].

KHJ Los Angeles—[Upton Close]. Also accredited to MBS.

KMA Shenandoah, Ia.—[Earl E. May, Owen Saddler].

KMOX St. Louis—[Francis Douglas, W. R. Wills, Katherine Darst]. Also accredited to CBS.

KMPC Los Angeles—Served by Washington News Bureau.

KNX Los Angeles—[Dr. Wallace Sterling]. Also accredited to CBS.

KOMA Oklahoma City—[Kenyon Brown, Bill Bryan].

KPAS Pasadena, Cal.—[J. Frank Burke]. Laura K. King.

KPRO Riverside, Cal.—[W. L. Gleeson].

KSD St. Louis—[George M. Burbach]. One reservation unassigned.

KSTP Minneapolis-St. Paul—[John J. Verstraete]. Walter Miller.

KTMS Santa Barbara, Cal.—[Marshall Keig]. Louis F. Kroeck.

KUOA Siloam Springs, Ark.—[Storm Whaley].

KWK St. Louis—[Ray E. Dady, William Amundson].

KXOK St. Louis—[C. L. Thomas].

WAAF Chicago—[George S. Himebaugh]. John D. Stanley.

WBBM Chicago—[James Cruisenberry, Alvin Steinkopf, Gene Read, Earl Horrigan, Robert Hurleigh]. Also accredited to CBS.

WBNS Columbus, O.—[Jack Price]. W. I. Orr.

WCBI-WELO Columbus-Tupelo, Miss.—[Joe Slaughter].

WCCO Minneapolis-St. Paul—[Cedric Adams]. A. E. Joscelyn. Also accredited to CBS.

WCFL Chicago—[Hugh Douglas].

WEBR Buffalo, N. Y.—[Cy King]. Paul E. Fitzpatrick.

WGAR Cleveland—[Ralph Worden]. Also served by Washington News Bureau.

WHBF Rock Island, Ill.—[Leslie C. Johnson].

WICA Ashtabula, O.—[Alfred B. Newkirk]. Walter Walrath.

WIND Chicago—[Fred Willson].

WING Dayton, O.—[Ronald B. Woodyard]. One reservation unassigned by station.

WINS New York—[Guenther Reinhardt].

WIP Philadelphia—[A. C. Kaufman]. Benedict Gimbel.

WITH Baltimore—[Ian Ross MacFarlane]. Louise MacFarlane.

WIZE Springfield, O.—[Reggie Martin].

WJJD Chicago—[Robert R. Hansen].

WJR Detroit—[George Cushing]. Also served by Washington News Bureau.

WLAV Grand Rapids, Mich.—[Richard F. Connor]. Roy Kelly.

WLS Chicago—[Julian Bentley, Ervin Lewis, Arthur C. Page]. Harold A. Safford.

WLW-WSAI Cincinnati—(Gilbert W. Kingsbury, George Gow, Arthur Reilly, Jack Beall) William Barlow, James D. Shouse, M. R. Hackett, Gordon Graham, E. K. Bauer, David Conlon.

WMAL Washington—[William Neel]. Kenneth Berkeley. Also served by Washington News Bureau.

WNAX Yankton, S. D.—[White Larson, Art Smith].

WOL Washington—(Ted Granik, Mrs. Raymond Clapper, Fred Morrison) William B. Dolph, Madeline Ensign. Also accredited to MBS.

WOR New York—[Leo Cherne, Wick Evans]. Also accredited to MBS.

WOV New York—[Thomas B. Morgan].

WOW Omaha—[O. M. Ingoldeby]. Mike M. Meyers.

WRJN Racine, Wis.—[Harry Lepoidevin].

WROK Rockford, Ill.—[William R. Traum]. James W. Rodgers.

WSPA Spartanburg, S. C.—[Walter J. Brown].

WTMJ-WMFM Milwaukee——[Jack E. Krueger].

WTAD Quincy, Ill.—[W. Emery Lancaster].

WTCN Minneapolis-St. Paul—[Two reservations, unassigned by station].

WSOY Decatur, Ill.—[Charles F. Bruce]. One reservation unassigned.

RADIO NEWS SERVICES

ASK WASHINGTON—[Merlin Stonehouse]. Hugh Grauel, Eleanor Block.

PRESS ASSN. (AP radio wire)—[Joe H. Torbett, James Bormann].

TRANSRADIO PRESS—[Rex Goad, Betty Lersch, Ann Corrick, Harold Parr, Dan Williams]. Milton Fishman.

WASHINGTONN NEWS BUREAU (serving WJR WGAR WMAL KMPC)—[George Cushing, Ralph Worden, William Neel].

MARCH OF TIME—Two reservations, unassigned.

.. WLAC, NASHVILLE'S 50,000 WATT CBS STATION, PULLED 40,223 $1.00 ORDERS IN 52 WEEKS...

Represented Nationally by the Paul H. Raymer Co.



WWVA Declares a

BONUS

Over a 12-month period WWVA averaged commercial mail from 37 states—that's a bonus of 32 over our basic primary area states of Pennsylvania, West Virginia, Ohio, Maryland and Virginia!

And this generous coverage bonus is typical of the many premiums you receive when you use WWVA's productive—

50,000 WATTS

They get out!

They get attention!

They get results!

ASK A JOHN BLAIR MAN

BASIC BLUE

WWVA

50,000 WATTS

WHEELING, W. VA.

IF IT'S A FORT INDUSTRY STATION *YOU CAN BANK ON IT*

A FORT INDUSTRY STATION

Postwar Shortwave Fight Looms

(*Continued from page 11*)

in a letter to BROADCASTING (June 29), termed point-to-point transmission as "narrowcasting".

Based on years of study and experience, Mr. Cohan urged private operation of "high-powered" international shortwave stations on a high plane. He contended that American free enterprise can perform outstanding world service through international broadcasting "unhampered by the restrictions of political censorship".

One plan, reported to be under study, would involve an international agreement whereby each nation would be allocated one frequency for a single powerful shortwave station. In America, proponents advocate programming and operation by private industry. They point out that such a method would provide the U. S. with an outstanding international radio voice. By limiting each of the large number of countries interested in shortwave broadcasting to a single powerful transmitter operating on one frequency, a large portion of the spectrum would be freed for development of other services.

Still another contention is that because of limited frequencies, each nation should be restricted to a certain number of shortwave stations, with those in America to be operated by private enterprise, under licenses granted on a merit basis. When the Government wishes to get across its views on some important world problem, time could be leased from the stations.

Donated Time

Broadcasters, on the other hand, are understood to be ready to offer without charge any time necessary for the U. S. to make its views known. They point to the hundreds of hours donated to the war program by AM stations and to the readiness to clear time for the President when he wishes to address the American people. By the same token they would gladly offer their facilities to the Government in world affairs, but the interests which have invested hundreds of thousands of private dollars to develop shortwave broadcasting feel that Government encroachment would amount to confiscation without justification.

It is generally agreed that international broadcasting in the postwar period must be of a higher type than that of prewar experimental days, else listening audiences will be infinitesimal. Even today, with America's transmitters operating on a 'round-the-clock' basis, unofficial estimates place listening audiences, aside from possible undergrounds in enemy occupied territories, at less than 10,000 the world over.

Success of international broadcasting necessarily will hinge on three important factors, granting that it will be continued with or without Government supervision: (1) Receiving sets easily tuned in without fishing (preferably pushbutton); (2) programs of such high type that owners of shortwave sets will want to tune in; (3) stronger signals than those generally used prior to the war.

While the State Dept. Committee continues its study, the problem of international communications is expected to become a factor in the campaign, in light of the "free radio" plank adopted by the Republican National Convention and in view of similar action contemplated by the Democratic National Convention.

ACA NEGOTIATIONS BEGUN WITH WABF

NEGOTIATIONS are under way between American Communications Assn., CIO, and WABF New York, FM station owned by Metropolitan Television Corp., following an NLRB election giving the ACA the right to represent the station's engineers, announcers and program staff in collective bargaining. Union demands submitted to the station include provisions for job security, closed shop, hiring through union hall, sick benefits, vacations with pay, etc. Following an initial meeting, WABF management is preparing a counter schedule which will be presented to the ACA at the next meeting.

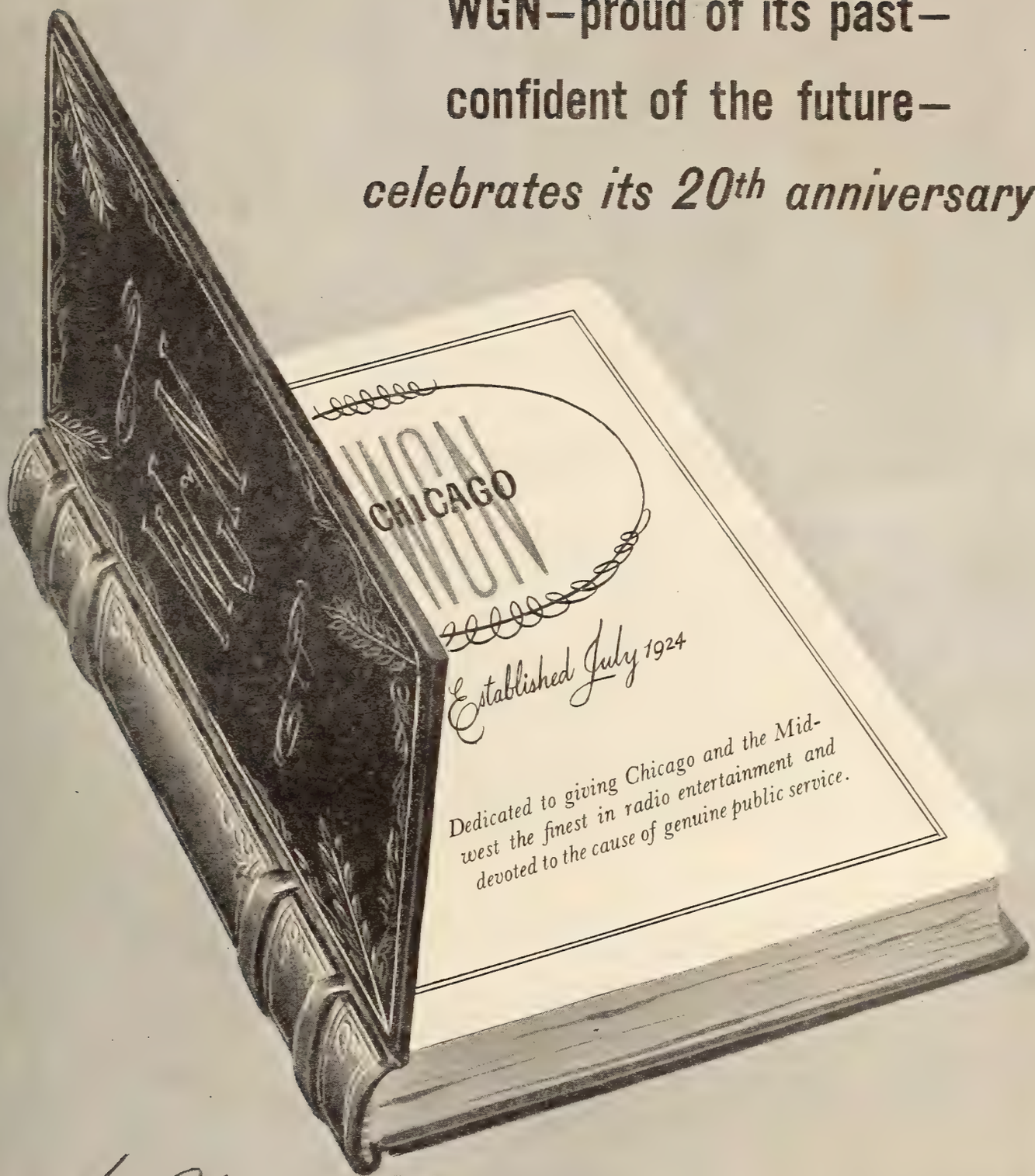
ACA is also negotiating a renewal contract at WCAO Baltimore, where station and union have already agreed that any wage increases will be retroactive to May 2, 1944, ACA reports. Union has petitioned the NLRB for recognition by WBRE Wilkes-Barre whose management, according to ACA, has taken the position that it is not engaged in interstate commerce and therefore is not subject to NLRB jurisdiction.

Union is awaiting the calling of a hearing of its dispute with KYW Philadelphia, which has been certified to the War Labor Board. In that city ACA is also drafting demands to be submitted to WIP for a renewal contract, with any increases retroactive to the expiration of the present agreement, July 17.

Sees British Trend

PUBLIC opinion in Britain "indicates a growing tendency to favor the type of radio program made possible by commercial broadcasting," Lorimer B. Slocum, director of foreign offices of Young & Rubicam, said in an address to the Export Advertising Assn. in New York. Mr. Slocum said the number of advertising agencies in England has been reduced from 500 before the war to 300 or less and that advertisers must "wait their turn".

WGN—proud of its past—
confident of the future—
celebrates its 20th anniversary



A Clear Channel Station



CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

SCR 499 Goes into Rome with Troops To Broadcast Liberation of the City

By LT. CARL ZIMMERMAN

ALLIED FORCE ADVANCE PRESS HEADQUARTERS, Italy —When Rome was liberated, radio was there.



Lt. Zimmerman

An Army Signal Corps SCR 499 transmitter mounted in a two and one half ton truck moved slowly forward Sunday morning, June 4, with forward elements of Gen. Clark's Fifth Army. At ten that morning, the small staff began installing an antenna in a field about four miles from Rome's city limits. Infantry and tanks were moving through the field while Captain Frederic O. Wickham, Jefferson City, Missouri, chief engineer of this radio station on wheels, directed the erection of an antenna beamed to a transmitter in North Africa for relay to New York and London. A deadline had to be met; the broadcaster's daily schedule was to begin in three hours. There was much to report to radio listeners in the United States and United Kingdom for the Allied troops were occupying the city already.

Good Signal

Within two and a half hours, the 300 watt 499 transmitter went on the air. In preliminary tests, engineers monitoring in North Africa reported the signal excellent. Radio correspondents in this theater were about to get the best dateline thus far in the war. Don Coe and Gordon Fraser of the Blue, Eric Sevareid of CBS, Seymour Korman of Mutual and Ralph Howard of NBC all were able to step to a microphone and say, "I am speaking to you from an Army transmitter in a field on the outskirts of Rome, a few hundred yards from Highway Six."

As they spoke, Fifth Army tanks and trucks rumbled in the background. During some of the spots aired later in the day, listeners heard the sound of German artillery.

It was officially announced late Sunday that Fifth Army troops had entered Rome and immediately after that a plan to flash the news to the world over radio was put into effect. Mutual Broadcasting System, by luck of the draw in competition among all the broadcasters some days before, was first on the air. BBC followed with a report by Wynford Vaughn Thomas. Farnsworth Fowle then went on for CBS, Howard for NBC, Fraser for the Blue and finally Peter Stursberg for Canadian Broadcasting Corporation.

German planes were overhead during these broadcasts. Everyone had to crowd inside the transmitter truck and read from the light of a flashlight and it is safe to say that everyone felt the situation a bit unpleasant if exciting, for a radio transmitter is one of the Luftwaffe's favorite targets. It was right outside the truck, big as life.

Gene English, radio-photo representative for OWI, felt even worse a few minutes later when he went to work transmitting pictures of the occupation to New York and London. There was no room for his equipment inside the truck so he went into operation out in the open. Technical trouble developed and had to be righted in spite of the fact that elaborate blackout preparations went by the board in the process. English and three others of us huddled around the equipment to conceal as much of the light as possible but plenty of it streamed through the ventilation holes of our tarpaulin covering. Pictures were by Capt. Jack Smith, Army Pictorial Service, of troops entering Rome's outskirts and Italians laying flowers over bodies of some American infantrymen who never reached the Eternal City.

Radio and photo transmission continued from this transmitter until more permanent facilities were set up in Rome. It is planned to continue the use of this front line equipment with Fifth Army, for pictures as well as radio.

Comdr. Storer Moved

LT. COMDR. GEORGE B. Storer, president of the Fort Industry Co. and Standard Tube Co., has been transferred from the Chicago Naval District to Navy Dept. headquarters in Washington, in the Office of Procurement & Materiel. Comdr. Storer left the active direction of the seven Fort Industry Co. stations (WSPD Toledo; WWVA Wheeling; WMMN Fairmont, W. Va.; WLOK Lima, O.; WHIZ Zanesville, O.; WAGA Atlanta; WFTL Fort Lauderdale) 15 months ago to accept the Naval commission and was assigned as inspection director of the Chicago Naval District. He does not plan to bring his family to Washington for the present.

Helen J. McDermott

HELEN J. McDERMOTT, secretary to E. J. Rosenberg, vice-president of Trans-American Television and Broadcasting Corp., died July 4 as the result of injuries received when she apparently jumped or fell from a New York Central train at Staatsburgh, N. Y.

CHARLES E. COMPTON, radio representative of George P. Hollingbery Co., Chicago, has announced his engagement to Barbara Ortlund, advertising copywriter for Marshall Field & Co., Chicago.

Which would YOU rather SELL to?



DAY AND NIGHT

KCKN was the first Kansas City station to operate on a 24-hour schedule—day and night, *all* night.

BASIC MUTUAL

At 6 P.M. KCKN becomes a BASIC station of the Mutual Network bringing Mutual's outstanding night-time shows to Greater Kansas City's in-the-money, eager-to-buy listeners.

KCKN offers you the all-important MASS MARKET BUYING POWER of Greater Kansas City **without** the rate penalty of out-state coverage.

Making no effort to interest the thinly-spread farm and small town audience surrounding Kansas City, KCKN appeals exclusively and specifically to the whopping Greater Kansas City market. For therein lies the greatest, by far, concentration of buying power between St. Louis and San Francisco.

KCKN is the **only** Kansas City station programmed **solely** for metropolitan listeners. Kansas Citians **know** that day and night they can always depend on KCKN for the programs they like to hear. Which is one reason KCKN consistently does a **selling** job for its advertisers.

Contact your nearest Capper office for availabilities.

KCKN Kansas City

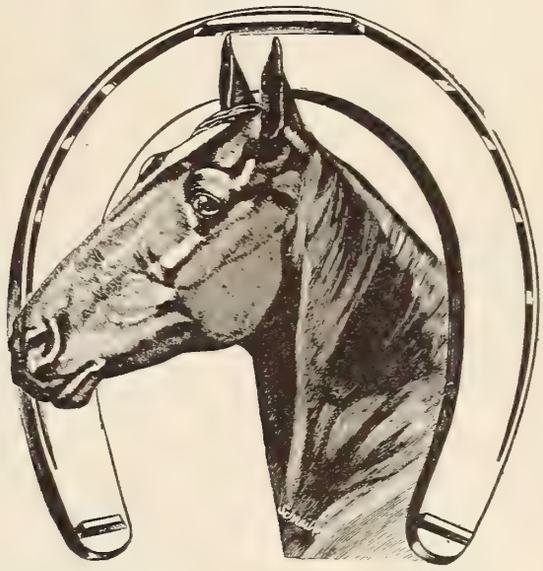
The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

Lexington's Bluegrass
IS KENTUCKY'S 2ND MARKET



Population 350,000 . . . Annual Retail Sales $92,000,-000 . . . Ranks 8th in Per-Capita Retail Sales in the United States . . . The largest Loose-leaf Tobacco Market in the world ($59,238,000 1943 sales) . . . Has 71,110 Radio Homes.

TIME-BUYERS . . . WLAP is the only station exclusively serving this rich, Central Kentucky Market. It's a station that will prove a winner! Make it a "must" on your next schedule.

WLAP *Lexington, Kentucky*

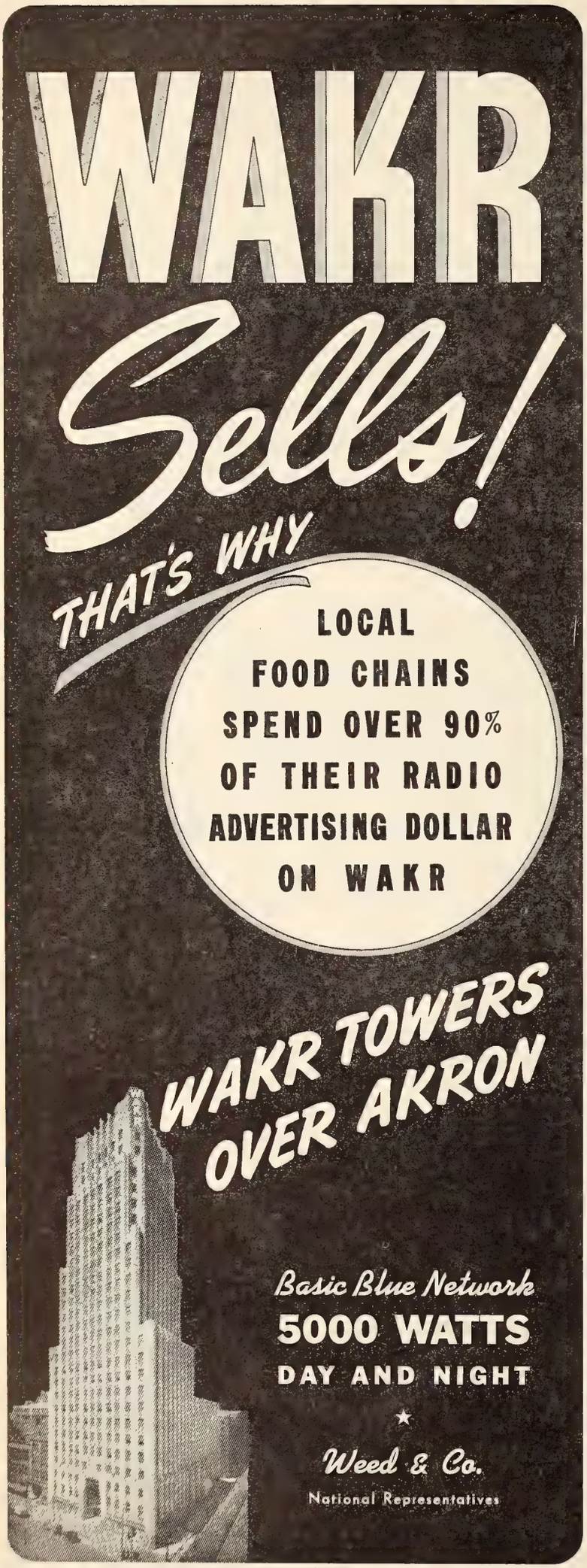
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.
J. E. WILLIS, Manager

"The Thoroughbred Station Of The Nation"

WCMI
Ashland, Ky.-Huntington, W. Va.
BLUE NETWORK

WBIR
Knoxville, Tenn.

KFDA
Amarillo, Texas
MUTUAL NETWORK



Studio Notes

KYW Philadelphia is conducting the second annual Radio Workshop inaugurated last year by Westinghouse Radio Stations Inc. to give public school teachers and principals professional training in presentation of educational programs. By arrangement with the Philadelphia Board of Education, teachers attending may obtain college credit for the course, being conducted through July on a daily basis in the studios of KYW and to be extended throughout the year on a bi-monthly basis. Gordon Hawkins, program supervisor of Westinghouse Radio Stations Inc., and William C. Galleher, educational director of KYW, are in charge of the Radio Workshop. Similar courses are being given this summer by KDKA Pittsburgh and WBZ Boston.

KOA Denver is conducting a series of daily classes in announcing in cooperation with the speech department of the U. of Denver. Clarence Moore, KOA program director is in charge.

WENR, Blue Chicago outlet, and the central division of the Blue has supplied Chanute Field, Rantoul, Ill., with a large bulletin board schedule of newscasts to be heard daily over the Chicago station.

RAYMOND E. NELSON, director of radio and television of Charles M. Storm Co., New York, has been elected a vice-president.

WTIC Hartford marked 4th of July ceremonies for Connecticut with a religious and patriotic program broadcast from the Hall of Flags in the State Capitol. Gov. Raymond E. Baldwin spoke, asking citizens to renew their oath of allegiance to the flag. Prayers were given by representatives of Catholic, Jewish and Protestant faiths. Program was relayed to WELI New Haven, WTHT Hartford, WNLC New London, WICC Bridgeport.

WFIL Philadelphia, in cooperation with the Archdiocese of Philadelphia, inaugurated a new series of Sunday afternoon religious programs July 2 known as the *Philadelphia Catholic Hour*. Program features outstanding speakers of the Archdiocese as well as Catholic choirs.

SPONSORING for the third consecutive year the "Miss Greater Cincinnati Health, Beauty and Talent" preliminary to the Atlantic City "Miss America" contest, WCKY Cincinnati will conduct the contest as a war project, according to L. B. Wilson, station owner. "Miss Greater Cincinnati", to be crowned the latter part of August, will receive a complete wardrobe and will be sent to Atlantic City to compete for the national title. Winner of the finals will go on a 90-day War Bond tour. Preliminaries begin July 24.

WSYR Syracuse expects soon to acquire 1,000 ft. of additional floor space to be occupied by the sales department. Meanwhile the program department will be changed to provide extra space for offices.

NBC has issued a special printing in pamphlet form of "Poem and Prayer for an Invading Army," written for NBC by Edna St. Vincent Millay, and read over the network by Ronald Colman on "D-Day". On the cover, booklet bears a line-drawing of hands closed in prayer, with line describing the occasion of the broadcast, and small NBC microphone symbol on the back cover, the only reference to the network.

CJAT Trail, B. C. has offered local retail merchants association a 10-day course in writing advertising copy, by a well-known advertising expert. Station will conduct the course in the autumn including the preparation of radio, newspaper and direct mail advertising copy.



BEFITTING BRIDE Virginia Thelen, WGN Chicago sales department, were the desk decorations Virginia found upon her return to WGN after her marriage to Marine Pfc. Thad E. Samuels.

CBC INTERPRETS RECORDING RULE

BROADCASTS not acceptable to the Canadian Broadcasting Corp. may not be played simultaneously by transcription over a group of stations, under Regulation 7(m) issued last month by the CBC [BROADCASTING, June 26]. Confusion as to the applicability of the regulation brought from J. R. Radford, CBC supervisor of station relations, an interpretation which has been addressed to all stations and agencies in Canada. Text of the interpretation follows:

From time to time we are being asked for interpretations of Regulation 7 (m), and in order that there will be no misunderstanding in the future, I wish to advise you of the following policy which applies to this Regulation.

The purpose of the Regulation is to prevent a simulation of a network by means of transcriptions for broadcasts which by regulation must be confined to individual stations. If transcriptions are to be used to obtain a wider distribution of the broadcast than can be procured from a single station the transcribed presentations must be separated by a minimum period of three hours. For example, if a broadcast falling in the above category is to be released by transcription over stations in Winnipeg, Toronto and Montreal at least three hours must be maintained between the release of each broadcast.

I would like to stress that Regulation 7 (m) applies only to those broadcasts which CBC regulations or policies prohibit from network release, and, therefore, there is no prohibition on the simultaneous broadcasting of sustaining or commercial transcribed programmes on two or more stations when such programmes would normally be eligible for broadcasting over networks or hookups.

WOR Sales Up

WOR New York reports the best June in its history, with total sales 17%, higher than June 1943, previous record for that month. Accounts were largely responsible for the sales rise, with 38 new contracts signed for June 1944, and 176 new sponsors signed during the first six months of the year. Sales registered a 12% increase for the first half-year over a similar period in 1943—the best year in the station's history.

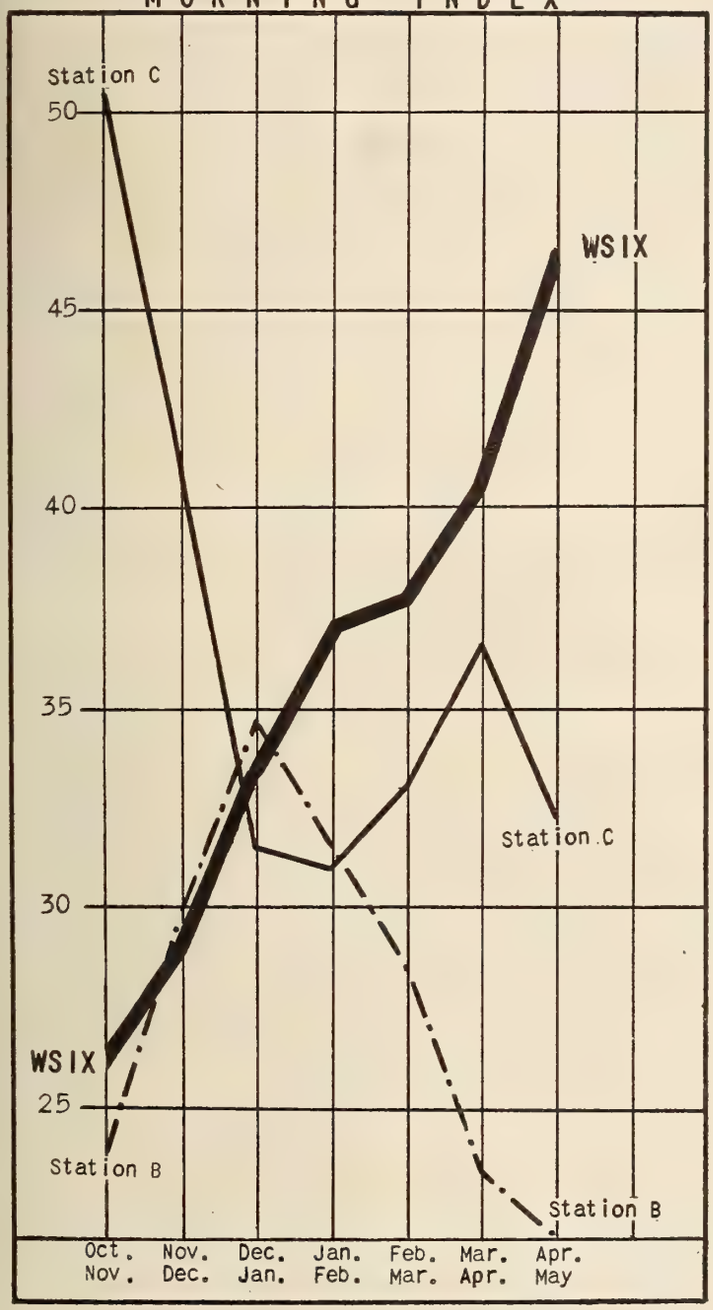
KNEW New York on July 8 started a series of five transcribed weekly quarter hour talks *What Are We Fighting For*, originally broadcast at Army camps under the auspices of the War Dept.

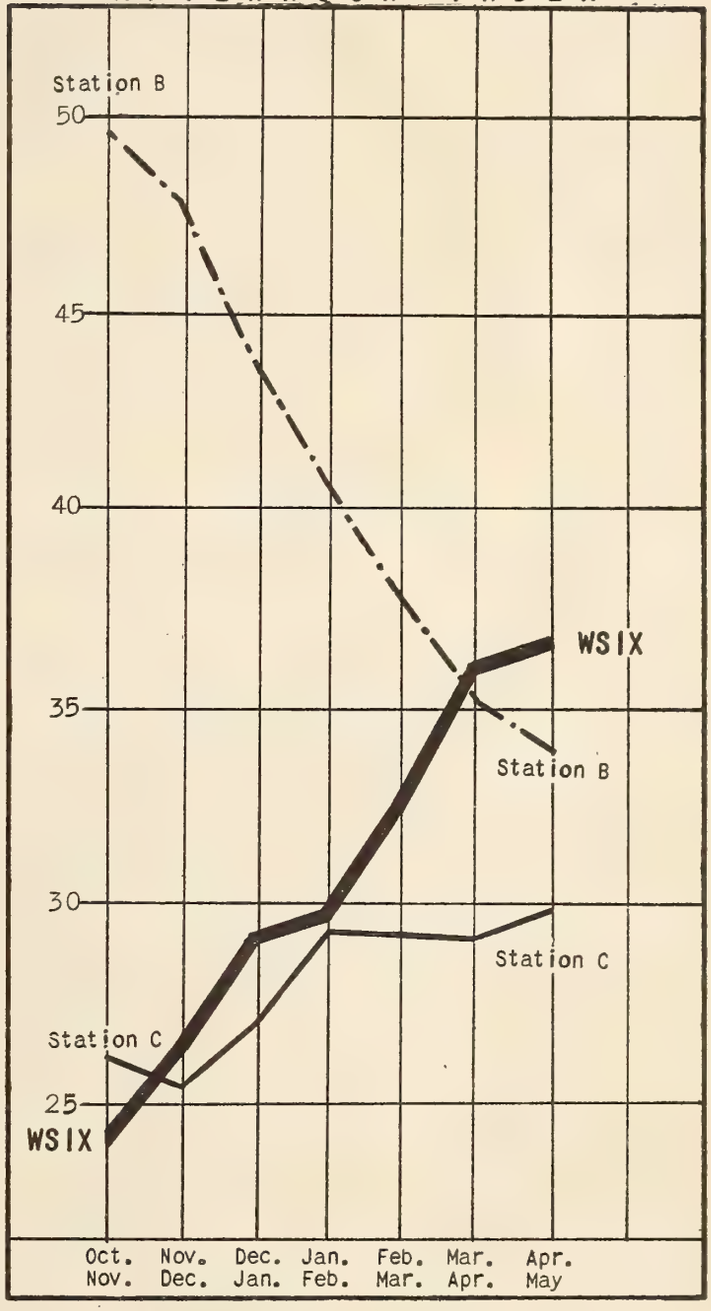
WSIX PULLS AWAY FROM THE FIELD

Leads in Nashville All Day

From 8 A.M. to 6 P.M.

HOOPER LISTENING INDEX OCT.'43-MAY '44





Morning Index (8 A.M.–12 Noon)

	WSIX	Station B	Station C
Oct.–Nov.'43	25.7	23.7	50.6
Nov.–Dec.	28.8	29.9	41.3
Dec.–Jan.	33.7	34.8	31.5
Jan.–Feb.'44	37.3	31.5	31.2
Feb.–Mar.	37.8	28.9	33.3
Mar.–Apr.	40.4	23.3	36.3
Apr.–May	46.0	21.8	32.2

Afternoon Index (12 Noon–6 P.M.)

		Station B	Station C
Oct.–Nov.'43	23.8	49.9	26.3
Nov.–Dec.	26.2	48.2	25.4
Dec.–Jan.'44	29.3	43.8	26.8
Jan.–Feb.	29.8	40.6	29.6
Feb.–Mar.	32.4	38.1	29.5
Mar.–Apr.	35.8	35.1	29.1
Apr.–May	36.4	33.7	29.9

5,000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE TENN

980 K-C

The Blue Network **Mutual Broadcasting System**

Represented by the Katz Agency

Kroger Withdraws Claims

AGREEMENT to cease and desist from making certain representations regarding Kroger's Clock Bread was entered into last week with the Federal Trade Commission by Kroger Grocery & Baking Co., Cincinnati, and Ralph H. Jones Co., advertising agency for Kroger products. Companies will refrain from representing that the bread has a tonic effect upon the nerves, corrects dietary deficiencies or contains "supercharge" health factors.

New Altec Speaker

ALTEC LANSING Corp., Hollywood, Cal., has announced the development of a new type duplex loudspeaker said to deliver increased areas of distribution. Speaker is a compact, two-way multi-cellular unit, requiring less than 1½ cubic feet of floor space and is said to deliver high quality in home radio, phonograph and FM reproductions.

Canada Guild

TO PROMOTE better broadcasting practice and more harmonious relations between producers, unions, stations, advertising agencies and other broadcasting interests, the Radio Directors Guild has been formed in Montreal. Application has been made for a provincial charter by the group of Montreal radio executives who plan to operate cooperatively "for the betterment of radio". The provisional board consists of Paul L'Anglais, Radio Programme Producers Ltd.; Wilf. Charland, Whitehall Broadcasting Co.; Paul Corbeil, program director of CKAC; Omer Renaud, supervisor of programs for Quebec of the Canadian Broadcasting Corp., and manager CBF and CBM; Olivier Carignan, Canadian Adv. Agency; Marcel Provost of the French-language weekly publication *Radiomonde*.

JOSEPH M. GLODSEN, former research director of the war communications research division, Library of Congress, and previously in charge of research for Norman Bel Geddes & Co., New York, has joined Leo Nejelski, newly established public relations and management counsel, as research director.

Network Accounts

All time Eastern Wartime unless indicated

New Business

LOCKHEED AIRCRAFT Co., Burbank, Cal. (institutional), on July 10 for 52 weeks, starts *The Man Called X* on 70 CBS stations, Mon., 9:30-10 p.m. (EWT), and with availability shifts to new time after 8 weeks. Agency: Foote, Cone & Belding, Los Angeles.

HUNT BROS. Packing Co., Los Angeles (canned food products), on Aug. 6 for 52 weeks, starts *Hollywood Barn Dance* on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KOIN KIRO KFPY) Sun., 8:30-9 p.m. (PWT). Agency: Garfield & Guild, Los Angeles.

ANDREWS JERGENS Co., Cincinnati (Woodbury's soap, Jergen's lotion) on July 20 for 52 weeks, starts comedy-mystery program on 8 CBS Pacific stations, Thurs., 9-9:30 p.m. (PWT). Agency: Lennen & Mitchell, N. Y.

Renewal Accounts

AMERICAN DAIRY Assn., Chicago (dairy products), on July 30 for 13 weeks renews transcribed *Voice of the Dairy Farmer*, on 21 Don Lee Pacific Northwest stations, Sun., 12:15-12:30 p.m. (PWT). Agency: Campbell-Mithun Adv., Minneapolis.

DALGLISH Co., Toronto (Javex cleanser), on July 3 renewed to Dec. 29 *How Does the Chorus Go*, on 8 Ontario stations, Mon., Wed. and Fri. 10:15-10:30 a.m. Agency: MacLaren Adv., Toronto.

STERLING DRUG Inc., Windsor, Ont. (Bayer Aspirin), on July 16 for 52 weeks renews *Album of Familiar Music* on 26 CBC Trans-Canada network stations, Sun. 9:30-10 p.m. Agency: Dancer-Fitzgerald-Sample, New York.

PROCTER & GAMBLE Co., Toronto, on July 3 for 52 weeks renewed *Road of Life* (Oxydol) on 27 Trans-Canada stations, Mon. thru Fri., 11-11:15 a.m., agency: Compton Adv., New York; *Woman of America* (Ivory Snow) 3-3:15 p.m., agency: Benton & Bowles, New York; *Ma Perkins* (Oxydol) 3:15-3:30 p.m., agency: Dancer-Fitzgerald-Sample, Chicago; *Pepper Young* (Camay, Chipso), 3:30-3:45 p.m., agency: Pedlar, Ryan & Lusk, New York; *Right to Happiness* (White Naphtha, Ivory Bar) 3:45-4 p.m. Agency: Compton Adv., New York.

COCA-COLA Co. of Canada, Toronto, on July 7 renewed to Aug. 25 *Victory Parade* on 11 CBC French-language stations, Fri. 8-8:30 p.m. Agency: D'Arcy Adv., Toronto.

Network Changes

CREW of the Good Ship Grace Inc. (religious), on July 4, expanded *Haven of Rest* on 24 ABC Pacific stations to 28 ABC Pacific stations, Tues., Thurs., Sat., 8-8:30 a.m. (PWT). Agency: Broadcast Adv., Los Angeles.

PROCTER & GAMBLE Co., Cincinnati (Duz), on July 1 discontinues for the summer on 129 NBC stations, Sat., 8:30-9 p.m. (repeat 11 p.m.), resuming Sept. 9. Agency: Compton Adv., N. Y.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on July 8 replaces *Bob Becker Pet Parade* with Alex Dreier on 127 NBC stations, Sat., 10:45-11 a.m. Agency: Henri, Hurst & McDonald, Chicago.

ELECTRIC Companies Advertising Program institutional, July 10-Aug. 28 discontinues *Report of the Nation* on 132 CBS stations, Wed., 10:30-11 p.m. Agency: N. W. Ayer & Son, N. Y.

LEVER BROS., Cambridge, Mass. (Spry) on July 31 adds 25 CBS stations to *Aunt Jenny's Real Life Stories*, making a total of 77 CBS stations, Mon. thru Fri., 11:15 a.m.-12 noon. Agency: Ruthrauff & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Dreft), on July 3 expands *Dreft Star Playhouse* on 52 NBC stations to 78 NBC stations, Mon. thru Fri., and shifts from 10:45-11 a.m. to 11:30-11:45 a.m. with transcribed repeat on KPO KMJ KFI, 3:15-3:30 p.m. (PWT). Agency: Dancer-Fitzgerald-Sample, Chicago.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), has shifted *Your All-Time Hit Parade* on 130 NBC stations from Fri., 8:30-9 p.m. with West Coast repeat, Fri., 8:30-9 p.m. (PWT), to Sun., 7-7:30 p.m., and from New York to Hollywood. Agency: Foote, Cone & Belding, N. Y.

METRO-GOLDWYN-MAYER, New York, has added 28 MBS stations to *Screen Test*, making a total of 89 MBS stations, Mon. thru Fri., 9:15-9:30 p.m. Agency: Donahue & Coe, N. Y.

FRANK H. LEE Co., Danbury, Conn., on June 22 for 8 weeks replaces Dale Carnegie of *Little Known Facts About Well Known People* on 28 MBS stations, Thurs., 10:15-10:30 p.m. with Tiny Ruffner. Agency: Bermingham, Castleman & Pierce, New York.

FTC Cites Detroit Soda

DETROIT Soda Products Co., Wyandotte, Mich. (Crystal Brand Baking Soda), and Aarons, Sill & Caron Inc., Detroit, advertising agency for the product, have been ordered by the Federal Trade Commission to cease misrepresentations of the product. Commission charges that in radio continuities and by other means the companies have made false claims regarding medical and dental values of the product, including representations the product will cure colds, ivy poisoning, lumbago, dyspepsia and other ailments.

"KFY ROLL CALL"

American Tobacco Company
General Foods
Westinghouse Electric
Sheaffer Pen Company
General Motors
F. W. Fitch Company
Sterling Products
Phillips Chemical Company
General Electric
P. Lorillard
Salisbury-Satterlee
Miles Laboratories
Grove Laboratories
Land-O-Lakes Creameries
Kellogg Company
Procter & Gamble
General Mills
Lever Brothers Company
Theo. Hamm Brewing Company
Du Pont
Firestone Tire & Rubber Company
Bell Telephone System
H. J. Heinz Company
Liggett & Myers Tobacco Company

Socony Vacuum Oil Company
Uncle Sam Breakfast Food Company
Wenzel Tent & Duck Company
Dr. Salisbury Laboratories
Electro Auto-Lite Company
Lewis-Howe
S. C. Johnson & Company
Pepsodent
Brown & Williamson Tobacco Company
Minneapolis Brewing Company
Andrew Jergens Company
Bristol-Myers
Standard Brands, Incorporated
Kraft Cheese Company
Tide-Water Associated Oil Company
Phillip Morris & Company, Ltd.
Cities Service Oil Company
John Morrell & Company
Goodyear Tire & Rubber Company
Schutter Candy Company
Colgate-Palmolive-Peet
R. J. Reynolds Tobacco Company
Plough, Incorporated
Manhattan Soap Company

Skinner Breakfast Food Company
Oelwein Chemical Company
Standard Oil Company
Hilex
Reid-Murdoch
Michigan Bulb Company
Janney-Semple Hill & Company
Acme White Lead & Color Works
Gold Seal Company
Atwood Coffee Company
Perfex Company
Folger Coffee Company
Fairway Stores
Saf-Kil Company
Rit Dyes
Bexel Vitamins
Carters Little Liver Pills
Bax
Griggs Cooper
Gamble Stores
Land-O-Nod Mattresses
Vicks Chemical
Johnson & Johnson

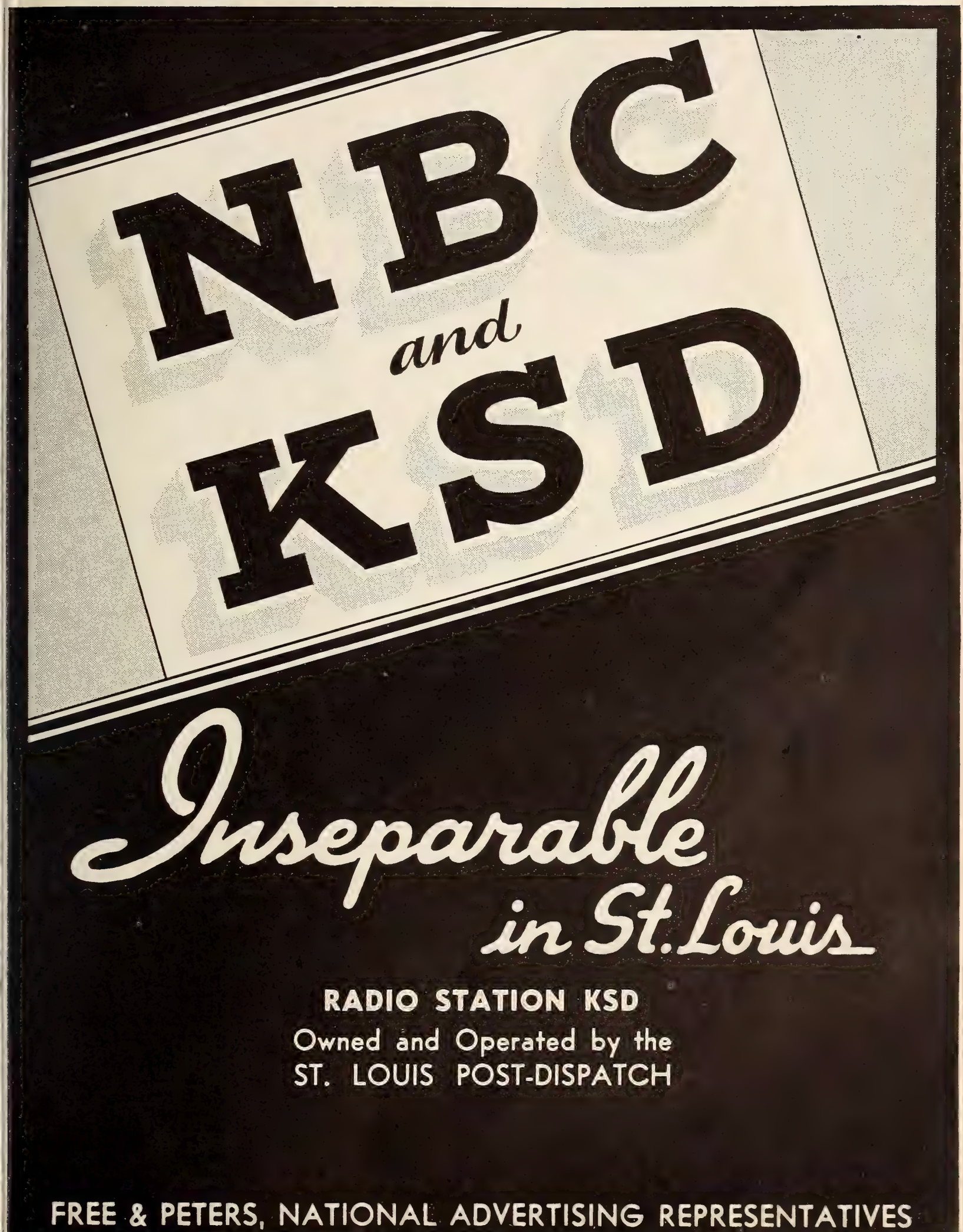
THEY'RE GETTING RESULTS!

IS YOUR FIRM OR PRODUCT LISTED?

IF NOT - - - BETTER SIGN UP NOW!

ASK ANY JOHN BLAIR MAN FOR DETAILS




NBC
and
KSD
Inseparable
in St. Louis
RADIO STATION KSD
Owned and Operated by the
ST. LOUIS POST-DISPATCH
FREE & PETERS, NATIONAL ADVERTISING REPRESENTATIVES



We Sell Programs

In these days of saturating demand for announcement availabilities we are particularly pleased to point out that by far the largest part of our sales are programs of five minutes and longer.

Every modern means of selling and presenting programs is used. Letters, direct mail, transcriptions and hundreds of presentations similar to the one shown here are employed for this purpose.

But most important of all, these presentations are made in person by men highly specialized and devoted exclusively to the sale of radio.

Time buyers find successful program selling of this kind is constructive and the results are gratifying to the radio stations we represent.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES



RADIO PROPOSAL to: A RAZOR BLADE MANUFACTURER

on: WXXX

1000 watts -- 930 Kc.

Program

ALL-STAR SPORTS REVIEW

Jim Sawyer is a recognized sports authority with a very large following. Ex-shortstop in the American League, he has been broadcasting sports for several years and is a permanent member of the station's staff.

Naturally, with a great baseball background Sawyer is not only a local institution but has the best possible contacts in all fields of sports.

During the baseball and football seasons he does all play-by-play for this station. His baseball broadcasts were sponsored last fall by the NATIONAL TRUST COMPANY, a local bank. The high school basketball games, including the state tournaments, were sponsored by the HARRIS PUBLIC SERVICE COMPANY. Both of these sponsors have signed him up already for play-by-play this coming fall and winter.

The program in question -- ALL-STAR SPORTS REVIEW -- has been running for two years and, until last month, was sponsored by the MOORE INSURANCE COMPANY six days a week. The MOORE COMPANY decided to drop the program for the summer, but want it back next fall. If in the interim we can secure a 52-week sponsor, the station will withhold him from this previous sponsor.

Naturally he is an experienced radio performer with a good voice and an appealing sense of humor. He knows sports and sports people, and uses coaches and players on his program for interviews. During the summer his broadcasts are confined mainly to big league baseball and

Editorial

Forgotten Probe

IN THE helter-skelter of war and political news coverage, station sales, FM and television developments and FCC fulminations, folks in radio have all but forgotten what was radio's biggest Washington-front story a scant few months ago—House Select Committee Investigation of the FCC.

There were screaming headlines prior to last fall, when the fiery Rep. E. E. Cox of Georgia resigned as chairman of the Committee. The white heat persisted until the Committee's general counsel, Eugene L. Garey, of New York, resigned under fire four months later. In the meantime the venerable Rep. Clarence F. Lea of California had been named Committee chairman, and there promptly were charges of an Administration "whitewash". Indeed that view might well have been taken, for the investigation was transformed from one of fire and brimstone to a quiescent sort of pink tea, if headlines are the index.

But that's not the case. Actually, only the first phase of the inquiry has been completed. The Committee now has recessed hearings until fall. Meanwhile a new general counsel formally takes over. He is John J. Sirica, able young Washington attorney, who was selected without regard to political considerations and on proven ability alone. Since last April Mr. Sirica has been studying the record of the proceedings which had begun with open hearings the preceding July. He attended all sessions, but allowed Harry S. Barger, the Committee's chief investigator, to complete the first phase.

The FCC, upon insistence of Chairman James Lawrence Fly, now has completed its rebuttal testimony on this first phase—covering activities of the Radio Intelligence Division and the Foreign Broadcast Monitoring Service, along with such collateral matters as draft deferments and foreign language stations.

Mr. Fly had charged that the inquiry had been "star chamber" and that the Commission should be permitted to rebut the Cox-Garey record. To us it appears that thousands of words of trivia have been dumped into the record during these last few months. Anyway, Congress slashed the 1945 FCC budget by more than $2,000,000, curtailing sharply the RID and FBIS activities, which had been under Committee fire.

Mr. Sirica proposes to lay before the Select Committee facts which should aid Congress in formulating new radio legislation. While the Committee recesses he will delve into the FCC's licensing power to ascertain where the Commission has gone wayward. He is determined to undertake the task dispassionately and impersonally. Those who have seen him perform in the Washington courts relate that he is utterly without fear and that he knows his subject and his adversaries before he undertakes an assignment. By September when hearings are resumed he hopes to have all the facts, good or bad, to lay before the Committee.

If, as a result of the new inquiry, it is developed that the FCC has abused its licensing powers and that the imperfections of the existing law permit abuses, than all concerned should work together in writing a new act. If, on the other hand, it is found that the Commission has hewed to the letter and spirit of the law, then that should be accepted.

There should be agreement, beforehand, on one point. Congress has ordered the inquiry and appropriated the funds for it. Mr. Sirica should be permitted to complete his work without hindrance from any quarter, Administration, FCC, or the leadership of the House. The first phase, now ended, made a mockery of legislative processes.

Ominous Signs

THE INEVITABLE is shaping up in the international shortwave field. Government forces are moving toward Federalized operation of shortwave broadcasting after the war. Despite pledges that these facilities would be turned back to the private operators who developed them for commercial use the American way, plans are fostered behind the scenes to continue Government operation, perhaps through a peacetime OWI or CIAA or both. This comes with more regret than surprise, for it always happens that when Government reaches into fields of private endeavor it is loath to get out. And if Government remains in the international radio field, it is but a short haul to the domestic, particularly in this new era when anywhere is overnight from anywhere.

Freedom to Be Free

OVER AND over again people remark that radio talks about others with a strong voice, but never talks about itself. It's true.

The exception occurred the other day. Dick Harkness, able NBC commentator, chose July 4 to discourse on freedom of radio. He read the free radio-press plank in the Republican campaign platform, adopted at the Chicago Convention. He called upon the Democrats to be equally outspoken.

The Democrats talk about a "thumbnail" platform that can be memorized. It's hard to see how a free radio-press expression could be any more than a sliver rather than a plank.

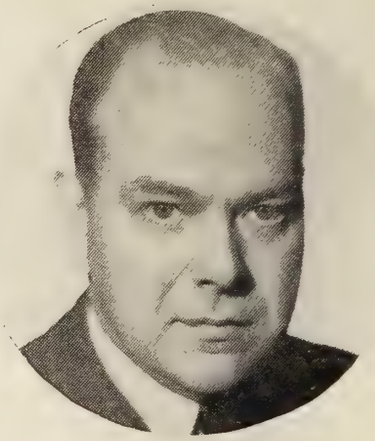
We're glad a reporter of Harkness' stature addressed himself to radio's freedom. It hasn't been a popular thing. Some reporters know of repercussions from official quarters when radio has deigned to comment on regulation. Repugnant as that may be to democratic principles it has happened—here and recently.

Along this line, the FCC has set for hearing a complaint of the UAW-CIO against WHKC Columbus, alleging the station is "throttling free speech" because it wouldn't permit a union official to go on the air without sharp editing of a harangue against candidates for public office. The FCC previously had renewed the station's license, despite the CIO protest.

The facts in this case have been duplicated many times. It's the first time within our knowledge that a station has been cited on such a count. But these are different times and the FCC is made up of different men.

In these times, more than ever, it is important that radio speak out fearlessly for its freedom. Few in radio will contend that it is entirely free today.

Our Respects To —



PAUL McCLUER

IF PAUL McCLUER'S late Uncle William, then head of Cochran & McCluer, one of the oldest Chicago real estate firms, hadn't invited Paul to live with him, he might by now be a college professor, not quite fusty, but certainly frustrated. Uncle Billy, however, according to the present and highly successful young sales manager of the NBC central division, thought a young man ought to work in the big town and watch its wheels go 'round.

Realtor McCluer, Chicago pioneer, had risen with the influential men of the city. Therefore, he introduced Paul to many of his friends, among them Samuel Insull, when that tycoon was nearing the top of his pyramids. Appraising Paul McCluer's ability, Insull placed him in the Chicago Central Station Institute as an instructor for employes of the Insull utilities in Northern Illinois.

McCluer was fitted for the job. At the U. of Illinois, where he took his A.B., he had majored in public speaking and dramatics, and after teaching those subjects at Northwestern Military & Naval Academy, Lake Geneva, Wis., he had returned to the Illinois campus as a professor in the same subjects. Meanwhile he was writing his M.A. thesis, the subject of which, he now recalls wistfully, was "The Greek Proscenium".

Too, by inclination and environment he had shown an early aptitude for such work. Although he was born in Brimfield, Ill., Aug. 3, 1900, he remembers little of that small town, but retraces his following grade- and high-school days as a series of elocution contests and debates before civic leaders in a score of midwest towns. This was as a consequence of his father's itinerant calling, that of a Presbyterian minister whose eloquence was instrumental in founding or expanding community pastorates in his path. And Paul's college vacations had been spent augmenting the theory he was learning in classes, by travel with Chautauqua units as a platform manager. Now that he looks back, he says the most important phase of that job was re-signing unhappy local sponsors for next year's visit.

As an employe's pedant, however, McCluer wasn't satisfied with his progress. Taking inventory of himself and the business world, he decided to try a field with unlimited possibilities—radio, and in 1928 he joined WENR Chicago as assistant to the manager, with such varied duties as script writer, announcer, and time salesman. By March 1931, when he joined the sales staff of NBC's central division, McCluer found himself in his right

(*Continued on page 40*)



OUTSTANDING PRODUCTION

. . . key to the high caliber of WMFM programs

When you plan your program on WMFM, depend on its being an outstanding production.

Depend on its being an outstanding production because of WMFM's outstanding facilities. Radio City, the home of WMFM, is one of America's finest local radio plants. The ultra-modern auditorium . . . the well equipped individual studios, plus the finest in engineering equipment assure WMFM programs of technical perfection.

Add to that the keen production minds, and top-flight talent available for WMFM programs. It's easy to see why WMFM programs are *high caliber* programs. It's easy to see why WMFM programs are a welcome visitor in tens-of-thousands of Milwaukee and Wisconsin homes.

Several of the most popular WMFM programs are available now for sponsorship. Take advantage of the prestige building, sales stimulating value of a program on WMFM. Let us plan with you to adapt a current WMFM program to your needs or let us work with you in the development of a new program.

Act now. Include WMFM on your fall schedule. Call, write or wire.



THE MILWAUKEE JOURNAL FM STATION

Member — The American Network



Like a satisfying cold drink on a hot summer afternoon, it's refreshing to a Time Buyer to discover a radio station that has all it takes to produce *Results!*

KOA is such a station, with its combination of indisputable, proven *selling* factors.

Here's why KOA advertisers have never been *left* in the cold, and are always *warm* at renewal time:

Dealer Preference (68.8%)*
Listener Loyalty (69%)**
Top NBC Programs
Power (50,000 Watts)
Coverage (Parts of 7 states)

*Ross Federal Survey
**NBC Tale of 412 Cities

Few Stations in the Nation Can Equal KOA's Dominance!

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Our Respects to

(*Continued from page 38*)

element, numbering among his accounts Miles Laboratories, Johnson's Wax, Fitch's, Compana, Welch's, Household Finance, Ralston, Lady Esther and others.

That one salesman should be responsible for such national advertisers is considered unusual, but no less so is it, Paul McCluer will tell you, than the record of the NBC central division sales force as a whole, a record McCluer with quiet energy is enlarging daily through his sales manager policy of "letting each man mind his own business".

Still Small Town Boy

Mr. McCluer claims he's still a small town boy in some respects, giving as an example his interest in traps and snares when he goes fishing and hunting at grounds picked by Charlie Lyon, NBC announcer, and Andy Devine, the gravel-throated comedian of radio and screen, in the Canadian woods. And then there's the matter of the share-opinion policy carried out in the McCluer family. For eight years his New York City-born wife had her turn, and the McCluers lived in a Chicago apartment. Now, for eight years, it will be Paul's way of life, in a large country house on 10 rugged acres near Libertyville, Ill., where they have a small garden, some chickens, two footloose cocker spaniels and a handy shotgun for occasional pheasants and rabbits who trespass the grounds in season.

Mr. McCluer represents a different school of thought from that of some radio executives, and when he says the future of radio is unbounded, he takes into consideration every phase of the industry, from potential sponsors to future talent. He believes the peace will find hundreds of new and market-wise advertisers, that the emergency of war and laboratory research during this time will prove beneficial in the technique of production, and he feels that radio education, both before the "mike" and at the receiving end is developing a reservoir of latent talent now in the armed forces.

Pvt. Council Missing

PVT. CARLYLE C. COUNCIL Jr., son of the president of WDNC Durham, N. C., has been reported "missing in action" as of June 1. He entered the service from the U. of North Carolina in April 1943 and went overseas the following September. After further training in North Africa, he went to Italy in November. During the first three months of this year he was hospitalized in Africa, but returned to his company early in April.

WALKER Co. has been appointed exclusive national representatives of KXL Portland, Ore.

Personal NOTES

HUGH J. BRENNEN, owner of WJAS and KOV Pittsburgh, is at home recovering from a recent gall bladder and cardiac attack. He will be away from his office about a fortnight, it is reported.

JOHN I. PROSSER, former program director of WKY Oklahoma City, has been named general manager of WKAT Miami Beach. He succeeds John C. McCloy, who has been inducted into the armed forces.

HARRY ENGEL, account executive of KWKW Pasadena, Cal., and Patricia Weisberger are to be married in Beverly Hills July 14.

JOHN TORMEY, a supervisor of network operations at CBS, has transferred to WABC New York as account execuive.

E. C. CUNNINGHAM, NBC central division local and spot sales traffic manager, is the father of a girl.

JAMES H. MOORE, manager of WSLS Roanoke, Va., has been elected governor of the Lions' Club Fifth Virginia District.

LT. GEORGE A. BURNS, former manager of KFXM San Bernardino, Cal., has been assigned to the Ft. Riley, Kan., Cavalry School staff and faculty as intelligence officer.

OWEN F. URIDGE, assistant general manager of WJR Detroit, took office July 1 as a director of the Detroit Rotary Club.

ROBERT W. BUCKLEY of the CBS Chicago sales staff has been named assistant to W. Donald Roberts, western sales manager.

CARLETON COVENY, Los Angeles manager of John Blair & Co., station representatives, is in St. Francis Hospital, San Francisco recovering from a major operation.

GEORGE JACKSON, manager of WBOW Terre Haute, Ind. and member of the local Civilian Air Patrol, has passed his flying tests and soloed June 28.

THREE New York City High Schools have won awards in an inter-scholastic radio drama contest sponsored by the Board of Education of New York City and NBC as the first activity of joint educational operations announced last month. Contest was conducted through 12 broadcasts on WNYC, New York's municipal station, and WNYE, operated by the Board of Education.



U. S. Army Signal Corps Photo

DOWN THE HATCH went James W. Woodruff Jr. (1), executive manager of the Georgia Broadcasting System (WRBL WATL WGPC), and Weldon Herrin, manager of WRBL Columbus, Ga., during Infantry Day demonstrations at the Ft. Benning (Ga.) Parachute School. They took a ride from Ft. Benning's 250-ft. trainer tower for paratroops.

NEW EDUCATIONAL SERIES FOR TROOPS

A NEW SERIES of programs designed to bring the troops closer to home and broaden their understanding of the war and their part in it will begin soon under the direction of the Education Service of the Armed Forces Radio Service, Morale Services Division, and in cooperation with the four major networks.

About 400 stations and sound systems now in operation in all war theatres are now available to carry the programs. As the fighting fronts are extended, additional facilities will be installed. All members of the U. S. armed forces, on land or sea, will hear the series if at all possible under existing outlets.

Many of the programs will be transcribed after presentation in this country, and then flown to overseas stations. They are designed to be of entertainment as well as educational value.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish Speaking	Persons
1,522,946	Italian Speaking	Persons
1,236,758	German Speaking	Persons
661,170	Polish Speaking	Persons
200,000	Spanish Speaking	Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station



PHILO T. FARNSWORTH
Originator of Electronic Television



E. M. MARTIN
Secretary and Counsel



E. H. VOGEL
Vice President Sales



E. A. NICHOLAS
President



J. P. ROGERS
Vice President Treasurer



B. RAY CUMMINGS
Vice President Engineering

FARNSWORTH EXECUTIVE MANAGEMENT COMMITTEE

Look to the Future . . .



W. J. AVERY
Export



MADISON CAWEIN
Research



J. C. FERGUSON
Chief Engineer Fort Wayne



JOHN S. GARCEAU
Advertising

WITH THESE MEN!



PAUL H. HARTMANN
Assistant Treasurer



E. J. HENDRICKSON
Sales



E. M. HOEY
Order Service



I. C. HUNTER
Sales



R. C. JENKINS
General Superintendent



GLENN KELSO
Superintendent Fort Wayne



REESE KENNAUGH
Superintendent Marion



H. J. MYERS
Controller



E. S. NEEDLER
Purchasing



F. B. OSTMAN
Service



J. H. PRESSLEY
Chief Engineer Marion



A. E. SIBLEY
Credit

They were veterans when they joined Farnsworth 5 years ago! These *21 men* in the Farnsworth headquarters organization today are all in the same important positions they took in 1939 when Farnsworth expanded its research laboratories and entered into the production of radio, phonograph-combinations and television equipment.

This intact staff is a true indication of the sound planning and development within the Farnsworth organization.

These men are planning post-war products and services and policies now — natural developments of our 19 years of research in the electronic field . . . in television, radio and phonographic reproduction.

After the war, Farnsworth will be in a strong position to work with you in all phases of radio and television transmission and reception. Farnsworth accomplishments have received high recognition. Farnsworth possibilities in the future are unlimited.

FIRST POPULAR INTERPRETATION OF TELEVISION. Write for copies of "The Story of Electronic Television." Prepared for the public, it should be useful to you.

FARNSWORTH

Television · Radio · Phonographs

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana • Farnsworth Radio and Television Transmitters and Receivers
Aircraft Radio Equipment • Farnsworth Television Tubes • The Farnsworth Phonograph-Radio • The Capehart

"Pied Piper



of the Piedmont"...



HE CAN'T toot a note, but he's a flesh-and-blood legend. He's followed by *more than 177,000 listening families a week* over WBT. In milltowns and cities, mountains and farmlands—from 6:00 to 8:00 A.M. weekdays, 7:00 to 9:00 A.M. Sundays—*47.6%* of all radio families in WBT's 107-county primary service area* tune to Grady Cole for farm and weather reports, news and general information.

They write him an average of 8,000 letters and postcards a month. So great is their faith in what he has to say that they plant what he advises, eat what he suggests, *buy what he recommends.* They name babies after him. They come from remote sections to meet him and ask his advice. Thousands declare he could be governor of either Carolina if he chose to run. He doesn't.

The legend of the incredible Grady Cole has been growing since November, 1929, when he first stepped up to a WBT microphone and began his career of public service. He's been a big factor in the successful growth of Piedmont agriculture during these 15 years — and a big factor in the success of many new brands and products in Carolina markets.

Today, 18 national advertisers hold stubbornly to Grady Cole contracts. We'd be glad, however, to put you on the waiting list . . . or help you start a new legend with a WBT show of your own choosing.

* *So says the CBS Listener Diary*

WBT
CHARLOTTE • 50,000 Watts
The South's Best Salesman
COLUMBIA OWNED
CBS

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

First
✓listeners
✓advertisers
✓results
BUT, THAT IS THE USUAL STORY FOR WRC
FIRST, CONTINUOUSLY SINCE 1923
WRC
Represented by NBC Spot Sales
Washington

BEHIND the MIKE

MARTIN MAGNER, producer-director, is shifting from NBC's central division in Chicago to NBC New York, where he will succeed Wynn Wright as director on *Arthur Hopkins Presents.*

MRS. ROY PORTER is now an associate of Larry Stevens, former publicity director of BBC, in New York, who opened his own public relations firm at 30 Rockefeller Plaza, New York, last Wednesday. Mrs. Porter formerly worked at Press Assn., New York, in conjunction with her husband, now broadcasting for NBC in Chungking.

PATRISHA STAMBACH, women's feature director of WHBC, Canton, Ohio, on July 8 was to be married to Ens. William F. Duckworth, USN.

RALPH M. HANSEN, Marine 1st lieutenant and former KSD St. Louis announcer, married Jean E. Fawcett of New Albany, Ind., at the Marine Air Station, Cherry Point, N. C.

ELLIOT KUNIN has joined the announcing staff of WAAB Worcester.

JENNY SHAHEEN has joined CJKL Kirkland Lake, Ont., as traffic manager.

GORDON COOK, formerly of the announcing staff of CKCK Regina, has joined the Canadian Broadcasting Corp., Toronto.

ERNEST MORGAN, program director of CBR Vancouver, has been named to the new post of supervisor of international exchange broadcasts of the Canadian Broadcasting Corp., and will headquarter at Toronto, where CBC national program office is located.

JAMES ELLIOTT, former announcer of WBEN, Buffalo, N. Y., has joined WFIL Philadelphia.

JACK O'REILLY, sports announcer of KYW Philadelphia, has resigned to join WNEW New York. He will also assist Bill Stern, NBC sports commentator, in special assignments.

BERNIE BARTH, announcer of WFIL Philadelphia, is the father of a boy.

JOHN EGAN, announcer of WCAU Philadelphia, is the father of a boy.

HAL BARKAS, formerly of WJNO West Palm Beach, Fla., has joined the announcing staff of WCAU Philadelphia.

VIOLET SHUMAN, formerly of the public relations office of RCA-Victor, Camden, N. J., has joined the newsroom staff of WCAU Philadelphia. She succeeds William Windle who resigned to join UP in Washington.

HAL HUDSON, CBS West Coast program director, is the father of a boy.

FAYETTE KRUM, freelance scriptwriter, last week joined the CBS script division replacing Virginia Roos, resigned.

Dorothy Lowell

DOROTHY LOWELL, 28, who has played the lead in *Our Gal Sunday,* the Anacin program on CBS, for years, died July 1, a week after her daughter, Susan, was born. Surviving are her husband, William M. Spire, until recently Deputy Chief of the OWI Domestic Radio Bureau and formerly of the radio department of McCann-Erickson Inc., her infant daughter, and a 3-year old son, Kip.

MEL BASIL, sports announcer, formerly of WCAU Philadelphia and more recently of WWDC Washington, is now free-lancing and is heard in a weekly sports round-up on WEVD New York.

VICTOR S. BEST, WFBL Syracuse announcer, and Marjorie Brown, control operator of WHLD Niagara Falls, have announced their engagement.

JEAN MEREDITH, assistant manager of CBS western division press information department, Hollywood, has been elected president of the Los Angeles alumnae of Theta Sigma Phi, national honorary and professional fraternity for women in journalism.

JAMES STEWART, CBS Chungking correspondent, is visiting his family in Arizona before returning to China.

CAPT. JOE THOMPSON, former NBC Hollywood and San Francisco producer, is now manager of the American Expeditionary Station at Espiritu Santo, New Hebrides.

GORDON HUGHES, producer of CBS Hollywood, is recuperating from an appendectomy.

LT. PAUL LANGFORD, former production manager of KPAS Pasadena, Cal., is now a public relations officer attached to the Ogden (Utah) Air Service Command, Hill Field.

FRANK B. GOSS, former CBS Hollywood announcer, is now a captain on the staff of the Army Air Forces School of Applied Tactics at Orlando, Fla.

ELEANOR BEESON, continuity writer of KHJ Hollywood, has resigned.

JACK McCLAIN, former announcer of KROW Oakland, Cal., has joined KFBK Sacramento.

HILL ARMFIELD, announcer of KFBK Sacramento, Cal., has shifted to KERN Bakersfield, Cal.

ONA LOUISE McMANUS has joined KERN Bakersfield, Cal., as traffic manager.

GORDON KEEBLE has been promoted to chief announcer of CJBC Toronto.

EARL SMITH and J. E. (Red) Graeme have joined the news staff of CKWX Vancouver.

JANET MATTER, of the KGO San Francisco press staff, was married June 25 to Lt. Robert Lloyd Rix, at Fort Mason, San Francisco.

LEE GOELLER has been added to the continuity department of WSLS Roanoke, Va.

HELEN BARR, formerly of WHDH Boston, is now director of women's programs at WKY Oklahoma City.

NATHAN M. RUDICH, drama director of WNYC New York, is the father of a boy.

POLLY MALONE, of the WCAE Pittsburgh *Polly Entertains* program, celebrated her 10th anniversary on the air July 1 by recreating her original program, *Polly Put the Kettle On,* which she did on July 1, 1934.

CPL. WILLIAM J. NELSON, formerly of WLS Chicago, has transferred to the Nashville Army Air Center to handle radio production for the Special Information Office.

LT. FRED M. WOOD, formerly of WIP Philadelphia, has been transferred to Naval Air Transport Service and is stationed at Miami. He was promoted to his present rank in January, after a year as instructor for Naval flying cadets.

HENRY EAST, news editor of WRBL Columbus, Ga., has returned to the station after temporarily directing the activities of WGPC Albany, Ga. Jim Harding is a new WRBL announcer. Billy Wismer has joined the station as continuity director.

SIDNEY KING has joined WGPC Albany, Ga., in a promotion-programming capacity.

WLW Names Kingsbury

GILBERT W. KINGSBURY, assistant editor-in-chief of the WLW-WSAI Cincinnati newsroom since joining the stations in November, 1942, has been named editor-in-chief, succeeding William Dowdell, it was announced last week by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Mr. Kingsbury, a graduate of the U. of Kentucky where he majored in journalism, was a reporter and later assistant city editor of the *Cincinnati Post,* before becoming assistant dean and assistant professor at the U. of Cincinnati, where he is still a member of the evening college faculty, lecturing on journalism.



Mr. Kingsbury

GOP Reactions

RADIO REPORTS Inc., New York, in the July 1 issue of its weekly digest of radio opinion, states that "favorable radio reaction to the Dewey nomination outweighed unfavorable comment, but the GOP platform came in for much more criticism than praise." Report covers 1806 news and discussion programs, monitored from 6 p.m. June 23 to 6 p.m. June 30 in New York and June 21-27 in Los Angeles. Statement prefaces brief digests from the broadcasts of local and network commentators on the Republican party's choice of candidate and platform.

ART PRIMM, announcer of KFRC San Francisco, has joined the station's production staff.

CHARLES BEN DAVIS, formerly with WNOX Knoxville as chief continuity writer and war program director, is now program director of WBIR Knoxville.

WALTER LONG succeeds Otis Henley as news editor and announcer at WCBI Columbus, Miss., and WELO Tupelo, Miss., both stations of the Mid-South Network. Mr. Henley has become commercial announcer at WCBI.

FOUR newcomers to the staff of WSAZ Huntington, W. Va., are Jack See, announcer; Bernard Sammons and Bill Ratcliffe, salesmen; Barbara Litton, traffic manager.



"Careful, dear — you know WFDF Flint says we musn't lose our ration books."



War Gem Today

WHAT WILL THE QUARTZ CRYSTAL DO TOMORROW?

The fabled princes of Hindustan or the wealthy Nizam of Hyderabad never owned a gem more valuable.

The quartz crystal is doing more than rubies or emeralds to protect our way of life against the aggressor.

Cut into tiny wafers the quartz crystal is performing with merit wherever fixed radio frequencies are a "must".

Federal is mass producing frequency control crystals for military use. How many difficult jobs they are doing is a war secret. But their versatility is unlimited.

Even now — in the great FTR research laboratories — men are finding new uses for quartz crystals — pointing the way to widespread industrial and civilian use after the war is won.

Not alone in communications — but in such widespread applications as precision timing and measuring devices, television, supersonics, pressure gauges, filters, generators, induction heating devices and automatic control equipment, crystals will find new uses . . . a war gem will become a peacetime servant.



Megatherm, Federal's pioneering induction and dielectric heating equipment, is giving outstanding production line performance in the metals, plastics, food, textile and other industries.

To achieve mass production Federal has installed new machinery and new methods to speed crystals on their way to war—and will continue to be a leader in crystal production. Now is the time to get to know Federal.

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER April-May, 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A 14.2	WGRC 28.1	B 33.7	C 24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A 28.9	WGRC 27.6	B 25.1	C 17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A 40.6	WGRC 12.6	B 36.7	C 9.7

TAKE A LOOK AT THE RECORD
That's All We Ask!

WGRC Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith • National Representatives

Hon. T. McDermott
N. W. Ayer & Son, Inc.
New York, N. Y.

Dear Tom:

I've really got enough to do around these stations, but I'm going to take time out to urge you to be sure you get a copy of BROADCASTING, *July 17th. It's not that I'm trying to step up sales of this fine book, but there's going to be a story you won't want to miss. It'll tell all about our managing director, Howard L. Chernoff, going to England as a War Correspondent for our network. Course the real story is that this whole idea is one terrific public service being done by a group of stations that are on their toes. Be sure to read it!*



Regards
Yours,
Algy

The W. Va. Network

WCHS Charleston
WSAZ Huntington
WPAR Parkersburg
WBLK Clarksburg

Five-Minute Series On Hooper Ratings

'Goodrich News' Leads Strips In New Survey Service

RATING information on nationally sponsored five-minute strip programs, a new service of C. E. Hooper Inc., appears in the June 30 evening report for the first time, showing *Goodrich News* in the lead, followed by *Johns-Manville News*, *Parker Pen News*, and *Story Teller* in that order. *Fibber McGee & Molly* heads the list of "first fifteen" programs.

Joan Davis with Jack Haley ranks second, *Radio Theater* third and *Screen Guild Players* fourth, followed by Charlotte Greenwood, *Mr. District Attorney*, Frank Morgan-Fanny Brice, Bing Crosby. *Take It or Leave It*, Walter Winchell, *Aldrich Family*, Kay Kyser (first half-hour) Eddie Cantor, Hildegarde, Kay Kyser (second half-hour).

Your Hit Parade has the largest number of women listeners per listening sets of those programs included in the list of Hooper subscribers, Gabriel Heatter draws the most men listeners, and *Lone Ranger* the most children. Subscriber program with the highest sponsor identification index is *Radio Theatre*, with 89.2.

Average evening program rating, according to the report, is 6.8, down 0.4 from a year ago. Average sets-in-use, 22.0, is down 3.9 from last report, up 0.9 from a year ago. Average available audience is 73.6, down 1.6 from last report, down 2.4 from a year ago.

Canada Day Leaders

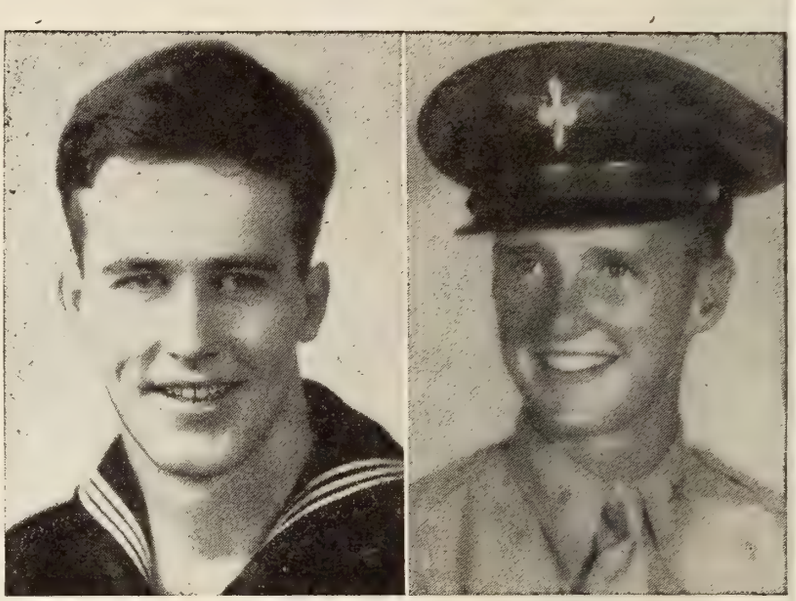
CANADIAN DAYTIME programs lead in popularity according to the June daytime national ratings report of Elliott-Haynes Ltd., Toronto research organization, which has just been issued. *They Tell Me* tops the list with a listing of 17.6, followed by *Soldier's Wife* with 16.7, *Big Sister* with 16.6 and *Happy Gang* with 15.4. Other leading daytime programs are *Road of Life* in fifth place, followed by *Vic & Sade*, *Ma Perkins*, *Lucy Linton*, *Pepper Young's Family* and *Women of America*. Sets in use were highest for *Happy Gang* with 22.7. All programs show a drop in the number of sets in use in June from the May report. French language-programs show more sets in use with the leading program *Quelles Nouvelles* having a program rating of 31.7 and 43.4 of the sets in use. *Jeunesse Doree* is second in popularity with a rating of 29.6, followed by *Joyeux Troubadours* (the French version of *Happy Gang*), *La Rue Principale*, and *Grande Soeur*.

Canada Recruiting

DOMINION OF CANADA, Dept. of National Defence, Ottawa (Army recruiting), has started *Night Train*, quarter-hour transcribed dramatized interviews with men in the services, on practically all Canadian stations. Account was placed by the Advertising Agencies of Canada, Wartime Group, Toronto.

THE BROTHERS WHEELAHAN

Bomber Pilot Turns Plane Into 'P24'; Trainee Gets Out of Tight Spot



Harold and John Wheelahan

2D LT. JOHN E. WHEELAHAN, B-24 bomber pilot in the European theatre, and his brother, Harold M. Wheelahan, in naval aviation training [BROADCASTING, April 19, 1943], recently had some thrilling experiences. Both are former employes of WSMB New Orleans, where Harold M. Wheelahan, their father, is general manager.

Harold made a single stick landing under adverse conditions at his training base a few months ago. His brother was returning from bombing an oil refinery when anti-aircraft fire disabled the No. 1 & 4 engines of his plane.

Easy Prey

The loss of speed and altitude caused the bomber to become a straggler and drop out of the formation, thus making it easy prey for German fighters. American fighter support was not scheduled for another 20 minutes and the ME 109s swarmed in for the kill.

B-24s are noted for their firepower in the nose, so the German pilots elected to attack from the tail. However, as the 109s came in, Lt. Wheelahan rolled and turned in steep banks—always keeping the deadly nose guns blazing on the fighters. German pilots had never seen a bomber perform like a fighter and so the first group gave it up as a bad job.

The end was not yet in sight. With the fuel supply exhausted in one of the remaining engines and on a single engine operation, the second wave of six German fighters streamed in for the attack. The lead ship in the formation went down smoking under the deadly fire of the navigator and the others began to close in on all sides.

Like the days of the U. S. Cavalry saving the victims of the Indian attack, from out of the sun roared a squadron of P-38 Lightnings to disperse the German planes.

Lt. Wheelahan limped his B-24 back to England literally on "a wing and a prayer". Next day the commanding officer and members of the crew expressed their praise of a job well done.





No. 541 Magnetic Cutterhead

ideal frequency response

— flat within ± 2 db. to 9,000 cycles, with an exceptionally low distortion content.

Measured by the "light" method, the Fairchild Magnetic Cutterhead reveals an ideal curve for instantaneous recording.

And mechanically, it offers exclusive features that damp the moving armature; that permit its accurate adjustment without disassembly of the cutterhead; and that fully modulate the groove at 98 lines per inch with a minimum of distortion — a feature extremely desirable in making masters for pressing.

Standard with the No. 539 Fairchild Recorder, the No. 541 Magnetic Cutterhead is easily adapted to any recorder.

With professional use in mind, all Fairchild recording instruments are built to meet the exacting requirements of the radio and communications fields. To electronic skill Fairchild has added the plus of exceptional mechanical skill — skill long practiced in .0002″ tolerance production of aerial cameras, electronic devices and radio direction finders.

The result of persistent research to provide unusually high volume level recording with exceptionally low distortion content is the No. 541 Magnetic Cutterhead. Descriptive and priority data are available.

SOUND EQUIPMENT



Fairchild CAMERA AND INSTRUMENT CORPORATION

88-06 Van Wyck Boulevard, Jamaica 1, N. Y. • *New York Office:* 475 Tenth Avenue, New York 18, N. Y.

SOUND EQUIPMENT – *PRECISIONIZED* – mechanically and electronically – *FOR FINER PERFORMANCE*



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WAAF Chicago

Peter Fox Brewing Co., Chicago, 30 *sa* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
Lee Specialty Co., Chicago (midget adding machine), 6 *sp* weekly, 52 weeks, thru Triangle Adv. Agency, Chicago.
Tavern Pale, Chicago (beer), 24 *sa* weekly, 52 weeks, thru Campbell-Mithun, Chicago.

WHO Des Moines

Macfadden Publications, New York (*True Story*), 52 *t*, thru Raymond Spector Co., N. Y.
Pillsbury Flour Mills, Minneapolis, 8 *ta* weekly, 52 weeks, thru McCann-Erickson, Minneapolis.
Tome Bros., Des Moines (coffee & spices), 2 *sp* weekly, 52 weeks, thru Son De Regger & Brown, Des Moines.

WQXR New York

American Express Co., New York (Travelers Cheques), 2 *sp* weekly, 13 weeks thru Caples Co., N. Y.
Eppens Smith Co., New York (Holland House Coffee), 3 *ne* weekly, 26 weeks, thru Scheck Adv., Newark, N. J.
Twentieth Century Fox Corp., New York, 70 *sa* weekly, 52 weeks, thru M. H. Hackett Inc., N. Y.

WAOV Vincennes

Vincennes Steel Corp., Vincennes, 48 *t*, direct.
Terre Haute Brewing Co., Terre Haute, 14 *ne* weekly, 26 weeks, thru Pollyea Adv. Agency, Terre Haute.
Gulf Oil Corp., Pittsburgh, 2 *t* weekly, thru Young & Rubicam, N. Y.

KGO San Francisco

Comic Corp., of America, New York (*Band Leaders*), *sa*, thru Ralph H. Jones Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City, (Supersuds, Palmolive Soap), 9 *ta* weekly, 26 weeks, thru Wm. Esty & Co., N. Y.

WMAL Washington

Newspaper Institute of America, New York (correspondence course), 4 *ne* weekly, 52 weeks, thru Kaplan, Siesel & Bruck, N. Y.
Nehi Corp., Columbus, Ga. (Royal Crown Cola), *ta*, 52 weeks, thru BBDO, N. Y.

WJZ New York

Berkshire Knitting Mills, Reading, Pa., *sa*, thru Geare-Marston, Philadelphia.
J. C. Eno (U. S.) Ltd., Bloomfield, N. J. (Eno Effervescent Saline), *t*, weekly, 13 weeks, thru Atherton & Currier, N. Y.
Campbell Soup Co., Camden, N. J. (Beef Noodle Soup), 17 *ta*, weekly, thru Foote, Cone & Belding, N. Y.
Golden Brand Food Products Co., Philadelphia (Cream-Wipt salad), *sa*, thru J. M. Korn & Co., Philadelphia.
Quaker City Chocolate & Confectionery Co., Philadelphia, *sa*, *ta*, weekly, 26 weeks, thru Earl A. Buckley, Philadelphia.
Wesson Oil & Snowdrift Co., New Orleans, La., 2 *ta* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Continental Baking Co., New York (Wonder Bread), *ta*, weekly, thru Ted Bates Inc., N. Y.
Rubsam & Horrman Brewing Co., New York, 5 *ne* weekly, thru Samuel C. Croot Co., N. Y.
J. C. Eno, Bloomfield, N. J. (Eno saline, other products), *t* weekly, 52 weeks, Atherton & Currier, N. Y.
Foster-Milburn Co., Buffalo (Doan's pills), 5 *ta* weekly, 52 weeks, thru Street & Finney N. Y.

WOR New York

Peter Paul Inc., Naugatuck, Conn. (candy), 3 *ne* weekly, 52 weeks, thru Platt-Forbes Inc., N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 3 *ne* weekly, 52 weeks, thru Franklin Bruck Adv., N. Y.
Ward Baking Co., New York (Tip Top Broad), 3 *ne* weekly, thru J. Walter Thompson Co., N. Y.
Mentholatum Co., New York (salve), 3 *ne* weekly, thru J. Walter Thompson Co., N. Y.
Grove Labs., St. Louis (Grove's Cold Tablets), 3 *ne* weekly, 26 weeks, thru Russell M. Seeds Co., Chicago.

KECA Los Angeles

Federal Life & Casualty Co., Los Angeles (insurance), 4 *sp* weekly, 52 weeks, thru Dean L. Simmons Adv., Hollywood.
Thrifty Drug Co., Los Angeles (Southern California chain), 5 *ne* weekly, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.
McIlhenny Co., Avery Island, La. (tobasco sauce), 4 *t* weekly, 39 weeks, thru Aubrey, Moore & Wallace, Chicago.
McKesson & Robbins, Bridgeport, Conn. (Bax), *t* weekly, thru Ivey & Ellington, N. Y.
Nehi Corp., Columbus, Ga. (Par-T-Pak), 2 *sa* weekly, 52 weeks, thru BBDO, Los Angeles.

KMPC Hollywood

Stulz Sickle Steel Co., Los Angeles (institutional), *sp* weekly, 13 weeks, thru Hixson-O'Donnell Adv., Los Angeles.
Sparkletts Drinking Water Corp., Los Angeles, 6 *ne* weekly, 39 weeks, thru Raymond R. Morgan Co., Hollywood.
McFadden Publications, New York (*True Story* magazine), 10 *sa*, thru Raymond Spector Co., N. Y.

KFRC San Francisco

Fontana Food Products Co., San Francisco (Fontana products), *sp* weekly, 13 weeks, thru Long Adv. Agency, San Francisco.
Mother's Cakes & Cookies Co., Oakland, Cal., 5 *ne* weekly, 13 weeks, thru Emil Reinhardt Adv. Agency, Oakland.
Sir Francis Drake Hotel, San Francisco (hotel), 3 *sp* weekly, 13 weeks, thru King Harrington Adv. Agency, San Francisco.
Murine Co., New York (eye wash), *ta* weekly, 13 weeks, thru BBDO, N. Y.
Packard Bell, Los Angeles (radios), *ta* weekly, 13 weeks, thru Barton A. Stebbins Adv. Agency, Los Angeles.

KHJ Hollywood

Durkee Famous Foods, Oakland, Cal. (Troco), 2 *sa* weekly, 52 weeks, thru Emil Reinhardt Adv., Oakland.
Hartz Mountain Products, New York (bird seed), 3 *t* weekly, 26 weeks, thru George H. Hartman, Chicago.
20th Century-Fox Film Corp., Hollywood, 2 *sa* weekly, 52 weeks, thru Western Adv., Los Angeles.
Kellogg Co., Battle Creek, Mich. (Raisin Bran Flakes), 5 *sa* weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.
Joe Lowe Corp., Los Angeles (Popsicles), 21 *ta* weekly, 13 weeks, direct.

KNX Hollywood

Cracker Jack Co., Chicago (Cracker Jack, Angelus Campfire, Receyse Marshmallows), *sp* weekly, 52 weeks, thru Rogers & Smith, Chicago.
Owl Drug Co., San Francisco, 6 *t* weekly, 52 weeks, thru Ruthrauff & Ryan, San Francisco.
Sparkletts Drinking Water Corp., Los Angeles (bottled water), 5 *sp* weekly, 13 weeks, thru Raymond R. Morgan Co., Hollywood.

WBBM Chicago

John Puhl Products Co., Chicago (Fleecy White bleach), 12 *sa* weekly, 13 weeks, thru Roche, Williams & Cleary Inc., Chicago.
The Cracker Jack Co., Chicago (popcorn products), 2 *sa* weekly, 52 weeks, thru Rogers & Smith, Chicago.
McKesson & Robbins, Bridgeport, Conn. (Bax vitamins), 5 *sa* weekly, 52 weeks, thru Ivey & Ellington, Philadelphia.

West Coast Video Firm Is Headed by Swallow

WITH POSTWAR plans, formation of a new firm, Television Enterprises Inc., headquartered at 9130 Sunset Blvd., Hollywood, has been announced by John W. Swallow, president. While not revealing names of other corporate members, Mr. Swallow stated the firm will concentrate on commercial advertising film and is prepared to accept new ideas on television as well as assist in marketing them. Besides having organized a strong production association with major motion picture producing units, Television Enterprises also has made tie-ups with leading Hollywood cartoonists and animators, he emphasized. Considerable work is planned with 16 mm. film.


Mr. Swallow

Pioneer in Pacific Coast radio, Mr. Swallow for the past seven years was NBC western division program manager and resigned that post on June 1 to organize the new corporation. He joined NBC in 1932 as manager of the then newly created Hollywood office. Prior to that he was manager of KFAC Los Angeles. Mr. Swallow entered the advertising field in 1928 and was also one of the country's first radio editors.

Educational Video Show Put On by Storm Agency

AS AN experiment in education by television, Charles M. Storm Co., New York advertising agency, last Wednesday presented an "illustrated lecture" on natural history on WABD New York, Du Mont Video station. Plant life 300 million years ago was the subject of the half-hour session, conducted with the showing of slides and actual specimens, by Jay T. Fox, explorer, naturalist and photographer.

If the program is successful, the agency plans a regular educational series as a "television university of the air." According to Raymond E. Nelson, vice-president in charge of radio and television at Storm, the project is an attempt to "find a workmanlike method to combine showmanship and education and to prevent a repitition of the situation in radio where an education program is almost invariably synonymous with low rating."

Peralta on Coast

PERALTA WINE Co., San Francisco (Monte Cristo wine), on Aug. 8 starts sponsoring *Count of Monte Cristo* on 16 Don Lee California stations, Tuesday, 8-8:30 p.m. (PWT) with transcribed repeat on 10 Don Lee Oregon stations, Tuesdays, 10-10:30 p.m. (EWT). Contract is for 13 weeks. Because of an Oregon law forbidding wine advertising on the air before 10 p.m. program will be transcribed for repeat. Agency is Foote, Cone & Belding, San Francisco.





TOOTHSOME SMILES were in order at Hollywood script huddle which preceded initial broadcast of the NBC *Charlotte Greenwood Show*, summer replacement for *Bob Hope Show*. Half-hour comedy series is sponsored by Pepsodent Co. Dapper dentifrice-minded quintet (l to r) are James A. Barnett, vice-president of Pepsodent Co.; Martin Broones (seated) co-producer of program; Lewis S. Frost, NBC Western division program director; J. Hugh E. Davis, account executive of Foote, Cone & Belding, agency servicing account; John Guedel, who is co-producer.

Radio Advertisers

AMAMI Distributor Inc., New York, has appointed Bergin & Nolan, New York, to handle advertising for Amami cosmetics, which include shampoos, henna dye and an oatmeal cream. Firm is resuming consumer advertising gradually, after a 10-year period of relative inactivity in promotion. A former spot radio advertiser in the New England region, Amami may return to radio, although none has been scheduled for the next three or four months.

CARSON, PIRIE SCOTT Co., Chicago (department store) has signed a 52-week renewal for *Wishing Well*, featuring Mary Paxton, Monday through Friday, 8:45-9 a.m. on WGN Chicago. Agency is Wade Adv., Chicago.

W. A. TAYLOR & CO., New York, in several markets where it cannot reach consumers with space advertising because of display limitations, is using spot radio in an eastern drive for Valiant California Burgundy. Last month Taylor started sponsorship of quarter-hour programs two and three times weekly on WSAY Rochester and WIBX Utica. Agency is Charles W. Hoyt Co., New York.

BOZEMAN CANNING Co., Mt. Vernon, Wash., (Pictsweet frozen food), on July 3 started sponsoring daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX Hollywood. Contract is for 52 weeks. Placement is through Ruthrauff & Ryan, Seattle.

KERR GLASS Mfg. Co., Los Angeles, has named Raymond R. Morgan Co., Hollywood, as agency for mason jars.

WITH four participating sponsors, a new five-weekly half-hour women's morning program, *Hodge Podge Time*, has been started on KMPC Hollywood. Sponsors are Payne Furnace Co., Beverly Hills, through Knollin Adv., San Francisco; Golden West Products Inc., Los Angeles (peanut butter), through Brooks Adv., Los Angeles; Mee Distributing Co., Los Angeles (Shamrock Suds, Pen-Tex washing powder), through Harry J. Wendland Adv., Los Angeles; Dr. Scholl Foot Comfort Shops, Los Angeles (food aid, comfort appliances), placed direct.

GIANT TIGER, Philadelphia (super food market chain), to emphasize its self-service system, has started a transcribed spot announcement campaign on WFIL Philadelphia to continue for 52 weeks. Initial spots are musical. Account was placed through M. Murray Vernik Agency, Philadelphia.

GARDEN STATE RACING Assoc., Camden, N. J., has scheduled a series of spot announcements on WFIL Philadelphia to call attention to the current horse-racing season at the Garden State track. An indefinite number of announcements will be used over a 10-week period. Account was placed through Al Paul Lefton Agency, Philadelphia.

SUN Shipbuilding & Drydock Co., Chester, Pa., adds another program series on a Philadelphia station in its extensive use of radio to recruit new workers. Started July 1, war plant took over sponsorship of *Music by Warrington* on WCAU, presented Saturdays 6:15-6:30 p.m. Contract is for an indefinite period, placed direct.

FOREST LAWN Memorial Park Assn., Glendale, Cal. (burial service), on July 11 starts sponsoring weekly quarter-hour program *Tapestries of Life* on KNX Hollywood. Contract is for 52 weeks. Agency is Dan B. Miner Co., Los Angeles.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

WJAC JOHNSTOWN — NBC — WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

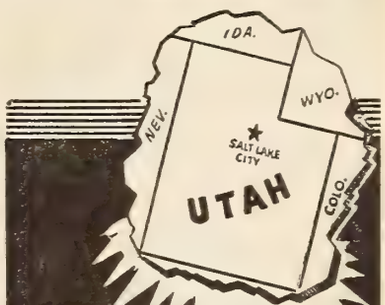




BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

Reach the ACTIVE SALT LAKE MARKET



KDYL

Through UTAH'S NBC STATION

S. S. FOX, President and General Manager

National Representative
JOHN BLAIR & CO.



Here's a **WINNer!**

AVAILABLE

The Green Hornet
9:30-10:00 A.M.
Saturday morning

A Proven RESULTS show for mass audience

Write, wire or call

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK STATION *in*
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

BARBARA ANN BAKING Co., Los Angeles (bread), on July 4 for five weeks renewed *Pay Day Quiz* on two Don Lee California stations (KHJ KFXM), Tues., 8-8:30 p.m. (PWT). Agency is Scholts Adv., Los Angeles.

SECURITY First National Bank, Los Angeles, sponsoring the weekly quarter-hour *Nelson Pringle—News Analyst* on KNX Hollywood. Contract, for 44 weeks, started June 18. Bank also sponsors twice weekly quarter-hour commentary of Larry Smith on KFI Los Angeles. Agency is Dana Jones Co., Los Angeles.

PANAIR do Brasil, S. A., has named McCann-Erickson in Rio de Janeiro to handle its advertising.

GOLD FURNITURE Co., Los Angeles (retail), has started sponsoring a five-weekly 15 minute recorded musical program *Gold Rhythm Matinee* on KMPC Hollywood. Contract is for 52 weeks with placement through Smith & Bull Adv., Los Angeles.

JOSEPH X. KENNELLY, assistant advertising manager of Canada Dry Ginger Ale, will supervise advertising and sales promotion for Spur in this country.

TEMPLETONS Inc., Buffalo and Toronto, begins a repeat campaign July 10 for its hay fever and asthma remedy on WLW Cincinnati through the station's sales subsidiary, Specialty Sales. Company in August will double its schedule to six quarter-hour programs weekly. Agency is Armand S. Weill Co., Buffalo.

KNOX Co., Hollywood (Cystex, Mandaco, Nixodere), on June 22 started sponsoring a seven-weekly quarter-hour newscast on KJBS San Francisco. Contract is for 52 weeks. Agency is Allen C. Smith Adv. Co., Kansas City.

GRAYBAR ELECTRIC Co., St. Louis, has been named distributor of Admiral Radios and Major Appliances for Southern Illinois and Eastern Missouri.

Pep Boys' 'Dawn Patrol' Hits 10,000-Hour Mark

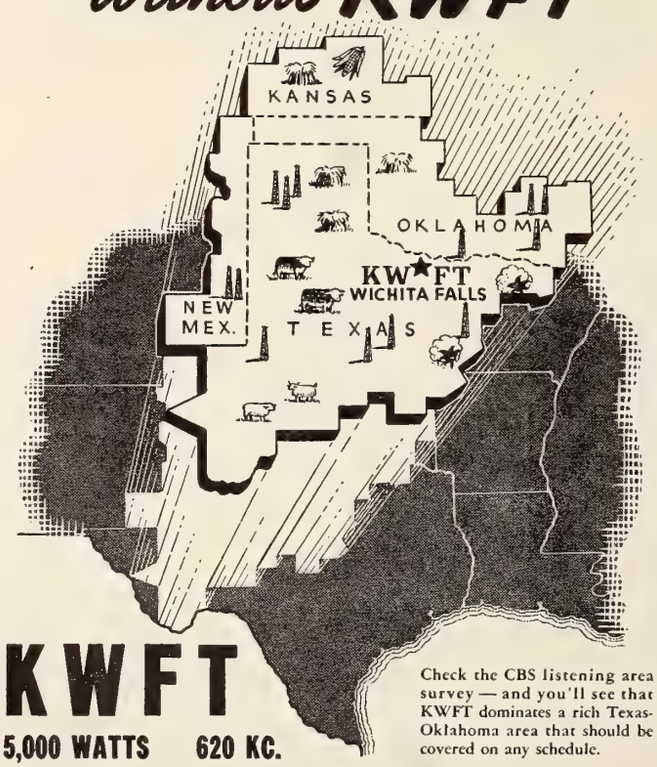
CELEBRATING its 10,000th consecutive hour of sponsorship on WIP Philadelphia, Pep Boys (auto accessory chain), donated its entire program to the Treasury Dept. for the Fifth War Loan Drive July 2, originating its *Dawn Patrol* show from the Victory Ballroom of Atlantic City's Steel Pier.

Claimed to be the oldest commercial show under the same sponsorship in radio, the *Dawn Patrol* is aired seven days weekly, 1 a.m. to 6:45 a.m. Newscasts, weather reports, transcriptions and public service events feature the program, which is supervised by Emanuel Rosenfeld, vice-president of Pep Boys. The five-hour celebration broadcast included a congratulatory talk by Benedict Gimble Jr., president of WIP.

Radio for Holiday

OF 1,804 department and specialty stores queried on their 1944 Christmas promotion plans, 78% indicated that they would use some radio although broadcasting would receive only a small portion of the budget, with newspapers alloted a high percentage. Information is contained in a survey, just completed by Meyer Both Reports Co., New York, on retailers' holiday plans in regard to media, starting date for promotion, institutional vs. straight product advertising, employe recruitment plans and other phases of retail promotion.

***You can't Cover the Southwest without* KWFT**



KWFT
5,000 WATTS 620 KC.

Check the CBS listening area survey — and you'll see that KWFT dominates a rich Texas-Oklahoma area that should be covered on any schedule.

COLUMBIA AFFILIATE—Wichita Falls, Texas

Represented by PAUL H. RAYMER CO.

New York Chicago Detroit San Francisco Los Angeles

Agencies

PHIL CLELAND, account executive of N. W. Ayer & Son, New York, will join Benton & Bowles, New York, in a week or 10 days. He is expected to handle a portion of the General Foods account.

H. L. McCLINTON, vice-president in charge of radio of N. W. Ayer & Son, New York, is recovering from an operation and will resume his work on a parttime basis shortly.

JAMES M. NELSON, manager of the New York office of Ralph H. Jones Co., from 1936-1940, has rejoined the agency as vice-president and account executive in the Cincinnati office. For the last two years he has been associate editor of *American* magazine.

HUBERT CHAIN, head of radio production at William H. Weintraub & Co., New York, last week resigned to form his own production agency. Office headquarters have not been selected. Mr. Chain will continue serving the Weintraub agency on a freelance basis.

FRANK J. O'KEEFE, formerly of Lawrence I. Everling Agency, Philadelphia, has joined the copy staff of Geare-Marston, Philadelphia.

ADOLPH STRAUSS, for the past 20 years advertising manager of Pep Boys, Philadelphia auto supply firm, has resigned to open his own agency in the Fidelity Philadelphia Trust Bldg. Mr. Strauss, who will continue to handle the Pep Boys account and the Strauss associate advertising, will specialize in advertising and merchandising. He will be assisted by Tom F. Harkins. Phone is Pennypacker 8188.

HENRY J. KAUFMAN Adv. Agency, Washington, received eight awards in nationwide advertising competition at the 10th annual advertising awards competition staged by the National Advertising Agency Network.

FLORENCE CLEMENTS, former Seattle office manager of OWI domestic division, has been appointed space and time buyer of Allied Adv. Agencies, Seattle.

LORENE FRAZEE, former assistant to G. E. Hyde, vice-president of McCann-Erickson, New York, has been made space and time buyer of John H. Riordan Co., Los Angeles.

R. A. BARFORD, director and account executive of J. J. Gibbons Ltd., Toronto, is resigning from the agency on August 1 to become general manager of Thomson Publications Ltd., new company formed by Roy Thomson, owner of Northern Ontario stations and various newspapers.

FRED R. THORNTON, former art director, has been advanced to account executive of Leo Burnett Co., Chicago.



KSEI
POCATELLO · IDAHO

OB NOVAK, until recently radio director of the Greater New York Fund and formerly in Young & Rubicam's production department, has been appointed to the staff of the popular division of National Concert & Artists Corp., New York.

ANCY LOUGHRAN, former copywriter, R. H. Macy & Co., and other department stores, and with King Features Syndicate, has joined Charles I. Storm Co., New York.

ELSON ARGUESO, who resigned recently as comptroller of Pedlar, Ryan & Lusk, New York, has been named assistant treasurer of Doherty, Clifford and Shenfield, New York.

ARLE B. ROBBINS, for the last 10 years in the advertising division of the appliance and merchandise department of General Electric Co., Schenectady, has joined the executive staff of Tracy, Kent & Co., New York, to supervise copy and account work.

Buys Into Western

HALF INTEREST in Western Advertising Agency, Los Angeles, has been purchased by Edward Keeler from Ed C. Northridge, now in the Navy. Mr. Keeler is resigning from Don Lee network to become general manager of Western. He had been with the agency before going to Don Lee. Western's new address is 718 S. Flower St., Los Angeles 14. Telephone is MIchigan 8731.

Burnett to Agency

JACK BURNETT, assistant director of CBS central division special events and publicity, has been appointed publicity director of Foote, Cone & Belding, Chicago. Burnett, for nine years sports director of WGN Chicago, and publicity agent for Sonja Heine, will not sever connections with CBS until termination of the National Democratic Convention in Chicago.

WPB Honors RCA

WAR PRODUCTION Board, in a national ranking of firms with the greatest number of workers who have contributed time-saving ideas for war work, has placed RCA's Victor Division, Harrison, N. J., in fourth place. Plant is credited with 13 certificates for production ideas and 62 honorable mentions, totaling 75 national awards from the WPB. RCA points out that through a "suggestion system" its employes have turned in more than 30,000 production ideas since Pearl Harbor.

Mary Dunlavey Named By Pedlar, Ryan & Lusk

MARY DUNLAVEY, formerly on the timebuying staff of Ruthrauff & Ryan, New York, has been appointed chief timebuyer of Pedlar, Ryan & Lusk, New York. She succeeds Helen Wilbur, who was appointed timebuyer for Doherty, Clifford & Shenfield, New York. No replacement for Miss Dunlavey has been named by Ruthrauff & Ryan. Before joining R & R, she was chief timebuyer for Erwin, Wasey & Co., New York, and prior to that was with the Overseas Branch of the Office of War Information.



MARY DUNLAVEY

SEARS & AYER, Inc., Chicago, have been appointed national representatives for KWFC Hot Springs, Ark., according to William E. Ware, general manager of KWFC.

CBC TO SET UP FM TEST IN MONTREAL

CANADIAN Broadcasting Corp. will use part of its $100,000 experimental account shortly to set up an FM station at Montreal, where previous experiments in FM had been carried on, Dr. A. Frigon, CBC acting general manager, told the closing sitting of the Parliamentary Committee on Broadcasting at Ottawa. He also told the committee that 34 Canadian stations had been notified they could increase power to 5 kw.

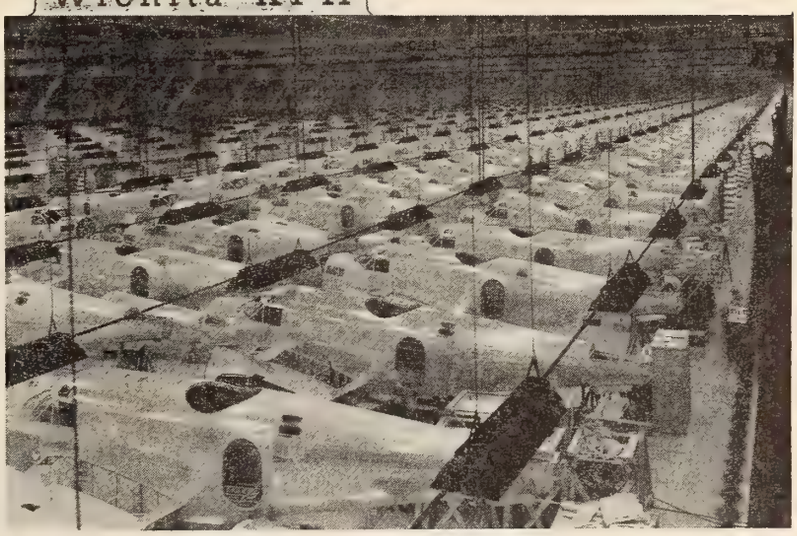
Answering the brief of the Canadian Assn. of Broadcasters, for the establishment of a three man judiciary board, details of which were presented at the previous session of the committee by CAB counsel, Joseph Sedgwick, Toronto, Dr. Frigon stated that such a body would be inclined to exercise its authority with "more energy than we ourselves who know broadcasters' difficulties so well." He stated that the CBC was always impartial when dealing with privately-owned stations.

Divorcement of newspaper ownership from radio stations was urged on the committee by M. J. Coldwell, a committee member and leader of the Cooperative Commonwealth Federation.

The committee is to make its recommendations to Parliament as to changes in the Radio Act and regulations, based on the hearings, and as to whether or not there should be a fulltime chairman of the CBC responsible for policy, with the general manager responsible for administration.

WIBG
Basic Blue WING is DAYTON OHIO'S No. 1 Choice of Merchants Using Radio
Ronald B. Woodyard
Exec. Vice President
Dayton, Ohio
WEED & CO. National Representatives

Wichita KFH



Part of the Assembly Line at Wichita's Beech Aircraft—Beechcraft Photo

America's *Number One* Boomtown!

Wichita leads them all—the *first city in the United States* in factory wage earner employment gains! Using 1937 as the base, 100, the Bureau of Labor Statistics has indexed Wichita at 939.4—with only one other city, Long Beach, even a close second. What does this figure mean to you, an advertiser? . . . Just that the constantly increasing number of big money makers has made booming Wichita *first* in the great Southwest in sound, solid *sales gains*, too . . . with monthly retail sales up to $16,000,000. Wichita has important money to spend today and is anticipating an ever-progressive tomorrow, with its *permanently placed* aircraft industries in the Aviation Center of the Americas.



Your sales gains in booming Wichita will *stick* if you stick to that Selling Station in Kansas' Richest Market—

KFH
WICHITA

Wichita is a Hooperated City—Get the Facts at an Edward Petry Office

CBS • 5000 WATTS DAY & NITE • CALL ANY PETRY OFFICE

sell Durham★ N. C.'s 3rd city cheaper with WDNC

COLUMBIA NETWORK
CBS
★'43 pop. 60,000
Represented by Howard H. Wilson Co.



Get This!

We're specialists when it comes to having things laid in our lap with the challenge to "produce or else!"

You advertisers with tough assignments don't scare us —in fact we glory in your company.

Take a ride on the band - wagon that plays to one of America's greatest direct response audiences and gets big results!

ASK A

JOHN BLAIR MAN

Columbia Network

5,000 WATTS

A FORT INDUSTRY STATION

WMMN

FAIRMONT, W. VA.

Babe Ruth Series

BABE RUTH on July 8 started a Saturday morning quarter-hour sustainer on NBC, similar to his summer program of last year, with a group of New York boys plying him with baseball questions. In turn the baseball star tosses questions at the boys. There is a cash prize for the one who answers the last query on each program, on the service identification of a famous diamond player, now in the armed forces. Ben Grauer, NBC announcer, serves as "umpire."

WHUB to CBS

WHUB Cookeville, Tenn., on July 10 joined CBS as a supplementary outlet. Station, which is nearly four years old, operates on 1400 kc unlimited time and is owned and operated by WHUB Inc.

HOWARD LE SIEUR, production manager of United Artists Corp., New York, has been promoted to sales promotion manager. Previously he was contact man on the Paramount Pictures account for Hanff-Metzger Co., now Buchanan & Co.

THE VOICE OF MISSISSIPPI

WJDX

5,000 ℓ
1,000 ∧

JACKSON

N. B. C.

BLACK GOLD IN MISSISSIPPI

New oil discoveries in Mississippi during the past few months have definitely placed the "Magnolia State" in the forefront of Southern oil-producing states. Approximately 400 wells are now producing from eight proven fields.

Mississippi is now considered the most potential oil-producing state east of the Mississippi river.

Yes, black gold is bringing about a new era of prosperity in growing Mississippi. Jackson bids fair to become the oil capital of the South Central states. And WJDX —"The Voice of Mississippi"— continues to DOMINATE this profitable, growing market, and can give you EXTRA results.

Owned and Operated by

LAMAR LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI



SHOULD AULD ACQUAINTANCE get together sometime? They should, and did, as this picture proves. These old-timers started in radio 22 years ago with Leo J. Fitzpatrick's *Kansas City Night Hawks* at WDAF with the exception of Owen F. Uridge, a newcomer of only 18 years experience. The veterans at a party honoring Mr. Fitzpatrick are (l to r): Heinie Klotz, retired and living in Hollywood; Harry Kessell, owner of a Hollywood music publishing company; Steve Cady, former manager of "Gene & Glenn", who owns several California hotels; Mr. Fitzpatrick, WJR vice-president and general manager; Jack Douglas, Los Angeles resident, was the "Old Night Watchman" on WJR Detroit; Mr. Uridge, WJR assistant general manager; Chester Gruber, "Tony Cabootch" of KMOX and WLW, now m.c. on the Coast; Jack Lavin, former Paul Whiteman manager, now in booking business. Lee Mansfield, blind California night club player, is at the piano, as the oldtimers warble in close harmony.

Perfume Plans

WAVERLY LABS., New York, has appointed Badger, Browning & Hersey, New York, to handle advertising for toiletries which include Come to Me perfumes, Creme Cologne and Spar bath foam. With distribution now extending from department to drugstores, firm is expanding promotion as new territories are added. Newspaper schedule may be supplemented by radio in the early fall, when final media plans will be set.

'Blondie' for Colgate

COLGATE - PALMOLIVE-PEET Co., Jersey City (Super Suds), on Oct. 28 will start sponsorship of *Blondie* on CBS Sundays, 8-8:30 p.m. Goodyear Tire & Rubber Co. is discontinuing its Sunday night CBS *Walter Pidgeon* show, making the time available. Talent and format of the *Blondie* series, which had been sponsored by R. J. Reynolds Tobacco Co. for five years on CBS, remains the same. Agency is William Esty & Co., New York.



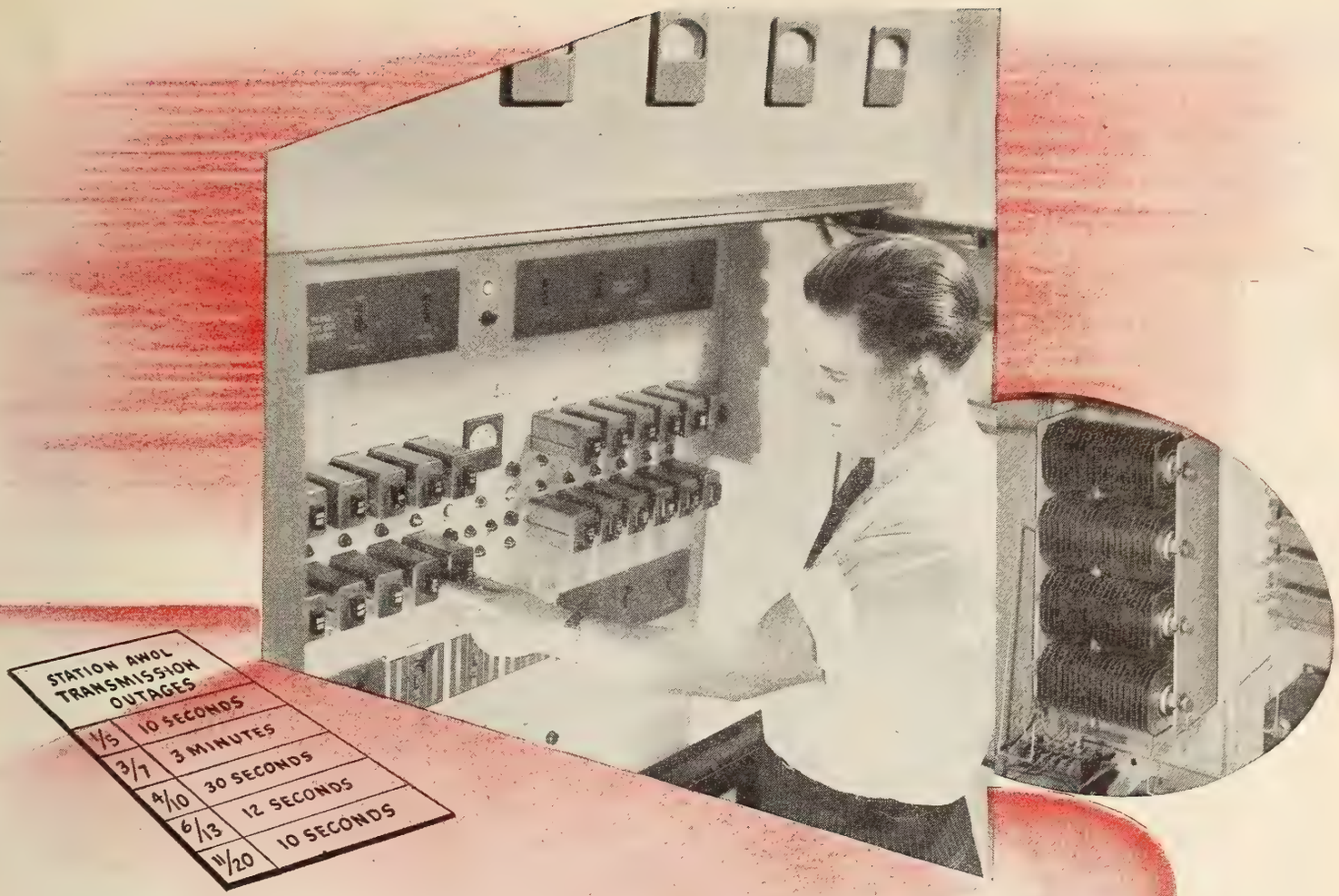
THE DES MOINES AUDIENCE FOR DINAH SHORE IS ENLARGED—

68.8% ABOVE NATIONAL HOOPERATING

Yes, Dinah Shore and "Birdseye Foods" get a Des Moines audience 68.8% above their national Hooper. Exceptional? Not at all. The 48 CBS commercial evening shows on KRNT average 30.3% higher than their national Hooperating *(winter-spring '44)*. No wonder more than 150 national and regional advertisers use KRNT in Iowa's No. 1 market, Des Moines.

KRNT, DES MOINES • CBS • A COWLES STATION

Affiliated with Des Moines Register-Tribune
Represented by Katz



CONSIDER *Continuity of Operation*

WHEN YOU SELECT A NEW TRANSMITTER

Off the air, right in the middle of a program—that's the nightmare of operating a radio station. That's when seconds seem like hours, and minutes like eternities. As though you didn't know!

Westinghouse Transmitters have been designed to cut program outage down to an almost unbelievable point. For example:

1. *Indicator Lights* show at a glance which circuit suffered an overload—even though the transmitter has returned to the air . . . making circuit checkup easy.
2. *Conservative Operation of All Tubes*—greatly increases reliability . . . lengthens tube life.
3. *Air-Cooled Tubes*—eliminate complicated and unreliable water cooling equipment.
4. *Surgeproof Metal Rectifiers* eliminate low voltage rectifier failures.
5. *Tube Life Meter* indicates the end of reliable tube life.
6. *Circuit Breakers* supply full overload and undervoltage protection automatically reducing length of outage.

We'll gladly give you complete information on these features, as well as other important advantages of Westinghouse Transmitters, such as: ***Low Operating Cost, Simplicity of Control, High Fidelity Signals, Ease of Maintenance.***

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse Transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa. J-08079

Westinghouse PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE **RADIO DIVISION**

. . . A M • E L E C T R O N I C S • F M

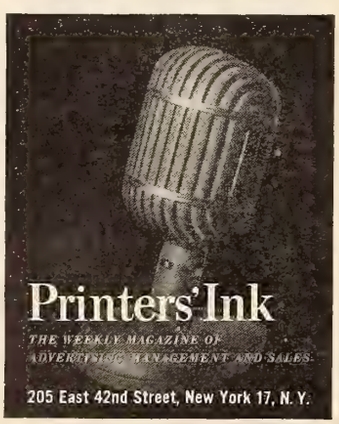
Can you answer these Radio Management QUESTIONS?

Have radio's new advertisers been really sold? How do they think when they prepare to buy? How does promotion affect them, what kind do they want? How do they feel about television?... About network option contracts?... About surveys?

For several weeks Printers' Ink has been releasing the opinions on subjects like these given to its field worker by advertisers and agency executives. Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletins are offered free of charge —no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.



OWI PACKET, WEEK July 31

Check the list below to find the war message announcements you will broadcast during the week beginning July 31. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Prepare for Winter	X	--	--	--	--	--	--
War Bonds	--	X	X	X	X	--	--
Economic Stabilization (prices)	X	--	--	--	--	--	--
Home Canning	X	--	X	--	X	--	--
WAVE Recruiting	--	X	X	X	X	--	--
V-Mail	--	--	--	--	--	X	X

See OWI Schedule of War Messages 149 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Thomson Sells 3 Stations Buys Four Newspapers

ROY H. THOMSON, owner of CKGB Timmins, CJKL Kirkland Lake, CFCH North Bay and the *Timmins Daily Press*, has sold the Northern Quebec Broadcasting System (CKRN Rouyn, CHAD Amos and CKVD Val d'Or) in which Jack Cooke was part owner, to Radio Abiti Ltd., Amos, Que. for an undisclosed sum. Hector Authier, M.P. from Amos and former minister in the Quebec provincial government, is president of the new company. Roland Beaudry, of Montreal, is vice-president. New owners are publishers of French periodicals and books.

At the same time it was announced that Mr. Thomson had bought four Ontario evening papers, the *Sarnia Canadian Observer, Galt Reporter, Woodstock Sentinel Review* and *Welland-Port Colborne Tribune*. A license for a 1 kw station was recently issued to the *Canadian Observer*, Sarnia, but this is not being taken over by Thomson due to the recent regulation prohibiting multiple ownership of stations in the future. The Sarnia license has been taken over by H. M. Hueston, former principal shareholder of the *Canadian Observer*. The four papers constitute Thomson Publications Ltd. of which R. A. Barford, director of J. J. Gibbons Ltd., Toronto advertising agency, will be general manager.

Western Stations Aid AAF

ALL STATIONS in seven western states are being enlisted by Western Procurement District of the AAF Materiel Command headquarters in Los Angeles to aid in accurate dissemination of production news in that vital war industry area, Major Howard Adams, public relations officer, established the radio news and feature division to make available to stations information regarding contract renegotiations, terminations, lay-offs and rescheduling Major Adams stated that the bureau was established so that broadcasters can present news material in such a way as to avoid a wholesale quitting of jobs by aircraft workers to find jobs they consider safe. Lt. Joe Brechner, formerly Radio Branch, Bureau of Public Relations, War Dept., has been assigned to assist in servicing the stations.

WCSC Lease Approved

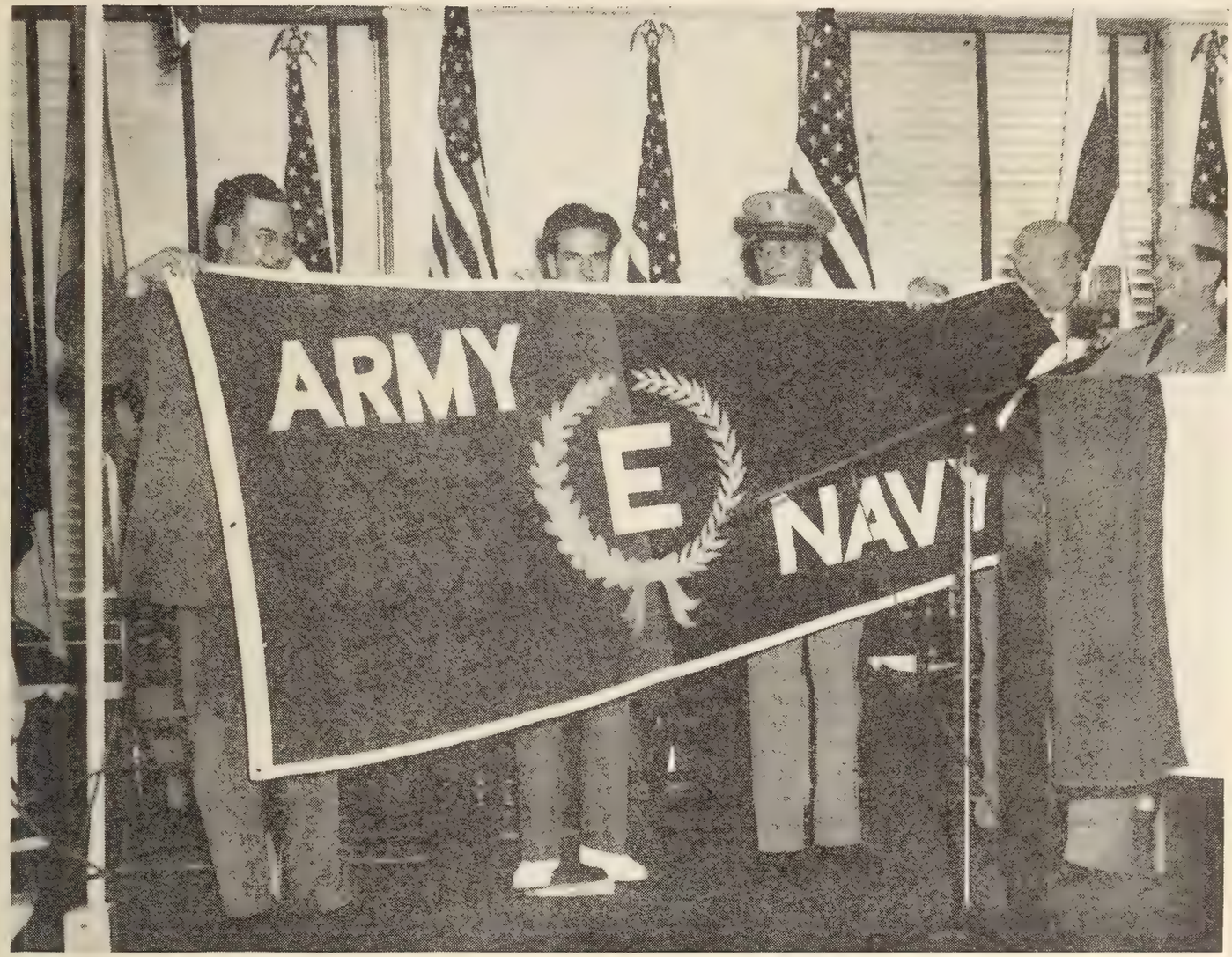
THE FCC has granted voluntary assignment of the license of WCSC Charleston, S. C., to John M. Rivers, president and general manager, on a 12 year plan involving monthly payments of $1,200 to Liberty Life Insurance Co., Greenville, owner of the station. Mr. Rivers sought to purchase the outlet in 1940 for the sum of $115,900, but the transfer was vetoed by the Commission on the grounds that only a partial transfer would be effected and the insurance company would retain "substantial financial control of the licensee corporation" while Mr. Rivers assumed no "personal financial obligation".

Canada Budget Revision Called Postwar Radio Aid

CANADIAN broadcasters, along with other Canadian corporations, benefit from the new financial budget provisions brought down in the House of Commons at Ottawa recently. Under the new provisions, which have postwar significance, companies will be able to borrow on the 20% refundable part of the 100% excess profits tax. This refundable portion is to be repaid after the war. It can now be used as collateral for borrowing. Losses in any year may now be charged back one year or forward three years for corporation or excess profit taxes.

Companies are granted double depreciation on new capital investment after a date to be set by the government; may write off as an expense, expenditures on scientific research directly or indirectly connected with the business; one-half expenditure for maintenance and repairs in a period to be fixed, may be allowed against income of previous fiscal periods in computing corporation and excess profit taxes. Customs duty was dropped on many items which have not been imported since Canada went to war to conserve United States dollars. For Canadian broadcasters these budget provisions allow more money for work in the postwar period, since many broadcasters just came out of the red as Canada entered the war, and they have paid excess profits taxes since then.

PROUDLY ★ WE HAIL



Participating in the Presentation Ceremonies in Plaza Hall, Kansas City, June 15, 1944, were, left to right above, Everett L. Dillard, owner and general manager; E. W. Chamberlin, company representative selected to accept "E" pins for employees; Major John L. Hodgin, representing the Army; J. C. Nichols, master of ceremonies, and Commander J. E. Parrott, representing the Navy.

★

OUR ARMY-NAVY "E" AWARD

". . . *for High Achievement in the Production of War Materiel* . . ."

TO THE MEN AND WOMEN OF
★ COMMERCIAL RADIO EQUIPMENT COMPANY ★
Kansas City, Missouri, Plant

★

"WE ARE RADIO ENGINEERING CONSULTANTS DOING A WAR JOB TODAY AND GETTING READY FOR AM-FM EXPANSION TOMORROW"

COMMERCIAL RADIO EQUIPMENT COMPANY

Washington, D. C. • Kansas City, Mo. • Hollywood, Cal.

Convention Coverage

(*Continued from page 13*)

WIOD) to serve as Radio Director for the Democratic party during the campaign, expected to arrive in Chicago July 10. He will open Convention headquarters in Parlor 21, on the fourth floor of the Stevens Hotel, which will be kept open until after the windup of the Convention. Miss Goodwin will be located at the headquarters of the Women's Division on the third floor of the Stevens, from July 11 until the close of the Convention.

National campaign headquarters will be established in the Hotel Biltmore in New York following the Convention.

Meeting with Mr. Reinsch in New York last Thursday were: Paul White and Bill Slocum Jr. of CBS; Tom Slater of Mutual; Bill Brooks and Carl Smith of NBC; G. W. Johnstone of Blue.

That radio definitely has carved itself a permanent niche in the field of local news coverage is demonstrated by the scores of letters and personal commendations received by those stations which featured their own state delegates in broadcasts not available through networks, during the Republican convention. In some instances station reporters were able to break important announcements from their delegates.

Again most of the stations, along with the networks, will cover the Democratic Convention as public interest service, although many of them have arranged to feed special bulletins to regularly sponsored newscasts. In nearly every case, however, sustaining features will be given top billing.

Among the comments on local angle coverage is one from Merle S. Jones, general manager of KMOX St. Louis. "We continue to receive from our listeners commendation for our coverage of the Republican Convention," he said. "Our listeners report that the local and regional emphasis contained in the KMOX special pickups harmoniously augmented and completed the magnificent general coverage performed by Paul White's CBS staff."

Thomas Tinsley, president of WITH Baltimore, an unaffiliated station, declared that Ian Ross MacFarlane's handling of special newscasts and particularly two news beats, brought commendation not only from listeners but from several newspapers.

Jack Paige, promotion manager of WNAX Yankton, S. D., a Cowles station, commented: "We have had very fine reaction from our coverage of the Republican Convention and look forward to the same results from the Democratic."

Plans of coverage supplementing networks and news wire services, as announced last week, follow:

New York Stations

Few New York stations were planning any special coverage beyond bringing their listeners the news as it comes off the wire service tickers. Several, however, have made special arrangements, including WOR, which again will shift the entire *Martha Deane* program to Chicago for special interviews and women's interest news as it did for the Republican meeting. WQXR, which picked up Gov. Thomas E. Dewey's acceptance address from Mutual via WOR studios, is planning a similar direct live pickup of the Democratic nominee's talk.

WHN again will use convention news of the *New York Journal American*, scheduling a daily quarter-hour and five-minute pickup from the city newsroom. Herb Pettey, managing director, will go to Chicago to make arrangements with one of the convention reporters for special daily wire bulletins for WHN.

WOV, which had a correspondent's seat at the Republican Convention, but was unable to fill it, may send its commentator, Tom Morgan, to cover by telegram or by air-mailed transcription. WMCA will use its usual *New York Times* and wire service facilities for convention news. WNYC, New York's municipal station, also will use its regular news sources. WINS plans to send Guenther Reinhardt to cover.

KSD Plans Two Daily

Special sustaining broadcasts from the Convention have been scheduled by KSD St. Louis for 5 and 10:15 p.m. These programs will stress political comment with feature sidelights and when possible guest speakers will be presented, following the example set at the Republican Convention when Sir Willmott Lewis, *London Times* correspondent, provided an international viewpoint for KSD listeners.

Special guests and correspondents of the *St. Louis Post-Dispatch* will augment KSD's own staff in the special broadcasts, which will supplement NBC and news wire coverage. KSD will have a booth at the Convention with direct wires to St. Louis. On the KSD-*Post Dispatch* staff will be Raymond P. Brandt, chief Washington correspondent of the paper; Marquis Childs, columnist and member of the *Post-Dispatch* Washington bureau; Charles G. Ross, contributing editor; Ralph Coghlan, editor of the editorial page; Mrs. Jean Lightfoot Coghlan editorial department; Boyd F. Carroll, Jefferson City, Mo., bureau; Dr. Roland G. Usher, KSD commentator and chairman of the History Dept., Washington U.

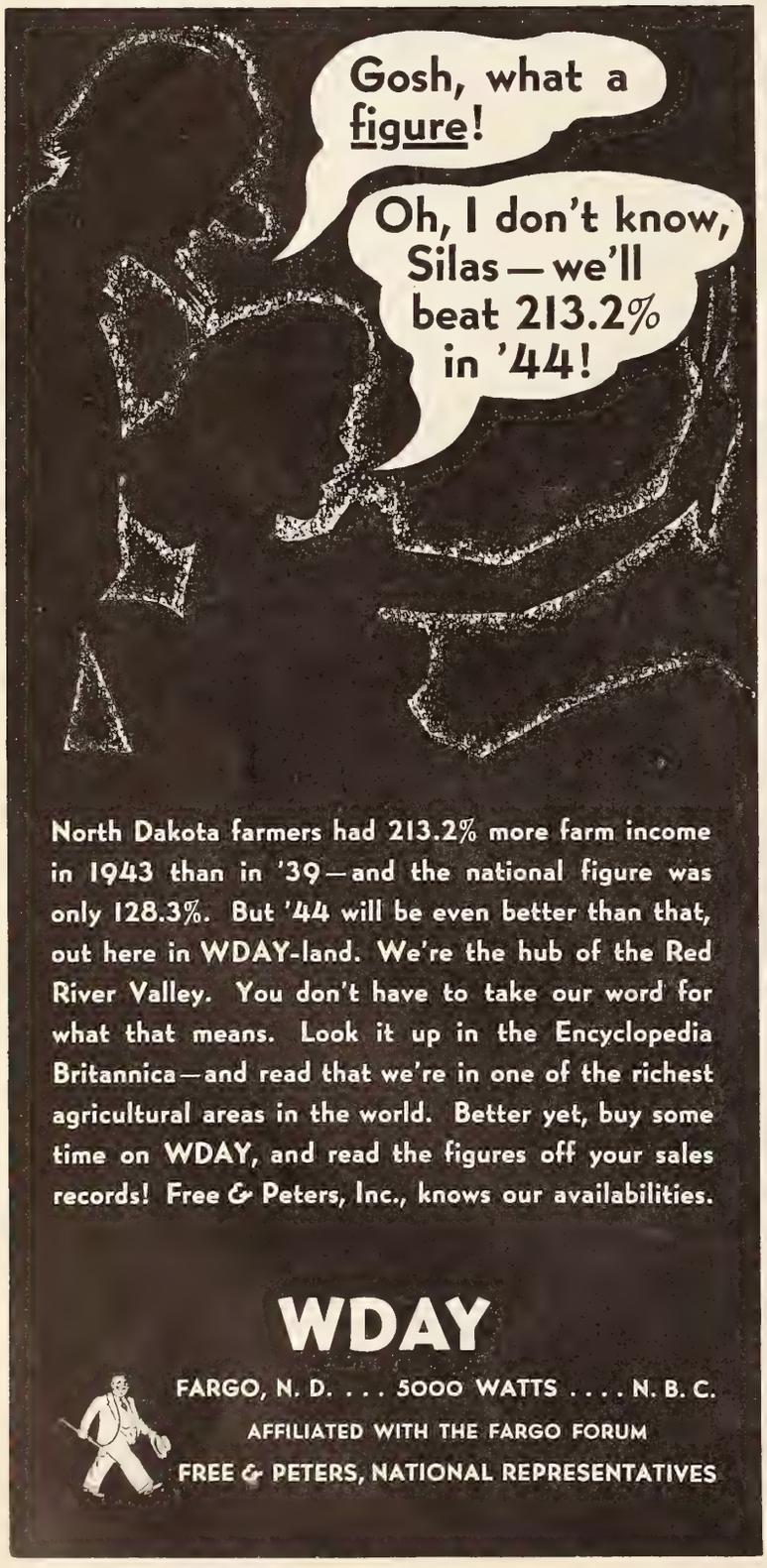
Five Daily on KMOX

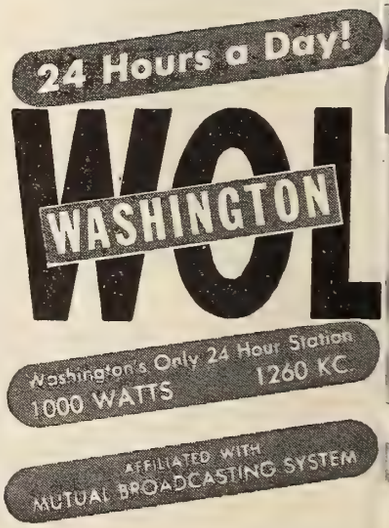
Five daily direct broadcasts from the convention city will be aired by KMOX St. Louis, July 19-21 inclusive, in addition to special interviews featuring Missouri and Illinois Democratic leaders, Merle S. Jones, general manager, announced. These broadcasts will duplicate service offered its listeners by KMOX during the Republican Convention.

Scheduled pickups from the KMOX studio in the Stevens Hotel will be at 7:45 and 8 a.m. and at 5 p.m. From the Chicago Stadium special broadcasts will be heard at 12 noon and 10:15 p.m. KMOX also will carry complete CBS coverage. Representing the station will be Francis P. Douglas, news director; W. R. Wills, former Tokyo correspondent for CBS and KMOX news analyst; Katherine Darst, newspaper columnist who will report the human side of the Convention through a woman's eyes; Gordon Sherman, engineer; Arthur J. Casey.



NEW RADIO CHIEF of the Democratic National Committee, Leonard Reinsch, is congratulated by Aubrey Morris, president of the Henry W. Grady School of Journalism chapter of Sigma Delta Chi professional journalistic fraternity into which Mr. Reinsch has been initiated. In the center is Stellje Nichols, secretary of the University of Georgia chapter. Mr. Reinsch is director of the three Cox stations, WSB WIOD WHIO.





KMOX director of public relations who will supervise all pickups.

WROK Rockford, Ill., will use transcriptions for on-the-spot coverage by Bill Traum, news editor. Records for two daily newscasts will be made by Mr. Traum.

KSO-KRNT Cut-ins

Direct wire cut-ins on every newscast scheduled will be featured by KRNT and KSO Des Moines, key stations of the Iowa Broadcasting Co. Stanley Dixon, Glen Law and Joe Ryan will cover the Convention for the Des Moines Cowles outlets. Special interviews will be aired in addition to the spot news angles. KRNT's *Newsroom Roundtable*, regular Tuesday feature heard at 9:30 p.m. (CWT), will be broadcast July 18 from Chicago with Messrs. Ryan, Law and Dixon discussing current issues with prominent Democrats.

KSTP Special Coverage

A news writer and announcer will represent KSTP Minneapolis-St. Paul, handling special broadcasts as the news warrants. KSTP is permitting no sponsorship of Convention coverage, handling it as a public service. In addition to direct pickups from the Stadium and Stevens Hotel, KSTP also plans to service its newscasts and to handle special bulletins by overhead.

Four Daily on KMA

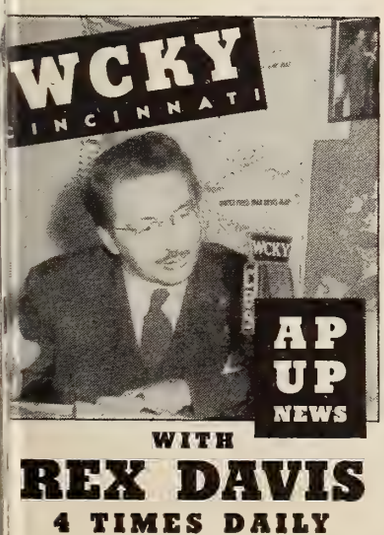
Four direct pickups daily have been scheduled by KMA Shenandah, Ia., Carl E. May, station general manager, announced. In line with KMA's public service policy, the daily broadcasts from the Convention will not be sponsored. Times are 11:15 a.m., 1 p.m., 5:45 p.m., 10 p.m. Ralph Childs and Owen Saddler will handle the special broadcasts, designed to augment Blue Network coverage.

WJR Service to Sponsors

WJR Detroit plans an average of five direct pickups from Chicago with George Cushing, news editor, feeding special Convention news to WJR's regularly scheduled sponsored newscasts. Special interviews with Michigan delegates also are planned as part of the station's extra service to sponsors of newcasts, according to Leo J. Fizpatrick, general manager. Assisting Mr. Cushing will be Larry Payne, announcer, and Ned Nolan, engineer.

Reilly for WLW

Arthur Reilly will originate his daily newscasts (1:30 and 11 p.m.) for WLW Cincinnati from the Convention. As a pre-Convention feature the WLW *World Front*, fed to NBC, will originate July 16 at 12 noon (EWT) with Mr. Reilly and Jack Beall, staff commentators, participating with a guest observer, yet to be selected. Howard Chamberlain, WLW program director, is *World Front* moderator. The program was aired from Chicago June 25, preceding the Republican Convention.



GE Wires Democratic Train

GENERAL Electric Co., Schenectady, N. Y. (electronics department) has arranged to install a wire recorder on a New York Central train taking the Democratic leaders from New York to Chicago for the Democratic Convention. As the train leaves New York, platters will be cut of interviews with the leaders which will then be dropped off in Albany, to be played back on a network which has not yet been determined. Agency is Maxon Inc., New York.

Six a Day on WNAX

Two 15-minute broadcasts daily are scheduled by WNAX Yankton, S. D., in addition to network and news wire coverage. Delegates from Iowa, Minnesota, North and South Dakota and Nebraska will be interviewed from the Stevens Hotel. WNAX also will cut in from Chicago Stadium or the Stevens on four regularly scheduled newscasts. The Cowles station will transcribe interviews with Sen. Guy M. Gillette of Iowa and other members of the Senatorial delegation from the WNAX listening area. Representing the Yanktown station will be Art Smith, program director; Whitey Larsen, news analyst; Cliff Todd, chief engineer.

WSOY Shuttle Service

Since Decatur, Ill., is but three hours from Chicago, WSOY plans no direct pickups. Instead, Easter Straker, program director, and Mrs. Grace Patrick, continuity chief, will commute between the Convention and Decatur, doing special broadcasts of highlights and human interest events, according to Charles F. Bruce, commercial manager. WSOY also will carry all CBS coverage.

WICA Spots

WICA Ashtabula, O., plans to send Alfred B. Newkirk, news editor, or Walter Walrath, commentator, to handle overhead spot breaks and color, according to Robert B. Rowley, manager.

KOMA-KTUL Plans

Interest in Oklahoma is unusually keen in view of the fact that Gov. Robert S. Kerr will deliver the keynote address and KOMA Oklahoma City and KTUL Tulsa, only Oklahoma stations doing special coverage from the Republican Convention, will air direct pickups from the Democratic sessions at 3:30 and 10:30 p.m. daily, with a repeat of the night spot at 7:15 a.m. following mornings. Emphasis will be on the Oklahoma delegation and Gov. Kerr's participation. Other spot features also are planned, according to Kenyon Brown, KOMA manager, who with Bill Bryan, KOMA news editor, will handle broadcasts for both stations.

Awards on Blue

DOROTHY LEWIS, coordinator of listener activities of the NAB, will participate July 10 in a Blue network broadcast 1:45 p.m. announcing the winners of a contest for the best letters on the home. Contest was conducted through women program directors by *Parents* magazine as part of the American Home campaign of the NAB Assn. of Women Directors. Program is the concluding broadcast of the campaign in which 24 national organizations have serviced women program directors with material designed to help strengthen the concept of the American home.

Esty Names Riley

THOMAS L. RILEY, former television director of William Esty & Co., New York, has resigned to do radio and film survey for the office of Coordinator of Inter-American Affairs in South America. Part of Mr. Riley's work will be taken over by John Clark, until recently in the armed forces, who has joined the radio department of the agency.

Monarch Food Spots

REID MURDOCH & Co., Chicago (Monarch Finer Foods) started a series of approximately 30 spot announcements weekly July 10 on KSD and KXOK St. Louis. Contracts, which run for 52 weeks were placed by Rogers & Smith Adv., Chicago.

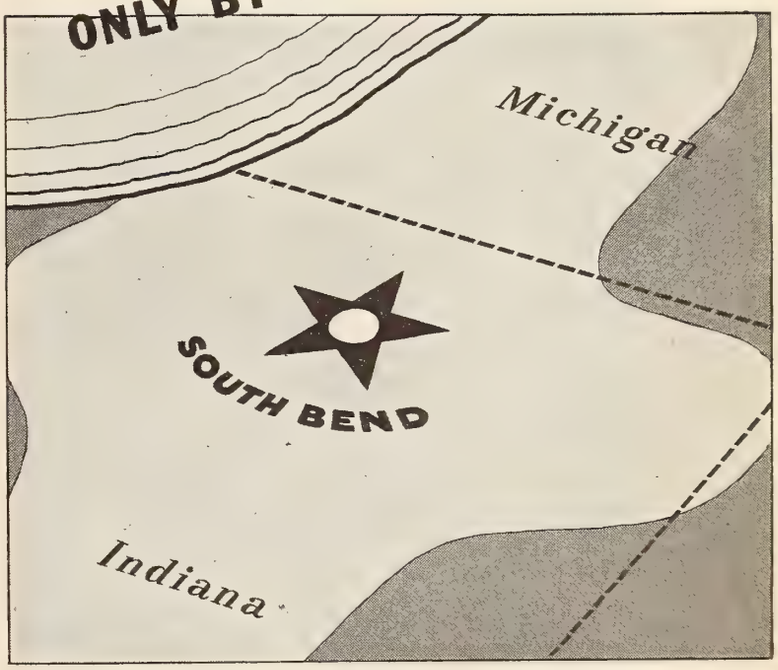
Daniel Promoted

HARBEN DANIEL, vice-president and general manager of WSAV Savannah, Ga., since its organization in 1939, was elected president of the company, succeeding the late Arthur Lucas, it was announced last week. Before organizing the Savannah NBC affiliate, Mr. Daniel was commercial manager of WSM Nashville. He helped organize Tennessee Broadcasters, which has pending an application for a new station to operate in Nashville on 1240 kc.



Mr. Daniel

YOU CAN
COVER SOUTH BEND
ONLY BY BUYING WSBT



YOU can't dominate the South Bend area by remote control. South Bend isn't in Chicago and can't be covered by using a Chicago station! In addition to South Bend's own 112,000 population, WSBT reaches 27 Indiana and Michigan counties having 33 towns of more than 2,500 population, with a total of 243,640 radio homes. WSBT, an affiliate of the Columbia network, simply dominates the area... and this market is a rich one! Its war workers have money now and by exceeding every war bond quota since Pearl Harbor are building a reservoir for post-war buying. Cover South Bend and the South Bend area with its 22-year old station—WSBT... 1,000 watts at 960.

PAUL H. RAYMER CO.
National Representatives

WSBT
SOUTH BEND
COLUMBIA NETWORK

MAKIN' THE GRADE IN INCLINE (Ky.)?

If you haven't already found it out for yourself, it's darn tough goin' to make the grade in little towns the likes of Incline (Ky.). But it's a *glide* in the Louisville Trading Area, where you have 57.5% of the entire State's buying power! . . . As we may have mentioned before, WAVE is the only station that *completely* covers the Louisville Area *at low cost!* . . . That's why more and more smart advertisers are concentrating on Louisville, with WAVE. Want *all* the facts?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . N. B. C.

FREE & PETERS, INC.
National Representatives

Now Is Best Time to Make Mistakes In Television, Asserts R. E. Nelson

"TELEVISION is here right now and the time for experimentation is also now," Raymond E. Nelson, vice-president and director of radio and television of Charles M. Storm Co., New York, told last Thursday's session of the Summer Television Seminar conducted by the Radio Executives Club of New York.

Expressing full cognizance of the future technical developments of television, Mr. Nelson continued: "We feel that television programming will have to come up to those improvements if it is to be fully acceptable to the millions of postwar video set purchasers. We have invested considerable time and money in television, even in what may be called its primitive stages, because we feel that the time to make mistakes is when the television circulation is at a minimum, and we feel that the agency has an obligation to its clients—both present and future—to fully acquaint itself with television's possibilities at a time when the cost is comparatively small and the mistakes receive relatively little public attention.

"It is worthy of note," he said, "that radio did not reach its full growth until such a time as good radio programming became general. Television's great problem, to our minds, is programming, and its solution lies directly in the hands of the advertising agencies and their television directors, who in the case of radio, were dominant in its development as a successful advertising and entertainment force."

The importance of programming was also cited by Arthur Levey, president, Scophony Corp. of America, who described the large screen video receivers for theatres, schools and homes his company plans to put on the market as soon as wartime restrictions are lifted. "A potential buyer of a television set does not purchase it because television is the greatest scientific miracle of the twentieth century. It is only when television as a form of entertainment can compete with other show business that it will become an attraction for the masses."

Stating that "it is obvious that television broadcasters are still faced with a gigantic task in developing a new program technique before they can make television attractive to every home, and then able to pay its way," Mr. Levey added: "No matter how good your program material, I predict it will not mean much unless you show home pictures on far larger screens, at least comparable with home movies—say 24x20 inches."

Sir Derwent Hall Caine, son of the novelist, who spoke briefly on prewar television in England, declared that in addition to the real need for television as a purveyor of entertainment in the postwar era, this new medium can exert a tremendous social influence and can aid in increasing international understanding.

MBS Gross Up

MBS gross billings for June, 1944 amount to $1,521,703, an increase of 38.3% over the same month last year when the figure was $1,100,483. Accumulative gross billings for the first half of this year total $9,895,760, representing an increase of 67.6% over the same period in 1943, when the total was $5,902,924.

Zip Adds

ZIP ABRASIVE Co., Cleveland, is continuing to expand its national campaign of thrice-weekly one-minute transcribed announcements for Zip, a deodorant, the latest station addition being WJW Cleveland. Spot schedule, now running on 50 stations, is placed by James R. Flanagan Adv., New York.

WLW EXECUTIVES



Mr. Park



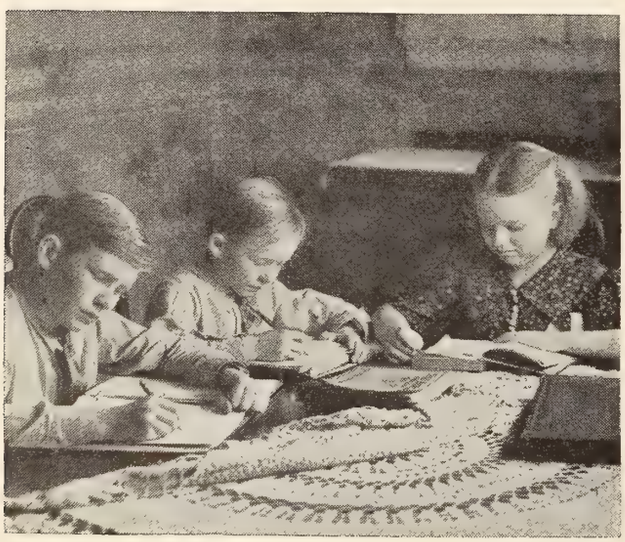
Mr. Terry

VETERANS in their respective fields are these two new executives of WLW Cincinnati, Eldon O. Park (l), named assistant general manager, and Marshall Terry (r), director of the newly-created promotion activities department [BROADCASTING, July 3]. Mr. Park joined the Crosley organization in 1930 and for the last three years has been assistant manager of the WLW New York office. Mr. Terry was vice-president of the Trailer Co. of America in charge of sales and public relations. He formerly had been sales manager of the sundries division of the Miller Rubber Co., Akron, O.

CAB Strip Ratings

COOPERATIVE Analysis of Broadcasting, in its June program report issued last Thursday, released for the first time ratings on all multiple broadcast (five or more times weekly) five-minute network programs, obtained from interviewing in the CAB 81-city sample. Ratings will be released twice-monthly. Bill Henry heads the list with an 8.2 rating, followed by *Meaning of the News* (4.4) and *Coronet Story Teller* (3.2).

ARROWHEAD & Puritas Waters, Los Angeles (bottled water), on July 4 started for 26 weeks sponsoring a twice weekly quarter hour quiz type program, *Think Hard Now* on 8 Don Lee Southern California stations (KHJ KGB KDB KFXM KXO KVOE KVEC KMPC), Tuesday, Thursday, 1-1:15 p.m. (PWT). Ruben Gaines is writer-producer-m.c. Firm is also using daily participation in combined *Sunrise Salute* and *Housewives Protective League* programs on KNX Hollywood. Latter contract, for 52 weeks, started July 3. Agency is McCarty Co., Los Angeles.



IT ALL ADDS UP...TO 3!

Here's a simple—and completely dependable formula for placing your spot announcements in Hartford. Get WDRC's winning combination of coverage, programs and rate! **Connect in Connecticut by using WDRC!**

GET ALL 3 ON WDRC
1 RATE 2 COVERAGE 3 PROGRAMS

WDRC
HARTFORD 4 CONNECTICUT

BASIC CBS
Connecticut's Pioneer Broadcaster

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS

Rehearing Called For Houston Case

Texas Star License Plea to Be Considered by FCC

THE FCC last week designated for hearing the application of the Texas Star Broadcasting Co. for a license to cover the construction permit granted in May [BROADCASTING, May 29] for a new local standard station (KTHT) in Houston, Tex., to determine "the truthfulness and accuracy of representations made by or in behalf of the applicant in the application for a construction permit, in the course of the hearings on the application and in communications and documents addressed to the Commission; and to determine the qualifications of the applicant to operate the station in the public interest".

Evidence Permitted

The Commission at the same time denied the petition of the Greater Houston Broadcasting Co. to intervene and for rehearing. It also denied the petition filed by Scripps-Howard Radio Inc. for rehearing, and reinstatement of application for construction permit. The action taken on the Texas Star application, however, provides that the latter petitioners would be given opportunity to present evidence at the KTHT hearing, which the Commission has designated for July 10 or at such later date as may be fixed upon request of applicant". It was further ordered by the FCC that KTHT request for authority to begin program tests be deferred, for consideration at the conclusion of the hearing or on July 18, whichever is earlier".

President of Texas Star is Roy Hofheinz, attorney and county judge, who holds 75% of the common stock and 15% of the preferred stock. W. N. Hooper, vice-president and secretary-treasurer, holds the remainder of both stock issues. Mr. Hooper is partner in Dr. Hooper Oil & Realty Co. and the Dr. Hooper Ranch Co. Following the grant by the FCC for reinstatement and conditional grant (pursuant to Jan. 6 Policy) of the Texas Star application for the standard facilities of 250 w unlimited time on 1230 kc, construction of the station was officially commenced June 12 and completed June 28. Application stated that all of the necessary equipment for the station, except the antenna, had been purchased in January 1942. Original application was filed in October 1940, to be subsequently dismissed following the general "Freeze Order" of Feb. 23, 1942.

Scripps Howard Radio Inc. applied to the Commission for standard assignment in Houston in August 1940, amending that application in February 1941 to request the same local assignment Texas Star had requested in an amendment the preceding month. Following these requests was the application of Greater Houston Broadcasting for the 1230 kc 250 w unlimited time facilities in March 1941. The April 1941 petition of Scripps Howard, seeking reconsideration of an order for consolidated hearing, pointed out that the October 1940 application of Texas Star requested the same assignment as the Scripps Howard application of August 1940. Consolidated hearing was held in October 1941 and further hearing in May 1942 following the "Freeze Order" memorandum, concluded with dismissal without prejudice to refiling at a later date of all three applications.

In May of this year Texas Star filed with the Commission a petition requesting reinstatement and grant (without hearing) of its Houston application in view of the Jan. 26, 1944 policy concluded by the FCC and WPB relating to the use of critical materials for construction purposes.

In petitions filed last month by Greater Houston Broadcasting and Scripps Howard, contention was made that the May 23 action of the Commission granting Texas Star the Houston assignment, taken without hearing or notice, was considered "inequitable" and rehearing, intervention and relief was sought. The order adopted by the Commission last week results from these actions and reopens the issue.

NEW YORK U. in cooperation with the RCA Victor Division of RCA is offering a special summer course in industrial music, consisting of a series of public lectures July 10, 17 and 24 in the university's Music Dept.

KOBAK TO ADDRESS CHAUTAUQUA GROUP

EDGAR KOBAK, executive vice-president, Blue Network, and other Blue officials will address the Chautauqua Assembly on July 28, the Assembly's first Radio Day, during which several Blue programs will originate from Chautauqua or from nearby Jamestown, N. Y., through WJTN, Blue affiliate in Jamestown.

Morning session Radio Day speakers are: Ray Knight, Blue production manager, on "How a Radio Program Goes on the Air"; Dr. W. R. G. Baker, vice-president, General Electric Co., on "Television".

In the afternoon, Alma Kitchell, Blue women's commentator, will speak on "Radio and the Public"; Clete Roberts, war correspondent for the Blue in the South Pacific, on "Radio at the Front", and H. R. Baukhage, Blue news analyst, on "How Radio Brings You the News". Mrs. Kitchell's *Women's Exchange* program and *Ladies Be Seated*, with Ed East and Polly, will originate at Chautauqua and the broadcast of *Baukhage Speaking* will originate in the Jamestown High School, during the afternoon session.

Mr. Kobak, speaking on "Radio as an Agency of Opinion"; Phillips Carlin, vice-president in charge of programs, on "Radio as a Medium of Entertainment," and Paul Whiteman, Blue musical director, on "Radio and Music", make up the evening program.



HE'S THE RICHEST FARMER IN THE U. S. A. . . !

The California farmer has the highest* cash income per farm in this country. His cash income for 1942 averaged $8,797 per farm . . . ! The *Beeline* is primarily built to serve the Central Valley area of California, plus Western Nevada, where annual retail sales exceed *2½ billion dollars!

*Bureau of Census 1943

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.



McClatchy Broadcasting Company
Sacramento, California

Robert A. STREET National Sales Manager

Paul H. RAYMER CO. National Representative

1480 Kilocycles — Full Time Operation

WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

WCBM BLUE
A Quality Station
with MASS APPEAL
in a RICH MARKET
WCBM
BALTIMORE
The BLUE NETWORK Station
JOHN ELMER, President
GEO. H. ROEDER, General Manager
FREE & PETERS, INC.
Exclusive Nat'l. Representatives

Radio Finds News Niche

(*Continued from page 13*)

the seats usually set aside for the press. Later the Democrats found 26 seats which could be used by radio news personnel.

At the group meeting in Mr. Godwin's office last December, Mr. Morrison, Mr. Church and the writer were the only ones with any previous experience in the problem. We could only guess how many persons might want seats. Four years earlier at the Republican Convention eight seats had been given to each of the three major chains, CBS, MBS and NBC, and six seats to Transradio. Ten seats were available to independent stations and affiliates.

174 Applications

We agreed that radio news coverage had been developing with unusual speed since that 1940 Republican Convention, but we didn't know how many individual stations would send news people to Chicago. We decided to write all stations, asking for any applications, with March 1 as the deadline. BROADCASTING broke the story. Nearly 150 applications were received. The deadline was extended to May 1. Another article appeared in BROADCASTING. Just before the new deadline, Transradio, Associated Press, United Press and International News Services carried notices on their radio wires to station chiefs.

When the deadline passed, 174 applications for seats were in, exceeding by 54 the number of seats then available. The Republican National Committee originally set aside five rows of 30 seats each for radio news personnel but informed the Committee later that the number must be cut by 30 to put in a working bench. The seats were restored after it was discovered that the anticipated elimination of one row was not necessary.

Applications had been received from 48 organizations in addition to the four major networks and Transradio Press. More than 60 independent and affiliated stations were included.

Since applications for radio gallery seats came from coast-to-coast and into the deep South the Radio Executive Committee, which had been augmented by the addition of William Costello, CBS Washington commentator, several times questioned whether or not it had oversold the idea. The answer came at the Republican Convention. Independent and affiliated stations arrived on schedule. Only nine individuals failed to appear for their seats and in two cases cancellations were telegraphed.

While nine early applicants failed to appear, their places were taken by others who failed to make requests for seats. These were taken care of by the Republican National Committee. All have since made application for seats at the Democratic Convention.

Local Angle Played

Independents and affiliates discovered that they have a definite place in news coverage. Their work supplements the coverage offered by the chains and the news services. Senators and Governors and Representatives in Congress might be only delegates to the Convention, as far as the national story is concerned, but they are big men in their home communities. Thus individual stations were able to provide exclusive "home-flavored" interviews. And they learned that such programs had wide listener acceptance.

Facilities offered by the Republican National Committee as well as the services accorded to the men and women in the gallery were excellent. Credit unquestionably goes primarily to Mr. Church, who quietly, efficiently and effectively met each problem and solved it. James P. Selvage, the GOP director of publicity, and his able assistant, Robert Pritchard, also contributed much to making certain that the radio setup was able to function satisfactorily.

Plans to make the Democratic coverage as thorough and as satisfactory have been made. The Radio Correspondents' Executive Committee, buttressed by experience, met with Paul Porter, Director of Publicity for the Democratic National Committee, and J. Leonard Reinsch, Radio Director, on July 3. The cordial reception accorded the Committee's program gave its members assurance that the facilities available will be ample for networks, news services and independent stations.

Code Provides FM Aid

The Radio Correspondents' Assn. has definitely established itself as spokesman for radio newsmen and women in contacts with official and political life. Its Executive Committee, under rules of the Congress, supervises the galleries in the Senate and House. There are now 68 active members, radio news personnel working in Washington. We have more than 100 associate members scattered throughout the country.

The Radio Correspondents' Assn. code is: "The Radio Correspondents' Association has for its aim the promotion of the Radio News Gathering Fraternity and strives to protect the rights and privileges of radio reporters and assist in every way possible to maintain high standards of reporting news by radio, wireless or other similar means of transmission."

It was this program which it endeavored to foster at the Republican National Convention and which will govern its activities at the Democratic National Convention.



NOW COMES WJW Cleveland with photographic evidence that Gov. Thomas E. Dewey made his first public utterance, after his nomination, over WJW at 6:07 p.m. (EWT) June 28 at the Cleveland airport, when he was interviewed by Earl Harper, station special events director. WJW hid under the proverbial bushel, however, and didn't disclose its scoop until after NBC was credited with putting the Republican nominee for President on the air "first" at 6:16 p.m. from the same airport [BROADCASTING, July 3].

Evans Coffee on 17

DAVID C. EVANS Coffee, St. Louis, started a series of renewals of quarter-hour and five-minute news shows July 3 on the following stations: KLCN KBTM WKRO WSOY WEBQ WJPF WTAD WCBS WTAX WDZ WEOA KFVS KFRU KHMO KWOS KWK KXOK. Renewal contracts were placed by Ruthrauff & Ryan and run for 13 weeks.

WHAM
"Your Western New York Salesman"
ROCHESTER, N. Y.
50,000 Watt . . . Clear Channel . . . 1180 on Dial . . .
Affiliated with the
NATIONAL BROADCASTING COMPANY
National Sales Representative: GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

In the CONTROL ROOM

DWARD A. CARROLL, of WCAU hiladelphia, has been elected chair- an of the Philadelphia local, broad- st division, American Communica- ons Assn., CIO, the union reports. ther new officers include: George rank, KYW vice-chairman; George Schisselbauer, WFIL, secretary; mes S. Stewart, WFIL, treasurer.

ALTER KEAN, formerly in charge Western Electric's radio and radar sting pro ects, has joined the An- rew Co., Chicago as head of the com- ny's new field engineering and allo- tion service.

OB COOKE, operator of CHEX eterborough, Ont., has joined the oyal Canadian Navy.

RVILLE H. (Dutch) MILLS, en- neer of KDKA Pittsburgh, has ined the Merchant Marine as radio erator. He has had 3½ years pre- ous service.

. O. ELLIS, former superintendent telegraph of Rock Island Lines, Chi- go, has been appointed to the new sition of superintendent of commu- cations, anticipating new radionic velopments in train control, accord- g to W. H. Hillis, operating officer. illis pointed out that telegraph was e principal means of railroad com- unication for many years, but now dio is being used "for contact be- ween yardmasters and conductors and gineers on moving engines and ains."

ICE WINTER is a new member the engineering staff of WBIG reensboro, N. C.

. J. BIELE has been named assist- nt engineer of the receiver division General Electric Co.'s Electronics epartment, with headquarters in ridgeport, Conn. He joined G-E's eceiver division in 1935.

NDREW E. HOPPER, former su- ervisor of the WHN New York en- neering staff, now serving with a roop carrier division in England, has een promoted to major.

ETE WILSON, chief engineer of MTR Hollywood, is the father of a oy.

LVIN KIMBROW has joined WCBI olumbus, Miss., as engineer and staff rtist, with a thrice-weekly early orning show.

DRIAN LENTZ, WCKY Cincinnati ngineer, is the father of a girl.

ARRY DeVLIEG, NBC Chicago re- ording engineer, is the father of a irl.

LMER MAKI, formerly of the ankee Network, is a new member f the control room staff of WAAB orcester.

RT MILLER, engineer of CKWX ancouver, and Mrs. Miller, formerly f CKWX, are the parents of a girl.

Gardiner for Thompson

ON GARDINER, Blue Network ommentator, has taken over the unday 7:15-7:30 p.m. spot vacated n the Blue Network by Dorothy hompson for Trimount Clothing nd is likely to continue broadcast- ng in the same spot when it goes ommercial for Serutan Co. begin- ing July 23. This was not con- rmed, however, by Raymond Spec- or Co., New York, agency in harge, nor by the network.

X-RAY BOON TO ENGINEERS

WJR Engineer Develops Method of Anticipating Transmitter Trouble Before It Happens

USE OF the x-ray as a boon to broadcast transmitter and tube operation has been developed by Merrill R. Mitchell, chief transmitter engineer of WJR Detroit, and is producing such good results that it may well be adopted by stations throughout the country.



Mr. Mitchell

Mr. Mitchell uses the x-ray to discover when tubes are about to burn out, thus preventing interruption of service. In addition, x-ray is used to locate trouble in other parts of WJR's 50,000 w transmitter. He found that x-ray is particularly effective in the examination of other parts, especially condensors. "You can plainly see where the trouble is in the condensor," he said. "The film clearly shows where plates have arched over."

Some Other Place

"The problem we faced in the past", he explained, "is that often we thought we had tube trouble but it would turn out to be trouble some other place in the circuit. Now by x-raying the tube and finding it okay we know definitely that the trouble is elsewhere.

"One day I was fooling around with my x-ray equipment and began to wonder what x-rays of tubes would show. Well, I found you can read the plates just like a dentist does. After a little experience you can get the whole story by reading the shadows on the film. You can actually see that a filament is wearing down.

"In addition we can now be sure none of our tubes is defective when it is first used. And then, of course, routine x-rays of the tubes keep us informed at all times of their condition and we are able to anticipate trouble and correct it before it appears."

DON LEE, BLUE PLAN NEW COAST STUDIOS

WITH Hollywood studio sites at a premium, Blue Network and Don Lee Broadcasting System are looking for suitable space in "radio row" area to build broadcasting structures of their own. Construction would start soon as critical materials are released.

Blue western division at present rents facilities from NBC at Hollywood Radio City. Consolidated Laboratories recently sold the Melrose Ave. building housing Don Lee Broadcasting System to RKO Radio Pictures. The film company plans to take over premises upon expiration of the network's lease in about 18 months, thus forcing a move.

Don E. Gilman, Blue western division vice-president, upon his return to Hollywood early in July from New York, revealed home office approval to negotiate a studio site deal. With four in vicinity of Hollywood Radio City reportedly under consideration, it is expected that a purchase will be announced shortly.

Meanwhile Blue western division has taken a five year lease on Hollywood Radio Playhouse and will remodel the two story structure at Sunset Blvd. and Highland Ave. to temporarily accommodate KECA, Los Angeles outlet recently purchased from Earle C. Anthony Inc. for $800,000. Station transfer is awaiting FCC approval. With completion of the new Blue western division headquarters at the war's end, KECA operation will be centered in that structure.

Edward Dudley Naff

EDWARD DUDLEY NAFF, 64, musical director of WRVA Richmond for the past 15 years, died June 19 after an illness of several months. A graduate of Bridgewater College, Peabody Conservatory and the Licentiate of the Royal Academy of Music, London, Mr. Naff taught music, harmony and theory in several colleges before coming to WRVA. He was a native of Franklin County, Va.

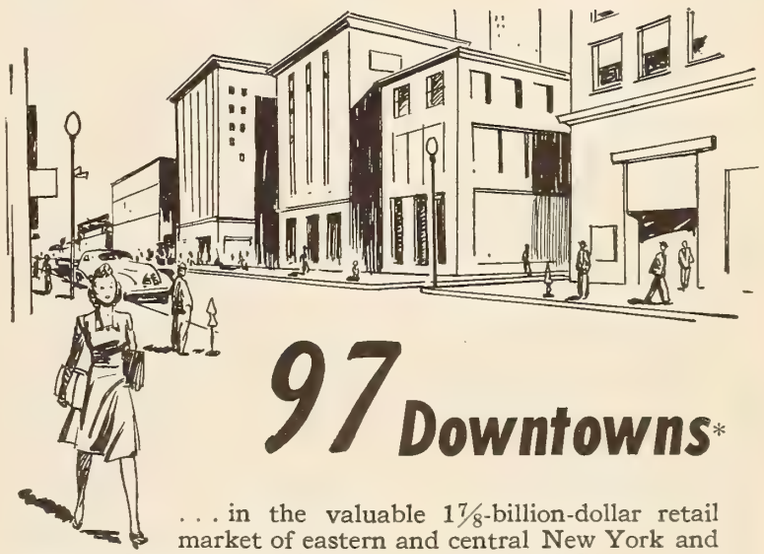
HARRY L. SOMMERER has been named manager of the newly-established office of real estate for the RCA Victor Division of the Radio Corp. of America. He has been in charge of subcontracting operations on war work.



The Texas Rangers

KMOX
ST. LOUIS
Participating

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION



97 Downtowns*

. . . in the valuable 1⅞-billion-dollar retail market of eastern and central New York and western New England brought together by WGY.

And WGY is the ONLY station that can combine this vast market of 1,045,717 radio families into ONE coverage area—*the WGY Community.*

*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated cities and villages over 5000.

WGY
SCHENECTADY, N. Y.

50,000 watts — NBC — 22 years of service. Represented nationally by NBC Spot Sales

GENERAL ELECTRIC

WGY-184

PACIFIC COAST PROGRAM NOTES



There will be no summer-slump with the daily shock of invasion news.

Commentator Edward Jorgenson presents one of the great opportunities in daytime radio on the Pacific Coast.

Blue Newsroom Review . . . 1:50 to 2:00 P. M.—Monday through Friday. Available two, three or five times weekly.

The sponsor starts at the second highest tune-in point of the entire day.*

The 1:30 to 1:45 P. M. section of the Blue Newsroom preceding this availabilty now has a 3.3 Hooper rating and is followed by "What's Doin', Ladies?" which is completely sold out.

Edward Jorgenson is one of the current best buys on the Pacific Blue. Jorgenson's cost-per-inquiry, measured against programs whose cost-per-inquiry records are the lowest in the country, is very, very low. It's the "Blue's" advice to get in now before Jorgenson's "Gone With The News"



Other Good Times are still to be had on the Pacific Blue, but hurry now to your nearest Blue Network Office.

New York • Chicago • Hollywood
San Francisco • Detroit • Pittsburgh

**May 1944 Hooper National Report*

PACIFIC BLUE NETWORK

WAIT-WGES Split Awaits FCC Okay

Gutherys Sell Interest in WMRN to Mason

TRANSFER applications were field with FCC last week for a swap of holdings in WAIT and WGES Chicago so Gene T. Dyer and Family would hold major interest in WAIT and Vivian I. Christoph, Elizabeth M. Hinzman and John A. Dyer would control WGES. Action was taken to comply with the Commission ruling against dual ownership of stations in the same or overlapping areas.

Although blood relationships exist between certain of the individuals holding interests in the two stations and would continue as such a tie after the proposed shift was effected, the applications pointed out that each individual would maintain station affiliation relationships and would not be influenced by them. Consideration for the shift in each case was set at $100,000.

Present holdings in the two stations are:

WAIT—Gene T. Dyer (15%), president, Evelyn M. Ringwald (35%), Elizabeth M. Hinzman (30%), Adelle Moulds (10%), Vivian I. Christoph (9%), and William F. Moss (1%). WGES—Gene T. Dyer (25%), Gene T. Dyer Jr. (24%), Vivian I. Christoph (25%), F. A. Ringwald (10%), Grace V. McNeill (6%), Louis E. Moulds (6%) and William F. Moss (4%).

Under the proposed rearrangement, holdings would be:

WAIT—G. T. Dyer (19%), E. M. Dyer (35%), G. T. Dyer Jr. (24%), Adele Moulds (10%), L. E. Moulds (6%) and G. V. McNeill (6%). WGES—V. I. Christoph (34%), E. M. Hinzman (30%) J. A. Dyer (20%), F. A. Ringwald (10%) and Wm. F. Moss (5%).

Application also was filed last week by WMRN Marion, O., requesting FCC approval for transfer of control of the licensee corporation of that station, Marion Broadcasting Co., from Howard F. Guthery and Florence Guthery to R. T. Mason, president and general manager of the outlet. Transfer stems from option concluded by Mr. Mason in April 1942 to purchase the 101 shares (50½%) common stock held by the Gutherys for a consideration of $125 per share until May 31, 1943, with the price to increase at a rate of $1.00 per share on the first day of each succeeding month thereafter. Mr. Mason at present is holder of the remaining 99 outstanding shares. Application also stated that following FCC approval of the transfer, 100 of the 200 shares outstanding, stock would be retired.

Waring for Glass Firm

OWENS-ILLINOIS Glass Co., Toledo, beginning Sept. 7 will switch from daytime radio to a night show with the sponsorship of Fred Waring's orchestra on the full Blue Network, Thursday, 7-7:30 p.m. Company discontinues *Broadway Matinee* on CBS Monday through Friday, 4-4:25 p.m. after the Aug. 4 broadcast. Fred Waring was sponsored for five years until June 9 on NBC by Liggett & Myers Tobacco Co, New York.

Capt. Lovette Decorated

CAPT. LELAND P. LOVETTE, former director of Navy public relations, last Thursday was awarded the Legion of Merit for his service to the Navy in that position. Capt. Lovette, who was in command of a destroyer squadron at Pearl Harbor Dec. 7, 1941, was given a sea command last April. He was replaced as Navy Public relations director by Rear Admr. Aaron S. Merrill, Undersecretary of the Navy Bard made the award, at the same time presenting decorations to 12 other Naval officers.



Capt. Lovette

Tower Site Dropped

WMAL, Blue outlet in Washington, has withdrawn its application to construct and operate a 250 ft. FM transmitter tower on two acres of land at Langley in Providence District, Va. Application was cancelled by the Blue outlet after the Fairfax County Board of Zoning Appeals, meeting in special session at the County Office Bldg., Fairfax, Va., denied the application. The appeal of F. D. Richardson, attorney for WMAL, for the continuance of the case, was also denied

NEW NAME GIVEN RTPB FM UNIT

A CHANGE in the name of Panel 5 of the Radio Technical Planning Board from "VHF Broadcasting" to "FM Broadcasting" has been announced by W. R. G. Baker, RTPB chairman. This was pursuant to the request made by the Panel Membership of RTPB voted by mail.

The scope of the Panel's functions has been changed to read "The review and further development of standards with reference to FM broadcasting in the frequency band from 30 to 300 megacycles" (inserting FM). Dr. Baker found the change in title undesirable when the request was first made and his letter of notification states he has not altered his position. Dr. Baker announced that the result of the mail ballot was "slightly in favor of the change". In the future, he said, this panel will be identified as "Panel 5 on FM Broadcasting".

The Board shortly is expected to act on both FM and television reports, submitted last spring, recommending allocations in the ultra-high frequency bands. Each group was disposed to favor assignments for its particular type of service in the lower portions of the band.

HALLICRAFTERS Co., Chicago, has presented $5,000, representing overtime earned by employes on voluntary basis on D-Day, early last month to Brig. Gen. P. J. Carroll, commanding general, Vaughn General Hospital, Hines, Ill., to be used for benefit of wounded soldiers.

Favorite Music of Most Adults

From the plaintive folk song to the great symphony . . .
The whole repertory of music, except "jazz, jive and swing" . . .
Music written by the old masters and the modern composers . . .
Brilliant interpretations by famous orchestras and instrumentalists . . .
The familiar personalities of stage, screen and radio . . .
Columbia, Decca, Victor and imported records . . .
Muzak, World and special transcriptions . . .
Standard and special arrangements of sheet music . . .
Licensed for performance by AMP, ASCAP, BMI and SESAC . . .
More than 40,000 favorite selections of "the popular classics with a blend of the modern" . . .
THAT'S THE WLIB MUSIC LIBRARY—a large collection of familiar music most adults, and some youths too, love to hear! And they can only hear it *consistently* over WLIB.

WLIB
"THE VOICE OF LIBERTY"
Clear Channel - 1190 on your dial
RKO BUILDING - RADIO CITY - NEW YORK

NETWORKS DEVOTED 60 HOURS TO GOP

THE FOUR major networks devoted a total of some 60 hours to coverage of the Republican Convention from Chicago, a "post-mortem" tabulation shows.

Mutual's total amounted to 16 hours and 12 minutes. CBS reports 30 individual broadcasts, consuming 14 hours and 7 minutes. Of this time 9 hours and 41 minutes came direct from the stadium, and the remainder consisted of exclusive talks from CBS studios set up in the Hotel Stevens.

NBC reports 14 hours and 46 minutes of broadcast time, with 8 hours and 16 minutes direct from the convention floor, 3 hours and 5 minutes representing talks by commentators, and the balance filled by convention round-ups. The Blue reports a total of 15 hours and 27 minutes devoted to convention coverage.

Morrell News

JOHN MORRELL & Co., Ottumwa, Ia. (Red Hart dog food), replaces its quarter-hour *Bob Becker's Pet Parade* with a weekly news roundup program featuring Alex Dreier, commentator, Saturdays, 10.45 a.m. (EWT), on 127 NBC stations, beginning July 8. Contract is 12 week balance of original 52 weeks contract. Agency is Henri, Hurst & McDonald, Chicago.

FCC to Hear CIO

AFTER denying an original petition the FCC last week designated for hearing on Aug. 15 a second petition of the UAW-CIO protesting renewal May 16 of the license of WHKC Columbus, O., on the grounds that the station was not operating in the public interest [BROADCASTING, June 12]. The Commission ordered United Broadcasting Co., licensee of WHKC, to file by Aug. 5 a statement of fact concerning operation of its station with particular reference to the allegations of the UAW-CIO petition". The union protested because certain portions of a speech written for broadcast by one of its officers were deleted by the station late last summer.

FM Board Meeting

A MEETING of the board of directors of FM Broadcasters Inc. has been called by President Walter J. Damm, WTMJ-WMFM, for Monday, Aug. 28 at the Ambassador-East, Chicago. The meeting, called for 2 p.m., is in conjunction with the Executive War Conference of the NAB in Chicago Aug. 28-31.

MORNING-hour program, Blue Network *Breakfast Club*, has turned away more than 800 persons on a single morning. Those wishing to attend the show are required to obtain tickets two weeks in advance through the Blue ticket service.

Commerce Plans To Resume Facts

PREPARATIONS are under way by the Dept. of Commerce to reestablish the flow of statistical information to business to provide needed facts for postwar operations, Jesse H. Jones, Secretary, announced last week.

In a memorandum to trade associations, trade publications and others interested in business statistics, Secretary Jones called for suggestions in connection with a current statistical program for Government, business and industry.

The program will include information on distribution for both consumer and industrial markets which will be particularly important in the transition from war to peace and in postwar operations for some time to come, according to the department.

FINDINGS OF FCC DENY WJLS SHIFT

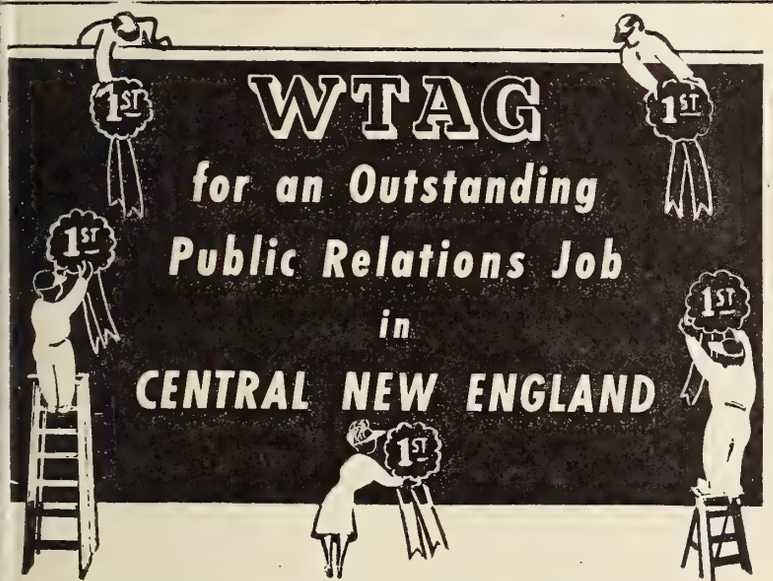
THE FCC last week announced adoption of proposed findings of fact and conclusions proposing to deny the application filed by the licensee of WJLS Beckley, W. Va., Joe L. Smith Jr., for a construction permit to shift operation of that outlet from its local assignment of 250 w unlimited time on 1240 kc to the regional frequency of 560 kc, with 100 w night and 250 w day, unlimited hours of operation.

The FCC public statement in reference to the action follows:

The Commission concludes that the granting of a permit as applied for to change the assignment of WJLS from a local to a regional frequency and operate as proposed, would not be conducive of efficient use of the regional frequency and would run counter to sound allocation principles, and would extend the daytime service area of the station to include an area of 1390 sq. mi. with an estimated population of 110,741; however, there would be loss in service to a population of approximately 17,000 persons in an area of 63 sq. mi. from WCHS, one of only two stations from which primary service is available in the same area, and the nighttime service of WJLS would be subject to excessive interference. The population residing between the normally protected contour and the contour actually protected would be 108% as great as the population included within the interference free service area or 10.8 times greater than the allowable maximum contemplated under the Commission Rules and Regulations (Sec. 3.29) and Standards of Good Engineering Practice (pp. 3, 4)."

Spalding Series

A. G. SPALDING & BROS., New York, (athletic equipment), will again sponsor an NBC program starring Babe Ruth (see earlier story on page 52). Titled *Here's Babe Ruth*, series started Saturday, July 8, 10.30-45 a.m., as a sustainer on the full NBC network, going commercial for 13 weeks, beginning July 29. New York boys will again pitch baseball questions at the diamond star, and will in turn be quizzed by him, with cash prizes going to the winners. Spalding will also sponsor the National Tennis Matches at Forest Hills on a specially-built 30-station network, Sept. 3-4 [BROADCASTING, June 26]. Agency is Ferry-Hanly Co., New York.



To Radio Editors in Central New England, outside of Worcester*, WTAG owes many thanks. In "The Billboard's" recent poll to determine local stations whose public relations have been outstanding in their respective areas, these Editors named WTAG as their first choice, one among 81 of the nation's 920 stations thus recognized.

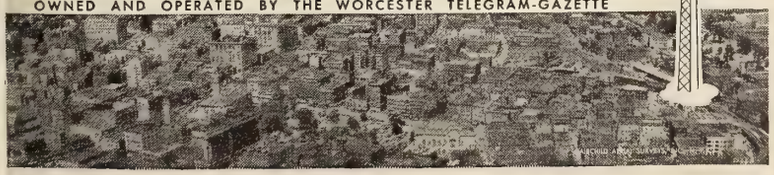
We regard public relations as a branch of public service, something which has helped in part to maintain WTAG's consistently top rating in Listening Station Indexes. When you buy time, buy an audience from the *Inside*.

* The vote of Worcester's Radio Editor was ruled out by "The Billboard's" regulations, which excluded the opinions of Radio Editors of newspaper-owned stations.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG 7m WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



"You can SPOT IT in a minute" ASK A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS



Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

THERE'S NOT ANOTHER LIKE IT!
WTIC
50,000 WATTS
DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

If you buy or plan advertising for Iowa, you need
THE 1943 IOWA RADIO AUDIENCE SURVEY
gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to
CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

Employment Problem Eased

(*Continued from page 11*)

the effect of the new WMC regulations on their employment activities disclosed that it is still to early to determine how the priority referral system operates in practice. Many broadcasters wanted to know specifically how they should proceed in hiring workers under the new regulations and posed several questions regarding the priority referral program.

To guide stations in complying with the new regulations, BROADCASTING submitted these questions to national WMC headquarters. The questions and answers follow:

Q. What steps should a radio station take in filling vacancies?

A. If the need is for male workers, they must indicate their requirements to the local USES office. In some areas USES clearance is also required for female workers. Where hiring has been done through established agencies —unions or commercial employment services—they may continue the practice if these agencies have qualified with USES as qualified referral agencies.

Priority Status

Q. What chances would a station have of filling their vacancies?

A. This will depend on competing demands in different areas. If the ordinary efforts of the local USES to refer workers to these vacancies fail to staff the establishment, the USES will give priority treatment to essential activities, depending on the degree of importance of competing demands. Stations wishing to apply for priority must file requests with local USES offices for Form 63.

Q. What industries will have priority over broadcasters in the referral of workers?

A. This will depend on the production urgency and manpower demands of other essential activities at the time priority is requested. A critical war plant in the area which has a sufficiency of manpower may not come ahead of a radio station while an activity equally essential to radio which has greater manpower demands would get preference.

Q. Are discharged veterans also hired through the USES?

A. Yes. Veterans are referred by USES to jobs of their own choosing and remain free agents for 60 days after their first civilian job following discharge.

Q. Can a station exceed its employment ceiling?

A. The local USES office will not accept requests for workers where the employer is exceeding his ceiling. Form 63 should be filed for justification of staff expansion and to show what efforts have been made to reduce turnover, absenteeism, to use minority groups, to upgrade workers, to employ women, to train unskilled workers.

Q. How are ceilings set?

A. Ceilings will be set according to the actual number of workers employed by a station on a base date to be determined by the area WMC director. Where a higher ceiling is desired employers will file Form 63 for adjustment. Ceilings are already in effect in some areas.

Q. How are future needs projected?

A. Again Form 63.

Q. Can a station use classified advertising in recruiting workers?

A. The new regulations do not affect the use of classified ads.

Shifting of Workers

Q. Do the new regulations affect shifting of workers from one area to another?

A. No. An announcer or other station employe wishing to leave his job for another must still get a statement of availability but his new employer must obtain a referral from the USES to hire him.

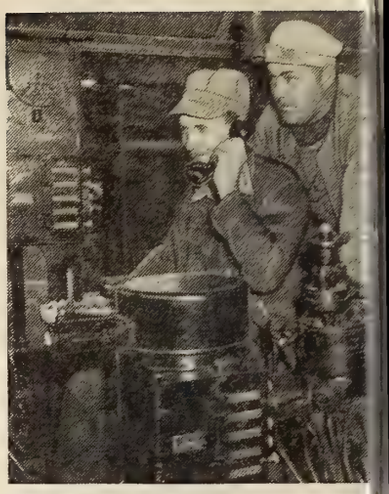
The purpose of the new priority referral program is to equalize the national labor force in the interest of war and war supporting industries. The program extends on a nationwide basis the WMC system of job priorities which has been operating effectively in 14 of the most critical labor shortage areas. It is designed to put the "squeeze" on nonessential activities, to prevent hoarding of superfluous personnel badly needed elsewhere, to recruit workers from areas of labor abundance to areas of labor scarcity, and to prevent a premature exodus of workers from war jobs to nonessential employment.

Phillips Suit Dismissed

CHICAGO Circuit Judge Harry-M. Fisher dismissed the suit filed by Emmons C. Carlson, NBC central division promotion manager, against Miss Irna Phillips, radio script writer, for half the profits since 1936 on the radio serial *The Guiding Light*. Judge Fisher declared the suit in which Carlson claimed he was a partner of Miss Phillips and had helped originate the material was "fantastic." Continuing, Judge Fisher pointed out evidence to show Carlson was her partner only in the effort to sell the serial. Miss Phillips, one of the originators of daytime radio drama in Chicago, held her profits intact.

WINN Names Miss Stone

PEGGY STONE, until recently with Spot Sales, New York, is now operating as station representative from temporary headquarters at 304 East 41st St., and has been appointed exclusive representative of WINN Louisville. Before joining Spot Sales in 1942, Miss Stone was associated with Hearst Radio, 1938-1940, and from 1929-1938 was in the CBS station relations department as assistant to H. V. Ackerberg.



INSTANT COMMUNICATION between train dispatchers, engineers and conductors, working as a safety factor in handling passenger trains and speeding up delivery of war material in freight yards and on long hauls, is made possible with Motorola two-way radio-telephone manufactured by Galvin Mfg. Co. Chicago, and utilized by Rock Island Lines, Chicago. Here, an engineer receives instructions from his train dispatcher via radio-telephone while his diesel engine approaches railroad yards. Handset employing FM, operates as an ordinary telephone with flashing colored lights serving as call signals.

Police Complaint

CONNDEMNING film and radio treatment given law enforcement officers, Los Angeles Police Employes Union, AFL has adopted a protest resolution and submitted same to Central Labor Council with request that it be sent to the FCC for action. Resolution contended that "large motion picture corporations and certain radio sponsors and producers who, through their own efforts, have utterly without regard for the public welfare, manufactured and distributed motion pictures and have presented radio programs which depict members of the police professions as persons whose mental quotient is that of subnormalcy."

'Cinderella' Winner

MARIE ROGNDAHL, 20, of Portland, Ore., has been announced as the winner of the "Singing Cinderella" contest conducted through the General Electric Co. *Hour of Charm* on NBC. The prize—a 13-week contract to appear on the program. Some 10,000 were auditioned during the course of the contest. Agencies are BBDO New York and Foster & Davies Inc., Cleveland.

Ministers Pick Northwestern

FIVE MINISTERS who were awarded NBC scholarships have elected to attend the third annual NBC-Northwestern U. Summer Radio Institute, according to Judith Waller, director of NBC public service and Institute director. The men attending are Rev. Charles M. Crowe, St. Louis; Rev. Edwin T. Randall, Minneapolis; Rev. Robert S. Steele, Hartford; Rev. Harley Patterson, Buffalo; Frank Elliott, Chicago Theological Seminary. Mr. Elliott is also the winner of $1000 fellowship which will enable him to work in research at any NBC affiliate station.



LIKE DEATH and taxes, contract signature pictures are inevitable. Because no photographer was present when Holland Furnace Co. signed a contract for sponsorship of *World News Roundup* over NBC, the group reassembled for the picture. L to r, J. P. Roche, president, Roche, Williams & Cleary, agency handling the account; H. H. Boersma, advertising manager, Holland; F. H. Ault, sales manager; W. J. McEdwards, NBC account executive; Phil Stewart, agency account executive; (seated) C. T. Cheff, vice-president and general manager of Holland. Program features Leif Eid, NBC Washington, and foreign correspondents.

Selective Service Act Interpretation On Rehiring of Veterans Is Discussed

BECAUSE of wide interest on the part of radio stations in rights of discharged veterans of World War II to their old jobs, BROADCASTING *herewith presents a letter received from Edgar T. Darlington, a member of the engineering staff of WFIL Philadelphia. Conclusions of the writer are correct in substance and fact, according to a check by* BROADCASTING *at Selective Service Headquarters.*

EDITOR BROADCASTING:

There is too great a cloud of doubt and misunderstanding hovering over the industry's management and personnel today, concerning the replacement rights of our returning veterans. It could, however, be easily dissolved by citing a few clauses from pertinent sections of the Selective Service Act, and from directives relating thereto.

Section 8, containing the reinstatement details, makes it quite clear that it is providing (exclusively) for "any person who, in order to perform training and service, has left or leaves a position, other than a temporary position." Emphasis of this latter point is basic, to grasp the import of Memorandum No. 190-A, as sent out to Local Draft Boards in May.

'Permanent' Man Defined

Starting with this fundamental premise, and assuming that our thoughts will be confined to servicemen who have thus qualified as a former "permanent" employe, Section 8 goes on to guarantee that 'such person shall be restored to such position or to a position of like seniority, status and pay." Further, he "shall be considered as having been on a furlough or leave of absence, . . . shall be restored without loss of seniority . . . and shall not be discharged from such position without cause within one year after such restoration."

Strange as it may seem, many and devious are the constructions placed upon this decisive language. As an aid to Local Boards, Washington issued the interpretative memorandum already mentioned. This reads in part as follows:

"Generally speaking, one who is employed to fill the place made vacant by a person entering service occupies a temporary status, and has no reemployment rights even though he subsequently enters service." Emphasis is again necessary; for such interpretation and application will NOT be an exceptional or isolated instance, but will be the "general", run-of-the-mill, case.

In complicated, border-line cases, where conflicting claims exist as to who was "permanent" and who was "temporary", final determination will naturally rest with the Courts. But to make such honest doubts and counter-claims as uncommon as possible, Memo. 190-A cites various conceivable circumstances, and attempts to iron them out in advance of needless litigation.

Thus, where a business has legitimately expanded during a veteran's absence, the memorandum goes on to say that: "Some of the factors to be considered are:

(1) was the position newly created?

(2) was the veteran the first occupant thereof?

(3) was it intended as a "wartime" or as a "permanent" position?

(4) what were the circumstances and agreements at the time of the original employment?

(5) after employment commenced, was the relationship between the employer and employee such that they contemplated a permanent relationship in the ordinary sense of industrial or commercial practice?"

After bringing order out of chaos by these helpful suggestions and interpretations, a later paragraph in 190-A (due to its severely abrupt wording) has led a few otherwise-stable minds to completely discard all of the foregoing, carefully worked-out details, and to substitute unwarranted assumptions and conclusions. This latter paragraph reads:

"A returning veteran is entitled to reinstatement in his former position or one of like seniority, status and pay even though such reinstatement necessitates the discharge of nonveteran with a greater seniority."

If this were literally true, and to be taken at its face value, it would result in situations like this: A station had a pre-war staff of ten permanent engineers. Six entered the service. Six "duration" or "temporary" men were hired to fill their places. These latter 6 also were subsequently absorbed into the Army. Now, if ALL his returning veterans (12) are guaranteed reinstatement, and must "not be discharged for one year," this station owner will be compelled to carry a staff of 16 engineers in place of his normal ten. (We have purposely used low numerals for simplicity, but you can readily picture the front-office anguish when a more typical staff is considered.)

However, the two main disconcerting angles have fortunately been cleared up by Selective Service Coordinators whom we contacted; and we would feel that this letter had not been in vain, if BROADCASTING could pass them along to the industry at large:

(1) no employer will be required to hire more men than the number on his original staff;

(2) the clause last quoted means: a returning veteran "whose formerly-held permanent position qualifies him for re-employment rights under Section 8 of the Act" is entitled to reinstatement . . . even though it means discarding a nonveteran who holds greater seniority. (As an example: where a business has shrunk during a veteran's absence, and the staff was cut in half; the returning "permanent" veteran is entitled to employment, even though he may "bump" a man of longer seniority out of bottom place on the list.)

With one additional quote we close: "It is the character of relationship between the employer and employee, whether "temporary" or "permanent", that should govern rather than the particular assignment being carried out at the time of entering into service."

EDGAR T. DARLINGTON

★ A Preferred Market
April *SALES MANAGEMENT*
WFMJ
YOUNGSTOWN, OHIO
28 TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

Dominating Its Community in Public Service!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS - National Representatives

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .
CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

630 KC.
5000 WATTS FULL TIME
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

MAGNIFY YOUR RESULTS WITH ORIGINAL CUSTOM-BUILT RADIO SPOTS

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue... NEW YORK CITY

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

SPORTS MUSIC NEWS WHN
50,000 WATTS DIAL 1050

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
WIBW The Voice of Kansas in TOPEKA

WTAD Sold

(*Continued from page 14*)

KOIN and KALE, relinquishes all association with the latter station, and some months ago separated personnel, equipment and studio and office space between the stations, paving the way for the transaction.

Myers Increases Control

The *Journal* will turn over 12½% of its KOIN stock to Mr. Myers and the remaining 12½% to Mrs. Hunt, widow of C. Roy Hunt, former manager of the stations, in exchange for the ⅓ interests in KALE held respectively by the latter. Mr. Myers, who has held control of KOIN, under the transaction increases his interest to approximately ⅔ of that station, which operates on 970 kc. with 5,000 w and is a CBS outlet.

The sale of WORD by Spartanburg Advertising Co. would leave that company with WSPA, 5000 w CBS outlet on 950 kc. WORD is a Blue Network outlet and operates on 1400 kc with 250 w full-time. General manager of both stations, on leave, is Walter J. Brown, executive assistant to Justice James F. Byrnes, Director of War Mobilization. A. B. Taylor, prominent South Carolina business executive and lumber man, is president and principal owner of the Spartanburg Advertising Co. Donald Russell, general counsel to Mr. Byrnes, and Mr. Brown, are minority stockholders. Major Edney Ridge, general manager of WBIG, Greensboro, and U. S. Marshal, was identified with the transaction and is expected to supervise operation of WORD under the new ownership. Application shortly will be filed with the FCC seeking approval.

Station Rep Group Asks Binghamton Standard CP

APPLICATION for a new local standard station in Binghamton, N. Y., was filed with the FCC last Friday by Binghamton Broadcasting Co., a partnership composed of Joseph H. McGillvra, Agnes I. McGillvra and Adam J. Young, who also operate the station representative firm of Joseph H. McGillvra Inc. Facilities requested for the new station are 1450 kc with 250 w and unlimited time.

WLAK Lakeland, Fla., also applied to the Commission last Friday for voluntary assignment of its license from Lake Region Broadcasting Co., a corporation, owned by S. C. Ward, to Mr. Ward trading as Radio Station WLAK.

Michigan College of Mining & Technology, Houghton, Mich. is applicant for a new noncommercial educational FM station to operate on 42,100 kc with power of 3,000 w and with special emission. Hearst Publications Inc. (*San Francisco Examiner* Dept.), San Francisco, seeks FM facilities of 44,300 kc. Application was returned as incomplete.

ANA SEEKS PUBLIC BUSINESS OPINION

WHAT the American people think of American business will be measured by a continuing study of public attitudes now being prepared by the Assn. of National Advertisers, it was announced last week by Paul West, ANA president. Designed to help business in all its public relationships, including war and postwar advertising, the study will "keep industry more closely in touch with the thinking and feeling of factory, office and service workers, farmers, house, returning veterans and others".

Study, to be conducted by Opinion Research Corp., Princeton, N. J., under supervision of ANA Public Relations Committee, follows a test survey whose results were discussed at the ANA May meeting [BROADCASTING, May 8]. Printed in booklet form, these results are being distributed to ANA members this week.

General public attitude, as shown by the test survey, was one of approval toward the wartime activities of American business, with War Bond and salvage ads making the greatest impression of all war theme advertising. A substantial percentage of persons endorsed such war theme advertising. With a minimum of suspicion of false motives behind it, few persons indicating belief that tax evasion was a major motive for advertisers today.

Stoess Leaves Crosley After 21 Years Service

WILLIAM C. STOESS, veteran musical director-conductor of WLW-WSAI Cincinnati, last week left the Crosley organization after 23 years to join the musical production staff of Trans-American Broadcasting & Television Corp., New York, headed by John Clark, former WLW general manager.



Mr. Stoess

Mr. Stoess, a violinist, started on the original Crosley station in 1921 when Powel Crosley Jr. broadcast from his home. He played violin, announced and did general chores. He was director of music for the Crosley stations from 1926-1938. In the last few years he has been a staff conductor. Mr. Stoess directed one of the early-day network commercial musical shows, the *Flying Dutchman*. For several years he directed the NBC *Vocal Varieties*, sponsored by Tums.

Wise Expands

WILLIAM H. WISE & Co., New York, will expand its spot campaign for books and magazines to some 100 stations according to Huber Hoge & Sons, New York, agency. Plan now includes spot schedule, which has been expanding for the past few months, and spot announcements at varying frequencies, running for an indefinite period on KFBK KLX KMJ KOL KFAC KXL WAIT WBAL WBBM WCAE WCAR WDBO WEAF WJZ WORL WSNY.

Quality Bakers Cutting New Half-Hour Program

QUALITY BAKERS of America New York, cooperative group o independent bakers, last week be gan cutting transcriptions of half-hour musical variety prograr to be released in the fall to mem ber bakers for placement on loca stations. Projected series, *This I Hollywood*, featuring a differen Hollywood star each week wit John Reed King as m.c., may sup plement *Sam Adams, Your Hom Front Quartermaster*, a quarter hour series or may replace it.

Schenley Plans

SCHENLEY DISTILLERS Corp. New York, on July 26 for fiv weeks discontinues *Your Date Wit Cugat* on MBS Wednesday 8:30-9 p.m.. and is understood to have re tained a weekly five-minute perio on the network to be donated t the Red Cross during the pro gram's summer hiatus. Program will probably originate from th West Coast when it resumes in th fall for Dubonnet. Agency is Wil liam H. Weintraub & Co., N. Y.

New Helbros Show

HELBROS WATCH Co., Nev York, July 16 starts *Quick As Flash* on 30 MBS stations Sunday 6-6:30 p.m, expanding to 116 MBS stations Sept. 10. New series i an audience participation program which will present historical an mystery dramas. Current Helbro program, *Pick and Pat Time*, o 12 MBS stations Tuesday, 8:30-9 p.m. goes off the air after the July 11 broadcast. Agency is Willian H. Weintraub & Co., New York.

Peanut Project

RADIO advertising will figure i an advertising and publicity pro gram adopted recently by the Na tional Peanut Council, entailing expenditure of about a millio dollars during the next three year in the over-all campaign. Radi appropriation will be determine sometime in September, accordin to J. Walter Thompson Co., N. Y

ELECTRIC COMPANIES, cooper atively sponsoring *Report to th Nation* on CBS Wednesday, 10:30 11 p.m. will discontinue the pro gram after the July 19 broadcast and have secured a musical show from the West Coast in October Agency is N. W. Ayer, N. Y.

AP
KSOO - KELO,
Sioux Falls, S. D.
. . . Have, in my time at the microphone, read a lot of so-called farm features. Your 'Farm Fair' Telescript tops them all.
Don C. Harvey
Farm Service Director
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Radio Aids in Circus Fire

(*Continued from page 18*)

ived, as the city and State went ll-out in its efforts to aid in res- ue operations. Chief Announcer ernard Mullins and George Bowe the production department, were rried to the circus in a WTIC uck a few minutes after the first ash was given. At 6 p.m. they oadcast an eye-witness story.

Extra telephones were set up at TIC to answer the many lls from grief-stricken parents. hrough the Red Cross each op- ator was given a list of the in- red at the three Hartford hos- itals. When an inquiry was made, e list was checked and the sta- on helped to locate some of the jured. Gov. Raymond E. Bald- in spoke over WTIC at 5:15 p.m. e asked the people to be calm and ld how the Red Cross and other gencies were caring for the in- red.

WDRC Mobilized

WDRC, from the very moment ord came of the tragic circus fire, obilized its staff which had been ained for war emergency duties. he fire could be seen from the enthouse WDRC studios. Extra elephone operators were put on o handle the immediate flood of alls.

Jack Stevens, the station's com- entator dispatched to the scene, nterviewed survivors, watched the dead and injured being removed, talked to police and fire officials, and then raced back to the station to write a 15-minute broadcast, which went on at 6:30. The entire Stevens program, *News Digest of the Air*, was devoted to the fire.

WDRC and the *Hartford Courant*, morning newspaper, then made a tieup and the station began broadcasting the names of the dead, injured and other pressing information. Police department orders were broadcast, as well as instructions where families could view the dead. From the *Courant* the names of 400 to 500 persons were telephoned directly into the studio, and all commercials were interrupted.

WDRC-WTHT Cooperate

Walter B. Haase, program manager, offered the station's facilities to Mayor Mortensen, who accepted with thanks and made two 15-minute broadcasts from his office over both WDRC and WTHT, the WTHT engineer handling technical details. The Mayor gave instructions to the populace on both broadcasts. He praised civilian defense agencies and others who cooperated in rescue work.

Aubrey L. Maddock, secretary of all civilian defense agencies in Hartford, read the casualty lists over both stations, a task which occupied most of the night and was resumed on Friday.

General Manager Franklin M. Doolittle of WDRC telephoned Mayor Mortensen Friday morning, offering to set up a circus fire relief fund and the Mayor told WDRC to go ahead. Mr. Doolittle donated $500 for the station as the first contribution. WDRC gave up all sustaining spots and programs for the weekend to call for funds which might be needed by the families of the dead and injured. Within a few minutes after the first bulletin went out, calls started coming in with contributions.

Mayor Mortensen praised Mr. Doolittle and WDRC for its work during and after the tragedy.

WTHT Withholds Flash

At 2:43 p.m. Thursday a roaring fire was visible from the office windows of WTHT. Delaying an important report of the circus fire until some tangible news could be given on a scheduled basis in order to avoid further panic among the townspeople, carefully worded reports and appeals for nurses' aides and volunteers were aired. At 3:15 some idea had been gleaned of the scope of the tragedy.

Avoiding any attempt at on-the-spot coverage for fear of hampering efforts of rescue squads and for fear of further alarm and panic, the regular WTHT schedule was abandoned and news appeals and allied service announcements were broadcast constantly through cooperation of the staff of the *Hartford Times*, station licensee. WTHT was able to present at an early hour casualty lists which grew in completeness toward midnight.

At 9 p.m. Mayor Mortensen was given emergency facilities at his office for the first factual official report of the tragedy. Again at 10:15 the facilities of the two stations were joined for an official casualty list from the Mayor's office. The clogged switchboard at WTHT was manned until early morning hours, aiding in the dissemination of information on inquiries about specific individuals.

"The horror of the holocaust and its impact on this city was of such tremendous proportion that WTHT did all in its power to provide good public service and to avoid the spectacular, said Glover De Laney, general manager. "Our first duty was to do all we could to help keep the people informed. No efforts were made to make 'shows' of any broadcasts."



Now, if we were only staying at HE ROOSEVELT"

When you stop at The Roosevelt ou don't risk getting marooned ike this. For you'll be within walk- ng range of Manhattan's Mid- own activities. Direct passage- vay from Grand Central Terminal o hotel lobby. A reservation at he Roosevelt liquidates a lot of nother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

ADISON AVE. AT 45th ST., NEW YORK

— A HILTON HOTEL —

OBERT P. WILLIFORD, General Manager

ther Hilton Hotels From Coast to Coast:

EXAS, Abilene, El Paso, Longview, Lub- ock, Plainview; NEW MEXICO, Albuquerque; ALIFORNIA, Long Beach, Los Angeles, The own House; MEXICO, Chihuahua, The Pala- o Hilton. Hilton Hotels. C. N. Hilton, Presi- ent.

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- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
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66 Broad St., New York 4, N. Y.

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PAUL A. deMARS
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"Pioneer in FM"
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CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

BUY WAR BONDS!

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 1 TO JULY 7 INCLUSIVE

Decisions . . .

JULY 5

WJJD Chicago—Granted transfer control from E. Leslie Atlass, Ralph L. Atlass and Ralph Louis Atlass to Marshall Field.

WIND Gary, Ind.—Granted mod. license change main studio location to Chicago.

Dublin Broadcasting Co., Dublin, Ga.—Granted CP new standard station, 1340 kc 250 w unlimited, pursuant to Jan. 26 Policy.

Western Radio Corp., Pasco, Wash.—Granted CP new standard station, 1340 kc, 250 w, unlimited, pursuant to Jan. 26 Policy.

Valley Broadcasting Co., Pomona, Cal.—Designated for hearing application for new standard station, 1580 kc, 250 w unlimited.

KGEK Sterling, Col.—Granted mod. license to change hours of operation on Sunday to operate from 2:30 to 4:45 p.m. MST.

Stanley G. Boynton, Detroit—Granted extension of authority to transmit programs to CKLW Windsor, Ont

WHBC Canton, Ohio—Granted CP to reinstate CP authorizing change 1230 kc to 1480 kc, changes in equipment, increase 250 w to 1 kw, install DA-N.

WEHS Chicago—Granted request for extension time to comply with procedural conditions attached to grant of CP for new FM station.

WOV New York—Adopted order granting petition for rehearing filed by Richard E. O'Dea; reversed order of Motions Commissioner of June 28, denying petition of R. E. O'Dea to intervene in hearing on application for transfer of control of Wodaam Corp.; petitioner, R. E. O Dea, permitted to intervene in said hearing.

KTHT Houston, Tex.—Adopted order designating for hearing application for license of Texas Star Broadcasting Co. before Commission July 10.

Tentative Calendar . . .

KOB Albuquerque, N. M.—Mod. CP 770 kc 50 kw unlimited. Participant—WJZ New York (July 10).

Independent Merchants Broadcasting Co., Minneapolis—CP 1330 kc 5 kw unlimited DA-DN (July 12).

JULY 6

WLOL Minneapolis—Granted petition for continuance of hearing now set for July 12 to Sept. 12, in re application for CP.

Gene L. Cagle, Fort Worth, Tex.—Granted motion to dismiss application for new standard station, 1340 kc 250 w unlimited.

WABI Bangor, Me.—Deferred for consideration with petition to reconsider and grant, motion to accept amendment to application for mod. CP.

WHDH Boston—Granted petition to intervene in hearing on application of WGBG Greensboro, N. C., for CP operate on 850 kc.

WJZ New York—Granted motion for continuance to Oct. 9 hearing now set for July 10 in re application of KOB for mod. CP operate on 770 kc and application for license to cover CP.

Rochester Broadcasting Corp., Rochester, N. Y.—Granted petition to amend application for CP new station, to make changes in stockholders and directors of applicant; application not removed from hearing docket.

Applications . . .

JULY 3

WBAL Baltimore—CP new FM station, 43,700 kc, 8,857.6 sq. mi., $65,000 estimated cost.

Crosley Corp., Dayton, Ohio—CP new FM station, 46,100 kc, 8.000 sq. mi., $150,000 to $160,000 estimated cost.

WGAR Cleveland—CP new commercial television station, Channel 3.

WMRN Marion, Ohio—Transfer of control from Howard F. Guthery and Florence Guthery to R. T. Mason (resubmitted).

WSAI Cincinnati—Voluntary assignment of license to Marshall Field.

Texas Broadcasters, Houston, Tex.—CP new standard station, 1560 kc, 1 kw, unlimited.

J. W. Birdwell, Nashville, Tenn.—CP new standard station, 1240 kc, 250 w, unlimited.

WAIR Winston-Salem, N. C.—Mod. license to change name of licensee to C. G. Hill and George D. Walker d/b WAIR Broadcasting Co.

Voice of Alabama Inc., Birmingham, Ala.—CP new FM station, 44,700 kc, 17,200 sq. mi., amended to change frequency to 45,900 kc.

WAIT Chicago—Voluntary assignment of license from Gene T. Dyer, Evelyn M. Ringwald, Elizabeth M. Hinzman, Adele Moulds, Vivian I. Christoph and William F. Moss d/b Radio Station WAIT, to Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer Jr., Adele Moulds, Louis E. Moulds, and Grace V. McNeill d/b Radio Station WAIT.

WGES Chicago—Voluntary assignment of license from Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill, William F. Moss d/b Radio Station WGES, to John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald and William F. Moss d/b Radio Station WGES.

WSAU Wausau Wis.—OP change 1400 kc to 1250 kc, increase 250 w to 5 kw, install new transmitter, DA-N and move transmitter.

KECA Los Angeles—Voluntary assignment of license to Blue Network Co.

JULY 4

WENT Gloversville, N. Y.—License to cover CP new standard station.

WCAP Asbury Park, N. J.—Transfer of control from Georgia A. Burley to Charms Co.

WKLA Ludington, Mich.—Mod. CP authorizing new standard station for change in type of transmitter and extension of commencement and completion date.

WLAV Grand Rapids, Mich.—CP new FM station, 46,100 kc, 6,460 sq. mi., $28,000 estimated cost.

WHBC Canton, Ohio—CP for reinstatement of CP authorizing change 1230 kc to 1480 kc, increase 250 w to 1 kw, changes in equipment and installation of DA-N.

WGST Atlanta—License to cover CP for changes in transmitting equipment and increase maximum rated carrier power of auxiliary transmitter (resubmitted).

Mutual Broadcasting System, Chicago—Extension of authority to transmit programs to CKLW Windsor, Ont. and stations owned and operated by CBC and stations licensed by Canadian Minister of Transport, for period beginning 9-1-44.

Board of Education, Sewanhaka High School, Floral Park, New York—CP new noncommercial educational FM station, 42,100, 42,300, 42,500, 42,700 and 42,900 kc, 250 w, special emission (incomplete).

A. W. Talbot, Billings, Mont.—CP new standard station, 630 kc, 1 kw N 5 kw D unl., amended to request 1230 kc 250 w, w, change type of transmitter and change antenna (amendment returned as incomplete).

A. W. Talbot, Missoula, Mont.—CP new standard station, 630 kc 1 kw N 5 kw D unl., amended to request 1230 kc 250 w, change in type of transmitter and specify type of antenna (amendment returned as incomplete).

JULY 5

WNRE Bound Book, N. J.—Mod. CP as modified authorizing construction of new international broadcast station, for extension of completion date from 9-7-44 to 11-7-44.

Inter-City Advertising Co., Columbia, S. C.—CP new standard station, 1490 kc 250 w unlimited.

WBOW Terre Haute, Ind.—CP new FM station, 48,700 kc, 7,442 sq. mi., $25,200 estimated cost.

KJBS San Francisco—Voluntary assignment of license from Julius Brunton & Sons Co. to KJBS Broadcasters, partnership composed of William B. Dolph, Hope D. Pettey, Elizabeth N. Bingham, D. Worth Clark, Helen S. Mark, Glenna Dolph, Edwin P. Franklin and Alice H. Lewis.

Board of Education of Newark in County of Essex, Newark, N. J.—CP new noncommercial educational FM station, 42,500 kc, 500 w, special emission (incomplete).

JULY 6

The Philadelphia Inquirer, Division of Triangle Publications Inc., Philadelphia—CP new FM station, 48,100 kc, 15,500 sq. mi., $150,500 estimated cost.

KTHT Houston, Tex.—License to cover CP new standard station.



REPUBLICAN and DEMOCRATIC NATIONAL CONVENTIONS

The U. S. Recording Co. is on the spot at both conventions to serve you with • DELAYED BROADCASTS • DIRECT FEEDS • ALL REFERENCE RECORDINGS.

U. S. Recording Co.

1121 Vermont Avenue Washington, D. C.

Convention Address — Stevens Hotel, Chicago

CBS Educationa Programs on AFR

Servicemen and Women Wi Hear Recorded Series

SCIENCE and geography pr grams of the CBS *American Scho of the Air* will be heard on th Armed Forces Radio Servic throughout the world, starting Oc 9, through arrangements made b tween the network and the Wa Dept.'s Morale Services Divisio Army Service Forces.

Programs will be recorded at th time of the original broadcasts an flown to some 400 armed force radio service stations and soun systems at battle fronts, on tran port and hospital ships and sub marines, and in general hospita in the United States. The Arm will publish a special guide to th program, supplementing CBS reg ular listeners manual.

CBS programs to be broadca are the Monday *Science Frontie* series, which outlines postwar jo opportunities created by scienc and *New Horizons*, geography s ries giving background on countrie where the armed forces are no fighting. Music and literature pr grams may also be used by th AFRS, and arrangements a being made to rebroadcast a num ber of CBS *Transatlantic Call* pr grams. Network is planning futu school scripts to conform with th Army Education Branch's policy t use AFRS for broadcasting edu cational programs carefully checke for accuracy, impartial on contr versial matters and directed to th overseas listener in the arme forces.

Another program to be heard b the service forces through AFR outlets is *They Call Me Joe*, a s ries of 12 dramas telling the sto of the war effort activities of va rious national and racial group starting on NBC Saturday, July 2 as a presentation of the *NBC Un versity of the Air*. This prograr will also be recorded and flown t AFRS 400 station outlets.

ARCH OBOLER, radio dramatis and Stephen Longstreet, author, hav collaborated in editing a book title *Free World Theatre*, composed of series of radio playlets dedicated t the war effort by prominent author Plays were originally heard in 194 on the Blue network [Rando House $2.75].

JULY 7

Binghamton Broadcasting Co., Binghamton, N. Y.—CP new standard station, 145 kc 250 w unlimited.

WLAK Lakeland, Fla.—Voluntary assignment of license to S. O. Ward tr/a Radio Station WLAK.

Michigan College of Mining & Technology, Houghton, Mich.—CP new non-commercial educational FM station, 42,10 kc, 3,000 w, special emission (incomplete

Hearst Publications Inc., San Francisc—CP new FM station, 44,300 kc (incomplete).

KWLK Longview, Wash.—Transfer c control from Hugh McClung and Mr Marjorie McClung, executrix of estate c Ray McClung, deceased, to C. O. Chatte ton and John M. McClelland Jr. (dismisse at request of applicant).

—Classified Advertisements—

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

shington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

ansmitter engineer. Licensed, deferred. Permanent. Excellent working conditions. Midwest 5 KW network affiliate. Give previous experience and salary expected first letter. All replies confidential. Box 383, BROADCASTING.

nouncer: Good position on Virginia local network station. Must have good selling voice. Immediate opening. Send all particulars in your first letter. Congenial staff. Box 413, BROADCASTING.

anted—Engineer for South Florida station with first class license. Previous broadcasting experience. Top pay. Not a war-time job. Reply to Box 414, BROADCASTING.

mmercial continuity writer, capable of eventually heading radio department of nationally recognized Southwestern advertising agency. Details of experience and background in first letter. Box 439, BROADCASTING.

KW CBS affiliate, wants continuity writer. This man will supervise continuity staff of 5-6 people. Job offers opportunity to produce programs. Box 441, BROADCASTING.

nouncer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

sistant chief engineer—alert, capable, first class. Experienced in transmitter, control and construction work. Interesting local and regional network operation. State all in first reply. WLAV, Grand Rapids, Michigan.

nouncer wanted—by Southern NBC 5 KW station. A junior man with at least two years successful announcing experience. We prefer somebody who wants to become firmly rooted in the region we serve. We'll start him at $45.00 and provide an opportunity to earn extra talent fees for programs he produces. Send transcription, photo, detailed experience and education. Station WIS, Columbia, S. C.

dio Time Salesman wanted. WSNY. Schenectady, has unusually splendid opportunity for one good, experienced salesman. Right man can make $100 or more per week without knocking himself out. Permanent. Wire for appointment and come on.

perienced program director, newscaster, announcer, $225 monthly. Must be immediately available new station KTHT, Southern Standard Bldg., Houston, Texas. State qualifications and air express transcription.

ant chief engineer. Also announcer, New station. Permanent place for right man. State experience, when available. WROX, Clarksdale, Miss.

rst class engineer. Will be made assistant chief engineer. Permanent job. Contact manager. Radio Station WBRW, Welch, W. Va.

nouncer—Yankee Mutual Outlet—WHAI at Greenfield, Mass. Experienced, salary in accordance with ability.

perienced studio director and announcer. Give complete details in application. KPAC, Port Arthur, Texas.

ief Engineer needed. Excellent opportunity as station has plans for expansion. Write KCRC, Enid, Oklahoma.

ief Engineer, having experience with Western Electric, Doherty 5KW transmitter, 2 tower directional antenna and good fundamental technical background. Give complete details, including age, draft status and salary requirements first letter. Gene O'Fallon, KFEL, Denver.

Situations Wanted

Don't read another word of this if you cannot pay me a better-than-average salary. I am well-known network announcer in New York with programs running currently on several chains. My draft status is 4F. For reasons of family health, I intend to settle in the South or the West as soon as my present commercial commitments expire. With nine years of active broadcasting experience, and six in the big time, I will make you an outstanding program director. As an added attraction, and provided the salary warrants it, I guarantee a newscast that is forceful and effective—the results are registered in dollar signs. If you feel your station might profit by the addition of a man with ample network seasoning, write or wire at once, giving full details. In return, I'll give you references bearing out everything I have said. Address Box 427, BROADCASTING.

Network contact man—Executive salesman. Eleven years with outstanding Regional Network on sales and program ideas. Excellent background in advertising and merchandising and builder of programs that sold and stayed sold. Desire connection as Commercial Manager or Executive Salesman on percentage or salary plus. Location secondary to opportunity and would consider investment. Box 428, BROADCASTING.

Announcer — Experienced, 32, deferable. University trained in news, continuity, announcing. Prefer Middle West. Box 434, BRDADCASTING.

Announcer—4F, married, experienced, good all around man. Seeks better opportunity. Box 435, BROADCASTING.

Engineer—38, chief small station; operator larger station; full information after letter. Box 436, BROADCASTING.

Experience—From 1929 to date have covered all fields of radio from network sales to production, sports announcing, staff announcing and script writing. Because of rounded background, nationwide contacts, temperament and front I can cope with all problems of station management and operation. Desire placement in Massachusetts, Rhode Island or Connecticut as sales or station manager. Basic salary $85 plus percentage of increased business over previous years. 36 years old, married, one child, 4F. Do not wish duration position. Must have something with future. Box 437, BROADCASTING.

Man capable of managing 250 watter and working as chief engineer. Ten years successful experience in all phases of broadcasting. Also can make financial investment. Box 440, BROADCASTING.

Necessary I sell and get to higher and dryer climate in 30 to 45 days. Can announce, newscast and have third class ticket. Advise salary and location. Box 443, BROADCASTING.

Continuity Editor at Midwest network station wishes continuity or commercial writing in Chicago. Box 444, BROADCASTING.

Announcer—Thoroughly experienced, wants permanent connection Florida. Finest references. Honorably discharged. Does news, sports, good commercials, etc. Box 445, BROADCASTING.

Available immediately—Both a commercial and a station manager. Both have worked together and can produce for your station. Southern station preferred. Box 446, BROADCASTING.

Director of women's programs—Young woman, 31, with five years experience, all phases of programming, desires position as director of women's programs to Eastern station. University graduate with extensive announcing experience. Available immediately. Box 448, BROADCASTING.

Wanted to Buy

Wanted to buy either 250, 500- or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Wanted to Buy (Cont'd)

Want to buy any or all of the following: Approved frequency monitor, approved modulation monitor, studio console, pair of turntables, microphones 30, 50, 250 ohms, line amplifiers, limiting amplifier, 12 v relay rectifier, 200 ft. tower with lights, 14000' no. 12 soft bare copper wire, monitor amplifiers, 16" recorder. Box 433, BROADCASTING.

Wanted—200 to 300 foot vertical radiator, necessary obstruction lights, one Western Electric 351A Vacuum tube, and two 249B tubes General Electric 6RC3K179 Rectifier or equal, frequency and modulation monitors. Cash. Box 438, BROADCASTING.

One 76-B2 RCA consolette or similar. Two 70-A, 70-B, or 70-C RCA turntables. Presto 10-A turntable chassis. Two W. E. 9-A or RCA Universal tone arms and reproducing heads. Box 430, BROADCASTING.

For Sale

For Sale—250 watt transmitter, six portable-mobile transmitters, frequency meter. Formerly licensed to police. Suitable for relay broadcast with slight modification. Box 429, BROADCASTING.

Controlling interest in Southwestern local. Box 431, BROADCASTING.

Miscellaneous

Radio Engineer wants operating contract. Will consider purchase of part interest in small station. Box 379, BROADCASTING.

Will swap: General Radio Type 608A, Oscillator-FOR-General, Radio Type 731B or any FCC approved modulation monitor or frequency monitor. Box 442, BROADCASTING.

Have a 190 ft Wincharger tower. Desire to trade (or buy outright) this tower for any make tower 350 to 450 feet. If you are applying for a 250 watter with high tower, trade with us to get ideal tower for your use and enough cash besides to pay for your transmitter, WGAC, Augusta, Ga.

Experienced and draft deferred manager interested in becoming permanently established in ideal location in Southern Metropolitan area. Would like to contact party interested in applying for construction permit. Box 447, BROADCASTING.

Need More 'Folksy' Copy, Latin Ad Man Tells Us

ADVERTISERS using the South American market are advised strongly to have their selling messages prepared by South Americans, in the July issue of *The Inter-American.* Article takes up various idiosyncracies of the Latin American consumer in regards to advertising, and cites a number of examples of "boners" pulled by North American advertising agencies which are said to have cost their clients thousands of dollars in lost sales. The author is Ricardo H. Pueyrredon, head of Pueyrredon Propaganda, Latin American advertising agency.

"Altogether too much advertising is created in the United States by Central Americans, whose language, customs and psychology differ enormously from ours", he writes. Copy prepared in this country, he continues, loses much of its forcefulness and lacks a "folksy quality" which the Argentine, for example, is quick to detect.

ANNOUNCER WANTED

CBS - 5 KW - YOUNGSTOWN, O.

Seasoned, experienced, capable man for news and general announcing. Not a war-time position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 30 years old or draft exempt. Write, wire or phone.

W. P. WILLIAMSON, JR., Gen. Mgr.
WKBN BROADCASTING CORP.
Phone 42122

FOR SALE

1000 WATT FULL TIME STATION ON PACIFIC COAST, ON EXCELLENT REGIONAL FREQUENCY. HIGHLY PROFITABLE OPERATION WITH EVEN GREAT OPPORTUNITIES. PLEASE STATE FULL DETAILS IN YOUR REPLY.

BOX 432

BROADCASTING

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

SPECIAL SUMMER
6 Weeks' Day Course
AUGUST 2

8 Weeks' Evening Courses
JULY 18 & AUGUST 14

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

EQUIPMENT WANTED

Do you have any Broadcasting Equipment? We will pay highest prices for any and all types.

REGIONAL RADIO SALES CO.
225 E. Bradley Rd., Milwaukee 9, Wisc.
Phone Edgewood 9477

New Commercial Video, Three Standard, Five FM Applications Filed With FCC

APPLICATIONS for new broadcast facilities filed with the FCC last week include requests for five new FM stations, three standard outlets and a new commercial television station.

The *Philadelphia Inquirer*, recent applicant for a new commercial video outlet, last week applied for a new FM station to operate on 48,100 kc with a coverage of 15,500 sq. mi. Estimated cost is $150,500. Crosley Corp., licensee of WLW-WSAI Cincinnati, seeks an FM station to be located in Dayton, O., on 46,100 kc with 8,000 sq. mi. coverage. Estimated cost is between $150,000 and $160,000. Crosley is also holder of a construction permit for an experimental television station, W8XCT.

Seek Standard CPs

Licensee of WBAL Baltimore, Hearst Radio Inc. has filed for an FM outlet in that area on 43,700 kc. Coverage asked is 8,857.6 sq. mi. and estimated cost is $65,000. Leonard A Versluis, operator of WLAV Grand Rapids, Mich., is applicant for an FM station on 46,100 kc with coverage of 6,460 sq. mi. Estimated cost for the outlet is $28,000. WBOW Terre Haute, Ind. seeks FM facilities of 48,700 kc with 7,442 sq. mi. coverage. Estimated cost is $25,200.

Commercial television facilities on Channel 3 are sought by WGAR Cleveland. Sister station, WJR Detroit, already has FM and commercial video applications on file with the Commission and the other G. A. (Dick) Richards outlet, KMPC Hollywood, is expected to do likewise in the near future, it was reported last week.

New standard station to operate unlimited time on 1560 kc with 1,000 w is requested for Houston, Tex., by Texas Broadcasters, a partnership composed of Fred Weber, executive vice-president and 12½% owner of WDSU New Orleans; E. A. Stephens, auto dealer, WDSU president and 50% owner of that station, who also is candidate for the U. S. Senate; and William H. Talbot, local attorney and holder of real estate and oil interests. Each of the partners has one-third interest in the partnership. Transmitter for the station has been purchased from WDSU along with other equipment, application stated.

J. W. Birdwell, former owner of WBIR Knoxville, Tenn., seeks standard facilities at Nashville, Tenn. of 1240 kc, 250 w and unlimited hours of operation. Sale of WBIR by Mr. Birdwell to J. Lindsay Nunn and Son was granted by the Commission last January.

Inter-City Advertising Co., licensee of WAYS Charlotte, N. C., last week filed application for a new standard local station in Columbia, S. C. to operate on 1490 kc with 250 w and unlimited time. Inter-City Advertising is owned by a partnership composed of George Dowdy, president; J. Horton Doughton, treasurer; B. T. Whitmire, vice president, also manager of WFBC Greenville, S. C.; and Harold H. Thoms, secretary, who is owner and manager of WISE Ashville, N. C. and applicant for a new local outlet in Durham, N. C.

Press-FM Applicants

Noncommercial educational FM station is sought in an application filed by the Board of Education, Sewanhaka High School, Floral Park, New York to operate on several frequencies—42,100, 42,300, 42,500, 42,700, 42,900 kc, with power of 250 w and special emission. The Board of Education of Newark in the County of Essex, Newark, N. J., also requests a noncommercial educational FM station, to operated on 42,500 kc with 500 w and special emission.

WSAU Wausau, Wis. applied to the FCC last week for a construction permit to change frequency from 1400 kc to 1230 kc and increase power from 250 w to 5,000 w.

Applications filed late during the previous week at the Commission and not heretofore reported include requests for FM outlets by Poughkeepsie Newspapers Inc., Poughkeepsie, N. Y. and Gannett Publishing Co., Augusta, Me., and also a new standard application filed by Chattahoochee Broadcasters, Marietta, Ga.

Operators of WKIP Poughkeepsie, N. Y., Poughkeepsie Newspapers, seek FM facilities of 44,300 kc and coverage of 10,198.5 sq. mi. Estimated cost is $46,000. Gannett Publishing Co., licensee of WGAN Portland, Me., files for a new FM station to be located at Augusta, Me. Frequency asked is 49,100 kc, with 3,968 sq. mi. coverage and an estimated $31,333.23 cost.

Chattahoochee Broadcasters, which seeks Marietta, Ga. standard facilities of unlimited time on 1230 kc with 250 w, is composed of Fred B. Wilson, assistant to the president of the Georgia Power Co., Atlanta, and Channing Cope, manager of the agricultural division of that company. Mr. Wilson holds two-thirds interest in the partnership, Mr. Cope the remaining one-third.



Drawn for BROADCASTING by Sid Hix

"It's Her Own Fault! She Doesn't Have To Read These 'John's Office Wife' Scripts!"

NAVY, NETS PLAN PACIFIC COVERAGE

REPRESENTATIVES of the four major networks met in New York last Monday with Lt. Comdr. J. Harrison Hartley, officer in charge of the radio section, Navy Office of Public Relations, to discuss coverage of Pacific battle operations.

There will in all probability be a pooling arrangement similar to the one used successfully by network correspondents accredited to the Navy for the European invasion. Because of the vast distances of the Pacific area, however, methods of communication and assignments different from those of the European operations will have to be employed. Plans are now being formulated by the Navy and the networks.

Network heads present at the New York meeting were: Everett Holles, Paul White, Phil Woodyat, CBS; Bill Brooks, NBC; John Whittemore, Mutual; G. W. Johnstone, Blue.

SKINNAY ENNIS, discharged from the Army after 15 months of handling the band at Santa Anita (Cal.) air base, is organizing a new orchestra, and returns to the NBC *Bob Hope Show* in the fall.

New York Ad Firm Eyes Postwar Era

Silberstein, Goldsmith Issue Retail Research Booklet

POSTWAR advertising will be diverted from traditional channels by new media, including television, according to a study of postwar retailing by Alfred J. Silberstein, Bert Goldsmith Inc., New York advertising agency.

Second of a continuing study undertaken by the agency on future business operations, the 36-page booklet covers the major knowledge of retailing in developing new markets and finding more consumers for goods after the war.

Covers Video

Television, as stated, will give stores an opportunity to present merchandising visually in the home.

Pre-war promotion schedules will be resumed with the establishing of cut-price and seasonal efforts, it is stated. Much advertising will be directed to the lower income groups which will possess accumulated savings and relatively high earnings.

Printed lines will be advertised more extensively, it is stated, with a greater proportion of lines to be branded and established with the consumers through advertising.

A copy of the booklet may be obtained from the agency whose address is 9 East 40th Street, New York 16.

Donaldson to Kudner

RICHARD DONALDSON, former director of research of Celanese Corp., New York, previously research head of Ward Wheelock Co., New York, has been named manager of the research department of Arthur Kudner Inc., New York, it was announced last week by Dr. Franklin R. Cawl, research director. As part of a general expansion of the department, in process for the last year, Dr. Cawl also announced the appointments of Dr. Edward Yordan and Robert Gans to the executive staff of the research department. Dr. Yordan was a close associate of Miller McClintock, now president of Mutual, in industrial and traffic research from 1936 to 1943. Mr. Gans was formerly supervisor of field operations for the A. C. Nielsen Research Co. and later handled research for Street & Finney, New York.

McClain to Seminary

JAMES W. McCLAIN, heard on NBC as "Dr. I.Q." for three years, has enrolled in the Seabury-Western Theological Seminary. While studying for the ministry he will carry on his radio program, which will originate at nearby points, allowing him to carry on his studies without interruption.

FIVE more stations have signed for the special AP radio wire through Press Assn. They are: KYW Philadelphia; KALB Alexandria, La.; KIT Yakima, Wash.; KIDO Boise, Ida.; WEED Rocky Mount, N. C.



Service Station Operator

Numa Lane, operator of a prominent Phillips "66" service station in Kansas City, thinks of radio's service to his needs in terms of "Reports on cold waves, floods—information about road conditions—letting the motorist know rationing and government rulings."

Above the Call of Duty

News coverage is more than "man bites dog." In radio news coverage, the human element has become an important factor on numerous occasions. KMBC's news department, with Erle Smith as editor, has built for KMBC the deep respect of its listeners, not only for alert coverage of news as it happens, but for that service *above the call of duty.* Such awareness of radio's responsibility to the community in times of need is not only the *reputation* of KMBC but its *promise* for the future. *No small wonder a waiting list exists for the opportunity to affiliate oneself with a KMBC news program.*

KMBC

OF KANSAS CITY

FREE & PETERS, INC.



Of course—
KMBC FM
An extra service at no extra cost.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS

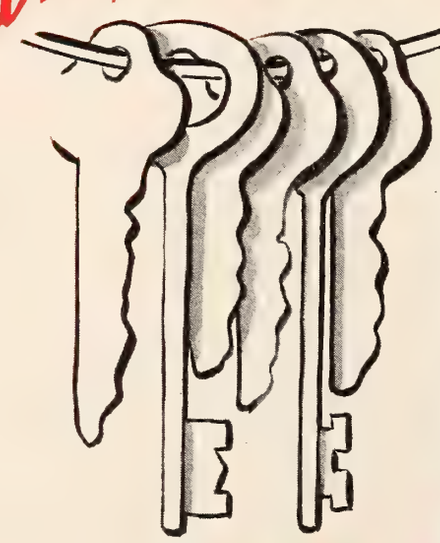


HELEN BARR

WKY's new home service director has been a popular radio personality with New England women for many years. She comes to Oklahoma as an experienced beauty consultant, fashion commentator, home decorator, and culinary expert to bring women a daily program of inspiration and information covering their many fields of personal interest.

Six Keys to Better Homemaking

1. Key to Personal Charm
2. Key to Home Decoration
3. Key to Budgeting
4. Key to Entertaining
5. Key to Child Care
6. Key to the Kitchen



A Woman's Program Without Price!

● On July 3, Helen Barr, WKY's new home service director, initiated a new series of programs of broader, more practical service to Oklahoma women than anything heretofore attempted in this region.

"Six Keys to Better Homemaking," a six-a-week quarter-hour series at 8:45 a.m., is bubbling with ideas, suggestions, observations and advice all stitched together with the fascinating thread of Helen Barr's comment and conversation.

Departing from the usual single-track direction of women's programs, "Six Keys" is purely a WKY service to women (and not for sale) whose pattern is of original design, embracing all the primary interest of all women—in their homes, their children and themselves.

Being of such service to Oklahoma women has been such a longtime, fundamental policy of WKY that women of this area just naturally regard WKY as their favorite station.



WKY *Oklahoma City*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times ★ The Farmer-Stockman
KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Mgmt.)
REPRESENTED BY
THE KATZ AGENCY

PRINTED IN

ULY 17, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

COLORADO FARM INCOME

UP 28%

FIRST QUARTER, 1944

COLORADO farm income from marketings of crops and livestock amounted to $68,348,000 in the first three months of 1944, an increase of 28 per cent over the income for the same months of 1943, according to estimates of the U. S. Department of Agriculture. The average increase for the nation as a whole was 17 percent.

This provides the kind of information which advertisers need to determine what kind of customers Colorado farm folk are this year.

KLZ, which has always provided Colorado farmers with a wide variety of services, stands at the head of their listening list, and is the station to deliver a sales message into farm homes, and all homes, of the Denver Market.

KLZ

Delivers the

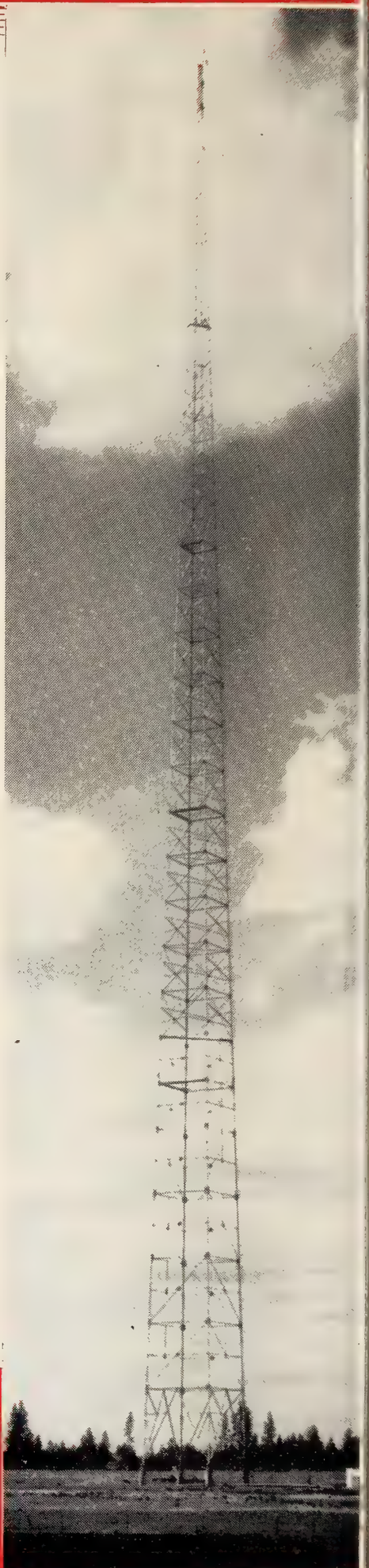
DENVER MARKET

REPRESENTED BY
THE KATZ AGENCY



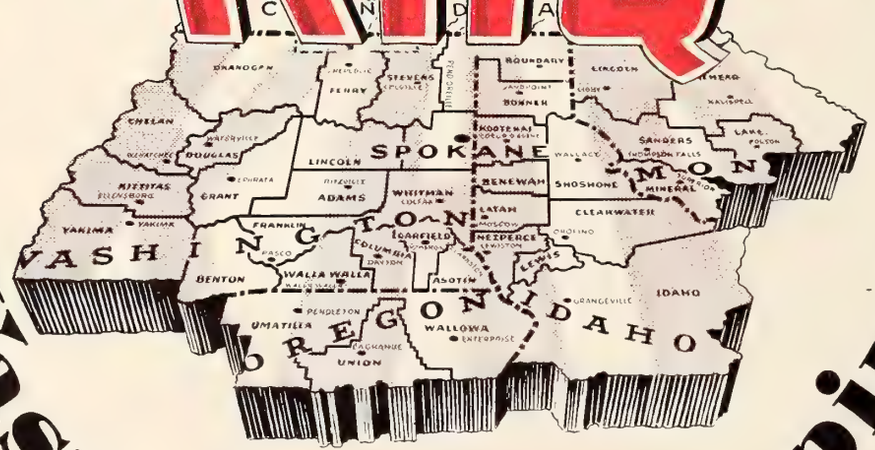
CBS Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City 560 Kc.

A LANDMARK
of the Inland Empire—
KHQ's 820-foot Tower.



Completely Covers the Vast Inland Empire

KHQ



- **One Market**
- **One Medium**
- **One Station**
- **One COST!**

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, *INC.*

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

The Only Single Medium *Completely* Covering the Inland Empire



WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

BALTIMORE

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WWL Advt.
Aug. 1941

Today—

When You Think of

NEW ORLEANS

...You Think of well over

1,000,000 TONS of DELTA SHIPS

MADE IN NEW ORLEANS



...AND

WWL
NEW ORLEANS

The Greatest Selling Power In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL



WWL Dominates the NEW Deep South—Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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CANADA
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NAMES LIKE THESE....

Give KFOR a "big station" audience---

LADIES, BE SEATED — METROPOLITAN OPERA
WALTER WINCHELL — "TIME" VIEWS THE NEWS
FUN VALLEY — JIMMY FIDLER
AMERICA'S TOWN MEETING

Represented Nationally by
EDWARD PETRY & CO.



Blue and Mutual Networks
KFOR LINCOLN Nebraska
"Nebraska's Capital City Station"

THE WEST VIRGINIA NETWORK

Now Has Its Own



FOREIGN WAR CORRESPONDENT

IN THE EUROPEAN THEATER

Howard L. Chernoff, managing director of the West Virginia Network, is now in England. Chernoff has only one assignment as a War Correspondent. His mission is to send folks back home intimate first-hand news of West Virginia boys. He is to cover the personal stories . . . news so dear to the hearts of anxious relatives and friends.

Major war news is adequately covered on the West Virginia Network through facilities of the Associated Press, the United Press and CBS, NBC and Blue Networks. The West Virginia Network's own reporter is covering the everyday experiences of West Virginia boys on the battle front.

Listeners provided names and A.P.O. numbers so Chernoff can look up their sons and husbands and brothers and report how they look, how they feel and whether they are happy and well.

In doing this, the West Virginia Network becomes the first independent radio organization in the United States to have its own correspondent accredited to the European Theater of War.

Another first! Another public service for West Virginians!

The WEST VIRGINIA NETWORK

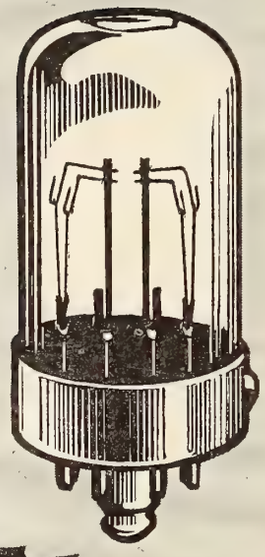
John A. Kennedy, President
(ON LEAVE U. S. NAVY)

WCHS—Charleston
WPAR—Parkersburg

THE BRANHAM CO.
National Representatives

WSAZ—Huntington
WBLK—Clarksburg

Sylvania Radio Tube "Firsts"



SYLVANIA
POWER MEASUREMENT TUBE

MEASURING

RADIO FREQUENCY POWER

MORE ACCURATELY



New Sylvania Power Measurement Lamps provide a simple and more accurate means of measuring radio frequency power.

At present there are six "lamps" in the Sylvania PM series. Resistances range from 40 to 310 ohms over the useful ranges of the curves.

A PM Lamp, used with a meter readily available to most radio experimenters, eliminates much of the guesswork that prevailed with old methods. Sylvania PM Lamps, which are no longer restricted to military use, should be useful to radio experimenters.

The research and development of the PM series is just another example of how Sylvania engineering succeeds in solving radio problems. Like Sylvania Radio Tubes, criterions of quality, the new Power Measurement Lamps are manufactured to one standard — the highest anywhere known.

OTHER SYLVANIA RADIO TUBE FIRSTS

Sylvania was first to introduce a line of 6.3-volt radio tubes and to propose their universal use in not only automobile but home receivers. This contribution standardized radio tube voltage, simplified service and stocking, and eliminated transformers in AC-DC sets.

Sylvania was first to introduce a line of 1.4-volt tubes, which made the portable camera-type radio possible. This radio tube halved portable radio battery weight — a boon in war and in the peace to come.

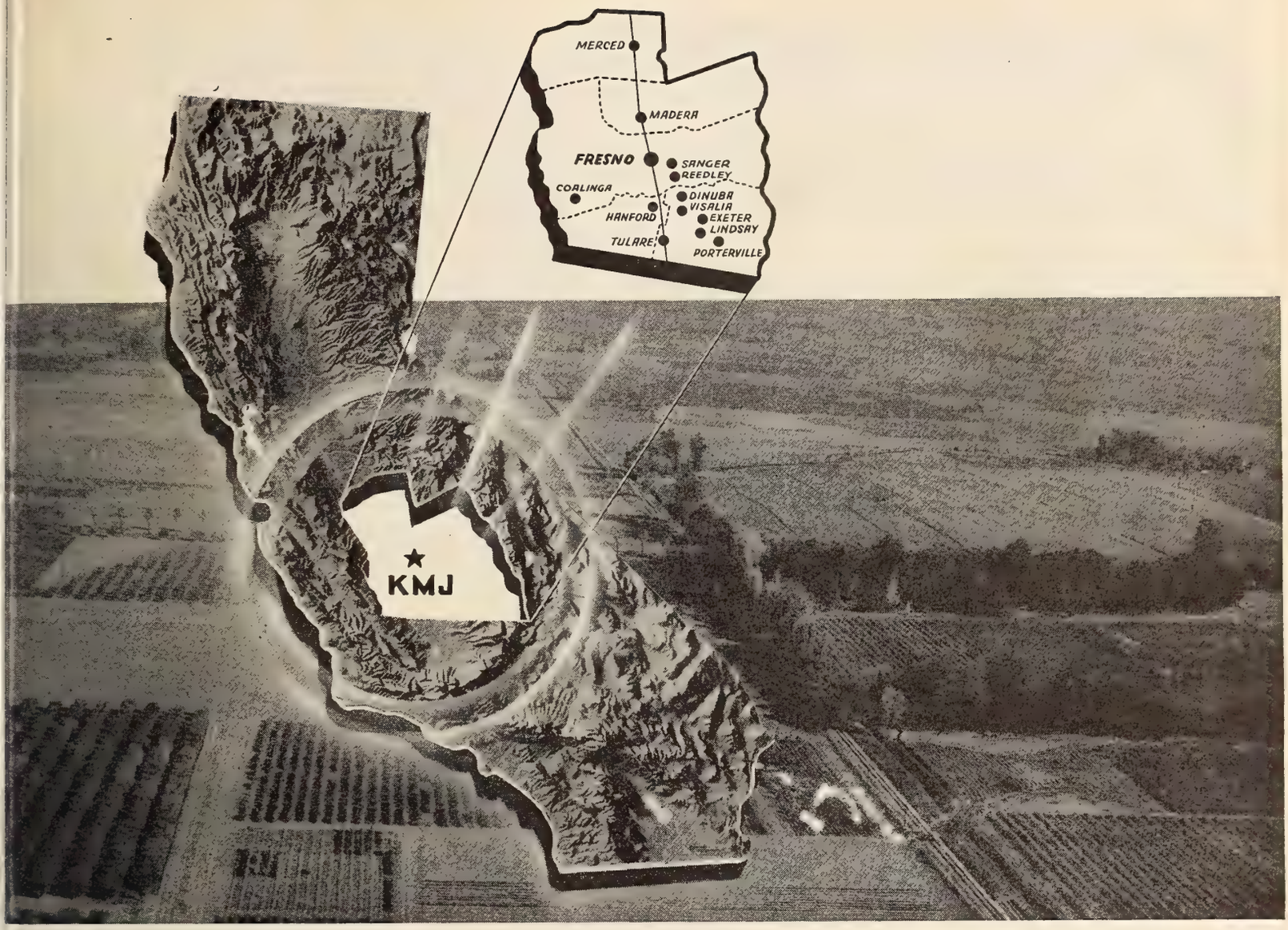
Quality that serves the war shall serve the peace

RADIO DIVISION EMPORIUM, PENNSYLVANIA

SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, INCANDESCENT LAMPS



That Old Feeling

Here in Fresno we have always had the leading station. Repeated city surveys have been telling us that for years. And, with our 5,000 watts on 580, we have always *felt KMJ* was doing a good job in the Fresno Five County Trading Area . . . *felt* we were giving the farmers what they wanted.

In fact, after 22 years it just seemed second nature to us to feel "at home" with the whole San Joaquin Valley. That old feeling is still in our hearts, but now it's also on paper. The first Hooper Trading Zone Index on the Pacific Coast has just been completed for us.

☆ We learn that in 12 cities scattered over 125 miles, from Merced to Porterville . . .



KMJ HAS AT ALL TIMES 6 TO 20 TIMES THE AUDIENCE OF ITS NEAREST FRESNO COMPETITOR

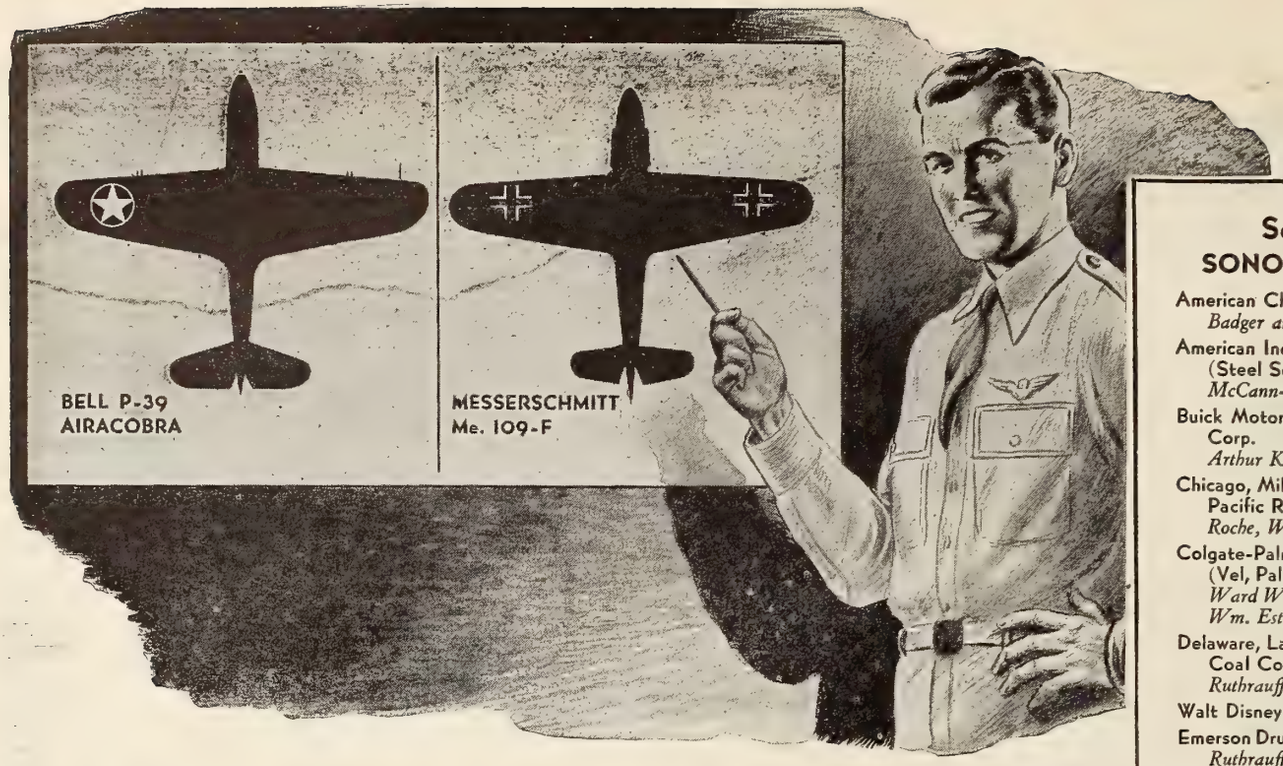
So, if you need to know more about California, if you want the *first inside story* on what stations are heard throughout Central California, send for our City Zone-Trading Zone Comparison on the *Fresno* market . . . *we have a feeling you'll use it!*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., National Representative

KMJ
FRESNO
5,000 at 580
NBC



PROPER IDENTIFICATION IS EVERYTHING!

There isn't much sense in teaching the ack-ack boys to pour steel into the sky—if they can't *identify* their own and the enemy's planes.

There isn't much sense in an advertiser's pouring music and entertainment into the ether—if the public can't *identify* the advertiser's program and product.

Sonovox is a proven means of making your commercials so different, so unusual, so interruptive that almost *everybody* recognizes them. Hooper Ratings show that *when Sonovox is used, Sponsor Identification zooms.* In one case from 54 to 66. In another, from 36 to 53. In another, from 37 to 48. In another, from 47 to 64!

Sonovox can teach your commercials to shoot! The cost is so low as to be an almost negligible percentage of your radio appropriation.

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., *Exclusive National Representatives*



Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co. and *Wm. Esty & Co., Inc.*

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Quaker Oats Company
Ruthrauff & Ryan, Inc.

Radio Corporation of America
Ruthrauff & Ryan, Inc.

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra

Shell Oil Company, Inc.
J. Walter Thompson Co.

Stanco, Inc. (Mistol)
McCann-Erickson, Inc.

U. S. Treasury Dept.

Universal Pictures Company, Inc.

Warner Brothers Pictures, Inc.

Willards Chocolates, Ltd.
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*Space no longer permits a complete list of Sonovox users.

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BROADCASTING
and
Broadcast Advertising

l. 27, No. 3 WASHINGTON, D. C., JULY 17, 1944 $5.00 A YEAR—15c A COPY

Democratic Radio Plans Still Enigma

ly May Bow Out; Craven Post To Hyde?

L RADIO eyes are focused on icago this week to see whether e Democratic National Committ- will follow the lead of its Re- blican adversary by adopting a nk, forthright "free radio" nk and, secondarily, to appraise lio's coverage of the Convention. etwork cancellations, Page 57.) f the Democrats carry out their n for a "postage stamp" plat- m, then little is expected. There y be a sort of "reference plat- m" which will reaffirm the tty's "four freedoms" pledge of e Atlantic charter. But broad- ters, hungry for legislation that l stem the tide toward more id Government control of every- ng they do, would find little sol- e in such handling. The Republi- n plank, on the other hand, mping for a new radio law ich will define "in clear and un- stakable language the role of the C", has won universal applause.

Fly May Leave FCC

Pre-Convention atmosphere was charged with reports of impend- changes at the FCC, including ived hints of the imminent re- ement of James Lawrence Fly m the chairmanship. Mr. Fly used to discuss published re- ts that he would resign. s associates likewise appear- to be in the dark, though it s evident the chairman had in- red that he might soon leave to gage in private practice of law. w a member of the bars in New rk and Massachusetts, it was re- ly learned that he has applied admission to the District of Co- bia bar.

ntermingled with the Fly report s the conjecture that the Demo- tic Convention couldn't, with im- nity, ratify a plank espousing a v radio law when the FCC's lead- hip has opposed any change. ur years ago the Democratic nvention adopted a "free radio" nk which urged "such legislative ps as may be required to afford same protection from censor- p that is now afforded the press der the Constitution of the ited States".

That followed the 1939 plea of President Roosevelt to the chairmen of Senate and House committees dealing with radio for a new radio law and reorganization of the FCC. Although bills were introduced, nothing happened.

The vacancy on the FCC created by the retirement July 1 of Comdr. T. A. M. Craven, who joined the Iowa Broadcasting Co. as vice-president, also is receiving attention. There are a half-dozen avowed candidates. Normally, it would be filled by a Democrat, but that isn't legally requisite.

Latest name mentioned is that of Rosel H. Hyde, assistant general counsel in charge of broadcast activities, who has been with the FCC and the former Radio Commision since 1928. Mr. Hyde, a Republican from Idaho, was seriously considered for the vacancy filled last January when E. K. Jett was named by President Roosevelt to succeed George H. Payne. Lt. Jett was appointed as an independent.

When the White House will be disposed to make the nomination to fill the Craven vacancy is conjectural. The Senate is in recess until next month and then it isn't known whether Congress will reconvene or simply hold three-day-a-week token sessions. If the latter occurs, the regular business would not be transacted, although executive nominations could be considered by unanimous consent.

Radio Officials In Chicago

The FCC now is made up of three Democrats: Fly, Paul A. Walker and C. J. Durr; two Republicans: Gov. Norman S. Case and Ray C. Wakefield, and one independent, Lt. Jett. Thus, a Republican could be named to the vacancy since the law specifies that there shall be not more than four members of the same political faith, of the seven on the Commission. Mr. Hyde's appointment would be on a merit basis, and would be wholeheartedly endorsed by the radio and communications entities, it is believed.

Many top-flight broadcast executives are in Chicago for the Convention, including network officials and individual station owners. It was expected that former Gov. James M. Cox of Ohio, 1920 Democratic nominee whose vice-presidential running mate was Mr. Roosevelt, will be present. Gov. Cox has charged Chairman Fly with directing a studied campaign toward Government ownership of radio [BROADCASTING, Feb. 21]. J. Leonard Reinsch, managing director of the Cox stations—WSB Atlanta, WIOD Miami and WHIO Dayton—is radio director of the Democratic Committee on leave. Publicity director of the Committee is Paul A. Porter, who before the war was CBS Washington counsel.

Another potent radio figure at the Convention will be Paul E. Fitzpatrick, newly-elected Democratic State Chairman for New York, who took over the reigns from James A. Farley last week. He is president and part-owner of WEBR Buffalo, operated in conjunction with the *Courier-Express*, New Deal newspaper. Mr. Fitzpatrick had been accredited by the Radio Correspondents' Assn. along with Cy King, general manager, as a news representative of WEBR.

While radio executives wondered what action the Democratic Convention would take to insure freedom from Government interference, news staffs of the networks and some 60 individual stations moved into Chicago last week to begin the task of covering the Convention. In charge of the radio news gallery will be D. Harold McGrath, superintendent of the Senate Radio Gallery, assisted by William Vaughan, acting superintendent of the House Radio Gallery. Both men went to Chicago last week.

In addition to two daily sessions, which will be broadcast by the combined major networks, each of the four nets plans special programs featuring interviews with delegates and Convention officials. Following

(*Continued on page 60*)

Turnbull Heads GOP Radio; Church to Share Supervision

Ford Bond Appointed; Carr May Get Regional Post; Publicity Director Still Unsettled

APPOINTMENT of Henry R. Turnbull as radio director of the Republican National Committee was announced last week by Herbert Brownell Jr., Committee chairman, who also disclosed that Wells (Ted) Church, radio director in the pre-Convention period, will share with Mr. Turnbull the task of setting up the party's national radio schedule.



Mr. Turnbull

At the same time the national chairman revealed that Ford Bond, veteran announcer and personal friend of Gov. Thomas E. Dewey, Republican nominee, will assist the radio department with spot plans and coordination work. Mr. Bond will make a series of transcriptions for use in the campaign.

Marian Martin, since 1938 women's director of the GOP National Committee, will continue in that post, assisted by Judy Weiss, who has served on Gov. Dewey's radio staff. Leland Chesley, former news editor of KWK St. Louis and veteran newspaper man, will handle a large portion of the radio speeches to be made in the campaign. Mr. Chesley was a member of the National Committee publicity staff prior to the Convention.

Appointment of a publicity director has not been announced. James P. Selvage served in that capacity in the pre-Convention era under Chairman Harrison E. Spangler. Several men have been mentioned as likely successors to Mr. Selvage, but Gov. Dewey's wishes have not been made known.

Mr. Turnbull, who directed Gov-

(*Continued on page 63*)



Mr. Church



Mr. Bond

McKesson Budget Largest in History

Heavy Share Is Slated To Go to Radio Next Year

McKESSON & ROBBINS advertising appropriation for 1945 will be the largest in the company's history, something more than $2,500,000, of which a very sizable proportion will be devoted to radio, L. M. Van Riper, vice-president in charge of advertising, said last week.

Addressing a laboratory clinic on wartime development and distribution of drug products, held Tuesday and Wednesday at the company's manufacturing laboratories in Bridgeport, Conn., for executives and merchandising representatives, Mr. Van Riper reviewed the history of McKesson & Robbins use of radio advertising, which began more than 10 years ago with an institutional program, *Musical Magazine*, broadcast Sunday evenings on CBS to help druggists promote their profession to the public.

'Amazing Success'

For several years the company used little radio, except for an occasional spot campaign, until January 1942 when it began sponsoring a noontime news program on the Yankee Network for Bexel, B-Complex vitamin product. The "amazing success" of this test campaign led to nationwide expansion, Mr. Van Riper said, adding that by mid-summer of 1943 the company had quarter-hour news programs, one-minute announcements or chain breaks on the air in almost every area in the country, advertising Calox toothpowder, Albolene cleansing cream and Yodora, as well as Bexel. In March of this year, the company reentered network radio with *Stop or Go*, starring Joe E. Brown on 166 stations of the Blue network for Bexel, Calox and Yodora.

Bax, a multiple-vitamin product, has been extensively advertised with one-minute spots, which have been placed in accordance with the product's distribution, starting last September on the Pacific Coast and moving east as Bax was introduced in each new area. By this fall distribution will be nationwide, Mr. Van Riper said, and the spot radio coverage will also be nationwide, with stations on the East Coast and in some parts of the South added to the present schedule.

Spots are also used for Soretone, he said, bringing the McKesson & Robbins station list for spot coverage to about 150. Bax is the largest user of spot advertising among the company's products, using about 100 stations. In addition transcribed announcements are furnished by the company to retail druggists for local stations, Mr. Van Riper said, which are widely used, judging from the number of requests received. Many of these discs were made by Arthur Godfrey, he added.

In addition to radio, McKesson & Robbins advertising appears in newspapers, magazines, professional publications and drug trade journals, he stated, and the company also distributes booklets to help retailers increase sales, such as "Key to Selling Success" and "Your New Job as a Drug Clerk".

J. D. Tarcher, president of J. D. Tarcher & Co., New York agency handling advertising for Bexel, Calox, Albolene, Soretone and Yodora, told the meeting that results of a questionnaire sent to the company's men indicated retail druggists predominantly favoring *Stop or Go* and that it is producing results. Ted Strong, vice-president of Ivey & Ellington, New York, in charge of Bax advertising, reported that "Back Bax Month" will be sold to retailers during August as a September promotion, with special transcribed announcements and newspaper mats supplied free to dealers for local use in addition to the company's regular public and radio advertising for this vitamin product.

Development of health uses for Amino acids in the McKesson laboratories was discussed by Dr. A. L. Omohundro, vice-president and technical director, who described them as "the basic building blocks of the body" and declared they would eventually equal or exceed vitamins in commercial importance."

Dr. Abram White, of the Yale School of Medicine, reported that recent experiments gave "clear-cut evidence that Amino acids are essential to human beings". Products based on combinations of the 23 known Amino acids are already appearing on the market, he said, stating that the chief laboratory problem is to obtain a complete mixture which can be taken orally, pleasantly and without toxic effects. The solution to the problem will probably expand the company's advertising even beyond its present total.

Ban on Middle Commercials Is Imposed by WJR Detroit

A BAN on middle commercials in sponsored news broadcasts will be invoked on WJR Detroit beginning Sept. 1, Leo J. Fitzpatrick, vice-president and general manager, announced last Thursday in the first formal action in that direction.

Mr. Fitzpatrick, operating head of the stations in the George A. Richards group (WJR, WGAR Cleveland, KMPC Los Angeles), said he believed the elimination of the middle commercial will benefit both the station and its advertisers by increasing public goodwill. He urged a nationwide drive by stations to add dignity to news broadcasts. Mr. Fitzpatrick did not state whether WGAR and KMPC would follow the WJR lead.

"The war has brought a new importance to newscasts," he said. "We must remember that practically all listeners have relatives or close friends in the armed services and that their interest in newscasts is quite personal, quite emotional and sometimes becomes terribly tragic as they hear the names and stories of loved ones in the news.

Reaction on Public

"Public today listens to radio news with reverence and solemnity. The details of individual victories may be gladdening but as a whole our newscasters tell a sad, tense story of killing, of maiming or of a world at war. The morale of the entire nation is in the balance.

"The recent reporting of news direct from the battlefronts certainly has made history and added to the prestige of radio news handling. Radio is providing service that is genuinely appreciated by listeners. We must do all we can to continue and to cement that trust by presenting all newscasts in good taste and with all the dignity we can manage. Suddenly the newscast has become one of the most important show-windows of radio. We must remember that the public judges an entire business to a large extent by what's in the show window and how it is displayed.

More Harm Than Good

"One step in the right direction is the cutting out of the middle commercials and holding to open ing and closing announcements. Too many times, newscasters have teased an anxious public by interrupting their accounts of important happenings with the reading of commercials.

"I am convinced that the time has come when the middle newscast commercial does more damage than good to advertisers. People loudly condemn some advertisers who have been indiscreet not only in timing the commercial, but in the subject matter as well. Naturally, radio stations get their share of criticism and justly so.

"A general step by the entire radio industry adding more dignity to new programs certainly would be to the advantage of all concerned."

Kapner to Manag Radio for Hear

Maj. Stoer Continues W Group in Executive Post

REORGANIZATION of Hea Radio Inc. management, wher Leonard Kapner, general mana of WCAE Pittsburgh, will bec general manager of the Hea stations, was reported last w in New York. Maj. E. M. Stoer c tinues in an executive capacity the Hearst Radio organization.

While no formal announcem was made, it is understood



Maj. Stoer



Mr. Kapne

Kapner, a veteran of a dozen ye in the Hearst Radio organizat will take over active direction. the present, it is understood, he contitnue to manage WCAE, censed to a separate corporatio

In addition to WCAE, Hea stations are WBAL Baltim 50,000 w NBC outlet, WISN M waukee, CBS outlet, and WI New York independent. WCAE a Mutual outlet.

Mr. Kapner, 41, joined WC in 1932 at the time the station purchased by Hearst from G bels. Prior to that he was in an vertising capacity with local pu cations in Pittsburgh. Maj. S is a veteran of the Hearst org ization. He served in the last in France with the British wears the Military Cross.

WOODRUFF ENTER ARMY AS PRIVA

JAMES W. WOODRUFF general manager of the Geo Broadcasting System, compris WRBL Columbus, WATL lanta and WC Albany, Thursday w inducted into Army as a vate. He ente Ft. McPhers Ga.



Mr. Woodruff

Widely kn in broadcas circles, Woodruff is director of NAB and resigned that post paratory to entering the serv The vacancy will be filled by election by the Board of Direc at a meeting to be held during NAB Executive War Confere in Chicago Aug. 28-31.

Executive management of Georgia stations has been assu by Mr. Woodruff's father, J. Woodruff Sr. The junior W ruff was elected a directo large of the NAB in 1940 district director in 1943.

NAB Decides on Three-Day War Session

estriction Placed On Attendance At Chicago

GREEMENT on a three-day ex-atives War Conference in lieu the regular annual convention the NAB, to be held on Aug. -31 at the Palmer House in Chi-go was reached in Washington t week by the sub-committee on nference agenda of the NAB ard of Directors.

It was made clear by J. Harold an, NAB president, that while e war conference plans are being mpleted, and there is every pros-ct the sessions will be held as heduled, there always exists the ssibility of an eleventh-hour stponement. If travel conditions come critical, because of war ovements, Mr. Ryan will exer-e his plenary power to call off postpone the conference or make rangements for a remote con-lled "closed-circuit" session.

A tentative topical agenda was mulated at sessions last Mon-y and Tuesday, subject to revi-n which may be dictated by war nditions. The sessions are being nited to personnel of NAB ac-e and associate members and at-ndance is expected to be substan-lly below the record 1200 figure last year.

The committee which drafted the enda comprised Kolin Hager, GY Schenectady, chairman, with y F. Thompson, WFBG Altoona, . and John Fetzer, WKZO Kala-azoo, assistant director of censor-ip for radio. Harry Spence, KRO, Aberdeen, Wash., and Herb ollister, KANS Wichita, sub-com-ttee members, were absent and essrs. Thompson and Fetzer sub-tuted.

Guests Restricted

The committee in general, adopt-the broad recommendations of Harold Ryan and Secretary-reasurer C. E. Arney Jr. The com-ittee, speaking for the Board, ex-ressed the hope that active and sociate members will restrict at-ndance to one executive and those their personnel who are members NAB committees. A carefully lected list of guests will be in-ted.

The agenda stresses the impor-nce of the conference, not on the asis of what broadcasters have one in the war effort but what sponsibilities lie ahead during e war and in the post-war pe-od. The keynote will be discussion ith government officials primarily sponsible for the conduct of the ar, of ways and means of further-g radio participation in that ef-rt.

Names of invited guests or speak-s were not given in the topical agenda. These will be filled in as soon as arrangements are completed and acceptances are received from the key figures in the war effort.

The committee said that in formulating the war conference policy, the Board was mindful of the existing critical transportation facilities. They felt, however, that the NAB Conference will contribute measurably to the war effort and to development of plans for radio's participation during the postwar era. It was emphasized that the meeting will be strictly business with every topic on the agenda "down to brass tacks" discussion.

Registration Aug. 28

The first day—Monday, Aug. 28—will be devoted to committee and group meetings, along with registration. The formal sessions will open Tuesday and will be devoted largely to war and post war advertising and the tapping of new sources of radio revenue.

The Wednesday session will open with station coverage and audience measurement discussions. This will be followed by the regular business session and the nomination and election of the six directors at large—two each representing large, medium and small stations—as well as consideration of proposed by-laws. The afternoon session Wednesday will cover small market stations and the music copyright situation.

The opening session Thursday will cover the AFM recording situation, and limited radio material. Prior to the luncheon recess the mooted question of new radio legislation will be discussed.

The afternoon session will be devoted to the postwar future of broadcasting and a discussion of technical advancement in radio.

NAB Convention to Consider Proposals For Amendment of By-Laws Provisions

REVISION of by-laws of the NAB, to provide for nomination of directors-at-large by individual nominating ballot as well as from the floor, and to permit elections by mail-referendum will be proposed to the NAB Executives War Conference in Chicago Aug. 28-31. A third proposed amendment, relating to classification of dues by station income brackets, already has been sent member stations and likewise will be considered.

The NAB Board subcommittee on By-Laws Revision, at a meeting in Washington last Monday and Tuesday recommended the submission of the proposed new amendments to the membership meeting. Present were Paul W. Morency, WTIC Hartford, chairman; Frank King, WMBR Jacksonville, and Roy Thompson, WFBG Altoona, as substitute for Barney Lavin, WDAY Fargo, who was uanble to attend. Also present were NAB President J. Harold Ryan, Secretary-Treasurer C. E. Arney Jr., Kolin Hager, WGY Schenectady and John Fetzer, WKZO Kalamazoo, assistant director of censorship in charge of radio.

Proposed Changes

Following are the texts of the proposed amendments dealing with elections:

Amend Article V, Section 1-A of the By-Laws by adding thereto the following proviso:

"Provided the Board of Directors shall have power by a two-thirds vote of its members present at a duly called meeting or by a two-thirds vote by mail ballot to cancel any annual meeting if it is deemed such action is necessary or desirable in the public interest.

"In event of cancellation of the annual meeting the District Director members of the Board shall constitute a nominating committee for the purpose of nominating Directors-at-Large for the ensuing one year term, and the President shall be authorized to accept by mail in accordance with the provisions of Article VII, Section 4, nominations from the respective networks for Network Directors. Such nominations shall be presented to the membership in writing after which 15 days shall be allowed for filing additional nominations endorsed in a petition signed by any ten members of the Association in good standing. Within 30 days thereafter a complete list of all nominations shall be mailed, together with a secret ballot, to all members in good standing of the Association. All ballots shall be returnable to the Secretary-Treasurer. The President shall appoint an Elections Committee of not less than three, nor more than five members who shall, with the Secretary-Treasurer within 20 days after the mailing of such ballots canvass such ballots and announce the result of such election. Directors-at-Large and Network Directors thus elected shall serve for one year or until the next annual meeting."

Amend Article VII, Section 4 to read as follows:

"Section 4. NOMINATIONS OF DIRECTORS-AT-LARGE AND NETWORK DIRECTORS. Nominations for each of the six Directors-at-Large, as defined in Section 2, above, may be made, in the alternative, as follows: Each duly accredited representative of an Active Member in attendance at the annual membership meeting shall be provided at the time of registration with a nominating ballot and with a certified list of all persons eligible to be nominated as Directors-at-Large in each of the respective classifications; each such representative shall be entitled to write in the space designated on said ballot the

(*Continued on page 54*)

NAB EXECUTIVES WAR CONFERENCE

Tentative Topical Agenda

Palmer House, Chicago, Aug. 28-31
(Subject to change both as to topics and timing)

Sunday, Aug. 27

9 a.m.-5 p.m.—Pre-Convention Registration.

Monday, Aug. 28

9 a.m.-5 p.m.—Registration.
10 a.m.-12:30 p.m.—Legislative Committee
Sales Managers Committee
Accounting Committee
Public Relations Committee
Engineering Committee
11 a.m.—BMI Board of Directors
12:30-2 p.m.—Luncheon Meetings
Public Relations Executive and Code Committees
Sales Managers Executive Committee
Research Committee
2-5 p.m.—Code Committee
Labor Executive Committee
Labor Steering Committee
Music Committee
Small Market Stations Committee
7 p.m.—Dinner meeting—NAB Board of Directors
Dinner meeting—Program Managers Executive Committee
NOTE—Consistent with established policy there will be no reimbursement of the expenses of either Board of Committee members to attend Committee or Board meetings held in connection with the Annual Membership meeting.

Tuesday, Aug. 29

9:30 a.m.—General session.
Call to Order—President Harold Ryan
"Radio Broadcasting and the War Effort"—President Harold Ryan
Appointment of Conference Committees
Announcements
10 a.m.-12 noon—War and Post-War Advertising and the Retail Promotion Plan
A transcribed presentation of what the plan was designed to accomplish and what it has achieved
Revision of the activities of the Sales Managers Executive Committee since the 1943 War Conference
Developments in retail radio advertising
What the NRDGA is doing
Report of NAB participation in the Proprietary Assn. Advertising Clinic—A Transcribed Presentation
Discussion of post-war developments in the building and housing industries and how radio may help
The motion picture field
General discussion
12:15 p.m.-2 p.m.—General luncheon, speaker to be selected
2:15-5 p.m.—Public relations clinic
Radio news presentation
Listener activity

Wednesday, Aug. 30

9:30-11 a.m.—General session
Station coverage method
Report of Research Committee
Sales managers report
Advertising agency view
Advertiser view
Discussion
Bureau of Standards for Audience Measurement
Program Report
Discussion
11 a.m.-12 noon—NAB Business Session
Nomination and election of directors-at-large
Proposed by-law amendments
12:15-2 p.m.—General luncheon, speaker to be announced
2:15-3:15 p.m.—Small market station panel
What we've learned about problems and possibilities of small market stations
What about national spot business
A small market station as a training ground
The problem and responsibility of small market station managers—A Transcribed Presentation
3:15-4:30 p.m.—Music
ASCAP developments
Broadcast Music Inc.

Thursday, Aug. 31

9:30-11 a.m.—Labor matters
AFM recording band
AFM platter turners
AFRA
"Pay-Within-Pay Plan"
11-12 noon—Legislation
12:15-2 p.m.—General luncheon, speaker to be announced
2:15 p.m.—The post-war future of broadcasting
A discussion of technical advancement in radio broadcasting
Adjournment
6 p.m.—Dinner meeting, NAB Board of Directors
Consideration is being given to the possibility of some evening meetings. Announcement regarding these will be made later.

Radio Coming of Age as News Medium

Experience of War Awakens Need for Coverage at the Source

By VADEBONCOEUR
News Analyst and Vice-President, WSYR Syracuse

BACK FROM a tour in the Southwest Pacific as a radio correspondent, E. R. Vadeboncoeur, vice-president of WSYR Syracuse and veteran reporter, analyst and commentator, believes radio at last has awakened to its obligation as a news-gathering medium. He relates his experiences as a war correspondent and concludes that individual stations are acquiring a due respect for themselves and their responsibility to listeners by assigning reporters to supplement, as newspapers have done for years, the press association and network services.

ALMOST before I had unpacked my bags after returning to WSYR from a radio reporter's mission to the Southwest Pacific, covering 27,000 miles in exactly 24 days spent outside the country, I said goodbye to H. R. Ekins, a WSYR commentator, and saw him off for the beachhead in Normany.

I came back to the studio, sat down to catch my breath and then realized suddenly that those two journeys into both great theatres of this war by two commentators from an individual station might mean something very big in radio; they might mean that radio stations have at last acquired the same respect for themselves that everyone else accorded them long ago.

War Awakened Radio

Great, live newspapers never have been content to ride along smugly on their splendid news services; their star reporters and feature writers have always been on the spot to cover big stories, in addition to the fine coverage of the wire services and syndicates. Newspapers always have had respect for themselves as an originating medium of news, not just a funnel through which it could be poured. And with their own crack writers, these newspapers have impressed their character and their personality upon their readers and made them loyal friends.

But until this war shook radio stations to their heels with the impact of news, many top-flight stations had been perfectly content to be mere news voices, riding along on their wire services and their networks and doing virtually nothing to make themselves outstanding by their own reporting.

Now I am not sure of this, but I believe I was the first commentator from any individual radio station accredited as a war correspondent to an overseas theatre. I know I was the first in the Southwest Pacific. I left San Francisco on April 28 and was winging back across the Golden Gate before noon on May 22 after flying about 27,000 miles (3,800 of those miles on combat missions in New Guinea) and after visiting Australia, interviewing Gen. Douglas MacArthur, Mrs. MacArthur, Lt. Gen. George Kenney, Vice Adm. Thomas Kincaid and many others, not the least of them being a pair of Syracuse WACs newly landed in the Southwest Pacific.

As I write this Mr. Ekins is flying to Europe to see the war there, as he saw many another war for nearly two decades as a United Press foreign correspondent before he came to WSYR.

Radio Acquires 'Respect'

That is what I mean by saying that radio stations are acquiring, at long last, a due respect for themselves, for their own importance, their own responsibility to listeners and their own personality and character.

I am not trying to sermonize or blow any ballyhoo trumpets for WSYR, because we deserve no fanfares at all; we are only doing what many aggressive and progressive stations will be doing soon as a matter of course, except that we happen to have done it first. Smart stations will want to impress upon their listeners that they stand for more in the field of news than a good announcer reading good wire copy, or a good, hard-working commentator, chained to an office and working only from a handy wire.

I am not talking about networks now; I'm talking about the stations, themselves. That is an important distinction.

None of this is or will be especially easy; few worthwhile things are easy. Getting accredited is a slow and often a very difficult job, for neither the Army nor the Navy, quite understandably, wants any joyriders around under foot during a war. And without presuming to speak for them, I am certain that they do not intend to carry all the radio commentators in the country overseas. Before asking for accreditation it is well to be ready to prove that your reasons are good and sufficient, and that you know the score as a reporter.

At Jungle Base

I was accredited by the War Dept. in Washington before I left this country. In the Southwest Pacific I was again accredited by Gen. MacArthur's headquarters and then things began to happen. I was at GHQ for less than two days when I started for New Guinea. Out there a war correspondent travels by ATC plane or hitch-hikes, whichever method promises to get him where he wants to go in the shortest time. I was in a hurry, so I hitch-hiked. On a Sunday morning, I was picked up in a hotel lobby by a colonel flying back to Guinea and, 6½ hours later I was standing in the mud of a jungle air base 1400 miles from GHQ.

I had told the Colonel that I wanted to see some combat flying but that I had to pack it in quickly. He just grinned at that and said, "I'll put you with the best squadron on New Guinea. They'll ta care of you." They did.

I reached the squadron's can area just before dark and befo dawn next day I was on my way the winding Sepik River in B-25 on a 1200-mile chase of Jap nese troops trying to evacuate W wak by sneaking up the river native boats and along its edg on foot. Next day I was off dawn on a 1400-mile bombing a strafing strike against the Wak Bay area, which was a part of t final softening-up bombing trea ment just before our troops we ashore to capture Wakde and t 5500-foot Jap airstrip on the i land.

You can do all these things a do them quickly out there if GH is satisfied that you know yo business and the code of respect confidences and trustworthiness a good reporter; you can do it b cause, within reasonable limits sound military security, the Sout west Pacific PRO does everythir it can to help its corresponden report the war faithfully, acc rately and thoroughly.

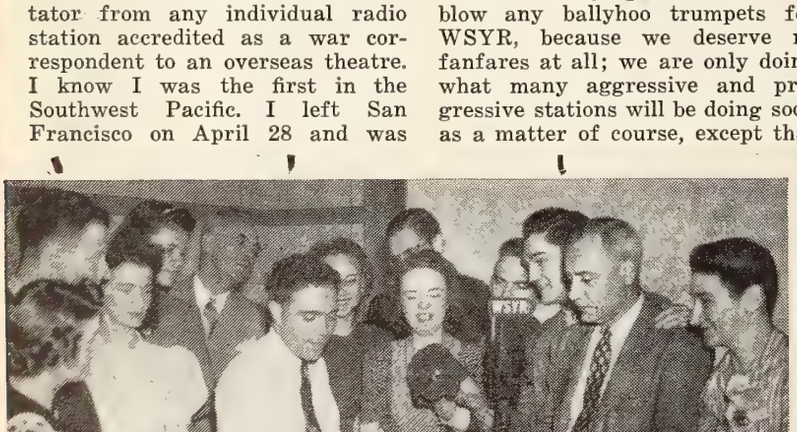
Correspondents Respected

At Port Moresby, on the sou shore of New Guinea, there is camp for war correspondents call Cocoanut Grove, which is like weekend at Atlantic City after t mud of Finschafen, or the roug business on the beaches of Ho landia or Maffin Bay, or Bia There I slept between the onl sheets I saw on Guinea and a food which tasted like somethin served up by Oscar of the Waldor after a long siege of powdere eggs, powdered milk and a lot o other powdered combat stuff, en bellished by jungle butter. Th boys need that camp and the re they get there, for every tim there is a strike along the Guine coast—and there have been plent of them—they are in the middle o it. Many officers and men ou there told me things like, "Thos guys have plenty of guts. We ge into a lot of the shows, but the get into all of 'em."

The troops out there have re markable respect for war cor respondents; they are helpful an friendly and in my own case, a least, they did everything the could to make me at home and se that I got all that was coming t me and a little bit more, as realized now and then when m knees were knocking together lik Spanish castanets.

And through ever such a fas tour of a vast war theatre as mine you cannot help bumping agains things which increase your respec for radio. It is reaching out t men half-way around the worl with the touch of their homes, i a way nothing else could do. was mighty proud of radio when

(*Continued on page 52*)



SOUVENIRS FROM SOUTH PACIFIC shown by Vadeboncoeur (left center) WSYR vice-president as well as news analyst, capture interest of staff members. Vadeboncoeur spent six weeks on his news-gathering mission throughout various battle areas of the South Pacific.



MacFarlane Broadcast the First 1,000 Plane Raid



Can you see in your mind's eye 1,000 planes? Can you imagine the thrill it must be? And then can you imagine what it is to see the *first* group of 1,000 planes in the world, leave England to bomb the enemy? And the story it made to a radio man as he shortwaved the news across the Atlantic to The States?

That's just one episode in the war life of Ian Ross MacFarlane. Just one more indication of the way this newscaster has been in the war right up to the hilt.

It's just one more reason why his newscasts carry an authenticity and force seldom heard on the air. He's been through the events once, that are happening again.

Invasion? He was at Dieppe. Came June 6th and the beachheads in Normandy . . . MacFarlane didn't need a tourist map to follow the advance. He has lived in the towns, knew the streets and the people!

Ian Ross MacFarlane broadcasts exclusively for W-I-T-H.



W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Second 50 kw Outlet Assured In Alamo-San Antonio Action

Transmitter Plans Approved; FCC Sees Better Network Coverage for Blue and Mutual

A SECOND 50,000 w station for San Antonio, Tex., was assured last week when the FCC en banc granted application of the Alamo Broadcasting Co., licensee of KABC, to shift the 250 w local from 1450 kc to 680 kc and to increase power to 50 kw day and 10 kw night with directional antenna for night use.

Installation of a new transmitter and removal of the transmitter site to 10½ miles northwest of San Antonio, subject to the FCC's Statement of Policy of last Jan. 26 [BROADCASTING, Jan. 31], also was approved. Inasmuch as Alamo Broadcasting in its application last April set out that it planned to purchase the 50 kw transmitter of XENT Nuevo Laredo, Mex., across the border from Laredo, Tex., and move it to San Antonio, it appeared likely that little critical U. S. materials would be involved and that construction could go ahead without delay.

Increased Net Coverage

Foremost in the Commission's collective minds in considering the application it is reported, was the increased coverage promised for the Blue and Mutual networks. KABC, it was pointed out, could afford the two networks only limited local coverage, whereas NBC is carried by the 50 kw WOAI, while the San Antonio CBS affiliate is KTSA, operating with 5 kw day and 1 kw night on 550 kc.

Last Wednesday's action recalled that pending before the FCC and designated for hearing without date, is the application of the Blue Network Co. filed last May for permission to feed programs to XELO Juarez, Mex., 150,000 w outlet across the border from El Paso.

Agreements have been worked out with the Texas State Network, with which Col. Elliott Roosevelt, son of the President, and his former wife, Ruth Googins Roosevelt Eidson, are identified, the application pointed out, whereby the Blue programs would be fed to XELO through KFJZ Ft. Worth, heretofore headed by Col. Roosevelt, now on duty overseas. Texas State Network, of which Mrs. Eidson is now president, would be paid at the rate of $350 per class A hour.

Alamo Broadcasting Co. also is identified with the Roosevelt-Eidson interests. Majority of the voting stock is held as follows: R. Early Willson, president, 30%; Charles F. Roeser, vice-president and 25% owner of Frontier Broadcasting Co., licensee of WACO Waco and KNOW Austin, 29%; Mrs. Eidson, 27%. Col. Roosevelt is a director of the Alamo company, of which Gene L. Cagle is general manager. Mr. Cagle also is general manager of KFJZ and of Texas State.

Following her divorce from the President's son, Mrs. Roosevelt was married last June 23 in Ft. Worth to Lt. Col. Harry T. Eidson, Army Air Forces pilot and friend of Col. Roosevelt, who was associated with him in aviation.

The KABC application was handled by John C. Hayes, of Hayes & Hayes, Washington attorneys, with the engineering portions prepared by Everett L. Dilliard, consulting engineer and president of the Commercial Radio Equipment Co., of Kansas City and Washington.

RCA Victor has begun reinstatement of 118 popular Victor and Bluebird records, unavailable lately, and will have stocks replenished by September.



LUNCHEON FOR BREAKFAST Club discussion occurred when W. H. Vanderploeg (left), president of the Kellogg Co., Battle Creek, Mich., manufacturer of cereals and sponsor of the BLUE Network *Breakfast Club*, met with Don McNeill, m.c. of the morning show.

Pinex on 104

PINEX Co., Fort Wayne, Ind. (cough remedy), begins sponsorship Oct. 9 of a national campaign using chain breaks and one spot announcement weekly on 104 stations. Contract is for 22 weeks. Agency is Russell M. Seeds Co., Chicago.

Texas Star Broadcasting Co. Granted FCC Authority to Start Program Tests

A FOUR-YEAR controversy over acquisition of the 1230 kc channel for a 250 w Houston, Tex., outlet was settled last Wednesday by the FCC when it finally granted authority to the Texas Star Broadcasting Co., Houston, applicant for a license for KTHT, new station, to begin program tests in accordance with the Commission's rules.

Action was taken by the Commission, sitting en banc, following a hearing last Monday the application to (1) "determine the truthfulness and accuracy of representations made by or in behalf of the application in the application for construction permit" and (2) "to determine the qualifications of the applicant to operate the broadcast station for which a license is requested in the public interest."

On July 8 the FCC denied the request of Greater Houston Broadcasting Co. for postponement of the hearing to "not earlier than July 17" and Greater Houston's request for rehearing of the Commission's denial in the firm's petition to intervene. The FCC previously had denied petition of Scripps-Howard Radio Inc., for rehearing and reinstatement of its application for construction permit. Texas Star, Greater Houston and Scripps-Howard all had filed applications for the 1230 kc 250 w unlimited time facilities in early 1941 but the applications were dismissed without prejudice following the Commission's freeze order of 1942 [BROADCASTING, July 10].

At the hearing Monday Roy Hofheinz, judge of the Harris County Court, which includes Houston, and owner of 75% of the voting stock of Texas Star, was questioned at length by FCC Chairman James Lawrence Fly regarding his political background, intentions as a broadcaster and his financial status. Judge Hofheinz, who also represented Texas Star as attorney, testified that he owned $9,000 in stock, $1,500 of common stock at $50 per share, and $7,500 in preferred stock at $1,000 a share.

W. N. Hooper, vice-president and secretary-treasurer of the company, holds the remaining 25% of common stock and the balance of preferred stock, Judge Hofheinz told the Commission.

Tell Stock Holdings

When Judge Hofheinz, who said he had been county judge for eight years, testified that the preferred stock, Chairman Fly commented: dividends are paid on common stock, Chiarman Fly commented: "That makes the preferred stock to appear in substance as a loan." The witness said there was "no immediacy" required in retiring the preferred stock.

Chairman Fly also questioned Judge Hofheinz about his political intentions and asked if he intended to retain office if the Commission granted the license. The judge replied that although he was a candidate for reelection, he would wire his withdrawal to the Democratic Central Committee of Harris County "the minute the Commission grants the license". Should the license be granted following his election, he said, he would resign to devote his full time to broadcasting interests.

KVI Sale Revealed In Court Suit

Sackett, Stone Ask Court to Compel Tacoma Transfer

DISCLOSURE of contract for purchase of KVI Tacoma by Sheldon F. Sackett, principal owner of KOOS Marshfield, Ore., and KVAN Vancouver, and Ben E. Stone, general manager of the stations, was made last week with the filing of a complaint against KVI in the Superior Court of Washington for specific performance of contract. The price, according to the complaint, was to be $125,000 for the regional, free of all liabilities and assets.

The suit was brought by KVI Inc., a corporation formed by Messrs. Sackett and Stone, against Mrs. Laura M. Doernbecher, widow of the station's founder and Mrs. Vernice Irwin, daughter of Mrs. Doernbecher, and the Puget Sound Broadcasting Co.

KVI Inc. was created, the petition sets forth, to take over the station upon completion of the sale transaction. The complaint states that in July 1943 Messrs. Sackett and Stone completed a contract for acquisition of KVI for the $125,000 figure, $40,000 of which was to be paid upon approval of the sale by the FCC and the balance in installments bearing 4½% interest, over a period of 72 months.

Agreement

The agreement, the petition alleges, was signed by the parties involved on or about July 30, 1943. Mrs. Doernbecher was decribed as the owner of more than two-thirds of the stock, with Mrs. Irwin the owner of "a nominal number" of the outstanding shares. The station operates on 570 kc with 5000 w.

The complaint states that the $40,000 initial payment was deposited with the attorney for KVI to be transferred upon written approval of the FCC. It was pointed out that it is necessary for the defendant to join in any application for written consent to transfer.

In February 1944, the complain adds, Messrs. Sackett and Ston were advised by the Doernbeche attorney that the agreement would not be performed and the $40,00 check was returned.

The court was asked to require the defendants to join in making the application to the FCC for written approval of the sale and that they be required to "specifically perform and carry out their agreement". A judgment against the defendants for $20,000 damages for the delay in performance also was asked with an alternate provision that if specific judgment be not granted "that plaintiff have judgment against said defendants and each of them for $50,000."

The complaint was filed on July 6. The respondents have 20 days in which to answer. Counsel for the complainants are Metzger, Blair and Gardner of Tacoma.



Born for Advertisers . . .

WHO WANT THEIR OWN SHOW ON THEIR OWN LOCAL STATION

• Advertisers who realize the value of having their own big-attraction show but think they can't stretch their advertising dollars that far . . . have good reason for cheers! *An NBC syndicated show was born just for you.*

It's your baby to have and to own *exclusive in your locality.* Behind it is top-rung radio talent plus the unmatched professional production facilities of NBC. Broadcast it on any station you like for your wartime or post-war messages. Carry it on a limited budget. You can, for by syndication the expenditure is divided among many non-competing advertisers in varied markets throughout the country. (And *you* have a show that would be far too costly if produced for one local advertiser.)

Just to give you some indication of the high caliber of NBC recorded shows that are ready to do a big selling job for you—

Betty and Bob—The story of "ordinary folk who lead extraordinary lives"—engrossing, human interest serial drama, with a record of proved selling power. 390 quarter-hours for 5-a-week broadcasts.

Stand by for Adventure—Tales of exciting happenings in far places, among strange people—the art of story-telling recreated by four friends—a South American scientist, a retired Army officer, a newspaperman, and a New England merchant skipper. 52 quarter-hour programs.

Modern Romances—True stories of real people, dramatized from the grippingly human pages of one of today's fastest selling magazines, Modern Romances. 156 quarter-hours, each a complete story.

The Name You Will Remember—William Lang's brilliant word portraits of famous notables in the news—pack an unforgettable punch—and a natural merchandising title tie-in. 260 five-minute shows for 3- or 5-a-week broadcasts.

Through the Sports Glass—Sam Hayes, ace sportscaster, recounts thrilling moments in sports history, famous figures in sports world . . . Memorable sports events dramatized. 52 quarter-hours.

★ ★ ★

These and many other famous NBC Recorded Programs are now available. They cover the tops . . . the absolute tops . . . in all types of radio entertainment. Five minutes to half-hour. Once-a-week to five-a-week. All include strong merchandising features and effective publicity portfolios. Write direct or call your local radio station for complete information and audition records.

National Broadcasting Co.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

Preliminary FCC Study Begun On Cash Giveaway Programs

MONEY GIVEAWAY programs, long a burning issue in competitive radio, are being given more than cursory study by the FCC, it was learned authoritatively last week.

The Commission's Law Dept. is making a preliminary study of such programs preparatory to a determination of whether they border on "lottery or games of chance", and therefore would violate the Federal statutes.

Thus far, it is understood, inquiries have been sent to stations in a half-dozen localities soliciting full information on programs involving cash considerations and, in several instances stations have been given temporary license renewals. However, in the latter category, stations also have been placed on temporaries for other reasons, usually in connection with multiple ownership or prospective sales.

'Pot 'O Gold' Recalled

While no formal word has come from the Commission, it was learned following reports from stations that "appropriate inquiries" are being made on an exploratory basis. No recommendations have been made to the FCC by the Law Dept.

The FCC several years ago launched an inquiry into the *Pot 'O Gold* type of program, and had referred the matter to the Dept. of Justice, for possible action under anti-lottery laws in February 1940. Subsequently, however, the department advised the FCC it had dropped the case as "unprosecutable".

So far as could be ascertained the Commission has launched no formal proceedings against stations because of money giveaways or borderline programs. It did, however, send inquiries to stations in the half-dozen cities with a view toward appraising the situation as a whole. It will determine what, if any, action should be taken.

Hearings within the last fortnight have involved proposed transfer of the license of WOV New York from the Arde Bulova interests to Mester Bros., food merchants. Rosel H. Hyde, assistant general counsel in charge of broadcasting, inquired about a particular type of syndicated program on the station involving giveaways. The program was of a quiz nature and the contention was that it involved an element of skill, along the lines of *Information Please*. A hairline question is involved as to whether these constitute lottery or the element of skill, which would free them of the lottery taint.

Early this year, the whole issue of money giveaways erupted as a result of editorials and articles published in BROADCASTING. Preponderant opinion was that such programs should be dropped as bad radio, particularly when the device is to stimulate listening by giving away money rather than to provide entertainment.

Delegate Jimmy

MUSICZAR James C. Petrillo will have a chance to blow his trumpet at the Democratic National Convention which gets under way July 19. He'll attend as a delegate-at-large from Illinois. Petrillo revealed last week that he has resigned his commissioner's office on the Chicago Park Board, an appointive post he has held for a number of years. "I haven't got the time," he said, "I got to much else to do these days."

Chapeau Heads WJHP

TED CHAPEAU, for four years in the program and sales departments of WJHP Jacksonville, Fla., a John H. Perry station, has been appointed station general manager, succeeding Wallace Walker. Other Perry stations are WCOA Pensacola, WTMC Ocala, WDLP Panama City. Known on the air as "Old Lazybones", Mr. Chapeau has been affiliated with WTOC Savannah, WDBO Orlando and WJAX Jacksonville.

Radio Aids Opera

ANNNUAL report of Metropolitan Opera Assn., estimates the United States audience for the Saturday afternoon Blue network opera broadcasts comprises some 10,000,000 listeners, with several million more in Canada and Latin America, crediting the broadcasts with much of the growing enthusiasm for opera. Radio appeal produced 29,597 gifts, averaging $3.51 each.

WMPS Is Bough By Plough Fir

Price Undisclosed, Pendi Application and Approval

SALE OF WMPS Memphis by t Scripps-Howard Radio organizati to Plough Inc, pharmaceuti manufacturers of Memphis, was a nounced last Friday, subject to F approval. The transaction resu from the Commission's duopoly r ing, barring ownership or cont of more than one station in t same area. WMPS is licensed the Memphis Broadcasting C which is a wholly-owned subsidia of Memphis Publishing Co., whi also owns and operates WMC, NI outlet.

Pending filing of the applicati with FCC expected shortly a completion of contractual arrang ments, the sales price was not d closed.

Heavy Spot Users

Plough, headed by Abe Plough, an extensive user of spot and r gional network radio primarily f Penetro products, St. Joseph A pirin, Mufti, and Mexsana. Sp radio represents by far the large portion of its advertising expe ditures.

Preparatory to announcing t acceptance of the Plough offe Scripps-Howard had received pr posals from a number of prospe tive purchasers. The fact th Plough is a Memphis concern m have had some bearing on the sal WMPS is a Blue Network outle and operates on 1460 kc with 1,0 w day and 500 w night.

Mr. Plough asserted "if the Cor mission approves this purchase, is intended to have at all times th highest type of personnel as we as to spare no expense in operatin WMPS on the highest plane po sible in the public interest."

'Blondie' on Blue

COLGATE - PALMOLIVE - PEE Co., Jersey City (Super Suds will promote weekly *Blondie* pr gram starting on Blue July 21, Fr day 7-7:30 p.m. (EWT), with We Coast repeat, 7:30-8 p.m. (PWT Firm is using transcribed an nouncements featuring fifty-secon interviews with the cast. Script sent out with each transcription a low local announcer to add statio call letters and program releas time. Transcriptions were cut unde supervision of Don Bernard, Holly wood manager of William Esty Co., agency servicing account. Pr gram is scheduled to shift back t CBS stations with broadcast o Oct. 22 [BROADCASTING, July 10]

Five Join Keystone

FIVE stations have recently joine Keystone Broadcasting System disc net, bringing affiliated sta tions to 203. New members ar WHIT New Bern, N. C.; KRK Everett, Wash.; KRNR Roseburg Ore.; WLAY Muscle Sholes, Ala. WROX Clarksdale, Miss.

SHEPARD GIVES UP CONTROL OF KVOX

THROUGH transfer of 68 shares of common stock by David G. Shepard to John W. Boler, president; M. M. Marget, vice-president and general manager, and R. S. Felhaber, attorney, and transfer of 9 shares from Howard S. Johnson, vice-president and director, to Mr. Felhaber, relinquishment of control of KVOX Broadcasting Co., licensee corporation of KVOX Moorhead, Minn., is sought in an application filed with the FCC.

Stock transfers, according to the application, are made to Mr. Boler "as additional compensation for his management and development of the corporation in behalf of Mr. Shepard and Mr. Johnson"; to Mr. Marget "for his assistance," and to Mr. Felhaber for his legal aid and counsel. Present stock (250 sh) is held as follows: Mr. Shepard, also 24% owner of KSJB Jamestown, N. D., 142 shares (56.8%); Mr. Johnson, likewise 24% owner of KSJB, 83 shares (33.2%); Mr. Boler, also president and major owner of North Central Broadcasting System and 24% owner, treasurer and director of KSJB, 25 shares (10%).

Under the transfer Mr. Boler is to get 49 shares, Mr. Marget 3 shares and Mr. Felhaber 16 shares of Mr. Shepard's stock, thus giving Messrs. Boler, Shepard and Johnson each 74 shares, Mr. Felhaber 25 shares and Mr. Marget 3.

Lea Probers Given Access to All Tax Returns, 1932-44, in Amended Order

A NEW EXECUTIVE Order (9455) amending one issued June 8 authorizing inspection of all tax returns by the House Select Committee to Investigate the FCC, was issued last Friday permitting inspection of returns for the years 1939 to 1944, as well as those dating back to 1932, authorized in the previous order.

The original order, issued June 8 [BROADCASTING, June 12] had authorized the Bureau of Internal Revenue to open for inspection tax returns for 1932-38. That order omitted the words "and subsequent years" through clerical oversight and the supplemental order had been requested by Chairman Clarence F. Lea (D-Cal.) of the Select Committee upon recommendation of General Counsel John J. Sirica.

The authority to inspect returns, customarily given Congressional investigating committees, originally had been requested by Rep. E. E. Cox (D-Ga.) at the outset of the inquiry last year. When Mr. Sirica assumed charge several months ago, the request was renewed and the 1932-1938 authorization was signed by President Roosevelt.

This had been interpreted in some quarters as designed to protect the present makeup of the FCC, since Chairman Fly did not succeed to the chairmanship until 1939. The blanket authorization empowers the Committee to inspect any returns, Government as well as private. Neither Chairman Lea nor Mr. Sirica indicated how far the Committee proposes to go but reiterated that the blanket authority is customary for all investigating committees.

Following is text of order:

Inspection of income, excess profits, declared value excess-profits, and capital stock tax returns by the Select Committee to Investigate the FCC, House of Representatives.

By virtue of the authority vested in me by sections 55 (a), 508, 603, 1204, and 729 (a) of the Internal Revenue Code (53 Stat. 1, 29, 111, 171; 54 Stat. 974, 989), it is hereby ordered that income, excess profits, declared value excess-profits, and capital stock tax returns made under the Internal Revenue Code for the years 1939 to 1944, inclusive, shall be open to inspection by the Select Committee to Investigate the FCC, House of Representatives, or any duly authorized sub-committee thereof for the purpose of carrying out the provisions of House resolution 21 (78th Congress, 1st session)—passed Jan. 19, 1943 and subject to the conditions stated in the Treasury decision relating to the inspection of such returns by that Committee approved by me this date.

This order is supplemental to Executive Orler 9448 dated June 8, 1944.



Teamwork Gets Results....

THE two great markets that listen to WOV team up, in their respective listening hours, to give WOV a constant, around-the-clock pulling power . . . night and day. WOV's daytime domination of the vast metropolitan New York Italian-speaking audience has a Pulse rating as high as 78% of the 520,000 Italian radio homes. And in the evening between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more homes than any other New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER



Promotion Drive For Pulp Workers

Periodical Publishers Aim For Farmer Interest

PERIODICAL Publishers National Committee, Washington, in a drive to get farmers to cut and haul pulpwood and sawlogs between lay-by and harvest time, is running a spot radio campaign on 24 southern stations.

Campaign started July 3 and is now scheduled through Aug. 31, calling for six-times weekly live spot announcements per station, in the early morning hours, placed adjacent to farm programs wherever possible. Agency is Albert Sidney Noble, New York.

Farmers are urged to help Uncle Sam and themselves too, by getting out forest products and selling them at top ceiling prices. Spots describe the best forestry practices and refer farmers to county agricultural agents for detailed information on the cutting and selling of wood.

List of Stations

Station list includes WBT WIS WTMA WSPA WSB WJAX WRUF WCOA WDLP WSFA WJRD WLAY WBHP WSGN WJDX WAML WFOR WCOC WGCM WMIS KWKH KPLC WWL WMC. Campaign may be extended for a longer period if the initial time purchases bring results. Stations are cooperating by carrying as sustainers, transcribed interviews with Donald L. Nelson, WPB chairman, and other Government officials, and live interviews with local foresters.

The Progressive Farmer is supporting the campaign by highlighting the need for forest material on its regular quarter-hour program, heard five-times weekly on a group of Southern stations. Campaign is conducted in cooperation with the Farm Production Forest Products Program, which is sponsored by the War Production Board, the War Food Administration and the War Manpower Commission.

Radio drive started originally in the Northeast on four stations in Maine, four in New Hampshire, two in Vermont and four in Upper New York State. It will be expanded in the autumn.

Frank Smith a V-P

FRANK SMITH, with Benton & Bowles, New York, since June 1942 as executive on the Proctor & Gamble Co. account, has been elected a vice-president. Before joining B & B, he was for three years vice-president in charge of production of Leo Burnett Co., Chicago, and was previously associate advertising manager of General Foods Corp.'s cereal division.

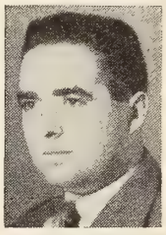


Mr. Smith

Top Cowles Personnel Shifted In Reorganization of Stations

Lawrence and Enns Go to New York; Armstrong To WCOP; Hoffman and Inman Promoted

IN TEMPO with expanded operations, Gardner Cowles Jr., president of the Iowa Broadcasting Co., last week announced extensive changes in the Cowles radio organization, which will include five stations in the East and Midwest when applications pending with the FCC are approved.



Mr. Lawrence

Stations in the group will be KRNT Des Moines and WNAX Yankton-Sioux City, in the Midwest and WHOM New York-Jersey City, WCOP Boston and WOL Washington in the East. KSO Des Moines and WMT Cedar Rapids will leave the group by virtue of transactions completed within the last few weeks, awaiting Commission approval.

T. A. M. Craven, vice president of IBC, will be executive head of WOL in addition to his duties as technical advisor on all engineering matters to all five stations, Mr. Cowles announced.

Craig Lawrence, vice-president and manager of KRNT and KSO, will move to New York to become head of WHOM and WCOP. A. N. Armstrong, now assistant manager of WCOP and WORL Boston, will become manager of WCOP, Mr. Lawrence announced. Ted Enns, national sales manager of IBC, will move to New York in the same capacity representing all five stations. Karl Haase, assistant treasurer of the Iowa company will move to New York in his same capacity on the three eastern stations.

Phil Hoffman, manager of WNAX, moves to Des Moines succeeding Mr. Lawrence as manager of KRNT. Don Inman, formerly of the Waterloo offices of WMT, has moved to Yankton as WNAX manager. Art Smith, formerly program director of WNAX, has moved to Sioux City as manager of the WNAX studies there. Gene Loffler, ex-announcer at KRNT, has moved to Yankton as program director.



Mr. Armstrong



Mr. Enns

Wasmer Loses Political Race; Magnuson Winner

MAJ. LOUIS WASMER, Army Air Forces, owner of KHQ and KGA Spokane, was defeated in the Republican gubernatorial primaries in Washington State last week by Gov. Arthur B. Langlie. Maj. Wasmer had been inducted to run at the eleventh hour by Washington businessmen and citizens. He had had no previous political background.

Rep. Warren G. Magnuson, member of the House Select Committee to Investigate the FCC, was an overwhelming winner in the Democratic race for the Senate seat vacated by Homer T. Bone, recently named to the Federal bench.

Charles Howard Mayne

CHARLES HOWARD MAYNE, 45, president of Charles H. Mayne Co., Los Angeles advertising agency, died July 12 at his home in that city following a heart attack. Born in Council Bluffs, Ia., he came to Southern California as a child. Active and nationally known in the advertising and merchandising field for 25 years, he founded his agency in 1934. Mr. Mayne was a member of the Board of Governors, Southern California chapter, American Assn. of Advertising Agencies. Surviving is his wife, Norma V. Mayne, vice-president of the agency.

Ryan to Speak

J. HAROLD RYAN, president of the NAB, is among speakers scheduled to address a conference on the use of radio in home and farm safety education, to be held at the Hotel Roosevelt, New York, July 27. Meeting is under the auspices of the Home & Farm Safety Advisory Committee of the New York State Dept. of Health and the National Safety Council. Dr. Sterling Fisher, NBC assistant public service counselor, will be a speaker.



BIG AGGIE changed hands along with the management of WNAX Yankton in this heart-rending scene. Phil Hoffman (r) who leaves to become manager of KRNT Des Moines, turns full title of his promotional creation over to Don Inman, his WNAX successor, in the Cowles stations' personnel reorganization.

Samish in Charge Of Blue Programs

Creation of Package Series Will Receive Emphasis

ADRIAN SAMISH, who has had 20 years of experience in the show business, has been appointed to the new post of national production manager of the Blue network. He will act as adviser on outside productions broadcast on the network and its affiliated stations. Under his supervision emphasis will be placed on the creation of package programs and the training of young producers.

Mr. Samish's most recent position has been as director of *March of Time* on NBC. Previously, he was on the radio production staff of Young & Rubicam, New York, as production supervisor on a number of network programs. In the past he has directed such programs as the *Aldrich Family, Screen Guild Theatre, Ellery Queen* and *We the People*. Before entering radio he directed both film and stage shows.

Mr. Samish's appointment, according to Phillips Carlin, vice president in charge of programs of the Blue, inaugurates a new personnel policy for the network. Instead of performing as a training ground for executives in the field of the theater, the motion picture industry and advertising agencies, the Blue network is going to draw its staff executives from these fields, he stated.

"The trend, heretofore," Mr. Carlin said, "has been for young producers to gain invaluable experience in network operations and then resign to produce for advertising agencies, outside production units and the theater. Radio broadcasting has grown up. It is now "big league." The Blue network does not consider itself a minor league training ground, he stated.

Omar Expanding

OMAR Inc., Omaha (flour, cereal), will renew sponsorship Sept. 16 of its half-hour children's program, *Adventures of Omar*, Saturdays, on the following stations: WFBM KOWH WBNS WTMJ KOA WMT WOC WHO KGLO KMA KOIL KOB WCLO KVRS. More will be added. Contract is for 26 weeks. Omar will also renew its western show, *Ranch House Jim*, quarter-hour Tuesdays and Thursdays, and half-hour Saturdays, with more to be added. Stations are: KOA WMAQ WOWO WFBM WHO WMT WOW KMOX WHIO WISN. Contract is for 26 weeks. Agency is MacFarland, Aveyard & Co., Chicago.

Prest-O-Lite to Place

PREST-O-LITE BATTERY Co., Indianapolis, on Aug. 15 in behalf of Prest-O-Lite auto batteries starts a series of live and transcribed spot announcements on stations in some 40 markets. Schedule has not been selected. Newspapers, magazines and trade papers will also be used. Agency is Ruthrauff & Ryan, New York.



"Wheat Brings 102 Million Dollars Annual Spending Money to Folks in the KFAB Area"

"Yes sir, seventy-eight million bushels is a lot of wheat...and it represents a whale of a lot of buying power.

"Yet, wheat furnishes only a part of the farm income from this vast KFAB area. Aside from other sure-income crops, we raise a staggering amount of beef, pork, and lamb out here.

"So we have plenty of cash to spend for the things we need...and we naturally turn to the products we've heard about on KFAB, the BIG FARMER STATION."

NEBRASKA'S WHEAT PRODUCTION RANKS 4th IN THE U. S.

In 1943, Nebraska's wheat crop totaled more than 81 million dollars. Nebraska is but a part of the vast KFAB area.

"The **BIG** *Farmer of the Central States"*



KFAB



LINCOLN, OMAHA

780 KC-10,000 WATTS BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY

Right of Union to Impose Quota Plan To Be Decided by Regional WLB Panel

WHETHER a union can impose a quota system on a radio station or extend an established quota system to make work for its members will soon be decided by a regional panel of the War Labor Board which has concluded hearings in the dispute between the American Federation of Musicians and WJJD Chicago.

Sale of the station to Marshall Field, approved last week by the FCC [BROADCASTING, July 10], will not interfere with WLB proceedings on the case as WJJD is a corporation and continues as such under its new ownership.

Petrillo's Plans

The case involves "make work" demands of the Chicago AFM local which precipitated a strike of the musicians on April 13, resulting in a strike termination order by the WLB on May 1 and referral of the dispute to the Chicago regional board. A final hearing was held July 7 and briefs were to be filed last week by attorneys for the union and the station.

In his presentation of the case before the panel, William J. Friedman, WJJD attorney, brought out that the demands upon the station were in line with the plans of James C. Petrillo, AFM president, to force the employment of 2,000 musicians as platter turners on the radio broadcasting industry. These plans were resisted by the National Assn. of Broadcast Engineers & Technicians, which refused to surrender its jurisdiction on platter turning in 12 network-owned stations, culminating in an order by the WLB maintaining the status quo [BROADCASTING, May 8, 15, 22, 29, June 5].

Imposition of the quota system was to be the basis for control of platter-turning operations by the musicians union and make-work demands upon stations. In its brief on the merits of the case, counsel for WJJD declared:

"Since the stockholders of WJJD had entered into a contract to sell their stock to Marshall Field, subject to FCC approval, the union felt that if they negotiated with the old management they would not have much difficulty in making the old management recognize the enlargement of the quota system. If station WJJD recognized this, it would afford a basis for a like demand upon the other secondary or B stations in Chicago and act as a precedent throughout the United States. Accordingly, the demands were made on WJJD."

The quota system, counsel pointed out, is "unique and unusual" in American industry and imposes upon an employer a given number of people whether he has need for them or not. "To establish a quota system," it was argued, "is to establish the principle that a man is entitled to be paid whether he works or not. It is the recognition of a make-work or feather-bedding program, a practice particularly abhorrent and un-American during this period of critical labor shortages."

Worked Short Weeks

In support of their contentions, counsel introduced evidence showing that only 2 of its 11 musicians worked the full 25 hours established under the contract as the regular work week and that the others worked only 6 to 15 hours of the 25, all receiving not less than $75 per week. The musicians turned the records at WJJD for many years, counsel explained, so as to provide some employment for the number of musicians which the station has been required to employ.

Nevertheless, when the contract expired last Feb. 14 the union demanded that its new contract stipulate that anyone who turned a record could not play an instrument and would not be included in the quota of musicians employed. "There had been no similar provision in any of the contracts between comparable secondary stations in Chicago and the Union," counsel declared. "This was an entirely new make-work demand on the part of the Union."

The station offered evidence showing that to meet the union's demands it would have to employ at least six record turners and a librarian, increasing the station's payroll by a minimum of $43,680 per annum and imposing "an unreasonable burden" upon it. Counsel noted that under the AFM contracts with major motion picture studios such as MGM, Warner Brothers and Fox, the quota of each studio is only 35 men. Based on gross income, it was pointed out, a station like WJJD should be required at the most to employ one musician.

The union justified its demands on the ground that WCFL, owned by the Chicago Federation of Labor, uses record turners who are not permitted to play musical instruments. Counsel for WJJD pointed out, however, that this station is not operated for profit and could not be compared with a commercial station.

"If Mr. Petrillo could not get a labor-owned station to follow out his make-work demands," counsel stated, "it would indeed be a sorry reflection upon Mr. Petrillo and his standing in the labor world."

During cross-examination at the final hearing, Ralph L. Atlass, then president of WJJD, was asked by David Katz, AFM counsel, how he thought the dispute should be settled. He replied: "Contract with the union on going wage and hire as many men as we have need for . . . 30 men in one week or five in another and use them as the station wishes."

In his closing statement, Mr. Katz asked the panel to recommend dismissal of the case. "It's only an economic question," he said. "There are no wages or hours in issue and the issues which are involved are beyond the jurisdiction of the War Labor Board."

Mr. Friedman argued that the quota system is not legal and that the WLB has no jurisdiction to impose it. "The only basis for supporting the union demands for the quota system," he said, "is that the station had recognized this in the past. This, however, is not sufficient basis for its continuation under the circumstances by this panel."

The panel is composed of John Kyle, attorney of Whitewater, Wis., chairman; Arthur O. Lampland of St. Paul, representing industry; John Heil, Grain Processors Union, representing labor.

Success Story

ANNOUNCEMENT on the Sears, Roebuck & Co. *Voice of a Nation* broadcast over KDYL Salt Lake City at 7:45 a.m. was the only notice given by the store of a special shipment of two-thread hose, but when the doors opened at 10 a.m., clerks from other departments had to be called to assist in selling that commodity to the customers. Entire stock was sold out within ten minutes.



INSPECTING WRIST WATCH given him by Blue network employes at a farewell cocktail party prior to his entering the Marines as a second lieutenant is James L. Stirton (seated center), for 2½ years program manager of the Blue central division. Sitting with Lt. Stirton are Mark Woods (l), president of the Blue, and Edward J. Noble, chairman of the board. Standing (l to r), E. R. Borroff, central division vice-president; Keith Kiggins, station relations manager; Merritt R. Schoenfield, Blue Chicago sales manager. Lt. Stirton reported for duty July 6.

FCC FELLOWSHIPS MADE AVAILABLE

FELLOWSHIPS for study with the FCC are now open to applicants from American Republics other than the U. S. under rules which have been adopted by the Commission in furtherance of the project of the State Dept. Interdepartmental Committee on Cooperation with the American Republics, chairman of which is Dr. Raymund L. Zwemer, internationally known scientist and lecturer.

Sum of $10,000 has been allotted by the State Dept. to the FCC for the current year to cover training of Latin and South American engineers in the regulatory and operating practices of communications in the U. S. Interest already has been expressed in the project by Brazil, Mexico and Chile.

Fellowships are to be of the interne-training type, with qualifications requiring that the applicant be a citizen of an American Republic other than the U. S., able to understand the English language, of good character and intellect and with educational background of or equivalent to four years training in communications or related fields. Travel expenses and monthly allowances for quarters and sustenance are included. Similar fellowships of like nature are understood to be in operation under other government agencies and departments, with this the first such project to be undertaken by the FCC, it is reported.

Video Crime Detector

TELEVISION, as a means of helping in the capture of criminals, was forecast by Ted Collins in his first statement as program consultant of WABD, the New York DuMont Television station. Mr. Collins anticipates that not only will law-breakers be fingerprinted and photographed but their likeness recorded on film for telecasting when identification is needed. Mr. Collins remains as manager of Kate Smith and producer and newscaster of her CBS programs.



Kindling the Fire of Good Citizenship in the hearts of 60,000 Boys*

60,000 boys *could* go wrong...hence the reason for Scouting and the reason why KFI encourages Scouting while seeking to win friends and influence listeners.

Whether teaching youngsters to become good citizens, helping oldsters to be better informed citizens, or conducting an educational program in the interests of public health...KFI believes foremost that public service is a great radio station's obligation, its privilege and its opportunity for worthwhile promotion.

KFI delivers not only the *largest audience* of any station in the West—the result of its NBC programs, its Clear Channel, its 50,000 watts of power blanketing the nation's third market...but it delivers *listener loyalty* as well—the result of dominance in the field of purposeful programming in the local public interest.

* "On The Scouting Trail," which KFI has sponsored for four consecutive years, serves sixty thousand Scouts and Cubs in the seventeen Scout regions in Southern California.

Dramatizations illustrate the value of Scout training in wartime. Actual experiences of former Scouts who have seen action in the various theatres of war are related. There are contests, projects in signaling, first aid, reports on Scout activities in this area, and a comedy routine by professional actors. The show plays to a full studio audience of Scouts each Saturday morning.

A recent KFI-Boy Scout Bond Drive was conducted on the program. It resulted in War Bond sales exceeding three million dollars.

"On the Scouting Trail" has won commendation from both local and national Scout executives and has resulted in Special Citation by the Institute of Education by Radio, Ohio State University.

KFI...NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

Fighting the Air War in the Orient

Strange Cacophony of Propaganda Aimed At the Allies

The airwaves in the Orient are jammed with insidious, clever Axis propaganda beamed to Allied listeners. One of these listeners is George Grim, loaned to the Chinese Ministry of Information for his broadcasts from XGOY Chungking. The former KSTP St. Paul newscaster has also been Mutual's correspondent since January. In a transcribed broadcast on Mutual he described the Oriental propaganda battle. Following are excerpts from his broadcast:

By GEORGE GRIM
MBS Correspondent
Chungking

THE AIR WAR that this report covers comes into my loudspeaker here in Chungking—the strangest radio lineup in the world. It goes on virtually 24 hours a day, propaganda that ranges from stupid to slick pours out of radio transmitters all over the Orient.

Every 15 minutes somewhere on the shortwave dial you hear a recorded trumpet fanfare followed by the words in English, or some other tongue, "This is the Broadcasting Corp. of Japan." I cannot report on what Tojo's broadcasters do in other languages but I have heard plenty of English, and such English.

Little Orphan Annie

Take the girl who calls herself Little Orphan Annie. Every afternoon at 4 she comes on the air with a program for Americans interned in Jap prison camps or for any Americans listening in the Far East. Annie, who also calls herself "Your best enemy," has a brassy voice that talks about home-sick sergeants, lovesick corporals.

Between semi-classical numbers she taunts the boys about what they're missing at home. Annie's program is interrupted once by a too-smooth English speaking announcer who gives what he calls "News from the American home front". It is a collection of strikes, floods, crimes and trouble.

That blows over around 4:30 and is replaced by a loud Benny Goodman record of "I Know That you Know" which introduces the *Zero-Hour*. The smooth-tongued gentleman who m.c.'s the shows talks glibly about the records. He can talk quite intelligently about swing but all his records are pre-Pearl Harbor. Nonetheless, his *Zero Hour* does make pretty decent listening except when he interrupts it to bring you another dose of news from the American home front—the same bag of troubles you heard a half-hour earlier.

That's just one daily hour show from Tokyo. There is a prestige show called *Let's Listen To Japan* that supposedly features great musical organizations in the Land of the Rising Sun. I suspect that the group called the Symphony Orchestra of Japan might, if we could inspect the record, reveal that it had been pressed in Camden, N. J.

The current artist over radio Tokyo is Urichi Hirahoka who played the xylophone over a United States network every Sunday morning for many years. He still plays classical music superbly and without any commercials about his boss in Japan. But right after that you get both barrels—the so-called news from Japan. Right now the Japanese radio is telling you that the Germans were waiting for this invasion, that the Germans have said they would handle it and that Japan is sitting back to watch the Allied defeat. But I detect more than a faint note of doubt in some of the news copy. Tokyo is sitting back and wondering.

Anonymous Commentators

None of the news commentators on the Japanese station gives his name. Some of them sound amazingly American with hardly a trace of trouble with l's and r's so common in the Orient. Their news programs consist of items from Lisbon and Buenos Aires which are the sources of United States news, battle news from Transocean, the German service, and Domei, the Jap propaganda service.

Tokyo radio will sink our ships one day and have them turn up a week or two later to be bombed from the air by daring Japanese pilots. The so-called commentators are of the hissing variety who sound as though they talk through their teeth instead of through their hat. But radio Tokyo wisely uses a lot of American music and interlards its programs with messages from American prisoners of war. Some of these are recordings said to be made in the prison camps. The voices of the Americans are undoubtedly genuine — the Texas drawl, the Arkansas twang, the unmistakable Brooklyn accent. The repetition given these leads me to suspect that there's only a limited library of these messages from American war prisoners which are played and replayed for effect. Radio Tokyo gives you a very mock heroic talk about these records and then cold-bloodedly puts the needle down.

There is a German station in Shanghai which features Herbert Moi, an American-born Chinese who voice seems never to stop. Introduced by a typical brass band German fanfare, Moi has a delivery that features a steady sneer. His news sources seem to be the same as those of radio Tokyo but this German station plays hours of classical music every afternoon.

Most annoying enemy radio broadcaster I ever heard is a Mrs. Henry Topping. She has a midwestern, motherly, folksy sort of voice. She talks on radio Hsinking and tells of her visits to Americans in prison camps—how the Americans tell her there's no use fighting anybody so delightful as the Japanese. It's the most dangerous corn I've ever heard. But, perhaps, nobody takes Mrs. Topping seriously. She sounds more like somebody making fun of your mother and you resent it.

Radio Saigon

Most puzzling station out here is Radio Saigon. French and English seem to be its two principal languages and the staff has to shift lingual gears several times a day. You hear a French program with an announcer calling himself Jacques Chateau. One minute later that same man informs you he's none other than John Kent. He has a voice that reminds you of an accordion stuffed full of mashed potatoes. But his news is the unfailing entertainment as he seesaws through reasonably fair war reporting and Jap and German distortions.

The recent landings in France have the French Radio Saigon buffaloed. They don't seem to know exactly which side of the fence they're on. Meantime, their news broadcasts sound like two different stations on the same wave.

Saigon has a good record library and makes the most of it. You hear the Andrew Sisters and Connie Boswell—old records but played on good equipment. And there's that attempt at gaiety when John Kent, Alias Jacques Cheateau, talks with Jane Phillippe in a thing called *Jack and Jane*. It's a sort of American daytime serial without the climaxes. They chat in a matter that is oh so gay and debonair. Just what they talk about, I can't say because they are forever knocking themselves out laughing at their own material.

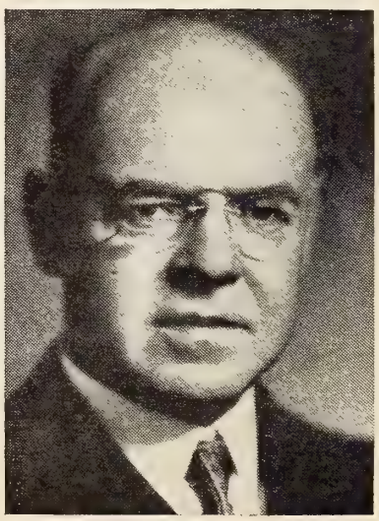
Another enemy station that drops into my loudspeaker here in Chungking is a station that calls

(*Continued on page 26*)

1884 William A. Winterbottom 1944

WILLIAM A. WINTERBOTTOM, 60, vice-president and general manager of RCA Communications Inc., New York, and one of the world's leading authorities in the field of radio and international communications, died of a heart attack at 12:30 a.m. July 8 at his home in Bayside, Long Island, N. Y.

Just 30 years ago last June Mr. Winterbottom entered radio communications, joining Marconi Telegraph & Wireless Co. of America as commercial manager. Born May 31, 1884 in Liverpool, England, Mr. Winterbottom had come to this country in 1903 as a cable telegraph operator for Commercial Cables Co., after deciding by a flip of the coin between that company and Western Union. He rose to director of traffic productions in New York for Commercial Cables.



MR. WINTERBOTTOM

Two years after the Titantic disaster which focused attention on the importance of wireless, Mr. Winterbottom, on June 1, 1914, joined Marconi Telegraph & Wireless Co. of America. Balked by World War I in his efforts to set up the first commercial wireless service to Great Britain, Mr. Winterbottom organized the company's first service to Hawaii, Alaska and Japan.

Set Up New Circuits

In 1919, when RCA was formed to give the United States a communications service independent of foreign interests, and acquired the property of Marconi Co., Mr. Winterbottom was named traffic manager in charge of transoceanic and marine radio services.

Under his management, radio circuits were set up between the United States and France, Germany, Norway and other countries in Europe and South America. He was named vice-president in charge of communications in 1929, when RCAC was incorporated as a subsidiary of RCA, and he became a director of RCAC in 1932.

Mr. Winterbottom is credited with much of the efficiency of today's radio communications, having devoted considerable time to the establishment of the system of recording dots and dashes on high-speed, automatic recorders, which led to the development of the radio recorder used today. As vice-president of RCAC, Mr. Winterbottom has been instrumental in expanding the company's radio communications operations, now comprising a total of 52 international radio circuits.

FIRST TIME

West of the Mississippi!



More Proof of WKY's Major League Standing in Program Production

FOR the first time, the Public Utilities Advertising Association award of merit has been given to a radio program originating on a station west of the Mississippi River.

"Women Commandos", sponsored by the Oklahoma Natural Gas Company and directed by Julie Benell, was originated and produced from idea to the air by WKY's ideafull and talented staff and has been on the air continuously for 21 months.

This is by no means the first instance of national recognition coming to WKY for its program production. Many another WKY program, on the other hand, of equal merit may never get national recognition, but wins the award that counts most: A large, responsive audience for the sponsors.

It is not the easiest way to program a station, but WKY will continue to originate and produce a lot of local programs and thereby continue to give Oklahoma listeners a radio service tailored more nearly to their liking than can any other station.



"Women Commandos"

Designed for Women on the Home Front

"Women Commandos", now in its 21st month, is authored and directed by Julie Benell, left, who has appeared with Orson Wells, Helen Hayes and Irene Rich during a long experience on the stage and in radio.

Through the medium of this program, heard five mornings a week, over 100,000 women have banded together to help our men on the fighting fronts through salvage and nutrition programs at home.



WKY Oklahoma City

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times ★ The Farmer-Stockman
KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Mgmt.)
REPRESENTED BY
THE KATZ AGENCY

America's most listened-to
NEWS REPORTER



Fulton Lewis, jr.

will cover the
DEMOCRATIC CONVENTION
July 19-22

On the spot again! Lewis jumps from the Republican convention right over to the Democratic convention . . . reporting the news **AS IT HAPPENS!**

Lewis is heard on over 200 stations . . . with over 130 sponsors. For sponsorship in your city, call, wire or write **WM. B. DOLPH, WOL, WASHINGTON, D. C.**



ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

FCC Intervention On Song Withheld

Fly Tells Writers Commission Has No Power to Judge

FCC intervention in the networks' ban of the song "Don't Change Horses in the Middle of the Stream" is precluded under the Communications Act of 1934, as amended, Commission Chairman James Lawrence Fly last week advised the composers.

In a telegram June 30 Al Hoffman, Milton Drake and Jerry Livingston, authors of the song which has been banned by the Blue, CBS, Mutual and NBC because of its political significance, appealed to Chairman Fly. The trio, composers of the hit "Mairzy Doats", felt the networks were discriminating against them in not permitting the song. Following is text of Chairman Fly's letter:

I have received your telegram of June 30, 1944, in which you allege that your musical composition "Don't Change Horses in the Middle of the Stream" has been barred by NBC, CBS, Mutual and the Blue Networks on the ground that it possesses political significance.

Under the Communications Act of 1934, as amended, the Commission possesses no affirmative powers with respect to particular presentations over radio stations, except broadcasts by candidates for public office which fall within the scope of Section 315 of that Act. The matter of which you complain is not within the purview of Section 315. The Commission's power with respect to the programs of existing station licensees is limited to determining in the light of the station's entire operation whether the station has been operating in the public interest.

The statutory duty to operate in the public interest includes the obligation to afford a well-rounded, and not one-sided presentation of controversial public issues. From the single incident which you recite it could not be concluded that the organizations involved are pursuing a one-sided and biased policy. The utmost which you contend is that the networks have made an erroneous and unwarranted judgment as to the character of the song.

You interest in calling this matter to our attention is appreciated.

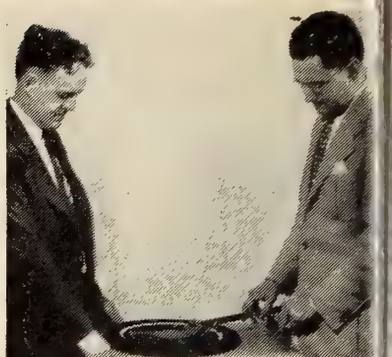
Fibber & Molly Ahead In Hooper Coast Ratings

FIBBER McGEE & MOLLY are first in the list of "Top Ten" programs released in the Pacific Network ratings of C. E. Hooper Inc., covering May-June. Frank Morgan-Fanny Brice ranked second followed by *Great Gildersleeve, Screen Guild Players, Aldrich Family, Take It or Leave It, Bob Burns, Radio Theatre, Blondie, Ellery Queen.*

Data on average program ratings, sets-in-use and available audience for the evening show decreases both over the previous report and the same period a year ago. Daytime figures, while registering a drop over the comparable period in 1943, show an increase over the last report in all three categories.

Caen Advance Told

DAVID ANDERSON, NBC war correspondent, on July 10 was heard on the network in a special recording prepared by him while the Allied troops advanced upon the French port, Caen. As Mr. Anderson described his experiences and observations while under fire, battle sounds were clearly heard.



POST-WAR headache avoider for turn-table operators is the Hartley-Holt Concentric Turntable, shown here with its inventors, Hillis W Holt (l), chief engineer, WOV New York, and Arnold B. Hartley, WOV director of programs. Device has an inner circle revolving at 78 and raised outer ring turning at 33 1/3 rpm, insuring that phonograph records and transcriptions will each be played at the correct speed for each type of disc.

Hunt Bros. Sponsors

HUNT BROS. PACKING Co., Los Angeles (canned food), on Aug. 6 starts sponsoring *Hollywood Barn Dance* on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KOIN KIRO KFPY) Sunday 8:30-9 p.m. (PWT). Contract is for 52 weeks. Cottenseed Clark is m.c. producer. Talent also includes Foy Willing & His Riders of the Purple Sage, instrumental and vocal group. Firm also sponsors commentary of Galen Drake on same stations Tuesday, Thursday, 5-5:15 p.m. and William Winter, news analyst Sunday 5:30-5:45 p.m. (PWT). In addition, Fulton Lewis jr., is sponsored twice-weekly on 39 Don Lee Mutual Western stations, Tuesday Thursday, 9:30-9:45 p.m. (PWT) with 11 spot announcements per week on KNX Hollywood. Agency is Garfield & Guild Adv., Los Angeles.

Avery Enlarges

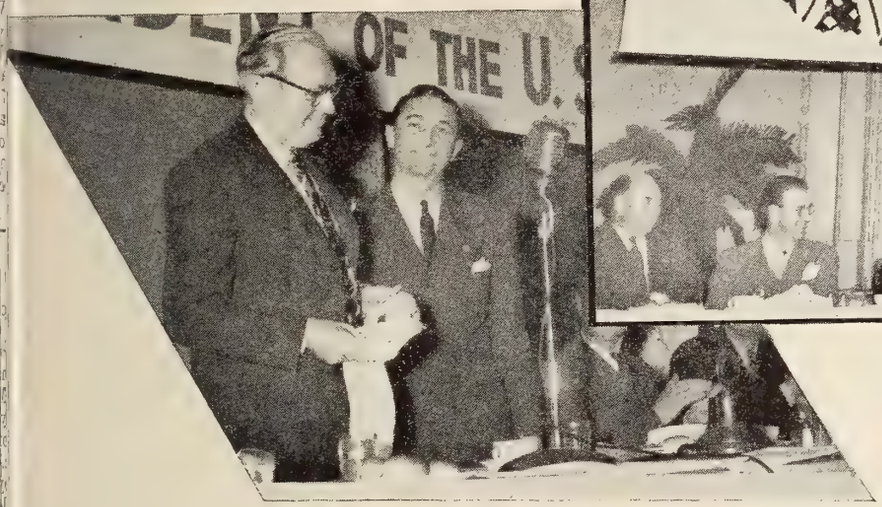
ARVEY Corp., Chicago (glass substitute), begins sponsorship of three five-minute transcribed programs weekly featuring Alexander McQueen, *Nothing but the Truth* effective between Oct. 30 and Nov 6, on following stations: WWVA WGY CKLW WFDF WKZO WNOX WAPI KLRA KERN KMJ KFBK KWG KONO KGO KLZ WTIC WAGA KFYR WLS WHO WIBW KYW WCCO KXOK KWTO KGKO KFAB WHAM WPTF WKY KGW KUTA WSVA KVI. All stations are subject to change depending upon availabilities, with more to be added. Contracts vary. Agency is First United Broadcasters, Chicago. Account executive is George Roessler.

Wall Paper Drive

UNITED WALL PAPER FACTORIES, Chicago, begins sponsorship Sept. 4 of its first national advertising campaign, using participation on women's programs on approximately 42 stations. Stations will be announced later. Number of days weekly will depend upon availabilities. Contract for 52 weeks was placed by MacFarland, Aveyard & Co., Chicago.



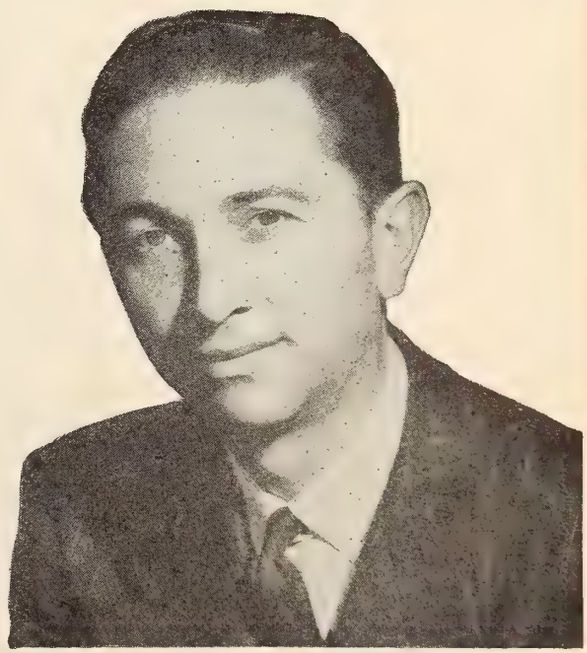
Jack Benny faces the KGW microphone in his "acceptance" speech after being nominated for president of the U.S.A. by the "Republocrats" in a program staged by KGW Mr. Short, who seems "pleased as Punch" over the proceedings, is at Mr Benny's left.



Seated at the Portland Ad Federation luncheon table: (left to right) Ken Martin, executive manager Oregon War Finance Committee; Arden X Pangborn, manager of KGW; Mayor Earl Riley of Portland; the "Sage of Waukegan" himself; and president Ralph Lawler and vice-president R. F. Sersanous of the Portland Kiwanis club.

HAL E. SHORT*...PRESIDENT OF PORTLAND ADVERTISING FEDERATION

SAYS: "KGW is always 'on the beam' when it comes to making public service interesting and entertaining....For example, when Jack Benny and his troupe performed in Portland recently, KGW took an active part in the presentation and the Benny folks 'did their stuff' in a way that made hundreds of new friends for all concerned."



THE STATION WITH EAR APPEAL
KGW
PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

* Hal E. Short, successful young Portland advertising executive, is a partner in the Short & Baum Advertising Agency.

WSIX LEADS

In Nashville

All Day - 8 A.M. to 6 P.M.

The EIGHTH CONSECUTIVE Monthly

GAIN GIVES WSIX

This Share of the

NASHVILLE AUDIENCE

HOOPER INDEX, APRIL-MAY, 1944

Station	WSIX	B	C
Mon. Thru Fri. 8:00—12:00 A.M.	46.0	21.8	32.2
Mon. Thru Fri. 12:00—6:00 P.M.	36.4	33.7	29.9

For an Increasing Share of the Nashville

Audience at Most Reasonable Rates

BUY WSIX

The Katz Agency, Inc., National Representatives

Member Station, The Blue Network and

Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX "The Voice of Nashville"

NASHVILLE, TENN.

Fighting Air War

(*Continued from page 22*)

itself the voice of Free India. When it speaks English I'm afraid that English sounds like Hindustani. It's only after listening very closely that you discover that the annouer thinks he is speaking English. I have yet to understand what he's driving at except that he doesn't like things the way they are in India. It's like Donald Duck with a Hindustani accent.

German Show

Radio Berlin, while not in our neighborhood by any means, beams a show this way. Recently it stopped being boastful and started to play old American dance records with a modern woman chatting about nothing, very much like Saigon's *Jack and Jane*. The news reports are clipped and one sided but not long-winded. Radio Berlin is content to beam us lots of music and loud music at that.

And how about the radio transmitters on our side, what are they doing? Here in China we have a group of transmitters in principal cities which are programmed mostly from Chungking. Their jobs: to bring the news and Chinese music to their local audiences. There aren't many home radios in China so street corner radios are increasingly popular. One program is a nightly nine o'clock news in English which we broadcast to Chungking and which is picked up and rebroadcast by ten transmitters in China.

Our audience runs from American army units in the jungle to missionaries in remote sections to street corner throngs who hear the voice but don't understand a word it says. Our own international broadcasting station sends out news of the Allies in more than a dozen different languages. We have virtually no programs of music or other entertainment. We just keep everlastingly at it doing the news in all these languages, including Japanese.

Good India Service

A big broadcasting factor in the Far East is our India radio which has a splendid news service and which often picks up and relays the BBC news from London. At night after we finish our North American service I go back to my room and turn on the radio. It is midnight here but the voice says it is ten a.m. San Francisco time. Then we hear how the Yanks are doing, what part of the League St. Paul holds, what race was won by which horse, a couple of Mutual shows, *Luncheon with Lopez* from New York's Hotel Taft bringing us pretty close to Fiftieth Street and the New York we hope to see again. Radio here is a link with home, but it's also an unwanted link with our enemy. Their propaganda is clever, keyed up. But you folks in the states don't have to worry about us. One good session o *Luncheon With Lopez* and Orpha Annie from Tokyo, Jacques Chea teau from Saigon and Mrs. Henr Topping from Hsinking are jus foolish voices crying in the wild erness.



BREAK CAME to Ken Baxte blind night switchboard operato of a Hollywood telephone exchang for radio artists, when he answere a call. It was from John Zolle radio director, who was looking fo an actor through the call exchang Impressed with Baxter's voice, h looked him up. The youth had pre pared for such a day, having traine himself so that after one readin of a script he could transpose line into Braille and thus use his ow version for microphone work. No Baxter has a permanent role i the five-weekly NBC serial, *Acros the Threshold*, and also retains hi night-time switchboard job as wel

Tele Film Firm

AIMED SOLELY at the televisio market, new Hollywood film pr duction company, under firm nam of Telecom Inc., has been organize with William Pine and Willia Thomas, producers, as financia backers. Utilizing PRC studio first picture, which will run half regular size reel in length, wa built to commercial specification for Lever Bros. (Rinso), under su pervision of Lee Cooley, televisio director of Ruthrauff & Ryan Inc New York, agency servicing th soap account. Maxwell Shane wa writer-director. Film is schedule for release on W2XWV New Yor

CBC Board Change

RENE MORIN, Montreal, Chai man of the Board of the Canadia Broadcasting Corp., has resigned a chairman, though remaining a member, due to pressure of privat business, it was announced las week by War Services Ministe L. R. La Fleche at Ottawa. M Morin's successor is Howard I Chase, Montreal, president of th Canadian Brotherhood of Locomo tive Engineers.

OPERETTA entitled *The Boys Fro Boise*, a television show, will be pr sented by *Esquire* magazine on WAB New York Sept. 7. The two-hour pr duction will be produced by Raymon E. Nelson, television director Charles M. Storm Co., New York.



STAGE•DOOR ENTRANCE

Favorite diversion of Mr. and Mrs. America and their offspring is to line up at Radio's Stage-Door.. right in their own home! Truth, being stranger than fiction, sees the simple turning of a knob become the "Open Sesame" of the Arabian Nights, whereupon the stage-door swings wide open.

At the stations of Westinghouse, the line forms before dawn. It's still there long after midnight. The queue is waiting for (and getting) 9 of the first 10 most popular national programs; 20 of the first 25, and so on.

Top-notchers of the entertainment-world, the pick of the news-commentators, music, and (yes!) salesmen.. welcome salesmen, who tell the people about things they *need*.. and need to *know* about before they buy!

In primary areas alone, the stations of Westinghouse address a potential audience of 18,000,000 Americans.. hold their attention and their *loyalties* with NBC's Parade of Stars, as well as local programs of high caliber. Wouldn't you like to introduce *your* line to *our* line? NBC Spot Sales is ready with helpful suggestions and further details.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • WGL • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

House Select Committee Probers Eye Proposed WOV Sale to Mester Brothers

INTEREST of the House Select Committee to Investigate the FCC in the proposed sale by Arde Bulova and Maj. Harry D. Henshel of control in Wodaam Corp., New York, licensee of WOV, to Murray and Meyer Mester, owners of the Balbo Oil Co., Brooklyn, for $300,000 was disclosed last week, with trips to New York by John J. Sirica, Committee general counsel, and Harry S. Barger, chief investigator.

Meantime public hearings before Commissioner C. J. Durr have been concluded, subject to the transferees' right to request an order to take depositions of character witnesses. It was further disclosed last week that the Rev. Edward Lodge Curran, president of the International Catholic Truth Society, had written a five-page letter to each Commissioner protesting the sale of Bulova stations, particularly WPEN Philadelphia.

Presence of Mr. Sirica and Robert Barker, House Select Committee investigator, at hearings in the proposed transfer July 6-7, brought from Mr. Sirica the comment that he merely was familiarizing himself with Commission procedure. Mr. Barker, however, conferred frequently with Benjamin J. Lasky, New York, attorney for Hyla Kiczales, one-time manager of WOV. Mr. Lasky's verbal motion to intervene was denied at the outset by Commissioner Durr. Miss Kiczales has given a statement to the Committee investigators.

The FCC on July 5 reversed Commissioner Paul A. Walker, motions chairman who on June 28 denied petition of Richard E. O'Dea, minority stockholder, to intervene. Mr. O'Dea, who was represented by McGroddy & Warren of New York, was called as the concluding witness by Philip J. Hennessey Jr., of Segal, Smith & Hennessey, Washington counsel for the Mester brothers.

Appearing for the Wodaam Corp. was Horace L. Lohnes, Washington attorney. Sanford Cohen, New York, attorney for Mr. Bulova, represented his client. Rosel Hyde, FCC assistant general counsel in charge of broadcasting, represented the FCC.

In New York Supreme Cour Mr. O'Dea has filed suit agains Mr. Bulova and Milton Biow, hea of the New York agency bearing his name, charging breach of con tract in the 1941 transfer o WNEW New York from Wodaan Corp. to the Greater New Yor Corp., in exchange for WOV. H asks $500,000 damages alleging that he consented to the exchang of stations on the promise of Mr Bulova to turn over 25% of th Wodaam stock to Mr. Biow, o Mr. Biow's promise to "undertak the general direction of the poli cies and operations" of WOV an on the promise of both defendant to convert WOV from Italian lan guage to an English language sta tion. Mr. O'Dea's petition charge none of the promises were carrie out.

Charles B. McGroddy, who con ducted Mr. O'Dea's case before th Commission, questioned Mr. Mes ter about his past affiliations.

Leonard Marks, FCC assistant general counsel, introduced into the record copies of several stipulations entered into by Mr. Mester with the FTC. Photostatic copies of the stipulations also have been obtained by the Lea Committee. When Mr. McGroddy asked Mr. Mester why the original petition to transfer control of WOV to him and his brother in 1942 was withdrawn, Commissioner Durr sustained objection by Mr. Cohen and Mr. Hyde.

Commission witnesses had testified before the House Select Committee that the application was withdrawn at the request of the Office of War Information.

Mr. Hyde questioned Mr. Mester at length as to the type programs he proposes as one of the prospective owners of WOV. Several times the witness replied that his programs would be "within Commission regulations", and Mr. Hyde explained that the FCC had no control over programs. When the FCC assistant general counsel questioned him closely about money-giveaways, Mr. Mester replied: "We all don't think alike. I would say if the people want that type of program and it's within the Commission's regulations, we'd use it."

Mr. Hyde previously had cross-examined Ralph N. Weil, manager of WOV, on the program *People Know Everything*, a money giveaway which Mr. Weil likened to *Information Please*. The other program, Mr. Weil said, is owned by a Chicago firm and is carried on several other stations.

It was understood that members of the House Committee were interested in withdrawal of the transfer application in 1942 and in ownership of WAAM Inc. and B. I. O. W. Broadcasting Corp. Application for transfer shows B.I.O.W. Corp. owns all but three shares of WAAM Inc. and that Maj. Henshel owns all of the common stock of B. I. O. W. In the Wodaam Corp. WAAM Inc. holds 49% of preferred stock and B. I. O. W. owns 20% of B stock.



PORTRAIT OF AN

Enduring MARKET

• Down in KWKH-land—East Texas, South Arkansas and North Louisiana—production is now stepped-up to meet heavy wartime requirements. But, in years past it has been a rich, enduring market. It will be an even richer market in the future as its wealth of natural resources are utilized in rebuilding a war-torn world. It produces one-fifth of the nation's oil and holds the second largest known supply of natural gas. Add to this other industrial advantages such as abundant timber, diversified agriculture and livestock, a mild year-round climate. Let us give you more information about this rich market and the possibilities it offers for selling now, building sales for the future.

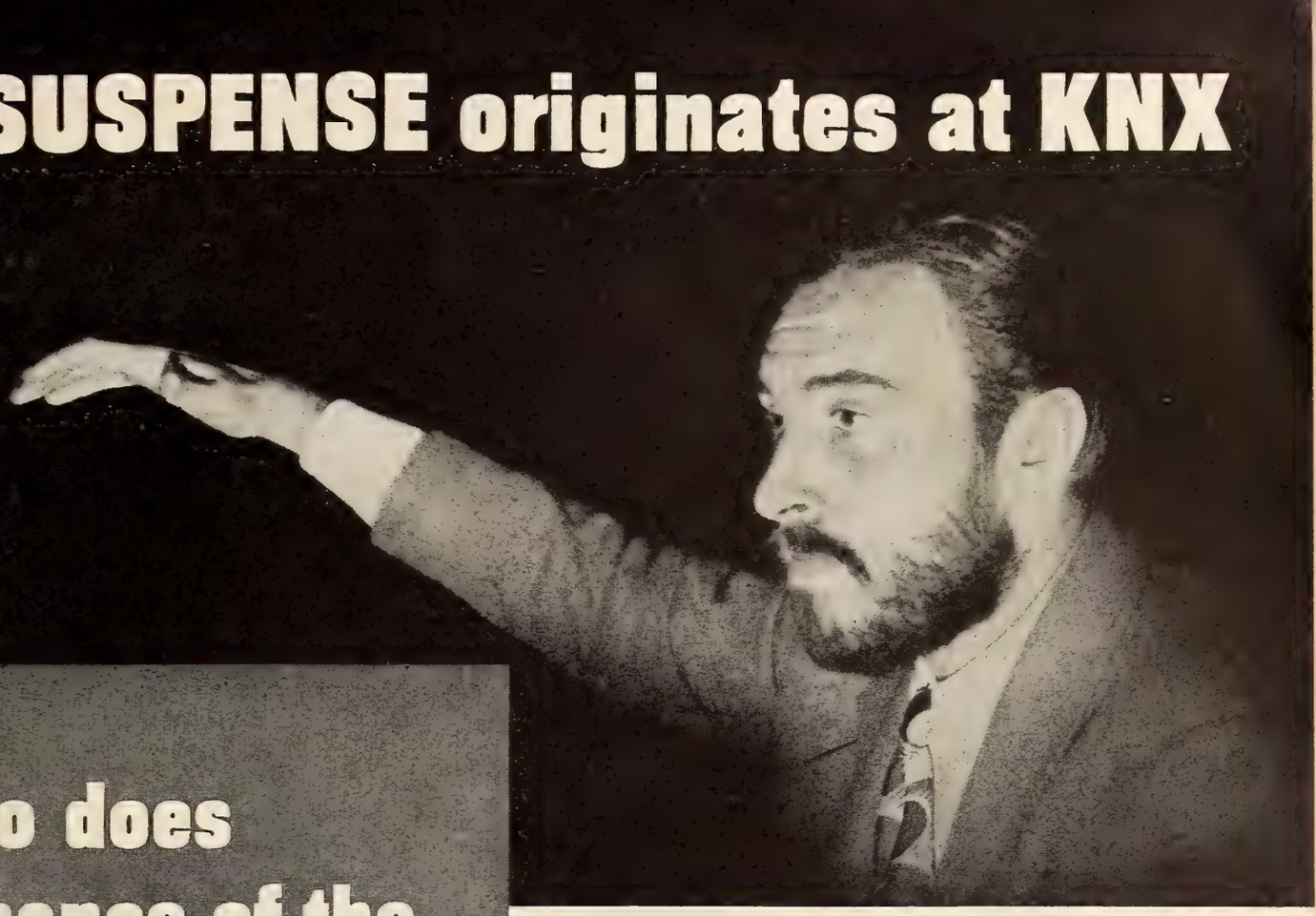
KWKH

50,000 WATTS

A Shreveport Times Station CBS Represented by the Branham Co.

THE *SELLING* POWER IN THE *BUYING* MARKET

SUSPENSE originates at KNX



...so does Romance of the Ranchos



"*S-u-s*-PENSE!" hisses the Man in Black. Millions of Thursday listeners shiver sideways at another thriller produced by that CBS-KNX master of mystery, William Spier—former producer of the *March of Time, Columbia Forecast,* and now a movie director for M-G-M.

Yet without one indispensable tool for mystery production, all Spier's brilliance and Hollywood's finest stars couldn't contrive the intense realism that made *Suspense* one of America's favorite gooseflesh series. That tool is skilled *sound effect,* made to order for mystery stories. And KNX has the most perfectly equipped workshop in radio, to put the final keenness on the razor edge of...*S-u-s*-PENSE!

In this same workshop—where 27 top transcontinental shows come into being—*Romance of the Ranchos* is polished with equal expertness for a *local* audience. At the command of its producer is every device of radio used on transcontinental shows. Small wonder *every* KNX local program becomes a fine piece of workmanship.

The drama of early California history is so well told on *Romance of the Ranchos* that the program has won praise from city and county schools for its unusual educational value. Saleswise, it worked so well for the sponsor that he's brought it back for the second year.

That's the way, again and again, with KNX shows. The network touch and quality is always there—not only in successfully-sold *Romance of the Ranchos* but in other KNX productions now available for equally productive sponsorship. We're also good at building shows for an advertiser's special needs. KNX showmanship, prestige and skill are ready to go to work for you. All it takes is to have you ask us or Radio Sales.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

KNX
LOS ANGELES
50,000 WATTS
COLUMBIA OWNED
CBS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA



—and spreads rapidly all over

NEW YORK!

Millions see these ads daily in the New York Times, Mirror, Tribune, News, Sun and Post.

SPREADING THE STORY OF "MINUTE PROGRAMMING"

HOW BIG IS BROOKLYN'S TREE?

Brooklyn's three million population—greater than Philadelphia, much greater than Boston or Detroit or Los Angeles—gets a more intensive coverage of its buying public through WBYN, Brooklyn's only full-time radio station.

A PRE-SOLD AUDIENCE AWAITS YOU ON

THE MINUTE STATION **WBYN** 1430 on your dial

Brooklyn's Only Full Time Radio Station

For Availabilities: WILLIAM NORINS, Gen. Mgr

All New York sees these arresting Minute ads . . . they tell the story of "up-to-the-minute" WBYN service . . . every few minutes, news, sports, racing results . . . spotted between pleasant music all day long.

Merchandising & Promotion

Movie Promotion—Fish Rule—Nozzle
Program Promotion—KRNT Schedule

KCMO Movie Shorts

SERIES of 13 "Screen Broadcasts", one minute movie trailer features showing Blue network personalities and programs heard over KCMO Kansas City, are being presented by the station in leading neighborhood theatres of the Kansas City area. Excerpts from program formats are among highlights of the visual listener appeal campaign. Exclusive contracts have been obtained for the series.

* * *

WIP Folder

WIP Philadelphia is distributing a promotion folder offering Alexander Griffin, commentator heard on Mutual from Philadelphia, as a good buy for local advertisers during the Democratic Convention when he will broadcast from Chicago. WIP, which handles the news program, suggests that advertisers sign for Mr. Griffin on a local cooperative basis on Mutual stations, as their "own convention reporter."

* * *

NBC Manual

TO ACQUAINT employees of NBC with the functions of the network's branches, departments and personnel services, NBC has distributed a 124 page manual entitled *NBC and You.* Opening with a brief history of NBC and the broadcasting industry, the manual relates the story of each NBC department, station affiliations, and the present status and future prospects of television.

* * *

WWL Rules

FOR MEASURING "the fish that got away" WWL New Orleans has distributed a "Universal Fisherman's Rule" as its latest promotion piece. Approximately six inches long, the ruler is measured off into 23 "inches" of decreasing size. Copy tie-in says: "For full measure of listenership through the rich Deep South—headed for permanent prosperity, use WWL New Orleans".

* * *

Garden Hose Nozzle

PLASTIC fine spray hose nozzle "to help make your garden grow" is included in a promotion piece released by WIBW Topeka, Kan., which also says to "use WIBW to help increase your sales." Reverse of promotion piece stresses importance of War Bond purchases.

* * *

KPRO Map

LATEST promotion piece of KPRO Riverside, Cal., is a map, 25 by 22 inches, titled the "Valley of Paradise", showing the KPRO area as a "new industrial empire". It points out that the valley is 60 miles from Los Angeles, representing a "separate and distinct market of cities, factories, citrus groves and homes".

Westinghouse Schedule

RADIO portion of the promotion to be used by Westinghouse Electric & Mfg. Co. this summer to familiarize consumers with new Westinghouse appliances will include special announcements on the August 18 and August 20 Westinghouse *Top of the Evening* programs on the Blue network. August 20 science story broadcast by John Nesbitt on NBC will be on frozen foods, with tie-in of the projected home freezing units. Campaign also includes extensive promotion through consumer magazines, trade publications, posters and other media.

* * *

War Service Work

A SERIES of weekly stories titled *War Torn,* based on the work of the community and war service agencies and featuring stage and screen stars, is being broadcast by WLAC Nashville. Extensive promotion, including mailing of 10,000 postcards by the Community Chest to contributors, distribution of 300 posters to manufacturing and business establishments, mention of the program on Community Chest statements, and news releases to daily and county papers in the WLAC area, preceded the first broadcast.

* * *

Program Promotion

"SIX KEYS to Unlock the Doors to Happier Living" is the title of a promotion booklet being sent out to housewives by WKY Oklahoma City to announce the addition of Mrs. Helen Barr as director of home-making programs. Inviting listeners to participate in the program, the booklet includes a form for sending in favorite recepies to be used on Mrs. Barr's program.

* * *

WIP Listener Ads

EXTENSIVE and consistent listener promotion campaign is being conducted by WIP Philadelphia in newspapers throughout the WIP area. Advertisers also are stressing their WIP programs in regular newspaper advertisements in line with the station's campaign. One program only is featured in each WIP ad.

* * *

KRNT Schedule

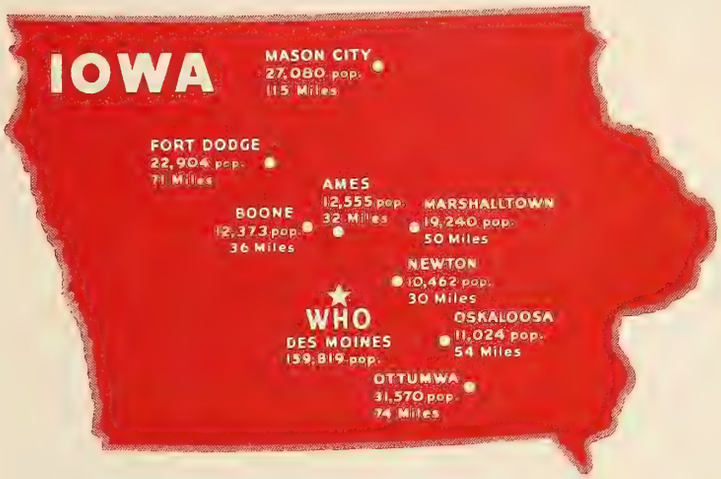
SUMMER listening schedules of KRNT Des Moines were being distributed last week to more than 35,000 Middle Iowa homes. Pictures and information are included about programs and personalities in the eight-page tabloid-size schedule, printed on newsprint.

* * *

ONE-and-a-half hour television anniversary program on WABD New York was presented by WOR New York on July 11 featuring an address by Jules Seebach and repeat viewings of past outstanding performances.

REPORT NO. 3

ON STATION WHO'S HOOPERATINGS



At left: The eight Outside Zone cities covered by the Hooper Radio Report (Winter, 1944) described below. Airline distances from Des Moines, plus 1940 populations, are shown.

USUAL practice is to buy program time on the basis of Hooperatings for the city where the station is located. This is good procedure when the large metropolitan population is most important in the sales territory. But—

—Des Moines with 159,618 people has less than 5% of WHO's potential audience in its daytime primary coverage area. Hooperatings for the "city zone" do not give you the true picture of the "outside zone".

We wanted to get the *facts* for you. So we asked Hooper to survey Des Moines and the eight Outside Zone cities shown on the map above—which have a population comparable to that of Des Moines.

The result: (1) Far greater percentages of radio sets were found "in use" in the eight Outside Zone cities than in Des Moines itself; (2) WHO dominates its important Outside Zone even more spectacularly than it does Des Moines!

Here are some interesting excerpts from the Report:

	Des Moines City Zone			Outside Zone		
	Sets in use	WHO rating	Share of Audience	Sets in use	WHO rating	Share of Audience
8:00 A.M. to 6:00 P.M. Monday thru Friday	18.0	7.4	40.8	25.1	15.1	60.0
6:00 to 10:00 P.M. Sunday thru Saturday	38.5	18.3	47.6	42.0	28.1	66.9

Buy WHO for its Des Moines coverage, if you wish—but be prepared to merchandise your products on a very much wider scale than that, to utilize all of WHO's influence. Ask us or Free & Peters to deliver the complete report. You'll find it a real eye-opener.

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Formfit Air Copy Is Deftly Handled

MBS Gets First Net Show Plugging Undergarments

COMMERCIALS on the premiere broadcast of Formfit Co.'s MBS program Sunday, July 9, were the subject of much interest among radio advertising industry and trade press representatives at a send-off party in New York.

It was the first time the undergarment industry has attempted to promote "unmentionables" on network radio. Dick Brown, crooner, is featured on the program, heard Sundays, 6:45-7 p.m. Agency is Buchanan & Co., Chicago.

Steering clear at least for the first broadcast of such trade names as Pagan-Charm, Thrill, Breath-O-Spring and Panel Art, commercials mentioned only Life bras and foundation garments. Excerpts from one of four commercials read by Jimmy Wallington, announcer, follow: "Like modern songs that do things for our hearts and minds, you well-groomed modern women have superbly-styled Formfit Life bras and sleek foundation garments to keep you in the smart tempo of the times. For your figures, too, must be as smoothly and luxuriously streamlined . . . as fashion perfect . . . as the part you play in your daily life.

"Yes, wherever you live, in hamlet, town or metropolitan center, you'll find a leading store that has the lovely, precision-cut Formfit Life or Formfit Foundation that's tailored to fit you . . . the beautifully-made figure moulder that will do the most for you."

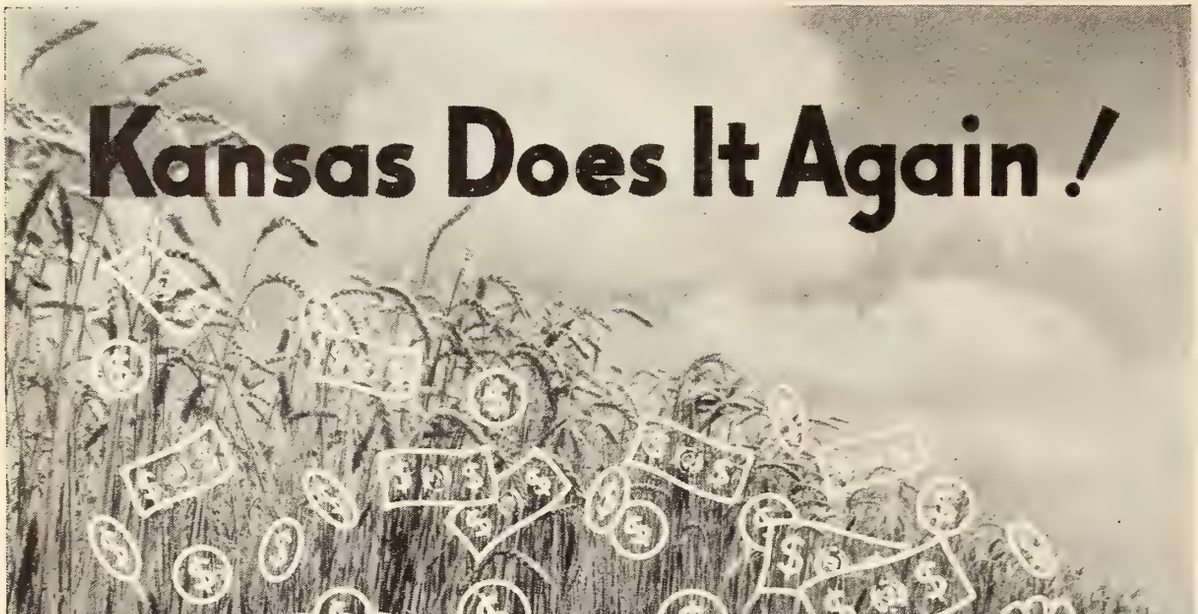
WILLIAM E. KRESS has been appointed midwest sales manager for Philco Corp., with headquarters in Chicago. He succeeds John M. Otter who previously had been named sales manager of the home radio division.

N. Y. Office Expands

NEW YORK office of Botsford, Constantine & Gardner, which formerly operated from the office of one of its accounts, Jantzen Knitting Mills, in the Empire State Bldg., has taken separate offices in the same building and is now set up to handle other business of the agency as well. Elizabeth Eyerly, vice-president and head of fashion advertising, continues in charge. Firm has offices in Portland, Seattle, San Francisco and Los Angeles.

Dairy Renewal

AMERICAN DAIRY Assn., Chicago (butter & dairy products), will renew sponsorship July 30 of its quarter-hour news program, *Voice of the Dairy Farmer*, featuring Clifton Utley and Everett Mitchell, Sundays, on approximately 50 NBC network stations. Contract is for 13 weeks on a continuation basis. Agency is Campbell-Mithun, Chicago.



Another Bumper Crop—74% higher than originally estimated—is pouring still another staggering surplus of spendable CASH into WIBW's six state area.

WIBW Dominates This Market. Our straightforward, down-to-earth speech, entertainment and services have won us the absolute confidence of 4,811,511 farm and small town listeners. For almost two decades we have directed the lion's share of their income into the pockets of our advertisers . . . and we're *still* doing it.

Your Best Bet. If you have a selling job in Kansas and adjoining states, you can do it quicker, more economically, and more thoroughly with WIBW. Contract renewals prove it . . . 100%.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

Studio Notes

OFFICE of Price Administration in New York, using the facilities of WNYC New York, secured distribution of over 2,500 of new rent control folders, designed to help protect New Yorkers from rent violations. Spots were broadcast from two to five times daily during a three-week period June-July.

WIP Philadelphia is presenting a summer series of radio courses for students of local senior and junior high schools and parochial schools. Best workers will present actual broadcast on WIP at end of training schedules.

WBCM Saginaw, Mich. presented extensive daily coverage of the Triennial Convention of the Lutheran Church, Missouri Synod, during the meeting in Saginaw of more than a thousand delegates from all areas. Featured were special programs, interviews and other highlights.

BROADCASTS of WGN's *Chicago Theater of the Air Symphony Hour* will be conducted for the first time without a studio audience during the next 14 weeks beginning July 18. WGN has acquired the use of Chicago Orchestra Hall for programs, effecting a greater elasticity in programming arrangements and obtaining best acoustical facilities. Full hour program is directed by Henry Weber, WGN director of music.

TELEVISION SPEAKERS BUREAU has been established by the Television Broadcasters Assn., New York, to meet the increasing demand for speakers acquainted with technical and non-technical aspects of television.

THE CBS Mail Bag, monthly news letter for employes in the armed forces, celebrates its second anniversary this month with a 50-page issue, including two pages of pictures, one of CBS Vice-President Harry C. Butcher, now on Gen. Eisenhower's staff.

WINNERS of the *Breakfast Club* membership contest sponsored by Swift & Co., Chicago, co-sponsor of the program, and the Blue network, were announced last week by E. J. Huber, sales promotion manager of the Blue's central division. During the contest, which received promotion from network, sponsor and Blue affiliated stations, the club acquired some 900,000 members.

CONTINUITY and sales offices of KDYL Salt Lake City are being remodeled in preparation for autumn activities.

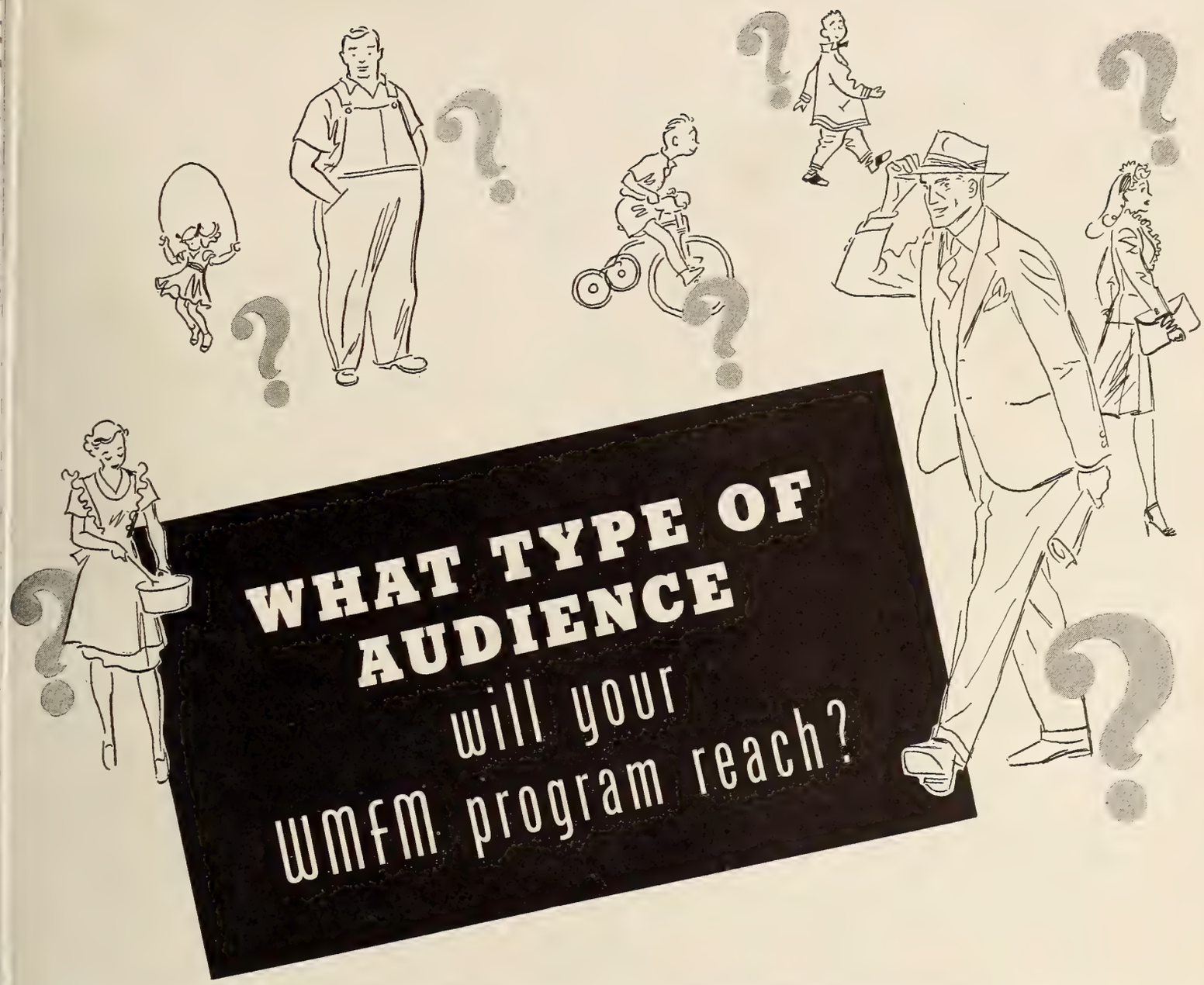
WEAF New York has started an early-morning thrice-weekly quarter-hour program featuring "Esmereldy", hillbilly comedienne, who combines recorded music with weather reports, time signals, and personal commentary.

ASSOCIATED Music Publishers Inc., New York, has signed new agreements with KFBK WIBX WCAX and has received contract extensions from KYSM KRKO.

WBOW Terre Haute, Ind., has contracted for the special AP radio wire through Press Assn.

WPTF Raleigh, N. C., has presented the speech imput equipment used by the station from 1934 to 1942 to the U. of North Carolina. Facilities are to be used for the IBS Campus Network broadcasts and for feeding programs to WPTF and other stations of the area.

WSFA Montgomery, Ala. news letter for local persons serving in the armed forces, "Letter From Home", now has a circulation of approximately 4,000.



WHAT TYPE OF AUDIENCE will your WMFM program reach?

Milwaukee and Wisconsin FM families are a normal cross-section. They represent every age and income group. And so your WMFM program will reach an audience that's typical in every respect . . . except one.

The one different thing about the WMFM audience is that they are even more discriminating than the average. Their discrimination led them to purchase FM sets, because they knew that WMFM (Wisconsin's only FM station) gave them a combination of crystal-clear, static-free FM reception, plus distinctive, quality programs keyed to their wants and needs.

By giving Wisconsin the finest in radio, WMFM has built an intensely loyal audience . . . an audience that is eager and receptive.

Remember the story of WMFM when you make your fall radio plans. Remember, too, that WMFM has several outstanding programs available for your sponsorship. And remember that a WMFM program will build prestige and stimulate sales for your company and your products.

Act now. Get full information on the job that WMFM can do for Write, wire, or phone.

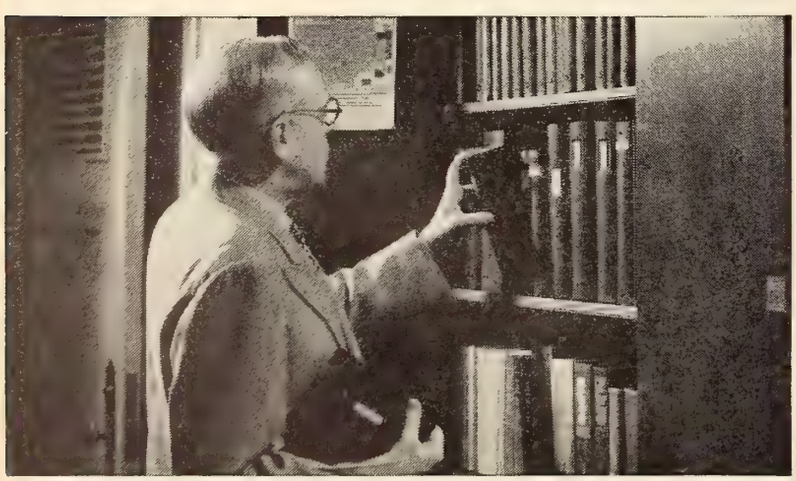


WMFM

THE MILWAUKEE JOURNAL FM STATION



Arthur B. Church, founder and president of KMBC, gives rich advice as radio pioneer to recommendations of his promotion-publicity director, E. P. J. Shurick. Promotion planning board also consists of (l. to r.) Mark N. Smith, research dire Sam H. Bennett, v.p. and sales director; Karl Koerper, v.p. and managing dire



From Research Findings of Mr. Smith, KMBC's program promotion is pointed with rifle shot exactness, not shot-gunned haphazardly across station's listening log.



Field Research is fundamental at KMBC with Dr. C. F. Church, Jr., currently iting nation's stations for ideas on improving KMBC's programming in educat





Specialized Experience backs all KMBC promotion, whether for radio, newspaper, direct mail or outdoor. Miss Ament, pin-up girl to the right, is assigned by Mr. Shurick to the preparation of radio plug copy and program highlights, while Miss McKay looks to the preparation of gossip columns and other newspaper publicity for dailies and weeklies.

PROMOTION

At the roots of any successful advertising campaign can be found wide-awake and well-rounded promotional support. It has been said of radio that its high return and low per-inquiry cost result greatly from a rational approach by the broadcasting industry to utilizing every channel of promotional media. KMBC of Kansas City is an excellent example of what aggressive program promotion can mean in prestige throughout the market, not only for the radio station itself, but for those associated with it in commercial sponsorship. Thousands of dollars are spent each year by KMBC for program promotional purposes. This *plus* service, together with the promotion efforts of the advertiser and that of the Columbia Broadcasting System, of which KMBC is a basic affiliate, explain the prominence and following of KMBC programs and personalities throughout the *Heart of America*.





Direct Mail is important cog at KMBC; including two monthly house organs. Mr. Shurick discusses copy with Miss Slater and mailings with Miss Ferril.

Editorial

V-Day—Radio Way

HERE'S a suggestion for observance of V-Day that is made to order for radio. It comes to us via K. B. Warner, managing secretary of the American Radio Relay League, and radio's No. 1 amateur. He attributes the idea to a local amateur.

The idea:

A recording be made of the Liberty Bell, and pressings be distributed to all broadcast stations, so that all stations simultaneously can perform it on V-Day. Everyone then could hear the old bell ring, harking back to the liberation of these United States.

Mr. Warner recalled that the bell was rung, ever so lightly, for a select audience recently, and that it presumably retains a satisfactory tone. For the purpose of making a recording, he points out, the bell could be rung very lightly, so as not to endanger it, and the volume built up to anything necessary by amplifiers. The peals of the bell could be arranged in series of four clangs, with the last the loudest (cling-cling-cling-CLANG) so as to spell, in code, the letter V.

We heartily endorse the idea. The work should be done promptly under proper auspices. It will be an event that will go into the history books.

Job Opportunity

THOUSANDS of war veterans are being discharged for various reasons. Many of them were never employed in civil life, having entered the service from school. In these days of highly specialized war, a host of these released veterans have acquired technical training in military life which qualify them for varied pursuits—including radio.

The War Manpower Commission is compiling an occupational guide for placement of military personnel in civilian positions. Among typical posts in radio which can be filled: Communications dispatchers in Army service who can be trained for radio-news copy jobs; electricians, power-turret and gunsight specialists who should make good radio repair men; tank crewmen who might become radio operators or dispatchers, and radio and radar mechanics who could be trained as technicians or installation men. We can think of others; public relations men who would make announcers, promotion men or radio reporters; Signal Corps linemen, technicians and operators who should be ready material for technical jobs.

During the last few years radio has been called upon to train double-quick many men—and women—from scratch, to alleviate the manpower shortage, and almost miraculous jobs have been done. This same system of training can be adapted for discharged veterans.

Those who have served their country should be given every opportunity to qualify in radio—second only to those men who left radio to enter the service of their nation. There will be room for all of those valiant sons of radio—and more.

What Hath War Wrought?

THIS WAR of Liberation has wrought many things. The full impact won't be felt until the peace, when maps are redrawn and totalitarianism is rooted out.

Certain war effects already are evident. A resurgence of news-gathering media is apparent. For radio, which went to war for the first time, the conflict has brought into focus its tremendous force as a news medium.

The July 3 cover of BROADCASTING, depicting the American microphone on the invasion front, has brought many expressions from broadcasters. To them it symbolized the part radio is playing as an offensive arm in combat.

"Radio stations individually are discovering their own importance, their own possibilities, as originators of news," writes Vadeboncoeur, vice-president of WSYR Syracuse and a veteran war correspondent (see page 12). He has just returned from the Pacific war theatre. A dozen other accredited correspondents from stations either are in the war theatres or enroute.

Radio's coverage of the political conventions has buttressed the original job of reporting the war. Networks for years have had correspondents as their news gatherers. But the awakening—what Vadeboncoeur calls "the miracle that really sticks"—is that individual stations have assigned reporters to various war theatres, as well as to the political conventions, as "by-lined" reporters.

Practically since Morse invented the telegraph 100 years ago newspapers have relied upon press association wires for national news. For the feature, human interest or local pieces, staff reporters or special correspondents have performed.

Radio, too, since it ventured forth as a news medium a dozen years ago, has depended on news wire services for general coverage. A handful of stations initially hired local newsmen. Since then, the specialized coverage has improved, following newspaper tradition.

Radio now has awakened to its obligation as a news medium—different from the newspaper only in the method and speed of publication. It must develop local stories, cover important events, be mindful of the human interest angles. It must realize, however, that there's a vast difference between the cold type of the printed word, and the warmth of the informal spoken word. It must remember that some things can be reported in type but not on the air, to which the family circle listens.

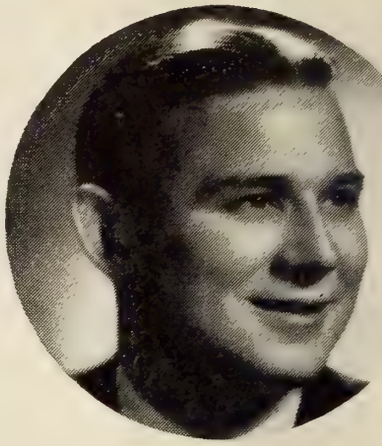
In this radio era news is being handled factually and impartially. Trained newsmen are on the job, with rare exceptions.

Editorial and advertising departments must be distinct operations in radio as in the newspaper. There must be separation of the newsroom from the commercial department.

In cadence is the decision of Leo J. Fitzpatrick, WJR head, banning middle commercials from sponsored newscasts effective Sept. 1. The war has brought new importance to newscasts, he states. Reporting of news direct from the battlefronts has made history and added to radio prestige. The newscast has become the "radio show-window".

Certainly the middle commercial does more damage than good to advertisers as well as stations. The WJR lead should be followed. Now is the time to cement the news gains made by radio. They should not be sacrificed after the peace.

Our Respects To —



FRANK PHILIP SCHREIBER

TWENTY-SIX years with the same organization has earned Frank Philip Schreiber the right to share in the honors of WGN's 20th anniversary. WGN is celebrating two decades on the air, and the man responsible in many ways for bringing the station to prominence as a 50,000 w Mutual key is its manager, Frank Schreiber.

As a special feature of the ceremonies WGN, *Chicago Tribune* station, has announced plans for the postwar erection of a 10-story building on Michigan Ave. between Tribune Tower and the Chicago River, with Mr. Schreiber a member of the planning board and one of a jury of three men who will select the prize winning design for the main studio.

Frank Schreiber joined the *Tribune* in 1918 as a sports writer. By 1928 he was made assistant general purchasing agent, and three years later joined WGN as director of public relations. Since September 1940 he has been station manager.

He has more than a professional interest in WGN's network, Mutual. In fact Mr. Schreiber feels more like a parent of Mutual, since he was present at the birth of the network in 1936 when WGN formed the Quality Network, which, a short time later, became Mutual. Today the network has more than 220 affiliates. Mutual has Mr. Schreiber to thank for the arrangement several years ago with baseball authorities granting WGN and Mutual the exclusive annual rights to broadcast the World Series. He also is a member of the network's program board.

Frank is a dyed-in-the-wool Chicagoan, having been born there Dec. 31, 1901. His father was a banker who started with the Union Trust Co. Bank of Chicago as an office boy and ended up as vice-president. The Union Trust has since been consolidated with the First National Bank of Chicago.

While still attending Oak Park, Ill. High School in 1918, Frank Schreiber started his newspaper career as a writer on prep sports for the *Chicago Tribune*, continuing that job when he enrolled at Northwestern U. in 1919. He knew his sports first-hand, having participated in football, track, hockey and baseball in high school.

From 1919, when he joined the *Tribune* as a full-time employe, until 1928 Frank covered sports and general news. He reported his first World Series in 1919 and traveled with the ball clubs during the 1921-22-23 seasons. From 1924 to 1928, when he became assistant gen-

(*Continued on page 44*)

Eleven of the Nation's Foremost Radio and Educational Authorities Contributed to this Page. "They Were There!"

The able "Faculty" and guest speakers for the KOIN "Radio Institute for Teachers" at Benson Polytechnic School, Portland, Oregon, June 12th to 30th, 1944, believe a new era in education by radio is launched. What they say, herewith, about the Institute is far more eloquent than any words of KOIN's Educational Director, LUKE ROBERTS, or Public Relations Director, CHET DUNCAN, who were responsible for the idea and its execution, or KOIN President C. W. (Chuck) MYERS, who proudly paid the bills.



NORMAN CORWIN
America's Foremost Radio Dramatist



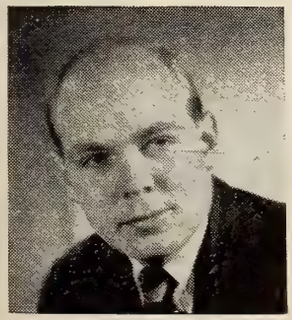
HARRIET HESTER
Nationally known Free Lance Writer
Chicago, Illinois



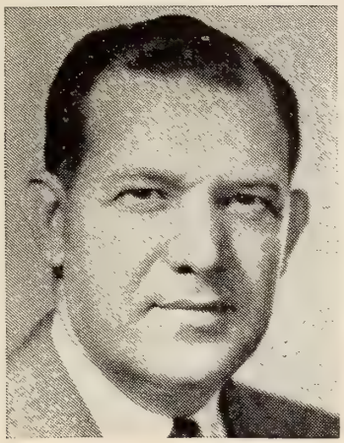
I. KEITH TYLER
Director, Institute for
Education by Radio
Ohio State University



JOHN CHARLES DALEY
Noted War Correspondent



JOHN F BECKER
Director of "Transatlantic Call"
Columbia Broadcasting System



WILLARD B. SPALDING
Superintendent of Schools
Portland, Oregon

"The plans for the KOIN Radio Institute for teachers aims to develop a broader understanding of the many ways in which radio can be used to motivate and enlarge the learning experiences of the children. We await the opening of school confident that that which goes on in the classrooms will show that these ends have been reached. Intense cooperative effort by the teachers from six to eight hours each day for three weeks produced unanticipated results. The business of living and working together created high morale, fine spirits, and eagerness to carry on the new work."
—Willard B. Spalding

"This Conference is one of the most hopeful things I have yet seen in either radio or education—a brilliant example of cultural enterprise which might well serve as a model to communities throughout the country. There would be far less chance of stagnation in either radio or educational thinking if KOIN Conference were to become a prototype for similar sectional and regional meetings."
—Norman Corwin

'Teachers Institute inspired and organized by staff of KOIN indicates next step in development of radio as cultural and social force showing how teachers can be helped to train discriminating listeners and build the audience of the future."
—Lyman Bryson

"The KOIN Radio Institute for Teachers is one of the most significant events in radio history." *—Harriet Hester*

"The real value of the KOIN Institute will be realized in the classroom."
—Kathleen N. Lardie

"The Radio Teachers Institute is a highly significant pioneering venture on the part of KOIN. The hearty support of the Portland Public Schools and the enthusiastic attendance of the 300 teachers is abundant evidence of the success of this enterprise. I hope other stations may undertake similar ventures."
I. Keith Tyler

"...Station KOIN, in presenting the First KOIN Institute in Radio for the teachers of the Portland Public Schools has broadened the stature of the entire radio industry..." *—George Jennings*

"Large attendance at KOIN institute and great interest of teachers indicates a happy union of radio and educators out of which will come mutual understanding and complimentary efforts giving great benefits to America's school-going children and adults. KOIN has brilliantly lead the way and other stations are sure to follow bringing kudos and progress to our entire industry."*—John Daley*

"Found KOIN Institute a most stimulating experience for both radio personnel and teachers. It is a valuable instrument in bringing education and radio into a closer relationship for the future." *—Francis Wilder*

"KOIN's Teacher's Institute is one of the few opportunities offered to us who work on the near side of the mike to meet the people who not only listen to radio but who use it, the real radio consumers, the men and women who use radio as an instrument of teaching." *—John F. Becker*

"The Radio Teachers Institute as organized and presented by the management and staff of KOIN in my opinion is a pioneer step in creating better understanding of American broadcasting among the most influential advisory groups."
—John J. Karol

This page is published in the hope that such activities may be encouraged in other cities.



LYMAN BRYSON
Director of Education
Columbia Broadcasting System



KATHLEEN N. LARDIE
Supervisor of Radio
Detroit Public Schools



GEORGE JENNINGS
Director Radio Council
Chicago, Illinois



FRANCIS FARMER WILDER
Consultant on Daytime Programs
Columbia Broadcasting System



JOHN J. KAROL
Sales and Market Research Counsel
Columbia Broadcasting System

FREE & PETERS
National Representatives

KOIN

CBS
PORTLAND
OREGON

Our Thanks to

S. M. KIELY and Ruthrauff & Ryan, Inc.

for placing Wm L. WRIGLEY on WHBQ

you added another WINNER to your list

DIXIE'S 24 hour station

Exclusive Memphis Station to Present ASSOCIATED PRESS NEWS

News Every Hour on the Hour

WHBQ

your MUTUAL friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

Personal NOTES

PALMER HOYT, publisher of the *Portland Oregonian*, owner of KGW Portland, was a speaker on the July 13 broadcast of *America's Town Meeting of the Air*, taking the affirmative on the question "Should the United States Take Over the Japanese Mandated Islands After the War?". Program, now on tour, originated in Seattle.

DOROTHY B. ROBINSON has resigned as station supervisor and sales manager of WAAB Worcester, Mass., post she has held for the past two years. She formerly had been local sales manager of WTAG Worcester for 13 years. Mrs. Robinson plans to take an extended vacation at her summer home in Gloucester, Mass.

MORGAN MURPHY, Wisconsin newspaper publisher and president of the Head-of-the-Lakes Broadcasting Co., is convalescing at Rochester, Minn., following treatment for a gastric ailment.

JOHN SHEPARD 3d., head of the Yankee Network, president of the American Network, and a Kentucky Colonel for several years, has been appointed to the General Staff of the Honorary Order of Kentucky Colonels by Gov. Simeon Willis of the Blue Grass State. On July 4, "Colonel" Shepard presented the Yankee Network trophy to the winner of the Yankee Handicap at Suffolk Downs.

ARTHUR DESROSIERS is a new member of the sales staff of KROW Oakland, Cal.



DOWN TO THE SEA . . . go the radiant wires of WNBH New Bedford, Mass., first station in the country to employ salt water conduction. Hugh R. Norman, manager, examines one of the wires on Crow Island in New Bedford Harbor. All wires of WNBH, said to be the eleventh oldest station in the country, terminate in salt water.

JOHN H. HOAGLAND, former public relations and promotion manager of the *Courier-Journal, The Louisville Times* and WHAS, has been elected manager of the Christian Science Publishing Society, succeeding A. Warren Norton, who recently was elected president of Press Wireless, Inc. Mr. Hoagland had resigned his Louisville post to become Manager of Committees on Publication of the Society but was elevated to the top Society post with Mr. Norton's resignation.

L. W. STURDEVANT, West Coast manager for Zenith Radio Corp., Chicago, has joined Majestic Radio & Television Corp., Chicago, as western division manager.

Katz Back at Post

EUGENE KATZ, for more tha two years with OWI in Washing ton and London, and before tha with the Office of Facts & Figures has returned to his post as secre tary of the Katz Agency Inc., news paper and station representatives headquartering in New York. H was Chief of the Bureau of Ove seas Intelligence in Washingto and afterwards Chief of Operation Intelligence in London.

STEPHEN GAYLORD has bee named advertising director of KROV Oakland, Cal.

CURTIS A. HAINES, formerly mar ager of the Mill Hall and Altoon plants of Sylvania Electric Product Inc., has been promoted to genera manufacturing manager of thes plants, and of new plants at Hunt ington, W. Va., and Lexington, Ky according to H. Ward Zimmer, ger eral manager of operations of the ra dio division. W. Herbert Lamb ha been promoted to manager at Hunt ington, and John M. Palmer to th post of manager at Mill Hall an Altoona.

BEN LUDY, general manager o WIBW Topeka and KCKN Kansa City, Kan., who married Elizabet Harris of Chicago June 17, has bee in the East on a honeymoon. Mrs Ludy formerly was in social work i Chicago.

GENE ROUSE, head of news an special features of the Blue's centra division since January 1943, has bee named program director of that div ision succeeding James L, Stirton, re signed to join the Marine Corps a a second lieutenant. Now in his 23 year in radio, Mr. Rouse joined NBC central division as a staff announcer later becoming night announcer an supervisor of the Blue's central div ision.

WILLIAM F. BROOKS, director o news and special events of NBC, an the Marquise Louise de Palavicini, o New York, were married July 10 i Washington by Chief Justice Edward C. Eicher of the District Court. Fol lowing the marriage, second for both a reception was given by Frank M Russell, NBC Washington vice-presi dent, at the Statler.

JAMES O. PARSONS Jr., until re cently assistant manager of station re ports of C. E. Hooper Inc., New York has joined the New York office of Ed ward Petry & Co., station representa tives, as a member of the statistica and promotion department.

WENT Gloversville, N. Y., has acquired the special AP radio wire.

DIRECT-CUT COPIES



OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.



24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD RECORDING COMPANY

221 N. LA SALLE ST. CHICAGO 1

REACH THE *Active* SALT LAKE MARKET THROUGH KDYL

UTAH'S NBC STATION

S. S. FOX, President and General Manager

JOHN BLAIR & CO. National Representative

Why AMPEREX

WATER AND AIR COOLED

TRANSMITTING and RECTIFYING TUBES

Singular care and precision are demanded in Amperex small glass lathe operations. Ever cautious, our engineers designed ingenious holders and fires which were developed in the Amperex Tool Shop. In the hands of finely trained technicians, these holders and fires are utilized to assure the high degree of satisfaction well known to Amperex tube users. In broadcasting and transmission applications, in industrial, electro-medical and military assignments such "Amperextras" substantially influence efficiency and economy of operation.





It doesn't hurt . . . it doesn't affect your health.
Ask the man who's donated blood to the Red Cross.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET BROOKLYN 1, N. Y.
EXPORT DIVISION: 13 EAST 40th STREET, NEW YORK 16, N. Y., CABLES: "ARLAB"

WILMINGTON
DELAWARE
1150 KC

WDEL

5000
WATTS
DAY & NIGHT

NBC
Basic Network
Station

Sales Representative
PAUL H. RAYMER

BEHIND the MIKE

CLETE ROBERTS, Blue network war correspondent attached to Gen. MacArthur's headquarters in the Southwest Pacific, is back in this country for a rest before resuming his duties as correspondent later this summer. He left Beverly Hills last week for Chicago, where he will cover the National Democratic Convention for the Blue.

JOHN KIERAN Jr., released from the Army, has joined the NBC information department as junior correspondent. He is son of John Kieran of *Information Please* on NBC.

NEAL HATHAWAY, Washington promotion and publicity man formerly with Automotive Safety Foundation and WRC Washington, has joined CBS as assistant in program promotion.

GILBERT PAQUIN, new to radio, has joined CKRN Rouyn, Que.

W. H. BRODIE, coach to announcers of Canadian Broadcasting Corp., Toronto, is touring western Canada stations.

LEO H. STEEDLE, sales promotion director of WCAU Philadelphia, has resigned effective the end of the month.

LT. THOMAS L. MOORE, former announcer of WIBG Philadelphia, has been awarded the Distinguished Flying Cross in England. He has already received the Air Medal and three Oak Leaf Clusters.

JOHN BLAKE, former program director of WSAU Wausau, Wis., has joined the announcing staff of WTMJ-WMFM Milwaukee.

ROMONA WYMAN, formerly of KSTP St. Paul, has been named assistant to Esther Kravitz of the WINX Washington traffic and special services department, who has taken on additional duties handling publicity.

TED LE VEQUE of the program department of CBR Vancouver has married Elizabeth Magee of Vancouver.

J. RICHARD JESSEN, formerly of WWSW and KQV Pittsburgh, has joined the announcing staff of WPEN Philadelphia.

LOIS MUHL has replaced Louis Lang on the continuity staff of WIS Columbia, S. C. Mr. Lang is studying with the radio workshop of New York U.

MARGE KERR, head of production of Tom Fizdale Inc. for the past seven years, resigns July 21 to devote full time to free lance script and magazine writing.

NEAL EDMONDSON, formerly of KRE Berkeley, Cal. and KYA San Francisco, has joined KROW Oakland as announcer.

JOE DILLON, announcer of WHAT Philadelphia, is recovering from a stroke at the University Hospital.

JUDITH MAGUIRE, Los Angeles, has replaced Dick Ray as chief of continuity of KDB Santa Barbara, Cal.

CLIFFORD PETERSON, former member of the Escorts and Betty singing group, has joined the production department of the Blue Network central division.

JOHN CALLAGHAN, WGN Chicago staff announcer, was inducted into the Navy July 10th.

Religion Coordinator

WHAS Louisville, recognizing the need for improvement in radio devotional programs, has appointed a religion coordinator in the person of C. E. Burns, for the past four years president of Milligan College, Tennessee, according to W. Lee Coulson, WHAS manager. Starting Aug. 1 Mr. Burns will conduct a daily 15-minute program Monday through Friday, devoted to current social problems and to religion on a broad scale. Program will be non-denominational.

Stoess Heads Music

WILLIAM C. STOESS, who resigned from WLW-WSAI Cincinnati early this month after 23 years with the Crosley organization [BROADCASTING, July 10], will be in charge of all music on shows produced by Transamerican Broadcasting & Television Corp., New York, John Clark, Transamerican president, announced last week. Mr. Stoess will take over his new duties late this month after a vacation.

JIM STONE, new to radio, has joined the announcing staff of WGES Chicago.

KING PARKS, sales promotion manager of WBBM Chicago, joins the Marines July 22 as a second lieutenant. He will be replaced by Jonathan Snow, formerly in the sales promotion department of the *Deseret News*, Salt Lake City, Utah.

JEANETTE BELL, formerly with the radio department of the U. of New Hampshire, has joined the continuity staff of WHEB Portsmouth, N. H. Duanne Young, also formerly of the New Hampshire U. radio department, has joined WHEB as farm events director.

DR. HERBERT GRAF, author and stage director of the Metropolitan Opera Assn., New York, since 1936, has joined NBC's television staff as director of operatic programs.

ADOLPH J. SCHNEIDER, manager of operations of NBC's newsroom, is the father of a boy.

HUGH SANDERS, formerly in St. Louis radio, has joined the production staff of WNEW New York.

BILL KELTY, NBC correspondent in Australia, and Madeleine Hancock, were married in June.

WILLIAM DOWDELL, former news editor of WLW-WSAI Cincinnati, has taken an editorial post with the New York office of Earle Ferris, publicity firm.

(*Continued on page 44*)



REPUBLICAN and DEMOCRATIC
NATIONAL CONVENTIONS

The U. S. Recording Co. is on the spot at both conventions to serve you with • DELAYED BROADCASTS • DIRECT FEEDS • ALL REFERENCE RECORDINGS.

U. S. Recording Co.

1121 Vermont Avenue Washington, D. C.
Convention Address — Stevens Hotel, Chicago

PHOENIX
550
KC

KOY

CBS

JOHN BLAIR
& COMPANY

KEY STATION:
The Arizona Network
AFFILIATE STATION
WLS
CHICAGO

For "hot" spots that pay off in cold cash



JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

Talk to a John Blair man

• Every station has spots that are "hotter" than others. The advantage of Spot Broadcasting is that you can buy just these spots and no others. You aren't limited to networks, to across-the-board timing, to markets you don't want but have to have. Buy only what you want, where and when you want it—make every minute do an hour's work.

A John Blair Man knows the hottest spots. On the hottest stations. And he knows marketing. He'll help make your money talk profit language.

DAY

WOW

Omaha, Nebraska

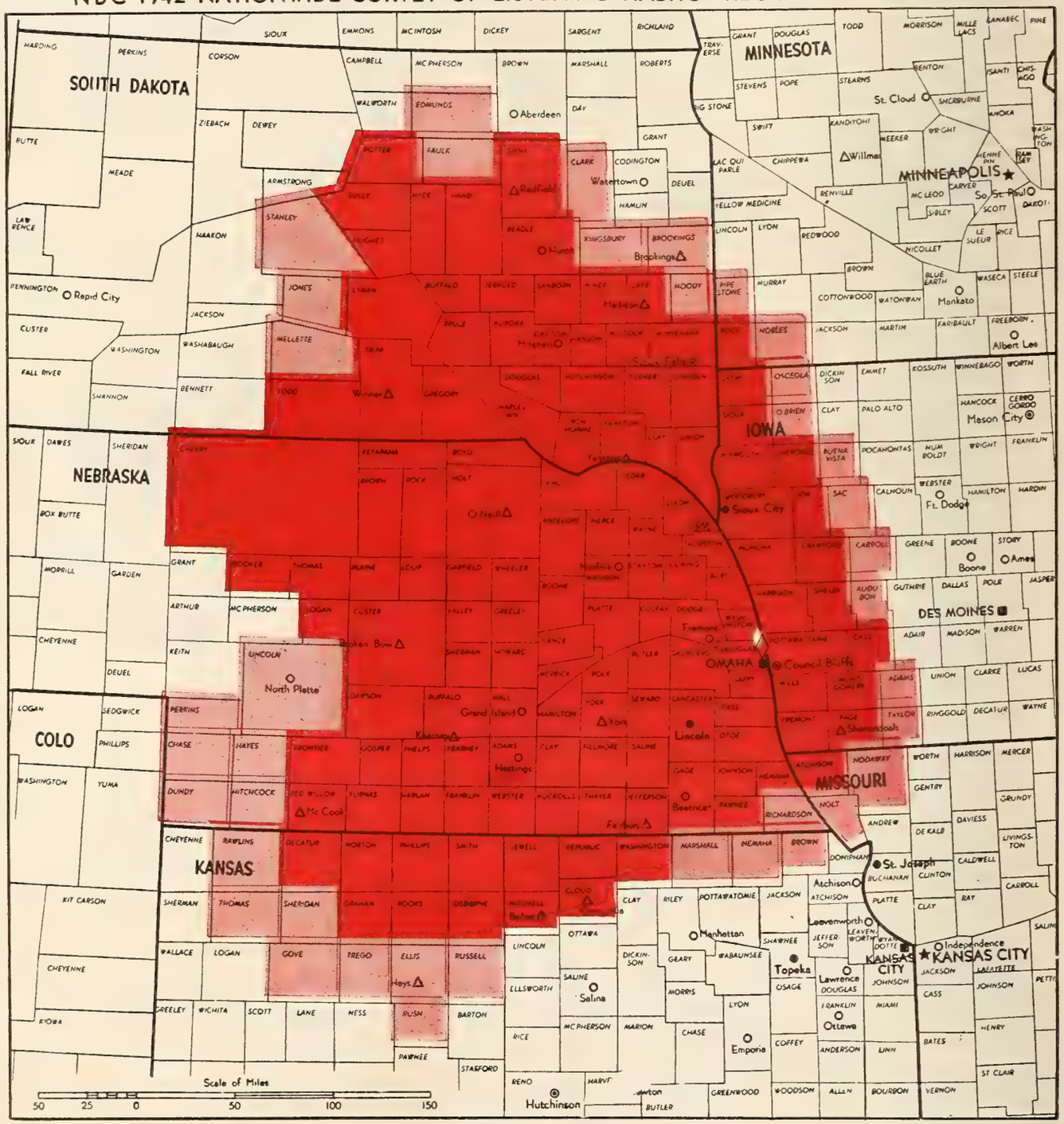
5,000 WATTS · 590 KILOCYCLES

PRIMARY CIRCULATION 364,182 RADIO FAMILIES

SECONDARY CIRCULATION 39,014 RADIO FAMILIES

TOTAL CIRCULATION
403,196 RADIO FAMILIES

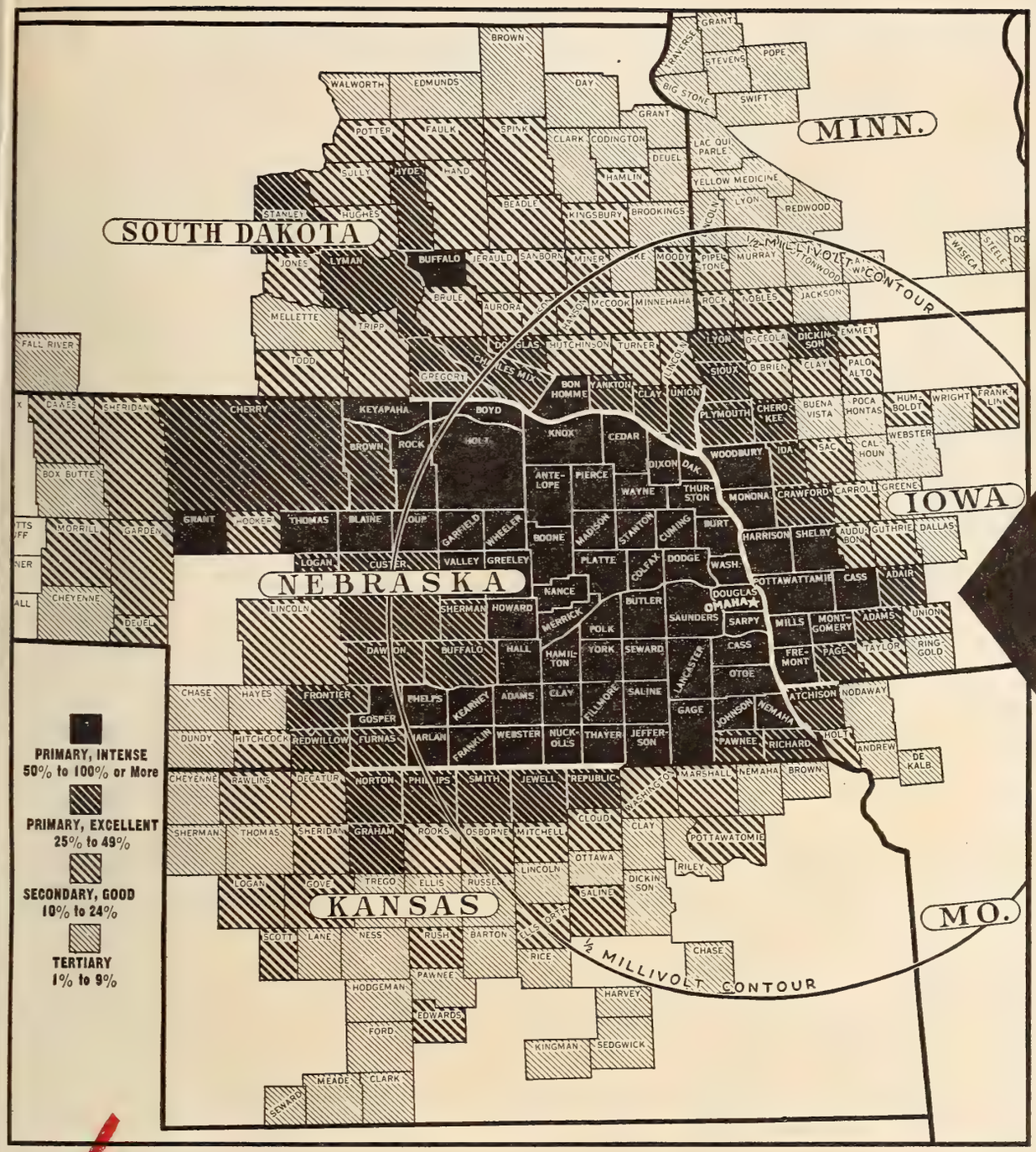
NBC 1942 NATIONWIDE SURVEY OF LISTENING HABITS - REGULAR COVERAGE



★ Over 250,000 ■ 100,000 - 250,000 ● 50,000 - 100,000 ◉ 25,000 - 50,000 ○ 10,000 - 25,000 △ Under 10,000

Copyright, 1943, National Broadcasting Company, Inc.

SEE OPPOSITE PAGE FOR WOW'S OWN *MAIL*-MAP



WOW DAY-TIME COVERAGE BASED ON MAIL

Check and Double Check!

TIME-BUYERS who are skeptical about station coverage maps will find it interesting to compare the NBC Daytime* coverage map for WOW (opposite) with WOW's own Daytime Coverage map. Here is a case where coverage was computed on two entirely different bases. The remarkable similarity of the results seems to establish WOW coverage claims on a sound and conservative footing. Write for copies of maps, and complete circulation and market data.

** WOW Nighttime maps will appear in Broadcasting, July 31 issue.*

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

LISTENERS

First

All surveys agree WRC leads morning, afternoon and night!

PROGRAMS

First

39 out of 50 network Firsts and most highly rated local programs!

SALES

First

Lower rates than the second station . . . lowest cost per listener of all stations!

But This is the Usual Story for WRC

We've Been FIRST Continuously Since 1923

WRC

NBC

Washington

(*Continued from page 40*)

HAL NELSON, former Seattle newspaperman, is now news editor and continuity chief of KELA Centralia-Chehalis, Wash. Ellen Swayne, new to radio, has joined the continuity department.

HENRY HICKMAN, assisant program director of WFBR Baltimore, is the father of a boy. Mrs. Hickman is a former WFBR receptionist.

SECOND LT. JUD COLLINS, Army Air Force, former director of special events and sportscaster of WSM Nashville, Tenn., has been assigned to Hondo, Tex.

HANK CURTH has been promoted to program director of WDNC Durham, N. C. Larry Johnson, formerly with WDNC, has returned to the station as news editor.

RICHARD STARK, freelance, has given up his announcing assignments, which included *Abie's Irish Rose* on NBC and *Irene Beasley's* program on CBS, to accept a commission in the U. S. Marine Corps. While awaiting word from the Marine Corps, expected the end of this week, he continues as head of Richard Stark & Co., New York radio production firm, which will continue operations in his absence.

CHARLES L. HALTEMAN, former program manager of WTOL Toledo, O., has joined the production staff of the Blue Network central division.

PAUL SNIDER, formerly with WGN Chicago, has joined the announcing staff of WCFL Chicago.

BOB GUILBERT, continuity acceptance editor of the NBC central division, is in the Edgewater Beach Hospital with an arm infection.



"But we have six* better ways to get Atlanta folks to tune to WAGA!"

* CAR CARDS, NEWSPAPER ADVERTISING AND PUBLICITY BILLBOARDS, The WA-GAzette and COURTESY ANNOUNCEMENTS

NBC Names McDonagh

RICHARD P. McDONAGH, until recently acting manager of the NBC script division, on July 10 was appointed head of the division. He succeeds Lewis Titterton who recently resigned to join Compton Adv. Agency, New York. Mr. McDonagh joined NBC in 1937 as a staff writer and was made assistant manager of the division in February of this year.

Carl Reed

CARL REED, former newscaster of WHEB Portsmouth, N. H., died July 4 at Burbank, Cal., from a malignant throat ailment. Mr. Reed, a veteran of World War I, spent more than 20 years in the theatre before joining WHEB in 1943. He resigned his station duties early in June of this year to go West.

KAY RICHINS has been appointed director of special events at KDYL Salt Lake City. Charles Barrington becomes director of public service programs.

RAY L. MOSS, formerly with WMC Memphis, Tenn., has joined Midland Radio & Television Schools, Kansas City, as director of publicity.

CRAN CHAMBERLAIN, writer of CBS Hollywood, is the father of a boy.

BILL RAY, program manager of KFWB Hollywood, is in New York.

KEN BAXTER, narrator on NBC *Across the Threshold*, and Mara Myers, commercial artist, were married in Hollywood in June.

JOHN REDDY has resigned from the CBS Hollywood news bureau to free lance as writer. Albert Gail and George Edwards have been added to the news writing staff.

BETH BARNES and Jack Neuman have been added to CBS Hollywood continuity staff.

HARRY MITCHELL, m. c. at the Palladium, Hollywood ballroom, and one time newscaster of KFAC Los Angeles, has rejoined that station as program director.

WILLIAM N. ROBSON, CBS New York producer, has shifted to Hollywood for eight weeks and has been assigned by Foote, Cone & Belding as producer on the weekly mystery *The Man Called X* on that network. Lockheed Aircraft Corp. is sponsor.

SAM SEROTA, assistant program director of WIP Philadelphia, is the father of a boy.

Our Respects to

(*Continued from page 36*)

eral purchasing agent of the Tribune organization, Schreiber was assistant sports editor.

In his sports reporting days, he vacationed in winter on the skate circuit in Canada. For one year he was secretary of the International Skating Union, the governing body of speed skating in Canada and the United States. His interest in skating still is great, and he would rather watch an ice hockey game than eat.

For his own exercise, Frank used to play golf. But he gave up the game at the time of the Pearl Harbor attack and avows he won't swing a golf club again until peace is restored.

Frank married Ann Walker, then working for the Hearst newspapers in Chicago, in 1925. They live in suburban Riverside, Ill.

If he has had any hobby in all these years of reporting and station management, he says, it has been making firm friendships with the great cross-section of people with which his work has brought him in contact. He calls governors, mayors and congressmen by their first names with the same ease that he can tell the family histories of almost any Chicago headwaiter, sports figure, dance band leader, banker or newspaperman.

FRED JORGENSEN, formerly of KLX Oakland, has joined KPO San Francisco as announcer.

FRED HEIDER, former radio script writer for the American Red Cross in Washington, has joined the script staff of the Blue Network.

LOUISE KADISON, former publicity director of WBYN Brooklyn, N. Y., has returned to the station.

JOHN DRAKE, sales promotion manager of KSO-KRNT Des Moines, has resigned effective July 15 to join the promotion staff of WLS Chicago.

JAMES L. REPPERT, formerly of WMBO Auburn, N. Y., and Grant Turner, formerly of WBIR Knoxville, are new members of the announcing staff of WSM Nashville, Tenn.

LEE BROOKS, transcription librarian of KIRO Seattle, has married Ruth Petersen.

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station



The Pacific Coast, too,

IS SAWED IN TWO!

ARE YOU sawing the Pacific Coast in half? You are if you aren't using Don Lee on the Pacific Coast. For half of the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located... and *only Don Lee* completely covers the OUTSIDE HALF.

Why, you ask? Easy! Most markets in the outside half are surrounded by mountains, and long range broadcasting won't work. (Watts do just fine until they hit mountains.) However, with 36 stations, Don Lee broadcasts *locally from within* these mountain-surrounded areas. A recent Hooper coincidental telephone survey, largest ever made on the Pacific Coast, revealed 60 to 100% of the listeners in many of these "outside" markets are tuned to Don Lee stations.

As for the INSIDE HALF—Hooper ratings prove that a good show on Don Lee will reach more people than the same show on other networks. Two notable examples: Point Sublime and the Jack Benny show.

Don't saw the Pacific Coast in half! Buy Don Lee, the only network that covers it completely!

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Buffalo's Greatest Regional Coverage

WGR

550 K.C.

★

IS NOW BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

★

BUFFALO BROADCASTING CORPORATON

RAND BUILDING, BUFFALO, NEW YORK

National Representative:
FREE & PETERS, INC.

Agencies

CAPT. TED STEELE, former Benton & Bowles, New York account executive, has been transferred from the AAF Radio Production Unit, Santa Ana, Cal., to the Air Forces Group, where he is a radio officer attached to Headquarters, War Dept.

GEORGE H. ALLEN, former account executive of McCann-Erickson, New York, has joined the service staff of Arthur Kudner Inc., New York.

CLARENCE JORDAN, vice president in charge of new business for N. W. Ayer & Son Inc., Philadelphia, is in Hollywood for conferences with Robert C. Coleson, Southern California manager.

Mindlim Acquired

ABBOTT KIMBALL Co., New York, has acquired ownership of the David B. Mindlim Adv. Agency of Kansas City and all its accounts. Firm name is Abbott Kimball Co. Mr. Mindlim will operate the Kansas City office. He is due in New York next week to confer with Abbott Kimball executives to determine what accounts will be transferred to the Kansas City office. Another branch of the agency is in Chicago.

BERNARD HOWARD, former continuity chief at W. E. Long Co., Chicago, has joined the Arthur Meyerhoff Agency, Chicago, as assistant to Nelson Shawn, radio director. Mr. Howard is also the new publicity director of the midwestern region of the Radio Writers Guild.

OPPORTUNITY KNOCKS LOUDER
in Knoxville!

Sell America's New Industrial Frontier With

WROL

★ WROL primary area covers some of world's greatest industrial operations—TVA, CEW, ALCOA.

★ WROL for 14 years has been the home town station for Knoxville, now more than 200,000 population. Knoxville continues first in U. S. business activity according to Sales Management, and has topped all S-M High Spot Cities for five consecutive months.

★ WROL's 620kc., low frequency coverage and 20 hour daily schedule offers greatest opportunity for national advertisers to reach this fabulous market.

WROL *Knoxville*
NBC FOR EAST TENNESSEE

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

LYN HOLMBERG, formerly in t advertising department of Weste Business Papers, has joined Har J. Wendland Adv., Los Angeles, production manager.

BESS HARRISON, timebuyer a business manager of Foote, Cone Belding, Hollywood, in New Yo for conferences with agency exec tives, will hold similar Chicago se sions before returning to the We Coast.

EDWARD E. KEELER, account e ecutive of Don Lee Broadcastin System, Hollywood, has resigned t rejoin Western Adv., Los Angeles, a a partner and general manager. Wa lace Ramsay, former radio directo and timebuyer of Dan B. Miner Co Los Angeles, has joined Western Ad in a similar capacity. Jack Reynold has been added to the staff as cop writer.

FRANCES BROWN, formerly wit the copy staff of Ivan Hill Adv. Co. Chicago, and prior to that with Wil liam Esty & Co., New York, has joine the copy staff of Goldmann & Gross Chicago.

CLIFF KNOBLE, former president of the Buzza Co., Minneapolis (publishers), and prior to that advertising manager of Chrysler Corp. and Chrysler Sales Corp., has joined Ruthrauff & Ryan, Chicago, as account executive.

DICK GIBSON, Hollywood radio talent buyer of Ruthrauff & Ryan, has been shifted to the agency's New York office as head of the new business deparment.

MURIEL FARMER, former fashion reporter and copy writer of Mutual Buying Syndicate, has joined the creative staff of Fuller & Smith & Ross, New York.

JULIA NYE has joined Botsford, Constantine & Gardner, Los Angeles, as copy writer and account contact. She succeeds Marian Bailey, resigned.

SUMER (Buck) SINGER, account executive of Buchanan & Co., New York, is in Hollywood for conferences with film company clients on future advertising campaigns.

ROBERT J. LAY, copy chief of Gotham Adv., New York, for the past two years, has joined the copy staff of Benton & Bowles, New York.

MARJORIE HYNDMAN has resigned from Donahue & Coe, New York, as account executive and copy writer, to join Buchanan & Co., New York, in a similar capacity.

ROBERT E. MASON, formerly of Howard Swink Adv., Marion, O., has joined The Mayers Co., Los Angeles, as copy writer and account contact.

GEORGE D. WEVER, formerly in charge of the creative staff of Fuller & Sfith & Ross, New York, has been appointed promotion director of *Life* magazine.



"Maybe I should talk it over with WFDF Flint."

ADIO CITATIONS BY AGENCY GROUP

ARFIELD & GUILD, San Fran-sco won first, second and third aces for the best network pro-am at the convention of the Na-onal Advertising Agency Net-ork held aboard the Great Lakes eamer, North America. The three wards were made for the agency's ogram for Chemicals Inc., Has-ns Bros. and Kay Jewelers, re-pectively.

First and second honors for e best local radio program also ent to Garfield & Guild for e Rosefield Packing Co. and Ep-ell, Sullivan & Furth. Third award ent to Julian Gross, Hartford, onn. for Lane Furniture Co. enry J. Kaufman, Washington, eceived honorable mention for ansburgh's Dept. store account.

Award for outstanding use of ot announcements went to Oak-igh R. French & Associates, St. ouis, for National Candy Co.; sec-nd to Flack Advertising Co., Syra-use, N. Y., for A. H. Pond Co.; hird to Merrill Kremer Inc., Mem-his for Memphis Dairy Council; onorable mention to Henry J. aufman, Washington, for U. S. torage Co.

Leo Burnett Changes

YRTLE WRIGHT, assistant ra-io director of Leo Burnett Co., hicago, has resigned to be married the near future. Reorganization f the Burnett radio department ivides Miss Wright's former duties etween two members of the radio taff, Pauline Watros and Marian elson.

W. Howard Millar

. HOWARD MILLAR, 52, a ice-president of D. Doremus & o., New York, died July 8 of a eart attack. He had been with the gency since 1931. His wife, a aughter and two sisters survive.

Seebach Televised

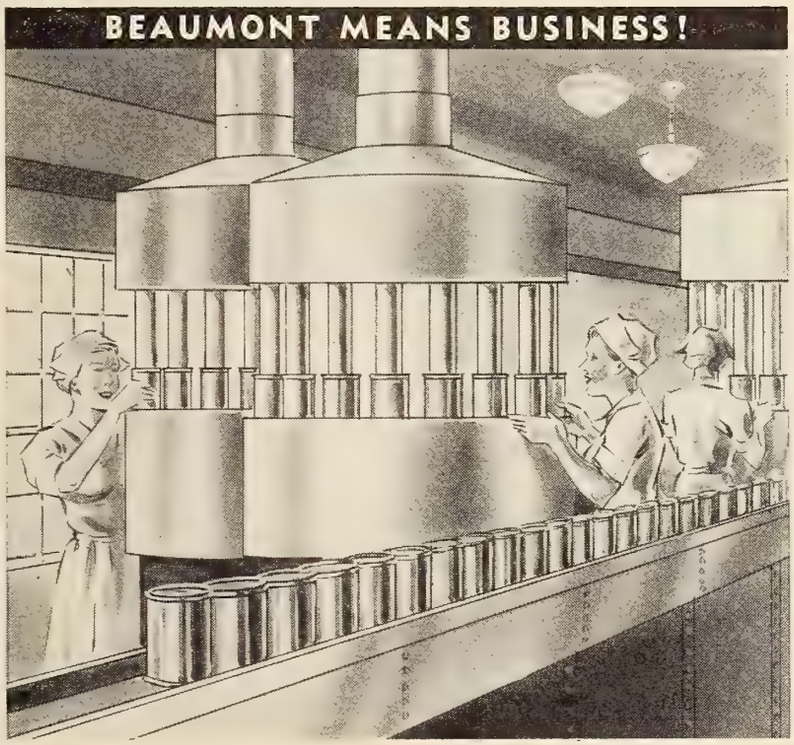
ULIUS F. SEEBACH, vice-presi-ent in charge of programs of WOR ew York and a member of the MBS rogram operating board, on July 11 as featured in a 90-minute WOR levision anniversary show on WABD, u Mont Television station in New ork. Outstanding "Video Variety" cts put on by WOR during the past ear were repeated on the program.

OWI PACKET, WEEK Aug. 7

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 7. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Cadet Nurses	X	--	--	--	--	--	--
War Bonds	X	X	X	X	X	--	--
Crop Corps	X	--	--	--	--	X	--
Save Paper	--	X	X	X	X	--	--
V-Mail	--	--	X	--	X	--	--
Prepare for Winter	--	--	--	--	--	--	X

See OWI Schedule of War Messages 150 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.



Food Canneries

POST-WAR AND POST-NOW

Food canning is but one of the many important industries which for years have helped to make the Sabine area a rich and substantial market . . . now made up of more than 250,000 people. Steel and iron works, shipyards, huge oil refineries, synthetic rubber plants, rice mills, and canneries are humming now and will continue to hum after the war.

KFDM is the major network station which really gives you coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this great market. It will pay you to "hook-up" with KFDM. Ask for the facts today.

Represented by Howard H. Wilson Company

KFDM

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

SERVING THE **MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

YOUR MARKETS ARE MOVING

South!

We sell the new Savannah Seaboard Market—at the *lowest per-person cost of any medium.*

NBC

WSAV

SAVANNAH

National Representatives

GEORGE P. HOLLINGBERY CO.

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representatives

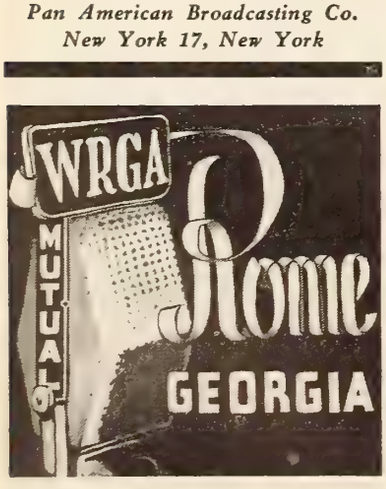
FREE & PETERS, INC.



KTFI
TWIN FALLS · IDAHO

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

ALASKA
More listeners per $ through KFQD
COVERING METROPOLITAN AREA OF ALASKA
790KC—1000W
First in Alaska
ALASKA BROADCASTING CO.
Anchorage, Alaska
National Representatives:
Pan American Broadcasting Co.
New York 17, New York



Radio Advertisers

GALLOWHUR Chemical Corp., New York, has appointed the Richard C. Mouk Co., New York, to handle advertising for Skat insect repellant, and on July 12 started one-minute spot announcements thrice weekly on WABC New York. Plans are under way to extend the campaign to stations throughout the South.

NORTON R. COTTERILL, sales production and advertising manager of Sheffield Farms Co., New York, has been promoted to retail sales manager. He succeeds A. R. Stevens who has been transferred to the National Dairy Products Co., Chicago, as sales manager for Hydrox Ice Cream Co., a subsidiary.

AMERICAN OIL Co., Baltimore, has started a 15-minute Sunday news commentary by Robert Heckert on KYW Philadelphia. Contract for 52 weeks was placed by the Joseph Katz Agency, Baltimore.

BURNHAM & MORRIL Co., Portland, Me., is resuming promotion of baked beans on Mary Margaret McBride's program of WEAF New York under a 52-week contract starting July 31. No additional radio is planned. Agency is Charles W. Hoyt Co., New York.

OWL DRUG Co., San Francisco (drugs), has begun sponsorship of a five-minute transcribed musical program Monday through Friday on KGO San Francisco. Contract is for 52 weeks. Agency is Ruthrauff & Ryan, San Francisco.

NEPHRON Co., Tacoma, Wash. (Azma Mist vaporizer), has named Condon Co., Tacoma, Wash., as agency. Plans are said to include radio.

MICHIGAN Mutual Liability Co., Detroit, has begun sponsorship of *So the Story Goes*, Sundays, 12-12:15 p. m. (CWT), on WXYZ Detroit. Program is produced by Neblett-Radio Productions on the Michigan State network. Contract for 13 weeks was placed through Neff Radio Agency, Detroit.

MYSTIC FOAM Corp., Cleveland (Mystic Foam cleaner), has placed its account with Carpenter Adv. Co., Cleveland. Plans are said to include radio.

RIVOLI CORSET Co., New York, has named AW Adv., New York, as agency. Radio is said to be included.

TWENTIETH Century-Fox Studios, Los Angeles, appropriating approximately $15,000 for radio advertising, in a five-week campaign to promote local showing of the film "Wilson," on July 20 starts a heavy daily schedule of spot announcements and participations in programs on seven Los Angeles area stations. List includes KFI KECA KNX KHJ KMPC KFAC KFWB. Western Adv., Los Angeles, has the account.

TUCKETT'S Ltd., Hamilton, Ont. (Wings cigarettes), on July 17 starts three transcribed spots daily on a number of western Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

CLARENCE M. SULLIVAN, formerly on the advertising staff of Ditto Inc., and Wilson Jones Co., both of Chicago, has joined A. Stein & Co., Chicago garter manufacturers, as assistant advertising manager.

MONROE DISTRIBUTING Co., Los Angeles (shave lotion, shampoo), has named Frederick L. Richards Adv., Los Angeles, as agency. Radio is said to be included.



CONCLAVE OF AGENCY, sponsors, network officials and talent gathered to inaugurate Earl Godwin's first commercial broadcast for Hastings Mfg. Co. July 7. Seated (l to r): A. E. Johnson, president of Hastings; Mr. Godwin, Blue commentator; H. R. Keeling, president of Keeling & Co., agency handling the account. Standing are: D. H. Collins, vice-president of Keeling & Co.; James L. Stirton, Blue network, now in Marines; E. K. Hartenbower, sales manager of the Blue's Chicago office; Bob McKee, Blue salesman; Ross Dunn, of Hastings.

EPPENS-SMITH Co., New York, for Holland House Coffee, has added thrice-weekly news programs on WQXR New York to its New York spot schedule now comprising women's participation and recorded music programs on WNEW WOR WPAT. No further radio expansion is planned at present. Contracts for 26 weeks placed through Scheck Adv., Newark.

F. LAGOMARSINO & Sons, Sacramento, Cal. (seeds and bulbs), has placed its account with Benning Adv., Sacramento. Plans are said to include radio.

ARCH HEELER & Co., Council Bluffs, Ia., has placed its advertising account with Buchanan-Thomas Adv., Omaha. Plans are said to include radio.

DIXIE FOOD Products Co., Los Angeles (flour), has named Glasser-Gailey & Co., Los Angeles, as agency. Radio is said to be included.

DOVER Retail Merchants Assn., Portsmouth, N. H., has expanded its twice-weekly *A Song About Summer* program on WHEB Portsmouth, to a daily five-minute series.

DORSET FOODS Ltd., Long Island City, N. Y., has named S. Duane Lyon Inc., New York, to handle advertising for its canned and glass packed chicken products and soups. Continuing live spot announcements on WQXR New York, firm will add spots on WMCA New York shortly and plans to expand to other outlets at a later date.

DOMINION OF CANADA, Dept. of Munitions & Supply, Ottawa (gasoline conservation), on July 17 to Aug. 31 sponsors 43 transcribed spot announcements stressing the need for gasoline conservation, on all Canadian stations on a staggered schedule. Account was placed through MacLaren Adv. Co., Toronto.

DR. A. W. CHASE Medicine Co., Oakville, Ont., has started twice-daily spots on CJGX Yorkton, Sask. Account was placed by Ardiel Adv. Agency, Oakville, Ont.

AMERICAN Professional Football League, Los Angeles, newly organized and to promote professional sports on the Pacific Coast, on July 6 started sponsoring nightly 15-minute *Sports Time* on five stations in metropolitan areas. List includes KRSC KXL KYA KFMB KMPC. Contracts are for 13 weeks. Allied Adv., Los Angeles, has the account.

Milani Pending

LOUIS MILANI FOODS, Chicago (salad dressing), has named the Jerome Kalom Co., Chicago, to handle its radio and newspaper advertising. Radio schedule has not been announced. Tentative campaign plans include spot radio to begin in September.

DON'T PLACE AN "X" ON BALLOT (Ky.)!

Far be it from us to try to influence your vote—but we think you ought to know that Ballot (Ky.) is sort of weak on its buying platform. WAVE's candidate is the Louisville Trading Area, which offers 35.5% *more* purchasing power than the rest of Kentucky *combined!* . . . And WAVE reaches every radio home in the Area—gets listeners because it's the only NBC station within 100 miles! How's for climbing on the bandwagon now?

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . N.B.C.
FREE & PETERS, INC.
National Representatives

How Happiness came to Muhammed the Miserable



Harken to a tale of Bagdad-on-the-Cuyahoga, which is called Cleveland. There dwelt in that wealthy city one Muhammed, a merchant disconsolate. The people shunned his shop as the bulbul flies from winter. Convinced that his unsought wares would turn to dust, he took desperate measures.



Before dawn he crept to the banks of the Cuyahoga, thinking to drown his sorrows and himself. But, gazing into the swirling depths of the river, he espied a bottle of strange design. He studied its curious seal—a cunningly intertwined monogram of the letters *W* and *H* and *K*. He opened it . . .



. . . and instantly there poured forth a cloud of enchanted power and from it came a voice crying, "Salaam, O Master! Thou hast set me free. I am a powerful *jinni*. What wouldst thou have as reward? Speak—and it shall be yours."



Long the merchant pondered; and made this humble plea: "I wish, O Jinni, only that my store should prosper." Quoth the jinni, "Holy cats! Why don't you ask me a hard one? Here, then, is the secret of success: *Speak of your wares* to the people *over WHK*. Never did Suleiman himself command such potent magic!"

Because it SOLD goods before the war . . . and is SELLING them now . . . and WILL SELL after the war—

WHK

is

"RETAILERS' CHOICE IN CLEVELAND"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland; WHKC, Columbus



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WCBI Columbus, Miss.

William Wrigley Jr. Co., Chicago, 15 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Republic Pictures, New York, 16 *ta*, thru Donahue & Co., Chicago.
Groves Labs, St. Louis (Pazo), 3 *ta* weekly, thru Russel M. Seeds Co., Chicago.
Miles Labs, Elkhart, Ind., 4 *t* weekly, 52 weeks, thru Wade Adv. Co., Chicago.
Sherwin-Williams Paint Co., Cleveland, 7 *ne* weekly, 52 weeks, direct.
Dr. Pepper Bottling Co., Long Island City, N. Y., 3 *sa* weekly, 52 weeks, direct.

WABC New York

Herman Basch & Co., New York (Hammer Brand Persian Lamb), 2 *sa* weekly, thru Kelly, Nason, N. Y.
Gallowhur Chemical Corp., New York (Skat, insecticide), 3 *sa* weekly, thru Richard C. Mouk Co., N. Y.
Smith Bros., Poughkeepsie (cough drops, cough medicine), 3 *sa* weekly, thru J. D. Tarcher & Co., N. Y.
Spratt's Patent Ltd., Newark, N. J. (dog food), 3 *sa* weekly, thru Paris & Peart, N. Y.
International Salt Co., Scranton, Pa., 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Twentieth Century Fox Corp., N. Y., 3 *ne* weekly, thru Kayton-Spiero Co., N. Y.

KFI Los Angeles

Kellogg Co., Battle Creek, Mich. (Raisin Bran), sp weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.
Globe Grain & Milling Co., Los Angeles (A-I flour), 2 *sp* weekly, 13 weeks, thru McCann-Erickson, Los Angeles.
Signal Oil Co., Los Angeles (gasoline, oil), 4 *sa* weekly, 52 weeks, thru Barton A. Stebbins Adv., Los Angeles.
American Express Co., New York (traveller's checks), *t* weekly, 13 weeks, thru Caples Co., N. Y.
American Chicle Co., Long Island City, N. Y. (chewing gum), 7 *ta* weekly, 13 weeks, thru Badger Browning & Hersey, N. Y.

CFRB Toronto

Wynola Corp., Toronto (soft drinks), 5 *sp* weekly, thru Ellis Adv. Co., Toronto.
Willards Chocolates, Toronto, *sp* weekly, thru Cockfield Brown & Co., Toronto.

WMAQ Chicago

Esquire, Chicago (*Coronet*), 5 *sa*, thru Schwimmer & Scott, Chicago.
American Chicle Co., New York (Dentyne gum), 416 *sa*, 13 weeks, thru Badger, Browning & Hersey, N. Y.
Goldenrod Ice Cream Co., Chicago (Goldenrod ice cream), 144 *sa*, 36 weeks, thru Goodkind, Joice & Morgan, Chicago.
Schutter Candy Co., Chicago (Old Nick and Bit-O-Honey candy), 2 *sp* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
Campbell Soup Co., Camden, N. J., 15 *sa* weekly, thru Foote, Cone & Belding, N. Y.
Blum's Vogue Store, Chicago (women's department store), 3 *sa*, direct.

KGO San Francisco

Mentholatum Co., Wilmington, (Mentholatum), *ne* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Washington Cooperative Poultry Assn., Seattle (Lynden chicken), *sp* weekly, 52 weeks, thru Pacific National Adv. Agency, Seattle.
Grove Labs., St. Louis (vitamins), *ne* weekly, 52 weeks, thru Donahue & Coe, N. Y.
Hastings Mfg. Co., New York (piston rings), *ne* weekly, 52 weeks, thru Keeling Co., N. Y.

WNEW New York

Eppens-Smith Co., New York (Holland House Coffee), *sp* weekly, 16 weeks, thru Scheck Adv., Newark.
E. Fougera & Co., New York (drug products), 3 *sa* weekly, 27 weeks, thru J. M. Korn & Co., Philadelphia.
Beech-Nut Packing Co., Canajoharie, N. Y. (chewing-gum), 6 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
William H. Wise & Co., New York (pictorial history books), 36 *sa* weekly, thru Huber Hogue & Sons, N. Y.

WOL Washington

Macfadden Publications, New York (*True Story*), *sa*, thru Raymond Spector Co., N. Y.
Metro-Goldwyn-Mayer, New York, 3 *sp* weekly, thru Donahue & Coe, N. Y.
Ralston Purina Co., St. Louis (cereal), 2 *t* weekly, thru Gardner Adv. Co., St. Louis.

KFBK Sacramento, Cal.

Wm. Wrigley Jr. Co., Chicago (chewing gum), 5 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Joe Lowe Corp., New York (Popsicle), 21 *ta* weekly, 13 weeks, thru Abbott Kimball Co., N. Y.

KRGV Weslaco, Tex.

Standard Brands, New York (Bluebonnet Margarine), 10 *ta* weekly, 26 weeks, thru Ted Bates Inc., N. Y.
American Cyanamid Co., New York (Aero Defoliant), 5 *sa* weekly, thru Donahue & Coe, N. Y.

KYW Philadelphia

Kellogg Co., Battle Creek (Pep), 5 *t* weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.
Wm. Wrigley Jr. Co., Chicago (chewing gum), 17 *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Hudson Pulp & Paper Co., New York (paper napkins), 3 *ne* weekly, 26 weeks, thru Duane Jones, N. Y.
RCA-Victor Corp., Camden, N. J. (phonograph records), 4 *sa* weekly, 13 weeks, direct.
Ex-Lax Inc., Brooklyn, 5 *sa* weekly, 13 weeks, thru Joseph Katz Co., N. Y.

WJJD Chicago

E. J. Brach & Sons, Chicago (candy), 6 *sp* weekly, 13 weeks, thru Hill Blackett & Co., Chicago.
RKO Pictures, Chicago, 6 *sa* weekly, direct.
Peerless Tool & Engineering Co., Chicago, 6 *ne* weekly, 26 weeks, thru United Broadcasting Co., Chicago.
Kay-Daumit Cosmetics, Chicago (cosmetics), 5 *sp* weekly, 13 weeks, thru Kuttner & Kuttner Adv. Agency, Chicago.

KHJ Hollywood

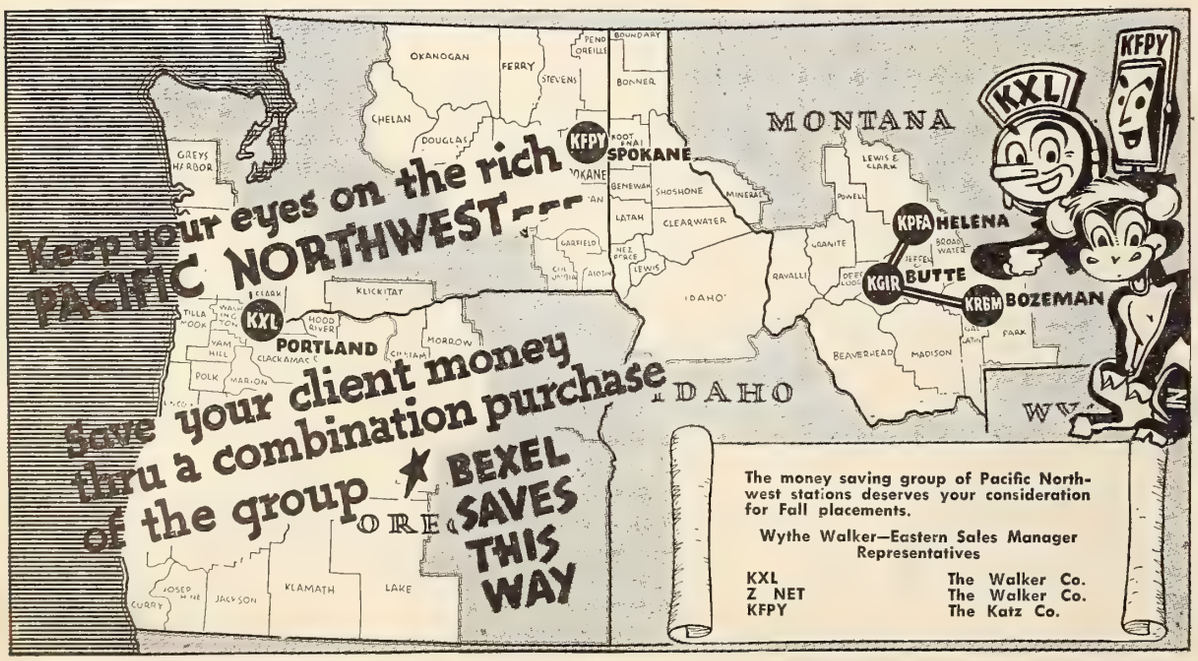
Hy-Trous Corp., Malden, Mass. (plant food), 2 *t* weekly, thru Elwood J. Robinson Adv., Los Angeles.
Bu-Tay Products, Los Angeles (Raindrops, detergent), 3 *t* weekly, 13 weeks, thru Glasser-Gailey & Co., Los Angeles.
Ramos Mfg. Co., San Francisco (alkalizer), 7 *t* weekly, 26 weeks, thru Theodore H. Segall Adv., San Francisco.
Serutan Co., Jersey City (proprietary), 5 *t* weekly, 13 weeks, thru Raymond Spector Co., N. Y.
Joseph Dixon Crucible Co., Jersey City (pencils), 3 *t* weekly, 13 weeks, thru Federal Adv., N. Y.

KPO San Francisco

Wm. Wrigley Jr. Co., Chicago (chewing gum), *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, Chicago.
Johnson & Johnson, New Brunswick, N. J. (baby powder), 5 *ta* weekly, thru Young & Rubicam, N. Y.

WHN New York

North American Dye Corp., Mount Vernon, N. Y. (dyes, hand-cream), *sa*, 26 weeks, thru Atherton & Currier, N. Y.



Political Parties on A... For Elections in Canad...

CANADIANS will hear vario... election broadcasts this summe... with provincial elections slated ... Aug. 8 for Quebec and Albert... and later in New Brunswick. ... addition a campaign is expected ... get underway soon for the feder... election to be held either late th... autumn or early next year. P... litical parties in the provinces a... buying network as well as sp... time, and agencies are known ... be working on campaign broa... casts, though none have starte... yet. The recent Saskatchewa... provincial election used sponsore... broadcasts extensively. All poli... ical election broadcasts are place... under CBC regulations to giv... program balance. Regulations ar... administered by the CBC Statio... Relations department.

Falstaff Shifts

FALSTAFF BREWING Co., S... Louis, on July 10 shifted *The Fal... staff Show*, on 40 Blue station... Monday, Wednesday, Friday, 10... 10:15 p.m. (CWT) from New Yor... to Hollywood. Alan Reed continue... to be featured, with Matty Mal... neck signed as musical director... Don Johnson continues as scrip... writer with Marvin Mueller an... nouncer. Bob Hafter is agency di... rector, working under supervisio... of Craig G. Maudsley, Hollywoo... manager of Dancer-Fitzgerald-... Sample, agency servicing account... Charles Hotchkiss, Chicago radi... executive of the agency, was i... Hollywood for initial broadcast... from that city.

Safety Group Meeting

A RADIO and Safety Conference will be held July 27, under the auspices of the Home & Farm Safety Advisory Committee of the New York State Dept. of Health at the Hotel Roosevelt, New York. Authorities in the field of health, safety and radio will speak. Presiding will be Professor K. A. Bartlett of the Radio Workshop, Syracuse U. Emerson Markham of WGY Schenectady will be first speaker. Featured dinner speaker will be J. Harold Ryan, NAB president.

Milani Campaign

MILANI FOOD PRODUCTS, Chicago (1890 french dressing), in a Southern California campaign starting July 17 will use an average of three participations per week in programs on 10 stations. List includes KNX KFI KMPC KHJ KFAC KPAS KIEV KFWB KFVD KGB. Contracts are for 13 weeks. With distribution, campaign will be expanded to other Pacific Coast markets. Agency is Garfield & Guild Adv., Los Angeles.

Guild Video Plans

HOLLYWOOD Radio Writers Guild has voted to affiliate with Television Committee of Hollywood Guilds. Recommendation to join that group was made by Ashmead Scott, chairman of RWG television committee. Group plans a fulltime secretary, immediate development of workshop projects, bulletins and a library.

OLD IN YEARS

BUT--YOUNG IN VIEWPOINT

KGNC
AMARILLO

FROM THE FIRST SCHEDULED BROADCAST in the nation to the first over KGNC, Amarillo, on May 16, 1922 . . . was only eighteen months. Northwest Texas was a rich, distinct radio market then. Now, with the subsequent Panhandle oil and gas field, tremendous war industry and army aviation development and other natural growth factors . . . it has become one of the truly important Southwestern markets.

KGNC, Amarillo, has more than kept apace. Broadcasting facilities, personnel, programs . . . all have been strengthened and improved constantly. In a word, KGNC today is a strong habit with practically all Northwest Texas radio listeners! That means 57,486 radio homes . . . 81.34% of the occupied dwellings. NBC Network, 5,000 watts daytime, 1,000 watts nights. National representatives: Howard H. Wilson Co.



KGNC Amarillo
KFYO Lubbock
KTSA San Antonio
KRGV Weslaco

TAYLOR-HOWE-SNOWDEN RADIO SALES

SOUTHWESTERN REPRESENTATIVES

CENTRAL SALES OFFICE 805-806 TOWER PETROLEUM BLDG., DALLAS, TEXAS

TELEPHONE RIVERSIDE 5663 TWX DIS 297

Radio News Comes of Age

(*Continued from page 12*)

sat one afternoon in a tent, with rain beating dismally on the canvas and sneaked a glance at a B-25 pilot, lying on a damp cot, listening to a small radio set close to his ear.

He had been married only a few weeks before he left the States and he was listening to one of those magnificent Fred Waring Chesterfield shows, with a deep baritone lifting above the background of male voices, singing, "This world's a lovelier world by far, when I remember how sweet you are." He never opened his eyes, but his cheeks were wet and I knew what he was thinking.

Entertain Troops

I was never more proud of radio than I was one night when I climbed a steep flight of steps to a little box of a shack in the middle of a knee-deep, muddy jungle clearing and stepped inside Station 1-GI. It was about 10 feet square, built on stilts 20 feet above the matted bamboo and in it were three cots and three GI's who lived and worked there and broadcast to the troops.

I was there that night to interview one of the best combat pilots on Guinea but the real show for me was this little station in the jungle and the men who were running it. They'd all been in radio before the Army took them over and there they were, in the middle of a crawling, dank-smelling wilderness, playing jive music for the troops on their one turntable, doing little news shows—and mighty good ones, too—with their lone mike and all the intent devotion to their job that they might have displayed if they were working before an audience in Radio City.

Radio is all over the Southwest Pacific and in many ways, and millions of GI's will remember that when they get home. Radio reporters are being seen everywhere with the newspaper correspondents, and radio, spurred into donning reportorial long trousers by the war, is taking its place as *source* of news, not just a voice for it.

I came back from the Southwest Pacific, 7,500 miles in 44 hours, 5 minutes. We had an early breakfast in an Australian city before dawn on a Sunday and, thanks to the international dateline, we had lunch Monday noon in San Francisco.

But the miracle that really sticks in my crop is this: Radio stations, individually, are discovering their own importance, their own possibilities, as *originators* of news. It has taken them a long time, but as news mediums they are now coming of age.



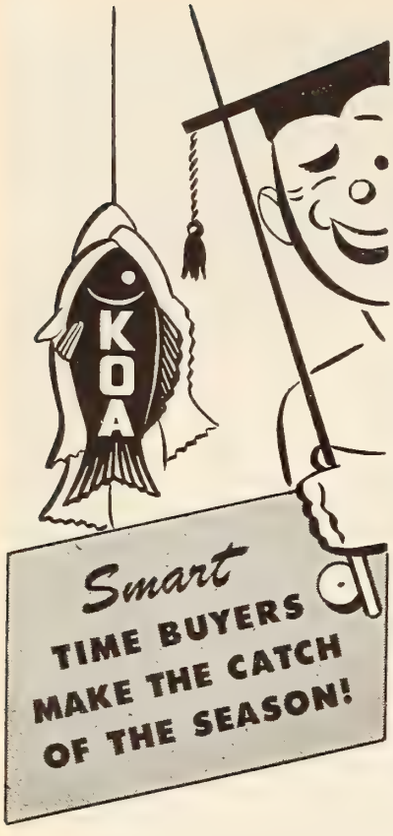
ALL-ROUND APPROVAL of scripts for CBS *Maxwell House Iced Coffee Time* was voiced by this executive group during recent back-stage conference. Endorsers are (l to r): Al Kaye, West Coast production manager of Benton & Bowles; Betty Buckler, Hollywood manager of B & B; Walter Craig, New York vice-president in charge of radio for the agency; Robert Bennett, advertising manager for Maxwell House Coffee division of General Foods, New York.

20th Century Expands

20TH CENTURY FOX Film Corp., New York, in expanding radio advertising for its motion pictures last week began a weekly five-minute news program on WEAF New York for 52 weeks, at the same time renewing a weekly quarter-hour world news roundup for 13 weeks on the same station. Firm also has increased sponsorship of a five-minute midnight news show on WABC New York from two to three times weekly. Company continues to use radio from time to time for special films through Kayton-Spiero Co., New York, and is placing an extensive spot drive for "Wilson" in the New York area through M. H. Hackett Co., New York.

Allen Joins Compton

CHRISTY ALLEN, a vice-president of A. C. Nielsen Co., New York, last week joined Compton Adv., New York, as an executive. He has been with the research firm for the last 10 years, handling several accounts, and doing some work with the audimeter. Lawrence Drake, former director of market research of Kroger Grocery & Baking Co., Cincinnati, has joined Compton as market analyst and merchandising executive.



They know all the angles, and the best markets to fish for whoppers in Time Buys.

They'll tell you that KOA is the most satisfying catch in the Rocky Mountain Region.

Here's what makes KOA the best radio bait imaginable for Sales Results:

Dealer Preference (68.8%)*
Listener Loyalty (69%)**
Top NBC Programs
Power (50,000 Watts)
Coverage (Parts of 7 states)

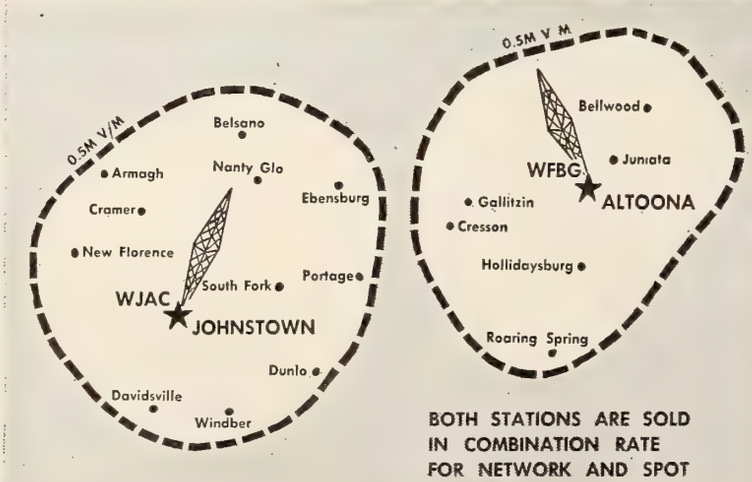
*Ross Federal Survey
**NBC Tale of 412 Cities

Few Stations in the Nation Can Equal KOA's Dominance!

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC America's No. 1 Network

WJAC JOHNSTOWN
NBC
WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

THE FOREST AND THE TREES

You've heard the one about not seeing the forest because of the trees. So don't settle for five or six of the twenty-six towns in the big Hartford Trading Area. Get complete coverage on WDRC!

USE WDRC TO CONNECT IN CONNECTICUT

CBS

The campaign *HE** makes

. . . will surprise a lot of Republicans!



Hot, hilarious Republicans jammed Chicago's mammoth stadium to nominate Dewey and Bricker. The show made a big impression on twenty-two thousand delegates and spectators. But the total number of Republicans packed in Chicago's Stadium is dwarfed by a 15-minute WBBM-built show that goes on the air every afternoon at 2:15.

We call it "Meet the Missus." Just a show where a man interviews some ladies over a luncheon table... plus WBBM *showmanship.*

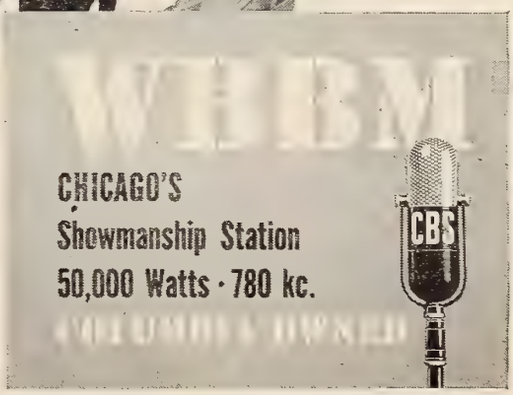
But to equal its monthly record for impressions the Republicans would have to jam their regular four-day conventions into the Chicago Stadium from now until the year 2008. Because...

For years "Meet the Missus" has been making over a *million* advertising impressions a month. Over 200,000 women have actually attended the broadcasts.

If you act quickly you can put "Meet the Missus" showmanship to work making impressions for you... by the million. As this is written, this 15-minute bellringer is sponsorable on Tuesday, Thursday and Saturday. Find out for yourself why advertisers have bought more time on WBBM for 19 straight years than on any other Chicago station.

Talk to us or Radio Sales.

*"He" *is Harold Isbell, genial 260-pound master of ceremonies for WBBM's popular program, "Meet the Missus," now available.*



Represented by Radio Sales,
the SPOT Broadcasting Division of CBS

NORTH EAST WEST SOUTH

The Texas Rangers

SELL MANY PRODUCTS FOR MANY ADVERTISERS

NOW ON

12 Canadian Stations

Selling

Dairy Products

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.

AN ARTHUR B. CHURCH PRODUCTION

NAB By-Laws

(*Continued from page 11*)

names of two persons from among the names appearing on the certified list in each classification. The representative shall then sign his name to such nominating ballot and deposit the same in a receptacle to be conveniently provided therefor. At the opening of the general sessions on the second and third days of said Annual Membership meeting the Secretary-Treasurer shall post on a bulletin board located in the room where the sessions are held a complete list of all nominations deposited during the previous day; Provided, that the Elections Committee, hereinafter provided for shall certify to the Secretary-Treasurer the eligibility of the persons nominated for election in the class for which they are nominated. At the business session of said membership meeting, which shall be held not earlier then the afternoon session of the second day thereof, additional nominations for Director-at-Large in any classification may be made from the floor. Nominations thus made shall be posted as nominated. During the morning session of the second day of the annual meeting, each of the said respective networks shall certify to the President its nominee or nominees for Network Director, as defined in Section 2, above, whereupon such nominees shall be deemed to have been placed in nomination, and shall be so reported to the members during that session.

Craven's Office

COMDR. T. A. M. CRAVEN, who retired from the FCC July 1 to become vice-president of Iowa Broadcasting Co., in charge of eastern operations, has established offices in the Heurich Bldg., 1627 K St., N.W., Washington. Comdr. Craven, in addition to his policy duties, will become general manager of WOL Washington upon FCC approval of the exchange of that station for WMT Cedar Rapids, Ia., now licensed to the Cowles group [BROADCASTING, July 10].

Editing of Speech May Face Probers

N. Y. State Senator Charges Station Owners Fear FCC

DELETION by WMCA New York of portions of an address delivered July 7 by State Sen. Frederick R. Coudert, New York Republican leader, before the New York County American Legion convention in the Hotel Pennsylvania, New York, threatened last week to provoke issues the FCC and the House Select Committee to Investigate the Commission will be called upon to investigate.

Following his edited broadcast speech, Sen. Coudert charged that the FCC exercises control over radio. In a statement last Monday Nathan Straus, WMCA president, said the speech as submitted was "unacceptable" because it contained "denunciations of one of our Allies" and because it constituted a "campaign speech" rather than a "non-partisan patriotic talk".

John J. Sirica, general counsel of the House Select Committee, was in conference with Sen. Coudert Monday following published reports of the Senator's charges of FCC control. On Wednesday the Catholic War Veterans wired FCC Chairman James Lawrence Fly demanding that the Commission conduct "public hearings in New York City to investigate the deplorable action of the management of WMCA in censoring part of the text of an official of New York State."

The telegram, signed by National Commander Edward T. McCaffrey and Past National Commanders John M. Dealy, Thomas Walsh and Charles H. A. Brophy, charged that WMCA "permits commentators to utter anti-Catholic talks" and that no opportunity had been given "to answer the criticism or attacks made on the church." To those charges Mr. Straus said:

"I am willing to abide by the views of the Archdiocese of New York as to WMCA's attitude toward Catholic Charities and Catholic causes. So long as I am connected with WMCA there will be no attacks on any individual because of race, creed or color."

Sen. Coudert on Thursday declared: "If the FCC or a station owner is to be allowed to determine what the American people hear, then we shall be no better off than Hitler's Germans. I do not know whether Mr. Straus and WMCA acted in accordance with regulations of the FCC or on their own responsibility. The fact remains, however, as I recall the law, that licenses have to be renewed periodically by the FCC. Under these circumstances is it not obvious that any station owner is likely to have constantly in mind the views and prejudices of the FCC and the Administration which it represents? How can there be freedom of air under these conditions?"

In his earlier statement Mr. Straus said portions of Sen. Coudert's speech were "unacceptable for broadcast by the station on free time for two reasons: (1), The speech denounced our Ally, the Soviet Union, and blamed it, by inference, for all of our social and economic ills, while there was not one word of denunciation of our enemies, Germany and Japan. Our Allies will not be attacked over WMCA so long as their soldiers are dying to save the lives of American soldiers. (2) Sen. Coudert's speech was not a nonpartisan patriotic talk but was a campaign speech sent out in envelopes bearing the imprint of the National Republican Club. As such it was not eligible for free time on the air."

Mr. Sirica, back in Washington late last week, declined to comment other than to say that if the FCC, as charged by Sen. Coudert, exercised control over radio, the House Committee certainly wanted to know it. He added, however, that should complaints involving alleged FCC control over programs be filed with the Committee, a thorough investigation would be conducted.



FIRST PROGRAM originating west of the Mississippi to win the Highest Award of Merit for Women Commandos, given by the Public Utility Adv. Assn. was *Women Commandos*, sponsored daily on WKY Oklahoma City by the Okla. Natural Gas Co. Julie Benell, writer-producer-conductor, admires the award with Gale Grubb, general manager of the NBC outlet.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *April-May, 1944*

TAKE A LOOK AT THE RECORD *that's all we ask!*

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH • *National Representatives*

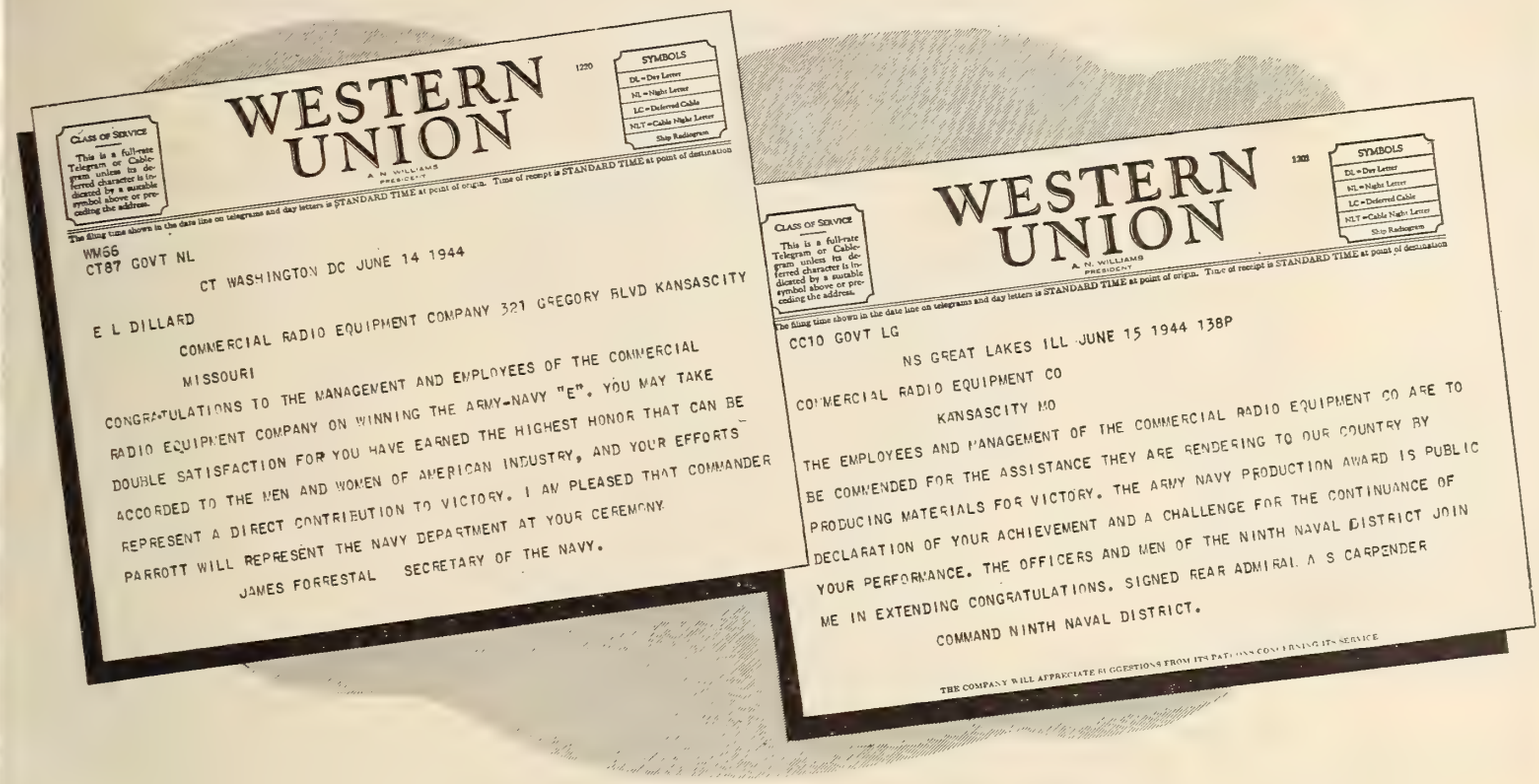
Cover the Rich Lehigh Valley

WEST EASTON, PENNA.

NBC Mutual

SO SHALL WE SERVE

To Secure Victory Sooner



WESTERN UNION

A. N. WILLIAMS, PRESIDENT

CLASS OF SERVICE: This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

SYMBOLS: DL = Day Letter; NL = Night Letter; LC = Deferred Cable; NLT = Cable Night Letter; Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

WM66
CT87 GOVT NL

CT WASHINGTON DC JUNE 14 1944

E L DILLARD

COMMERCIAL RADIO EQUIPMENT COMPANY 321 GREGORY BLVD KANSASCITY MISSOURI

CONGRATULATIONS TO THE MANAGEMENT AND EMPLOYEES OF THE COMMERCIAL RADIO EQUIPMENT COMPANY ON WINNING THE ARMY-NAVY "E". YOU MAY TAKE DOUBLE SATISFACTION FOR YOU HAVE EARNED THE HIGHEST HONOR THAT CAN BE ACCORDED TO THE MEN AND WOMEN OF AMERICAN INDUSTRY, AND YOUR EFFORTS REPRESENT A DIRECT CONTRIBUTION TO VICTORY. I AM PLEASED THAT COMMANDER PARROTT WILL REPRESENT THE NAVY DEPARTMENT AT YOUR CEREMONY

JAMES FORRESTAL SECRETARY OF THE NAVY.

WESTERN UNION

A. N. WILLIAMS, PRESIDENT

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CC10 GOVT LG

NS GREAT LAKES ILL JUNE 15 1944 138P

COMMERCIAL RADIO EQUIPMENT CO

KANSASCITY MO

THE EMPLOYEES AND MANAGEMENT OF THE COMMERCIAL RADIO EQUIPMENT CO ARE TO BE COMMENDED FOR THE ASSISTANCE THEY ARE RENDERING TO OUR COUNTRY BY PRODUCING MATERIALS FOR VICTORY. THE ARMY NAVY PRODUCTION AWARD IS PUBLIC DECLARATION OF YOUR ACHIEVEMENT AND A CHALLENGE FOR THE CONTINUANCE OF YOUR PERFORMANCE. THE OFFICERS AND MEN OF THE NINTH NAVAL DISTRICT JOIN ME IN EXTENDING CONGRATULATIONS. SIGNED REAR ADMIRAL A S CARPENDER COMMAND NINTH NAVAL DISTRICT.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

SO SHALL WE DESERVE

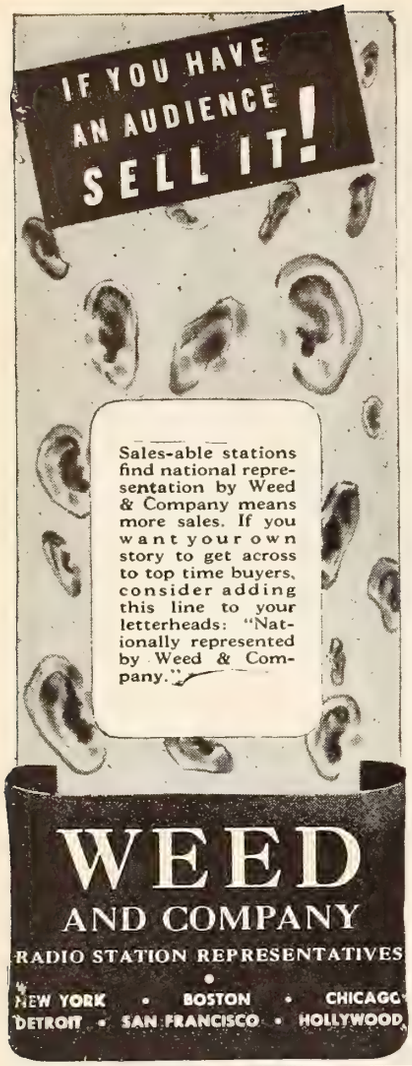
Productive Progress Tomorrow

"We, as Radio Engineering Consultants, are now concerned only with providing our Fighting Forces with the finest equipment our ingenuity and enterprise can devise and provide. We are, at the same time, learning new ways and means to develop pacemaking performance for the increased tempo of AM-FM service to the postwar public that is sure to come."

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, Owner and General Manager

Washington, D. C. * **Kansas City, Mo.** * **Hollywood, Cal.**



Feldman Returns

ARTHUR FELDMAN, assistant to George Hicks in the Blue London news bureau, has returned to this country for a rest. Following a vacation he will confer with George W. Johnstone, Blue director of news and special events, and Clete Roberts, Blue correspondent just returned from assignment at General MacArthur's headquarters in the Southwest Pacific. The trio will then leave New York for San Francisco to continue conferences prior to Mr. Feldman's departure for the Southwest Pacific, where he will be attached to the General's headquarters.

Absorbine Jr. Spots

W. F. YOUNG Inc., Springfield, Mass., in a gradually expanding spot campaign for Absorbine Jr., launched several months ago, is using one-minute live and transcribed spots at varying frequencies on WSPR WNBF WSYR WBRC WFBM WBNS WHIO. Agency is J. Walter Thompson Co., New York.

Spratt's Mapping

SPRATT'S PATENT (America) Ltd., Newark, is considering a national spot campaign in the fall for its dog food in markets where the product has distribution. Contract has been signed with WABC, New York, effective Aug. 28 for participations on Arthur Godfrey's program. Agency is Paris & Peart, New York.

Coverage of Rural Areas P4a Topic

DISCUSSION of the possible use of the 200-400 kc band and 3-17 mc band for rural coverage was among items taken up last Tuesday by the Allocation Committee (P4a) of Panel 4 on Standard Broadcasting of the Radio Technical Planning Board at its second meeting in the Hotel Statler, Washington.

Although no action was taken, the discussion disclosed that signals transmitted on the 200-400 band have good groundwave while those on the 3-17 mc have good skywave both day and night. At present the low frequencies are used for safety transmissions while police, aviation and kindred services are allocated the 3-17 mc band.

Preliminary studies indicate that use of the 3-17 mc band for rural coverage would go far toward solving the problem of providing full-time radio service to remote farm areas, it was reported. The Committee plans further study before making any reports or recommendations.

Soap Plans

LANMAN & KEMP-BARCLAY & Co., New York, is planning to promote Reuter's Soap and Murray & Lanman's Florida Water aftershave lotion on a number of women's participation programs on stations throughout the South. Guilford Adv. Agency, New York, handles the account.

Pillsbury Spots

PILLSBURY FLOUR MILLS Co., Minneapolis, on July 24 starts sponsorship of one-minute transcribed spots, four times a week on WIRE Indianapolis and five times a week, starting July 31, on KWTO Springfield, Mo. Ten-month contract was placed by McCann Erickson, Minneapolis.

Beau Brummell Expands

BEAU BRUMMELL TIES, Cincinnati, has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Firm uses spot announcements and quarter-hour programs on KYW WMAQ WJZ and is planning further expansion in radio.

WEBR President Name To Succeed Jim Farl

PAUL E. FITZPATRICK, pre dent of WEBR Inc., licensee WEBR Buffalo, and part-owner the station, last Tuesday was ele ed Democrat State chairm of New Yor succeeding Jam A. Farley, w resigned thr months after h re-election for two-year ter Mr. Fitzpatric a New Deale was the unan mous choice the Democratic State Committee.



Mr. Fitzpatrick

P&G Drops Drama

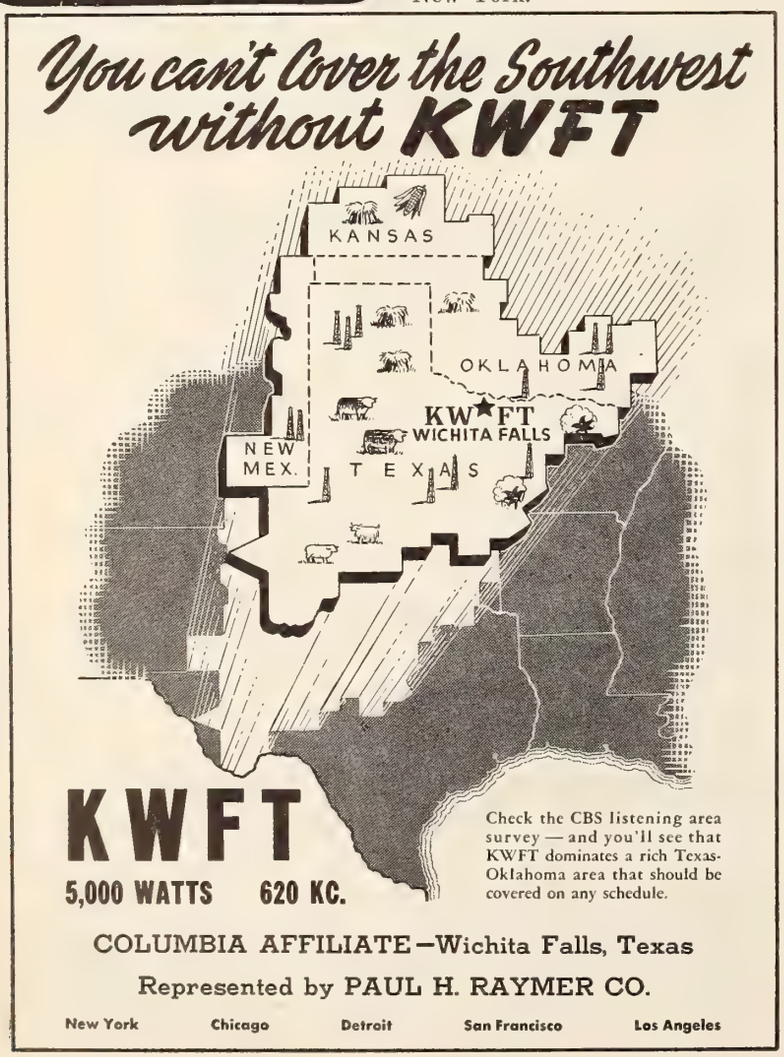
PROCTER & GAMBLE Co., Ci cinnati, which has signed Ru Vallee for a musical variety pr gram to start in the fall for Dren on Sept. 2 will discontinue *Abie Irish Rose*, which has been promo ing that product on NBC, Satu days at 8-8:30 p.m., for three year Although no announcement ha been made by H. W. Kastor & Son Chicago, agency for Drene, th Rudy Vallee program will probabl be heard in the 8 p.m. Saturda spot on NBC. Meanwhile progran which has had a consistent 1 Hooperrating over a period c months, has been approached b four agencies by potential spor sors. H. W. Kastor & Sons has 48-hour first refusal on the show

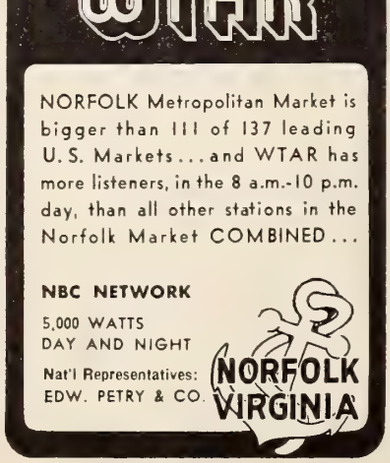
KOBH, KINY Grant

KOBH Rapid City, S. D. last week was granted a construction per mit by the FCC to change fre quency from 1400 to 1380 kc an to increase power from 250 w t 5,000 w. Authority also was grant ed to install new transmitter an a directional antenna for nigh use and for change of transmitte site. KINY Juneau, Alaska, wa granted reinstatement of CP to in crease from 1000 to 5000 w an install new transmitter.

Wadham's 16th Season

FOR THE SIXTEENTH consecu tive year Wadhams Division of Socony-Vacuum Oil Co. will re sume sponsorship this September on WTMJ Milwaukee of the fall schedule of the U. of Wisconsin and Green Bay Packers football games.





"EVERYBODY'S TALKING ABOUT LANG-WORTH!"

NET CANCELLATIONS

FOLLOWING commercial programs will be cancelled by the four major networks for simultaneous coverage of the Democratic Convention Wednesday and Thursday, 1-2 p.m. and 10-11 p.m. (EWT). Other network commercials also will be cancelled if necessary to provide full radio coverage:

MUTUAL

WEDNESDAY — Ray Dady, 1 p.m. (Grove Labs.); Jack Berch, 1:15 p.m. (Kellogg Co.); *Luncheon With Lopez*, 1:30 p.m. (Van Camp).

THURSDAY—Ray Dady, 1 p.m. (Grove Labs.); Jack Berch, 1:15 p.m. (Kellogg Co.); *American Woman's Jury*, 1:45 p.m. (Lewis Howe Co.); Henry Gladstone, 10 p.m. (General Cigar Co.); Tiny Ruffner, 10:15 p.m. (Lee Hat Co.).

BLUE

WEDNESDAY—H. R. Baukage, 1 p.m. (locally sponsored); Tony More, News, 1 p.m., Pacific Coast only (Kelllogg Co.); *My True Story*, 1:30 p.m., repeat (Libby McNeill & Libby); *Aunt Jemima*, 1:55 p.m., repeat (Quaker Oats Co.); Raymond Gram Swing, 10 p.m. (Socony Vacuum Oil Co.); Ted Malone, 10:15 p.m. (Westinghouse Electric Co.); *Scramby Amby*, 10:30 p.m., repeat (Manhattan Soap Co.).

THURSDAY—1-2 p.m. (same as Wednesday); Swing, 10 p.m. (Socony); *Stop or Go*, 10:30 p.m. (McKesson & Robbins).

CBS

WEDNESDAY—*Life Can Be Beautiful*, p.m.; *Ma Perkins*, 1:15 p.m.; *Bernadine Flynn*, 1:30 p.m.; *The Goldbergs*, 1:45 p.m. (Procter & Gamble Co.); *Great Moments in Music*, 10 p.m. (Celanese Corp.); *Report to the Nation*, 10:30 p.m. (electric companies).

THURSDAY—1-2 p.m. (same as Wednesday); *The First Line*, 10 p.m. (Wm. Wrigley Co.); *Here's to Romance*, 10:30 p.m. (Bourjois Inc.).

NBC

WEDNESDAY—*Aunty Mary*, 1:30 p.m., Pacific Coast only (Ben-Hur Products); *Art Baker*, 1:45 p.m., Pacific Coast only (Los Angeles Soap Co.), *College of Musical Knowledge*, 10 p.m. (American Tobacco Co.).

THURSDAY—1-2 p.m. (same as Wednesday), Harry Savor, 10 p.m. (R. J. Reynolds Tobacco Co.).

CAB Expands Service

COOPERATIVE Analysis of Broadcasting this month will begin regular reporting on the makeup of the family radio audience, accumulating data on the number of men, women and children listening to radio programs in the 81 cities in which the CAB now conducts twice-monthly interviews. In announcing this expansion of its service, the CAB points out that this is the first step toward a "Telerating" service which is planned for the postwar era when the CAB has formulated a program for surveying television program audiences.

Cresta Blanca Auditions

CRESTA BLANCA WINE Co., division of Schenley Distillers Corp., New York, is auditioning several programs to go into the Tuesday 9:30-10 p.m. period on CBS, following completion a 13-week summer run for the Schenley Penicillin show *The Doctor Fights*, Aug. 9. Cresta Blanca agency is BBDO New York.

Trenner to Weintraub

HARRY TRENNER, since May 1942 account executive in the sales department of Mutual, on July 17 joins William H. Weintraub Co., New York, as business manager of the radio department, a new post. Before joining MBS, Mr. Trenner was commercial manager of WNBF Binghamton, N. Y.



Still Climbing!

WOAI's Hooperatings exceed the national Hooperatings on 75 of the 82 network programs carried and measured in the most recent Hooper report (Winter-Spring, 1943-44)!

Listeners mean sales. That's why, year in and year out, WOAI continues to sell more merchandise to more people in Central and South Texas than any other station — at a lower cost per sale!

50,000 WATTS -- CLEAR CHANNEL

NBC AFFILIATE -- MEMBER TQN

WOAI
San Antonio

Represented Nationally by
EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

In
Winston-Salem
The Station
MOST People
Listen To
MOST* Is
WSJS

NBC

5000 Watts
600 on the Dial

* *Crossley Survey.*
Feb. 28—March 12, 1944

★

Represented by
HEADLEY-REED COMPANY

WOODYARD RESIGNS; WILLIAMS NAMED

RESIGNATION of Ronald B. Woodyard as general manager of WING Dayton, effective Jan. 1, and appointment of J. P. Williams, of the sales staff of WIZE Springfield, sister-station, as his successor, was announced last week.



Mr. Woodyard

Mr. Woodyard, who is president and owner of WINK (formerly WAAC) Ft. Myers, Fla., said he would maintain his home in Dayton and continue in the radio business in that city. He also is executive vice-president of WIZE and holds a minority interest in that station.

President and principal owner of WING and WIZE is Charles Sawyer, Cincinnati attorney and Democratic National Committeeman. Mr. Williams is his son-in-law.

Mr. Woodyard has pending an application for a new station in Utica, N. Y. Before joining WING five years ago, he was with WHIZ Zanesville, which was sold to Fort Industry Co.

MRS. RAYMOND CLAPPER, wife of the Mutual commentator and Scripps-Howard correspondent who was killed in a plane crash in the South Pacific, has edited a book containing her husband's articles and dispatches, and a 30-page biography. Publisher is Whittlesey House, New York [*Watching the World*, $3].

WCBM BLUE

A Quality Station
with
Mass Appeal
in a
Rich Market

WCBM
BALTIMORE
The BLUE NETWORK Station

JOHN ELMER, President
GEO. H. ROEDER, General Manager
FREE & PETERS, INC.
Exclusive Nat'l. Representatives

Joins Law Firm

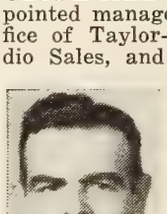
EDWIN CONRAD, former senior attorney with the FCC Broadcast Division, has joined the law firm of Sanborn, Blake & Aberg, of Madison, Wis., as a partner, according to an announcement last week. He was with the FCC during 1943. A graduate of the U. of Wisconsin in 1934, Mr. Conrad holds a radio telephone first class operator's license and had a year of radio engineering at the U. of Wisconsin. He will specialize in the practice of radio law in the North Central States as well as in practice before the FCC.



Mr. Conrad

Clyde Melville Appointed By Texas Radio Group

CLYDE MELVILLE has been appointed manager of the Dallas office of Taylor-Howe-Snowden Radio Sales, and managing director of the Lone Star Chain, according to Alex Keese, general manager of the firm.



Mr. Melville

Mr. Melville was territorial representative for Pepsi-Cola Co., Long Island City, N. Y., for the state of Florida, later serving simultaneously as manager of Dallas and Paris, Texas bottling plants. In 1942 he enlisted in the U. S. Army Air Transport Command and was placed on reserve status in 1943.

Borden Eyes Wynn

BORDEN Co. Sales Division, New York, may have two network programs on the air in the fall. A second network series starring Ed Wynn in a half-hour variety show is now being considered, in addition to Fannie Hurst program, which started recently on the Blue Saturday 10-10:30 a.m. Borden also sponsors Louis Sobol on WOR New York. Agency is Young & Rubicam, New York.

FOUR TOP MARKETS!

- Kentucky's Central
  WLAP *Lexington, Ky.*
- Amarillo
  KFDA *Amarillo, Tex.*
- The Tri-State
  WCMI *Ashland, Ky.-Huntington, W. Va.*
- Knoxville
  WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

Paley 1942 Income Exceeds $185,800

Treasury Lists Radio Head In Higher Income Brackets

WILLIAM S. PALEY, president of CBS on leave as radio chief of psychological warfare with SHAEF in London, received compensation from CBS for the calendar year ending Dec. 31, 1942, aggregating $185,820, according to a compilation of corporation compensation made public July 17 by Secretary of the Treasury Morgenthau.

The list, covering individuals receiving from corporations compensation for personal services in excess of $75,000 for the calendar year 1942 or the fiscal year ending in 1943, was made public by the Treasury in compliance with the Revenue Act of 1939. It shows the amounts paid to officers and employes by reporting corporations in the form of salary, commission, bonus or other compensation for personal services.

Other High Income

Following are some of the compensations identified with radio:

W. E. Mcfarlane, business manager of the *Chicago Tribune* and chairman of the executive committee of Mutual, $106,362; Edward Petry, president of Edward Petry & Co., station representatives, $79,062.50, of which $68,750 was salary; David Sarnoff, president of RCA and chairman of the board of NBC, now on leave as colonel in the Army Signal Corps attached to SHAEF on Gen. Eisenhower's staff, $100,900, of which $100,000 was salary.

Chester LaRoche Jr., former Chairman of Young & Rubicam, now chairman of the executive committee of Blue Network Co., $95,000.16; R. C. Cosgrove, vice-president and general manager of the manufacturing division, Crosley Corp., $93,000, of which $50,000 was salary and the balance bonus. The late John S. McCarrens, president of the Forest City Publishing Co., *Cleveland Plain Dealer* which owns WHK WHKC and WCLE, $244,774.95, of which $60,000 was salary.

"EVERYBODY'S
TALKING
ABOUT
LANG-WORTH!"

Network Accounts

All time Eastern Wartime unless indicated

New Business

GILLETTE SAFETY RAZOR Corp., New York (shave products), on July 28, 10 p.m. only, sponsors Lee Q. Murray vs. L. (Turkey) Thompson boxing bout on over 200 MBS stations. Agency: Maxon Inc., N. Y.

ANDREW JERGENS Co., Cincinnati (lotion), on July 20 for 52 weeks starts mystery drama on 7 CBS Pacific stations, Thurs., 9-9:30 p.m. (PWT). Agency: Lennen & Mitchell, N. Y.

PERALTA WINE Co., San Francisco (Monte Cristo wine), on Aug. 8 for 13 weeks, starts *Count of Monte Cristo* on 16 Don Lee California stations, Tues., 8-8:30 p.m. (PWT) with transcribed repeat on 10 Don Lee Oregon stations, Tues., 10-10:30 p.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

KNOX Co., Hollywood (Cystex), on July 14 for 13 weeks started *What's the Name of That Song* on 36 Don Lee Pacific stations, Fri., 8:30-9 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

TABLE PRODUCTS Co., Oakland, Cal. (Nu-Made mayonnaise), on July 30 for 13 weeks starts *Hoagy Carmichael Show* on 16 Don Lee California stations, Sunday, 8:30-9 p.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

OWENS-ILLINOIS GLASS Co., Toledo (Duraglas) on Sept. 7 starts *Fred Waring and His Pennsylvanians* on 180 Blue stations, Thurs., 7-7:30 p.m. (repeat, 11:30-12 p.m.). Agency: J. Walter Thompson Co., N. Y.

A. G. SPALDING & BROS., New York (institutional), on July 29 for 13 weeks starts Babe Ruth on about 135 NBC stations, Sat., 10:30-10:45 a.m. Agency: Ferry-Hanly Co., N. Y.

Renewal Accounts

SCHUTTER CANDY Co., Chicago (Old Nick, Bit-O-Honey candy bars), on July 22 for 52 weeks renews *Starring Curt Massey* on the full NBC network, Sat., 5:45-6 p.m. Agency: Schwimmer & Scott, Chicago.

FITZSIMMONS STORES, Los Angeles (chain grocers), on July 10 for 13 weeks renewed *Fitzsimmons Frolics* on 2 Don Lee California stations (KHJ KFXM) Mon. thru Fri., 4:45-5 p.m. (PWT). Agency: McElroy Adv., Los Angeles.

PROCTER & GAMBLE Co., Cincinnati on July 3 for 52 weeks renews Mon. thru Fri. on NBC *Road of Life* (Duz) 11-11:15 a.m. on 130 stations; *Vic and Sade* (Ivory Flakes, adding White Laundry Soap, Dash), 11:15-11:30 a.m., adding 7 stations for a total of 84 stations; *Pepper Young's Family* (Camay) on 79 stations, 3:30-3:45 p.m.; *A Woman of America* (Ivory Snow) on 130 stations, 3-3:15 p.m.; *Ma Perkins* (Oxydol) on 130 stations 3:15-3:30 p.m. and *Right to Happiness* (Ivory) 3:45-4 p.m. Agencies: Benton & Bowles, (White Laundry); Dancer-Fitzgerald & Sample (Oxydol, Dreft); Pedlar, Ryan & Lusk (Camay, Dash); Compton Adv. (Duz, Ivory Flakes, Crisco, Ivory Soap), all of New York.

Network Changes

ELECTRIC COMPANIES advertising program (institutional) on July 19 permanently discontinues *Report to the Nation* on 132 CBS stations, Wed., 10:30-11 p.m. and starts musical show on 132 CBS stations Wed., 10:30-11 p.m. in October. Agency: N. W. Ayer & Son, N. Y.

LIBBY McNEILL & LIBBY, Chicago (canned foods), on July 17 shifts *My True Story* from Mon. thru Fri., 10:15-10:40 a.m. to 10-10:25 a.m. on 184 Blue stations (continuing repeat 1:30-1:55 p.m.). Agency: J. Walter Thompson Co., Chicago.

QUAKER OATS Co., Chicago (Aunt Jemima flours) moves its musical *Aunt Jemima Show* from 9:25-9:30 a.m. to 9:40-9:45 a.m. CWT, Mondays thru Fridays on Blue Network effective July 17. Agency: Sherman K. Ellis Adv., Chicago.

H. J. HEINZ Co. of Canada, Toronto (food products), on July 10 replaced *Information Please* with *Vacation Serenade* for eight weeks on 23 CBC Dominion network stations, Mon. 9:30-10 p.m. Agency: MacLaren Adv. Co., Toronto.

LANGENDORF United Bakeries, San Francisco (bread), starting August 8 shifts *Red Ryder* serial on Pacific Coast Blue stations to seven Don Lee outlets, Tues., Thurs., Sat., 7:30-8 p.m. (PWT). Agency: Pacific Coast Adv., San Francisco.

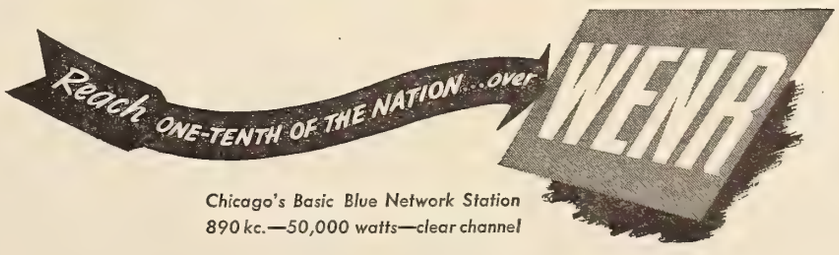


We're not advertising a course in ventriloquism.

We mean that by having an announcer on your radio program step to WENR you can throw the voice of your company and your product from Upper Wisconsin to deep in Illinois—from the farms of Indiana to the manufacturing centers of rich Michigan.

More advertisers all the time are doing that very thing over WENR. They've learned that WENR is not merely a "Chicago Station" but a station reaching over 13,000,000 Americans—roughly, One-Tenth of the Nation—and reaching them at the lowest cost per 1000.

That's economical voice-throwing—don't you think?



Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • CHICAGO • HOLLYWOOD • DETROIT • PITTSBURGH

"It's a WIZE advertizer who uses the Springfield, Ohio Market."

An inquiry will prove it.

WIZE Springfield Ohio

WEED & CO.: National Representatives

SPORTS MUSIC NEWS

W ★ H ★ N

50,000 WATTS DIAL 1050

AP

WHBQ, Memphis, Tenn.

. . . this will express our appreciation for the individual sales presentations on The AP Telescript programs.

E. A. Alburty
Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

MAGNIFY YOUR RESULTS WITH ORIGINAL CUSTOM-BUILT RADIO SPOTS

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue.. NEW YORK CITY

Democratic Plans Still Enigma

(*Continued from page 9*)

are the broadcast plans as announced last week, supplementing those in the July 10 BROADCASTING:

Blue Network

The Blue Network set aside afternoon and evening time totaling about two hours for special pre-Convention commentator programs July 15-18, and in addition to participating in the four-network broadcasts during the convention, will feature Chicago pickups on about seven of its regular newscasts, July 19-21.

Commentators were heard from Chicago individually or in roundups Saturday, 7-7:15 p.m.; Sunday, 3:30-4 p.m., and 10:30-11 p.m. This week's schedule includes 11:15-11:30 p.m. Monday and Tuesday.

During the convention itself, the following will broadcast from Chicago during regularly scheduled Blue news programs: Earl Godwin, William Hillman, Ray Henle, Walter Kiernan, H. R. Baukhage, Henry J. Taylor. *Time Views the News* will include Chicago pickups July 19 and 20.

G. W. (Johnny) Johnstone, Blue director of news and special features, will supervise the network's activities, assisted by George Milne, network chief engineer; Gene Rouse, central division news and special features manager, and Bryson Rash, WMAL-Blue special features manager in Washington. Ernest K. Lindley, Washington manager of *Newsweek*, has been retained as special commentator. Also to be heard will be Clete Roberts, Blue reporter just back from the Southwest Pacific theatre. Leon Henderson and Patricia Dougherty will round out the Blue's commentator-reporter staff.

Columbia's Schedule

At the opening of the twice-daily broadcasts CBS special events reporters will take their handie-talkies and pack transmitters to the Stadium floor for brief interviews with Democratic delegates. The same CBS personnel which reported the Republican Convention June 26-29 will cover the Democratic conclave.

Paul White, CBS director of news broadcasts, will be in charge, assisted by Bill Slocum Jr., director of special events, and Bob Wood, the network's Washington news chief. Bob Trout, reporter and analyst, and John Daly, foreign correspondent, will be chief announcers.

Major events will be analyzed and described by Mr. Trout, Quincy Howe and Reporters Bill Henry, Daly, John Harrington and Tris Coffen. Assisting Mr. Slocum in special events will be Shep Chartoc and Jack Burnett of WBBM Chicago. Helen Sioussat, CBS director of talks, will handle addresses by prominent Democrats. Henry Grossman, network operations engineer, is in charge of technical arrangements.

Hannegan on NBC

Robert E. Hannegan, Democratic National Committee chairman, will summarize each session at the close of network broadcasts for NBC, William F. Brooks, network director of news and special events, announced. During the GOP Convention Rep. Joseph Martin Jr., chairman of the Republican Convention, did a similar job for NBC.

A daily roundup, 6:15-6:40 p.m., beginning July 18 and featuring commentators, newsmen and occasional guest experts in roundtable discussions also is planned. At the NBC microphones will be H. V. Kaltenborn, Richard Harkness, Mary Margaret McBride, Morgan Beatty and Ben Grauer. Mr. Brooks will have charge of all broadcasts.

Mutual Plans

Again Mutual plans a series of special Convention broadcasts, in addition to the regular sessions and will follow a pattern similar to that of the Republican coverage. The WOR New York *Martha Deane* program will originate from Chicago, beginning Tuesday, 2-2:30 p.m.

A staff of 40 newsmen, executives and engineers will cover for Mutual under the supervision of Adolph Opfinger, program director; Tom Slater, director of special features and sports; Frank P. Schreiber, general manager of WGN, and Dale O'Brien, WGN public relations director.

Among Mutual's commentators will be Fulton Lewis jr., Cecil Brown, Walter Compton, Jack Brickhouse, Mrs. Raymond Clapper, Leo Cherne, Ray Dady. Arthur Sears Henning, Arthur M. Evans, John Holbrook, Stanley Dixon, Alexander Griffin.

Television Schedules

NBC's television coverage will follow much the same pattern as during the Republican Convention. RKO television Corp. cameramen will cover the Convention sessions, with the film flown back to New York for processing. Finished product, running about a half-hour for each day's session, will be televised on WNBT New York the following evening. RKO has prepared a special film "The Democratic Party on Parade," depicting the history of the party in the same way as was done for he GOP in June. Wednesday's convention telecast also will include pictures of the Democratic delegates arriving in Chicago.

Imes on WCBI-WELO

Col. Birney Imes Sr., publisher of the *Columbus* (Miss.) *Commercial Dispatch*, father of Capt. Birney Imes Jr., owner of WCBI Columbus and WELO Tupelo, and official delegate from Mississippi, will do a series of daily quarter-hour observations by transcription. James Arrington, publisher of the *Collins* (Miss.) *Commercial* and mayor of Collins, also will comment by transcription. Arriving before the Convention, Col. Imes and Mr. Arrington, widely-known humorist, will make records daily until the sessions close. Programs will be aired through Mid-South Network facilities, Bob McRaney, manager of the Imes station announced.

Roundtables on WGAR

Two roundtable discussions with Ohio delegates participating are planned by WGAR Cleveland as well as three direct newscasts daily by Ralph Worden, WGAR news editor. Overhead coverage also will be provided by Mr. Worden and Bill Neel of the Washington News Bureau, which services the Richards-Fitzpatrick stations.

WOW Newscast Service

Two men will cover the Convention for WOW Omaha, although no direct pickups other than those of NBC are planned, according to John J. Gillin Jr., president. Tom Ingoldsby, WOW local news bureau manager, and either M. M. Meyers, secretary of Radio Station WOW Inc., or Soren Munkhof, manager of the station news department, will file overhead stories for use on all of the station's regularly scheduled newscasts.

Two Daily on WTCN

John Ford, news editor of WTCN Minneapolis-St. Paul, will air his regular 7:45 a.m. and 1 p.m. newscasts from Chicago, C. T. Hagman, vice-president and general manager, said. Mr. Ford will be assisted by Walter T. Ridder, Washington correspondent of the *St. Paul Dispatch Pioneer-Press*. Mr. Ford's morning newscast is sponsored by the Milk Foundation of Minnesota and the afternoon spot by Holsum Bread.

WITH Reception

Ian Ross MacFarlane will originate four broadcasts daily for WITH Baltimore, with quarter-hours scheduled at 11:30 a. m. and 8:30 p. m. At 3:30 p. m. a half-hour direct pickup is scheduled and at 11:05 p. m. Mr. MacFarlane will do a 25-minute program, summarizing the day's events and interviewing Maryland delegates. He also plans to transcribe interviews with Maryland delegates for supplemental broadcasts. WITH will cut in at any time with direct bulletins from Mr. MacFarlane should developments warrant.

Feature of the WITH special coverage will be a reception Tuesday night at station's suite in the Hotel Stevens for Maryland delegates and alternates. Tom Tinsley, WITH president, and Mrs. Tinsley will be hosts, assisted by Mr. and Mrs. MacFarlane. Station also will record all interviews and present records to the delegates who participate.

Griffin for WIP

Alexander Griffin, WIP Philadelphia commentator, will do a special daily commentary at 10:30 a. m. emphasizing the Pennsylvania angle. His regular 6 p. m. spot, originating at WIP and fed to Mutual, will be heard from Chicago during the Convention.

KGLO to Record

A series of interviews with Iowa delegates will be transcribed by W.

SERVICE DIRECTORY

SOUND EFFECTS
Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions – Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

United Manufacturing Corp.
Division of U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
District 1640

FRITZ BLOCK PRODUCTIONS
Writer-Producer-Director
420 Madison Ave., Plaza 9-6180
New York City

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

l Hall for KGLO Mason City. se quarter-hour platters will be ed to Mason City for broadcast. LO will depend on network cover- for spot news.

Three Daily on KDKA

Three broadcasts daily direct from Convention are planned by KDKA tsburgh, J. E. Baudino, general nager, announced. Studios will be up by the Westinghouse station the Convention city for the daily adcasts of Don Hirsch, spon- d by the Duquesne Brewing Co. ns also contemplate origination of arles L. DeVault's daily programs. nsored by Peter Paul Inc., and ve Labs.

KUOA Uses Overhead

torm Whaley, manager of KUOA am Springs, Ark., will roll up his ves at the Democratic Conven- as he did at the GOP sessions function as both announcer and rter. Mr. Whaley will keep OA covered on Convention news of ial interest to Arkansas by over- l wires daily. He also plans to quarter-hour transcriptions of in- iews with delegates from the OA area. Mr. Whaley said the nscriptions probably will be spon- d locally.

Dobyns Files for KGER

. Merwyn Dobyns, president and eral manager of KGER Long ch, Cal., and his wife, Mrs. Evalyn yns, station educational director, cover the Democratic Conven- as they did the Republican con- e, keeping KGER listeners in- ed by daily telegraphic stories. . Dobyns will emphasize the Con- tion from a woman's viewpoint.

Gleeson for KPRO

V. L. (Bill) Gleeson will be in radio news gallery for KPRO erside, Cal., according to H. W. son, manager. He plans to file y wire reports, which will be tted as public service newscasts ughout the KPRO schedule. On return to Riverside Mr. Gleeson summarize the Convention in a ial broadcast. KPRO will de- d on Blue coverage for direct ups.

KGFW Augments Newscasts

Regularly scheduled newscasts of FW Kearney - Lincoln, Neb. ery hour on the hour) will be lighted during the Convention by ial overhead coverage from rge Kline of Lincoln, who repre- ted the station also at the GOP vention. Mr. Kline's copy will em- size human interest and local an- not included in regular news wire rices.

Two Daily on WCCO

Cedric Adams, WCCO Minne- lis-St. Paul commentator, will originate his noon and night news- casts daily from Chicago during the Convention. He also plans to do other special color broadcasts during the Democratic sessions. Mr. Adams, too, will assist on the CBS staff.

Aldridge for KXOK

Mahlon Aldridge, newly appointed news editor of KXOK St. Louis, *Star-Times* station, will do two broadcasts daily, 6:45 and 11:15 p. m. from Chicago. Lines have been installed in the Stevens Hotel and Stadium for direct pickups. Assisting Mr. Aldridge will be the following staff correspondents of the *Star-Times*: Robert Holliway of Jefferson City; Ernest Kirschten, editor of the editorial page; Truman Felt, Washington correspondent. Technical details will be in charge of Arthur Rekart, KXOK chief engineer. Station also plans to record interviews with delegates and political leaders from its listening area, according to C. L. Thomas, manager.

WBBM's Behind Scenes

WBBM Chicago, CBS station, plans a series of behind-the-scenes broadcasts during the convention, as well as others augmenting network coverage. Pre-convention programs began Sunday. On July 17 WBBM was to present members of the Stevens Hotel staff in a round-table discussion of how hotels handle large convention groups. At 2:45 p. m. CWT Tuesday a quarter-hour discussion of the radio and mechanical organization at Convention hall will feature Tom Garry, chief of physical arrangements at Chicago Stadium; J. Leonard Reinsch, Democratic National Committee radio director; Hal Carlson of the Illinois Bell Telephone Co.; Jack Darnell, Western Union.

At the same time Wednesday correspondents for newspapers of United Nations will discuss politics and the various methods of choosing national leaders by their respective countries. Alvin J. Steinkopf, WBBM's foreign affairs expert, will be moderator.

Leading magazine and newspaper writers will be presented Thursday afternoon. Val Sherman, WBBM chief announcer, will be moderator on all forums except the Wednesday program. Other direct pickups include Robert F. Hurleigh's 3:45 p.m. daily newscast, which will feature interviews with prominent Democrats; a 5 p.m. analysis, July 19 by Mr. Steinkopf on the German attitude and reaction to the American political conventions and coming election; special newscasts at various times by WBBM staff commentators and reporters, under direction of Shepard Chartoc, special events chief, and Jack Burnett, his assistant. Covering for WBBM, in addition to Messrs. Hurleigh and Steinkopf, will be Walter Preston, director of program operations; George Case, assistant; Florence Warner, director of education; James Beloungy, chief engineer; Fred Killian, production manager; James Crusinberry, news editor; Earl Horrigan, news writer; John Harrington, newscaster.

"EVERYBODY'S TALKING ABOUT LANG-WORTH!"

Jergens in West

ANDREW JERGENS Co., Cincinnati (lotion), on July 20 starts sponsoring a weekly half-hour comedy-mystery, *Hollywood Mystery Time*, on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KIRO KFPY KOIN), Thursday, 9-9:30 p.m. (PWT). Contract is for 52 weeks. Carleton Young and Gloria Blondell will be co-starred. Louis Dittes and Jerome Epstein are assigned writers. S. James Andrews, radio director of Lennen & Mitchell, New York agency servicing account, will produce first two programs. Don Sharpe, radio director of Frank Vincent Agency, Hollywood talent service, will then take over that assignment.

BLACKHAWK BREWING Co., Davenport, Ia., will add a series of chain breaks to its schedule of spot announcements now being carried by WOC KBUR KXEL KBIZ KFJB WHBF KROS, effective July 17. Contract is for 26 weeks. Agency is H. W. Kastor & Sons, Chicago.

WILLIAM P. ADAMS, House Jameson, Jay Jostyn, Anne Seymour, Alex McKee, Ben Grauer, George A. Putnam were elected members of the national board of AFRA to fill vacancies among the New York locals allotment, according to a tabulation of the mail ballots, just announced.



"MAKE CONTRACT 52 WEEKS"

says BARRON HOWARD—WRVA

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
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National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
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PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earl Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • DIstrict 8215
Washington 4, D. C.

BUY WAR BONDS!

Fortune Hunters!

The ultimate goal of all advertising is to make sales and profits. You'll find FORTUNE HUNTING good in this golden market, provided you use the radio station that has the listeners and the listeners' confidence.

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

REACH THE WOMEN OF THE OHIO VALLEY WITH....

Olive Lackley



50,000 WATTS C B S

WCKY

THE L. B. Wilson STATION

The OPEN DOOR

to the prosperous homes of the important

EL PASO TEXAS MARKET

Only KROD can take your message to ALL the El Paso Southwest.

DORRANCE RODERICK, Owner
VAL LAWRENCE, Manager

Howard H. Wilson Co.
National Representatives



A GOOD TIP FROM A NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1324 - MEXICO, D. F.

CIO Handbook Denounces NAB Code, Urges Protests to Fly on Denial of Time

A CHARGE that the NAB Code "contains many provisions which violate the most fundamental rights of free speech and in practice has become a dead letter except in the hands of a few stations which still drag it up as an excuse for denying labor a fair break on the air," is contained in a radio handbook soon to be issued by the CIO Political Action Committee.

Most of the volume is devoted to a straightforward explanation of how local unions can get radio time, the kind of programs they might plan and some pointers on the preparation of those programs. Appended are sample continuities for one-minute announcements and five-minute dramatic scripts and the Committee offers to send scripts on general labor topics on request from unions, also asking the unions to send copies of scripts prepared and used locally to the Committee.

Denunciation of the NAB Code follows an explanation that while the transmitters, studios and equipment belong to the broadcasters, the air belongs to the public and that "any trade union, like any civic organization, has the right to use the radio to discuss workers' issues which are of public interest."

If a station manager refuses to give or to sell time to a union, the handbook suggests the following procedure: "You ask the station manager to give you his refusal *in writing*, and his reason for refusing. Copy that letter and attach to it your explanations why you think time was refused you *unfairly*. Send copies of his and your letter to James Lawrence Fly, Chairman, FCC, Washington, D. C. Send copies to the CIO Political Action Committee for our attention and action.

"Let the station manager know how widely you are distributing your protest of his unfair treatment. Let your local newspaper know about it. If there are other radio stations in your community, approach them for time while your protest is publicized."

This section of the handbook concludes: "If enough union leaders ask for time on the radio and protest vigorously enough when they are denied, there would soon be no need for protesting."

Press Women Awards

SIX NETWORK religious programs will receive certificates of merit for "distinguished service in behalf of national morale in the midst of war," at the annual meeting of the National Federation of Press Women, New York, to be held at the Orrington Hotel, Evanston, Ill., July 29. Other radio awards will be conferred, according to Mrs. Joseph E. Goodbar, chairman of radio. Singled out for their "inspirational influence" by the Federation were the following non-commercial religious programs: *National Radio Pulpit*, and *The Catholic Hour*, NBC; *National Vesper Program*, and *United Jewish Layman's Committee*, Blue; *Tabernacle Choir of Salt Lake City*, CBS, and the Feb. 20, 1944, broadcast of CBS' *Church of the Air* from WHAS Louisville, under the auspices of The Mother Church, First Church of Christ Scientist, Boston.

Republic on 150

REPUBLIC PICTURES Corp., New York, will promote "Atlantic City", soon to be released, on more than 150 stations, using a series of five-minute records featuring Paul Whiteman and six one-minute spot announcements, in various communities as the film makes its local premiere. Republic promoted "Yellow Rose of Texas", released two weeks ago, through one-minute transcribed spots on about 50 stations. Agency is Donahue & Coe, New York.

Mirra Expanding

MIRRA CHEMICAL Labs., Columbus, has appointed First United Broadcasters, Chicago, to handle its radio advertising. Agency plans expansion of Mirra participation on women's cooperative programs campaign. Now using WCAE WJAR WBEN WMBD. Schedule will be announced at a later date.

Walker Heads New Net

H. G. WALKER, Canadian Broadcasting Corp. representative for the Prairie Region, Winnipeg, is returning to Toronto, where he was formerly manager of CBL and the former CBY, now CJBC, to take charge of the new CBC Dominion



Mr. Walker



Mr. Finlay

network of which CJBC is key station. Replacing him is CBC regional representative at Winnipeg James Finlay, manager of CBL since December 1943, and prior to that senior producer at CBC studios, Toronto. Walker has been regional representative at Winnipeg for a year-and-a-half, and before joining the CBC was with its predecessor the Canadian Radio Broadcasting Commission and former CKGW Toronto.

Sanford H. Lane

SANFORD H. LANE, 62, vice-president and account executive of Gotham Adv., New York, died July 10 at his home in Darien, Conn. He had been with Gotham since 1934. Surviving are his wife, a son, a daughter and three sisters.

ON TOP year after year!

★THE SOUTH FLORIDA STATION MOST PEOPLE LISTEN TO MOST

5000 Watts ★ 610 KC
NBC



National Representatives
GEORGE P HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

Combined Pickups

CANCELLING commercial programs as they did for the Republican Convention last month, the four major networks will use combined facilities to broadcast two sessions daily from the Democratic National Convention. Broadcasts follow:

Wednesday, July 19

1 p.m.—Address of welcome by Mayor Edward J. Kelly of Chicago. Sen. Scott Lucas, senior Senator from Illinois, will introduce Robert E. Hannegan, Democratic National Committee Chairman who will call the Convention to order.

10 p.m.—Address on women's part in the coming election by Mrs. Charles W. Tillett of North Carolina. Keynote address by Gov. Robert S. Kerr of Oklahoma, Convention temporary chairman.

Thursday, July 20

1p.m.—Gov. Kerr to present the Convention's permanent chairman, Sen. Samuel D. Jackson of Indiana. Democratic platform and report of the Committee on Platform and Resolutions will be read.

10 p.m.—Sen. Jackson will introduce Helen Gahagan Douglas, delegate from California and wife of Melvin Douglas, movie actor, who will speak. Following her address, roll call for nominations for President and (if President Roosevelt is nominated on the first ballot as expected) nominations for Vice-Presidential candidate.

Friday, July 21

Continuation of balloting should candidates not be selected Thursday night.

Turnbull Heads GOP Radio

(*Continued from page 9*)

Dewey's two gubernatorial radio campaigns and who served on his staff before the Convention, is on leave as chairman of planning of the Duane Jones Co., New York. [BROADCASTING, July 3]. In accepting the post of radio director, he paid high tribute to Mr. Church for the splendid job done by the pre-Convention radio chief and made it plain that he would accept the post only on condition that Mr. Church share the responsibilities. In that regard Mr. Church declared he considered it a privilege to serve with Mr. Turnbull.

Mr. Turnbull will devote much of his time to Gov. Dewey's personal activities, while Mr. Church will coordinate the overall radio campaign. Regional directors will be attached to Republican headquarters in Washington, Chicago and the West Coast, as well as to the staff of Gov. John W. Bricker of Ohio, Republican Vice-Presidential nominee.

Carr Is Mentioned

Although regional appointments probably won't be announced until sometime this week, the name of Eugene Carr, assistant to G. A. (Dick) Richards, president of the Richards-Fitzpatrick stations (WGAR WJR KMPC), has been mentioned as the likely man to head up the regional directors, with headquarters in Washington. Mr. Carr returned to the Richards-Fitzpatrick stations Oct. 1, 1943, to become assistant to the president after 16 months as assistant to J. Harold Ryan, then Assistant Director of Censorship in charge of broadcasting [BROADCASTING, Aug. 30, 1943].

The Republican radio campaign will be mapped to make the most effective use of radio with the least possible disturbance to normal schedules of networks and stations, according to Mr. Turnbull.

Schedule Problems

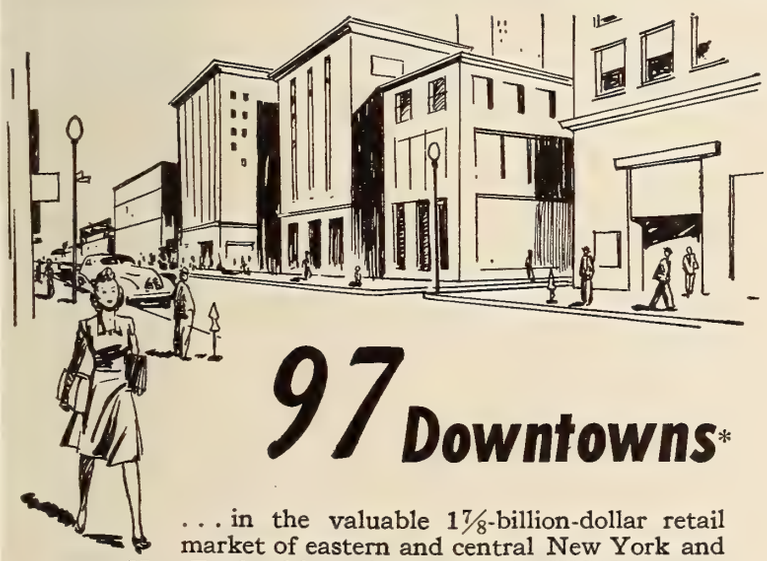
"We appreciate the problems of broadcasters," he said, "and while some of the broadcasts of Gov. Dewey and Gov. Bricker will necessarily come during the mid-evening hours which are most popular with commercial sponsors, we shall try to arrange our schedules so that no network, no station, no sponsor shall be asked to clear commercially occupied time for consecutive broadcasts.

"In our spot schedule we shall attempt to buy time not already sold to advertisers, as far as is compatible with our goal of having our candidates for President and Vice-President heard by every man, woman and child in the country."

Broadcasters will receive the same consideration from Gov. Dewey, Mr. Turnbull said, adding that they need have no fears that he will run past his scheduled time. His radio talks will be timed.

The headquarters radio staff in New York will include a publicity man, to keep the papers advised of speakers, dates and times of the Republican broadcasts, and a newswriter who will supply campaign material both to political writers on newspapers and to newscasters and commentators. "We plan to give radio newsmen the same type of material that has always been supplied to newspapers," Mr. Turnbull explained, "not to attempt to influence them, but to give them the facts for whatever use they may have occasion to make of them."

To guide the local Republican committees—state, county and city—in the use of radio time, the national radio office is preparing a handbook explaining what information broadcasters will expect. Starting with such fundamentals as the fact that a 16-minute broadcast does not actually run for 15 minutes' speaking time, but has to allow time for station identification, and describing the use of transcriptions, announcements and various types of programs, the book will remove some of the broadcasters' headaches, the committee hopes.



97 Downtowns*

. . . in the valuable 1⅞-billion-dollar retail market of eastern and central New York and western New England brought together by WGY.

And WGY is the ONLY station that can combine this vast market of 1,045,717 radio families into ONE coverage area—*the WGY Community.*

*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated cities and villages over 5000.

WGY

SCHENECTADY, N. Y.

50,000 watts—NBC—22 years of service. Represented nationally by NBC Spot Sales

GENERAL ELECTRIC

WGY-184



It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & CO.

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

★ A Preferred Market
April *SALES MANAGEMENT*
WFMJ
YOUNGSTOWN, OHIO
28 TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 8 TO JULY 14 INCLUSIVE

Decisions . . .

JULY 10

WSAY Rochester, N. Y.—Granted mod. CP authorizing change frequency, increase power, etc. for 30 day extension completion date from 8-1-44.

WSPR Springfield, Mass.—Granted license to cover CP authorizing increase power D to 1 kw and changes in equipment.

Birmingham News Co., Birmingham, Ala.—Placed in pending file application for new FM station.

Blue Network Co., Los Angeles—Same.

Central Ohio Broadcasting Co., Columbus, Ohio—Same.

Cornell University, Ithica, N. Y.—Same.

Florida Broadcasting Co., Jacksonville, Fla.—Same.

Owensboro Broadcasting Co., Owensboro, Ky.—Same.

St. Lawrence Broadcasting Corp., Ogdenburg, N. Y.—Same.

Westchester Broadcasting Corp., White Plains, N. Y.—Placed in pending file application for new commercial television station.

JULY 11

KOBH Rapid City, S. D.—Granted CP change 1400 kc to 1380 kc, increase 250 w to 5 kw, install new transmitter and DA-N and change transmitter site.

WLLH Lawrence, Mass.—Granted CP increase power of synchronous amplifier from 100 w to 250 w, make changes in transmitting equipment.

KRMD Shreveport, La.—Granted assignment of license from Radio Station KRMD Inc. to T. B. Lanford, Mrs. T. B. Lanford, R. M. Dean and Mrs. R. M. Dean d/b Radio Station KRMD.

KINY Juneau, Alaska—Granted reinstatement of CP as modified, authorizing increase 1 kw to 5 kw, install new transmitter and changes in equipment.

WSUN St. Petersburgh, Fla.—Granted license renewal for period ending 5-1-46.

WBCA Schenectady, N. Y.—Granted license renewal for period ending 5-1-45.

JULY 12

Beauford H. Jester, et al, Waco, Tex.—Granted request for authority to take depositions in re application for new station, which has been designated for consolidated hearing with applications of KDNT, WACO, and Truett Kimzey.

Washtenaw Broadcasting Co., Ann Arbor, Mich.—Granted motion for order to take depositions in re application for new station, scheduled for consolidated hearing with application of James F. Hopkins Inc.

Birney Imes Jr., Meridian, Miss.—Granted petition for order to take depositions in re application for new station.

KMLB Monroe, La.—Passed over for one week petition for postponement of hearing now scheduled for July 24 in re applications of KMLB and KNOE.

Truett Kimzey, Greenville, Tex.—Granted petition to take depositions in re application for new station.

KABC San Antonio, Tex.—Granted application for CP change 1450 kc to 680 kc, increase 250 w to 50 kw D 10 kw N, install new transmitter, DA-N, and change transmitter location; granted subject to approval of antenna by Commission's chief engineer, and subject to Jan. 26 Policy.

KTHT Houston, Tex.—Granted authority to begin program tests.

Applications . . .

JULY 11

Atlantic Shores Broadcasting, Coral Gables, Fla.—CP new standard station, 1490 kc 250 w unlimited (resubmitted).

WDAE Tampa, Fla.—CP new FM station, 45,300 kc, 8,100 sq. mi.

KVOX Moorhead, Minn.—Relinquishment of control by David C. Shepard through transfer of 68 sh common stock to John W. Boler, M. M. Marget, and R. S. Felhaber and transfer of 9 sh from Howard S. Johnson to R. S. Felhaber.

WMFM Milwaukee—CP change 45,500 kc to 43,900 kc, coverage from 8,500 sq. mi. to 17,828 sq. mi. and changes in antenna.

KALE Portland, Ore.—Transfer of control from C. W. Myers and Mrs. Josephine Hunt to Journal Publishing Co.

WDAK Columbus, Ga.—License to cover CP authorizing move of transmitter and studio and installation of new antenna.

WRLD West Point, Ga.—Mod. CP authorizing installation new standard station for extension completion date from 7-15-44 to 8-14-44.

KQW San Jose, Cal.—License to cover CP authorizing installation new ground system.

KFXD, Nampa, Ia.—CP change 1230 kc to 580 kc, increase 250 w to 1 kw, changes in transmitting equipment, move transmitter and studio to near Meridian, Ida. and Boise, Ida. respectively, and install DA.

JULY 12

WNRA Bound Brook, N. J.—License to cover CP authorizing new international station.

Cincinnati Broadcasting Co., Cincinnati—CP new FM station, 43,700 kc, 19,000 sq. mi., $104,410 estimated cost.

KWG Stockton Cal.—License to cover CP authorizing increase power and changes in transmitter and antenna.

KRNR Rosnburg, Ore.—CP move transmitter and studio locally.

School District City of Bay City, Mich.—CP new noncommercial educational station (incomplete).

JULY 13

WOL Washington—Voluntary assignment of license to Iowa Broadcasting Co

Allen B. DuMont Labs., Passaic, N. J.—CP new commercial television station, Channel 4.

Columbia Broadcasting System, New York—CP new experimental television station, 401,000 to 417,000 kc.

WMT Cedar Rapids, Ia.—Voluntary assignment of license to American Broadcasting Co.

KOWH Omaha, Neb.—Special service authorization operate on 660 kc, unlimited, using 250 w N 500 w D.

KFWB Hollywood, Cal.—CP new FM station, 44,900 kc, 3,118 sq. mi., $65,000 estimated cost.

KOB Albuquerque, N. M.—CP new experimental television station, Channel 1 (dismissed at request of applicant).

JULY 14

Rochester Boadcasting Corp., Rochester, N. Y.—CP new standard station amended re corporate structure.

WLWL Mason, Ohio—License to cover CP new international broadcast station.

WLWS Mason, Ohio—Same.

WLWR Mason, Ohio—Same.

Chatham Broadcasting Co., Savannah, Ga.—CP new standard station, 1400 kc 250 w unlimited.

KFWB Hollywood, Cal.—CP new commercial television station, Channel 3.

Tentative Calendar . . .

WSAP Portsmouth, Va.—CP 1240 kc 250 w unlimited. Participant—WBBL Richmond, Va. (July 20).

GEORGE HICKS, Blue Network correspondent and head of the London news staff, for his history-making recorded account of landing operations on D-Day, has received a bonus of $1,000 from the network.



PRESENTATION to the American Red Cross of a check for $500, representing the balance of funds of the Foreign Language Radio Wartime Control, is made by Arthur Simon (l), general manager of WPEN Philadelphia and chairman of the organization which has dissolved upon completion of its work in relation to the Code of Wartime Practices for American Broadcasters. Accepting check is Dr. George Rea for Red Cross.

Blue Pact Approved

NATIONAL War Labor Board last week approved a contract between the National Assn. of Broadcast Engineers and Technicians and the Blue network calling for a 5% increase in wages, retroactive to June 1, 1943. The agreement covers operations at WJZ New York, WENR Chicago, KGO San Francisco and the Blue studios in Hollywood. Contract retains jurisdiction over platter turning except at WENR where an exception was granted four years ago temporarily relinquishing this function to musicians. NABET has filed an unfair labor practice charge against the network with the National Labor Relations Board to recover this jurisdiction. The union is required to give 30 days notice for reopening.

On 23 Stations

HERMAN BASCH & Co., New York, during the week of July 24 will start a campaign for Hammered brand Persian lamb, using participations on women's programs on 23 stations, including the eight CBS Pacific Coast stations. Schedule includes WEAF WABC WGN WLS KYW WEEI WXYZ WKOK WHK KDKA WBAL WMAL WTMC WBEN WCCO KNX KARM KGDM KQW KROY KOIN KIRO KFPY. Drive will continue through the summer, according to Kelly, Nason Inc.

Do You Know
Ultra low-drift Crystals are now available for prompt shipment to Broadcasters
HOLLISTER CRYSTAL CO.
Boulder Colorado

—Classified Advertisements—

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

shington Engineering Firm needs draftsman and a qualified radio engineer. Must e good. State starting salary desired nd draft classification. Box 209, BROADCASTING.

nsmitter engineer. Licensed, deferred. Permanent. Excellent working conditions. Midwest 5 KW network affiliate. Give revious experience and salary expected irst letter. All replies confidential. Box 83, BROADCASTING.

nted—Engineer for South Florida staion with first class license. Previous roadcasting experience. Top pay. Not war-time job. Reply to Box 414, BROADCASTING.

KW CBS affiliate, wants continuity riter. This man will supervise continuity staff of 5-6 people. Job offers pportunity to produce programs. Box 41, BROADCASTING.

st class licensee will be given position f chief engineer on 250 watt Midwest ocal station. Congenial work. No anouncing. Give minimum salary. Box 53, BROADCASTING.

nted—First class license operator-anouncer. $50.00 weekly. Write Box 454, BROADCASTING.

gram writer and producer wanted by Western NBC station. For a man with local station background in programning, one who is capable of doing a ood programming job with transcripion libraries and other programming acilities which are at the disposal of local station, there is a permanent, leasant and well paid job open. Give ull details in first letter. Box 460, BROADCASTING.

sistant chief engineer—alert, capable irst class. Experienced in transmitter, ontrol and construction work. Intersting local and regional network operaion. State all in first reply. WLAV, rand Rapids, Michigan.

perienced studio director and announcer. Give complete details in application. KPAC, Port Arthur, Texas.

nouncer-Operator wanted. Must have irst class radiotelephone license and be apable of announcing news and comhercials. Give experience, draft status nd salary required first letter. Radio tation KSEI, Pocatello, Idaho.

nted—First or second class engineer, 50 watt NBC affiliate. Permanent posiion to right party. WJAC, Johnstown, enna.

nouncer—All-round man, news, record mcee. Station small in power; big in udience, prestige, ambition. Single man referred—housing situation pretty bad. end audition disc to Program Director, VBIR, Knoxville, Tennessee.

nted—2 experienced announcers. No oomtown, thirty miles from Pittsburgh. 40.00 for 40 hours. Talent fees imediately. WISR, Butler, Pennsylvania.

ard working gal who knows a thing or wo about commercial copy, who can hip an idea into a script. One of Amerca's oldest script agencies has a place or you. Say it with sample copy, a hoto and a brief biography. Write to I. S. Miller, Radio Writers Laboratory, WL Scripts Bldg., Lancaster, Pa.

announcer and one operator wanted y WDRC. Apply at once WDRC, Hartord 4, Conn.

gram director wanted by CBS affiliate Midwest. Have immediate opening for n experienced draft-free man who can oach announcers, develop and produce lea programs and build up news deartment. Prefer man capable of doing me public relations work. Salary $300 er month. Box 468, BROADCASTING.

eral Manager for new 250 watt local ation opening soon in southern Ohio. ive experience, draft status, salary reuired, snapshot in first letter, Box 475, ROADCASTING.

Help Wanted (Cont'd)

Announcer—Here's excellent opportunity for ambitious, capable man interested in permanent position with progressive regional station, NBC affiliate, in southern city. Want man with character and disposition to get along with people. Long experience unnecessary. If interested in good job now and opportunity to grow with a growing station, apply to: Box 474, BROADCASTING.

Announcer wanted. Excellent position with possibility quick advancement. Blue Network station. Send salary expected and other information first letter. Must be reliable and have good selling voice. J. W. Butrum, Radio Station WHMA, Anniston, Ala.

Situation Wanted

Man capable of managing 250 watter and working as chief engineer. Ten years successful experience in all phases of broadcasting. Also can make financial investment. Box 440, BROADCASTING.

Continuity Editor at Midwest network station wishes continuity or commercial writing in Chicago. Box 444, BROADCASTING.

Commentator, news analyst, straight news reporting. Draft exempt and forty-three. Four years radio experience; all in Midwest. Former college and university professor East and Midwest. Traveled. Several languages, married and conservative. Available in thirty days. Box 452, BROADCASTING.

Station or sales manager immediately available, draft-exempt, sixteen years experience, excellent record and references. Box 455, BROADCASTING.

Announcer—2 years experience, in New York City, also news editing and scripts for serious music shows. College graduate. 29½. 4F. Salary $50.00. Box 457, BROADCASTING.

Production man-program director available. Now in East. Seek permanent position Los Angeles area. Eight years announcing, production, program directing. Full details available by transcription. 4F. Box 459, BROADCASTING.

Program director-announcer. Well-rounded experience in network and independent stations as news editor, chief announcer and assistant program director. Now want to connect with a station with a post-war future where I can do a job. Aged 26, draft exempt. Write Box 461, BROADCASTING.

Experienced station manager available. Fifteen years experience. Excellent record for producing results. Ten years in position managing and successfully selling chain affiliate. Be assured I know and understand the business of radio station operation and will definitely be an asset to your organization. Married, family, draft 1A-H, good health, good references, sober, alert and ambitious. Let's make a deal. Box 462, BROADCASTING.

Chief Engineer desires permanent connection with progressive station having definite post-war plans. Size of station unimportant if responsibility and remumeration adequate. Box 464, BROADCASTING.

Professional actor-director. Also some radio experience. Now employed in other work. Would like to contact radio station in Illinois or Chicago to learn announcing. Willing to work at small fee until established. Age 51. Dependable. Excellent references. Box 465, BROADCASTING.

Chief engineer's position desired; 10 years experience. Permanent only—contingent on making good. Box 467, BROADCASTING.

Experienced station manager, outstanding ten year record, references, seeks new opportunity with future, permanence. Am prepared and desirous investment privileges. Full details upon query. Box 470, BROADCASTING.

Situation Wanted (Cont'd)

Can you put to active use my five years experience in programming, traffic, promotion, publicity, continuity? Plus journalism degree, business college diploma, desire to get ahead? Girl, 26, now located at well-known network regional. Box 471, BROADCASTING.

Radio Engineer and technician available. Can travel. 1st class phone, 2nd class tel. Age 30, IC, wide experience in operating electronic equipment. Prefer Colorado or Northeast U. S. Will consider broadcasting or aircraft radio. Box 472, BROADCASTING.

Announcer—Three years experience. Desires permanent connction with progressive small Eastern station. Available immediately. Give full details. Box 473, BROADCASTING.

Wanted to Buy

Wanted to buy either 250, 500-or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Have cash for 100 or 250 watt radio station. Prefer one already in operation. All replies treated confidential. Box 450, BROADCASTING.

Wanted to buy—100 or 250 watt station. Give full particulars. Box 451, BROADCASTING.

Tower—200 feet or higher. Box 456, BROADCASTING.

Wanted to buy—Two water jackets complete with mounting insulators for 220 C tubes. Box 463, BROADCASTING.

Will purchase radio station. Reliable, experienced, full references. Replies held confidential. Write details market, station, price. Box 469, BROADCASTING.

Wanted to buy —An insulated tower 300 to 350 feet high; tower lighting equipment; and 50,000 feet bare copper wire suitable for ground system. P. O. Box 852, Charleston, S. C.

For Sale

For sale—250 watt transmitter with tubes and crystals. Approximately 100 hours service. Box 449, BROADCASTING.

For sale—Transmitter suitable for 500 watt or 250 watt broadcast use. Will meet FCC requirements with minor modifications. Well built, rugged construction. Box 458, BROADCASTING.

For sale. Controling interest in Midwest, due to help. 250 watt local. Box 466, BROADCASTING.

Miscellaneous

Will swap: General Radio Type 608A, Oscillator-FOR-General, Radio Type 731B or any FCC approved modulation monitor or frequency monitor. Box 442, BROADCASTING.

HOW WOULD YOU LIKE AN IDEA?
AUDIENCE PARTICIPATION SHOW
HUMOROUS—PATRIOTIC
SUITABLE ANY SIZE COMMUNITY
A CINCH TO SELL
NO OBLIGATION FOR DETAILS
WRITE BERT LONGFELLOW, 421 COCHRAN AVE.
LOS ANGELES 36, CAL.

For sale or swap by Radio Station WMFF, Plattsburg, N. Y.—1 12D Presto portable recorder, 5 RCA model 4002a magnetic microphones with four stands (desk type) and twenty five ft. of cable each. 2 RCA RD-2 portable transmitters (complete with tubes). 4 Deluxe Audax pickups and tone arms.

ANNOUNCER WANTED

CBS - 5 KW - YOUNGSTOWN, O.

Seasoned, experienced, capable man for news and general announcing. Not a war-time position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 30 years old or draft exempt. Write, wire or phone.

W. P. WILLIAMSON, JR., Gen. Mgr.
WKBN BROADCASTING CORP.
Phone 42122

Melvin Drake to KFOR; Powell to Head KGGF

APPOINTMENT of Melvin Drake, manager of KGGF Coffeyville, Kan., as manager of KFOR Lincoln, Neb., was announced last week by Gordon Gray, general manager of KOIL and KFAB. The change becomes effective Aug. 1. Bert Powell, chief of the continuity department of KGGF, will succeed Mr. Drake in Coffeyville, according to H. J. Powell, president.

Mr. Drake started in radio in 1930 with KGGF, and except for a year with KTUL Tulsa, has had no other radio connection. He became manager in 1940. Mr. Powell has been with KGGF nine years, as announcer and in the program and continuity departments.

Block Resting

BLOCK DRUG Co., Jersey City, on July 15 discontinued for the summer its entire spot advertising schedule on about 80 stations, with plans to resume in the fall. Firm, which deviated from its customary summer hiatus in radio last year as an experiment, decided to revert to the usual lay-off this season. Account is shared by J. Walter Thompson Co., Redfield-Johnstone and Cecil & Presbrey, all of New York.

O'Bryon to MBS

JIM O'BRYON, acting director of radio publicity of Young & Rubicam, New York, will leave that post the end of the week to join MBS July 24 as director of public relations and publicity. He succeeds Lester Gottlieb, who becomes director of radio publicity of Woung & Rubicam [BROADCASTING, July 3].

PROMOTION MAN WANTED

A man familiar with both station promotion and merchandising to be promotion manager of KOIL, Omaha and KFOR, Lincoln. An idea man, a self-starter, not afraid of work, capable of running his own department, will fill this job. Send complete details regarding experience, picture, references, salary requirements to Gordon Gray, KOIL, Omaha National Bank Bldg., Omaha, Nebr.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

SPECIAL SUMMER
6 Weeks' Day Course
AUGUST 2
8 Weeks' Evening Courses
JULY 25 & AUGUST 21

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

Gamble Lauds 5th Loan Effort; WFD Initiates Expanded Policy

Industry Committee to Be Named, Stress Placed On Closer Cooperation With Broadcasters

"THE FIFTH was the biggest Loan so far, and the radio industry has done a bigger job than ever before" Ted R. Gamble, national director of the Treasury War Finance Division, said last week in praise of the broadcaster's role in the Campaign. He continued, "I want every person connected with the industry to know all of us in the War Finance Division appreciate this help. Without it, I know the Fifth would not have been the success it is. Not only has the greatest goal ever set been reached, but I am confident that, when all the reports are in, this goal will be oversubscribed more than any previous one."

$20 Billion Seen

Treasury statistics, compiled from Federal Reserve reports of July 11, showed that Bond sales stood at $18,811,000,000. Sales to individuals, partnerships and personal trusts were $4,752,000,000, yet shy of the $6,000,000,000 quota. With sales from the first of June to the last of July to be counted, all quotas not yet met according to previous figures are expected to be met and topped, with the inclusive total possibly to surpass the $20,000,000,000 mark.

Looking ahead to problems yet to be faced, Mr. Gamble added, "But I want to warn you all of one thing. As the end of the war gets closer, our job gets tougher. And that means we'll need more and more cooperation from the radio industry, as well as everyone else. I look upon the radio job not as an individual, Government, or industry job, but as a cooperative effort of everyone concerned. For that reason our radio section is already planning expanded operations for the Sixth War Loan, which will come this fall."

The latter reference is made regarding plans now underway by Robert J. Smith, new chief of the radio section who came to WFD following extensive broadcasting experience with WOR and Mutual, to bring about even closer relationship between the industry and Treasury.

Proposed is the establishment of an Industry Relations Committee, to be composed of prominent executives from the networks and NAB who will advise on general policy and assist on specific assignments. Details for the committee and other planning are now under discussion with Al Steele, Treasury radio consultant, vice-president of D'Arcy Advertising and consultant for OWI and War Ad Council. Appointments made to the committee will be announced later.

In line with the expanded policy, George Allen, secretary-manager of the Cooperative Analysis of Broadcasting, already has been named as Mr. Smith's assistant in charge of radio research and will be retained as a dollar-a-year man.

According to Mr. Smith, a greater reliance on agencies and broadcasters will make it possible to reduce the WFD paid production staff in New York. The radio section will maintain a New York office only to service agencies and networks and to handle routine relations. The Washington radio section will include an information service, music production unit, special features division, exploitation department, budget and traffic management office and a production unit. Heads of these units will be named later along with planning and organization developments.

Report Not Confirmed

Report early last week that the Treasury was contemplating a "Victory Loan Drive" when the war is won and that such might be the first in a series of peacetime Government fiscal operations to stimulate continued public participation in Federal financing, was not confirmed by official sources, although it was pointed out that war expenses would not end with the Armistice and that such a program "might be a solution to the problem". It was made certain, however, that the Government will be ready and able to redeem all of the War Bonds which have been sold and will be sold. Emphasis was placed on this point to correct impressions that Bonds may be frozen in peacetime to stem any premature rush to redeem them.

The cast of *Sunday in Happy Valley*, mountain folk-lore program heard Sunday evenings over WCED DuBois, Pa., sold $80,000 during a half-hour broadcast presented as part of local Fifth Loan activities on July 3. Program is presented regularly on WCED by the Nelson Fur Co., DuBois. Hour show prepared by Lt. L. A. Breault of the Eighth Service Command and presented over WFAA Dallas, Tex. for the Fifth Loan told the story behind the Purple Heart military decoration and was titled *The Beat of the Purple Heart.* Program was altered at the last minute to include salute to Dallas county for topping its $74,850,000 quota. Stories were featured of veterans convalescing at McCloskey General Hospital who had been decorated with the award.

Plough Buys $5,000,000

William B. Dolph, WOL Washington general manager and chairman of the Washington (D. C.) Radio Committee of the District's War Finance Division, announced last week that the employes of the six Washington stations comprising the committee had surpassed their $30,400 quota by more than 400%, purchasing $133,703 worth of extra Bonds. In addition WRC, NBC Washington key, purchased $100,000 in Bonds, it is reported.

Bond purchase of $5,000,000 by Plough Inc., manufacturer of St. Joseph aspirin and other products and a large user of radio time, brought purchases to date by that company of Treasury certificates to a total of $17,200,000 for all five Loans.

Recording of a "$50,000 Breakfast" sponsored by the Lions Club of Gulfport, Miss. and featuring entertainment of the *Breakfast at Sardi's* variety, was presented by WGCM Gulfport, and broadcast by the station later in the day. Breakfast topped its $50,000 goal. The July 4 *Funny Money* program sponsored by Kay Jewelry Co. over WSPD Toledo, O., featured War Bond plugs in five different languages with appropriate musical background.



Drawn for BROADCASTING by Sid Hix

"I'll Take One of Them Good Humors, Bub!"

LST on WWVA

HALF-HOUR broadcast commemorating the Navy LST 753 tank landing ship was prepared by WWVA Wheeling, W. Va. through recordings made on the ship while in operation on the Ohio River, including installation of 40 mm. guns before employes of a Blaw-Knox plant who had made them. Interviews with the employes of the plant also were featured.

KXOK St. Louis reports in a summary of its Fifth Loan activities which were devoted exclusively to sale of Bonds, promotion including 196 spot announcements a one hour and 48 min. program three one-hour shows, eight half hour broadcasts and 14 quarter hour programs.

Motion picture industry used radio July 5 to thank the broadcasting industry for its cooperation in calling attention to "Free Movie Day," (July 6) when thousands of theatres admitted patrons in return for the purchase of War Bonds. Partitcipating in a special broadcast on WNEW New York, J. R. O'Donnell, vice-president and general manager of Interstate Theaters of Texas, and national chairman of the Fighting Fifth War Loan Campaign, War Activities Committee, MPI, made a point of thanking radio for telling their listeners about the event. Five network programs helped publicise the day, and in addition the four major networks on July 3 and 4 broadcast special announcements at the request of the Treasury War Finance Division. MPI also distributed to over 600 radio stations material for spot announcements to be broadcast July 5.

A total of $14,177,292 in "E" Bonds was sold by Ralph Edwards and his *Truth or Consequences* troupe in a five week broadcast Bond tour that ended with a final broadcast at Raleigh, N. C. on July 1. Five-city six-day non-broadcast tour just completed sold an additional $5,164,740 in Bonds to raise a grand total of $19,342,032 to date, nearly four times the quota set for the troupe. Program is regularly heard on NBC for Procter & Gamble Co., Cincinnati.

Ceremonies of the launching of a Navy tank landing craft, bought through Bond purchases, was covered by the moble unit of WHB Kansas City as a special Fifth Loan activity of that station. The WHB "Magic Carpet" was aboard the craft during the launching and cruise on the Missouri for Bond purchasers. Bob DeHaven, program director of WTCN Minneapolis, has acted as m.c. at more than 100 Bond rallys during the past several months. Two-hour rally June 29 at the John W. Thomas & Co. Store, Minneapolis, sold more than $300,000 in Bonds. The WTCN Bondwagon also has conducted regular cruises of the Twin Cities area.



RABBITHASH, KENTUCKY...*"Inhabited Place"*

Save for the whimsy of its name,
No one would ever notice Rabbithash.
Even the placid Ohio,
Flowing endlessly down its valley,
Spares but a sidelong glance as it passes...
So many similar places has it seen
Along its banks.

The general store;
Its bench of boxes with a plank across;
The unshod youth beside his ancient car;
The leisurely villagers,
Lolling in the heat of day,
Suggest, not merely Rabbithash in 1944,
But any one of thousands of such towns,
On any summer day
Of any year within a generation.

Only the rusting petrol pump, unused since rationing,
And the starred flag in the window,
Speak of today.
Only the topics of debate
Around the forum of the general store—
Cherbourg, Saipan, the hateful rocket bomb;
Or Dewey's presidential chances—
Remind that this is 1944.

Yes... Rabbithash is just another place
Without importance in a big and busy world...
Except to those whose world begins and ends
right here,
And to us.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION



Bringing New Worlds into Focus

• BACTERIOLOGISTS are able to watch the attack as penicillin comes in contact with clusters of disease-causing bacteria . . . Looking through the RCA electron microscope they see how the infectious germs vanish as the new wonder drug destroys them.

New RCA electron microscopes—including a desk-size model with the same power of magnification as the standard instrument—bring this super-eye within reach of schools, hospitals, and laboratories at the same time extending its use in science and industry.

The electron microscope, acclaimed as one of the most important scientific tools of the Twentieth Century, makes possible magnifications of 100,000 diameters—50 to 100 times more powerful than the strongest optical microscope. Electronically it promises to make the peacetime world a happier, healthier place in which to live.



RADIO CORPORATION OF AMERICA
RCA LABORATORIES · PRINCETON · NEW JERSEY

RCA
leads the way in
radio—television—
phonographs—records
—tubes—electronics

RCA

Listen to RCA's "The Music America Loves Best"—Saturdays, 7:30 P.M., E.W.T., over the Blue Network ★ BUY WAR BONDS EVERY PAY DAY ★

JULY 24, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

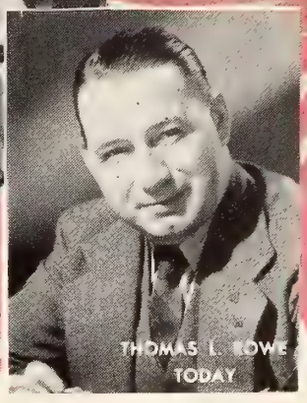
Broadcast Advertising

the uniquely successful programming of one of America's great stations is built around a four-point formula that every advertiser, agencyman and broadcaster should know.



please turn to pages 26-27













Advertisement number 5 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

ONE HUNDRED YEARS

OF ENGINEERING

Five Operators with WLS Since 1924!

Even engineers at WLS are well known to the radio audience, for in the early days of radio, it was commonplace for operators to participate in programs. Five WLS engineers have been with the station since the "early days" — since 1924, when the station first began broadcasting. Chief Engineer Tommy Rowe, Homer Courchene, Charley Nehlsen, Burr Whyland, Bill Anderson — all five of the men pictured here came to WLS in 1924; some of them helped build our first transmitter!

In the past 20 years they, as well as the veteran entertainers, announcers and executives of WLS, have learned to know the Midwest America radio audience, have developed a mutual friendship with WLS listeners. Such friendly listeners are naturally loyal to the station . . . loyal and *responsive.* That's why *WLS Gets Results!*

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

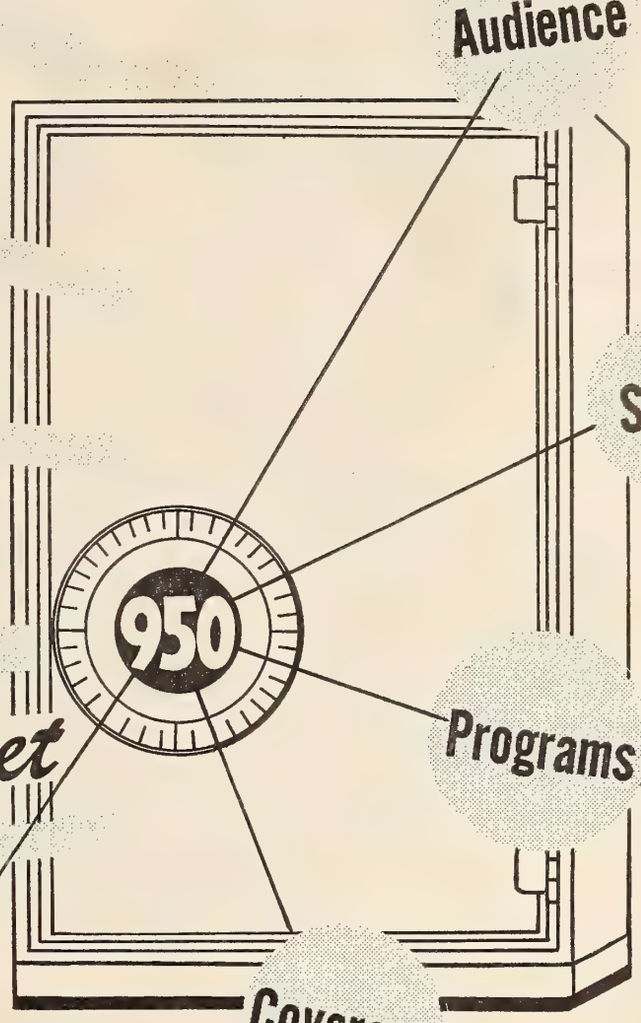
MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

TRY THIS

"right combination"

FOR UNLOCKING THE

Philadelphia Market



The Station that Sells

WPEN

PHILADELPHIA • PA •

950 ON THE DIAL • 5000 WATTS

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

One flew East...





H. R. Ekins of WSYR

accredited war correspondent

Now with General Eisenhower's Headquarters in Europe.

★

Vadeboncoeur of WSYR

accredited war correspondent

Just returned from General MacArthur's Headquarters in the Pacific.

★

One flew West...

BUT... both accredited war correspondents flew from WSYR, in Syracuse, New York to the Eastern and Western theatres of war operations.

Not only was the accreditation of the two correspondents from WSYR an accomplishment for the news personnel of WSYR, but the performance of the two journeys indicates an outstanding news policy for this aggressive, up-state New York radio station.

This news policy is in accordance with the Lewis Carroll observation attributed to the Walrus—"the time has come"—The time, WSYR feels, has come for individual radio stations in addition to the major networks, to do a special news-service for its listeners.

Thus, the management of WSYR in cooperation with the War Department, arranged these trips of Vadeboncoeur and Ekins, specifically for the listening audience of WSYR. To the people of Central New York, Vadeboncoeur brought the activities of General MacArthur's Headquarters, familiarizing his audience with his own colorful, inimitable version of this vital war front. So popular were his dispatches that requests for more than 20,000 copies have been received to date.

Now, H. R. Ekins, famous war correspondent and WSYR news commentator, is sending his daily dispatches from the Normandy front to a large and ever-growing WSYR audience.

As a result of such a news policy . . . it is to WSYR, the voice of Central New York, that thousands of listeners dial for the best in news services.

On D-Day, in a city served with four radio stations and two newspapers, a recall survey conducted by the impartial Syracuse Statistics Bureau showed that 32% of the people interviewed got their original news of the Invasion on WSYR.

A further coincidental listening survey indicated that with Vadeboncoeur and Ekins handling a special news forum at regular forty-five minute intervals, in addition to the fine NBC news coverage, 40% of the people interviewed were currently getting all of their war news on WSYR.

WSYR

SYRACUSE, N. Y.

"the station with the stars"

5000 Kilowatts **BASIC NBC**

REPRESENTED BY RAYMER

KOIL Columbia, of course The Radio Buy of OMAHA

Hot Springs
has its
Health Resorts





Omaha has its
Modern Drug Stores

Omahans Believe in Good Health and Good Appearance

YOU can find everything from vitamins to nail polish in Omaha's well stocked, up-to-date drugstores. In fact the average Omaha family invests more than $125 per year in good grooming and health, creating a retail drug business of nearly $9,000,000 per year.

This concern over good health and smart appearance demonstrates Omaha's general prosperity and its possibilities as a rich market. Get your share of this active market directly, daily, through KOIL at low cost.

A PROSPEROUS MARKET

In 1943 Omaha's effective buying income per capita was $1,907. This figure is among the highest in the nation.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha
5000 WATTS — 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

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WOLLY Says

WASHINGTON, D.C. BOASTS GREATEST GAIN IN THE U.S.

1,250,000 people now in the primary area with a buying income of over a billion and a half dollars.

REACH THEM ON . . .

WOL
WASHINGTON'S ONLY 24 HOUR STATION

SPOT SALES, Inc. NAT'L REPS. NEW YORK, CHICAGO, SAN FRANSISCO, HOLLYWOOD

When you think of America's 4TH Largest Market you must think of

WAAT

970 KC
NEWARK,
N. J.



Because—

Between 8 A. M. and 6 P. M. WAAT delivers more listeners per dollar in America's 4th Largest Market than any other station — including all 50,000 watters! See latest surveys! Check availabilities! National Representatives, Spot Sales, Inc.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

You can judge a station



...by the sponsors it keeps...

The method is fool-proof.

Take the case of Thom McAn Shoes.

In shoe business, Thom McAn is tops (as WABC is in radio business). More people buy their shoes from Thom McAn than from any other retail shoe chain in all America.

In radio, you couldn't ask for a better sponsor than Thom McAn. This company has sponsored WABC's *7:45 AM News* for nearly *six years*. Never a week missed in the 294 weeks since its first broadcast.

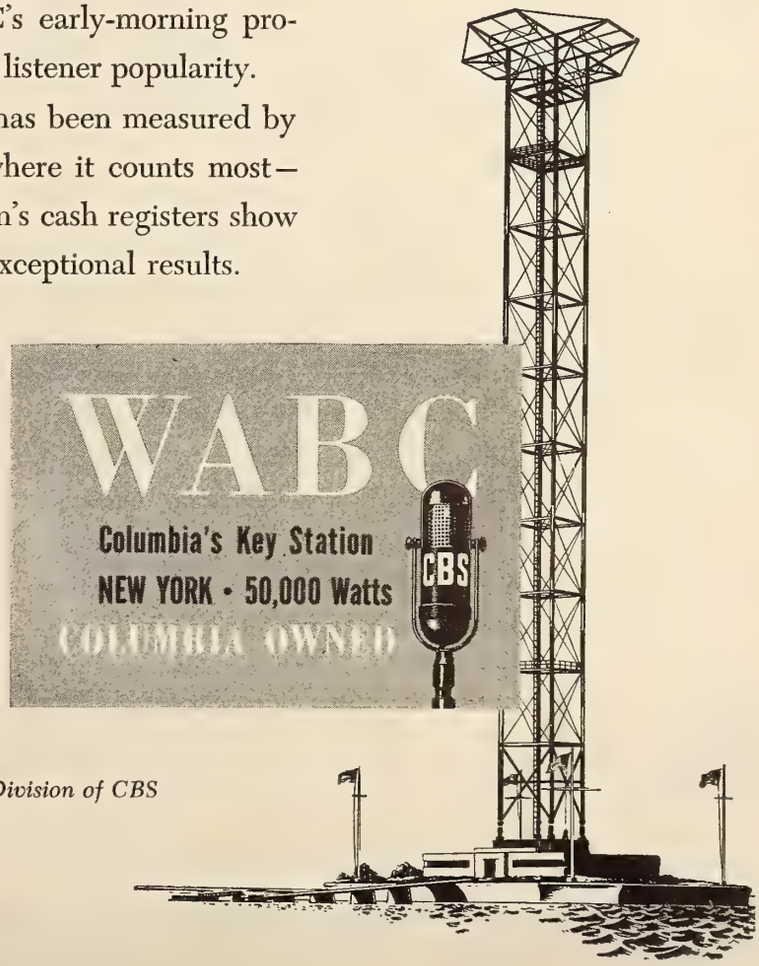
At least three fundamental reasons why Thom McAn and WABC have found it profitable to "go steady" for so long:

1. Thom McAn's agency, Neff-Rogow, Inc., likes WABC for its results. Neff-Rogow has bought time for more of its clients on WABC than on any other station in the country.

2. Consistently, year after year, WABC's early-morning programs have led all New York competition in listener popularity.

3. The influence of the *7:45 AM News* has been measured by both agency and advertiser at the point where it counts most—the point of sale or *on the hoof*. Thom McAn's cash registers show in big black *finite* totals that WABC gets exceptional results.

What's happened with Thom McAn has been duplicated over and over with other WABC sponsors. If you're the practical type who likes to gauge advertising results by cash in the till, trust your sales problem to WABC. We'll try to turn it into another success story.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTIN



LOUIS J. NELSON, *Time Buyer, Wade Advertising Agency, Chicago*

Says—"Spot broadcasting can often supplement and reinforce even a big network job"

●Right you are, Mr. Nelson. We're glad you brought up that point because it seems to us that spot broadcasting has as great potential usefulness to network advertisers as to anybody else!

●For instance, why isn't it a good idea for any big nighttime network advertiser to select his stronger markets, where his sales costs are low, and use spot broadcasting to make these markets even more productive? With spot broadcasting you can control to a large degree the success or failure of your markets. As a matter of fact, spot broadcasting is an obvious solution for markets where sales aren't up to par or where the network station involved isn't as hot as it might be.

●It seems to us that *every* kind of radio usage has proved its economic value—and that the smart thing is for advertisers to use *each* kind for its own particular advantages.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 · **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 · **SAN FRANCISCO:** *111 Sutter* Sutter 4353 · **HOLLYWOOD:** *6331 Hollywood* Granite 3615 · **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

ol. 27. No. 4 WASHINGTON, D. C., JULY 24, 1944 $5.00 A YEAR—15c A COPY

Democratic Platform Ignores Air Freedom

nly Generalized Mention Made At Chicago

ERVENT HOPE that the Demo- atic National Convention would ike a strong blow for freedom radio, paralleling the action of e Republican Convention, went t the window with the adop- n last Thursday night of the eamlined Democratic platform. ere was nary a mention of radio. Before the Resolutions Commit- e completed its deliberation there is some slight hope that a free dio plank would be included in e platform. The original "thumb- il" platform endorsed by Pres- nt Roosevelt made generalized ntion of the "four freedoms" but specific reference to radio or e need for legislation. The 1500- rd platform as adopted follow- a bitter fight on the racial is- e, while somewhat more detailed an that originally proposed, vertheless avoided any mention radio.

Deemed Repudiation

Efforts of the NAB and of a mber of broadcasters to have dio included in the platform, off- ting the direct Republican thrust favor of new legislation, evi- ntly fell upon deaf ears. This s attributed to the view that a e radio plank espousing legisla- n would be viewed as a repudia- n of the FCC's Democratic ma- ity to spell out the Commission's wers. Such a repudiation, it was d, would have been embarrassing President Roosevelt in his urth Term candidacy.

The view was freely expressed radio men attending the Chicago sions, that radio, as an entity, ds itself left with no alternative to applaud the Republican plat- m and frown upon the Dem- atic. The Republican plank led for a revised law which uld define "in clear and unmis- able language the role of the C."

Several Democratic spokesmen ayed to brush aside the radio nplaint by asserting that plat- m pledges are meaningless any- y. They inferred that radio's ubles were man-made and could be cured by changes in FCC personnel.

In Chicago as well as in Washington the report was widely prevalent that FCC Chairman James Lawrence Fly shortly would resign to enter private radio practice. [BROADCASTING, July 17]. Latest reports linked him with Muzak Corp. which provides transcribed service to hotels, restaurants and other public places but which aspires eventually to establish a noncommercial radio service to homes on a subscription basis. Presumably this would be done by FM rather than wired radio.

President and owner of Muzak is William B. Benton, vice-president of the U. of Chicago and former head of Benton & Bowles, one of the top agencies in radio placements. Mr. Benton, like Mr. Fly, is an extreme liberal. They have been close friends for years. These new reports linked Mr. Fly with the Muzak operation either as counsel or as an operating executive. Confirmation could not be procured from either principal. Mr. Fly has avoided all inquiries regarding his plans.

Because of the President's absence from Washington and the Congressional recess, there was no indication of an immediate appointment to fill the vacancy created by the retirement from the FCC of Comdr. T. A. M. Craven on July 1. It was doubted whether an appointment would be made for some weeks. Before the President left Washington he did make one or two executive appointments but there was no word forthcoming regarding the FCC vacancy.

Truman Nominated

Although there are a half-dozen known candidates for the Craven post, the only name still mentioned is that of Rosel H. Hyde, assistant general counsel in charge of broadcast activities. A Republican from Idaho, Mr. Hyde could be named to the Commission since there are now only two Republican members (Case and Wakefield) as against three Democrats (Fly, Walker and Durr) and one Independent (Jett). The law specifies there shall not be more than four members of a single political party.

Nomination of Sen. Truman as Roosevelt's running-mate may augur for a more rapid reorganization of the FCC. A right-wing Democrat, Sen. Truman is a member of the Senate Interstate Commerce Committee, in which radio legislation originates. While preoccupied with his war activities investigating committee, which has won him national prominence, the Missourian has taken more than cursory interest of radio and participated in a number of the hearings last November and December on the White-Wheeler bill (S-814), to amend the Communications Act of 1934. He has been in the Senate since 1935.

Vice-President Wallace's renomination would have strengthened the position of the FCC majority. Mr. Wallace has been regarded as the titular head of the left-wingers—a group to which Mr. Fly and Clifford J. Durr, Alabama Democrat, are adheents.

Should Mr. Fly leave the Commission, it is regarded as a certainty that the left-wingers would press vigorously for Mr. Durr's elevation to the chairmanship. To that there would be opposition aplenty, both from conservative forces within the Administration and from all private enterprise subject to FCC regulation.

Mr. Durr's close identity with the left-wing group was reflected in the announcement last week in

(*Continued on page 66*)

Radio in Front as Spot News Medium

Worldwide and National Events Provide New Role

By BILL BAILEY

PRECEDENTS in radio news reporting, established last week during the Democratic National Convention in Chicago, are expected to serve as guideposts for broadcasting's future role as the top spot news medium.

In the not far distant future important conferences of high-ranking officials will be brought at first hand directly into the homes of American listeners, who heretofore have been given the news through radio newscasts and newspapers.

News Conference Aired

Considered by radio newsmen as the "ice-breaking" episode needed to encourage more "direct-to-the-people" coverage were several "firsts" in broadcasting at the Democratic Convention. Foremost of the foundation events in radio's news reporting career was the broadcast last Tuesday night by CBS of a news conference by Sen. Samuel Jackson (D-Ill.), the Convention's permanent chairman.

Word had gone out to radio and the press that Sen. Jackson would read, at a 9 p.m. news conference, a letter President Roosevelt had written regarding his wishes about Vice-President Wallace as a running mate in the coming election. Networks as a whole were told prior to the convention that the news conference couldn't be aired because of their informality.

Paul White, CBS director of news broadcasts, had other ideas. CBS newsmen contacted Sen. Jackson. Would he have any objections to reading the letter (at his news conference) over the microphone so the American people would get the information first-hand? Sen. Jackson, it is reported, not only had no objections but thought it a good idea.

CBS engineers dropped a line from the network's headquarters in the Stevens Hotel to the news conference room in the Committee publicity quarters. Engineers had to tie a weight to the end of the line and toss it across a court.

Engineers and newsmen of other networks saw the line dropping but paid little heed. The line terminated in a room adjoining the conference. John Daly, CBS reporter-analyst, took his place beside Sen. Jackson. A moment before the news conference opened, Mr. Daly brought in a microphone in a little black bag, line trailing from the other room, but still nobody paid much heed.

At the appointed moment the Senator opened his news conference, speaking to what appeared to be a roomful of reporters. Actually he addressed CBS listeners who

(*Continued on page 62*)

OWI Halts Radio Aid for WAC Drive

NAB Asks All Stations To List Available Air Time

IN A COURAGEOUS and unprecedented action, the OWI Domestic Radio Bureau last week notified radio stations that it will no longer call upon broadcasters to contribute time for Women's Army Corps recruiting as long as the War Dept. uses its WAC advertising appropriations exclusively in newspapers.

Allocations to stations and networks for WAC recruiting, scheduled to begin Aug. 28, were tentatively cancelled in conformity with the OWI decision taken after the War Dept., according to OWI, decided to spend all of its fund for WAC recruiting during the next four months in 1,800 daily newspapers. Advertisements for the WAC campaign, handled by Young & Rubicam, began to appear last week.

While having the appearance of fighting a commercial battle for radio, OWI's position in the WAC recruiting matter, set forth in a memorandum received by stations from John D. Hymes, deputy chief of the Bureau, was taken primarily to protect its relations with radio stations which have previously registered objections to giving time to campaigns which have received paid advertising in other media.

As BROADCASTING went to press late Friday, Mr. Hymes sent out a second memorandum to stations asserting that the War Dept. expects to consider proposals "including all media" for the initial phases of WAC recruiting advertising and that it has been informed plans for the first four months of the fiscal year have not been completed. It was learned contracts have already been placed with magazines and billboards in addition to the current newspaper campaign.

Mr. Hymes' memorandum follows:

In our memorandum of July 13 we said that the War Dept. "has decided to spend their advertising appropriations for WAC recruiting for the first four months of this fiscal year which starts on July 15, 1944 by buying newspaper space exclusively in 1800 newspapers throughout the country."

The War Dept. informs us that this announcement was in error and that plans for the WAC advertising program for the first four months of the fiscal year are not complete.

We are informed that while complete plans for the first period have not yet been determined the War Dept. expects to consider proposals including all media.

Should the War Dept. decide to buy radio time, we shall notify you. In the meantime, the Domestic Radio Bureau will adhere to its policy of not asking free help from one medium for a campaign which is receiving paid support in other media.

Earlier, George P. Ludlam, chief of the Radio Bureau, issued a statement of policy pointing out that plans to cancel OWI allocations for WAC recruiting does not mean that other facilities of the Bureau will not be used for this purpose and that individual stations are "entirely free" to carry the messages (see texts on page 64).

Representations to both the War Dept. and Young & Rubicam to obtain a fair share of the WAC recruitment budget for radio stations were meanwhile continued by the NAB, following its open letter to the agency urging that it concentrate the entire advertising appropriation to radio [BROADCASTING, June 26].

In an effort to determine whether stations will accept paid WAC advertising and whether desirable availabilities exist for such advertising, Lewis H. Avery, NAB Director of Broadcast Advertising, queried all stations last week for information to serve as the basis for concrete proposals to place WAC advertising on the air.

Specific questions asked of broadcasters are: (1) Would you accept paid WAC recruitment advertising over your station? (2) What type of program service would do the best job over your station? (3) What are the best availabilities you can offer for an Oct. 1 start?

$5,000,000 Fund

Mr. Avery also wrote radio station representatives asking their cooperation in obtaining early replies from stations, explaining that in handling this preliminary information NAB's purpose is "to expedite the presentation on behalf of the broadcasting industry and to consolidate the program suggestions and time availabilities through one source for the convenience of the advertising agency."

Appropriations for advertising for WAC recruiting in the amount of $5,000,000 were included in the War Dept. appropriation act for the fiscal year 1944-45. From this total, a four-month program is being planned, of which the initial commitment was for a newspaper campaign now in progress. Young & Rubicam, which has handled WAC recruiting advertising in the past, has been given the War Dept. contract.

OWI officials have apprised the War Dept. of the probable reaction of many broadcasting stations to expenditure of so large a sum for WAC advertising if radio were not included, although it made no representations in favor of any particular media. It merely served notice that it could not with propriety ask stations to give time to WAC recruiting while the Government was purchasing advertising in another media for the same campaign.

War Dept. officials declared that the medium selected for the initial phase of the WAC recruiting drive was recommended by Young & Rubicam and that the department exercised no influence in the determination of media. It was explained that circumstances having to do with the time factor and the type of problem involved entered largely into the agency's recommendations.

It was reported in broadcasting circles that network and station opposition to accepting paid advertising by Government may also have influenced the agency in deciding on a newspaper campaign.

The War Dept. policy in using paid advertising for WAC recruiting was endorsed by the War Advertising Council last spring when the Department considered plans for the present fiscal year. T. S. Repplier, executive director of the Council, in a letter to the Army dated April 3, stated:

"It is the Council's considered opinion that it would be most unwise to cancel the Army's paid campaign and I believe that an examination of the facts will support this viewpoint . . . The Council strongly recommends that the Army continue its paid advertising campaign in behalf of WAC recruiting."

Several government agencies have previously expressed opposi-

(Continued on page 65)



FIRST NETWORK BROADCAST of a news conference from the Democratic National Convention was aired in Chicago last Monday when John Daly of CBS held portable microphone while Sen. Samuel D. Jackson of Indiana, Convention's permanent chairman, read to newsmen President Roosevelt's letter regarding his views on Vice President Wallace as a candidate for reelection. Notified of the news conference for Monday afternoon, CBS News Chief Paul White had engineers drop wires from the network's headquarters in the Stevens Hotel to Democratic newsroom. Mr. Daly carried microphone in a bag and just as Sen. Jackson started to speak the CBS reporter held the microphone before Sen. Jackson. Entire news conference was aired over the network.

Spot Drives Give Movie Premiere

Heavy Radio Promotion Use By Studios, Theatres in N. Y.

FILM COMPANIES and loc theatres appear to be going in f unusually heavy picture promotio in the New York area this summe blanketing the city with spot a nouncements ranging from 250 p week to as many as 800 weekly. Th latter high frequency is being use by 20th Century-Fox Film Cor for a special campaign for "Wi son" [BROADCASTING, July 3].

Rockefeller Center Inc., Ne York, to promote the world pr miere July 20 at Radio City Mus Hall of the Metro-Goldwyn-Maye film "Dragon Seed", is using a tot of 250 one-minute transcribed a nouncements weekly on 11 Ne York stations. Drive started Jul 14 for a run of about two week Agency is Donahue & Coe, Ne York.

Capitol Theatre, New York, i also using some 250 transcribe spot announcements weekly on 1 New York stations, to promot the world premiere of "Since Yo Went Away," a production of Davi O. Selznick International Picture released through United Artist Corp. Discs, featuring the film' stars, were prepared by the Selz nick company. The theatre's cam paign started the week of July 1 building up to the World Premier July 20 and will continue unti July 26. Donahue & Coe, New York handles Capitol advertising. Thi drive dovetailed with a 10-day pre liminary campaign for the film it self, placed by Foote, Cone & Beld ing, New York, agency for D. O S. International Pictures, usin 30 and 60-second participations o from 10 to 12 New York stations

Jaques on NBC

JAQUES MFG. Co. (KC bakin powder), begins sponsorship Aug 5 of a half-hour morning variet program, *KC Jamboree*, Saturdays on 6 NBC stations, originatin out of WMAQ Chicago. Featurin Curley Bradley, cowboy singer an actor, locale of *KC Jamboree* wil be a western hotel and night club Ed Allen will announce. Contrac is for 52 weeks, and agency is Le Burnett Co., Chicago.

Wright Shoe Spots

E. T. WRIGHT SHOE Co., Rock land, Mass. will distribute to abou 100 dealers throughout the coun try open-end transcribed commer cials for placement on local sta tions as part of a fall campaig emphasizing shoe styles in rela tion to health. Discs are being cu by World Broadcasting System New York. Agency is H. B. Hum phrey Co., Boston.

QUENTIN REYNOLDS, CBS anal syst, who m.c.'s *Report to the Natio* on CBS, will be heard on the *Jerge Journal* on the Blue each Sunday Aug. 6 through Aug. 27 with Fulto Oursler, from New York, and Louell Parsons, from Hollywood, substitutin for Walter Winchell during his vac tion.

Listeners Crave 'Simple' Broadcasts

String Trios and Solo Programs of Past Years Still Have Appeal

By WALTER J. NEFF
President, Neff-Rogow Inc., New York

WALTER NEFF is well qualified to talk about radio's early days, for he was there. Active in New York radio since 1923 and before that a singer at WWJ Detroit, to say nothing of his boyhood ham operator days—Mr. Neff sang, acted, announced, produced programs and sometimes handled the controls, pioneere in sportscasting, making the first prizefight, circus and professional football broadcasts ever heard, working on half a dozen stations in as many years. In 1928 he joined WOR as an announcer, resigning the post of sales manager in 1936 to help found Neff-Rogow Inc., radio advertising agency.

S OLD-TIMERS will remember, dio programs originally were mple, and consisted almost en-ely of instrumental solos, vocal loists and speakers—with an oc-sional string trio or dance band. here also were combinations of gers with instrumental accom-niment. Easterners will well and vorably remember such programs *Old Man Donaldson* and his talks adventure; *Don Amazo* with his mantic violin; *Main Street etches*, and its homely, rural phi-sophy; Willard Robison, alone at e piano, singing his typically merican folk songs. Kate Smith, ng Crosby, Morton Downey, *ngin' Sam*, Whispering Jack nith, Little Jack Little, Charlie amp, and scores of others, with ly a piano for accompaniment—ese were radio—these were *big* ows—with *big* audiences—*in the ening*. These were performances th a friendly, intimate character, y one of which might have tak-place in its entirety and been rfectly natural in the home of e person listening in.

From this inauspicious begin-ng, radio gradually developed rger and larger programs, big-r and bigger casts, until today is almost a rarity, at least dur-g the evening, to hear a good loist with simple accompaniment for an entire program on any ajor station.

Public Likes Simplicity

What brought about this change? d the *listener* seek it, or did ra-o *force* the so-called big program him? Did competition become so en that program directors felt ey'd be snowed under unless an chestra was composed of 30 or 40 eces, played only special arrange-nts, and featured only big mes? Were program directors raid to pit the simple against the mplex?

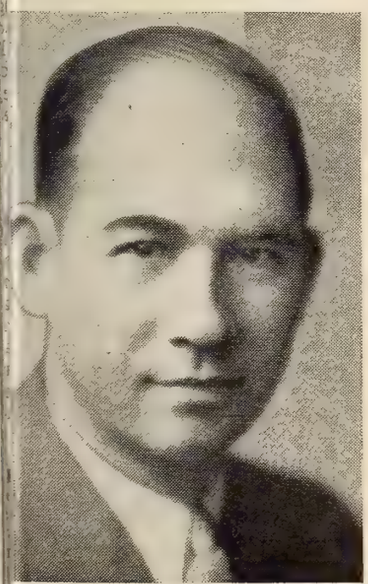
Radio's greatest percentage of actual listeners per available set was in its earlier days. This, of course, was partly due to the novelty of radio—but I don't believe entirely so. I think that with the advent of big shows, much of the intimacy between a listener and the radio station was lost.

Wouldn't you, yourself, appreciate hearing a half-hour of good piano music, either popular or classical, in the course of an evening? Or a half-hour, or even 15 minutes, of some good songs, with only piano accompaniment and perhaps an occasional violin obligato? And wouldn't you occasionally love to hear the simplicity of a good string trio playing the songs with which you are familiar? Or a fine quartet singing songs you love to hear a quartet sing?

I believe the answer to most of the above questions is "yes". I do not believe the public has changed its likes and dislikes during the years. I think the public, generally, would love to hear these simple programs on major stations sometime during the evening hours. I believe further that this simple fare has been denied the radio audience to the point of where it would receive a rousing welcome at this stage.

Now don't get me wrong! I am not suggesting for one minute that we pass up our presently popular big shows. They are fine! What I *am* suggesting is a better balance in our radio diet. When will our *major* radio stations have the courage to put on a so-called "cheap" show in competition with a great big one?

Let's get back to some of the more earthy things in radio during the evening. Let's at least get back to a better balance of the little and big programs, and see if, through them, we can again attract additional *listeners*, who listen additional *hours*, by giving forth with some of the intimacy which was responsible for putting radio "over the top" in such a big way during the early days.



MR. NEFF

FLINT BANK SOLD ON RADIO

Signs Third 52-Week Contract for Daily Noon Newscast

IN FIVE MINUTES a contract was "signed, sealed and delivered" with WFDF Flint, Mich. for the Citizens Commercial & Savings Bank of Flint, calling for a daily noon newscast. This was the third time since 1942 that Arthur H. Sarvis, vice-president of the bank, has signed a yearly contract with WFDF and the speed with which it was done is evidence of the success of the past two years of bank radio advertising, according to the July *Bulletin* of the Financial Advertisers Assn.

The Citizens Bank started in radio with a dignified transcribed series of good music, the *Bulletin* says. After 14 weeks, on the advice of the station program staff, the bank decided to change the pace of its program because the classic angle had failed to sell the bank to WFDF listeners.

Together with bank officials, the WFDF programmers suggested a newscast. After a few months of the daily news at noon, the bank signed a full 52-week contract. The Citizens Bank is now in its third. yearly contract with WFDF.

According to the bank's advertising counsel, Thurston S. Jenkins, "Radio advertising . . . has produced really remarkable results. This is largely due to an intelligent use of the medium by following the advice and counsel of the radio men themselves and to the faith and patience of the bank's executive officers in radio advertising . . ."

The bank offered a Family Budget Book that had been available to the customers with no response until it was mentioned on the air. With 12 commercials devoted to the book, 11,000 have been distributed, according to the *Bulletin*. They also offered a war map to service men, with outstanding results and responses coming in from all over the world.

The bank, from experience now feels that the best advice to an advertiser seeking a radio program is to "go direct to the radio station executives—and abide by their decision. Local advertisers in Flint have found the executives of station WFDF to be most helpful . . ."

Macfadden on 112

MACFADDEN Publications, New York, in promoting *True Story* magazine, is now using a series of five-minute transcribed dramatizations on 112 stations throughout the country. Series, starting about the 15th of each month, runs monthly from four to eight days at varying intervals. Agency is Raymond Spector Co., New York.

Morton Salt on 150

MORTON SALT Co., Chicago begins sponsorship July 31 of a spot campaign promoting the use of salt in home canning, using two spot announcements daily, Mondays through Fridays, on approximately 150 stations. Contract is for four weeks, placed by Kenyon & Eckhardt, Chicago.

BBDO May Get Further Cresta Blanca Business

CRESTA Blanca Wine Co., Los Angeles, subsidiary of Schenley Distillers Corp., New York, is considering appointing BBDO New York to handle the DuBonnet advertising, it was learned last week. If shift takes place, this will be the second Schenley product acquired by BBDO this year. First was Cresta Blanca Wines [BROADCASTING, March 27]. Change will effect the Xavier Cugat program *Your DuBonnet Date*, which goes off the air July 26 for a five-week hiatus [BROADCASTING, July 10].

A decision is expected this week on shift of all Schenley radio programs in the fall to the West Coast, where the Cresta Blanca Sales Company was set up earlier this year. Programs include the Cugat show, and Schenley's *Cresta Blanca Carnival* on CBS, currently replaced for the summer by *The Doctor Fights*, institutional series highlighting penicillin and placed by Biow Co., New York. Still under consideration for a winter series for Cresta Blanca to begin Sept. 5, is *This Is My Best* [BROADCASTING, July 17].

Seven Station Transfers Granted by FCC

Times, Post, Louis Get WQXR, WINX Ariz. Net

CONCERN OVER a possible FCC policy to withhold approval of station sales because of price factors, was dispelled last week with the granting of seven station transfers involving an aggregate of nearly three million dollars by the FCC.

The approvals constitued the largest single schedule of station transactions to be sanctioned at one time. Some two score applications for transfers are pending before the Commission, while another dozen are understood to be in the negotiating stage—most of them resulting from the FCC's "duopoly" rule banning dual ownership of stations in the same or overlapping areas.

Two to Newspapers

The fact that two of the transfers involved sales to important newspapers—WQXR New York to the *New York Times*, for about $1,100,000, and WINX Washington to the *Washington Post*, at the unprecedented figure of $500,000 for a local—made the FCC's actions infinitely more significant.

Transactions approved were as follows:

1. WQXR and WQXQ (FM) from John V. L. Hogan and Elliott Sanger, to the New York Times Co., for approximately $1,100,000.

2. WINX Washington from Lawrence J. Heller and his family and Lt. Richard K. Lyon, USNR, to Eugene and Agnes Meyer, doing business as the *Washington Post*, for $500,000 cash.

3. KECA Los Angeles from Earle C. Anthony, also owner of KFI, to Blue Network Co., for $800,000 cash (duopoly sale).

4. Sale by Arizona Publishing Co. of controlling interest in KTAR Phoenix and KVOA Tucson, along with minority interests in KYCA Prescott and KYUM Yuma, to John J. Louis, vice-president of Needham, Louis & Brorby, Chicago advertising agency, for $375,000.

5. Acquisition by Mr. Louis of control of KYUM for $15,438 from R. N. Campbell, D. Morgan Campbell, and Eleanor McCoy.

6. Acquisition of control of KYCA by KTAR Broadcasting Co., for approximately $6,500.

7. Sale of WJLD Bessemer, Ala., by J. Leslie Doss, former general manager of WJRD Tuscaloosa, Ala., to George Johnston, real estate and investment banker, for $106,000.

Commissioner C. J. Durr, extreme liberal Democrat, voted against the newspaper transfers as well as that involving WJLD, in his home state of Alabama. The votes in these three cases were 4 to 1, with Chairman James Lawrence Fly and Commissioners Norman S. Case, Ray C. Wakefield and E. K. Jett voting affirmatively. Commissioner Paul A. Walker was on vacation. It is understood there was some discussion about postponement of consideration of the transactions last Tuesday in view of Mr. Walker's absence.

Commissioner Walker at the meeting the preceding week had questioned the prices on the stations—notably those which went to the newspapers. Moreover, it is generally known that Rep. Richard E. Wigglesworth (R-Mass.), who consistently has sought details on station sales, had made inquiries about the pending applications. Rep. Wigglesworth is a member of the House Select Committee Investigating the FCC.

The Commission's actions last Tuesday followed approval a fortnight earlier of the sale of WJJD Chicago by the Atlass brothers and minority associates, to Marshall Field, New Deal publisher of the *Chicago Sun* and *PM*, for $750,000 [BROADCASTING, July 10]. That broke the logjam, with some members of the Commission, led by Messrs. Walker and Durr, apparently feeling that prices were out of line as compared with invested capital and intrinsic values. The majority, however, again has held that price is no concern of the Commission and that the deciding factors are character, finanial responsibility and "know-how".

Most of the pending sales transactions are an outgrowth of the FCC's so-called "duopoly" regulation. Prices generally are the highest in history. The WINX transaction was more than double the price ever heretofore paid for a local station without network affiliation, irrespective of market.

Under the *New York Times* transaction, which brings into radio the nation's foremost daily newspaper, Messrs. Hogan, who was president and principal owner, and Sanger, executive vice-president and part owner, remain as directing heads under a five-year contract. Nicholas Roosevelt, former Deputy Director of the OWI, is the liaison executive between the newspaper and the stations.

Arthur Hays Sulzberger, president and publisher of the *Times*, last week reaffirmed the statement he made in March when the sales agreement was reached, that there would be no change in executive direction or in program policies of WQXR. He announced further that hourly news bulletins provided by *The Times*, will continue to be broadcast over WMCA, but that the WQXR news will be expanded.

"As pointed out when the announcement was made that *The Times* had entered into an agreement to purchase these stations, we are proud to acquire a broadcasting medium which throughout its history has consistently maintained high standards of quality," he said.

"As broadcasting is a new business for us, we expect to move slowly while learning about it. We look forward, however, to the time when WQXR, as *The Times*' own radio station, will expand its news presentation so as to be of still greater service to its listeners and our readers."

The WINX transaction was completed last April, subject to FCC approval. The station began operation in 1940. Commissioner Durr's dissent in this case occasioned considerable surprise. The *Post* editorially has championed Mr. Durr's position in connection with the House Select Committee investigation of the FCC.

The Arizona actions give to Mr. Louis, whose agency is prominently identified with placement of radio business, control of KTAR KVOA, KYUM and KYCA. The transfer of ownership will be consummated within 30 days, it was announced. Richard O. (Dick) Lewis, general manager of Arizona Broadcasting Co., will continue with the operation and, it is understood, will increase his present 3% minority holdings in KTAR Broadcasting Co. Mr. Louis has been a winter resident of Phoenix for some seven years. Among other radio programs, he is credited with having originated *Fibber McGee & Molly* and *The Great Gildersleeve*.

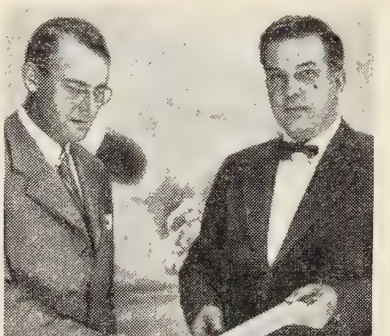
In announcing the action last February, Charles A. Stauffer, chairman of the board of Arizona Publishing Co., said the sale was decided upon because of the "apparent antagonism of the Federal Government and the FCC, toward newspaper ownership of stations."

FCC NAMES RADIO EDUCATION GROUP

FCC committee to cooperate with the U. S. Office of Education and other agencies, and to consider planning on educational radio, was appointed by the Commission last week. Chairman is Commissioner Clifford C. Durr, with Chief Engineer George P. Adair and Edward Brecher, special analyst in the FCC law department, as co-members.

This policy action of the FCC follows recent issuance of a new application (Form 340), which combines Forms 309 and 313, for filing of petitions for educational facilities, and is consistent with the government project now underway for statewide national radio education setups to tie-in with classroom work. [BROADCASTING, July 3]. Five frequencies in the FM band are reserved for noncommercial educational stations.

The FCC policy statement said, "It appears that such plans, if carefully prepared with a view to fair treatment of public and private educational institutions, both urban and rural, at the primary, secondary, higher and adult education levels alike, may provide a sound means for securing the maximum possible utilization of educational frequencies."



PRESENTATION of the American Television Society plaque in recognition of the year's outstanding contribution to television programming is made appropriately before a video stage background by Dan D. Halpin (left) ATS president, to Robert S. Peare, GE vice-president in charge of advertising, publicity and broadcasting, who accepts the plaque on behalf of WRGB, the GE television station.

WLIB Purchased By New York Post

DOROTHY SCHIFF THACKREY, owner and publisher of the *New York Post*, has acquired ownership control of WLIB Brooklyn, subject to FCC approval, at a reported price of around $250,000. Application for the transfer will be made within a few weeks, the station shiting from Elias I. Godofsky, president and general manager, and five co-owners, each owning 16 2/3 of the stock.

The owners in addition to Mr. Godofsky include Irwin Steingut, chairman of the board and minority Democratic leader in the New York State Assembly; William Weisman, treasurer and counsel and former vice-president of WMCA; Aaron L. Jacoby, vice president; Arthur Faske, vice president and chief engineer; and Louis W. Berne, secretary and sales promotion manager.

No Change Expected

While all will relinquish full financial control, several of those connected with the actual operation of the station are expected to continue at their posts, although no decision has been reached on this point. Mr. Godofsky, however, in association with Mr. Weisman, is planning to switch to FM broadcasting and is preparing to apply for a construction permit for an FM station in New York City within the next few weeks. The pair may go into the television field at a later date.

Established in May 1942, WLIB is operated by WLIB Inc. with 1,000 w on 1190 kc and limited time with WOWO. Station has featured semi-classical and light music. According to the announcement in the *New York Post* July 17, 1944, no changes in personnel or "drastic modification of the station's program policy" is expected.



This time MacFarlane covers the Democratic Convention

Ian Ross MacFarlane, exclusive news analyst for W-I-T-H, the independent in Baltimore, returns to Chicago this week. Once again, he'll give Baltimore the story behind the story of Maryland's own delegates.

It's another example of W-I-T-H's regard for what the station's audience wants.

That MacFarlane does a bang-up job is found in that box at the right.

Is it any wonder that W-I-T-H is called "The People's Voice In Baltimore"? Or that W-I-T-H has a listener loyalty that enables it to deliver the greatest Baltimore sales results per dollar spent in this . . . the 6th largest market?

What Billboard Says:

"One of the best jobs at the Republican Convention was done by Ian MacFarlane of W-I-T-H. He did four 15-minute shows a day for his Baltimore sponsor direct from the station's Stadium studio in addition to a running commentary and personality patter of the talks and convention by-play.

"MacFarlane did a bang-up job. He was familiar with political convention routine, had a legman, did some prowling on his own, and had a tap onto the house public-address system. From this and his own savvy he welded a crackajack chore."

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* · *Represented Nationally by* Headley-Reed

American Radio Sets World Pattern, Says Feldman, Back in This Country

HOW American radio technique is making its impact on the people of foreign lands, and is admired and imitated by friend and foe alike, was told by Arthur Feldman last week shortly after his return from London where he has been serving as assistant manager of the Blue network's London news office.



Mr. Feldman

Britishers listening in on American programs directed to U. S. servicemen through the American forces network and other channels, are keen about this radio fare, particularly such programs as *Charlie McCarthy, Jack Benny* (NBC), and *Chamber Music Society of Lower Basin Street* (Blue) which at one time had its British counterpart on BBC, but Mr. Feldman pointed out they don't realize they are hearing only the top-cream programs culled from the best material of the four major networks. Despite opposition from various directions—Brendan Bracken, British Ministry of Information head, and of course the BBC itself, commercial radio in Britian is likely to develop after the war, he predicted.

Operations in India

Reporting on a five-week visit to India, Mr. Feldman described the set-up of All-India Radio Corp., stating, in answer to a question, that operations are carried on almost entirely by Indians, but that the posts of news editor and chief engineer are held by Englishmen.

Outstanding radio event in India, where there is limited distribution of radio sets among the masses, no set manufacturing, and stations are linked through the shortwave relay system—is the erection of a 100,000 w transmitter in New Delhi, operated jointly by AIRC and the British Ministry of Information. Station operates as the propaganda voice of the Supreme Command in the Far East and as a source of news on that area for listeners in England. Lord Louis Mountbatten told Mr. Feldman while in India that he strongly approved the setting-up of a high-powered station which would bring the Far Eastern war much closer to the British public.

Radio Metropole, in Belgrade, which Mr. Feldman ranks as one of the shrewdest propaganda voices of the Axis, is borrowing liberally from American radio in its effort to appeal to the American soldiers, he said. Station has its own *Make Believe Ballroom*, patterned after Martin Block's recorded music show on WNEW New York, and offers the latest recordings — Oklahoma records were on the air two weeks after they were released in this country.

RM culls the shortwave bands for the latest American news commentaries, which are recorded and broadcast as part of its daily world news roundup. Mr. Feldman had the experience while in England of hearing his own voice broadcasting from this enemy station—the program so edited that a slightly critical commentary on an English official appeared to be an all-out tirade against him. Metropole offers English-language dramas, and news of American sports, interspersed with casual references of propaganda intent.

How does Axis radio material measure up with the the genuine American programs in appealing to listeners in the armed forces? Mr. Feldman was asked. He was vehement in stating that servicemen are enthusiastic listeners to American-issue programs, such as *Command Performance,* and for the most part make great sport, particularly in group listening, of Axis broadcasters such as Fred Kaltenbach, although they do listen some to popular music offered by the Axis radio stations. G.I. radio tastes run to a steady diet of jive, he said.

Mr. Feldman was assistant director of news and special events at NBC from 1939 until November, 1942 when he joined BBC in London as advisor on programs beamed to the U. S. In September, 1943 he joined the Blue network in London as assistant manager of the news office. He leaves New York Aug. 1 for San Francisco with G.W. Johnstone, director of news and special features, and Clete Roberts, proceeding to Gen. MacArthur's headquarters, replacing Mr. Roberts, whose new assignment has not been revealed.

Navy Honors Barry

LT. NORMAN BARRY, NBC Chicago announcer on leave with the U. S. Navy, has been awarded a Navy citation for meritorious service in enemy areas during May, according to word received by his wife.

POSTWAR SERIES
WRC Starts Programs on Plans For Peacetime Washington

POSTWAR series to be presented on WRC Washington in cooperation with the *Washington Daily News* started 8:30 p.m. Thursday, July 20. The programs, titled *Tomorrow's Washington* are a public service feature designed to stimulate postwar planning in the Nation's Capital, according to Carleton D. Smith, WRC general manager.

Tomorrow's Washington will cover those phases of Washington life which research organizations anticipate will be the most affected by peacetime expansion. In June, the series was previewed with an introductory broadcast, with Mr. Smith and Charles Stevenson, *News* city editor, explaining the aims of the program. Listeners are encouraged to submit ideas on postwar discussions.

Radio Group Formed

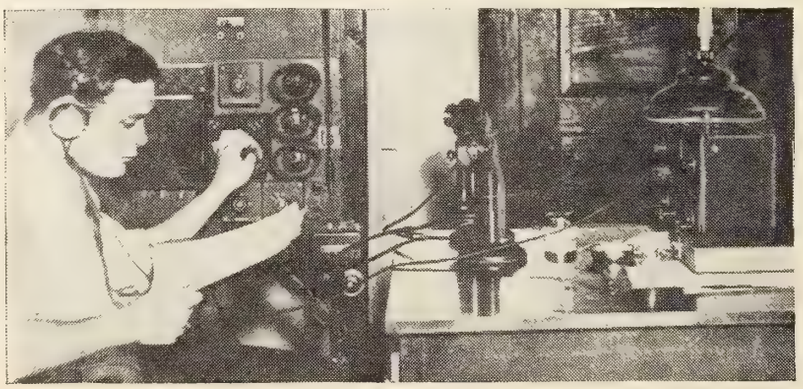
RADIO and radio parts manufacturers in the New York metropolitan area met last week to draft plans for the organization of Electronic Manufacturers Assn. to deal with industry labor problems. Ten companies have already applied for membership and are in effect charter members in EMA, for which incorporation papers will be filed this week, according to David Wald, president of United Scientific Labors, and temporary chairman of the association. Group will meet again during the week of Aug. 7 to elect a board.

Bendix Catalog Acquired

CATALOG of Bendix Publishing Co., including a number of favorite radio tunes, has been acquired by National Music Co., an affiliate of SESAC, and is available for use by stations licensed by SESAC. SESAC has also reported long-term renewals of its contracts with CBS and NBC, adding that the Blue contract was renegotiated at the time of the networks sale by RCA.

'Trent's' 12th Year

WITH THE airing of the 2,769th script, *The Romance of Helen Trent* on July 24 started its 12th year on CBS. Sponsor is American Home Products for Anacin and Bisodol. Program is produced by Frank and Anne Hummert of Hummert Radio Features, New York. Agency is Dancer-Fitzgerald-Sample, New York.



NEARLY 20 YEARS AGO, Carl Meyers, chief engineer of WGN, now Lt. Comdr. Carl Meyers of the Navy, sat at the controls of an early WGN transmitter in Elgin, Ill. Picture is interesting in connection with WGN's 20th anniversary celebrated last week. Note old-fashioned equipment.

SEP Article Calls Fly 'Controversial'

Henry F. Pringle Traces FCC Head's Career Since TVA

"A JITTERY industry at best radio has come close to nervous hysterics during the five-year incumbency of Fly as head of the FCC," writes Henry F. Pringle in "The Controversial Mr. Fly," lead article in the *Saturday Evening Post* for July 22.

In 1939, when Mr. Fly was appointed FCC chairman, he "did a great deal to make the FCC more efficient," the article states, adding, "Fly did little, though, to make his own path smoother. It is traditional that Government officials should be easy going and affable. They are not supposed to work too hard. Fly, for all his outer softness, was often intolerant, even hard. He did no backslapping, either on the Hill or in the radio industry."

Traces Fly's Career

Tracing Fly's battle with the major networks and the NAB at some length, Mr. Pringle says that "the industry's opinion of Fly is unanimous on two points—that he wants to run radio and that he is a lawyer and administrator of vast ability." Mr Pringle also cites the comment of Wendell Willkie following his defeat by Fly, when Fly was chief counsel of TVA and Willkie led the attack of Commonwealth & Southern against TVA, terming Fly the "most dangerous man in the United States—to have on the other side."

The article, which sketches in some detail Fly's pre-FCC career as well as his history as chairman of the Commission, concludes with a look into the postwar world when, Mr. Pringle says, "The air will be filled with any number of things." Optimistic predictions that FM broadcasting will make available all necessary radio channels may, in due time, be found inaccurate. The danger of monopolistic control may continue, after all. Then, however busy, Lawrence Fly will be very happy lambasting anybody who tries it."

Omar Adds

OMAR Inc., Omaha (flour, cereal) has added four new stations—WMMN KLRA KODY KLCN—to the original schedule of its half-hour children's program, *Adventures of Omar*, Saturdays, making a total of 18 stations, beginning Sept. 16. Contract is for 39 weeks placed by MacFarland, Aveyard & Co., Chicago.

MBS Adds Three

KBIZ Ottumwa, Ia., on July 1 became a Mutual affiliate. The outlet operates with 250 w on 1240 kc. Another new MBS affiliate is KPAB Laredo, Tex., which operates with 250 w on 1490 kc. Station joined Mutual effective July 16. WTAL Tallahassee, Fla., joined MBS July 19. The station operates with 250 w on 1340 kc.

MICHIGAN the Nation's Wartime Leader



DETROIT Center of Michigan's War Industries

In war production, from December 31, 1939 to December 31, 1943, Michigan advanced from FIFTH place to FIRST, displacing New York, Pennsylvania, Illinois and Ohio in that order.

In 1942, manufacturers in Michigan received 12.9% of all contracts awarded in the country. That figure increased to 13.1% in 1943, and during the first quarter of 1944, jumped to 22.8%.

The dollar value of Michigan's war supply contracts received up to April 1, 1944, was nearly 19 BILLION DOLLARS. Approximately two-thirds of the contracts were concentrated in the Detroit industrial area.

Because of this tremendous production for war, and the resulting factory payrolls, Detroit savings deposits are now at an all-time peak . . . . more than 90% above 1937, the city's best peacetime year. Per person "E" War Bond purchases in Wayne County (which is largely Detroit) are substantially higher than for the key county in any other of the Country's five largest markets.

Advertisers and time buyers will remember that fact when Detroit's war production may have been forgotten. They will want to remember, too, that WWJ is the most listened-to radio station in this great market. Keep your sights trained on Detroit . . . . and on WWJ.

WWJ

AMERICA'S PIONEER BROADCASTING STATION—FIRST IN DETROIT
Owned and Operated by The Detroit News
950 KILOCYCLES—5000 WATTS
THE GEORGE P. HOLLINGBERY COMPANY, National Representatives
Associate FM Station, WENA
NBC Basic Network

Need for Postwar Services Surveyed

Frazier Calls for Data on High Frequencies for RTPB

TO ASSIST the Radio Technical Planning Board in making its recommendations for postwar frequency allocations, Howard S. Frazier, NAB Director of Engineering, last week asked licensees of all domestic broadcast stations, including FM and television, to submit information on present and proposed use of supplementary frequencies.

Mr. Frazier, who is also chairman of Panel 4 on Standard Broadcasting of RTPB, wrote broadcasters that requests of various public services and utilities for frequency allocations "will far exceed the spectrum space available for non-government communications". His letter stated:

"Broadcasters are now assigned certain frequencies outside the regular broadcast bands for relay, studio transmitter link, experimental, emergency use, etc. In order to estimate present and future needs for these supplementary frequencies, information is urgently needed". Promising that no disclosure will be made of individual information, Mr. Frazier asked that forms be returned promptly so that overall industry requirements can be tabulated.

WMC RULES EXEMPT FREELANCE ARTISTS

FREELANCE radio artists in New York City, as well as performers in other entertainment fields in that area, are exempted from the provisions of the War Manpower Commission priority referral regulations, requiring men between 18 and 45 to get referrals from the U. S. Employment Service for all changes of employment, under a ruling last week by Stephen S. Sheridan. New York City area director of the WMC.

Effect of the exemption, allowed "in view of the special character of the entertainment industry and the skills and occupations of personnel in that industry," will be to permit the free movement of artists from job to job within that industry. It does not permit free movement into or out of that industry to non-essential work for 18-to-45-year-old-men without USES referrals. In radio, the exemption covers only freelance artists and not staff employes of stations or networks, which are classed as essential industries.

NAB Sees More Tubes

ACTUAL production of radio tubes for civilian use is under way at a sharply increased rate, according to an estimate of Arthur Stringer, NAB director of circulation. Mr. Stringer estimated that at least 100% and possibly 200% more civilian tubes will be delivered in the last half of 1944 than in the first half, with between 35% and 40% of the increased production expected to be shipped in July, August and September.



INSPECTING PROGRESS on the construction of the million dollar shortwave plant being built by NBC at Dixon, Cal., for OWI operations in the Asiatic theatre, officials of the network, OWI Overseas Branch, and Dixon civic leaders visited the site recently. The plant, housing four 50 kw transmitters, is being financed by Defense Plant Corp. and will be operated technically by NBC for OWI. Back row (l to r): Timothy Pfleuger, architect; Angus C. Madden, vice-president, First National Bank, Dixon; Claude Buss, director, OWI Pacific Bureau; John W. Elwood, manager KPO-NBC; H. H. Rohwer, mayor of Dixon; David Morgan, DPC; B. F. Modglin of McDonald & Kahn, contractors; Charles Pease, chief engineer, Pacific Division, OWI Bureau of Communications Facilities. Front row: F. G. Dunniclifee, editor, *Dixon Tribune;* Link Miller, acting chief, Pacific Division, OWI Bureau of Communications Facilities; Kenneth Fry, chief, Operations Bureau, OWI Overseas Branch; Carl G. Dietsch, NBC engineer in charge of construction; George Greaves, chief engineer of the NBC San Francisco outlet.

U. S. SETS VIEWED AS AID TO ENGLAND

AN INDICATION that British military radio requirements have reached the saturation point is revealed in a report received from England by BROADCASTING stating that no further supplies of U. S. sets to Great Britain will be forthcoming. 25,000 of the 30,000 promised Great Britain have now been received there and distributed, though no sets were manufactured in the U. S. for civilians after April, 1942. Distribution of the first 10,000 sets started in April when the sets had been overhauled by British makers and adjusted to their requirements.

Actually, the sets are not likely to solve the shortage in England since in terms of sets per dealer the 25,000 works out at about one and a half sets each. While welcome, the report stated, the sets have certain defects, as they cannot be readily repaired owing to the lack of components suitable, nor will their dealers give the free service which is allowed on most British sets for a given period after installation. What is of great importance to the British listeners is the fact that the government has authorized the release of a portion of the sets to civilians for the first time in the war years. Not since 1940 have any sets been made available to the British public. British sets in the number of 5,500 were given to civilians, the report states, indicating a saturation point in military requirements.

Campbell Expands

CAMPBELL SOUP Co., Camden, New Jersey, has added five stations carrying transcribed 15-second chain break announcements for Campbell Soups in a spot campaign which started June 13, bringing total number of stations to 40, and increasing markets used from 12 to 17. Agency is Foote, Cone & Belding, New York.

WLW Names Robinson To Head Chicago Office

APPOINTMENT of William P. Robinson as manager of the Chicago office of WLW Cincinnati, succeeding George Clark who leaves shortly for military service, was disclosed last week.

Mr. Robinson, a veteran radio executive, was transferred from the Cincinnati sales department, as assistant to Robert E. Dunville, vice-president and general manager when Mr. Dunville was general sales manager, to the Chicago office more than a year ago. He had been with the Crosley stations WLW and WSAI several years.

One of the early-day announcers and musicians of radio, Mr. Robinson is well known in both sales and talent circles. He was on the Crosley staff in the early 30's.

New ASCAP High

ASCAP distribution for the second quarter of 1944 hit an all-time high in the Society's history, with $1,576,000 divided among writer and publisher members for the three-month period.

Sees Postwar Expansion

THE DRAMATIC story of the importance of the electronic tube in turning the tide of war is graphically told in a booklet issued by Amperex Electronic Products, Brooklyn. The folder was prepared by Shappe-Wilkes, advertising agency, New York. The electronic tube is given credit for playing a vital role in beating back the German Luftwaffe from England. Improved designs were manufactured here in "astonishing quantities", the booklet declares, and then rushed "to the fighters in that tight little island overseas". Regarding postwar developments, Amperex sees wider use of tubes in communications, medicine, science, agriculture and industry, including such applications as metal analysis, metal surfacing, wood glueing, induction heating, and motor control.

Video Shows Boost Morale of Wounded

Navy Chaplain Tells TBA Tha Patients Enjoy Telecasts

TELEVISION programs are "be coming increasingly more popular' with wounded servicemen convales cing at the U. S. naval hospital St. Albans, L. I., and "contribut much toward the general morale' of the sick and wounded, accordin to E. B. Harp Jr., Navy chap lain. Television receivers were in stalled in Army and Navy hos pitals early this year.

In a letter addressed to the Tele vision Broadcasters Assn. Inc. Chaplain Harp expressed appre ciation of the patients at the Nava Hospital for television program transmitted daily by three Nev York stations WNBT WABI WCBW. His letter follows:

A Letter of Praise

I want to take this opportunity t thank the television broadcasters in be half of our many patients, for the splen did programs which are being receive in the various wards of this hospital These programs are becoming increasing ly more popular, and they do contribut much toward the general morale of ou sick and wounded

You may be interested in knowing th kind of programs most appealing to th majority of our men. We have foun the cartoons, movies and sports event very popular. Talent and variety show do not stimulate as much interest a other features. This is not a criticism, bu rather a general statement of the like and dislikes of our patient personnel.

However, we want you to know tha these services in the field of televisio are greatly appreciated by both the pa tients and staff personnel of this hos pital.

NBC Course Extended

INITIATED in New York thi year for engineers of NBC an the Blue Networks' eastern divi sions, the 50-week course in tech nical television will be extende to central division engineers, start ing July 24.

Television Guild

TELEVISION GUILD, organized i 1940, has resumed activities "to ad vance, promote and foster the stud of and appreciation of television as a cultural, educational and entertain ment medium," according to Mabe Cobb, one-time writer of the *Lon Ranger* series and a director for J Walter Thompson Co., who is directo of the Guild. Guild headquarters ar at 11 W. 45th St., New York.

Mayor's Guests

WORKING radio newsmen were forced to stand in crowded aisles or to mill about in the Chicago Stadium corridors Thursday night because their seats were given to "special guests" of Chicago's Mayor Kelly. Workers wearing badges handed out tickets, saying: "Compliments of Mayor Kelly." Ushers declined to unseat the Mayor's guests, even in the 140-seat section set aside for radio. Broadcasting personnel who had to move in and out of the stadium between events were informed, when they returned to find their seats occupied, that the strangers were guests of Mayor Kelly.

"OUR RELIANCE is in the love of liberty which God has planted in us. Our defense is in the spirit which prized liberty as the heritage of all men, in all lands everywhere. Destroy this spirit and you have planted the seeds of despotism at your own doors."

ABRAHAM LINCOLN

EAR
VICTORY F.O.B."
BS COAST TO COAST
turdays 3:00 PM E.W.T.



FREE SPEECH
"MIKE"

RADIO STATIONS

WJR ★ WGAR ★ KMPC

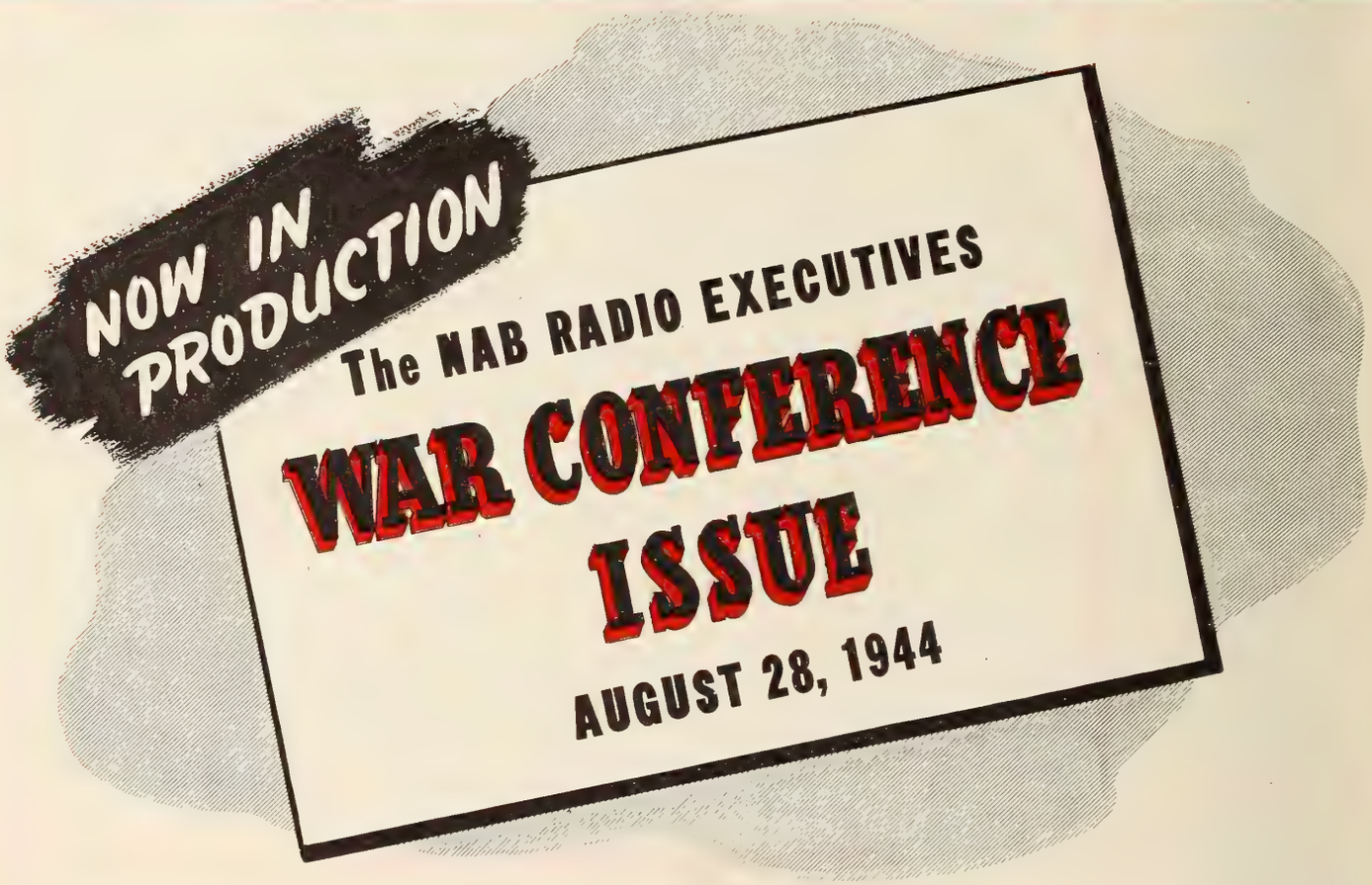
DETROIT CLEVELAND LOS ANGELES

AUGUST 28, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



WHAT ABOUT POST-WAR RADIO?

Conversion is *in* the air. It will affect what goes *on* the air with great impact as war-time restrictions on construction of FM and television are lifted.

In its August 28th issue, BROADCASTING will run an impressive series of articles by experts designed to answer many of the post-war radio problems. Features on FM and television constructions costs, allocations, production, talent, programming and prospective "circulation" are scheduled. Case-histories of advertiser-agency experiences in using the visual media will be presented in this War Conference issue which will serve as a constant reference on post-war radio for advertising executives everywhere.

Regular Rates Apply
Advertising Deadline Aug. 7th
Wire Reservations Collect

BROADCASTING PUBLICATIONS, INC.
National Press Building
Washington 4, D. C.

Capital Bureau Proves Successful

West Va. Net Director Tells How Washington News Is Gathered

By HOWARD CHERNOFF *

Managing Director
The West Virginia Network

THE West Virginia Network's Washington Bureau report is the most talked of program on our stations. It brings down wrath upon our heads, but it also has been responsible for many kind words. In any event, the reaction is steady, and there is never a dull moment for a network manager who has a program like this.

Presented on Sunday, 6:15-6:30 p.m., the weekly broadcasts are supplemented by special dispatches to catch flash news breaks. Coverage is under the direction of Ray Henle, chief of the bureau, and Malvina Stephenson, his assistant.

Radio Must Create

Success of our experiment with a Washington News Bureau definitely establishes it as a significant trend in the development of new, independent, radio coverage. Radio stations will just have to realize that they must dig up their own stuff. They must use their own initiative and create, instead of being content to take handouts and rip dispatches from a news machine. We were astounded and ashamed to find how much news of West Virginians in Washington and news in Washington affecting West Virginia that we were missing.

Early response to this new idea particularly gratified our business office. Our Washington Bureau report was sponsored on two of our stations before it hit the air, and on the other two stations the week after the first program. Telephone surveys already indicate a very high percentage of listeners.

Operation of the bureau must be as independent as that of a good newspaper. For example, the Chamber of Commerce directors passed a unanimous resolution condemning the program because of an original story to which the Chamber objected. The sponsor in one town phoned to say we must steer clear of controversial matters in the future. We explained to him that he had merely purchased the right to place his commercial announcement before and after the program, that he did not purchase the right to dictate the content of the program, but he could be released from the contract immediately if he chose. He decided, however, that a program provoking so much comment—good or bad—must be worth keeping. He still sponsors it.

Washington reaction to the bitter gubernatorial primary was reported on one Sunday broadcast. As soon as the announcer signed off, my phone began ringing. When both sides complained, I decided that we were on the right track—that was a good sign we were not playing favorites. This policy obviously brings confidence in the long run and establishes the bureau as a fair and impartial reporter of news.

Imagine a state the size of West Virginia having 25,000 West Virginians in the nation's capital! But we have. The project was first explained to our State Society in Washington and to the Congressional delegation. The West Virginia Service Men's club in Washington offered another news source. Double-backed postcards with questionnaires were mailed to all the members. Naturally, these groups welcomed an outlet for news of their activities. We also asked our listeners to send the names of their friends and relatives working in Washington. The response has been heavy. Every week, we find some interesting new job or some important assignment which is being carried out by a native son. The possibility for local angles in Washington is unlimited.

Formula Devised

A fairly definite formula has been worked out for the weekly programs, but the general outline remains flexible. Several voice of the people programs are being arranged to present West Virginians in Washington to the home folk during the summer months when news may become a little slow. Our weekly programs usually feature one or two principal news items and a general round up of the West Virginia news by Mr. Henle. Miss Stephenson then comes in with personal items or Washington news with a West Virginia angle. Mrs. James V. Forrestal, the wife of the new Secretary of the Navy, and a former West Virginian, was the subject of one personality portrait. In another broadcast Miss Stephenson reported on a Washington conference at the White House at which several West Virginians were present.

Man-of-the-Week

Mr. Henle usually concludes the program with a sketch on a West Virginia man-of-the-week in Washington. This includes a brief biography and a review of the outstanding job or service which is credited to the honored personality. It is planned to present these people with embossed certificates signifying this honor.

Prior to each week's broadcast, we mail a notice to many of the people mentioned during the program and to their friends in West Virginia. This word gets around speedily. If the letters are properly spotted in the various towns the entire listening audience can be multiplied. We follow up with extra copies of the script, directing the particular sections, of course, to those people mentioned.

Our project really is just in the first stages of development, but I think these results demonstrate the possibilities both for this network and others which may follow suit. It is both a challenge and an opportunity for all local stations and regional networks in the field of Washington news coverage. We believe that in the course of several years this type of on-the-spot coverage will be greatly expanded and as well established in Washington as the long-standing newspaper bureaus.

* First transatlantic broadcast from Mr. Chernoff, now in Europe as a war correspondent, was heard at 6:05 p.m. July 16. In addition West Virginia Network is receiving transcribed programs thrice-weekly.



IN APPRECIATION of the KOIN Radio Institute for Teachers, members of the Institute presented C. W. (Chuck) Myers, KOIN president with a painting of the Columbia River and a leather and gold bound volume of 300 letters from teachers attending the meetings. Holding the picture are (l to r): its artist, Bernard Geiser; Mrs. Geiser; Mrs. Myers; Mr. Myers. Presentation was at the KOIN studios, Portland, Oregon.

ELECTRIC UTILITIES PLAN MUSIC SHOW

DROPPING *Report to the Nation* on CBS Wednesday, 10:30-11 p.m. in favor of musical fare, 160 electric light companies, beginning Sept. 20, will sponsor in the same period, a program starring Nelson Eddy, baritone, with male chorus. Plans for the new show were still in the formative stage last week, with title, format, supporting talent, production, script and directing personnel still to be determined.

Harold L. McClinton, vice-president and radio director of N. W. Ayer & Son Inc., New York, agency in charge and Herb Sanford, also of the radio department, will leave New York Aug. 5 for Hollywood, where the show will originate, to set up the broadcast.

Report to the Nation, with its last commercial broadcast July 12, completed a 52-week run on CBS for the electrical companies, which were joined together as cooperative sponsors of the program under the name of Electric Companies Advertising Program last year. List of co-sponsors, comprising local distributors of electricity and illuminating gas, has grown from 121 to 160 during the course of the year, and the station line-up has increased from 59 to 132 CBS stations.

Paid Religious Programs Are Dropped by WMAZ

RELIGIOUS organizations in Macon, Ga. were notified in a letter last week from W. E. Cobb, station manager, that WMAZ will no longer accept commercial religious broadcasts as of Sept. 1, 1944. Station will substitute for local church services the Sunday morning CBS *Church of the Air* and will continue *Wings Over Jordan* and *Salt Lake City Choir*. Daily non-denominational devotional service will be used, replacing period purchased formerly by a local minister

Mr. Cobb's letter stated that in not accepting religious broadcasts, the station stands to lose over $8,000 in annual revenue, as the paid time will be replaced by time from which the station will receive no revenue. It was emphasized in the letter, however, that elimination of religious programs in no way means the station will ignore local churches, but merely that the station can pick its own features which are considered particularly outstanding.

Peery Named

FREDERICK A. PEERY, former member of the faculty of Kansas State College, has joined the staff of WFAA and KGKO Dallas. No stranger to broadcasting, Mr. Peery began work in radio with KSAC Manhattan, Kan. He has worked with Dr. Paul Lazarsfeld of Columbia U. on various broadcasting studies. In his new position at WFAA and KGKO, Mr. Peery will continue a series of studies he began while in Kansas.

JOHN W. VANDERCOOK, NBC commentator recently returned from the Normandy beachhead, has started a Saturday 11:15 p.m. news period in addition to his five-weekly 7:15 p.m. broadcasts for Miles Labs.

Kafka Named WFD Music Group Head; Industry Representatives Are Appointed

IN LINE with an expanded policy relating to closer cooperation between the Treasury Department and radio in the mutual task of keeping down inflation and meeting war costs through sale and promotion of War Bonds, Robert J. Smith, chief of the Treasury's War Finance Division radio section, last week announced appointment of Maurice H. Kafka, with the Treasury for the past three War Loans, as head of the new WFD music promotion unit, and a group of industry representatives composing a Music Advisory Committee and a Victory Song Committee, to work with the unit. [BROADCASTING, July 17].

Active in the amusement and entertainment field since 1927, and former music supervisor for NBC and Blue Networks and Loew's Inc. in Washington, Mr. Kafka will be assisted in the selection and consideraton of music material for the Treasury by the Music Advisory Committee. Once a decision is reached, the Victory Song Committee will undertake promotion, "plugging" and exploitation of the material through the necessary channels.

Committees Named

Oscar Hammerstein II, chairman of the Music War Board, which also will assist the new unit, has been named chairman of the Music Advisory Committee, to represent writers and composers. Representing publishing interests are Jack Robbins, chairman of the board, Robbins, Feist & Miller Pub. Co., and Herman Starr, vice-president of Warner Bros. in charge of music, who represents Harms, Remick & Witmark. Dave Capp, recording director for Decca Records Inc., has been appointed to represent the recording field. Guy Lombardo and David Broekman have been named to represent orchestras, while Barry Wood, NBC *Palmolive Party* and "Treasury Troubador" star will represent talent.

The Victory Song Committee is composed of Bill Gittinger, vice-president in charge of sales for CBS; Ed Wood, general sales manager of Mutual; Duncan Buckham, Blue eastern sales manager; and I. E. Showerman, NBC eastern sales manager. The respective sales staffs of these appointees will also cooperate with the unit.

WFD also announced last week that Bing Crosby is scheduled to sing a commercial version of the first song released by the new music promotion unit, "Dear Friend," written by Richard Rodgers and Oscar Hammerstein II. The recording will be made by Decca. The Treasury disc of that number which was arranged especially for Bond promotion and is available to stations for use on their regular programs, features vocals by Barry Wood on one side and Vivian Della Chiesa on the other. Commercial version is for popular sale. Song is being published in sheet form by Williamson Music Co. All royalties, as well as publication and recording profits, are slated for the National War Fund.

Tennis Team

ELLSWORTH VINES, former world tennis champ, both amateur and professional, has been added to the sales and sports staff of KMYR Denver. Mr. Vines, though famous for his tennis, is currently the golf professional at the Denver Country Club, is handling a number of local accounts and is working with Mark Schreiber, KMYR sports director. With Mr. Schreiber himself one of Colorado's top amateurs, KMYR feels it has the best tennis team in radio.

Reports Continue

KLX Oakland, Cal. reports that it carried exclusively the Bond drive sponsored by the Beverage Association of Alameda and Contra Costa Counties and held July 10 featuring wrestling, boxing, music and vaudeville. More than $3,000,000 in Bonds were sold. KLX also carried the drive sponsored July 17 by the Albany Lions Club which sold approximately $2,000,000 in Bonds. Both events had KLX personnel as m.c.

While enroute from New York to Norfolk, Va. the WJZ New York "Victory Troop" stopped in Washington, D. C. to receive congratulations of Army, Navy and Treasury officials for their performances at military camps and war plants and Bond sales totaling $100,000,000. The Norfolk trip constituted the 295th appearance for the group which features prominent names of radio and stage. Greetings were extended by John Reilly, chairman of the District War Finance Committee; Major Lee Lindow, of Army public relations, now on leave as manager of WFBM Indianapolis; and Lt. Comdr. Jack C. Curtice, of Navy public relations.

Fourteen days of support and promotion by WCOL Columbus, O. to local Bond campaigns—a "Jeep Bond Brigade", the "The Eagles Nest" and "The Honor Board Assemblies", accounted for total sales of $2,716,255. Featured were remote pickups from Jeep Bond units in addition to other special programs and announcements. All eight stations of Utah joined in for the third time during the Fifth Loan to present a series of Bond promotion half-hour programs. Originating at KDYL and KSL Salt Lake City, shows also were aired by KUTA Salt Lake City, KLO Og-

In Buffalo.....
WEBR will do the job

HERE ARE THE FACTS: 65% of the population and 70% of the total Retail Sales of the Eight County area in Western New York are concentrated in Metropolitan Buffalo



For Concentrated LOW COST Coverage in the BUFFALO Market . . . . it's

Nationally Represented by WEED & COMPANY

WEBR
MUTUAL NETWORK

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ



5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, *INC.*

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Red ration points "on the hoof" at one of Spokane's three large Packing Houses. Livestock, one of the important industries, annually brings millions of dollars into the Inland Empire, contributing to the total volume of business transacted by Spokane firms conservatively estimated at $1,927,137,201. At *one-medium* cost, your message *completely* covers this rich area over the "Nation's No. 1 Network" station —KHQ.

The most sought after treasure in broadcasting is—

RADIO HOMES

WWVA Primary Area Radio Homes number 1,747,955 which are located in the Steel and Coal Belt of the Nation —that's western Pennsylvania, Eastern Ohio and West Virginia. There are 1,381,977 more in an attractive secondary area. 757,885 pieces of mail within 12 months prove WWVA's popularity among those radio homes.

— ASK A JOHN BLAIR MAN —

Basic Blue Network

WWVA
50,000 WATTS
WHEELING, W. VA.
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
A FORT INDUSTRY STATION

den, KVNU Logan, KSUB Cedar City, KOVO Provo and KEUB Price.

WCBI Columbus, Miss. sold to 24 local sponsors a special series of Bond programs, spots and special events in addition to carrying extra activities such as local Bond auctions and addresses by local and state civic leaders, including Gov. Thomas L. Bailey. A series of four succesive Friday evening War Bond quizzes were presented by WGY Schenectady, N. Y., as a Fifth Loan feature. Representatives from six local towns participated each week and were selected by the local Chamber of Commerce. Winner was awarded a Bond and his home town was presented a Bond as an award to a local hero or war worker.

WTAG Worcester report of Fifth Loan activities shows air time devoted to Bond promotion amounted to $6,046.07, with more than 40% of this total carried sustaining. Sustaining time constituted more than 100 announcements, 3 half-hour shows, 5 quarter-hour programs and numerous 5 minute programs. Station also sponsored locally the all service revue "Direct Hit," which resulted in Bond sales of $2,156,000.

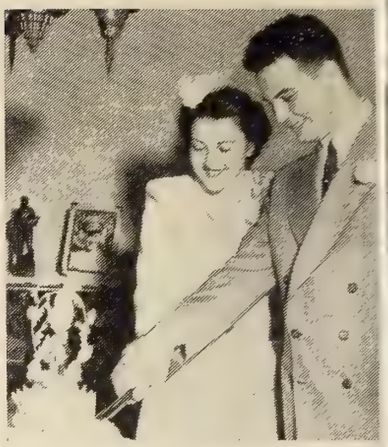
WOR Active

WOR New York may be responsible for the sale of a total of $50,000,000 in War Bonds by the end of this month, according to the War Finance Committee for New York. By the middle of the month the station had raised some $30,000,000 through special programs such as Dave Elman's *Victory Auction*, broadcast on Mutual and through war bond rallies staged in nearby communities. To help communities in Connecticut, New Jersey and Long Island, raise their quotas, WOR has supplied talent and production for 14 separate War Band performances, several of them regular WOR-Mutual programs broadcast from the towns. Bonds totalling $18,366,000 were raised at these rallies. Originally scheduled to end July 8, *Victory Auction*, offering valuable and novel items in return for War Bond purchase, has been extended through July 29.

WCHS Charleston, W. Va. during the last week of the Fifth Loan presented a special Bond broadcast from a Navy LCT. Station also cooperated with local newspapers in Bond sales and promotion at the Charleston Press Club "Victory Hut." Local talent participated and sales totals were given throughout the day. WCHS aired a special show for the event.

Maine Spud Spots

MAINE DEVELOPMENT Commission, in promoting Maine potatoes in the fall, will use one-minute live spot announcements on some 50 stations in the middle west, south, east and northeast. Brooke, Smith, French & Dorrance, Inc., New York, is the agency handling promotion of Maine agricultural and sea food products.



CAKE-CUTTING CEREMONIES are performed by H. L. (Pete) Cavanaugh, NBC central division engineer, and Peggy Leitch Cavanaugh, of Forest Park, Ill., after their wedding a short time ago.

P&G LAUDS RADIO

Soap Concern's History Tells Of Use of Radio Time

RADIO advertising as well as other media have helped Proctor & Gamble Co., one of America's leading soap manufacturers, to grow from a small, $7,000 concern in 1837 to a business in excess of $300,000,000 yearly, according to a history of the company issued last week.

One of the largest sponsors in the country, Proctor & Gamble believes that radio programs have added much to the good will housewives throughout the nation bear toward the company through the persuasive power of the human voice. Throughout its history the company has been continually senstive to the public's changing desires and needs, continually informing the public of the actions of the company, its policies and its products.

Yale at WRGB

EDWARD C. COLE, assistant professor of Yale's drama department, is spending the summer at WRGB Schenectady, GE video station, working with the program staff and investigating the relationship between stage and television production. Mr. Cole teaches a course in television production which was introduced at Yale last year. He has five years summer theatre experience with the Hampton Players on Long Island as actor and technical director.

Blue N. Y. Theatre

BLUE Network has leased for two years the Vanderbilt Theatre, New York, with a seating capacity of 700 to accommodate increasingly large studio audiences. Programs will originate from the new studios shortly after Labor Day, when alterations will be completed. Network also leases the Ritz Theatre, with a seating capacity of 900, in addition to leasing 40% of the studio space in the RCA Bldg. from NBC. NBC studios are rented to the Blue for the duration and as long after the war as necessary.

FRED ALLEN and wife, Portland Hoffa, are in Hollywood to prepare for his role in the film "Fickle Fortune" to be produced by Jack H. Skirball for United Artists.

TELEVISION *and* NBC

Of all the post-war developments promised by progress in the art and science of radio, TELEVISION presents the greatest challenge and the greatest opportunity.

It is a challenge which can be met only by the co-operation of Government, broadcasters, and the radio manufacturing industry.

War interrupted development of television as a commercial service. Of necessity, men and materials were diverted to the war effort and must continue to be so diverted until victory has been achieved.

Better Service to Public

The policy of the National Broadcasting Company always has been, and will continue to be, to foster and encourage any developments in the broadcasting field which promise *better service to the public.*

In respect to television, it is the policy of NBC to contribute to the utmost towards the *earliest possible development* of television as a national service and industry.

A deep and firm foundation for the ultimate television achievement already has been laid. For the past 15 years the National Broadcasting Company has actively pioneered in the development of television service.

Television Since 1931

NBC was granted the first commercial television license issued by the FCC, and began commercial operations on the day the license was granted, using the New York Empire State Building transmitter which NBC had been operating experimentally since 1931.

Currently we are maintaining a limited schedule of weekly television broadcasting, including films, outside pick-ups of sports events, and telecasts from our recently reconditioned live talent television studio in Radio City, New York. Our program schedule will be expanded as rapidly as war conditions permit.

NBC Sound Broadcasting to be Continued

Because of its extensive coverage and accepted type of highly developed program service there is no foreseeable period when sound broadcasting will become unnecessary. Therefore, NBC will continue to maintain its sound broadcasting services at the highest peak of technical entertainment and educational excellence.

Radio now is virtually an around-the-clock service. Even when television becomes universally available, there will be times when the radio audience will be predominantly *listeners* rather than viewers.

New Dimension for Radio

Television is the capstone of the radio structure. It adds a new dimension to radio. So you can logically expect NBC, as America's Number One Network, to bring you the finest television programs just as you look to NBC today for the finest in sound radio.

NBC is committed to a policy of close co-operation with the Government and other members of the industry in the efforts to secure the best practical standards of operation for a commercial television broadcasting system.

In developing a basis for an eventual television network, the National Broadcasting Company will co-operate in every way with the owners and operators of the stations affiliated with NBC.

NBC Prepares for Expansion

In preparation for the expected expansion of television services in the post-war period, NBC will continue to tap new sources of program material and talent, develop new program techniques, transmit outside pick-ups of sports and other spot news events, telecast more live talent programs and continue research and development in all phases of television.

When materials become available, NBC will construct a television station in Washington, D.C. To establish the anchor points of a television system, NBC has also filed application with the FCC for construction permits for television stations in Chicago, Cleveland and Los Angeles, where NBC already maintains a programming organization and studio facilities.

A nationwide network will not spring up overnight, but must proceed as an orderly, logical development. Such a development, as we see it, will develop first by the establishment of regional networks which will gradually stretch out over wider areas, and finally become linked together.

Moderate-priced Television Sets

Despite the problems and risks which confront the radio industry, NBC believes that television service should be brought *as soon as possible* into every home, and that this is and should remain the task of private enterprise.

While NBC is leading the way in development of network television, the radio manufacturing industry will be busy building the finest television broadcast equipment and television receivers at moderate prices.

Through this unity of effort, you can count on NBC to meet the challenge and opportunity television presents.

National Broadcasting Company

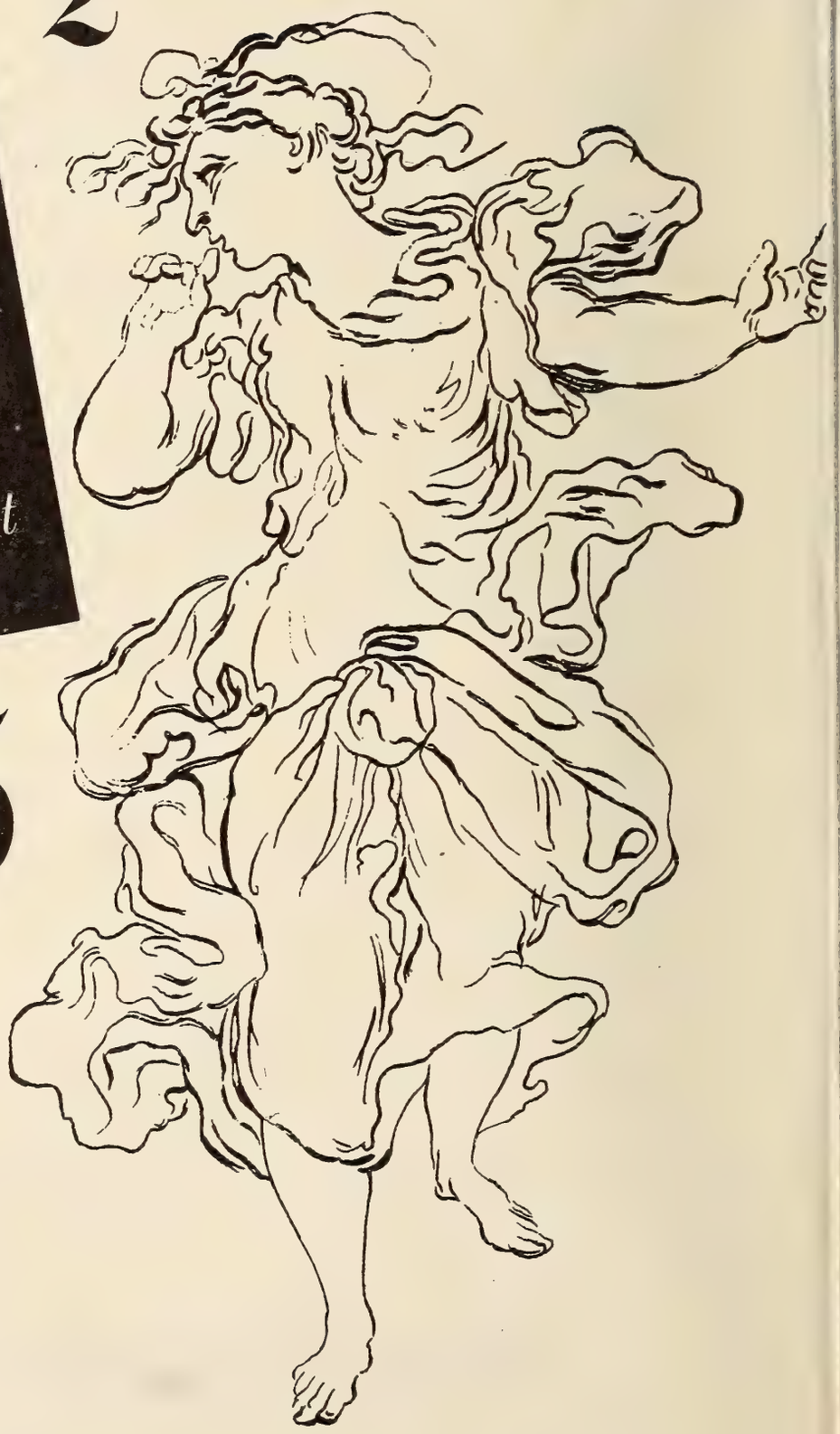
America's No. 1 Network



A Service of Radio Corporation of America

FORGETTING FIGURES...

for the moment



Statistics, we think, are nice, and serve a very useful purpose. And the decimal, we believe, has definitely come to stay. But let's put the sliderule gently aside for the moment and measure something which mathematics cannot.

In our stuffier moments, we here at WOR call this something "A Credo." (Pompous term! It's not one-half so hidebound as it sounds) Actually, it's a sort of articulated rule-of-thumb; a constant, intimate awareness of WOR listeners' likes and dislikes that has made — is still making — WOR's programs welcome visitors in hundreds of thousands of homes.

In plain words, it goes something like this:

It's our aim to be —

ALERT: WE DEEM IT OUR BUSINESS TO SENSE WHAT IS OF IMPORTANCE AND INTEREST TO OUR LISTENERS AND TO PRESENT IT PROMPTLY.

FRIENDLY: WE THINK OF MILLIONS, BUT WE SPEAK TO THE INDIVIDUAL OR SMALL GROUPS OF INDIVIDUALS. INFORMALITY IS THE KEYNOTE.

INTELLIGENT: WE EXPRESS OUR OWN INTELLIGENCE BY RESPECTING THAT OF OUR LISTENER. WHAT WE SAY MUST BE ACCURATE, AUTHORITATIVE.

IMAGINATIVE: WE STRIVE TO LEND THE DISTINCTION OF ARTISTIC REFINEMENT AND CREATIVE DIRECTION TO EVERY PROGRAM.

MORAL If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to these qualities which have made WOR so outstandingly successful in doing both.

WOR thinks not only of the size and cost of an audience, but knows — based on more than two decades of experience — what simple but sometimes peculiar ingredients WOR shows must contain to become irresistible and highly welcome visitors in a majority of the 4,683,590 homes with radios into which they are invited every moment of every day.

WOR now has available a wide selection of dramatic, personality, variety, comedy, news and participating programs which are skillfully tailored to entertain, inform and sell hundreds of thousands of people in the most densely-populated territory on the Eastern Seaboard.

Our address is— **WOR**

—that power-full station, at 1440 Broadway, in New York

Interim Probe Report Held Unlikely

House Group Might End Inquiry Should Fly Quit the FCC

POSSIBILITY that the House Select Committee to Investigate the FCC might see fit to conclude its inquiry should Commission Chairman James Lawrence Fly resign, as speculated upon in Washington [BROADCASTING, July 17], appeared likely last week when it was learned that the Committee does not plan to file an interim report.

When the Commission completed its rebuttal to charges made before the Committee last month [BROADCASTING, June 26], members said an interim report would be filed and then the investigation would be directed into station transfers and sales when hearings are resumed in the fall. Meanwhile the Committee was given executive authority to inspect income tax returns for 1932-44 [BROADCASTING, July 17].

Chairman Clarence F. Lea (D-Cal.), said last week, however, that no interim report would be filed. He added that the Committee staff, headed by John J. Sirica, general counsel, is compiling the record for final printing, with a quick index, in addition to preparing a digest of the testimony.

Digest of Testimony

"We would rather devote the time to compiling a digest of the testimony and to indexing the record by subjects than to work on a report at this time," said Rep. Lea. He reiterated that plans are to resume public hearings in early September. To that end Mr. Sirica's staff already is looking into a number of station transfers and FCC grants.

Chairman Lea declined to comment on Capitol Hill reports that the Committee may consider its work done should Mr. Fly resign. Reports have been current that the FCC Chairman will leave possibly by mid-August, to enter private law practice in Washington. Previously, reports were that he would be given another Government post.

It was speculated, however, in view of the fact that the Committee ends with the present Congress and since there has been an economy move on the part of the probers to hold expenses down, that the inquiry is about over. It was further reported that since the investigation which began in early 1943 was revised as a "personal feud" between the former chairman, Rep. E. E. Cox (D-Ga.), and Chairman Fly, there would be no further need for the probe should Mr. Fly resign.

Some quarters observed that the investigation already has more than served its purpose in saving the taxpayers more than $2,000,000. Because letters of the Joint Chiefs of Staff introduced in the hearings and of evidence placed before the Select Committee, appropriations committees of both houses slashed $2,159,357 from the 1945 fiscal year budget request of the FCC, thereby forcing restrictions in certain wartime functions of the Radio Intelligence Division and Foreign Broadcast Intelligence Service [BROADCASTING, June 19].

Also there were reports from usually reliable sources that the Committee on Accounts, headed by Rep. Cochran (D-Mo.), was not inclined to grant additional funds. The Committee already has been allotted $110,000, of which $60,000 was voted at the outset and an additional $50,000 after Rep. Lea became chairman. Mr. Sirica's staff has been reduced to Harry S. Barger, chief investigator; Robert Barker, investigator, and two stenographer-clerks, whereas his predecessor, Eugene L. Garey, at one time had a staff of several legal assistants, four investigators and four secretary-clerks.

GOP Action Seen

It is known, too, that Chairman Lea, who also heads the House Interstate & Foreign Commerce Committee, feels the need of new radio legislation. When he accepted the appointment to head the Select Committee he commented that he hoped the investigation would provide sufficient information to help guide Congress in writing new legislation.

Following Mr. Garey's resignation last February, when the three majority members voted to suspend hearings into the 1941 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network board chairman, the two minority members issued a public statement, charging the Democrats with "political whitewash". In statements on the floor, Chairman Lea again declared himself in favor of radio legislation.

In view of the "free radio" plank in the Republican platform [BROADCASTING, July 3], coupled with predictions of a Republican House next session, it was generally agreed on Capitol Hill that radio legislation would be one of the first orders of business when the 79th Congress convenes, should the Republicans gain control of the House.

Republican leaders and anti-New Deal Democrats have consistently declared that should the present Congress fail to conclude the FCC inquiry, or should it be "whitewashed", the new Congress will tackle the probe with a vengeance. To all charges of "whitewash" Chairman Lea has pointed to his record of 28 years in Congress and to the fact that in 12 of 13 primaries he has been the choice of

(Continued on page 32)

IT TAKES KNOW-HOW AND PRESTIGE



TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. **WBIG** CBS

GREENSBORO, N. C.

Represented by Hollingberry

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW



KENNETH G. MARTIN

KENNETH G. MARTIN...EXECUTIVE MANAGER, OREGON WAR FINANCE COMMITTEE

SAYS..."As I have observed it, KGW puts plenty of entertainment in the station's public service programs. This involves extra effort, but it pays off in extra audience. For instance, when Lana Turner appeared here on a War Bond selling tour, she was featured in a dramatic sequence, written by a member of the KGW staff. The station does a consistently, fine job along these lines, in my opinion."



Wherever she goes, Lana Turner is surrounded by a group of male admirers. Lana did a swell job of selling War Bonds over KGW when she appeared in a tense, dramatic playlet authored by a KGW writer.

That gorgeous hunk of man, Victor Mature, who appeared before the KGW microphones recently to boost the sale of United States War Bonds.



THE STATION WITH EAR APPEAL
KGW PORTLAND OREGON

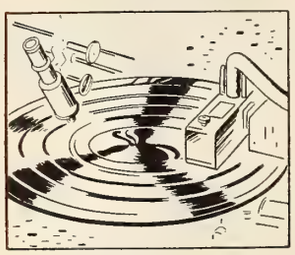
Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

What holds them?

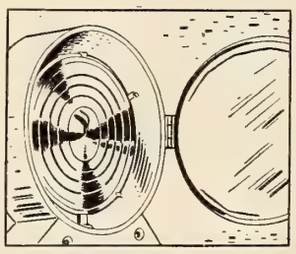
Radio audiences are exacting critics. They know and want the best entertainment in the world . . . a demand which places a heavy strain on the resources of the individual broadcasting company.

To solve this problem, many stations have turned to World Broadcasting System. Pioneer in electrical transcription, World now serves over two hundred and fifty leading stations. The World Library gives them access to more than four thousand different selections, covering every program requirement. This great repertory is constantly being brought up-to-the-minute by the addition of some fifty or more new selections each month.

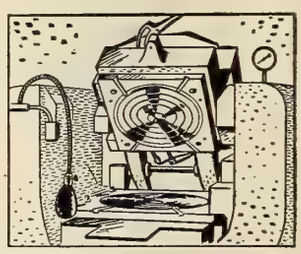
Among the three hundred artists and orchestras in the World Library are many of the world's brightest stars. These top-flight entertainers are directed by master showmen in World's own studios, designed for acoustical perfection.



First, Western Electric Vertical Recording System — the most advanced equipment and recording technique — is used to produce the World wax master.



Then, the quality of the original recording is captured in metal by "sputtering" a gold surface only 2 one-millionths of an inch thick on the wax master.



Finally, each disc is molded in fine grained, flexible, moisture proof Vinylite, resulting in high fidelity, elimination of background noise, and long wear.



An important aid to program managers is the World Continuity Service. It gives them seventy-eight carefully written shows every week, in quarter- and half-hour periods. These continuities, suitable for sustaining or sponsor use, are complete, ready to go on the air.

The quality of the talent assembled by World deserves the finest reproduction—and World gives it to them. Its famous Vertical-Cut Wide-Range Transcription, developed by Bell Laboratories and Western Electric engineers and pioneered in radio by World, preserves original sound-values with remarkable fidelity. The flexible Vinylite used for World discs holds the delicate impressions after repeated playings. The name "World" on a transcription has become a hallmark of quality among radio engineers and radiomen everywhere.

★ ★ ★

Broadcasting stations are invited to write for full information on the help that World's comprehensive service can give them. Address World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING
SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK • CHICAGO • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

WSIX LEADS

In Nashville

All Day - 8 A.M. to 6 P.M.

The EIGHTH CONSECUTIVE Monthly

GAIN GIVES WSIX

This Share of the

NASHVILLE RADIO AUDIENCE

HOOPER INDEX, APRIL-MAY, 1944

Total Coincidental Calls This Period—12,735

Station	WSIX	B	C	Others
MORNING INDEX Mon. Thru Fri. 8:00—12:00 A.M.	46.0	21.8	32.2	00
AFTERNOON INDEX Mon. Thru Fri. 12:00—6:00 P.M.	36.4	33.7	29.9	00

For an Increasing Share of the Nashville

Audience at Most Reasonable Rates

BUY WSIX

The Katz Agency, Inc., National Representatives

Member Station, The Blue Network and

Mutual Broadcasting System

5,000 WATTS **980 KC**

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

(Continued from page 28)

both Republicans and Democrats of his district.

Despite the speculation on Capitol Hill, Mr. Sirica is going ahead with investigations of several station transfers and certain FCC grants. Already he has been called upon to look into pending actions before the Commission as well as charges involving alleged collusion between the FCC and certain broadcasters.

Sirica Goes Ahead

"I have not been instructed to let down", he asserted. "In fact we are going ahead on the premise that hearings will start again in September. When the Committee is ready to meet, we'll be ready with some facts."

Mr. Sirica said he personally had no stations or individuals definitely in mind, in connection with the Presidential orders opening income tax returns to the Committee. He said the request to inspect returns, filed a few weeks ago by Chairman Lea, was based on an original request made by Rep. Cox but which failed to get the necessary White House Executive order under the law.

Should the investigation not be concluded by Dec. 31, when the 78th Congress ends, and in event the Republicans get control of the House, an entire new committee probably would be named by the new Speaker of the 79th Congress. Rep. Magnuson (D-Wash.), present Committee member, is the Democratic nominee for the Senatorial seat of Homer T. Bone, who retires with this Congress to accept a Federal judgeship.

Rep. Wigglesworth (R-Mass.) and Rep. Miller (R-Mo.), minority members, were mentioned as likely prospects to be chairman, while in some quarters Rep. Wolverton, (R-N. J.), ranking minority member of the Interstate & Foreign Commerce Committee; Rep. Brown (R-Ohio) and Rep. O'Hara (R-Minn.) were considered good timber to head the FCC probe.

Rep. Hart (D-N. J.) for some months after the appointment of Chairman Lea, went along with the two minority members in refusing to accept Mr. Garey's resignation. After two days of hearings in the WMCA sale, however, Rep. Hart moved that the hearings be postponed pending litigation in New York courts. It was his motion and subsequent vote by the majority members that led to the charges of "political whitewash" and Mr. Garey's resignation. Neither of the minority members participated in the meeting when the WMCA vote was taken.

Dixon Places

JOSEPH DIXON CRUCIBLE Co., Jersey City, is using one-minute transcribed historical spot announcements for pencils on WOR New York, WLW Cincinnati, KHJ Hollywood, and WGN Chicago. Agency is Federal Adv., N. Y.



FIRST RECORDINGS of the Saipan invasion were made on the portable wire recorder demonstrated to Don Pryor, WTOP Washington and CBS reporter, by the Marine team who made them, Lt. Larry Hayes (left) and T/Sgt. Keene Hepburn. The recordings, among the finest, most comprehensive ever made in actual combat [BROADCASTING, July 10], have been played on Columbia in a special program, on *We, the People*, and are scheduled for other network programs in the future, as a number have not yet been released by the Marine Corps for broadcast.

Radio GIs in Pacific

SGT. Marvin S. Corwin, former radio director of Grey Adv. agency, New York, has been placed on duty as program director of the Army Expeditionary Radio Station at Bougainville, part of the South Pacific's famed "Mosquito Network". Another ex-radio man who is remote control engineer of the Bougainville station is Pfc. Paul V. Johnson, former technician at WIBC Indianapolis. New transmitter engineer of the network's Bougainville outlet is Pfc. Duane B. Allison of Polk, Neb. Pvt. Allison was in civilian life an engineer at KHAS Hastings, Neb. Pfc. George H. Hayward, former radio technician in the control room of WABC, CBS New York key, is on duty at the Bougainville station.

Savarin Spots

S. A. SCHONBRUNN Co., New York, increasing somewhat its spot schedule for Savarin Coffee, has contracted for a total of 624 live spot announcements on WOV New York, and participations on Mary Margaret McBride's program on WABC New York. Savarin's transcribed 30-and-60 second jingles are now heard on an average of 70 times weekly in the New York area, the balance of the schedule including WEAF WOR WNEW WJZ. WFPG Atlantic City was added last month. Savarin agency is Roy S. Durstine Inc., New York. To promote Medaglio D'Oro coffee handled by Pettinella Adv. Co., New York, in the foreign language market, Schonbrunn uses additional spots on WOV WHOM (Jersey City) WBNX.

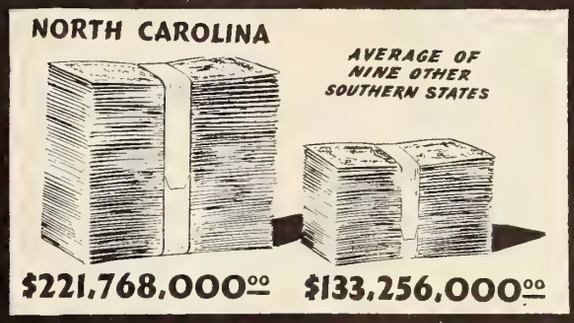
TIPS for radio talks are given in *Effective Radio Speaking*, by William G. Hoffman, professor of English and Public Speaking, and Ralph L. Rogers, radio writer-producer and director of radio courses, both of Boston U. [McGraw-Hill Book Co., New York, $2.75].

NORTH CAROLINA

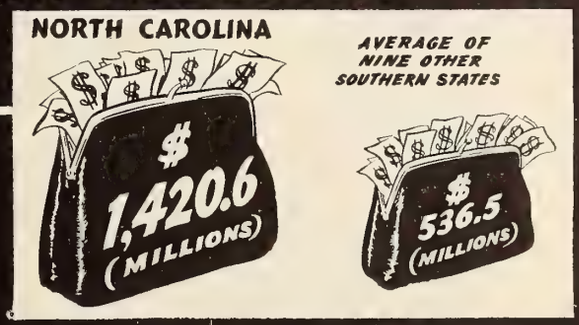
IS THE SOUTH'S

No. 1 STATE . . .

IN AGRICULTURE



IN INDUSTRY



WPTF

IS NORTH CAROLINA'S

No. 1 SALESMAN

50,000 WATTS !
AT 680 KC !
N. B. C. !



WPTF • RALEIGH

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Studio Notes

WPTF Raleigh, N. C. has received a certificate of appreciation from the North Carolina League for Crippled Children in acknowledgment of promotion given that organization. In cooperation with the local Dept. of Parks and Recreation, WPTF is broadcasting daily announcements of attractions offered at various civic centers, following each with a 20 second "City Almanac" of historical data.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has purchased physical properties of the plants it has occupied during the past 12 years, according to announcement by James L. Fouch and Cecil L. Sly, president and vice-president, respectively.

BROADCASTERS met with representatives of educational institutions and civic organizations in New York July 13 to discuss plans for the formation of a New York Radio Council. A further meeting is planned for September.



A WAR CONFERENCE of Mississippi Broadcasters held recently in Natchez, Miss., elected new officers and directors and selected Laurel for the next meeting place. Here are (l to r), O. W. Jones, WQBC Vicksburg; F. C. Ewing, WGRM Greenwood; Gene Tibbett, WELO Tupelo; Emmet McMurray, WJPR Greenville; P. K. Ewing Jr., WMIS Natchez; Hugh Jones, WGCM Gulfport; Bob McRaney, WCBI Columbus; Hugh Smith, WAML Laurel; Wiley Harris, WJDX Jackson; C. J. Wright, WFOR Hattiesburg; C. A. Lacy, WJDX Jackson. Attending but not shown were L. M. Sepaugh, WSLI Jackson, and P. K. Ewing, Sr., WMIS-WGRM. Current operating problems were discussed.

EVOLVING the history of the AFL movement, WCFL Chicago will begin a series of programs Sept. 4.

ABRAHAM LINCOLN School, Chicago, has adopted a six-week course in radio writing.



PORTRAIT OF AN

Enduring MARKET

• The industrial and business activity of the postwar world of tomorrow may well be built around our natural resources and basic raw materials. East Texas, South Arkansas and North Louisiana produces one-fifth of the nation's oil and holds the second largest known supply of natural gas. Also rich in other resources and industrial advantages such as minerals, timber and a mild climate this region is destined to be an enduring market for years to come. We invite your investigation of KWKH-land. Let us show you the advantages of concentrating your sales efforts in this area to sell now and build sales for the future.

KWKH

50,000 WATTS

A Shreveport Times Station CBS Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

Ice Mint Resumes

UNITED SALES & MFG. Co., Buffalo, a division of Foster-Milburn Co., which last August started a spot campaign for Ice Mint, a foot salve, on 10 stations in Ohio and Pennsylvania, last month started a series of twice-weekly live spot announcements on WJZ New York for 13 weeks. Current radio advertising schedule has not been revealed. Spot business is placed through Spot Broadcasting, New York. Agency is Street & Finney, New York.

WLOK Lima and WFIN Findlay, Ohio, were represented recently at the Lima, O. tank depot by Ralph Elvin, and Fred Hover, managers respectively of the two stations, when the entire day was given over to inspecting the tank depot for the first time since Pearl Harbor. A complete inspection by radio and newspaper representatives was made.

HU CHAIN, who resigned as head of radio productions for William H. Weintraub & Co., New York, to open a production agency under his own name, has established offices at 30 Rockefeller Plaza, New York. Phone is Columbus 5-5288. Mr. Chain has just completed a series of 13 quarter-hour transcribed dramatic programs dealing with health education for the Tuberculosis Assn. Inc., New York.

WDRC Hartford, Conn., has contracted for the AP radio wire.

WBBM Chicago has redecorated its news booth fronting the Wrigley Bldg., Chicago, employing full-color reproductions of service campaign bars. Inside the booth, serviced by a constant attendant who removes latest releases from the teletype machine pasting them on the plate glass windows for passers-by to read, the back wall is adorned with an invasion map and a blowup of the invasion area.

KMBC Kansas City feature, *The Classic Hour*, has been aired weekly on that station for the past 18 years by Mrs. Aubrey Waller Cook, who presented for her 862d broadcast the same program format first given in 1926 including her original announcer, Arthur B. Church, now president of the station's licensee corporation.

Summer Listening Drop Shown in Hooper List

C. E. HOOPER in the July 15 evening network Hooper ratings reports an average evening program rating of 5.6, down 1.2 from last report, and down 1.1 from a year ago. Average sets-in-use of 19.2, is own 2.8 from the last report and down 1.5 from a year ago. Average available audience is 70.2, down 3.4 from last report, and down 3.1 from a year ago.

Walter Winchell leads the list of "first fifteen", with *Radio Theatre* taking second place and *Mr. District Attorney* third. These are followed by *Take It or Leave It, Bing Crosby, The Aldrich Family, Screen Guild Players, Your Hit Parade*, Phil Harris (1st half-hour), *Album of Familiar Music*, Gracie Fields, Edward Everett Horton, *Mr. & Mrs. North*, Phil Harris (2nd half-hour, includes computed measurement for Eastern area portion of this network Hooper rating), and *Jimmy Fidler*.

GE Renews Breaks

GENERAL ELECTRIC Co., New York, on Aug. 14 will renew a series of five live station breaks weekly on some 20 stations for the GE Lamp division. Contracts are for 52 weeks. Agency is BBDO New York.



WGN

brings—

Ida Bailey Allen

to Chicago

Ida Bailey Allen's World Homemakers program makes its debut in Chicago on July 24, 1944 over WGN from 2:30 to 3:00 P.M.

Ida Bailey Allen is America's leading authority on homemaking and is the author of 39 books on this subject which have had a combined sale of over 14,000,000 copies. She has been the home economics editor of leading women's magazines and daily newspapers. Formerly Ida Bailey Allen conducted one of the outstanding network women's programs and was five times voted the premiere broadcaster to women in the National Radio Editors Poll.

WGN is proud to bring her to Chicago and feels confident that The World Homemakers program will be the finest in the country.

Participating sponsorships are available on a five-a-week basis. We will be glad to furnish further particulars.

A Clear Channel Station



CHICAGO, ILLINOIS
50,000 Watts • 720 Kilocycles

WGN

EASTERN SALES OFFICE:
220 East 42nd Street, New York 17, N. Y.

PAUL H. RAYMER CO.
Los Angeles 14, Calif.; San Francisco, Calif.

MUTUAL BROADCASTING SYSTEM



FIFTY GRAND *in Watt*


WER...
OGRAMS...
L. B. Wilson
WKY
...COLUMBIA Program

Editorial

Making It Easier

AMONG successful users of radio, financial institutions are developing an imposing record. Their buying has generally been astute, due mainly to the interest shown by stations and the activities of the Financial Advertisers Assn. Many stories of successful financial campaigns on the air have been recounted in the monthly *Bulletin* of the association.

At FAA conventions the subject of broadcasting is a favorite topic. There the men who direct bank contacts with the public exchange views and experiences. These exchanges of views are helpful, FAA members concede, but they leave many radio questions unanswered.

The financial institutions' problem is raised by Preston E. Reed, FAA executive vice-president, in a letter to Howard Loeb, manager of WFDF, Flint, Mich. Mr. Reed asks why broadcasting stations don't put out a manual on radio advertising financial institutions.

Manuals of this type are provided by newspapers and outdoor and street car interests are considering one, according to Mr. Reed. Naturally the FAA has some material available for its members.

Mr. Reed cites an obvious need that should be met. After all, specialized manuals have been provided in quantity for industries by competing media. A rich fund of experience is available and a helpful compendium can be prepared to guide financial advertisers.

Labor Facts On-File

MANY broadcasters have become weary of being called a "young" art, whose errors can be ascribed to youth and adolescence. Industry-wise there are many newer fields—air-conditioning, plastics and new electronics uses. But these are industries in a truer, heavier sense, whereas radio is an art and a profession.

It's true, nevertheless, that radio hasn't learned all of its lessons as a business. Take labor relations. Radio pays higher, per capita, than any other pursuit. For that reason labor organizers have stepped in. That's the tempo of the times.

There's nothing as convincing as fact and figure. Stations sign contracts with unions for various phases of their operation. Some of them, because they became palsy with heads of their locals, feel they have struck beautiful bargains. They know it because they were told so. They were admonished not to say anything about it; the union head would get himself in a jam.

Poppycock! Thats the shell game at its best. Does the broadcaster for a moment think that the international union headquarters doesn't know about the kind of contract signed? Doesn't he realize that the deal he has made serves as the basis for higher demands through some other local?

The 250-watt local at Blow Torch, Arktexa, is negotiating with his local on his plattergineers. He writes the NAB to find out how much 250-watt stations in similar markets, without network affiliation, are paying the wizards of the turntables. Alas, NAB doesn't have the information, because those similarly situated broadcasters were told they had made special "deals", and shouldn't divulge them.

Now, let's see how it works if the broadcasters used their heads and submitted the information to NAB headquarters.

NAB promptly would advise the Blow Torch broadcaster that so many stations in similar markets had contracts with their locals, and that the composite picture disclosed the scale was pegged at so many dollars for so many hours per week with so much time for vacation and so much for overtime. He would have the complete answer. And the identity of stations (or locals) wouldn't be disclosed.

Every NAB member station which hasn't done so should promptly send to the NAB copies of all labor contracts.

Esquire Shackled

THEY LAUGHED when radio cried out for help because its freedom was threatened in those early days of the whittling away process. Other media looked with disdain upon the "licensed" radio, which wasn't regarded as in the same professional league.

The *Esquire* case now places a different complexion on it. The Postmaster General has been upheld in the lower courts in ruling that the publication isn't entitled to second-class mailing privileges, on the ground that it isn't a public educational, scientific, artistic or business journal. Postmaster General Walker, the court held, simply exercised his discretion in classification of publications. But obviously, he had to judge the editorial content of *Esquire*. In so doing, he either censored or restricted the freedom of its editorial judgment.

The precedent is dangerous. But the first harbinger came in radio as early as 1927, when the yardstick, "public interest, convenience and necessity", was given the radio licensing authority. There, too, was a classification denominator, even less explicit than that upon which the Postmaster General relied in relegating *Esquire* to the more expensive (a half-million a year) fourth-class.

Barring a publication from second-class or barring it from the mails entirely is only a matter of degree, dependent upon regulatory trends of the times. "Obscene, profane or indecent" language in print, as well as on the air, constitutes grounds for summary action. A publication can be denied the mails; a radio station can be silenced. Since the second-class privilege became law in 1879, its terms rarely have been invoked.

The First Amendment provides that Congress shall make no law abridging freedom of the press, speech or the pulpit. To violate one threatens the others. Of the three, radio is the only one licensed—because of the limitation in the number of frequencies available. But that licensing process has extended beyond the pure physical regulation of radio to avoid interference. When that happened there came the first impingment upon free speech.

There was the Associated Press case, which caused the press to take pause. Now the *Esquire* case. Yet there have been scores of radio cases—a pin-prick at a time—that should have caused concern.

Radio must gain full freedom if the press and the church are to retain theirs.

Our Respects To -



EUGENE KATZ

EUGENE KATZ, who on July 5 resumed the title of secretary of The Katz Agency, national advertising representatives for radio stations and newspapers, after an absence of more than two years spent chiefly with the Overseas Branch of the Office of War Information, began his business career in true Horatio Alger hero fashion by selling newspapers on a street corner in Oklahoma City.

But unlike the rags-to-riches boys in the paper-covered Alger success sagas, Gene's newsboy days were preceded by three years at Dartmouth College, topped off by a year at Oxford University in England, although Gene declares in self-defense that he escaped without a degree from either institution.

When he left Oxford in 1928 (for the record, he was born in New York on Jan. 27, 1907) he landed a job with the circulation department of the Oklahoma Publishing Co., whose manager believed in starting his staff from the ground up. In Gene's case, the ground meant the corner of Main and Harvey Streets in Oklahoma City, where in spite of his knowledge of social science, it took two months to restore the newspaper to the circulation it had prior to his tenancy of the corner. Later he put in several months as night police reporter on the *Daily Oklahoman*.

In 1930, with a bow to Horace Greeley, Gene returned to New York and to the job of preparing sales material for the sales force of The Katz Agency, national advertising representatives since 1888. Five years later, after Gene had made a swing around the country talking to station managers about national representation, the firm began representing stations as well as newspapers. This part of The Katz Agency's activity has developed until today The Katz Agency ranks among the principal radio station representatives.

In March 1942, he took a leave to join the Office of Facts & Figures where, because of his background in market research, he was assigned to the Domestic Bureau of Intelligence with the responsibility of keeping track of the war activities and attitudes of foreign language groups in the United States.

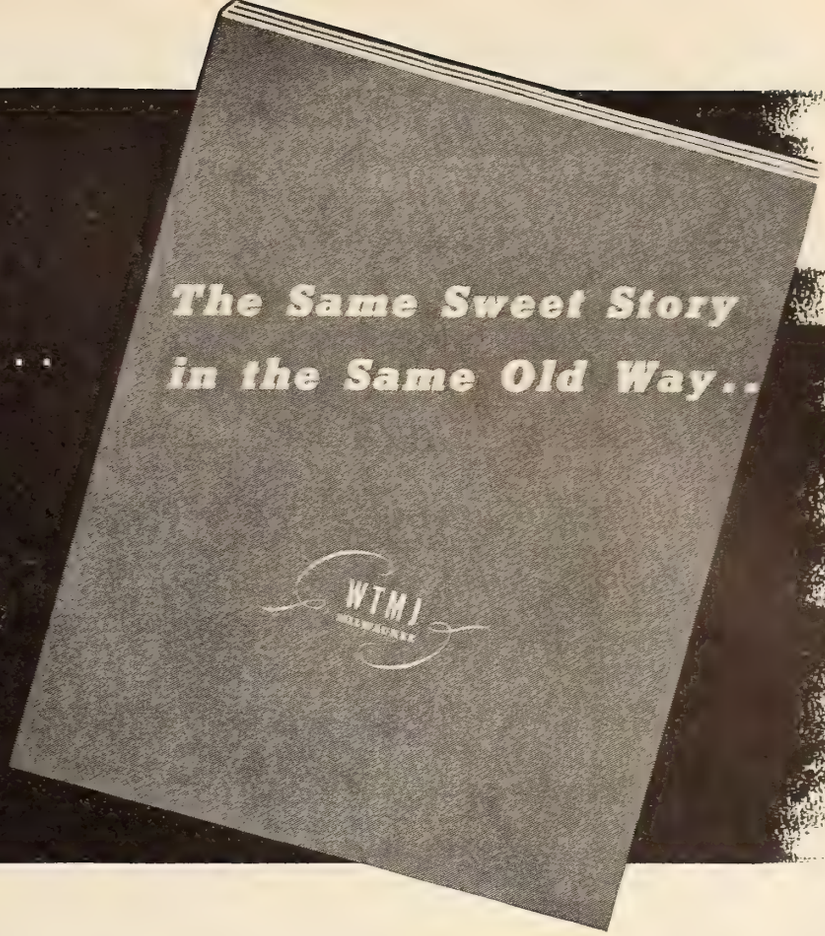
The following January, when the Overseas Branch of OWI which had meantime succeeded OFF needed an Overseas Bureau of Intelligence, Gene Katz was moved out of the Domestic Branch and given the job of forming the new bureau. The bureau's chore was to keep abreast of developments related to psychological warfare in enemy and neutral coun-

(Continued on page 40)

Again . . . Up-to-the-Minute Overwhelming Proof . . .

WTMJ

DOMINATES THE MILWAUKEE MARKET . . .



Since 1932 WTMJ has conducted systematic, coincidental telephone surveys in the name of an independent survey organization. Each year the survey shows that WTMJ dominates the Milwaukee market. This year, for example, 24,902 telephone calls were attempted, of which 18,423 were completed.

If you are in the Milwaukee market, or contemplate ever being in the Milwaukee market and have not received this study, then by all means fill in the coupon below and get your copy of "The Same Sweet Story in the Same Old Way." You will find it packed with facts and figures on total listening audiences, and individual station audiences. It is concise, meaty and packed with information you don't get in your regular ratings, for it presents facts on local programs.

Read "The Same Sweet Story" and you'll know that your radio coverage in Milwaukee is weak without WTMJ.

Here is an example of what this year's survey showed:

Average percentage of listening audience 7:00 A. M.-8:30 A. M., 5 days a week.

WTMJ	STATION A	STATION B	STATION C	STATION D	STATION E	STATION F
56.1%	**23%**	**1%**	**3%**	**5.8%**	**3.0%**	**8.1%**



WTMJ

THE MILWAUKEE JOURNAL STATION

Basic N.B.C. Station

National Representatives, Edward Petry and Company, Inc.

WTMJ
Radio City,
Milwaukee 1, Wis.

Gentlemen: Rush me a complimentary copy of your interesting, informative brochure, "The Same Sweet Story in the Same Old Way."

Name .....

Organization .....

Title .....

Address .....

City..... State.....

SMART TIME BUYERS

ARE NEVER Up A TREE

They have their feet flat on the ground, and also an ear to it, when making *best* radio time buys.

They keep their feet on the ground, too, in shaking down sales results from trees planted in KOA's Orchard of Success.

Just look at the fruit which comes tumbling down:

Results **Dealer Preference** (68.8%)*

Results **Listener Loyalty** (69%)**

Results **Top NBC Programs**

Results **Power** (50,000 Watts)

Results **Coverage** (Parts of 7 states)



*Ross Federal Survey
**NBC Tale of 412 Cities

Few Stations in the Nation Can Equal KOA's Dominance!

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Our Respects to

(Continued from page 38)

tries and, in addition, to determine the audience response to OWI's output to those countries.

Because it was sometimes inconvenient to arrange Hooper or CAB radio audience studies of listening habits in Berlin and Tokyo, he relates, the bureau's findings occasionally lacked the detail to which advertisers are accustomed when they buy time from The Katz Agency and its competitors, but these and other problems were tackled by the Bureau and solutions developed.

Gene resigned from OWI in September 1943 to serve as Public Opinion Consultant in the Office of Price Administration, where he planned and executed the now routine studies of consumer reactions to OPA price and rationing regulations.

Early this year he rejoined OWI for a London assignment. Again there was an intelligence operation to be organized, this time for the preparation of material to be broadcast over ABSIE—The American Broadcasting Station in Europe which broadcasts daily in French, German, Dutch, Flemish, Norwegian and Danish—and for the use in OWI leaflets and publications. Gene says that by this time his position—Chief of Operations Intelligence in London—had no detectable connection with the station representative business; it was just the culmination of one of those unaccountable job sequences which characterize the Government in wartime.

When he returned from this assignment in early June, Gene found that the radio business had remained anything but static and that there are lots of new problems. He hopes that at least some of them will be more manageable than some he was confronted with in Washington and London.

He also hopes to make up for lost time at his other major occupation, that of reclaiming from the wildness the grounds of his home at Ridgefield, Conn., where he lives with his wife, Florine, and their three children, Barbara, aged 7, and the six-year-old twins, John and Daniel. But he is beginning to believe that this is a life-time job.

Martin Leaves WIZE

REGGIE MARTIN, vice-president and general manager of WIZE Dayton, took leave last week to undertake a personal project in radio. This is the second Dayton radio executive to leave within a fortnight, Ronald B. Woodyard, general manager of WING, having resigned last week [BROADCASTING, July 17]. Mr. Martin had been manager of WIZE for over three years, going to Springfield from Washington. Ad Karns, program director of WIZE, has been named assistant manager.

Personal NOTES

CAPT. HUGHLETT HOLLIDAY Jr., formerly of the Army Air Corps and for many years national advertising manager of the *Dayton* (O.) *News* (WHIO), has joined the Los Angeles office of Simpson-Reilly, publishers representatives.

LEE MIKESELL, formerly with KQW San Francisco, has joined KLX Oakland as sales manager.

JOHN E. PEARSON, owner of John E. Pearson Co., Chicago radio representative, is the father of a boy.

LT. HOWARD HOLSHOUSER, formerly in the advertising department of KOIL-KFAB Omaha-Lincoln, Neb., has been promoted to a captain in the Army Air Corps.

JOHN LINDSAY has joined the commercial department of KGVO Missoula, Mont., replacing Stephen Gaylord, resigned.

JACOB NICOL, K. C., owner of CHLN Three Rivers, Que., and CHLT Sherbrooke, Que., has been named to the Canadian Senate. it was announced by Prime Minister Mackenzie King at Ottawa on July 14. The new Senator is also publisher of Quebec *Le Soliel* and Quebec *L'Evenement-Journal*. Sherbrooke *La Tribune* and Three Rivers *Le Nouvelliste*. and is a director of Canadian Press.

GEORGE PROVOL, sales director of KDYL Salt Lake City, is the father of a boy.

RAY WATTON, formerly with Sears Roebuck & Co., has been added to the sales staff of KBIZ Ottumwa, Ia.

JIMMY SIMPSON, commercial manager of WHKY Hickory, N. C., is the father of a boy.

JOHN ALLEN, new to radio, has joined the sales force of KSFO San Francisco.

Named Partners

ARTHUR McCLURE and Phillip Schuyler have been made partners in the firm of Baldwin & Mermey, New York public relations counsel. Mr. McClure held executive positions on newspapers in Buffalo, Toronto and Detroit and was 13 years with Hearst Newspapers prior to his association with the counsel firm. Mr. Schuyler, before joining Baldwin & Mermey in 1942, operated his own public relations office.



NO STRANGER to mike is Senato Samuel Jackson (right) of Indiana, permanent chairman of last week's Democratic National Convention. Long before serving as Chairman for the Democrats, Senator Jackson had broadcast city State and Presidential election returns over WOWO-WGL Ft Wayne, his home town in Indiana He shakes hands with J. B. Conley manager of WOWO-WGL, before leaving for the Convention.

Masters Promoted

FLOYD MASTERS, since 1939 midwest district manager for Stewart-Warner appliances, has been named manager of the corporation's radio division, it was announced last week by F. A. Hiter, senior vice-president of Stewart-Warner Corp. Mr. Masters replaces L. L. Kelsey, who resigned to join Belmont Radio Corp. In making the announcement, Mr. Hiter stated that Stewart-Warner definitely "will remain in the radio business after the war, and will manufacture consumer sets to be merchandised through normal distribution channels."

Bakery Spots

H. H. CLAUSSEN Co., Augusta, starting this fall will use a series of transcribed spot and chain break announcements on a number of stations in Georgia, South and North Carolina for various baking products. Agency handling the account is William A. Schautz Inc., New York.

Alex J. Ashen

ALEX J. ASHEN, 59, attorney for the McClatchy Broadcasting Co., died July 10 at his home in Sacramento after an illness of several months. Surviving are his wife and two daughters.



what makes a . . .



EXCLUSIVE

BEST KNOWN of the "gnawing mammals", the Rabbit is EXCLUSIVE because of its long teeth, hind legs and ears . . . and because of its feats in the realm of magic. Credited with phenomenal leaps, keen hearing and amazing disappearances, this vegetarian pet of the prestidigitator lives in brushy cover, is mostly nocturnal and plenty prolific.

K-O-Z-Y is EXCLUSIVE because it PIONEERED FM in the Kansas City Area . . . believing in the powerful potential of this Basic Market as an FM Focus. Now, this proved potential can become YOUR MOST PRACTICAL EXPANDED ASSET . . . and, YOURS EXCLUSIVELY! Have you asked for Rate Card 3?

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer  **in the Kansas City Area**

Reach the ACTIVE SALT LAKE MARKET



Utah has one of the highest per capita ratings as a radio listening market.

●

National Representative
JOHN BLAIR & CO.

BEHIND the MIKE

PETER GRANT, former news commentator of WLW Cincinnati and now in the Army, has been promoted to captain. LaSelle Gilman has joined the WLW staff of special war correspondents and will report on the war in the mid-Pacific from his headquarters at Pearl Harbor. He formerly was a co-worker in Shanghai with Milton Chase, now WLW night newsroom editor.

JOHN B. CARNEY, formerly of WWSW Pittsburgh, is a new addition to the announcing staff of WBIG Greensboro, N. C.

FRED WEBBER has returned to the announcing staff of WFIL Philadelphia after several months recuperation from a major throat operation.

BILL HARPEL, former announcer at KDB Santa Barbara, Cal. and KFQD Anchorage, Alaska, is now a private in the Marine Corps at San Diego.

ARTHUR SCOTT, formerly of WBTA Batavia, N. Y., has been named head of the news bureau at KGVO Missoula, Mont.

KITTY CONTI, of the program department of WCAE Pittsburgh, and Staff Sgt. Bill Thieman, formerly of the WCAE continuity department, were married July 15.

ROGER RAMBEAUX, promotion director of KLZ Denver, has been appointed to the special athletic committee of the U. of Denver. Committee's function is to secure new coaching staff in time for contracted games this fall.

ALICE ROBERT, promotion manager of WWL New Orleans, was married to Edward W. Barclay July 15.

90 MILLION

They topped the $90,000,000 figure . . . the people in 17 counties -- the entire Western North Carolina market -- in 12 months of buying in retail stores . . . buying many of the things they heard advertised on

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY.

James Robert Ball

JAMES ROBERT BALL, 25, news editor and announcer of WWDC Washington for 20 months, plunged to his death early on the morning of July 17 from the top, 13th floor of the National Press Bldg. in Washington. Although reportedly in excellent spirits and doing well in his work, the act was declared a suicide by the coroner. WWDC did not learn of the tragedy until Mr. Ball failed to report for his 6 a. m. newscast. A native of Salt Lake City and a former Harvard law student, his legal training had been interrupted several years ago by a nervous breakdown, it was learned. He is survived by his parents, a sister and a brother-in-law.

LARRY SHIELDS, now chief announcer of KFXM San Bernardino, Cal., is the father of a girl.

CHARLES C. CRAIG, formerly of WACO Waco and KMAC San Antonio, Tex., is now program director of KFXM San Bernardino, Cal. New additions to the KFXM announcing staff are Bernie Sebastian and George Gloysten. Muriel Carlston has been named continuity director. Jack Stodelle, former junior announcer, has been inducted into the Marines.

DOROTHY LINDLEY, former speech instructor, has joined the continuity department of KBIZ Ottumwa, Ia.

ED HENNESSY has been named publicity director of WRBL Columbus, Ga.

BOB BODDEN, formerly with WKBH La Crosse, Wis., has joined the announcing and script staff of WTAQ Green Bay, Wis.

LOWELL SWITZER, released from the Army following two years' service in the Signal Corps, has returned to KMYR Denver as traffic manager.

MAC McCULLEM, active in radio in Seattle and San Francisco, has been named program director of KMYR Denver.

JAMES S. MILES, who has handled farm programs on WBAA West Lafayette, Ind., for the past year, has been named program director of the station, succeeding Gilbert D. Williams, resigned.

DONALD E. GILLIS, NBC Chicago director, is the father of a girl.

FRED HALL, formerly on the staff of WSMB New Orleans, has shifted to WDSU New Orleans.

PAUL ALLISON, former announcer of WLW Cincinnati, has joined KMPC Hollywood.

EDDIE ALBRIGHT, continuity acceptance editor of Don Lee Broadcasting System, Hollywood, has been named assistant program director.

EFFIE E. COOKE, formerly of WMBD Peoria, Ill., has joined the WBBM Chicago continuity staff.

BARBARA PETERS has joined KLZ Denver as continuity editor.

JOHN KENT, announcer of WWL New Orleans, is the father of a boy.

BETTY ULIUS, continuity director of WBYN Brooklyn, has taken leave of absence to do freelance script writing.

LT. HARRY E. HEATH, NBC Chicago news editor on leave with the Army, is now chief of morale services branch and news director at Finney General Hospital, Thomasville, Ga.

BILL BAILEY, chief announcer of KTHS Hot Springs, Ark., has been appointed station news editor. James Blaine, formerly of WTJS Jackson, Tenn., is a new addition to the KTHS announcing staff.

KENNETH CAPLE, director of educational broadcasts of the Canadian Broadcasting Corp., Vancouver, has been appointed program director for the CBC Pacific region, succeeding Ernest Morgan, who was recently moved to Toronto as supervisor of exchange programs. Roy Dunlop has been appointed production manager, Pacific region, CBC Vancouver, succeeding Andrew Allen, now CBC supervisor of drama.

HAROLD FITZGERALD, announcer of WKZO Kalamazoo, married Ella Cranson of Kalamazoo on July 1.

IRENE BARCLAY, former secretary to Glenn Shaw, general manager of KLX Oakland, now heads the station's special events department.

CHARLIE NEWCOMB, staff announcer at WWNC Asheville, N. C., where he was known as "Farmer Charlie" on the western North Carolina *Farm Hour* for four years, has resigned to manage a farm near Asheville. Bill Robertson has succeeded him at WWNC.

EMILY SIMPSON, new to radio, has joined the publicity and promotion staff of KROY Sacramento, Cal. Duane McRae, former commercial artist, has joined the announcing staff of KROY and will also assist in the promotion department.

JACK HOOLEY, assistant program operations manager of the BBC in New York, has returned to this country after four months in London.

BERTON SONIS has been named production manager of WCHS Charleston, W. Va. Other additions to the WCHS staff are Elisabeth W. Camp, promotion manager and announcer; Margaret Wilson, continuity writer and announcer; Charles Vassar, announcer.

WAKR
TOWERS OVER AKRON
Basic Blue Network
5000 WATTS · DAY & NIGHT
WEED & CO., National Representatives



GRASS ROOTS

"Grass roots" has come to connote that which is solidly, basically, wholesomely American. Specifically, mid-western American. Its implications have ceased to be exclusively rural.

"Grass roots," then, is an apt description of the 64-county domain of WOWO, Fort Wayne.. a mingling of equal parts of progressive rural and urban Americanism. WOWO helps guide the influence, and shape the destinies, of 2,500,000 thrifty, self-reliant citizens, in an area that is largely its own. To most of these folks, radio is the chief source of entertainment and information. And to them, radio is WOWO.

Few stations are able to deliver such a substantial package of typical cross-section Response Ability. You need only tell to sell this multiple mart of farm families and urban dwellers. WOWO's home county has 132,000 people and there are 20 other cities with populations exceeding 10,000, to complete the WOWO primary area. Consult NBC Spot Sales for the availabilities.

WOWO
FORT WAYNE
Indiana's most powerful station

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • WGL

WESTINGHOUSE PRESENTS . . . *John Charles Thomas on Sun. 2:30 EWT., NBC.; also "Top of the Evening" on Mon., Wed., Fri., 10:15 EWT., Blue Network.*



RESULTS?

Louisville advertisers tell the story!

84%

renew their contracts!

WINN LOUISVILLE *with* **WINN**

Your **BLUE NETWORK STATION** *in* **LOUISVILLE, KY.**

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

New on Old Gold Show

P. LORILLARD Co., New York, on July 26 replaces Frankie Carle's Orchestra with Woody Herman's Orchestra on the CBS Old Gold program with Allan Jones, continuing as featured singer. Mr. Carle was to take his orchestra on a 12-week tour following July 19 broadcast. His return to the network for Old Gold after the tour is uncertain, according to a spokesman at J. Walter Thompson Co., New York agency handling the Old Gold account.

MID-SOUTH HOOKUP FOR MISSISSIPPI

FORMATION of the Mid-South Network linking WCBI Columbus, Miss., and WELO Tupelo, with plans already underway for expansion to include other stations in Northeast Mississippi, was announced last week by Robert R. McRaney, general manager.

First commercial account and first program of the network was the broadcast of Mississippi primary election returns, sponsored by the Pepsi-Cola Bottling companies of both Columbus and Tupelo. The same firms have contracted to sponsor Presidential election returns in November.

Mr. McRaney said the network plans to broadcast Mississippi State and U. of Mississippi football games this fall, as well as county fairs and other public events. Headquarters of the Mid-South Network will be maintained at WCBI. Both stations are owned by Capt. Birney Imes Jr., now on active duty with the Army Air Forces. In his absence, Mr. McRaney directs activities of both stations. Gene Tibbet is station manager of WELO.

'McCall' Survey Reveals Television Prospects

ONE-SIXTH (16.5%) of the 11,150 women indicating their desires for television sets in a "Home of Tomorrow" contest conducted by *McCall's Magazine* placed sight-and-sound receivers in the "must" category for their postwar homes, a breakdown of the response reveals. Another 67.0% placed video receivers in the "I like and may get" class; 13.9% checked the "I don't like" column, and 2.6% reported that they own them now. Postwar demand for radio receivers is shown individually for console models—9.2% must have and 16.8% like and may get; table models—5.8% must have and 9.2% like and may get; radio-phonographs—30.0% must have and 35.7% like and may get. Present ownership for all three types of receivers exceeds 100%.

Mennen Planning

MENNEN Co., Newark, has appointed Duane Jones Co., New York, to handle advertising for Mennen shave cream, effective in September. Future media plans were being formulated last week. Firm has used network radio for the product for a number of years, the last program Ed Sullivan on CBS, having been discontinued last month. Mennen continues to place advertising for Quinsana, antiseptic powder and baby oil through H. M. Kiesewetter Adv., New York.



NOT TO BE OUTDONE by the two rival major political parties, executives of KQW San Francisco held an election rally of their own at a surprise party observing Manager C. L. McCarthy's tenth year with the station at which the announcement of McCarthy's advancement to vice-president and director was made by Ralph Brunton, owner of KQW. Heralding the election are Ralph Brunton (right center), congratulating McCarthy, while John Brunton (left) supports the election banner with Ed Franklin, manager and new co-owner of KJBS, sold by the Bruntons.

OWI PACKET, WEEK Aug. 14

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 14. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Cadet Nurses	X	--	--	--	--	--	--
War Bonds	X	--	--	--	--	--	--
Crop Corps	X	--	--	--	--	--	--
Save Paper	--	X	X	X	X	--	--
Careless Talk	--	X	X	X	X	--	--
Merchant Marine Recruiting	--	--	X	--	X	X	--
Prepare for Winter	--	--	--	--	--	X	X

See OWI Schedule of War Messages 120 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Bakery Series

RICE SCHMIDT Baking Co., Washington, will expand its advertising for baking products this fall, using a series of one-minute transcribed spot and chain break announcements on some 28 stations in the East and Southeast. No further details are available as yet. One-minute transcribed spot and chain break announcements, at varying intervals, are now used on WFBR WBAL WCAO WITH Baltimore. Agency is William A. Schautz Inc., New York.

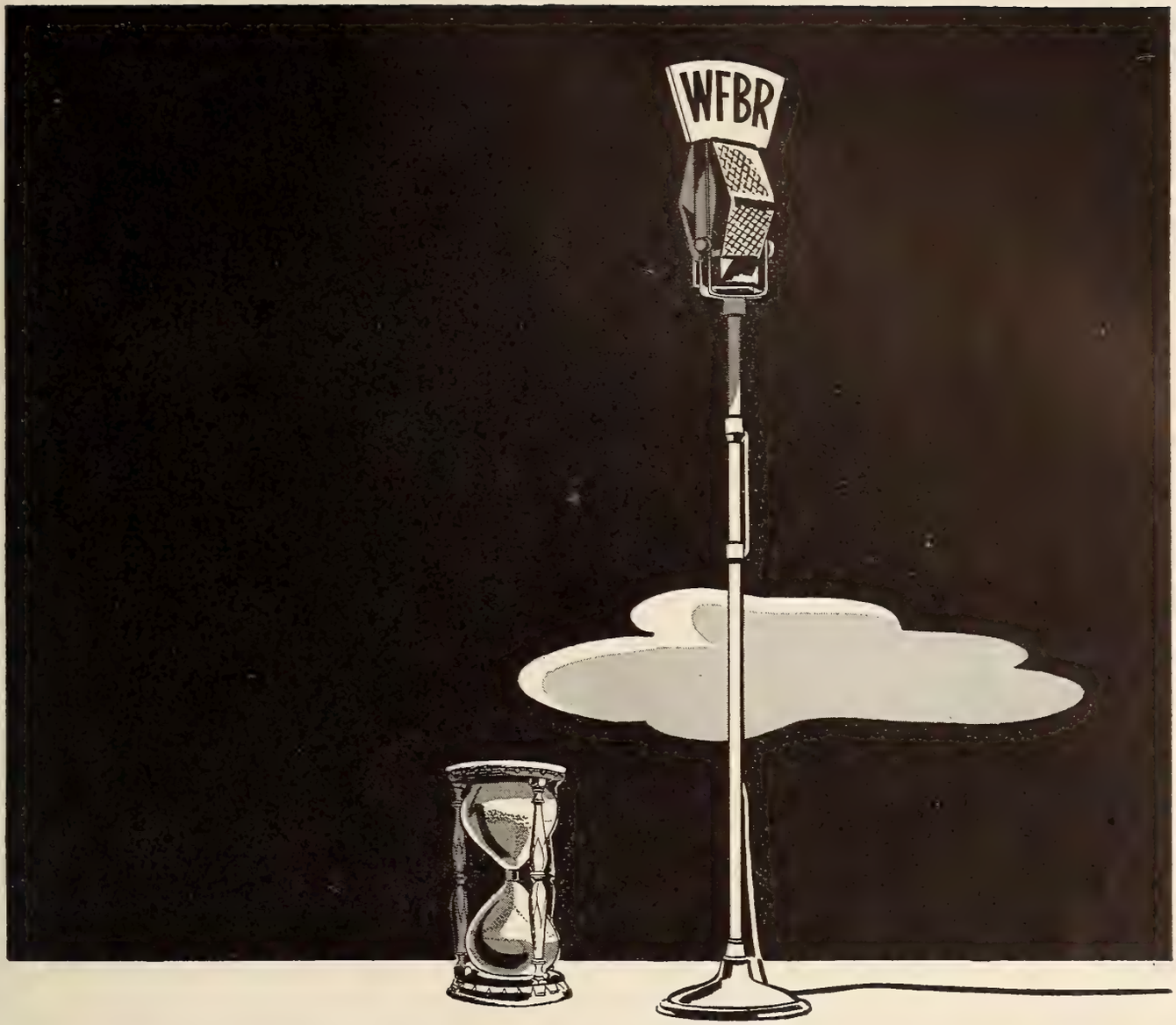
A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own hurches, newspapers and radio stations. They respond to WBNX programming and public service, tha reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish Speaking Persons
1,522,946	Italian Speaking Persons
1,236,758	German Speaking Persons
661,170	Polish Speaking Persons
200,000	Spanish Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station



22 Years is a Long Time in Radio*

We're Baltimore's oldest active radio station!

During the past 22 years, WFBR has developed a loyal listening audience—the kind of people you can depend on . . . the people who have listened to our station and enjoyed our programs over a period of years that is considered long in radio broadcasting. Their wholehearted response has been earned only through good programming and good service.

Sponsors, too, have been as loyal as our audience. Some of our advertisers have been with us almost as long as the station has been on the air!

But aside from our audience and sponsor loyalty, WFBR is proud of its technological developments which include many "firsts" of national as well as local importance. Baltimoreans have applauded our progressive pioneering!

When you include WFBR in your Baltimore radio plans . . . you reach the audience that has always known and recognized WFBR as Maryland's pioneer broadcasting station!

•

RADIO CENTRE, BALTIMORE-2, MARYLAND
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!

first

WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...



Nancy Osgood

Good cook or sportswoman . . young mother or spinster . . Nancy's daily program holds them all. And even men!

BUT, THIS IS THE *USUAL* STORY FOR WRC, *FIRST* CONTINUOUSLY SINCE 1923.....

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Agencies

BASIL W. MATTHEWS, for the past two years advertising manager of Centaur Co., New York, a division of Sterling Drug Inc., has joined Benton & Bowles, New York, to assist on the Procter & Gamble account. Mr. Matthews was previously with Pedlar & Ryan, New York. Wells W. Spence, assistant to the president of Centaur, is acting as advertising manager until a permanent replacement is found.

CLIFFORD SUTTER, former program manager of the domestic branch of OWI, has joined BBDO New York as account executive. Prior to his association with OWI, Mr. Sutter was account executive with Geyer, Cornell & Newell, and N. W. Ayer & Son, New York.

NEAL WILDER, former account executive with Ketchum, MacLeod & Grove, Pittsburgh, has been appointed account executive of McCann-Erickson, New York.

LUCILLE SHEARWOOD, formerly on the editorial staff of the Dell Pub. Co., New York, has joined the staff of Federal Adv., New York, to handle publicity and promotion on food accounts.

WILLIAM H. EYNON, radio director, and Henry B. Humphrey Jr., New York office manager, of H. B. Humphrey Co., advertising agency, have been named vice-presidents.

CLAIRE HARRISON, formerly on the copy staff of KWK St. Louis, has joined Gardner Adv., St. Louis.

DAVID ORTHWEIN, formerly with Anfenger Adv., St. Louis, has joined Compton Adv., New York, as account executive.

ALMA E. MARKS, a talent buyer for N. W. Ayer & Sons, New York, has resigned to join the overseas branch of the OWI effective July 31.

EDWARD F. MOTTERN, former copywriter of William Esty & Co., New York, previously with Lord & Thomas and Blackett-Sample-Hummert, has joined the creative staff of Roy S. Durstine Inc., New York.

VIRGINIA SPIKER, former fashion copy-writer for *Vogue* magazine, and Annette Anderson Talbert, for the past three and a half years with J. Walter Thompson Co., New York, have joined the copy department of Benton & Bowles, New York.

Two Join P R & L

ERNEST P. ZOBIAN, former manager of the New York office of H. W. Kastor & Sons, last week joined Pedlar, Ryan & Lusk, New York, as account executive of the Sterling Drug account. Mr. Zobian's duties at H. W. Kastor & Sons have temporarily been taken over by Hal James, radio director of the agency. Russell F. Manney, associated with Campbell-Ewald Co., Detroit, for 17 years, also joined Pedlar, Ryan & Lusk, as account executive.

New Radio Department

DAYTON AGENCY of Kircher, Lytle, Helton & Collett has opened a radio department with Herman W. Land as director. Radio accounts handled by the agency are: Dayton Spice Mills, Gem City Building & Loan Assn., Ohmer Register Co., Victor Furniture Co., all of Dayton, and Edward Furniture Co., Royal Oak, Mich.



GRIMM ISN'T GRIM when ribbed about the Chicago Cubs' batting average by sponsors of *Sports Page*, alternate Cub broadcasts by Walgreen Co., Chicago. Hashing things over are (l to r): Orville Gile, advertising director of Walgreen Co.; Bert Wilson, WJJD Chicago sports announcer featured on *Sports Page;* Art Harre, manager of WJJD; Charley Grimm of the Cubs, and R. Jack Scott, partner of Schwimmer & Scott, Chicago, agency handling the Walgreen account.

EMILY FUNK, formerly on the production staff of N. W. Ayer & Son, New York, has been named traffic chief of Ivey & Ellington, New York.

LAWRENCE L. SCHOONOVER, formerly advertising manager of Underwood & Underwood Illustration Studios, New York, has joined the copy staff of Gotham Adv., New York.

JAMES J. MALONEY, former vice-president of Donahue & Coe and previously with N. W. Ayer & Co., has joined Buchanan & Co., New York.

J. H. SLINGERLAND, for 15 years at Montgomery Ward & Co., Chicago, has joined Ruthrauff & Ryan, Chicago, in an executive and merchandising capacity.

ERLE RACEY, former vice-president of Tracy-Locke Co., Dallas, has joined Grant Adv., Chicago, as account executive.

JACK NORTH, radio director of Aubrey, Moore & Wallace, Chicago, has returned to his job after nearly five months spent in recovery from injuries sustained in an auto accident Feb. 13.

HUGH LEWIS has joined the copy department of Ivey & Ellington, Philadelphia.

JAMES M. SHEA has left the advertising staff of the *Philadelphia Record* to join the staff of Lawrence I. Everling Adv., Philadelphia.

EUGENE LESSERE, former manager of CRG, the Cornell U. station operated by Cornell Radio Guild, has joined Buchanan & Co., New York.

New Hollywood Office

TO ACCOMODATE expanding operations of its Hollywood radio division, Foote, Cone & Belding has opened additional offices at 5414 Melrose Ave., according to Edmund L. Cashman, vice-president in charge of Hollywood operations. Dave Taylor, director of regional produced programs, heads the offices, with Bob Nye continuing as his assistant. Staff includes Genevieve Muir, head script girl, and Walter Snow, producer. C. Burt Oliver, assistant treasurer, has been shifted from the agency's Los Angeles office to Hollywood radio division headquarters at 6117 Sunset Blvd., with additional duties of general manager.

GEORGES BOURASSA, general manager of CKCH Hull, Que., since 1940 and former manager of CHLN Three Rivers, Que., has resigned to join Harold F. Stanfield Ltd., Montreal advertising agency, as radio director. He is also a director of the Quebec Assn. of Broadcasters and a member of the code committee of the Canadian Assn. of Broadcasters. Laurette Amyot, secretary of CKCH since 1941, has been appointed commercial manager to succeed Mr. Bourassa.

EDWARD B. LYMAN, formerly with the public relations staff of the Standard Oil Co. of New Jersey, has joined Foote, Cone & Belding, New York, to assist in public relations work on Cities Service Co., NBC Advertiser.

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS



DAYTON, O.

The Birth Place of Aviation

★ ★ ★

WING

Dayton's Blue Network station has kept pace with Dayton's performance as a war production center. The overwhelming preference of WING by local merchants and national firms using radio indicates the trend in radio listening. Let these merchants who measure results by the sound of the cash register guide you in selecting the right medium.

Write or wire today for availabilities.

★ ★ ★

All statistics used compiled by the Dayton Chamber of Commerce.

Today - IS DOING A BIG JOB IN WAR PRODUCTION!

That big is spelled with a capital B for Dayton is 10th in the nation in war production. This achievement has been accomplished with practically **no wartime industrial plant expansion.**

Tomorrow - DAYTON WILL DO A BIGGER JOB IN PEACE!

Expansion plans for peacetime operations will exceed $50,000,000 according to a recent industrial survey of Dayton manufacturers. An indication of the tremendous market offered by Dayton today—and tomorrow.

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

BASIC BLUE ● 5,000 WATTS

Weed and Co. NATIONAL REPRESENTATIVES



CHARLES M. STORM Co., New York, has taken additional office space at 50 East 42nd St. Agency's principal executives have been moved to the new quarters, occupying nearly the entire 16th floor, while the 15th floor now houses radio and other media and administrative departments. Firm has increased office space 100 percent since the start of the year.

W. ROBERT MITCHELL, account executive, formerly with Snyder & Black, New York, has joined McCann-Erickson, New York.

ROBERT H. KING, for the past year and a half on the Blue Network publicity staff, has been named director of publicity of Doherty, Clifford & Shenfield, New York. Mr. King was formerly in the publicity department of J. M. Mathes, Inc., New York, and served for eight years with the *Philadelphia Evening Bulletin.*

DRAPER DANIELS, copy writer, formerly of Young & Rubicam, New York, has joined McCann-Erickson, New York, as a copy group head.

GILBERT NUNNS, formerly with J. Walter Thompson Co., Toronto, has joined Locke, Johnson & Co., Toronto, as account representative.

HARRY O'CONNOR has joined the radio department of MacLaren Adv., Toronto. He has been for many years in advertising and publicity for Famous Players Canadian Corp., Toronto.

COL. KENNETH COLLINS, vice-president of Arthur Kudner Inc., New York, on military leave as chief procurement officer of the Eighth Air Force in Europe, has been awarded the Legion of Merit.

TED LONG, television director of BBDO New York, has been elected an associate member of the Institute of Radio Engineers.

DANIEL J. DANKER, Jr., Pacific Coast vice-president of J. Walter Thompson Co., Hollywood, who died in that city on July 5 following a heart attack, left an estate estimated at more than $200,000 to his widow, named executor.

Coate to Agency

H. R. COATE, formerly in the export division of General Motors Corp., Detroit, has resigned to join Foote, Cone & Belding, New York, as director of postwar foreign activities, with headquarters in New York. Mr. Coate has been engaged in public relations, advertising and sales promotion for General Motors, having been with the company 20 years.

Gesregan Named

HERBERT GESREGAN, formerly on the media staff of BBDO New York, has joined Marschalk & Pratt, New York, as media director. Mr. Gesregan replaces George L. Trimble, who joins Fuller & Smith & Ross, New York, Aug. 1 as media director .

Book by Young

A NEW BOOK by James Webb Young, senior consultant and director of J. Walter Thompson Co., is titled *Diary of An Ad Man.* It is written in the form of a diary covering the war years, June 1, 1942 to Dec. 31, 1943 [Advertising Publications Inc., Chicago].

BING CROSBY, following broadcast of July 27 will vacation for 13 weeks from NBC Kraft Music Hall. He will entertain recuperating servicemen in West Coast hospitals.

Radio Advertisers

SHELL OIL Co. of New England has renewed its ten minute news and sports program *Shell Digest*, Thursday, Friday and Saturday nights on WNAC and other Yankee Network stations. Program features Nelson Churchill. Agency is J. Walter Thompson.

ARTHUR E. WEBB, for more than 20 years associated with the Salada Tea Co., Detroit, in a sales capacity, has joined the Morton Salt Co., Chicago, as city sales manager in the company's Detroit office.

PETER PAUL Inc., Naugatuck, Conn., on Aug. 7 adds thrice weekly sponsorship of Prescott Robinson's 8 a.m. news period on WOR New York to its schedule of one-minute live spot announcements and news programs on a number of stations throughout the country. Agency is Platt-Forbes, New York.

SONORA Radio & Television Corp., Chicago (Sonora radios), began sponsorship July 17 of Dick (Two Ton) Baker's quarter-hour morning program of songs and specialities, Mondays through Fridays on WGN Chicago. Show replaces sponsorship of quarter-hour *Good Morning Program* by Sonora daily on WGN. Contract is for six weeks, placed by Weiss & Geller, Chicago.

BERNARD M. KLIMAN, former advertising and promotion manager of I. Schneierson & Sons, New York, has been appointed advertising director of Gruen Watch Co., New York. Position at Gruen was formerly held by John Young, who entered the Navy, and more recently by Donald S. Hall, now in the Army.

NARRAGANSETT Brewing Co., Cranston, R. I., has renewed its series of minute participation in the 6-6:15 p.m. edition of the *Yankee Network News Service* on WNAC Boston. Agency is Arthur Braitsch Co., Providence, R. I.

BROADWAY Dept. Store, Los Angeles, on July 3 started five weekly-quarter-hour women's commentary *Home Chats*, featuring Miriam Lane, on KMPC Hollywood. Contract is for 52 weeks with placement through Lee Ringer Adv., Los Angeles.

GROCERS PACKING Co., Los Angeles (Budget cellophane packaged foods), on July 17 started sponsoring five-weekly, transcribed version of quarter-hour *Take a Look With Frances Scully* on KTAR Phoenix. Contract is for 52 weeks. Live broadcast is sponsored five-weekly on KECA Los Angeles. Agency is Raymond R. Morgan Co., Hollywood.

Griffin Maintains

GRIFFIN MFG. Co., Brooklyn, through 52-week renewals is maintaining its schedule in behalf of shoe polishes on about 60 stations, using a recorded music series *Griffin Time to Shine*, live talent shows, participations, and news. Announcements are all live. Agency is Bermingham, Castleman & Pierce, New York.

GENERAL MOTORS Corp., Detroit, will nenew is quarter-hour program, *Victory Is Our Business*, Sundays, WGN Chicago, effective August 9. Contract for 13 weeks was placed by Campbell-Ewald Co., Detroit.

CHARLES E. SORENSON, former executive vice-president of Ford Motor Co., has been elected president of Willys-Overland Motors, Inc., Toledo, O. Ward M. Canaday will continue as chairman of the board.

BROWN-THOMPSON's Dept. Store, Hartford, beginning Aug. 15 for 52 weeks sponsors six-weekly 8 p.m. AP news broadcast on WDRC Hartford. Contract was placed through Julian Gross Adv., Hartford.

CAMPBELL SOUP Co. Ltd., New Toronto, Ont. (soups), has started twice daily spot announcement campaign on a number of Canadian sttations. Account was placed by Cockfield Brown & Co., Toronto.

SALADA TEA Co. of Canada, Toronto, has started quarter-hour Sunday newscasts on CJKL Kirkland Lake, CKGB Timmins and CFCH North Bay, Ont. Account was placed by Thornton Purkins Ltd., Toronto.

BOSTON MUTUAL LIFE Insurance Co., Boston, has appointed Wendell P. Colton Co., New York, as agency. Initial campaign calls for newspaper advertising only in the New England area. No radio is contemplated at present.

FRATERNAL Order of Eagles, Helena, Mont., in a national campaign is sponsoring weekly quarter-hour transcribed dramatizations *The Eagles Speak* on 75 stations. Placement is through Continental Radio & Television Prod., Hollywood.

STRATHMORE PRODUCTS Co., New York, has appointed Irving Rosen Adv., New York, to handle advertising for Ripans Tabules, laxative and anti-acid tablets. Spot radio is being planned on foreign language stations in metropolitan New York.

AMERICAN SCHOOL, Chicago (correspondence school), renews sponsorship of a quarter-hour transcribed show, Sundays, on WOR New York, starting Sept. 10. Contract for 13 weeks was placed by Doremus & Co., Chicago.

1480 Kilocycles Full Time Operation
WHOM
FOR BETTER THAN AVERAGE RESULTS
Joseph Lang, Gen. Mgr.
New York Studios: 29 West 57th Street, New York City



The concert pianist is free to devote his exclusive attention to the interpretation of his music because years of arduous practice have enabled his skillful fingers to strike the proper keys instinctively.

Instinctively, the people of Southern New England turn to WTIC for the radio programs they like best. As a result of this habit—born of more than 19 years' experience—WTIC can offer advertisers a larger and more responsive audience than any medium in this rich area.

The people who listen to WTIC possess a buying income more than 60% greater than the average for the entire United States. Convince them of the merits of your product and they will buy it.

You'll find that putting WTIC's 50,000 WATTS to work for you is a most profitable habit to develop.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

TO
ADVERTISERS
WHO
ARE
LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in **your** industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you **how and why** this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.



WIS

COLUMBIA
SOUTH CAROLINA

5000 WATTS • 560 KC



FREE & PETERS, Inc., National Representatives

Purely PROGRAMS

NEW PUBLIC service feature program on WKY Oklahoma City, which will not be sponsored, is titled *Farm Reporter* and will have the Hon. Claude Wickard, Secretary of Agriculture, as guest speaker at a dedication dinner and preview broadcast Aug. 8 to initiate the new WKY farm service show. To be broadcast Mondays through Fridays 12:30-12:45 p.m. starting Aug. 9, program will be directed by Ede Lemons, southwestern agricultural leader and former executive secretary of the FFA. In addition to Sec. Wickard, other speakers at the dinner to be held in the Skirvin Tower Hotel, will be Governor Kerr of Oklahoma and Dr. H. G. Bennett, president of Oklahoma A. & M. College. Invitations have been sent to over 1,000 persons.

* * *

Stock Show

IN COOPERATION with the Rocky Mountain Radio Council, KOA Denver is presenting a weekly *Saturday Stock Show* as a service to farmers and ranchmen throughout the Rocky Mountain and Plains States region. Theme of the program is to trace the development of agriculture in the area, tieing in historic phases with the current situation. Farmers and ranchmen appear on the program, which also features songs of the plains and the Old West, as played by a 12-piece orchestra.

* * *

Veteran Aid

ASSISTANCE to returned war veterans is offered Mondays, 8:05-8:15 p.m., by WINX Washington in a program conducted under auspices of the Disabled American Veterans. Purpose is to acquaint both disabled and able-bodied service men returning to civilian life with their rights, rehabilitation plans, employment, vocational training and other information valuable to the men who seek to find their places as civilians.

* * *

New WMCA Feature

THEATRICAL boarding house is the locale for *The Callahans*, weekly half-hour program started on WMCA New York in line with its policy to present more live shows. Each program is an episode in itself. Series is designed to carry-over a more sustained interest than the established type of comedy-variety show. Fritz Block, New York, is writer and director.

* * *

Ft. Benning on WDAK

PAYING tribute to the work of the WAC, Army Nurses and Red Cross workers, the Ft. Benning (Ga.) public relations office is now broadcasting a new weekly program *Women at War* over the facilities of WDAK Columbus, Ga. Pvt. Louise Wilie, former reporter on the *Nashville Tennessean*, conducts the interviews with the women at the post.

Youth Centers

ACTIVITIES of youth summe centers supported by the loca Community Chest provide the set ting for a series of special event programs being broadcast b WTAG Worcester, Mass. Initia program originated at a Boy Scou camp and included interviews wit scouts and counselors. Later broad casts will describe the work of th YMCA, YWCA, Camp Fire Girl and Girls Club. Bob Dixon, WTA special events chief, handles th broadcasts.

* * *

Soldier Request Show

WEEKLY Sunday afternoon pro gram on WASK Lafayette, Ind., i dedicated to men in the arme forces and titled *Service Men's Re quest Program*, consisting of musi requested by service men from tha area who are located in variou quarters of the globe. Program which is now sponsored by th Unit Parts Co., auto parts an paint firm, has been a feature o WASK for over two years.

* * *

Money Quiz

SELECTING NAMES at randon from telephone directories, th telephone money award quiz pro gram *Quiz Time*, is now conducte by Walt Lochman on WIND Chi cago. Quarter hour program i aired three times daily, once o Sundays.

* * *

Religious Talks

STARTED July 3, the Blue Ne work now presents a series o five weekly quarter-hour religiou talks, *Your Life Today*, under th auspices of the Federal Council o Churches of Christ of America.

* * *

WORL Feature

PROMINENT personalities in civ il and military life are featured i *American Ideals*, now heard Sun day evenings on WORL Boston.

(Continued on page 52)

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

NOW SHOWING
FOR FALL

Yes—and it's not a bit too early to consider availabilities! The Hartford Market grows each year in popularity, for additional spot schedules! And WDRC's contracts keep pace!

USE WDRC TO
CONNECT IN CONNECTICUT

CBS

OUTHERN CALIFORNIA'S LEADING INDEPENDENT



Leads in
SPORTS
too!

KMPC's staff of top sportcasters make KMPC the leading sports station in Southern California with daily broadcasts of Pacific Coast League baseball games...re-creations daily of National League games...fights...sport commentaries and football, basketball and golf...sport fans automatically turn their dials to KMPC.



ON-RADIO-ROW
HOLLYWOOD

KMPC CARRIES MORE SPORT FEATURES THAN ALL OTHER SOUTHERN CALIFORNIA STATIONS COMBINED

10,000 WATTS ★ **KMPC** LOS ANGELES ★ 710 on the dial



Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA

Youth Follies

NEW daily 45-minute program heard on WMAZ Macon, Ga. is *The Juke Box Parade*, with eight boys and girls designated for attendance each afternoon by the director of Macon's Teen Age Club. Those invited compete in announcing and jitterbug contests, with music furnished by a juke box. Soft drinks, supplied by the station, are sipped on the sidelines by other teen agers who are not featured on the program. Prizes are awarded for best announcing and jitterbugging.

* * *

WNEW Crime Quiz

WNEW New York now presents a weekly quarter-hour *Crime Quiz*, with a panel of "experts" composed of the editors of crime and mystery magazines published by the Hillman enterprises. Listeners are invited to submit questions dealing with real and fictional crime stories, receiving Hillman mystery books for those questions used on the program.

* * *

Public Reaction Sought

PUBLIC reaction to various new ideas for radio entertainment will be sought by WWL New Orleans in a series titled *Testing*, scheduled to begin July 29. A new type of program will be introduced on each broadcast and through mail response the most popular idea will be chosen.

Teleoperas

OPERATIC EXCERPTS in English soon will be produced on WNBT New York, NBC television station, by Dr. Herbert Graf, newly appointed NBC director of operatic productions. Rising stars of the music world will be featured. Special stage sets for the telecasts have been built.

* * *

WGN Feature

DERIVING its title from the hall connecting WGN Chicago studio building with the Tribune Tower, *Harmony Hall*, half hour program, is now heard Wednesdays on the station. Conducted by Robert Trendler and Wayne Van Dyke, tenor, program features the WGN Symphonic Dance Orchestra.

* * *

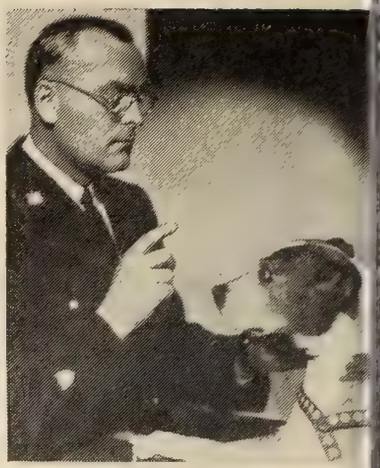
Old-timers

WINS New York is reviving old-time musical comedy and operetta hits with the presentation of *Show's The Thing*, weekly half-hour program of recorded music. Listeners are invited to send in requests for favorite tunes, to be played as they were originally heard, minus swing, with appropriate narration.

* * *

WOR Religious Music

WOR New York on July 17 started a weekly half-hour Monday night program of religious music with orchestra and chorus under the direction of Alfred Wallenstein, WOR musical director, and guest soloists. Program is titled *Music of Worship.*



SKIPPY IS NO MORE! Skipp was a radio star, and loved radi Until his death the other day, thi friendly pit bull, owned by Re Father James A. Wagner, manag ing director of WTAQ Green Ba Wis., had opened the daily far and home hour on WTAQ for 1 years by barking a welcome wit the opening theme. Skippy, almos 13, had thousands of friends, n only because of his broadcastin but because he was a familiar sig around this section as an almos inseparable companion of Fathe Wagner now in Coast Guar

* * *

Editorials on Air

BEST editorials from Idaho week ly newspapers are sent to KID Boise each week from the Idah Editors Assn. for random sele tion and reading over the air on new weekly program heard ove that station.

A Market All of Its Own

Distinguished as a "happy medium" among contemporary daytime programming, WLIB consistently fills the musical gap long left open by the other stations in New York City. WLIB attracts the daytime listener who likes *a variety of good music** just for the endless pleasure it gives; WLIB holds the listener with the powerful appeal of familiar music and famous artists, plus brief, yet complete AP and UP news reports every hour. WLIB's programs are distinctly different from the daytime soap-operas, women's programs, "jazz, jive and swing," sports results, talks, and the deep-serious music heard on contemporary stations. We broadcast the "popular classics with a blend of the modern"—familiar light classic and classic melody, opera, operetta, musical comedy and motion picture tunes, soft-sweet ballads of today and yesterday, Gypsy music, choral groups, Gilbert and Sullivan and Latin-American rhythms.

By catering consistently to this preference, WLIB has created a market all of its own . . . a market not served consistently by any of its contemporaries and thus not duplicated.

**Program Booklet Available*

WLIB
"THE VOICE OF LIBERTY"
Clear Channel - 1190 on your dial
RKO BUILDING - RADIO CITY - NEW YORK

General Electric Survey and Bookle Attempts to Find Postwar Set Demand

GENERAL ELECTRIC Co., Schenectady, through its six times weekly ten-minute news program *The World Today* on CBS and through all GE radio set space advertising is offering a booklet containing forecasts of postwar home radio and television equipment from the standpoint of performance and appearance.

"Your Coming Radio . . . as forecast by General Electric" is the title of the booklet, which contains 28 pages of colored illustrations, line drawing and photography with explanatory text, on FM sets, the radio-phonograph, self-charging portable, radio parts, telecasting and television equipment.

Included is a self-addressed mailing card on which one is asked to check ownership and postwar buying plans for various types of sets. Name and address are requested so that the local GE dealer may mail out an invitation to a preview of the coming GE radios as soon as they are available.

In depicting various cabinet designs, the booklet refers to a recent survey by GE of 240,000 families on "what America wants in a new radio and a new radio-phonograph." Results of the survey, it is said, "is helping General Electric to build the quality instrument yo want to own."

Booklet was prepared by Maxo Inc., New York, agency in charg of GE electronics advertising."

Response to the radio offe which has been running for th past month and will continue i definitely, compares favorably wit results obtained from offers in th other media, it was learned. Firs printing of 150,000 is running ou and another is in preparation.

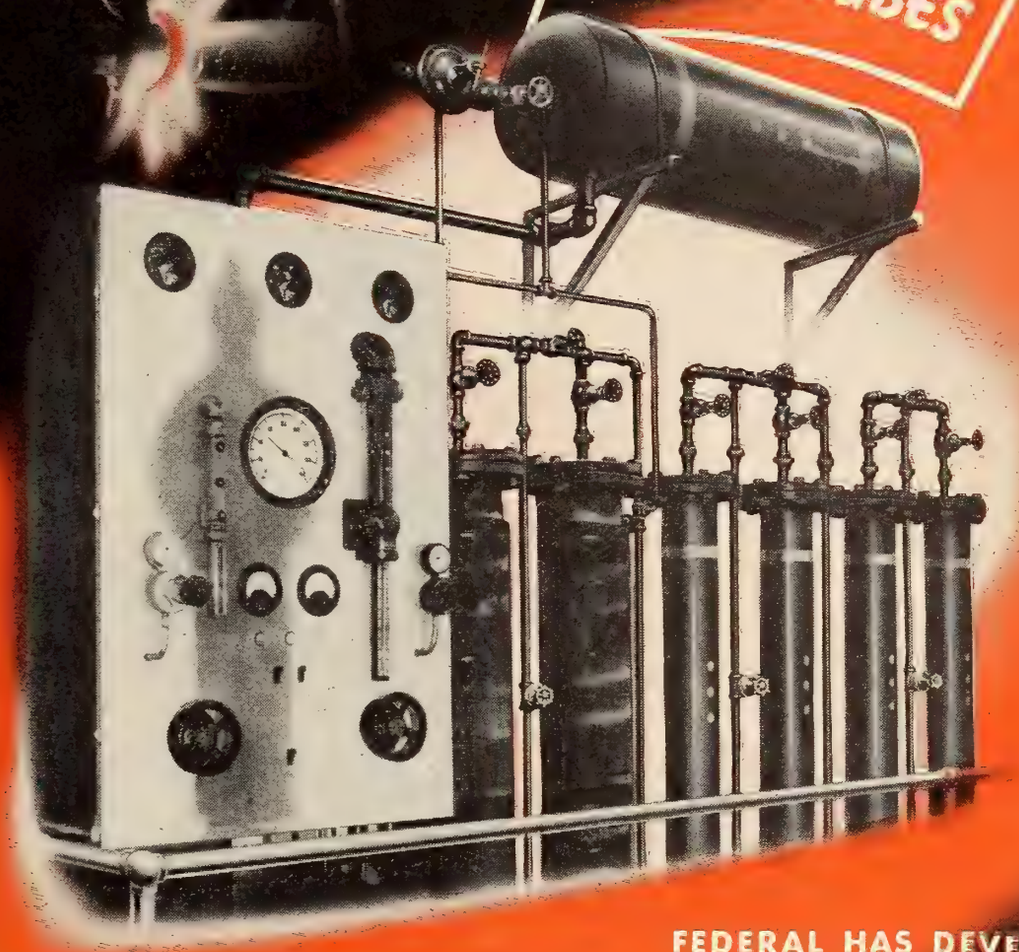
FOUR TOP MARKETS!

- **Kentucky's Central** — WLAP *Lexington, Ky.*
- **Amarillo** — KFDA *Amarillo, Tex.*
- **The Tri-State** — WCMI *Ashland, Ky.-Huntington, W. Va.*
- **Knoxville** — WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

NO OXIDATION
NO CONTAMINATION
NO MOISTURE . . .

3 MORE REASONS WHY
FEDERAL MAKES
BETTER TUBES



FEDERAL HAS DEVELOPED THE FIRST NITROGEN PURIFIER



Intelin Ultra High Frequency Coaxial Cable, developed and manufactured by Federal, has extreme ruggedness and meets all specifications with precision, accuracy, uniformity and dependability.

No oxidation, no contamination, no moisture!

Another Federal First adds extra performance guarantees to FTR vacuum tubes.

In a corner of the new FTR tube plant is this automatic nitrogen purifier. During the process of sealing the anode to the stem, the elements of every FTR tube are now protected from oxidation, contamination and moisture in a scientifically controlled atmosphere of automatically mixed nitrogen and hydrogen.

Here is another reason why you get higher operating efficiency and still longer life when you use FTR tubes. Another evidence of the ability, brains and technical understanding which have earned the reputation that "Federal always has made better tubes."

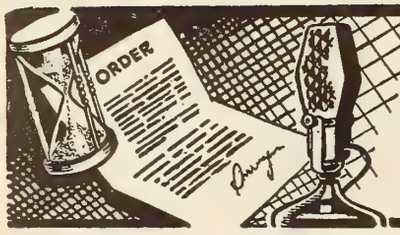
Now is the time to know Federal.

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

INVEST IN THE FUTURE — BUY WAR BONDS



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KYW Philadelphia

Longines Wittnauer Watch Co., New York *t* weekly, thru Arthur Rosenberg, N. Y.
P. Duff & Sons, Pittsburgh, (Duff's Mixes), 3 *sa* weekly, 13 weeks, thru W. Earl Bothwell, Pittsburgh, Pa.
Miniwax Co., New York (liquid floor wax), *sa* weekly, thru R. T. Connell, N. Y.
American Oil Co., Baltimore, *ne* weekly, 52 weeks, thru Joseph Katz, Baltimore.
Campbell Soup Co., Camden, N. J. (beef noodle soup), 2 *sa* weekly, thru Foote, Cone & Belding, N. Y.
Barr's Jewelers, Philadelphia, 4 *sa* weekly, 26 weeks, thru Edward Prager, Baltimore.
Beech-Nut Packing Co., Canajoharie, N. Y. (chewing gum), 2 *sa* weekly, 13 weeks, thru Newell-Emmet, N. Y.
Bell Telephone Co. of Pa., Philadelphia, 7 *sa* weekly, for 13 weeks, thru gray & Rogers, Philadelphia.
Dan's Cancellation Shoe Stores, Philadelphia (shoe store chain), 2 *sa* weekly, for 13 weeks, thru Dan Rivkin, Philadelphia.
Foster-Milburn Co., Buffalo (Doan's pills), 5 *sa* weekly, for 52 weeks, thru Street & Finney, N. Y.

KNX Hollywood

Milani Food Products Co., Los Angeles (1890 French dressing), 5 *sp* weekly, 13 weeks, thru Garfield & Guild Adv., Los Angeles.
Crown Products Inc., Los Angeles (jams, jellies), 6 *sp* weekly, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.
20th Century-Fox Film Corp., Los Angeles (films), *sa* 52 weeks, thru Western Adv. Agency, Los Angeles.
Mentholatum Co., Wilmington, Del., 3 *sa* weekly, 39 weeks, thru J. Walter Thompson Co., N. Y.
Bozeman Canning Co., Mt. Vernon, Wash. (Pictsweet frozen foods), 6 *sp* weekly, 52 weeks, thru Ruthrauff & Ryan, Seattle.

WPDQ Jacksonville, Fla.

William Wrigley Jr. Co., Chicago, 10 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
P. Duff & Sons, Pittsburgh (cakes), 5 *sa* weekly, thru W. Earl Bothwell Adv., Pittsburgh.
Republic Pictures, New York, *ta* series thru Donahue & Coe, N. Y.
National Oats Co., Cedar Rapids, Ia., 5 *ta* weekly, thru Cole & Co., Memphis.

WPTF Raleigh, N. C.

Strietman Biscuit Co., Cincinnati (crackers), 3 *t* weekly, 52 weeks, thru Bert Johnston & Co., Cincinnati.
Rit Products, Chicago (dyes), 15 *sa* weekly, thru Earle Ludgin & Co., Chicago.
Allied Mills, Ft. Wayne (feeds), 2 *t* weekly, 52 weeks, thru Louis E. Wade, Ft. Wayne.
Pillsbury Flour Mills Co., Minneapolis (self-rising flour), 10 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.
Grove Labs., St. Louis, (chill tonic), 5 *t* weekly, 52 weeks, thru Russel M. Seeds Co., Chicago.

WEAF New York

Burnham & Morrill Co., Portland, Me. (baked beans) *sa*, 52 weeks, thru Charles W. Hoyt Co., N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), *sa*, thru Bermingham, Castleman & Pierce, N. Y.
Raytheon Mfg. Co. (radio tubes), 2 *ne* weekly, 26 weeks, thru Hirshon-Garfield, N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum, coffee), 3 *ne* weekly, 39 weeks, thru Newell-Emmett Co., N. Y.
20th Century-Fox Film Corp., New York, *ne* weekly, 13 weeks, thru Kayton-Spiero, N. Y.
Ward Baking Co., New York (Tip Top Bread), 5 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
C. F. Mueller & Co., Jersey City (macaroni), 3 *ne* weekly, 52 weeks, thru Duane Jones Co., N. Y.
Herman Basch & Co., New York (Hammer Brand Process Furs), 2 *sa* weekly, 13 weeks, thru Kelly-Nason, N. Y.

KFI Los Angeles

Bullock's, Los Angeles (cosmetics), *ne* weekly, 8 weeks, thru Dana Jones Co., Los Angeles.
Milani Food Products Co., Los Angeles (1890 French dressing), 3 *sp* weekly, 13 weeks, thru Garfield & Guild Adv., Los Angeles.

WINN Louisville, Ky.

Foster-Milburn Co., Buffalo (Ice Mint), *sa* thru Spot Broadcasting, N. Y.
Lever Bros., Cambridge, Mass. (Lifebuoy), 55 *sa* thru Ruthrauff & Ryan, N. Y.

WHN New York

Electronics Corp. of America, New York (institutional), 5 *ne* weekly, 52 weeks, thru Shappe-Wilkes Inc., N. Y.

KECA Los Angeles

Pep Boys of Cal., Los Angeles (auto supplies), 5 *sp* weekly, 52 weeks, thru Milton Weinberg Adv. Co., Los Angeles.

KMTR Hollywood

William Wrigley Jr. Co., Chicago (gum), 30 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
G. Washington Coffee Refining Co., Morris Plains, N. J., 70 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Lever Bros., Cambridge, Mass. (Lifebuoy soap), 70 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Willard Tablet Co., Chicago (proprietary), 6 *sp* weekly, 52 weeks, thru First United Broadcasters, Chicago.
Kenmore Publishing Co., New York (books), 6 *sp* weekly, thru Weiss & Geller, N. Y.
Endura Cosmetics Co., Los Angeles (cosmetics), 5 *sp* weekly, thru Harry J. Wendland Agency, Los Angeles.
Gospel Broadcasting Corp., Los Angeles (religious), weekly *sp*, 52 weeks, thru R. H. Alber Co., Los Angeles.
Carter Products, New York (Superin), 5 *ta* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Southern Pacific Co., San Francisco, 5 *ta* weekly, 26 weeks, thru Foote, Cone & Belding, San Francisco.
Block Drug Co., New York (Golden Medal capsules), 5 *ta* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
McKesson & Robbins, Bridgeport, Conn. (Bax), 5 *ta* weekly, thru Ivey & Ellington, Philadelphia.

WHO Des Moines

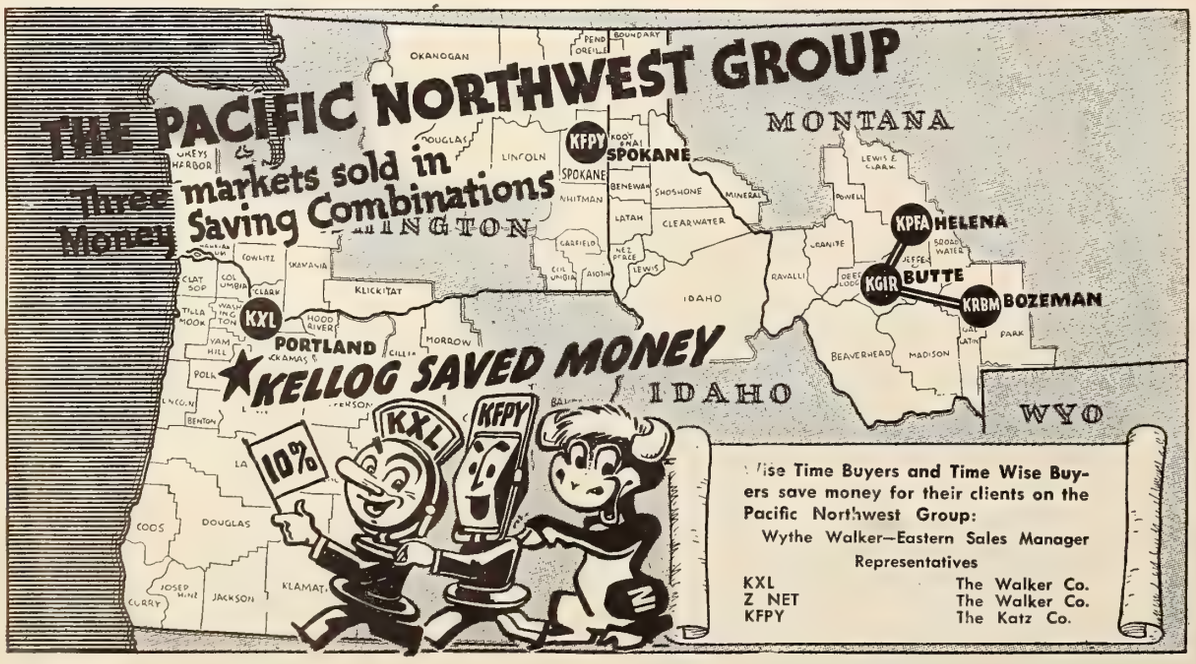
Allied Mills, Ft. Wayne (feeds), 2 *t* weekly, 52 weeks, thru Louis E. Wade Inc., Ft. Wayne.
Carter Products, New York (Carters Little Liver Pills), 8 *sa* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Campbell Cereal Co., Minneapolis (Malto-O-Meal), *sp* weekly, 26 weeks, thru Campbell-Mithun, Minneapolis.
Funk Bros. Seed Co., Bloomington, Ill. (hybrid corn), *t* weekly, 52 weeks, thru E. H. Brown Adv. Agency, Chicago.
Kellogg Co., Battle Creek, Mich. (Raisin Bran, Bran Flakes), 12 *ta* weekly, thru Kenyon & Eckhardt, N. Y.

KFAC Los Angeles

Milani Food Products Co., Los Angeles (1890 French dressing), weekly *sp*, 13 weeks, thru Garfield & Guild Adv., Los Angeles.

Heads Normandy Newsmen

HERBERT CLARK, Blue Network foreign correspondent, has been named to represent radio newsmen on the "Beachhead Correspondents' Committee" set up to deal with problems of the press, according to an AP dispatch, dated July 8, "With the American Army in France".



Ruthrauff & Ryan Does Rinso Television Film

A TELEVISION film based on the radio commercial approach has been prepared by Ruthrauff & Ryan, New York, for Rinso, a Lever Bros. product. Lee Cooley, television director of the agency, last week returned from the West Coast where he had made a television survey and also assisted in the completion of the film which was produced by Telecom Co., a Hollywood film studio. The film consists of a short time device and commercials for Rinso.

R&R present plans call for continuation of experiments with both live and film telecasts. At present, the video station used by Lever Bros. is WABD, DuMont station in New York. Mr. Cooley will shortly make a trip to Chicago and Schenectady to discuss program plans under consideration for those stations.

Hoosiers Pickup WCBW

INDIANA TELEVISION Labs. Indianapolis, has notified the CBS video station, WCBW New York, that *Opinions on Trial*, a WCBW feature, was being received clearly by the Indianapolis firm which a few weeks earlier announced reception of programs from WNBT, NBC television station in New York [BROADCASTING, July 3]. Robert Serrell, CBS television engineer, explained that "the propagation of television waves between 30 and 80 megacycles is affected by sunspots, because these sunspots influence the height of the heaviside layer from which a television wave may be refracted back to earth. We are now in a period where sunspot activity is increasing. We may therefore expect more frequent occurence of long-distance video reception."

Groucho Released

WITH GROUCHO MARX released from contract as star of CBS *Blue Ribbon Town* by Pabst Sales Co. (beer), current summer replacement show featuring Kenny Baker, tenor, and Robert Armbruster's orchestra will continue through to Jan. 6. Then Danny Kaye, film and stage comedian, takes over as m.c. and star under new format. Provision in Marx' contract giving him supervision over production of summer series still stands. It is being carried out by his brother Gummo in absence of Groucho, now on a military hospital tour. Groucho has several radio deals pending for fall, and it is expected that Phil Rapp, writer-producer, will go with him rather than to the new Danny Kaye program as originally announced.

Burlington Radio

CHICAGO, BURLINGTON & Quincy Railroad, started an experimental run from Chicago to Denver of a 100 to 125 freight train equipped with locomotive cab-to-caboose radio-telephone communication to measure possible savings in running time on a 1,000-mile haul. Preliminary experiments have shown that radio communication makes possible savings of 15 to 30 minutes in running time over an operating division of 100 miles, the company announced. The present test will indicate whether similar savings are possible on a 1,000 mile haul.

Birthday Greetings



to

SERGE KOUSSEVITZKY

a master conductor of a peerless symphony

Serge Koussevitzky is conducting this year's Musical Festival at Tanglewood — July 29-30 and August 5-6.

This festival offers Koussevitzky suitable occasion for the observance of his seventieth birthday on July 26.

We of the Blue Network therefore wish to extend birthday greetings to him. And in doing so, we take pride in the fact that since December, 1942, the peerless Boston Symphony, under his direction, has been heard by millions of Americans, over the facilities of this network on Saturdays at 8:30 PM EWT.

At this same time, we offer an appreciative bow to the Allis-Chalmers Manufacturing Company, sponsors of the Boston Symphony over the Blue, who have made it possible for the finest music to be heard by all of America.

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.

WJR to Continue AP-PA Wire Services Despite Run-In With Detroit Paper

INDICATIONS that WJR Detroit would not carry out its intention of canceling its AP radio wire, as announced last Monday by Leo J. Fitzpatrick, vice-president and general manager of the station, was given by Mr. Fitzpatrick later in the week in a follow-up statement which said as soon as Press Assn. completes its plan to enlarge its local bureau to gather special news "WJR will undoubtedly continue with PA."

Cancelation had been promised on the refusal of the *Detroit Free Press* to allow the news gathered by its staff and supplied by it to Associated Press to be put on the radio wire for use by Detroit stations. As an AP member paper, the *Free Press* makes its news available to AP, but it reportedly balked at hearing the news on the air in its own city hours before its papers with this same news were on the street.

Station reported that it discovered this state of affairs only when a telegraph technician began installing cut-out switches in the WJR newsroom which, the station said it was informed, would allow PA to send *Free Press* news to stations outside the Detroit area while cutting out WJR.

Oliver Gramling, assistant general manager of PA, issued the following statement:

While we were in the midst of enlarging our Detroit bureau, WJR questioned the installation of a mechanical arrangement on a wire owned by the newspapers. We planned the enlargement because one of PA's potential sources of news had balked. It was a source on which we had never depended to any extent, but we were going ahead with plans for enlargement anyway because our business is to deliver to radio the best possible report.

In questioning this one minor change that had nothing to do with the special AP radio wire, WJR thoughtfully feared that the move would mean loss of some copy. As soon as we explained our plans to WJR, there no longer was any question as to what was involved, there was nothing else to it and now that what we were doing is understood, everybody is happy. Our enlarged Detroit bureau will assure better coverage than ever.

Mr. Gramling added that the men who are being added to the Detroit PA staff are in addition to the AP Detroit organization, which also covers local news. Since most local news happens in the daytime and since the *Free Press* is a morning paper, AP has not depended on it for local news coverage as much as on the *Detroit News*, also an AP member paper, which has not restricted the use of its news by AP. The *News* owns and operates WWJ Detroit. WJBK and WJLB, which with WJR are the Detroit clients of PA, did not follow WJR's action in canceling this service, Mr. Gramling said.



FIRST SLICES of WISN Milwaukee's 22d Birthday Party cake go to Mrs. Gaston W. Grignon, (left), wife of the general manager of WISN, and Mrs. Woods Dreyfus, wife of the station's production manager. Their respective husbands serve the ladies at the party held at the Schlitz Brown Bottle in Milwaukee. Mr. Grignon has been with WISN since its start in 1922.

NOTABLES TO SPEAK AT SAFETY MEETING

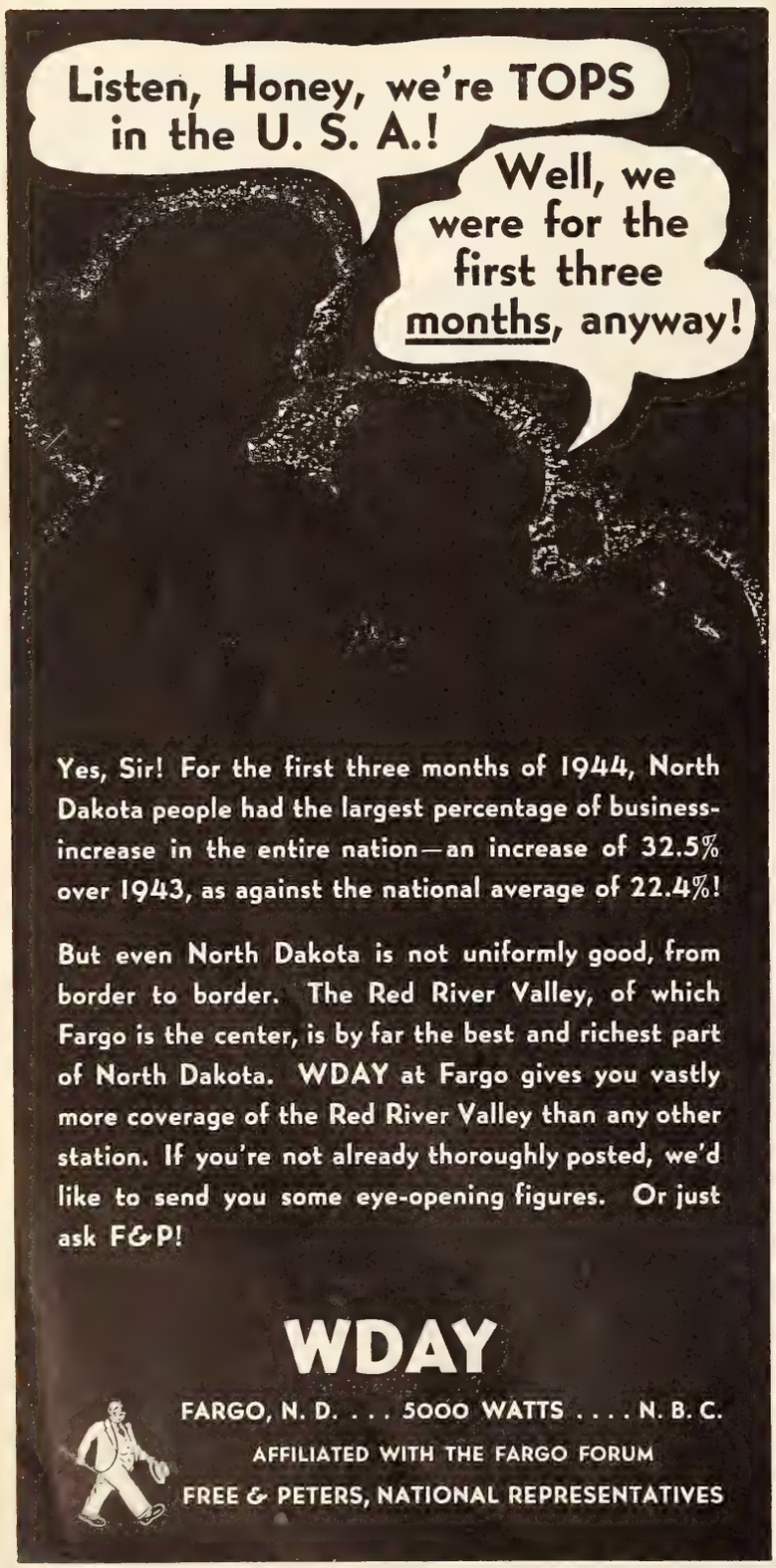
LISTED among the speakers to address the New York State conference July 27 on Radio in Safety Education at the Hotel Roosevelt in New York [BROADCASTING, July 17], are Dr. Sterling Fisher, assistant public service counselor, NBC, Dr. Forrest Long, director, National Safety Council, Chicago, Maj. Glenn S. Reeves, Security and Intelligence Division, Second Service Command, Army Service Forces, G. Emerson Markham, WGY Schenectady, Professor Paul F. Lazarsfeld, director, office of radio research, Columbia U.

Also Dan Thompson, chief of radio section, public information division, National Safety Council, William A. Fay, Stromberg-Carlson, vice-president in charge of broadcasting, John McNeil, manager, WJZ New York, Walt Dennis, public relations and special events director, WHN New York, Harold E. Smith, general manager, WOKO and WABY, Albany, George Slade, WBZ-WBZA Boston and Springfield, Mass., Elizabeth Odames, WIBX Utica.

Other speakers will include M. S. Novik, director, WNYC, New York's municipal station, Ralph N. Weil, general manager, WOV New York, J. E. Mason, president, WJTN Jamestown, and Dorothy Lewis, NAB director of listener activities.

J. Harold Ryan, NAB president, will be the principal speaker at the dinner, with Dr. Edward S. Godfrey Jr., State Commissioner of Health, Albany, presiding.

Conference is being called by the New York State Department of Health in cooperation wth the National Safety Council.







Battle Talk

is our business!



Every move our fighters make on land, at sea or in the air is based on communications. Men depend not only for their orders but for their very lives on radio and telephone and many other communications devices. In every battle, on every front including the home front, you'll find apparatus made by Western Electric—the nation's largest producer of electronic and communications equipment for war.

Buy all the War Bonds you can—and keep all the War Bonds you buy!



75TH ANNIVERSARY

Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT



Conference Called On Communication

Meeting of Industry Set for Aug. 11-12 in Washington

POSTWAR radio allocations as well as other phases of international radio regulations, will be discussed at a meeting of representatives of all telecommunications' industries and interested government agencies to be held in Washington, Aug. 11-12 at the Inter-Departmental Auditorium, according to Francis C. deWolf, chief of the State Department's telecommunications division.

Meeting, to which more than 500 persons in industry are being invited, will attempt to obtain views from the industry in regard to postwar communications problems in preparation for an Inter-American conference on telecommunications called by the Government of Brazil for sometime after the first of the year.

Brazil Calls Meeting

Brazil was scheduled to have held the Third American Radio Conference in 1943, but war-time conditions interferred. While the Washington conference early in August will consider all telecommunications problems as they affect the Western Hemisphere, those present will be mindful of the world conference to be held at some suitable time after the war. The government-industry conference will consider revisions of the international radio regulations as drafted at the 1938 Cairo Telecommunications Conference. The technical subcommittee for the August meeting is headed by Dr. J. H. Dellinger, chief of the radio division of the Bureau of Standards, and is composed of Col. Wesley T. Guest of the Signal Corps; Comdr. Paul Miles, USN; Lloyd Simson of Civil Aeronautics Authority; Harvey Otterman, assistant chief of the State Department's telecommunications division; Philip Siling, FCC assistant chief engineer in charge of broadcasting; and Capt. E. M. Webster, chief of Coast Guard communications.

YOU WON'T GET RICH ON RELIEF (Ky.)!

Don't count on Relief (Ky.) to take care of you in your old age. It just ain't got the capital. Safe thing to do is look out for yourself—in the Louisville Trading Area where the *big* money is. Forty-seven percent of Kentucky's population . . . fifty-seven percent of its buying power . . . *there's* your daily bread! Come and get it . . . the servings are *big* at WAVE!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

P&G Vallee Spot Named

PROCTER & GAMBLE Co., Cincinnati, has decided on the Saturday 8-8:30 p.m. period on NBC for Rudy Vallee's program, which starts Sept. 9. Spot will be vacated the preceding week by *Abie's Irish Rose*, which is being discontinued by P&G for Drene. Announcement of a new sponsor for the latter program is expected this week. Drene, which will be promoted on the Vallee show, as yet untitled and with format and supporting talent still to be named, is handled by H. W. Kastor & Sons, Chicago.

Col. Mitchell to RCA

LT. COL. T. H. MITCHELL has been released from his post as Chief of the Traffic Operational Engineering Branch of the Army Signal Corps Communications Service to become vice-president and general manager of RCA Communications, effective today (July 24). Col. Mitchell succeeds William A. Winterbottom who died July 2 after a career of 42 years in radio and international communications. Prior to joining the Signal Corps in 1942, Col. Mitchell was in charge of RCAC operations in southern California.

Magazine Plans

TRIANGLE PUBLICATIONS Inc., New York, publisher of Guide magazines, last week announced it would promote circulation of a new magazine *"Seventeen"* through spot announcements in leading cities as well as in Sunday rotogravure sections, magazines and high school publications. Details of the radio schedule are expected to be set in a week or ten days. Agency is Al Paul Lefton Co., New York, and Philadelphia.

Patent Award to Freeland

A THIRD patent award for television broadcasting improvements has been given by Westinghouse Electric & Mfg. Co. to Fred Freeland, production manager of WOWO-WGL Ft. Wayne, Indiana, whose ways of improving television broadcasting has won two previous awards. Mr. Freeland has been active in radio for 14 years as announcer, sound expert and program director.

LT. COL. BOYD BULLOCK, having left the Army, has rejoined General Electric Co. as advertising manager of the appliance and merchandise department, Bridgeport, Conn., a post he held before entering the service as a major in February, 1942.

Radio Sets Firs On List of Repairs

OCR Survey Shows 85% Now Are in Working Order

RADIOS stand out as the item most in need of repair, according to a review of the repair status age and quantity in domestic use of 23 household appliances made by the Office of Civilian Requirements of WPB at the end of last week. The data were compiled from findings of the third survey of consumer requirements made during April for the OCR by enumerators of the Bureau of the Census [BROADCASTING June 5]. Results are based on replies from about 4,500 households, geographically and economically representative of the nation as a whole.

Among radio households, 8% have none in working order. The extent of need for service and repairs again shows a range of from 1% for electric water heaters to 28% for radios.

In estimated number in households, radios lead the list with more than 46,000,000 in homes of the country. Owners report that 85% of these radios are in working order, but 28% of the households state that they have needed some sort of repairs since Jan. 1. More than half reported they had no difficulty in obtaining repairs. Only 8% of households owning one or more radios say they have none in working order; over 50% of the domestic radios in current use are five or more years old.

Estimated number of radios in households (excluding auto) was 46,275,528. Of these 1% are less than one year old, 3.6% are one year old; 11.8% two years old; 16.8% three years; 15.2% four years and 52% five years old or more.

WHLN Shift

WHLN Harlan, Ky., which has been granted a construction permit to shift frequency from 1450 kc to 1230 kc, is now operating with a new 340 ft. half-wave vertical radiator antenna.



Represented Nationally by HEADLEY-REED CO.

FCC POWER CITED IN WMCA INCIDENT

EMPHASIZING that the FCC's authority over programs is limited to "an overall review" based on long-range operations, FCC Chairman James Lawrence Fly last Thursday suggested to executives of the Catholic War Veterans that they file a petition with the FCC for review of program policies of WMCA, New York.

Chairman Fly's letter was in reply to a telegram on July 15 from the Catholic Veterans in which the request was made that the Commission hold public hearings concerning the alleged censoring by the New York station of part of the text of a speech which State Sen. Frederick R. Coudert proposed to deliver July 7 [BROADCASTING, July 17].

Chairman Fly's letter to Mr. McCaffrey and three past Commanders of the Catholic War Veterans (an identical letter was sent to Frank J. Maley, New York State Commander of the Catholic War Veterans) follows:

This will acknowledge your telegram of July 15, 1944, in which you urge the Commission to hold public hearings concerning the censoring by Station WMCA of part of the text of a speech which Senator Frederick Coudert of New York proposed to deliver on Friday, July 7, 1944.

The Commission has no rule or policy which would require the broadcaster to accept or to reject the type of material mentioned by you in any partcular program. The authority of the Commission in this general regard is limited to an overall review of the conduct of the station in terms of its long range operation in the public interest. It is possible that you feel the station to have been operated generally in a manner contrary to the public interest. If this be true, the Commission would suggest that you file a petition asking for this tppe of review.

It is assumed that in that petition you will review the incident in question and that you will set forth as specifically as may be the facts which indicate to you that there has been a general run of anti-Catholic remarks over this station, and that no one has been given the opportunity to answer these critical remarks. It would be well that you inform the Commission of the programs and dates to which you refer and point out the instances to which the station denied the time to reply or to give an opposite point of view.

General Foods Shifts

GENERAL FOODS Corp., New York, as part of its fall program realignment, on Oct. 8 shifts *Those We Love* on NBC from Thursday, 8-8:30 p.m. to Sunday, 2-2:30 p.m. on the same network, continuing for Grapenut flakes. Program in the new time after a six-week hiatus, which begins Aug. 24. Agency is Young & Rubicam.

Tintex to Double

TINTEX Co., New York, shortly after Labor Day will expand its spot campaign for dyes and tints to virtually double its present station list. Firm plans to use several hundred stations in all, provided availabilities can be found, buying nearly everything from one-minute spots to quarter-hour programs, with emphasis on established shows with a local following. Agency is Charles M. Storm.

ADVERTISING Federation of America has released an award book containing regional and national winners in the 1944 Better Copy Contest of the Public Uilities Advertising Assn. Radio advertising is included among the entries. Copies may be obtained from Natl. Contest Chairman Chas. J. Allen, Conn. Light & Power Co., 250 Freight St., Waterbury 91, Conn.

Network Accounts

All time Eastern Wartime unless indicated

New Business

SERUTAN Co., Jersey City, (Serutan) on July 23 started Don Gardiner in *Monday Morning Headlines*, on 170 Blue Stations, Sun., 7:15-7:30. Agency: Raymond Spector Co., N. Y.

GENERAL FOODS Ltd., Toronto, on Aug. 31 starts *Frank Morgan* on 27 CBS Dominion network stations, Thurs. 8-8:30 p.m. Agency: Baker Adv., Toronto.

ARROWHEAD & PURITAS Waters Inc., Los Angeles (bottled water), on July 4, for 26 weeks started, *Think Hard Now!*, on 7 Don Lee Southern California stations, Tues., Thurs., 1-1:15 p.m. (PWT). Agency: The McCarty Co., Los Angeles.

HUNT BROS. PACKING Co., Los Angeles (canned food products), on July 31 for 52 weeks starts Boake Carter on 36 Don Lee Pacific stations, Mon., Wed., Fri., 9-9:15 a.m. (PWT). Agency: Garfield & Guild, Los Angeles.

Renewal Accounts

P. LORILLARD Co., New York (Old Gold cigarettes) on July 16 for 52 weeks renewed *Old Gold Variety Show* on 127 NBC stations, Sun., 12:30-1 p.m. Agency: J. Walter Thompson Co., N. Y.

PRINCE MATCHABELLI Inc., New York (perfumes, cosmetics), on July 16 for 13 weeks renewed *Stradavari Orchestra* on 43 NBC stations, Sun., 12:30-1 p.m. Agency: Morse International Inc., N. Y.

STERLING DRUG, New York (Bayer Aspirin), on July 18 renews *American Melody Hour* on 120 CBS stations, Tues., 7:30-8 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

GOODYEAR Tire & Rubber Co., Akron (institutional), on Aug. 12 for 13 weeks renews *Melody Roundup* on 57 NBC stations, Sat. 11-11:30 a.m. (EWT). Agency: N. W. Ayer & Son, N. Y.

CORN PRODUCTS Refining Co., New York (all products), on July 28 for 52 weeks renews *Stage Door Canteen* on 53 CBS stations, Fri., 10:30-11 p.m. Agency: C. L. Miller Co., N. Y.

Network Changes

BIBLE INSTITUTE of the Air, Los Angeles (religious), on July 17 expanded Dr. Louis Talbot on 10 ABC Pacific stations to 12 ABC Pacific stations, Mon., Wed., Fri., 8-8:30 a.m. (PWT). Agency: Smith & Bull, Los Angeles.

HELBROS WATCH Co., New York, on July 16 replaced *Pick and Pat Time* with *Quick As a Flash* on 30 MBS stations Tues., 8:30-9 p.m. to be expanded to 116 MBS stations, Sept. 10. Agent: William H. Weintraub & Co., New York.

PLANTERS Nut & Chocolate Co., San Francisco (peanut oil, salted peanuts) on July 26 shifts *Adventures of Bill Lance* on 8 CBS Pacific stations. from Sun., 9:?0-10 p.m. (PWT) to Wed., 9:30-10 p.m. (PWT). Agency: Erwin Wasey & Co., San Francisco.

SCHENLEY Distillers Corp., New York (penicillin, institutional), on Aug. 29 discontinues *The Doctor Fights* on 73 CBS Tues., 9:30-10 p.m. and on Sept. 5 the Cresta Blanca Wine Co. (Schenley Subsidiary) (Cresta Blanca Wine) starts *This Is My Best* on 73 CBS stations, Tues., 9:30-10 p.m. Agencies: BBDO New York (Cresta Blanca Wine); Biow Co., New York (Penicillin).

GOODYEAR TIRE & RUBBER Co., Akron (institutional) on July 25 discontinues *The Star and the Story* on 131 CBS stations, Sun., 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Drene), on Sept. 2 discontinues *Abie's Irish Rose* on 44 NBC stations, Sat., 8-8:30 p.m. (repeat 11:30 p.m., 10 NBC stations). Agency: H. W. Kastor & Sons, Chicago.

Gen. Mills Buys Series

GENERAL MILLS, Minneapolis, sponsor of *Light of the World* for Kitchen Tested flour on CBS Monday through Friday, 10:15-10:30 a.m., has purchased the program from Transamerican Broadcasting & Television Corp., New York. Program will now be produced by Dancer-Fitzgerald-Sample, Chicago, agency handling the account.

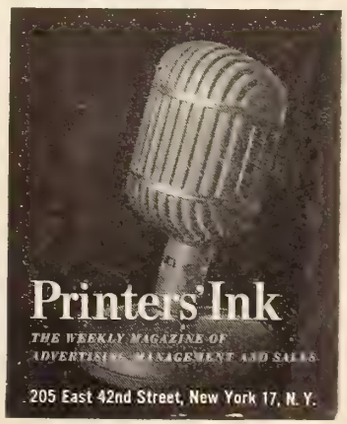
Can you answer these Radio Management QUESTIONS?

Have radio's new advertisers been really sold? How do they think when they prepare to buy? How does promotion affect them, what kind do they want? How do they feel about television?... About network option contracts?... About surveys?

For several weeks Printers' Ink has been releasing the opinions on subjects like these given to its field worker by advertisers and agency executives. Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletins are offered free of charge—no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.





The Texas Rangers

Now Back Again On

WMC

Memphis, Tenn.

Selling

General Merchandise

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

FCC SHOWS 600 MEN ON AVAILABLE LIST

IN the third report on its manpower survey issued last week, the FCC listed the names of 600 holders of first- and second-class radiotelephone licenses who have indicated their availability for employment in the communications industry. Survey, started by the FCC last summer, has been intensified in recent months in response to reports from the industry of an increasing scarcity of radio operators and technicians.

The list shows the draft status of each man, present employent and class of license held. Names of license holders are grouped according to state of residence. The NAB has cooperated by furnishing clerical assistance in addressing the postal questionnaires. All persons using the list are cautioned that the Commission does not certify as to the experience or availability of any person listed, but merely sets forth the information as received.

In addition to making the list of engineers available, the FCC authorized a postcard survey at the War' Shipping Administration's request of first and second-class radiotelegraph operators to learn how many of the 21,000 licensed operators are available for service in the Merchant Marine. At the same time the Commission, complying with a request of the NAB, approved continuance of its manpower canvass of first and second-class operators.



IN COMMEMORATION OF D-Day, the staff of KMO Tacoma, Wash. went "all out" in their 100% participation in the purchase of War Bonds. Seated (l to r) are: J. D. Kolesar, chief engineer; Gail Clark, women's editor; Ruby Richardson, continuity; Fern Almuist, bookkeeper; Marian Benum, receptionist; Clementine Wacula, secretary; Maxine Davis, bookkeeper, Paul Benton, auditor. Standing, in the usual order, are: Don Bennett, engineer; Murray Boggs, announcer; Jerry Geehan, sales manager; James A. Murphy, manager; Verne Sawyer, program director; Seymour Spring, national sales manager; Bill Rhodes, announcer; Jack Clark, traffic; Arnold Benum, announcer; Max Bice, engineer; and Ray McKenzie, salesman. All display the Bonds they bought to aid the drive.

in the CONTROL ROOM



MORTON THOMASSON, former member of the engineering staff of WSM Nashville, Tenn., is now a civilian technician with the Navy at a local air base near Philadelphia.

ELAINE LYON is a new member of the control room staff of WBIG Greensboro, N. C.

WALTER STONGER, control room chief of WFBL Syracuse, N. Y., is the father of a girl.

DAVID ABBOTT, engineer of WBIG Greensboro, N. C., is the father of a girl.

CARL G. DIETSCH, NBC engineer who supervised design and construction of the net's shortwave facilities at Bound Brook, N. Y., is in San Francisco to supervise the construction of the shortwave plant at Dixon, Cal., which NBC is building for and in collaboration with OWI.

JAMES DOWNS, formerly with WLOK Lima, O., has joined the Blue Network central division as studio field engineer.

FREDERICK SHIDEL, NBC engineer on leave with the Army and attached to supreme headquarters of the Allied Expeditionary Force in Great Britain, has been promoted to lieutenant-colonel.

JACK MACKAY, engineer of WCFL Chicago, is the father of a girl.

JOHN W. HORNE has been named manager of Graybar Electric Co.'s Savannah House.

GENE LYONS, member of the WKY Oklahoma City engineering staff, is the father of a boy.

FRANCES (Tommy) BOWMAN has joined the control room staff of WINX Washington, bringing the total of feminine operators there to four.

M. C. BRACHHAUSEN, a member of the NBC sound effects staff for seven years, joined the Blue network July 17 to put in motion plans to organize a separate sound effects department for the Blue, which now rents NBC sound effects equipment and service.

STANLEY OLSON and Dick Hanson are new additions to the engineering staff of WOWO Fort Wayne, Ind.

GEORGE J. COSSMAN has been elected a director of Graybar Electric Co. and E. W. Shepard has been made a member of the executive committee.

ROLAND GRAY, engineer at WCAE Pittsburgh, is the father of a boy.

CHARLES ANDREWS, new to radio, has joined the engineering staff of WPEN Philadelphia.

YOU'RE NEVER STYMIED IN ROANOKE!



Whenever one or two or three good competitive radio programs get between you and a big percentage of your total potential audience—what does it profit you, *then*, to use a big-city station, if a smaller regional station somewhere else can give you a larger *actual* audience?

That's *our* story. WDBJ can offer you a larger actual audience than many a 50,000-watter, because here in Southwest Virginia, there is no other station that even reaches the whole market! And the cost is based on what we actually deliver—118,-921 *listening* homes, daytime, according to CBS — not 25% or 50% of a much larger figure!

Let us send you the facts—or ask Free & Peters!

CBS • 5000 WATTS • 960 KC



Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ ROANOKE VA.

United Advertising Plans Drug Spots

Agency Describes 'Kelpidine' in Prospectus to Stations

IN PREPARATION for a fall spot campaign for Kelpidine, a reducing agent manufactured by American Health Aids Co., Newark, a prospectus will be mailed out to a selected list of radio stations by United Advertising Agency, Newark, describing the product and the general lines of the advertising copy. Prospectus is designed to aid stations, some of which are hesitant to accept advertising for drug products of this type, to understand the nature of the product and the claims which can be made for it.

In view of the fact that some stations do not accept reducing drug advertising, the station schedule is not yet known, but might include from 25 to 50 stations, it was learned. Present plans call for participations, such as five minute segments on hillbilly and other music programs, using a 1½ minute transcribed version of a 125-word commercial, outlining "Dr. Phillips' Kelpidine Reducing Plan."

Sold Nationally

Firm is establishing national distribution on the basis of mail order appeals, concentrating in those areas producing the most results, and radio advertising will be placed accordingly. Advertising in newspapers and national magazines, now in operation, will be extended as distribution increases.

Current schedule of stations broadcasting the Kelpidine commercials includes KWTO WAAT WDSU and promotion will start on *Dr. Eddy's Food and Home Forum* on WOR New York in August, according to United Advertising.

In addition, through American Health Product Advertising Co., Newark, the firm is using participatons on WOV New York.

Mark N. Smith

MARK N. SMITH, 64 merchandising and research director of KMBC Kansas City died July 15 at his home there. One of radio's early pioneers in the field of research, Mr. Smith was widely recognized for his contribution in developing many of the standard research methods in use today throughout the broadcasting industry. Mr. Smith who had been associated with Arthur B. Church, owner and president of KMBC, for 13 years, is survived by his widow, Mrs. Helen Smith and a 20-year-old son, Rex, an apprentice seaman, USNR, in V-12 training.

Music Helps Workers

MURIEL CUNNINGHAM, consultant of the RCA Industrial Music Service, speaking before a group of industry representatives and music students in the New York U. School of Music on July 17, declared that music played over a plant broadcasting system has proven a boon to America's war workers. Miss Cunningham spoke in the second of a series of lectures on industrial music sponsored by New York U. in cooperation with the RCA Victor Division.



...via WMAQ

From London and the French invasion towns, Rome, the Karelian Isthmus, from Yunnan Province and the South Pacific islands, accurate news is INSTANTLY brought to Chicago's millions by WMAQ.

The expert commentators, analysts and reporters who serve WMAQ, command the attention of the vast radio audience in the rich Chicago market—second largest in the United States. To them belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

The great news-hungry mass of people who instinctively tune to WMAQ for the latest happenings both at home and abroad is another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers have learned that their campaigns on this station do reach and influence millions of people and that increased sales and profits are the result.

In Chicago it's WMAQ.

WMAQ CHICAGO

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

NBC

A Service of Radio Corporation of America



"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK

— A HILTON HOTEL —

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

Radio in Front as News Medium

(*Continued from page 11*)

were tuned in, for as he spoke Mr. Daly opened the little black bag, pulled out a small portable microphone and held it in front of the Senator.

The entire news conference, questions and all, was broadcast by CBS. It was the first event of its kind ever to take the air. It was the first time the American people had "attended" by radio an official news conference of importance.

Protests were raised by other networks and the newspapers. When the story was told that permission was obtained from Sen. Jackson himself, other net officials grinned, concluded they had been outsmarted by a bit of old-fashioned reporting modernized by radio.

Preceding the scoop pickup which went on the air at 9:02 p. m., Bill Henry, in his 8:55 p. m. newscast, disclosed the substance of President Roosevelt's letter, again due to what Paul White, CBS director of news broadcasts, termed "old-fashioned reporting."

That was just one of the many instances in which radio took the lead, worked hard and came up with outstanding coverage. All four major networks, as in the Republican Convention three weeks before, carried the general sessions simultaneously. Each network, as well as the 50 odd stations, did many special events and exclusive broadcasts.

NBC claimed a beat in reporting the decision of the "regular" Texas Democrats to walk out if both groups of delegates were seated, with each man entitled to half a vote. Morgan Beatty of the network's Washington staff was in the stadium basement where the delegates met and was on the air within a few seconds after the agreement was made. The Convention approved a resolution to seat both delegations.

When Vice-President Wallace arrived Wednesday morning the networks were on hand, along with press correspondents, at Grand Central station to greet him. But the Vice-President, apparently anticipating such a reception, got off the train at a suburban station and was whisked to his hotel. He held a news conference that afternoon, declaring his intention to fight for renomination.

All four networks had the Vice-President on the air—but not simultaneously. First was the Blue whose brief interview with Mr. Wallace went on the air soon after his arrival in Chicago. The Vice-President next was heard over CBS and NBC from his news conference at 3:30 p. m. Then came his broadcast on Mutual at the close of the evening session.

WLS Chicago wanted to broadcast a news conference Tuesday morning held by Mrs. Charles Tillett, head of the Women's Division of the National Committee. Convention officials turned it down, contending that radio hadn't done such a thing before and therefore no precedent was set. Permission was granted, however, to record the conference on a wire recorder. It went on the air at 3 p. m. (CWT) Tuesday.

As a result of new heights attained by radio on-the-spot coverage, officials of networks and independent stations alike were of the same opinion: That radio, already having reached its majority as a news dissemination medium, has laid a firm foundation for building a nationwide news-gathering organization to supplement the wire services.

G. W. (Johnny) Johnstone, director of news and special features of the Blue Network; Tom Slater, director of special features and sports of Mutual; William F. Brooks, news chief of NBC, and Paul White, director of news broadcasts of CBS, were unanimous in praise for staff members who worked together for the general sessions and went out to dig up exclusives for their respective networks.

Bulletins Offered

Prior to the Convention all four networks had sought permission, as a public service, to feed any important news bulletins to the assembly. That offer was rejected by the Democratic National Committee, as well as by the Republican National Committee, to whom it also was submitted. They felt that the interruption of proceedings would detract from the business at hand.

Wednesday night, however, when Tojo and his cabinet resigned, the networks offered the bulletin to be announced over the Convention public address system. First reaction was rejection. The networks, meantime, had broadcast the bulletin. In the stadium were some 25,000 delegates and observers.

When Gov. Robert S. Kerr of Oklahoma concluded his keynote address, the bulletin was read. Delegates cheered. The band played. The networks had performed another public service. Outside Mutual's offices, to the rear of the

Favored Byrnes

THREE days preceding the Democratic convention, Blue Network commentators cast a poll resulting in James F. Byrnes, director of the Office of War Mobilization and often referred to as "Assistant President" as top choice for Vice-Presidential candidate. Here's how commentators voted: For Byrnes—Earl Godwin, Clete Roberts, Leon Henderson, Ray Henle. For Wallace—Walter Kiernan, Martin Agronsky, Patricia Dougherty. For Barkley—William Hillman, Johnny Johnstone. For Truman—Harry Wismer, Bryson Rash. For Henderson — Gene Rouse. For Willkie—Drew Pearson.



PLAYING EARSIE—Wearsie with a handie-talkie is D. Harold McGrath, superintendent of the Democratic National Convention radio news gallery, while CBS comedienne Gracie Allen orates on her foundation for "free radio"—"a handie-talkie for all listeners so they can play earsie-wearsie and listen while I make speeches".





"Hereafter, lady, yuh better keep tuned to WFDF Flint."

mezzanine and radio gallery, bulletins on Japanese developments were posted periodically throughout the evening.

Ian Ross MacFarlane, commentator of WITH Baltimore, who scored two beats at the Republican Convention, came through with another on Tuesday. At 7:12 p. m. the Maryland delegation, caucusing, agreed to support Gov. Herbert R. O'Connor for the Vice-Presidency. At 7:30 p. m., in a special pickup, MacFarlane was telling Baltimore listeners the story.

As a followup to the complete coverage of the Republican Convention, WING Dayton and WIZE Springfield, O., again fed special broadcasts to a six-station all Ohio network including WKRC Cincinnati, WCOL Columbus, WHK Cleveland and WKBN Youngstown, in addition to the two Charles Sawyer stations.

Mrs. Dorothy Vredenburgh, secretary of the Democratic National Committee, was one of the dignitaries interviewed for the six stations. WING and WIZE had studios in the LaSalle Hotel, headquarters of the Ohio delegation; the Stevens and the Stadium. Operations were directed by Lin Mason, program director of WING.

U. S. Recording Co., Washington, through arrangements with the National Committee, set up studios in the Stadium and Stevens for stations which made transcriptions. Several stations took advantage of that facility to make recordings for later use.

Seats were assigned in the radio news gallery, of which D. Harold McGrath, superintendent of the Senate Radio Gallery, was in charge, to the following:

Blue, Mutual, NBC, CBS, West Virginia Network, BBC, Yankee News Bureau, the Cowles stations (KSO KRNT WMT WNAX), KDKA KGER KGFW KHJ KMA KMOX KMPC KNX KPAS KPRO KSD KWK KTMS KSTP KUOA KXOK WAAF WBBM WBNS WCBI WELO WCFL WGAR WHBF WICA WIND WING WIZE WIP WITH WJJD WJR WLAV WLW WSAI WOL WOR WOW WRJN WROK WSPA WTMJ-WMFM WTAD WTCN WSOY, the Mason-Dixon group, Ask Washington, Press Assn., Transradio, Washington News Bureau, *Time on the Air.*

Brickhouse Break

HONOR of being the first radio announcer ever to address a national political convention goes to Jack Brickhouse, WGN-Mutual announcer, who read a Press Association bulletin anent the attempted assassination of Hitler, to the conventioners July 20 at the Chicago Stadium.

Mrs. Kuhn to GOP

MRS. IRENE KUHN has taken a leave of absence as assistant director of information at NBC to become associate director of publicity for the Republican Presidential campaign, according to Herbert Brownell Jr., chairman of the Republican National Committee.

Tenth Anniversary

WOMEN'S National Radio Committee will confer its annual radio awards Oct. 27 at a dinner at the Waldorf-Astoria Hotel, New York, marking the committee's 10th anniversary. In addition to honoring the best programs of the past year, Committee will salute the networks for their war coverage, and will make special awards for those programs which have consistently scored as winners, or received honorable mention from the Committee during the past decade, Mme. Yolanda Mero-Irion, is founder and chairman of the committee.

Ratner Aids Democrats As Advisor to Porter

VICTOR M. RATNER, former sales promotion manager of CBS, is working with the Democratic National Committee as special consultant to Paul A. Porter, publicity director. Both were with CBS at the same time—Mr. Porter as Washington counsel and Mr. Ratner in New York headquarters.

Mr. Ratner, in Chicago during the Convention, joined the National Committee staff July 14 but continues to direct his company in New York engaged in promotional and public relations work. He left CBS in 1941 to join Lord & Thomas, predecessor of Foote, Cone & Belding. Shortly thereafter, however, he went to Washington with OPA and afterward with the War Dept. He resigned last September, after two years in the war effort, to establish his own business.

Money Show for Pearce

DR. PEPPER Co., Dallas, for the summer only and effective Aug. 6 will replace Al Pearce in *Fun Valley* on the full Blue network Sun., 4-4:30 p.m. with *Darts for Dough.* Contestants are quizzed by Orville Anderson, originator and m.c. of the program—then toss darts in an effort to win the jackpot or smaller sums represented on the dart board. Agency is Trace-Locke Co., Dallas.



Do You
REALLY NEED TWO HEADS?

Maybe, if you have to debate with yourself. But there's no debate about picking California's third market. It's easy to see that this rich *Beeline* area composed of 41 counties with a population of *1,561,254 and with retail sales of *2½ billion offers the best road to Central California and Western Nevada.

WHAT IS
The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community... combined* on a new basis for National spot business.

See McClatchy Beeline rate listing first under California in Standard Rate and Data.



Robert A. STREET
National Sales Manager

Paul H. RAYMER CO.
National Representative

McClatchy Broadcasting Company
Sacramento, California

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER
April-May, 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

TAKE A LOOK AT THE RECORD
That's All We Ask!

WGRC Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith-National Representatives

for SMN*
it's WHN
DIAL—1050
50,000 WATTS
* SPORTS · MUSIC · NEWS

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

AP
WMIN, St. Paul, Minn.
. . . without question AP is the best news service which WMIN has ever used.
Frank M. Devaney
Ass't General Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

If you buy or plan advertising for Iowa, you need
THE 1943 IOWA RADIO AUDIENCE SURVEY
gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to
CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

Texts of OWI Statements and Letter Sent by NAB . . .

RADIO stations last week received a memorandum from John D. Hymes, Deputy Chief of the OWI Domestic Radio Bureau, regarding the placing of paid advertisements for WAC recruiting in newspapers by the War Dept. (see story on page 12). Following the receipt of this memorandum, a Statement of Policy was issued by George P. Ludlam, chief of the Bureau, to clarify OWI policy with respect to future WAC radio allocations. Lewis H. Avery, NAB Director of Broadcast Advertising, also addressed letters to all stations asking for specific data to form the basis for a presentation by the broadcasting industry to obtain WAC recruiting advertising for radio.

The memorandum received by stations from Mr. Hymes follows:

Since the War Dept. has decided to spend their advertising appropriations for WAC Recruiting for the first four months of this fiscal year which starts on July 15, 1944 by buying newspaper space exclusively in 1800 newspapers throughout the country, the OWI Domestic Radio Bureau feels that the WAC recruiting campaign will be adequately handled in this media and that radio facilities which have always been voluntarily contributed should more properly be used in behalf of Government campaigns which do not have the benefit of such financial support.

Accordingly, we do not anticipate scheduling any OWI allocations for WAC recruiting on any of the OWI radio facilities—local, regional or national—for this period.

Local Army PROs will undoubtedly approach you and request time on your station for programs and announcements for the WAC recruiting campaign. Individual stations at their own discretion may wish to grant such requests, but the OWI regional station relations offices as well as OWI Washington do not plan to submit any WAC recruiting programs or announcements to local stations as long as the War Dept. is using so vast an advertising appropriation exclusively in newspapers for this purpose.

Mr. Ludlam's statement follows:

In view of current interest in the matter throughout the industry it seems appropriate to explain the position of the OWI Domestic Radio Bureau in regard to the use of donated facilities administered by the Bureau in behalf of the Army WAC recruitment campaign.

The Bureau does not feel that it can fairly ask radio stations to contribute time to a campaign for which newspaper space is concurrently being purchased. A memorandum has been sent from the Station Relations Division to the war program managers of cooperating radio stations advising them of this decision and explaining why they are therefore not being asked to run WAC announcements. The same memorandum goes on to emphasize that individual stations in their own discretion are entirely free, as always, to run these announcements at the suggestion of local public relations officers, if in their opinion such action seems helpful and desirable.

The fact that under the circumstances the Domestic Radio Bureau does not anticipate carrying WAC announcements on the Station Announcement plan does not necessarily mean that the campaign will noe be carried on other facilities of the radio bureau. The WAC campaign, as is the case with all other government information programs, has always been allocated to available facilities under basis of comparative needs and urgencies. This is a single consideration which has invariably governed the assignment of facilities in the past and will continue to do so in the future.

Text of the letter sent by Mr. Avery follows:

Having learned that the War Department had appropriated $5,000,000 for WAC recruitment advertising during the current fiscal year, NAB made presentations to both the War Department and Young & Rubicam, Inc., seeking to have a proper share of these funds spent for broadcast advertising. NAB based this approach on two facts:

1. Approximately $500,000 was spent for WAC recruitment advertising during the 1942-1943 fiscal year and approximately $1,500,000 during the 1943-1944 fiscal year —all of it in newspapers.

2. The NAB Board of Directors, at its meeting on June 3, 1943, reaffirmed its opposition to the use of government funds for advertising but took "the position that, if Congress contemplates such legislation, every effort should be made to see that there be no discrimination as between the press and radio or any other medium of communication. . ."

Negotiations have reached a point where NAB needs some definite answers from the broadcasting industry.

Would you or wouldn't you accept paid advertising to promote WAC recruitment? That's the first and major question on which NAB needs your definite answer.

It is neither an academic nor a moot question. That's why we want a practical, realistic answer—one by which you would be willing to abide—if WAC advertising should be placed over the radio.

Let's get on with the facts. The Army urgently needs Wacs—lots of them. What's more, those now in service have established an enviable record of achievement and accomplishment. Any woman between the ages of 20 and 50, who has no children under 14 years of age, is probably eligible to join. Those between 20 and 35 are particularly sought.

The campaign for the coming fiscal year (which began July 1, 1944) will be based on the record of the Women's Army Corps. Various suggestions have been advanced for the presentation of the story as a half-hour program once per week; as three or five quarter-hour programs per week; as dramatized announcements or as station breaks. For which type of service could you clear the best availabilities to reach women between 20 and 35 in particular?

To expedite the presentation on behalf of the broadcasting industry, and to consolidate the program suggestions and time availabilities through one source for the convenience of the advertising agency, NAB has agreed to handle preliminary information. In so doing, NAB does not seek to supplant radio station representatives, many of whom are valued associate members of NAB.

Nor is NAB interested in any sales commission or other remuneration for such work as the staff members may do. It seeks only to have radio receive its fair share of the advertising budget for this government program of war information

You will be expected to quote your national rate, grant the advertising agency the usual 15% commission and pay your national representatives in accordance with whatever contract you may have with them.

If you have a national representative please send that organization copies of all correspondence with NAB on this subject.

Keeping in mind the theme of the present campaign and the age limits of the prospects for service in the WAC, what availablities would you recommend?

Please fill out the enclosed form as completely and fully as you can.

In so doing, keep in mind the fact that any radio advertising in connection with WAC recruitment would not begin before October 1.

Please return the enclosed form as promptly as possible so that we may properly represent the industry in future negotiations.

WQXR GROSS INCOME UP 55½% JAN.-JUNE

WITH a 55½% increase in gross income for the first half of this year over the same period in 1944, WQXR New York has experienced the biggest six months in the station's history in terms of dollar volume, according to Hugh Kendall Boice, vice-president in charge of sales. Motion picture and theatrical company advertising has increased sharply, the station handling fourteen accounts in this field in 1944 as against four in the same period in 1943, the station reports.

Out of the 60 new accounts acquired, January-June this year, according to WQXR, six are new to radio—Richard E. Thibaut Inc. (wallpaper); Albert Frank-Guenther Law Inc. (advertising agency); E. P. Dutton Co. (book and magazine publishers); C. Ludwig Baumann & Co. (retail store), and Eagle Pencil Co. and Seaforth Toiletries Inc. (men's toiletries).

Advertisers affected by the station's ban on singing commercials [BROADCASTING, April 3] have finished out their contracts as permitted by the station, and renewed, using "live" announcements without singing accompaniment.

FCC Grants New Local For Dublin and Pasco

TWO new local standard stations have been granted by the FCC with conditions pursuant to the January 26 Policy.

Dublin Broadcasting Co. is authorized facilities of 1340 kc 250 w, unlimited time in Dublin, Ga. Partnership is equally owned by George T. Morris, who holds Butane gas and motor transportation interests; Wilmer D. Lanier, lawyer; and J. Newton Thompson operator of his own auto finance company.

Other local is granted to Western Radio Corp., licensee of KODL The Dalles, Ore. and WKRC Pendleton, Ore., for Pasco, Wash., to operate unlimited time on 1340 kc with 250 w.

Hon. MacDonald Dunbar
Ted Bates, Inc.
New York, N. Y.

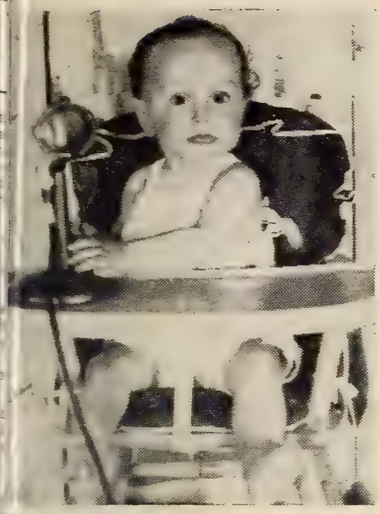
Dear Mac:

I just saw the last publicity release from W. Va.'s Workmen's Compensation Commission. It says that the average monthly wage paid in W. Va. during May was $10 higher than the April average, and $29 more than the average for May 1943. Steel workers averaged $206.77, Coal Miners $241.49, and Chemical workers $245.47. I guess those are the kind of pay checks that are of interest to advertisers with goods to sell. And come to think of it, maybe it'd be a good idea for me to point these increases out to my boss, too.



Regards
Yours,
Algy

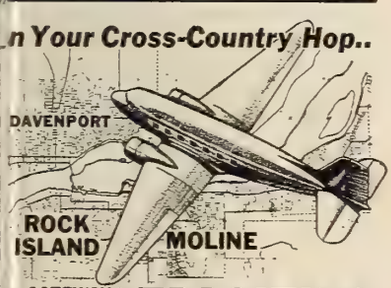
WCHS
Charleston, W. Va.



CHARTER MEMBER of the WOR New York Chick Carter Inner Circle Club is Chick Michelson, son of producer Charles Michelson, born on the same day the series started. He was snapped at the mike as he "broadcast" a message at the program's first anniversary party.

Peabody Award Plans

NEW classifications of the 1944 George Foster Peabody awards and special listening post committee personnel will be announced soon, according to Dorothy Lewis, director of listening activities of the NAB, following a recent planning meeting in New York with Dean John E. Drewery, of the Henry Grady School of Journalism, representing Georgia U. and Edward Weeks, editor of the *Atlantic Monthly* and chairman of the awards committee.



The GATEWAY to the WEST is the TRI-CITIES

Rock Island & Moline, Ill.
Davenport, Ia.

Three good-sized cities . . . and 8 smaller ones . . . "bumping noses" with each other, forming ONE BIG MARKET . . . 200,000 prosperous urban population!

Industrial payroll totals nearly a BILLION DOLLARS annually . . . no reconversion cut-backs expected because Tri-Cities industries are based on peace-time products with a huge backlog demand. Recognized as the "Farm Machinery Capital" . . . truly a "sales" capital, too! Get some of these sales yourself thru—

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

OWI Halts Radio Aid to WACs

(*Continued from page 12*)

tion to the use of paid advertising in any media for war campaigns, OWI being of the opinion that much better coverage can be obtained through voluntary cooperation. It has reason to believe that no network would accept Government advertising and that more than 100 of the larger stations would not take Government money.

OWI's policy regarding Government paid advertising was firmly stated by its director, Elmer Davis, when the Bankhead Bill to appropriate $15,000,000 for War Bond advertising in small newspapers came before Congress last fall. Mr. Davis objected to the principle of Government subsidies of advertising in one media as both unfair and impracticable and saw a danger to independence of the press through control of advertising which might result from such legislation.

The Bankhead Bill, passed by the Senate but subsequently shelved by the House, was also opposed by Secretary of the Treasury Morgenthau, the War Advertising Council and the NAB. Testifying last October before the Senate Banking and Currency Committee, C. E. Arney Jr., NAB secretary-treasurer, submitted the NAB Board action of June 3, 1943 opposing advertising subsidies but calling for no discrimination against radio should legislation be adopted.

OWI's action on WAC recruiting is consistent with policies laid down previously in connection with both Government and commercial advertising for recruiting war workers. Last spring the Radio Bureau advised its regional station relations offices that it should not request stations to give time for recruiting workers for food processing plants as long as processors in their localities used paid advertising for such recruitment in other media only [BROADCASTING, April 10].

Earlier, the OWI Radio Bureau registered strenuous objection with the Railroad Retirement Board for buying newspaper advertising and at the same time requesting free radio time for recruiting railroad workers. As a result of this representation, RRB made changes in its advertising budget permitting it to buy radio time and agreed to use radio promotion exclusively or in a proportionate share with other media [BROADCASTING, March 6].

Chicago Mail Order Firm Plans Three Video Shows

ALDENS, Chicago Mail Order Co. is presenting a series of three fashion show telecasts on WABD, Du Mont video station in New York, to dramatize its new fall catalog, a 552-page book, largest in the company's history. Programs, scheduled for Aug. 2, 9 and 16, are being produced under the supervision of Buchanan & Co., New York, and are directed by Richard Hubbell, freelance television writer and director.

First of the three video programs will be "The Story Behind the Catalog," a five-scene drama. Second will feature a parade of fur-trimmed coats and third will be a beauty contest for the selection of Miss Television of 1945. Nine Conover models have been chosen as finalists from whom the winner will be selected. Some 60 articles of apparel will be displayed in the programs, which the company reports will cost approximately $15,000 to produce.

E. I. Schnadig, Aldens president, who is coming to New York to witness the programs, said that "The impact of television on the mail order business should be great because television in reality is a mail order catalog come to life."

Record Income Is Noted In Year by Farnsworth

FARNSWORTH TELEVISION & Radio Corp., for the fiscal year ended April 30, had the largest gross income in the company's history, according to the annual report. Gross income from sales, royalties and license fees totaled $39,806,797, as compared with $26,383,301 for the preceding 12 months, while net sales amounted to $33,893,420 as against $19,593,387 for the previous year, the report states.

E. A. Nicholas, president, stated that the company, which acquired WGL Fort Wayne recently, would add both television and FM stations later, subject to FCC approval. Noting the large number of applications received from responsible distributors and dealers, Mr. Nicholas attributes this to the fact that "the company has continued to advertise its products effectively during the war."

Aluminum Eased

UNDER THE WPB order issued July 15, use of aluminum, as far as the radio industry is concerned, was specifically permitted for manufacture of "commercial radio equipment and all wire communications equipment, but only where aluminum, copper or copper base alloy was used in commercial production in the United States during 1939, 1940 or 1941. The above partial restriction on the use of aluminum does not apply to electronic equipment, as defined in Order L-265." [BROADCASTING, April 26, 1943]. As far as manufacture of electronic equipment is concerned, the definition in limitation order 265 still holds.

MRS. RAYMOND CLAPPER, WGN and Mutual commentator, has just completed a film to be released for distribution shortly titled "Women and Peace" in which she interviews Ruth Bryan Rhode, former minister to Norway and daughter of William Jennings Byran.

SERVICE...
on all recording problems local, or national

Complete facilities for
- Spot Announcements
- Remote Pick-ups
- Full Air Check Service

U. S. Recording Co.
1121 Vermont Avenue Washington, D. C.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

CHNS
THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

SURE SHOT IN IDAHO!



KSEI
POCATELLO · IDAHO

DUMONT TELEVISION

on the air three evenings weekly...

SUNDAYS
TUESDAYS
WEDNESDAYS

8 to 10 P. M., E. W. T.

Experimental commercials are a feature of every program!

DuMONT TELEVISION DEPARTMENT OF ALLEN B. DuMONT LABORATORIES, INC., PASSAIC, N. J.

Television Studios and Station WABD, 515 Madison Ave., New York 22, N.Y.

Sell the Booming Hard Coal Region!

WAZL

Hazleton, Pa.

NBC Mutual

Down South It's

WLAC

NASHVILLE, TENN.

★

50,000 WATTS



THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY

★

NATIONAL REPRESENTATIVES PAUL H. RAYMER

Democratic Platform Ignores Radio

(*Continued from page 11*)

CIO News that his wife has been named a member of the New National Political Action Committee of the CIO. Mrs. Durr is vice-chairman of the National Committee to Abolish the Poll Tax.

The Committee recently issued a handbook to CIO unions, to guide them in obtaining radio time and in the best methods of presenting the Union's case.

In a recent statement, the vice-presidential nominee said:

"Radio has made the United States one great auditorium. In no other way can men instantly talk to all of this nation's 130 millions. To safeguard our basic democratic principles, radio must be utilized to its fullest extent. Then the ancient demagogues of the Old World will find no place in our way of life."

As a radio orator, Sen. Truman is practically an unknown. He will be pitted against Gov. Bricker the Republican Vice-Presidential nominee in the radio campaign ahead. Gov. Bricker while not on a par with Presidential candidate Dewey, nevertheless is a forceful and vigorous speaker, with great stamina.

The Democratic platform carried a 35-word plank dealing with communications. It reads:

"We believe in the world right of all men to write, send and publish news at uniform communication rates and without interference by governmental or private monopoly and that right should be prtoected by treaty."

This plank was regarded as ambiguous and not near as far-reaching as the forthright expression in the Republican platform.

While members of the Democratic Resolutions Committee were importuned to adopt a free radio plank, no radio spokesmen appeared in person at the opening hearings, preparatory to the convention. Kent Cooper, general manager of the Associated Press, testified in form of a free communications plank. He was asked whether his remarks also applied to radio and he responded affirmatively.

While domestic radio was ignored, many Democrats contended that the one short sentence asserting that "mankind believes in the four fredoms" was recognition of a "free radio".



PAUL PORTER (r) director of publicity of the Democratic National Committee, made his debut over the Blue at the Chicago Convention last week in this walkie-talkie interview with Clete Roberts, Blue war correspondent assigned to Gen. MacArthur's staff in the Southwest Pacific Theatre, who had returned to the States for a brief visit. Mr. Porter formerly was Washington counsel for CBS.

News to Newscast

LESS than 30 minutes after announcing at a news conference in Hartford July 14 that he had changed his mind and would run for another term, Connecticut's Governor Raymond E. Baldwin was at a WTIC microphone taking part in the station's 1 p.m. newscast. Gov. Baldwin was rushed to the radio station in a police car right after his 12:30 news conference, giving WTIC a scoop.

A REUTERS news dispatch presented by Henry Gladstone on WOR New York July 14 indicates that Lt. Jerry Danzig, USN, former publicity director of the station, may have been the first U. S. Naval officer to land in France on D-Day.

WAJR Seeks FM Net, Others File

APPLICATIONS were received by the FCC last week for two new standard local stations, two commercial television outlets, four FM stations and three noncommercial educational stations.

Licensee of WAJR Morgantown, W. Va., West Virginia Radio Corp., is applicant for a new FM outlet in Morgantown, to be supplemented by two satellite stations—one in Pittsburgh and one in Wheeling. Cost for the project is set at $218,200.

Fetzer Broadcasting Co., licensee of WKZO Kalamazoo, Mich., applies for FM facilities in Grand Rapids. KEX-KGW Portland, Ore. has filed through its licensee, Oregonian Pub. Co., for a new FM station in that area.

Jos. M. Zamoiski Co., Baltimore wholesalle radio and electrical goods distributors, requests a commercial television station for Baltimore. The Pulitzer Pub. Co., licensee of KSD St. Louis and publisher of the *St. Louis Post-Dispatch*, seeks new commercial video facilities.

New standard local stations are sought by Central Valleys Broadcasting Co., Sacramento, Cal., and Loys Marsden Hawley of Conway, S. C. Mr. Hawley, manager for a local theatre chain, is remote engineer and maintenance man for WOLS Florence, S. C.

An experimental FM outlet is sought by William Henry Alford, Winston-Salem, N. C. Application was returned as incomplete. Educational noncommercial stations are requested by the Western Illinois State Teachers College, Macomb, Ill.; U. of Kansas, Lawrence, Kan.; and County of Ventura, Superintendent of County Schools, Ventura, Cal.

Facilities applied for and estimated costs of FM outlets, where given, may be found in Actions of the FCC on page 68.

Co-Op Disc Series

KERMIT-RAYMOND Radio Productions, New York, is producing a new series of half-hour transcribed programs titled *This—Is Hollywood*, featuring John Reed King as announcer-m.c., Enric Madriguera and a 20-piece orchestra, Hollywood stars as guest artists, a movie gossip spot and a dramatized condensation of old-time movies. Quality Bakers of America, cooperative bakery organization, is the first sponsor of the program, which will be available to other advertisers in areas where it is not sponsored by QBA members. Prepared with the cooperation of *Motion Picture Magazine*, series is directed by Ray Green.

Walker Heads WFCI

WALLACE A. WALKER, former general manager of WJHP Jacksonville, Fla., has been appointed general manager of WFCI Pawtucket-Providence. He has been with C. E. Hooper Inc. and MBS in New York. Also joining WFCI is Harry Moreland as program director. Mr. Moreland had previously been program director at WJHP and had been at WROL Knoxville and WDOD Chattanooga.

HAROLD HADDEN, supervisor of master control studio operations of WOR New York, will schedule all technical assignments and coordinate all operations between the station and WABD, the DuMont television station, in connection with the WOR video varieties programs. Mr. Hadden replaces Barney Boyl, who has been transferred from the engineering department to traffic manager of the program department.

Any town is a spot town tonight

ASK A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS



ROM THEIR BOOTH above the platform at Chicago Stadium, these ecutives and news personnel of Mutual covered sessions of the Demo- atic National Convention last week. Front row (l to r): G. William ng, WGN Chicago chief engineer, who supervised network's technical tails; Jack Brickhouse, WGN-Mutual announcer; Leo Cherne, net- rk commentator; Frank P. Schreiber, WGN general manager. Back- ound (l to r): Robert Sibold and Jay Ferree, WGN engineers; Mrs. aymond Clapper, who made her network debut as a Mutual commen- tor at the Republican Convention; Dale O'Brien, WGN publicity di- ctor; and Walter Compton, WOL-Mutual commentator.

CONVENTION UPSETS PROGRAMS

Committee Deadlocks Bring Changes in Network Plans During Chicago Excitement

ADIO PROGRAM schedules were scommoded at last Thursday's emocratic National Convention, cause of deadlocks in two com- ittees—Credentials and Resolu- ns & Platform. The day's sched- e was tossed about until even airman Sam Jackson of Indiana iew not what was coming.

At 1 p.m. J. Leonard Reinsch, Democratic Committee Radio Director, advised the networks there would be nothing important unti 2 p.m. The networks remained on the air, however, until 1:30 p.m. At 2, when there still was no news from the deadlocked committees, some of the networks used fill interviews and commentaries. Others carried regular programs.

At 2:45 the networks returned to the air with proceedings. By unanimous vote the convention had frozen its schedule which called for reports of the committees ahead of nominations. When it appeared that the committees would not report for some time, the convention by unanimous consent agreed to suspend the order of business and call the roll for nominations. President Roosevelt and Sen. Byrd of Virginia, anti-new dealer, were nominated.

As the voting ended, the committee reports arrived. There were amendments to both but the reports were defeated. It was nearly 7 p.m. before the convention finally adopted the five-page platform, couched in generalized language throughout. At 7 p.m. the convention adjourned until 8:30 p.m.

Networks remained plugged in on proceedings until 7, then returned to the air at 9 and remained on with summaries of the day's events following adjournments at 11 p.m.

Changes in Thursday's schedule cost the networks and radio substantially in lost revenue.

Vice-presidential balloting Friday completely upset net schedules.

WCBM blue

A QUALITY STATION

with MASS APPEAL

in a

RICH MARKET

WCBM

BALTIMORE

The BLUE Network Station

John Elmer, President

Geo. H. Roeder, Gen. Manager

FREE & PETERS, INC.

Exclusive National Representatives

Duffy's to NBC

BRISTOL-MYERS Co., New York of *Duffy's Tavern* on the Blue since October, 1942 for Sal Hepatica and Minit Rub, will shift the program to NBC Friday, 8:30-9 p.m. when it is resumed Sept. 15. Reason for the switch is said to be dissatisfaction with the Tuesday, 8:30-9 p.m. spot on the Blue. Bristol-Myers is currently sponsoring *Nit Wit Court* as a summer replacement on the Blue.

NAB, Journalism Assn. Survey Manpower Needs

CALCULATION of the personal needs of radio newsrooms for students trained in radio journalism was undertaken last week by the American Assn. of Schools and Departments of Journalism in cooperation with the NAB which mailed from its Washington headquarters a manpower survey questionnaire prepared by the AASDJ. Replies will be returned to Professor R. W. Beckman, journalism department, Iowa State College, Ames, Ia., who will compute the returns with the assistance of the radio news committee of NAB whose chairman is Karl Koerper, vice-president of KMBC Kansas City.

Questionnaire, which is in streamlined form, contains a return postcard for answers to the six questions among which are number of fulltime personnel, whether women would be used for news broadcasting, how many employes could be used if qualified, and how many persons actually broadcast news.

Religious Meeting

A RELIGIOUS radio workshop will be held July 24-31 at Tower Hill, Sawyer, Mich., as part of the Middle West Annual Leadership Training Conference of the Protestant Church. Rev. Everett C. Parker, assistant to the manager of NBC's public service department wil act as chairman of the radio conferences. Speakers will include: Judith Waller, manager, NBC public service department, central division; Rev. James Flint, chairman, Congregational - Christian Churches Radio Committee; Lt. Hazel Kenyon Markel, USNR, Radio Section, Office of Public Relations; Davis Edwards, professor of speech, Chicago U.; Elinor Inman, CBS director of religious programs.

WGN Design Contest

RULES for a $10,000 cash prize contest for the design of a studio theatre were announced last week by WGN Chicago, Mutual outlet. Booklet containing the rules will be mailed to all who apply. Prospective contestants are reminded in the booklet, that all types of radio broadcasting presentations, including AM and FM programs as well as television will be produced in the new theatre, which will be housed in a projected building of 12 or more stories. Deadline for acceptance of applications for the contest is 12 noon Wednesday, Nov. 1. Contest is open to all but employes of WGN and the *Tribune*, and their families.

Hubbell Resigns

FREDERICK L. KUGEL, publisher of *Television* magazine, has taken over the duties of editor, succeeding Richard W. Hubbell, who has resigned to devote fulltime to television production, and consultation for private firms.

SYLVANIA ELECTRIC Products, New York, has appointed Newell-Emmett Co., New York, to handle advertising for all products including both the lamp and radio division, effective September 15. Advertising will continue as it is for the present, according to Paul S. Ellison, advertising and sales promotion manager.

No. 1 Station in a No. 1 Market

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PORTLAND, OREGON

CBS Affiliate

FREE & PETERS • National Representatives

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY

—if the network they are on cannot furnish coverage here

WSAY

ROCHESTER, N. Y.

MUTUAL OUTLET

THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

MAGNIFY YOUR RESULTS WITH ORIGINAL CUSTOM-BUILT RADIO SPOTS

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue.. NEW YORK CITY

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 15 TO JULY 21 INCLUSIVE

Decisions . . .

JULY 17

WGY Schenectady—Granted CP for auxiliary to decrease power from 50 kw to 5 kw and make changes in transmitting equipment.

KBKR Baker, Ore.—Granted mod. license to change corporate name from Baker Broadcasting Co. to Inland Radio Inc.

WELD Columbus, Ohio—Granted license to use transmitter formerly licensed to W8XVH as auxiliary transmitter.

Baltimore Broadcasting Corp., Baltimore—Placed in pending file application for new FM station.

Consolidated Broadcasting Corp., Los Angeles—Same.

Hearst Radio Inc., Baltimore—Same.

KRLD Dallas, Tex.—Same.

KTRH Houston, Tex.—Same.

North Carolina Broadcasting Co., Greensboro., N. C.—Same.

Poughkeepsie Newspapers Inc., Poughkeepsie, N. Y.—Same.

A. A. Schechter, Providence, R. I.—Same.

Thames Broadcasting Corp., New London, Conn.—Same.

Leonard A. Versluis, Grand Rapids, Mich.—Same.

Voice of Alabama Inc., Birmingham, Ala.—Same.

WFBM Indianapolis—Same.

Board of Education of City of Atlanta, Ga.—Placed in pending file application for new noncommercial educational station.

Board of Education of School District of City of Detroit, Mich.—Same.

WABI Bangor, Me.—Granted motion to continue date for taking depositions now scheduled for July 18 to Aug. 25 in reapplications for mod. CP and license renewal (action taken July 17). Also ordered that hearing now set for Aug. 7 be continued to Sept. 6 (action taken July 14).

WOV New York—Granted motion of Murray Mester and Meyer Mester for order to take depositions in hearing on transfer application.

WRLD West Point, Ga.—Granted mod. CP authorizing new standard station, for extension completion date from July 15 to Aug. 18.

JULY 18

KDRO Sedalia, Mo.—Granted license renewal.

Durham Broadcasting Co. Inc., Durham, N. C.—Designated for consolidated hearing application for CP new standard station 1580 kc 250 w unlimited with application of Harold H. Thoms for CP new standard station 1580 kc 1 kw unlimited.

Harold H. Thoms, Durham, N. C.—Same re above.

KRRV Sherman, Tex.—Granted request to waive Commission rules to permit station to announce identification as 'KRRV Sherman and Denison, Tex." when prorams originate throuh Sherman studies and to announce identification as "KRRV Denison and Sherman, Tex." when prorams oriinate throuh Denison studios.

KELO Sioux Falls, S. D.—Granted CP install new antenna and make changes in ground system, subject to Commission decision on multiple ownership rule applicability to KELO and KSOO.

WQBC Vicksburg, Miss.—Granted CP change 1390 kc to 1420 kc, change 1 kw D to 1 kw D 500 w N unlimited time.

WDSU New Orleans—Adopted order granting petition for leave to amend application for license for auxiliary transmitter so as to permit use of previously licensed 1 kw transmitter with 1 kw D 500 w N instead of 1 kw DN as originally requested, employing a non-directional antenna; granted application as amended; removed application from hearing docket.

WGH Newport News, Va.—Denied request for waiver of such Commission rules as may be necessary to permit station to announce identification as "Newport News and Norfolk".

WINX Washington—Granted transfer control from Lawrence J. Heller, Agnes W. Heller, individually and as trustee for Pamela, Christopher, Anthony, Lawrence J. Jr. and Michael Heller, respectively, and Richard K. Lyon, to Eugene Meyer and copartnership composed of Eugene Meyer and Agnes Meyer d/b *Washington Post*, by transfer of 2,000 shares (100%) of issued and outstanding capital stock for cash consideration of $500,000.

WQXR, WQXQ New York—Granted transfer control by transfer of 60 sh (52.4%) of issued and outstanding Class A common stock from John V. L. Hogan to the New York Times Co. for approximately $1,000,000. Also granted renewal of licenses for main and auxiliary transmitter of WQXR and renewal of license of WQXQ.

KTAR Phoenix, Ariz.—Granted transfer control from Arizona Pub. Co. to John J. Lewis through transfer of 50,000 sh (77.27%) issued and outstanding capital stock for $375,000.

KECA Hollywood, Cal.—Granted vol. assgn. license from Earle C. Anthony Inc. to Blue Network Inc. for $800,000.

KYUM Yuma, Ariz.—Granted transfer control from R. N. Campbell, D. M. Campbell and Eleanor McCoy to John J. Lewis through transfer 12,350 sh (49.4%)) issued and outstanding captial stock for approximately $15,438.

KYCA Prescott, Ariz.—Granted transfer control from Albert Stetson to KTAR Broadcasting Co.

WJLD Bessemer, Ala.—Granted vol. assgn. license from J. Leslie Doss to George Johnston for $106,000.

Tentative Calendar . . .

KMLB Monroe, La.—CP 1440 kc 1 kw unlimited DA-N (consolidated hearing set July 24 with KNOE Inc.).

KNOE Inc., Monroe, La.—CP and MP to change type of transmitter, change studio location and for approval of antenna and transmitter location (consolidated hearing with KMLB set for July 24).

KVOE Santa Ana, Cal.—CP 1480 kc 1 kw unlimited (July 26).

James F. Hopkins Inc., Ann Arbor, Mich.—CP 1050 kc 1 kw D (consolidated hearing with Washtenaw Broadcasting Co. (set for July 27).

Washtenaw Broadcasting Co., Ann Arbor, Mich.—CP 1050 kc 1 kw and 250 w D (set re above).

JULY 19

Raymond C. Hammett, Talladega, Ala.—Granted motion insofar as it requeste dismissal of application for CP; denie request for dismissal without prejudice.

KVOE Santa Ana, Cal.—Granted motio for postponement for 90 days of furthe hearing on application for CP 1480 kc kw unlimited.

WGKV Charleston, W. Va.—Ordered o Commission's own motion that hearing g continued from Aug. 3 to Aug. 23 re ap plication for license renewal and relin quishment of control.

WHKC Columbus, Ohio—Passed ove for one week petition of UAW-CIO fo order directing taking of depositions an issuance of subpoena.

KNOE Inc., Monroe, La.—Granted peti tion, joined in by KMLB for severance o consolidated hearing. Granted petition o KMLB for 30 days continuance of hearing

James F. Hopkins Inc., Ann Arbor Mich.—Adopted order dismissing withou prejudice motion for continuance of con solidated hearing with application o Washtenaw Broadcasting Co., for nev standard station.

Applications . . .

JULY 18

Columbia Broadcasting System, New York—Extension of authority to transmi programs to CFRB and CKAC and othe stations under control of CBC for perio 9-15-44 to 9-15-45.

Jos. M. Zamoiski Co., Baltimore—CP new commercial television station, Chan nel 6.

WKLA Ludington, Mich.—Mod. CP auth orizing new station for change in type o transmitter and extension completion an commencement dates, amended re chang type transmitter.

Fetzer Broadcasting Co., Grand Rapids, Mich.—CP new FM station, 43,900 kc, 18,250 sq. mi. $93,000 estimated cost.

WAJR Morgantown W. Va.—CP new FM station, 43,500 kc, 33,244 sq. mi. estimated cost. Also two satellite sta tions on 49,900 kc, one at Pittsburgh with 1,620 sq. mi. and second at Wheeling W. Va. with 344 sq. mi. Total cost $218,200

Pulitzer Pub. Co., St. Louis—CP new commercial television station, Channel 1

KTMS Santa Barbara, Cal.—Extension special service authorization to permi broadcasting under control and directio of Pacific Coast Maritime Industry Board as public service without charge of infor mation to longshoremen for period begin ning 8-1-44.

William Henry Alford, Winston-Salem N. C.—CP new experimental FM station 48,000 kc, 20 w, special emisison (incom plete).

Western Illinois State Teachers College, Macomb, Ill.—CP new noncommercial ed ucational station, 42,000 to 50,000 kc, 1 kw (incomplete).

University of Kansas, Lawrence, Kan.—CP new noncommercial educational sta tion, 42,900 kc, 1 kw, special emission (incomplete).

County of Ventura, Superintendent of County Schools, Ventura, Cal.—CP new noncommercial educational station, 1 kw (incomplete).

JULY 19

WGYN (Muzak) New York—Mod. li cense change product of plate voltage time total plate current in last radio stage from 1200 to 3900.

WHLN Harlan Ky.—License to cover CP authorizing change 1450 kc to 1230 kc, changes in antenna and ground system.

KOB Albuquerque, N. M.—Extension special service authorization for 770 kc 25 kw N 50 kw D unlimited for period be ginning 10-1-44.

KGHF Pueblo, Col.—License to cover CP authorizing increase power D and changes in equipment.

Oregonian Pub. Co., Portland, Ore—CP new FM station, 46,100 kc, 13,382 sq. mi. $64,320 estimated cost.

Central Valleys Broadcasting Co., Sacramento, Cal.—CP new standard station, 1340 kc 250 w unlimited.

Loys Marsden Hawley, Conway, S. C.—CP new standard station, 1490 kc, 250 w unlimited (incomplete).

JULY 20

KALB Alexandria, La.—Mod. CP auth orizing change frequency, increase power, install new transmitter and DA-N and move of transmitter and studio, for ex tension completion date from 8-31-44 to 10-10-44.

WKAQ San Juan, P. R.—Mod. CP as modified authorizing move transmitter and studio, for extension completion date from 7-26-44 to 1-26-45. Same for auxiliary.

WSNJ Bridgeton, N. J.—Special service authorization to broadcast as a public service without charge, work shifts sched uled by Deerfield Packing Corp. and Sea brook Farms for period of approximately one minue beginning at 2 p.m. and 8 p.m. (EST) daily (incomplete).

A. W. Talbot, Billings, Mont.—CP new standard station, 1410 kc 1 kw N 5 kw D unlimited (dismissed at request of attorney).

A. W. Talbot, Missoula, Mont.—CP new standard station, 630 kc 1 kw N 5 kw D unlimited (dismissed at request of attorney).

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BUY WAR BONDS!

—Classified Advertisements—

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

ogram writer and producer wanted by a Western NBC station. For a man with a local station background in programming, one who is capable of doing a good programming job with transcription libraries and other programming facilities which are at the disposal of a local station, there is a permanent, pleasant and well paid job open. Give full details in first letter. Box 460, BROADCASTING.

ief Engineer needed. Excellent opportunity as station has plans for expansion. Write KCRC, Enid, Oklahoma.

xperienced studio director and announcer. Give complete details in application. KPAC, Port Arthur, Texas.

nnouncer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

anted—First or second class engineer, 250 watt NBC affiliate. Permanent position to right party. WJAC, Johnstown, Penna.

0 watt CBS affiliate in South Texas has opportunity for hardworking local salesman as working local commercial manager. Salary and bonus arrangement to enable a "plugger" to make some money. KGBS, Harlingen, Texas.

nnouncer who has personality voice, who can sell on air, sober, not afraid to work at decent salary at a live forward-looking Blue network affiliate. Manager, WOLS, Florence, S. C.

nnouncer wanted. Experienced announcer, sober and dependable. State experience and draft status. Write WSAU, Wausau, Wisconsin.

etwork station in eastern city looking for program director with successful record. Will pay well for a man who can show he is a business producer. Our staff knows of this advertisement. Box 487 BROADCASTING.

KW CBS affiliate, wants continuity writer. This man will supervise continuity staff of 5-6 people. Job offers opportunity to produce programs. Box 441, BROADCASTING.

xperienced Salesman Wanted—By progressive CBS affiliate in city of 100,000 population in Central Texas. Married man preferred. Permanent. Opportunity for advancement. Give details and salary expected in first letter. Box 495 BROADCASTING.

ashington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

Situations Wanted

ief Engineer desires permanent connection with progressive station having definite post war plans. Size of station unimportant if responsibility and remuneration adequate. Box 464, BROADCASTING.

ntinuity Editor at Midwest network station available for dramatic script writing. Box 444, BROADCASTING.

ation or sales manager immediately available, draft exempt, sixteen years' experience, excellent record and references. Box 455, BROADCASTING.

gricultural radio copywriter, producing commercials for six figure program over thirty stations, available free lance. Write needs. Box 476, BROADCASTING.

Situations Wanted (Cont'd)

Top-notch, versatile producer-announcer with record of proven results desires position as program director. Ten years' experience, five years handling the mechanics and operation of coast-to-coast programming. Willing to do some announcing. Draft deferred; available immediately. Will go anywhere for good opportunity. Box 477, BROADCASTING.

Producer-Director. Idea man. Writer. Extensive musical background. Honorable discharge from Army. Now on west coast. Box 478, BROADCASTING.

Manager: Present employed network station executive planning change. Age 44, college graduate, 21 years' comprehensive experience, best of credentials and contacts. Present employer knows of this ad. Your reply held confidential. Address Box 479, BROADCASTING.

Manager and commercial manager of 5000 watt station desires change. Guarantee increase sales. Eleven years' general broadcast experience. Good promotional ideas. Specializing news and special events announcing. Audition disc upon request. Reference. Box 481, BROADCASTING.

Writer-Producer now writing New York network shows wants midwest job. Reason: New York has no place to raise children. Age 34, draft exempt; plenty smaller station experience besides writing for the "big time". Guarantee I haven't "gone Broadway". You'll get an enthusiastic worker who likes to see a good show go on the air, knows how to write and produce "tailormade" shows your salesmen can sell. Can write good selling copy, comedy shows, dramatic. Progressive program manager, or good addition to your staff. Must give two weeks' notice. Eight years' experience with networks and stations. Box 480, BROADCASTING.

Topnotch radio publicity man employed leading New York advertising agency desires free lance work evenings, Saturdays, Sundays; metropolitan radio station. Box 482, BROADCASTING.

Radio technician—telephone, telegraph licenses. Experience transmitter, control board; newspaper. Honorable military discharge. Interested control board small station; script; technical publication. New York City. Box 483, BROADCASTING.

All-round man—Two years' experience; announcing, studio engineering, news, some script-writing, seeks position as assistant program director or assistant to station manager. Married, 4-F. Box 484, BROADCASTING.

Station manager available. Newspaper background. Now managing 5 kw station. Unquestionable references, ability and character. In radio 10 years—5 years station manager, 5 years sales and sales manager. Past draft age. Know every phase station operation. Prefer midwest, southwest, or west coast. Box 485, BROADCASTING.

Planning postwar FM and Television? Let me explain how, as your promotion-publicity director, I can tell your story now to the public and potential sponsors. Reply only if progressive organization in good market. Box 486, BROADCASTING.

Salesman, young, alert, aggressive, draft exempt, desires position with progressive station, preferably Ohio, Indiana, Michigan, But will accept good offer elsewhere. Also holder of third class phone. Box 489, BROADCASTING.

Radio commercial writer desires agency or station connection. Excellent radio background. Box 491, BROADCASTING.

Assistant program director, chief announcer, metropolitan station, wants program management, announcing, newscasting, smaller community. Fully experienced. Reliable. Box 490, BROADCASTING.

Situation Wanted (Cont'd)

HERE'S YOUR MAN—Successful background of sixteen years in radio in programming, producing. Personally well known in news and sports; trained, capable and background to fill any position in radio station outside of engineering. Married and exempt from draft. Applicant has fifteen years of news broadcasting and has been sponsored continuously during that period. At present broadcasting daily over 50,000 watt station. Applicant will furnish complete details. Present connection lucrative but not satisfactory. Address Box 494, BROADCASTING.

WOMAN College Graduate—Third class operator's license. Background: English, acting, announcing. No location preference. Box 493, BROADCASTING.

Wanted to Buy

Wanted at once—Necessary equipment for complete 5 kw broadcast installation. Transmitter, 3 towers, termination and phasing equipment and crystals. Box 492 BROADCASTING.

Wanted to buy either 250, 500- or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Wanted to buy—Two water jackets complete with mounting insulators for 220 C tubes. Box 463, BROADCASTING.

250 watt equipment, complete with all accessories. Cash. All replies answered. Box 488 BROADCASTING.

Wanted to Buy: TMV 129-B RCA Crystal Holder and Crystal. Alabama Broadcasting Co., Inc., Birmingham, Ala., Box 2204.

For Sale

One model Y-4 Presto recorder and low impedance input amplifier. $750.00. A. Friedenthal, 5396 Oregon, Detroit 4, Mich.

For sale. Controlling interest in Midwest, due to health. 250 watt local. Box 466, BROADCASTING.

Miscellaneous

Will swap: General Radio Type 608A, Oscillator-FOR-General, Radio Type 731B or any FCC approved modulation monitor or frequency monitor. Box 442, BROADCASTING.

New Canada Call

EMPLOYES OF privately-owned Canadian broadcasting stations in the callable age groups, who have been deferred or whose medical categories have not been finally decided, are to be called for re-examination by National Selective Service, it was announced at Ottawa July 17.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

SPECIAL SUMMER
6 Weeks' Day Course
AUGUST 2
8 Weeks' Evening Courses
JULY 25 & AUGUST 21

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

HIGHEST CASH PRICE

For
Either or Both
1 KW or 250 Watt
station now in operation
or
complete equipment for such operations. Give details of what you have to offer in replying to Box 424, BROADCASTING.

NBC Prayers

NBC through its owned and operated stations is opening and closing each broadcast day locally with a one-minute prayer, surrounded by appropriate organ music. Already participating in the plan since July 4 are WEAF New York, WTAM Cleveland and KOA Denver. Other O&O stations and NBC affiliates may take up the idea. Prayers are composed and delivered by clergymen of the three major faiths—Protestant, Catholic and Jewish, and recorded for distribution.

SERVICE DIRECTORY

FRITZ BLOCKI PRODUCTIONS
Writer-Producer-Director
420 Madison Ave., Plaza 9-6180
New York City

United Manufacturing Corp.
Division of U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
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District 1640

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

WRITERS • PRODUCERS • TALENT
Sell your services to the radio business! Use the—
SERVICE DIRECTORY

WPB Plans Leave Radio Unaffected

Reconversion Problem Expected to Cause Little Delay

AUTHORIZATION by the War Production Board permitting immediate preparations for limited reconversion of industry will have little effect on prospects for early civilian production of radio sets or broadcast equipment, it developed last week following the issuance by the WPB of a schedule of orders partially relaxing present restrictions.

Heavy demands upon the military for radio and electronics equipment will prevent any diversion of manpower or materials for civilian production for some time to come or at least until the European phase of the war is ended, according to John Creutz, chief of the Domestic and Foreign Branch of the Radio and Radar Division. He pointed out that military orders are running considerably behind schedule.

No Delay Seen

With the conclusion of the war in Europe a partial resumption of civilian production can be expected and the radio manufacturing industry will be in the fortunate position of being prepared to proceed with a minimum of delay, declared Mr. Creutz.

Chief reason for this, he pointed out, is that radio will be able to accomplish a speedy conversion of at least part of the industry. The WPB order to be issued July 29 permitting purchase of machine tools for civilian production, while being of great importance to the automobile and other heavy industries, will be less needed by radio manufacturers than others. So similar is the production of some military equipment to civilian sets that in many cases it will be simply a matter of changing cabinets or consoles or using one type of tube in place of another.

As far as broadcasting equipment is concerned the industry will be in a position to convert quite readily.

But there are other problems which face the industry and which need to be dealt with soon if postwar or post-European war production is to avoid confusion and possible chaos. Principal among these are (1) determination of frequency allocations governing FM receiver and transmitter production, (2) disposal of surplus war equipment, (3) industry stockpiles of component parts.

One can hardly talk about postwar radio production today without involving FM. Many of the largest manufacturers expect to devote a substantial part of their facilities to making FM sets. Some of them have already acquired considerable experience in turning out such sets for the military, especially the latest type of walkie-talkie. They are prepared on a moment's notice to go into production.

The FCC has now more than 200 applications for construction permits for FM stations which will be considered as soon as equipment is available. Manufacturers will be able to begin production on this equipment in short order when WPB gives the word and technical problems regarding allocations of frequencies are worked out.

But before manufacturers can proceed with FM sets they must know what band in the radio spectrum is to be assigned to broadcasting in this realm. This is one of the problems the Radio Technical Planning Board is now considering. It is a problem involving a variety of opinions and is said to call for more knowledge than is now available.

The surplus war equipment problem is one of the most serious confronting the radio manufacturing industry and, unless proper safeguards are invoked, might cause endless confusion. The possible effects of dumping hundreds of thousands of walkie-talkie and other receiving and transmitting sets on the market, it is felt, should be weighed carefully.

All that has been done officially thus far regarding surplus disposal is the preparation of a memorandum by a subcommittee of the FCC which calls the Commission's attention to various aspects of the problem. It is expected that the Commission will soon meet to consider the matter and decide on a course of action.

Danger of Interference

Principal danger resulting from uncontrolled disposal of surplus communications equipment would be the interference which use of portable transmitters would cause. It is likely that steps will be taken either to prevent sale of such equipment to individuals or to issue a warning to the public that licenses must be obtained from the FCC to operate the transmitters.

The Defense Supplies Corp., a subsidiary of the Reconstruction Finance Corp., which will handle military surplus disposals in the radio-electronics field, is believed to favor turning back surplus items to manufacturers rather than to jobbers or other outlets. It is expected that this subject will be discussed when the Industry Advisory Committee meets Aug. 15 with the WPB.

FCC is not represented on the advisory board of the Surplus Property Administrator although its regulation over radio is analogous to that of the Civil Aeronautics Authority, which is represented, over aviation. An amendment to the executive order creating the SPA would be required to give FCC representation.

Equally, if not more, serious is the problem of industrial stockpiles of radio components which will confront radio when reconversion time comes. The size of these stockpiles is believed to be so great that some quarters question whether there will be need for civilian production of new parts for many months. Many of these parts, including tubes, condensors and resistors, can be readily used for civilian sets, engineers say.

Outlets for Surplus

Civilian production can absorb only a portion of the surplus equipment, however, and there will still remain enormous quantities on the market. It is hoped that new FM and television stations will utilize some of the remainder. Another outlet for this material is the development of electronic appliances in industry.

In the meantime, the industry is looking to a huge postwar demand for radio sets which would expand production far beyond pre-war volume. Benjamin Abrams, president of the Emerson Radio & Phonograph Corp., estimated that postwar demands would require 25,000,000 sets and predicted that the manufacturing industry would expand into a $3,000,000,000 volume as compared to the pre-war volume of $300,000,000 to $400,000,000.

At a meeting in New York last week with its eastern distributors the company outlined a plan whereby consumers could be put on a "preference list" entitling them to postwar sets, with "preference delivery quota" certificates incurring no obligation to purchase.



Drawn for BROADCASTING by Sid Hix

"Say, Maw, Here's One Way of Saving Our B Battery!"

Lavin Leaves WDAY For Marine Commission

BARNEY LAVIN, general manager of WDAY Fargo, N. D. has been granted a leave of absence to accept a commission as 2nd Lieutenant in the Marine Corps. He reported to Quantico, Va. for training July 25.



Lt. Lavin

Joining the WDAY staff in 1935, Mr. Lavin was appointed manager of the station in 1942 and for the past year he has been one of the directors-at-large of the NAB, representing medium sized stations. In making the announcement of Mr. Lavin's leave of absence, Earl Reineke, president of WDAY, said that Jack Dunn, assistant manager will take over Mr. Lavin's duties. Tom Barnes will direct sales.

Mrs. Lavin and their son, Blake will remain in Fargo.

KRMD Granted Change

CONSENT has been granted by the FCC to KRMD Shreveport, La., for assignment of license from the licensee corporation to the company's stockholders, doing business as a partnership under the same name. There was no shift of interest holdings or monetary consideration involved.

KPHO to Blue

EFFECTIVE Aug. 15 KPHO Phoenix becomes affiliated with the Blue network as a member of the Pacific Coast group, bringing the total number of Blue stations to 195. KPHO, owned by the Phoenix Broadcasting Inc., operates fulltime with 250 w on 1230 kc.

Sterling Names Wilkins

BERNE W. WILKINS, former head of his own advertising agency, has been appointed radio and television director of Sterling Adv agency, New York. He is now planning radio and video programs for Gotham Silk Hosiery Co. and Morris W. Haft & Bros. Inc., New York, women's clothing manufacturer.

JACK BENNY, NBC comedian, has arrived in New Guinea with a troupe of entertainers to begin his tour of service camps, according to an AP dispatch from Port Moresby.

KRLD, DALLAS, TEXAS

31 MONTHS

KMBC, KANSAS CITY, MO.

26 MONTHS

KOIN, PORTLAND, OREGON

24 MONTHS

WTOP, WASHINGTON, D. C.

22 MONTHS



KGU, HONOLULU, HAWAII

19 MONTHS

WADC, AKRON, OHIO

19 MONTHS

WIZE, SPRINGFIELD, OHIO

19 MONTHS

WLOK, LIMA, OHIO

19 MONTHS

WHLD, NIAGARA FALLS, N.Y.

18 MONTHS

KGHF, PUEBLO, COLORADO

15 MONTHS

WGBI, SCRANTON, PA.

14 MONTHS

WKBH, LA CROSSE, WISC.

12 MONTHS

You are looking at one dozen reasons why you should be putting The Texas Rangers to work for you.

Taken from a list of over fifty current subscribers to The Texas Rangers transcribed library, these one dozen radio stations—large and small, and from all parts of the country—each have realized the commercial benefits of the Rangers for one year or more.

What better success story could a transcribed service such as The Texas Rangers have than long-life sponsorship? It can mean only one thing—unusual listener acceptance of this music with mass appeal, and thereby satisfied commercial following.

As just a thought—we are again entering into negotiations with national and regional advertisers for the season ahead to sponsor The Texas Rangers in markets throughout the country. With the library sold in each market on an exclusive basis, it is to be recommended that you tie up the franchise for your territory by writing or wiring immediately.

The Texas Rangers **LIBRARY**

An Arthur B. Church Production

WRITE GEORGE E. HALLEY, PICKWICK HOTEL, KANSAS CITY 6, MO.
WEST COAST—BOB BRAUN, 202 N. Canon Drive, BEVERLY HILLS, CALIF.



LOOK DADDY! IT AIN'T EITHER MADE OUT OF GREEN CHEESE!

● Perched atop WKY's new 915-foot antenna, Baby Snooks would still, of course, be unable to examine the composition of the moon to verify the customary explanation, but she would be a long way from the ground, nevertheless. WKY's new tower is one of the two highest in the Western Hemisphere and the sixth highest structure ever built by man in this half of the world.

This new tower, engineers say, will enlarge WKY's daytime service area considerably. As a unit of a new and unique antenna array for nighttime use with five times the present power, it will nearly double WKY's nighttime service area.

The great heighth of the tower will be put to use one day for the location of FM and Television antennas.

WKY's new transmission facilities, involving the investment of nearly a quarter-million dollars, is scheduled to go on the air in the near future. Meantime, WKY is covering more square miles of Oklahoma and being listened to by a far greater audience every morning, afternoon, and night than is any other Oklahoma City station. That makes WKY the best radio buy today; an even better buy tomorrow.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times ★ The Farmer-Stockman
KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Mgmt.)
REPRESENTED BY
THE KATZ AGENCY

PRINTED IN U.S.A.

JULY 31, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



When you're checking markets to cultivate  don't



miss the boat by overlooking the Fort Industry Co. Stations.



They are the key to success in seven important markets.



Their management combines a knowledge of listener preferences



and a co-operative skill that produces results!



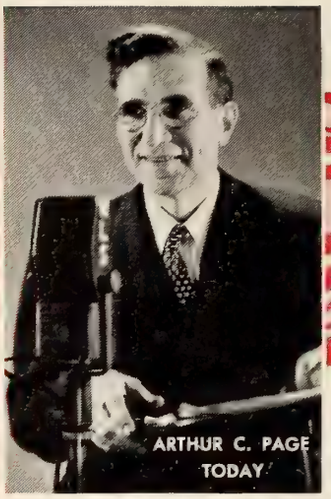


IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!

A FORT INDUSTRY STATION

WSPD, Toledo, Ohio—WWVA, Wheeling, West Va.—WAGA, Atlanta, Ga.—WFTL, Miami, Fla.—WMMN, Fairmont, West Va.—WLOK, Lima, Ohio—WHIZ, Zanesville, Ohio . . .





AN OLD FRIEND

of the Farmer in Midwest America

Advertisement number 6 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

Wherever any major agricultural event is taking place in Midwest America, Art Page is there. Arthur C. Page is farm program director of WLS and conducts the daily "Dinnerbell Time" feature, a noon-hour "must" in most of the farm homes in this area. Art Page is one of radio's pioneer farm broadcasters. As an associate editor of Prairie Farmer, he was on the air over other Chicago stations in 1923—before WLS was founded. And since Prairie Farmer bought WLS in 1928, Art Page has conducted regular daily farm broadcasts.

Listeners depend upon Art for farm news and for cooperation with their own organizations: 4-H Club, Future Farmers, Farm Bureau, and such. He has been broadcasting to them and for them on WLS for so long, that listeners think of Art Page as a real friend and neighbor.

Here is another example of long-time association between a WLS personality and the Midwest radio audience. Listeners have confidence in our broadcasters and a loyalty toward the station—the kind of loyalty that makes true our slogan: *WLS Gets Results!*

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW



JACK MATLACK....

Winner of the Quigley Showmanship Award for 1943, was picked from 16,500 motion picture exhibitors as the one man contributing the most to the war effort.

JACK MATLACK.....MANAGER OF PORTLAND'S BROADWAY THEATER

SAYS...."I'll say KGW puts showmanship in its public service programs—and in my book that means entertainment plus! The KGW "620 Time" series of war-bond, war-industry shows, presented from the Broadway theater stage, has proved conclusively to Portland audiences that public service programs CAN be tops in interest and entertainment."

Yes, KGW is proving constantly, and in many ways that public service programs CAN be interesting and entertaining. A case in point is the "620 Time" series, which salutes Portland war industries who have made records in war bond sales. Below, Nora Martin, Eddie Cantor and KGW orchesta, directed by Abe Bercovitz.

Nora Martin, who got her start in radio at Station KGW, is shown with her new boss, Eddie Cantor, with whom she appeared on a KGW "620 Time" show recently.



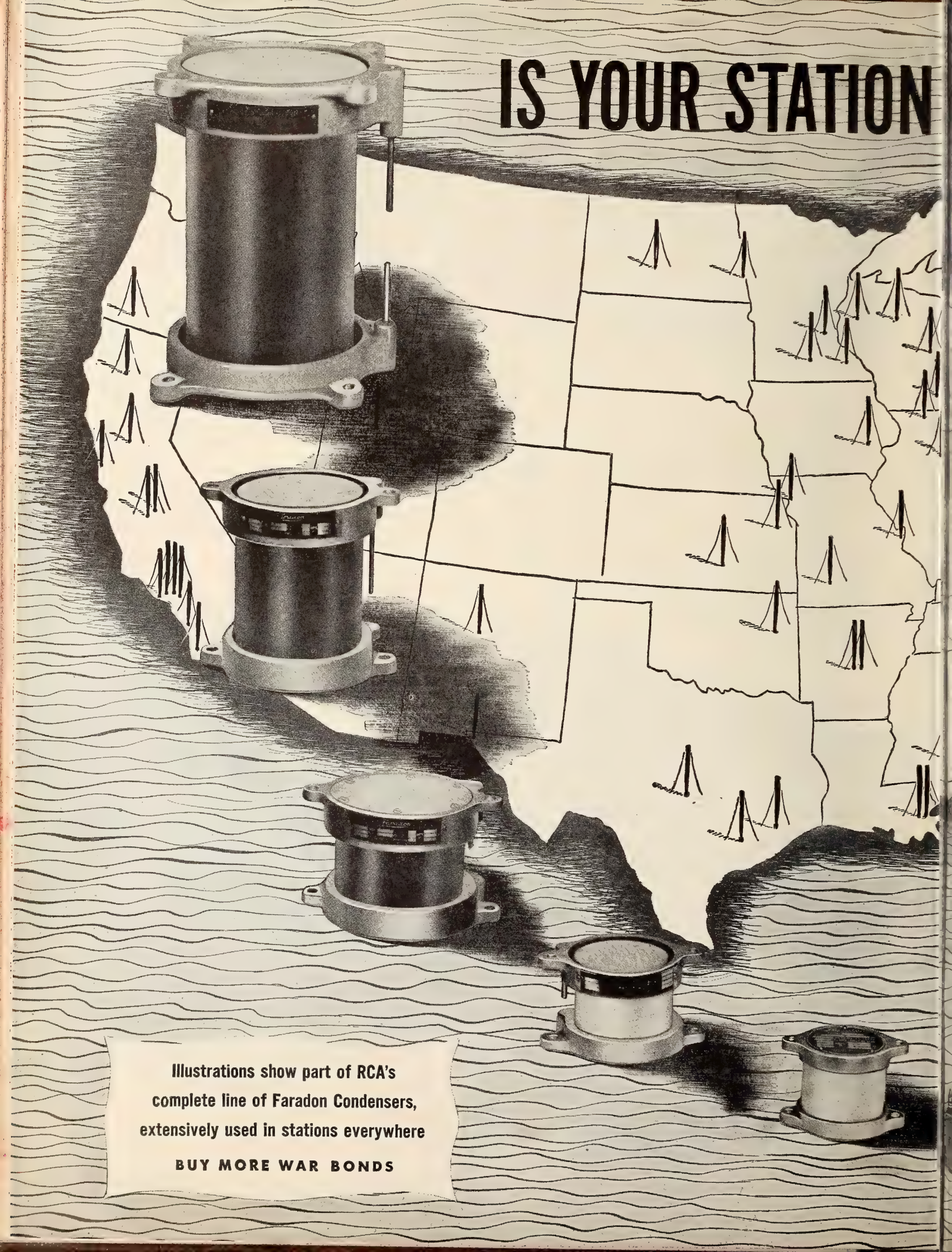
THE STATION WITH EAR APPEAL
KGW
PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

Another Portland girl, now a "big name" in radio and motion pictures, is Jane Powell, featured on KGW with Edgar Bergen and Charlie McCarthy. She sang on "620 Time" while in Portland in connection with the world premiere of her new picture, "Song of the Open Road."

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

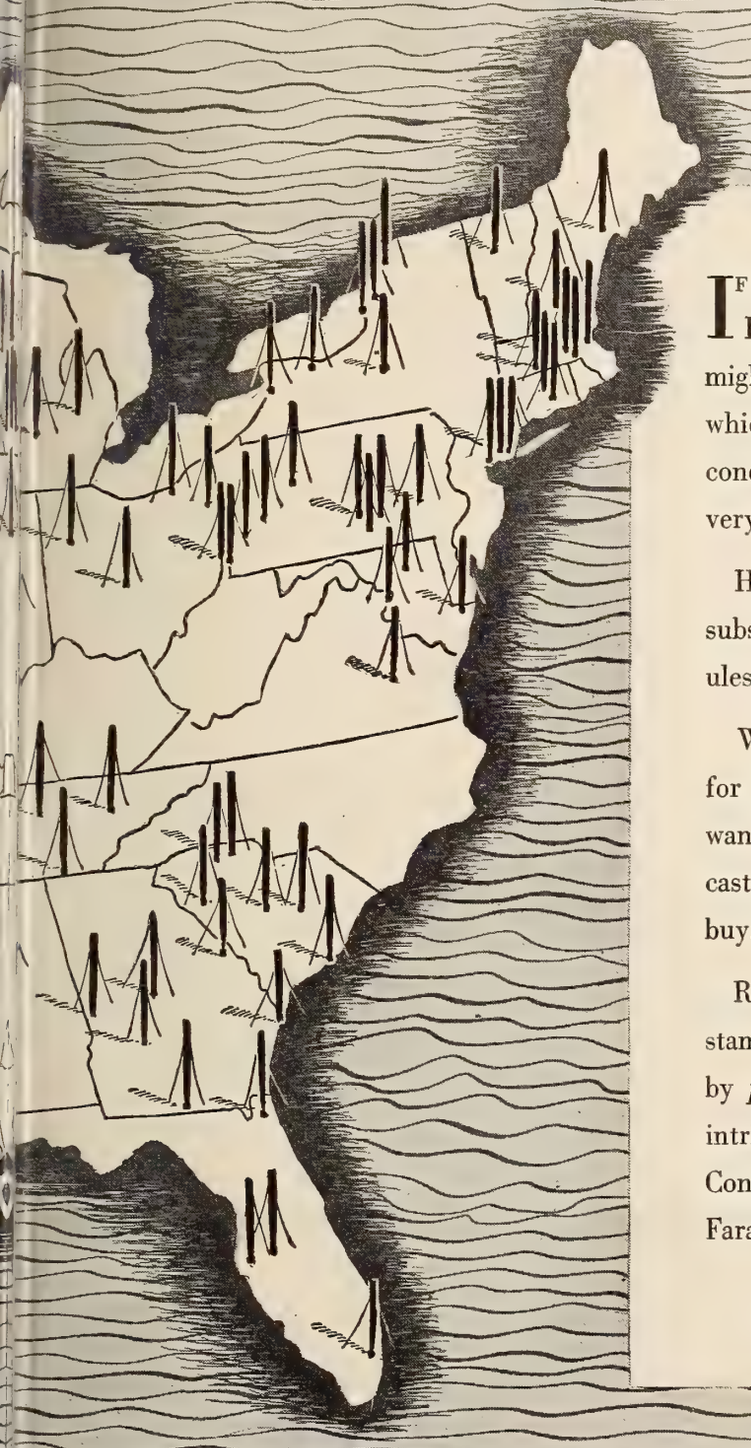
IS YOUR STATION



Illustrations show part of RCA's
complete line of Faradon Condensers,
extensively used in stations everywhere

BUY MORE WAR BONDS

ON THIS MAP?



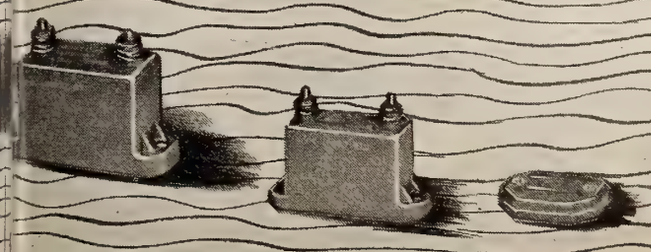
If so, it is one of the stations to which we have shipped Faradon Condensers during the past two years. RCA is mighty proud of the record number of these wartime orders which have been handled. It's a record made at a time when condensers of the type used by broadcast stations have been very hard to get for other than direct military use.

How was this record accomplished? By rebuilding units, by substituting condenser sizes and types. By rearranging schedules and by exhausting every possible stock of spare units.

Why did we do this? Because we had a peacetime reputation for helping our broadcast customers—a reputation RCA wanted to keep. We knew we wouldn't be able to fill broadcasters' orders for the shiny new things they would like to buy. But we could "keep them on the air"—and we have!

RCA Faradon Condensers have a reputation for durability, stamina and continuous service. Here is a quality product by *pre*war standards. Craftsmen, long experienced in the intricacies of condenser manufacture, supervise Faradon Condenser production. Postwar, a complete line of RCA Faradon Condensers will be available for every purpose.

RCA BROADCAST EQUIPMENT SECTION



RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

LEADS THE WAY . . In Radio . . Television . . Tubes

Phonographs . . Records . . Electronics



WWL Advt.
Aug. 1941

Today—

When You Think of

NEW ORLEANS

... You Think of well over

1,000,000 TONS of DELTA SHIPS

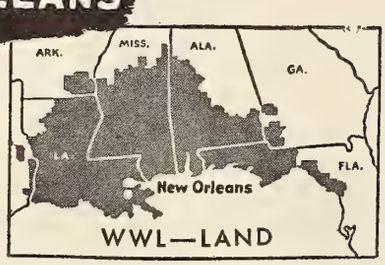
MADE IN NEW ORLEANS



...AND

WWL

NEW ORLEANS



The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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"Nebraska's Capital City Station"
Takes Pleasure in Announcing
the Appointment of

Melvin Drake, *Station Manager*
Gerald Snider, *Sales Manager*

and a change of address to
Stuart Bldg., Lincoln 8, Nebr.



Blue and Mutual Networks
KFOR LINCOLN Nebraska
"Nebraska's Capital City Station"

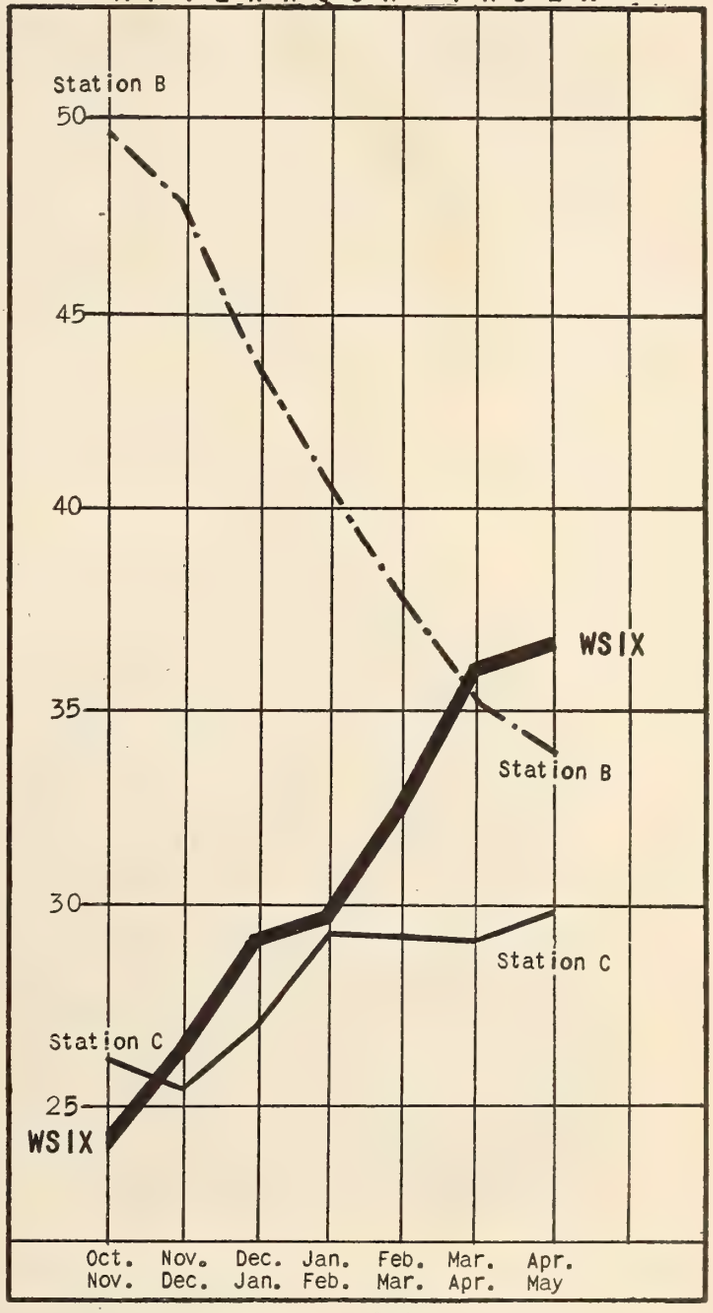
WSIX PULLS AWAY FROM THE FIELD

Leads in Nashville All Day

From 8 A.M. to 6 P.M.

HOOPER LISTENING INDEX OCT.'43-MAY '44





Morning Index (8 A.M.–12 Noon)

	WSIX	Station B	Station C
Oct.–Nov.'43	25.7	23.7	50.6
Nov.–Dec.	28.8	29.9	41.3
Dec.–Jan.	33.7	34.8	31.5
Jan.–Feb.'44	37.3	31.5	31.2
Feb.–Mar.	37.8	28.9	33.3
Mar.–Apr.	40.4	23.3	36.3
Apr.–May	46.0	21.8	32.2

Afternoon Index (12 Noon–6 P.M.)

		Station B	Station C
Oct.–Nov.'43	23.8	49.9	26.3
Nov.–Dec.	26.2	48.2	25.4
Dec.–Jan.'44	29.3	43.8	26.8
Jan.–Feb.	29.8	40.6	29.6
Feb.–Mar.	32.4	38.1	29.5
Mar.–Apr.	35.8	35.1	29.1
Apr.–May	36.4	33.7	29.9

5,000 WATTS — 980 K-C

WSIX "The Voice of Nashville" NASHVILLE TENN

The Blue Network — **Mutual Broadcasting System**

Represented by the Katz Agency

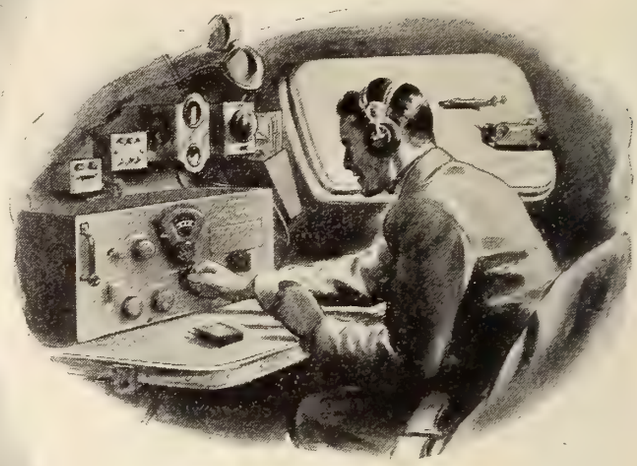
Right — for Fighting Wings

In a modern bomber there are some six dozen places where radio and electron tubes find vital use.

Many of these uses were made possible by Sylvania's development of special radio tubes. For example — there are Sylvania tubes small enough yet powerful enough to operate effectively on standard storage batteries without need of extra, weight-adding generators.

With much of our production now going into such all-important service, you can be sure of one thing about its quality.

Every unit produced is designed and built to just one standard—the highest anywhere known.



For security reasons, radio equipment actually used in fighting planes is not shown here.

Right — for Future Fliers



No one is yet prepared to say how much the availability of rugged, lightweight radio and electron tubes will hasten the coming of the safe, light family plane.

But, obviously, wartime lessons in the possible uses of such tubes hold great promise for future developments.

Naturally, for such uses, only the highest and most dependable quality will do.

And they will represent a field in which you will have special reason to look for the Sylvania symbol as the mark of a single standard, and that the highest known. Sylvania Electric Products Inc., Executive Offices: 500 Fifth Avenue, New York 18, N. Y.

BUY WAR BONDS

FOR THE DURATION

America's war program gets first call on all our products, resources and skill.

SYLVANIA

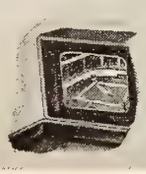
ONE STANDARD—THE HIGHEST ANYWHERE KNOWN

RADIO TUBES



Sylvania was first to propose a standardized 6.3-volt radio tube for both home and automobile radio sets. Such standardization eliminated about half of the previous tube types and reduced cost.

ELECTRONIC DEVICES



Heart of your postwar television set will be an electron tube. Such tubes are one of many types Sylvania is even now producing. Work in the field of electronics is a definite part of Sylvania's activities.

LAMPS AND FIXTURES



Most of Sylvania's Incandescent Lamps and Fluorescent Lamps, Fixtures and Accessories are now going into Victory-effort use. But the day is coming when either type of lighting, made by Sylvania, will be readily available for your home.

WNEW'S NEWS PLANS DID NOT STOP WITH THE INVASION

WNEW, Through The Vast Facilities Of The New York Daily News, Is Prepared To Continue First In War News Coverage

It seems only moments since we flashed the first word of "Invasion" to radio listeners. Now, on three fronts, the Armies of Liberation are smashing ever nearer to Berlin—*closing in for the kill.*

WNEW, through the great world-wide coverage of the New York Daily News, stands ready for the moment when all programs will stop for the flash—"Complete Surrender"!

None of us knows when it will come.

Meanwhile NEWS AROUND THE CLOCK, heard *every hour on the half-hour,* will continue to cover, *twenty-four hours a day,* all phases of world events—bringing to the American listening audience *ALL THE NEWS, without comment, without prejudice, without a commercial message.*

It cannot be bought.

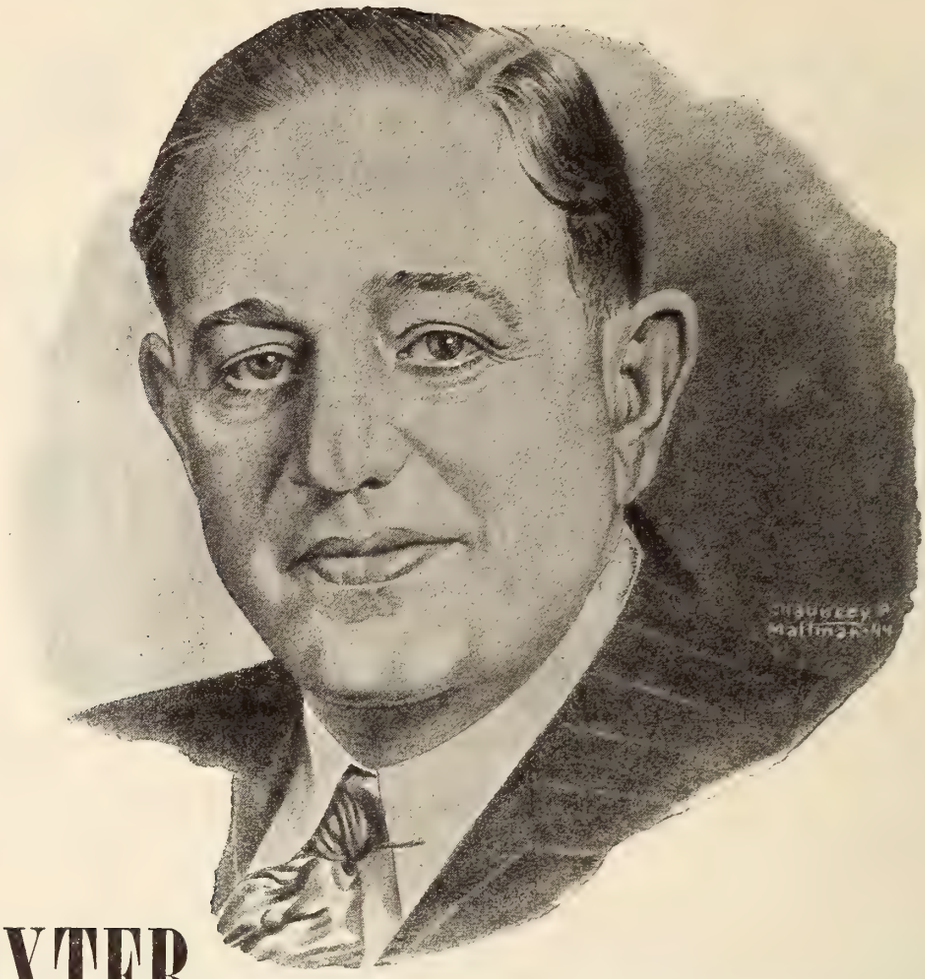
Such public service programs are one of many reasons why *more people listen to WNEW than to any other non-network station in the country.*

WNEW

New York 22, New York

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING



JOSEPH HEXTER, *President, Columbia Baking Co., Atlanta*

Says—"Spot broadcasting enables us to place our radio appropriation where and when it will do us the most good"

●That's getting it down to brass tacks, Mr. Hexter, and we especially appreciate those words from a man who "pays the bills". Thanks!

●Yes, spot broadcasting is the *advertiser's* medium—but that's not to imply any particular conflict with networks. Today a good many network advertisers also use "spot"—to bolster individual weak markets or exploit strong markets, to test new merchandising ideas, to plug seasonal advantages, etc. . . .

●Yes, spot broadcasting has many uses and functions. How about letting us suggest ways it can help with *your* advertising problems?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Granite 3615 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27. No. 5 WASHINGTON, D. C., JULY 31, 1944 $5.00 A YEAR—15c A COPY

Radio May Get Slice of WAC Budget

Action Indicated As War Dept. Steps In

AROUSED by a storm of protests against exclusion of radio from current WAC advertising and the prospective loss of OWI radio support from the campaign, the War Dept. last week took steps toward allotment to radio of a share of its $5,000,000 budget for WAC recruiting.

Conferences were held last Thursday between John F. Reeder, vice-president of Young & Rubicam; Philip S. Broughton, public relations director for the agency, and high officials of the War Dept. Maj. Gen. Alexander D. Surles, director of the Bureau of Public Relations, is understood to have taken a hand in the situation.

OWI Plans In Balance

Young & Rubicam officials also conferred with the OWI regarding the Domestic Radio Bureau's action in pulling WAC recruiting from its allocation schedules. It is expected that further conversations will be held soon with OWI, at which time the advertising agency will submit its media plans for the coming months for WAC advertising.

OWI has tentatively cancelled network program allocations and station announcements scheduled for the weeks of Aug. 28 and Sept. 4 but officials indicated they might still rescind that action if radio is included in future WAC advertising promotion. OWI's overall media plans for recruiting women for various war capacities, it was learned, will be weighed against the $5,000,000 War Dept. budget for WAC advertising.

Prospects for inclusion of radio in coming WAC promotion also were brightened by replies received by the NAB to its survey of station policies respecting Government advertising. Returns tabulated as BROADCASTING went to press showed an overwhelming majority of stations favorable to acceptance of WAC advertising. Out of 312 returns, 277, more than 88%, said they would welcome such advertising, 33 stations would refuse, and two were undecided.

About half of the stations interested in WAC advertising offered quarter-hour periods five times a week, about a fifth had 15-minute periods available three times a week, and the remainder offered half-hour periods once a week, dramatized announcements or station breaks.

Lewis H. Avery, NAB Director of Broadcast Advertising, in charge of the survey, said the stations are submitting "excellent availabilities", many of them offering the best evening hours, others making available desirable morning and noon periods which reach large local audiences. When all returns have been received, Mr. Avery will submit the availabilities to Young & Rubicam.

The NAB survey returns are likely to play an important part in consideration of forthcoming WAC advertising. The information obtained on availabilities, it is understood, will go a long way toward the preparation of proposals to use radio effectively in the campaign.

In submitting their availabilities to NAB, more than 50 stations commented favorably on the OWI action in withdrawing allocations and expressed indignation over the exclusion of radio from the current WAC advertising.

Richmond Meeting

A number of stations which have been putting on elaborate programs at their own expense in support of WAC recruiting stated they are hesitating about continuing these programs in view of the War Dept. handling of the WAC advertising.

At a meeting of 10 eastern and southern CBS affiliates in Richmond a resolution was passed unanimously, urging that measures be taken "to correct the situation". The resolution declared:

"It is the sense of this group of broadcasting stations that unfair reactions may result from the action taken by the WAC recruiting division advertising campaign; that this group feels radio is thereby severely rebuffed and that measures should be taken to correct the situation without delay and that this resolution be immediately communicated to the NAB".

Large and small stations alike joined in endorsing the NAB stand on WAC advertising and newspaper-owned stations were as willing to sell time as others. Several groups of newspaper stations were emphatic in their affirmative response to the NAB question, saying they would gladly take WAC advertising.

NABET Reopens NBC, Blue Contracts

Will Ask Jurisdiction On Platter Turning In New Pacts

NATIONAL Assn. of Broadcast Engineers & Technicians (NABET) last week served notice on NBC and Blue that it is terminating its contracts with both networks in 30 days and asked that negotiations be started immediately for new contracts to cover all network-owned stations. NABET's present contract expires Aug. 31.

NABET will ask that its new contracts guarantee jurisdiction over platter turning at all stations served by its technicians, including WENR and WMAQ in Chicago where James C. Petrillo, president of the American Federation of Musicians, now has control over record turners. The technicians have filed proceedings with the National Labor Relations Board charging the networks with violating contracts entered into with NABET in 1943 which allegedly covers jurisdiction over platter turners at Chicago.

NABET will attempt to settle the platter turning issue in Chicago in negotiating its new contracts but should the networks refuse its demands it will push its case through the NLRB where it amended its unfair labor practice charge against the networks last month to include discrimination in favor of AFM and refusal to bargain [BROADCASTING, June 19]. NABET claims that an exception it granted four years ago permitting musicians to handle platter turners at Chicago was later withdrawn but that the networks continued to give this jurisdiction to AFM.

Should the networks accede to the NABET demands, Mr. Petrillo's hold over platter turning in Chicago, which has been his springboard for penetration in the entire broadcasting industry, will be virtually broken.

The AFM leader's efforts to force additional musicians to turn records at WJJD, now owned by Marshall Field, were resisted by the station. A decision in this case is expected soon by the Chicago regional War Labor Board.

Victory for NABET on platter turning jurisdiction in Chicago would likely put an end, for some time at least, to the elaborate plans of Mr. Petrillo to take away control of turntable operations from NABET technicians. The union threatened a strike at all NBC and Blue owned stations when Mr. Petrillo attempted to invade their jurisdiction, resulting in a WLB order maintaining the status quo [BROADCASTING, May 8, 15, 22, 29, June 5]. NABET is prepared to strike if and when such an effort is repeated.

In addition to platter turning jurisdiction, NABET will ask that its new contracts include the maximum increase in wages permitted under the "Little Steel" formula. A straight 8-hour day will also be demanded, with time and a half for overtime.

NABET's letter to NBC and Blue regarding termination of contract, signed by Allan T. Powley, president, dated July 26, follows:

On behalf of the National Association of Broadcast Engineers and Technicians, I herewith serve upon you by this letter a thirty (30) day written notice terminating our contract with you as of thirty (30) days after the service of this notice upon you as provided by Section 9, paragraph 9.01.

This thirty (30) day written notice of the termination of our contract dated June 1, 1943, is being sent to you by "Registered Mail—Return Receipt Requested", and the contract shall run for thirty (30) days after the receipt of this registered letter by you, and shall terminate on the thirtieth day after the receipt of this letter by you.

Accordingly, we desire to immediately begin negotiations for the signing of a new contract and we await your pleasure in setting a mutual date for conference in New York, at which time we can begin bargaining negotiations.

MBS Plans Ban of Hitch-Hike, Cow-Catcher Spots Next Year

Three Network Clients May Be Affected by Curb; McClintock Indicates Stations' Approval

MUTUAL network last Tuesday announced its intention of eliminating "hitch-hike" and "cow-catcher" commercials at a date not later than Jan. 1, 1945, thus adding momentum to an industry move which promises to make the so-called "simulated" network announcement soon obsolete.

As far as could be learned last week, there was no pressure behind the move such as that built up by various network affiliate groups, notably CBS, culminating in that network's ban on the two types of announcements, effective in October of this year [BROADCASTING, Sept. 20, 1943].

Stations' O.K. Expected

Miller McClintock, MBS president, said that the action had been taken by the executive committee [June 20, 21] "after careful consideration of the improvements in listening impression which would result from keeping commercial messages within the limits of the established commercial programs." Letters advising agencies and clients of the decision went out in the first part of the week, and it was still too early, he said, to report any reactions. MBS stations are expected of course to approve the plan.

Mr. McClintock pointed out that no change is contemplated in the time limits for commercials on advertising programs which have heretofore applied. Mutual's action, he added, is not designed to restrict the number of products which a client may advertise on any particular program within the time limits. The requirements are specifically that all commercials must be within the recognized format of the program itself, it was said.

Just to what extent and how the edict will affect MBS commercials could not be learned last week, but it would be proper to assume that it will not involve as many programs as at CBS, which in September of last year, when the announcement was made, carried hitchhikes and cowcatchers on 20 programs representing 80 separate time periods.

MBS clients listed according to billings include a substantial representation of religious sponsors, insurance companies and such, and include comparatively few of the multiple-product companies, such as General Foods, Lever Bros, and American Home Products which have tended towards the use of such commercials.

Included among the top 10 MBS clients however are three related advertisers: B. B. Semler, Barbasol Co. and Zonite Products Corp., who do make use of this type of announcement and who will be affected by the ban. At Erwin, Wasey & Co., New York, agency handling all three accounts, the representative preferred to withhold comment.

Campaign against the spots was renewed by members of District 7 of the CBS planning and advisory board last year [BROADCASTING, June 21, 1943], and spurred on as various CBS affiliate groups and the National Assn. of Broadcasters issued protests.

Following CBS move last fall, MBS is the second of the major networks to take a positive stand as a network. While NBC has made no outright ruling on the issue, for the past year and a half, a concerted effort has been made to eliminate the objectionable features of both types of commercials by working with both sponsors and agencies, and the majority of such commercials have been eliminated, it was said. The Blue Network has no ruling on the matter.

* * * *

Religious Policy

MUTUAL last week announced changes in its schedule of commercial religious programs, in line with an MBS policy which goes into effect Sept. 17, eliminating all such programs from the afternoon and evening periods on Sunday, and limiting air time to one half-hour, in addition to prohibiting appeals for money [BROADCASTING, March 6.]

Lutheran Layman's League, sponsor of the *Lutheran Hour* on over 200 MBS stations 1:30-2 p.m. Sunday, will shift Sept. 17 to the 12:30-1 p.m. period. Program is sponsored on the MBS-Don Lee Network in the 12:30 p.m. spot and will thus be heard on the full Mutual network at that hour, provided time clearances go through as ordered by the sponsor, through Gotham Adv., New York.

Gospel Broadcasting Ass'n, which sponsors *Old Fashioned Revival* on about 200 MBS stations Sunday, 7-8 p.m., will shift to the 12 Noon period now occupied by a sustainer, Northwestern U's *Reviewing Stand*, at the same time dropping to a half-hour program. Agency is R. H. Alber Co., Los Angeles. With these shifts, Mutual will have a total of three and one-half hours of sponsored religious programs in the period between 9 a.m. and 1 p.m.

Gospel Broadcasting Assn. discontinued May 14 its other Mutual program *The Pilgrim Hour* on over 200 MBS stations, Sunday 2-2:30 p.m.

Borden Picks Wynn

BORDEN Co., sales division, New York, will sponsor Ed Wynn, comedian, in *Happy Island*, a half-hour musical variety program, on the full Blue network, Friday, 7-7:30 p.m., starting Sept. 8. Period is now held by Colgate-Palmolive-Peet Co., Jersey City, for *Blondie*, which Oct. 22 shifts back to CBS, Sunday, 8-8:30 p.m., continuing for Supersuds. Format and supporting talent for the Ed Wynn show to be aired in behalf of various dairy products, were being lined up last week. Borden continues Fannie Hurst on the Blue, Saturday 10-10:30 a.m., for Hemo. Agency is Young & Rubicam, New York. Supersuds agency is William Esty & Co., New York.

Radio to Get Biggest Single Item of GOP Campaign Fund

RADIO will be given the "biggest single expenditure" of the forthcoming Republican national campaign advertising fund, according to Henry R. Turnbull, Radio Director, and Wells (Ted) Church, who shares with Mr. Turnbull the task of setting up radio schedules (see respects sketch page 34).

Coincident with disclosure that the "biggest single item" of the $3,000,000 GOP campaign fund, limited to that figure by the Hatch Clean Politics Act, would go to radio, preliminary estimates placed at $2,000,000 the cost to radio of covering the Republican and Democratic Conventions in Chicago. That figure is based on estimates of the four major networks and 60-odd stations which sent correspondents and commentators to the conclaves. It includes revenue lost from cancelled commercials, rebates to talent and out-of-pocket expenses.

Although radio's allocation of the GOP fund will not be announced for a week or 10 days, plans are to begin broadcasting in mid-August and increase schedules as the campaign progresses. The Republicans will go in heavy for spot time as well as network time, with most of the spot business to be placed by State committees.

Already in preparation for distribution to local, county and state groups is a spot package to contain a radio manual, scripts, recordings and program ideas. New material from the National Committee will supplement the package each week.

Writers are being recruited from network and station newsrooms and from the advertising industry. Most of them will operate on a paid basis under the supervision of Ford Bond who, himself, is contributing his services. Mr. Church will coordinate the nationwide schedules, while Mr. Turnbull is expected to devote much of his

(*Continued on page 52*)

50% Spent on Radio By General Mills

Company Sold on Medium and Is Interested in Video

GENERAL MILLS, Minneapolis, major user of radio, at its second annual trade press and newspaper conference in New York last week announced that the company has established a new sales record for the fifth consecutive year, with dollar volume of $281,286,512, for the fiscal year ending May 31.

Report was presented by James F. Bell, chairman of the board who followed the financial presentation with a discussion of the company's expansion into the development of non-food uses of agricultural products such as the soy bean and, as soon as wartime production commitments would allow into the household appliance field the latter stemming from the company's precision instrument work largely a wartime development.

Bright for Media

In a lighter vein, Bruce Barton president, BBDO, New York, one of the General Mills agencies, pointed out at the close of the meeting that with companies entering into each other's fields, the picture looked bright for the advertising agencies and the various media—newspapers, magazines and radio.

Advertising expenditures did not enter into the formal report, nor into the general discussion, but a representative of General Mills told BROADCASTING the company was "sold on radio" and that somewhat over 50% of the advertising budget was now allocated to this medium. It was also learned that discussions were in process last week regarding the expansion of General Mills into the television field. The company, it was said, was interested in helping establish television as a commercial industry.

Full-Hour Serial Plan Augurs Well for Video

GENERAL MILLS, Minneapolis, one-hour block of daytime serials on NBC network—*Today's Children, Guiding Light, Woman in White, Hymns of All Churches*—has proven successful not only from a studio audience full-hour presentation with programs introduced by an m.c. but also a television production. Authoress Irna Phillips and Producers Guilbert Gibbons and Joe Ainley reported helpful hints from audience reaction to shadings of plot and character interpretation.

Question whether or not housewives would be able to take time out to watch favorite serials on a television screen, was settled by capacity attendance (total of more than 15,000 throughout series of performances) in NBC's Chicago Studio A. It was proven that devotee of the daily serials would arrange her schedule of housework to conform to broadcasts. Actors turned in a better performance with stimulation of studio audience.

FCC Dumps Sales Policy in Congress Lap

Separate Hearings Needed, States Durr Dissent

UNLESS specific instructions are forthcoming from Congress, the FCC feels it is its function to approve sales of broadcast stations, irrespective of whether the prices are "inordinately high", FCC Chairman James Lawrence Fly last week advised Chairmen Wheeler and Lea of the Senate and House committees identified with radio legislation.

The FCC asked the committees whether there was any policy that should be followed in passing on the sale of stations where prices far exceed "going concern" and physical property values and therefore appear to involve "compensation for the radio facility itself", in violation of the law.

Durr's Dissent

After the FCC had approved during the past few weeks more than a dozen transfers, involving several million dollars, Chairman Fly sent the identical letters to the committee chairmen, seeking Congressional guidance. So far as known, this was the first time the Commission ever had solicited Congressional advice.

Last Wednesday, a day following release of the letters, Commissioner C. J. Durr, one of the members who had raised the question about high prices, made public a memorandum setting forth his reasons for dissenting from certain of the transfers—including sales of WINX Washington to the *Washington Post* for $500,000, WQXR to the *New York Times* for approximately $1,100,000 and WJLD Bessemer, Ala., for $106,000 [BROADCASTING, July 24].

Mr. Durr pointed out that the Fly letters to Chairmen Wheeler and Lea indicated there was "little disagreement" between the other members of the Commission and himself with respect to the seriousness of the problem, the main point of difference having been the present authority of the Commission to deal with the situation. Commissioner Paul A. Walker also is understood to have raised some question about inflated values at past Commission meetings.

Chairman Fly alluded to the "tremendously high prices" which stations command in the present market, and cited by inference the cases of WINX and WQXR. He pointed out that it was the Commission's policy to disapprove transfers which obviously represent the activities of a promoter or broker "who is simply acquiring licenses and trafficking in them". Under the present state of the law, however, he said it was not clear that the Commission "has either the duty or the power to disapprove of a transfer merely because the price is inordinately high—even though it may well be deducted that a substantial value is placed on the frequency" [see text of FCC statement herewith].

Appended to the Commission's press release was a list of 23 "important transfers" of control approved in recent weeks. Only a portion of the covering letter to Chairmen Wheeler and Lea was released.

Letter sent to the two committee chairmen carried the following preliminary paragraph, in addition to the two paragraphs quoted in the press release:

> I hand you herewith a statement giving specific data on sales of radio broadcasting stations which have come before the Commission during the calendar year 1944 to date. A number of these, and particularly several which were passed on at the Commission's meeting last week, involved a consideration overwhelmingly in excess of the physical value of the properties transferred, and it seems fair to deduce that the consideration in a number of the cases appears to go beyond any reasonable amount which could be assigned to the value of the physical properties plus good will, going-concern, etc.
>
> Data with respect to sales during earlier periods may be found in part in the hearings before the House Committee on Appropriations on the Independent Offices Appropriations Bills (for 1945, following page 1286; for 1944, following page 1248; for 1943, following page 334; for 1942, following page 667 of Part I; for 1940, pocket supplement) and in part in the *Congressional Record* 86 Cong. Record 434; 83 Cong. Record 112 and 81 Cong. Rec. 786).

The list submitted by the Commission to the committees covered 74 individual transactions approved since Jan. 1, of which 46 were applications for transfer of control and the balance consent to assign licenses. In addition, however, the data submitted to Congress carried information as to the income of the stations involved before Federal taxes, original costs less depreciation, replacement costs, and the net book value of the securities transferred or assigned. Most of this data is not available for public inspection.

Texts of FCC announcement on station sales letters and Commissioner Durr's dissenting opinion on pages 50, 51.

Rep. Wigglesworth (R-Mass.), a member of the House Subcommittee on Appropriations for Independent Offices, as well as of the Select Committee to Investigate the FCC, repeatedly has sought information from the Commission on station transfers and assignments. Anticipating such requests, the Commission has kept a continuing record of all data pertinent to transfers, and virtually automatically has supplied it to the Appropriations committees.

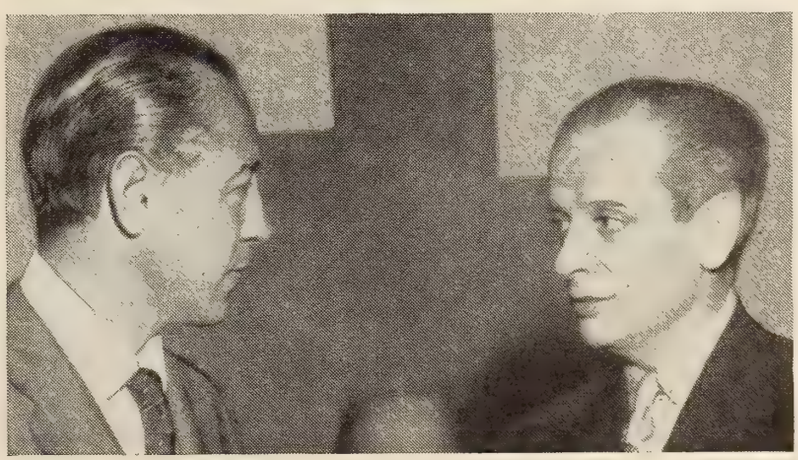
Commissioner Durr, in his July 18 memorandum protesting the transfers, pointed out that the prices involved appeared to him to raise serious questions of law and public interest. He said he felt the applications in each instance should have been set for hearing to determine (1) whether any part of the purchase price represents payment for a radio channel in violation of the law; and (2) whether the amount being invested by the transferee "will affect the operation of the station in the public interest."

Paley Returns for Short Stay to Confer On Psychological Warfare Operations

WILLIAM S. PALEY, Chief of Radio, Psychological Warfare Division, SHAEF, arrived by plane from England July 22 for what he termed a "very short stay." The CBS president, who had just completed an inspection tour of the Normandy peninsula, conferred last week in Washington with the OWI and the War Dept. on PWD radio operations.

As outlined briefly by Mr. Paley in a statement released through CBS last week, his work as radio chief, attached to General Eisenhower's headquarters under General McClure, and as a member of the OWI's overseas staff involves the following activity: broadcasting from the United Kingdom concerning military operations to enemy and occupied countries such as "The Voice of SHAEF", SHAEF control of radio units and public address systems in combat and consolidation zones; plans for and eventual control and operation of radio facilities in enemy occupied territory until declared liberated; and co-ordination with OWI in the operation of American Broadcasting Stations in Europe (ABSIE).

Mr. Paley left the United States in November, 1943. His first radio assignment from the OWI was with the Army's Psychological Warfare Division in the Mediterranean theatre. After several months in North Africa, and in Italy, where he organized the radio network now operated under the Allied Command's PWD, Mr. Paley was transferred to London, assuming his present post at SHAEF.



BACK IN THE STATES for a "very brief stay", William S. Paley (l), CBS president on leave as Chief of Radio, Psychological Warfare Division, OWI, attached to Supreme Headquarters Allied Expeditionary Forces, confers with Paul W. Kesten, CBS executive vice-president, who is in charge of the network during Mr. Paley's leave.

KSO, WHOM SALES APPROVED BY FCC

DISPOSITION of another duopoly transaction, involving sale of KSO Des Moines by the Iowa Broadcasting Co. and acquisition by that company of WHOM Jersey City-New York, was completed last Tuesday with the approval by the FCC of the sales involving an aggregate of approximately $675,000.

KSO, sister station of KRNT Des Moines, was sold by IBC to Kingsley H. Murphy, Minneapolis newspaper executive, for $275,000. IBC, in turn, acquired WHOM from Paul F. Harron, Joseph Lang and their wives for $403,500, including adjustment of accounts receivable. Commissioner C. J. Durr opposed the WHOM purchase but did not vote against the KSO sale by the Cowles interests.

Iowa Broadcasting Co. also has pending before the Commission transactions involving exchange of WMT Waterloo for WOL Washington, and purchase of WCOP Boston from the Arde Bulova radio interests for $225,000.

KFJI Transfer Granted

CONSENT was granted by the FCC last week to transfer control of the licensee corporation of KFJI Klamath Falls, Ore., from George Kincaid, executor of the will of John A. Kincaid, deceased, to Mr. Kincaid as an individual. No monetary consideration was involved. Station operates unlimited time on 1240 kc with 100 w and is a Mutual-Don Lee affiliate.

Petrillo Ordered to End KSTP Strike

Station Planning Court Action to Recover Damages

THE NATIONAL War Labor Board late Friday ordered James C. Petrillo, president of the American Federation of Musicians, to terminate the musicians' strike at the Minneapolis studios of KSTP and served notice that the dispute, which is before the Chicago regional WLB, will not be further processed as long as the work stoppage continues.

The Board telegraphed Mr. Petrillo as follows:

"The National War Labor Board is informed that you have instructed members of your union employed by station KSTP, Minneapolis, Minn., to strike because of a court action secured by station KSTP and that as a result a stoppage of work is in progress. The NWLB is in receipt of a wire from the attorneys representing KSTP stating that the court proceedings, restraining orders and injunctions against the musicians' union have been dismissed.

"The NWLB calls upon you as the responsible leader of the musicians' union to instruct these members employed by station KSTP to return to work at once. The Sixth Regional WLB in Chicago was prepared at the time of the strike to issue its panel report on case No. 111-7662-D. The Board, of course, will not process this case further while the stoppage of work continues. When the members of your union have returned to work the Sixth Regional WLB will release the panel report. Please advise what action you take."

Suit to Be Filed

Copies of the telegram, which was signed by Phillips L. Garman, Assistant Disputes Director of NWLB, were also sent to Stanley Hubbard, president of KSTP; George Murk, president of Local 73, AFM; Joseph Padway, counsel for AFM; and Sam Edes, Disputes Director, Sixth Regional WLB, Chicago.

Action to recover damages allegedly caused by the strike order issued by Mr. Petrillo, affecting operations at KSTP's Minneapolis studios, will be taken by the station. Mr. Hubbard said Friday he will file suit in Federal court under the Smith-Connally Act.

KSTP was forced to cancel a $1,000 program Tuesday night when the musicians failed to appear and in addition the station has suffered losses to prestige "running into six figures", according to Mr. Hubbard.

Earlier, on petition of KSTP, a bench warrant for the arrest of Mr. Petrillo was issued by District Judge W. W. Bardwell, charging the union leader with violating a temporary restraining order preventing the musicians from striking. This order was later dismissed on motion of the station's counsel, Mr. Hubbard explaining that the action was taken to protect the musicians.

"Petrillo's order for a strike," Mr. Hubbard said, "following issuance of the temporary restraining orders prohibiting the strike in violation of State law and the orders of the War Labor Board, would have forced our musicians to choose between being labeled as law-breakers or strike-breakers. They would have had to choose between jail or dismissal from the union.

"We have no quarrel with these musicians; they have no quarrel with us. They are members of the KSTP family. They all are married men; most of them have families. Rather than embarrass our own employes by forcing them to choose between jail and Petrillo's vengeance, we have withdrawn the court action on which the strike's restraining order was granted."

Following Mr. Petrillo's order to the musicians, the Chicago regional WLB notified the local that any interruption of services "would be in flagrant violation of labor's no-strike pledge to which your union was a party" and "would further delay the orderly settlement of the dispute now before the WLB."

The panel report in the case is ready for submittal to the parties, the Board said, "but under no circumstances will action be taken until all threat of an interruption in the services of KSTP is removed".

Mr. Petrillo, upon issuing his strike order, said, "This is my strike now". He declared his action was taken because the station took the case to court and that the strike would continue until KSTP "decides whether it wants the War Labor Board or the courts to handle this dispute." Apprised of the bench warrant, which can be issued only in Minnesota, Mr Petrillo said, "I'm in Chicago."

Fly Will Address NAB War Meeting

Won't Resign Before Sept. 1, Acceptance Indicates

CLEAR indication that FCC Chairman James Lawrence Fly does not intend to leave the FCC before September, was seen in his acceptance last Friday of an invitation to address the NAB Executives War Conference in Chicago Aug. 30.

Mr. Fly has declined to confirm or deny published reports that he would leave the FCC to enter private law practice or join an established communications concern. He has stated in the past that he would not resign "under fire" and recently reiterated that view. The report nevertheless persisted that he has plans to leave the Government after 15 years of service—probably by Sept. 1.

In a letter to J. Harold Ryan, NAB president, Mr. Fly said he would be "happy to meet with the members of the industry and make the talk to the convention as suggested by you". Mr. Fly is scheduled to address the Wednesday (Aug. 30) luncheon session. "This, I think", Mr. Fly added, "is a peculiarly appropriate time to discuss some of the problems which we as the Commission and the industry itself will have to face together in the future years".

Discs 'In Every State' Are Planned By Sen. O'Daniel to Promote Paper

TIME on a nationwide basis for daily quarter-hour transcriptions is being bought by the *W. Lee O'Daniel News*, publication of Sen. O'Daniel (D-Tex.), ardent anti-New Dealer, to promote the newspaper. With musical opening and close, the transcription series consists of talks by Sen. O'Daniel and solicitations for subscriptions, he said.

The first series of 12 transcriptions already has been placed on some 40 stations, although Sen. O'Daniel asserted: "Several stations have turned us down. They tell us their time is sold out. NBC refused to carry the program. So did the Texas Quality Network."

Campaign is placed direct from the *News* headquarters in the Washington Hotel, Washington. A branch office is maintained at 501 East Broadway, Ft. Worth, Tex. Discs are being cut by Sound Studios of Washington. Sen. O'Daniel said his publication had set aside no specific budget but planned to buy time in "every state of the Union," whatever the cost.



FIELD TAKES OVER WJJD Chicago through acquisition of the controling stock July 24. Formal FCC approval however was granted July 6. Approving approval are (l to r) Clem Randeau, new vice-president of WJJD; Ralph L. Atlass, former president, also president of WIND Chicago; Marshall Field, new owner; H. Leslie Atlass, vice-president of CBS in charge of central division operations, who had held an interest in WJJD.

FCC MEN LINKED IN DIES CIO STUDY

NAMES of Charles R. Denny Jr., FCC general counsel, and Edward Brecker, special analyst in the Commission's Law Dept., were among 70 to 100 Government officials linked in charges by Chairman Dies (D-Tex.) of the House Special Committee on Un-American Activities of Hatch Act violations in connection with the CIO Political Action Committee (now the National Citizens Political Action Committee).

In a report to Committee members, Chairman Dies late last week said "evidence of a most serious character involving Government agencies and Government employees" had been uncovered.

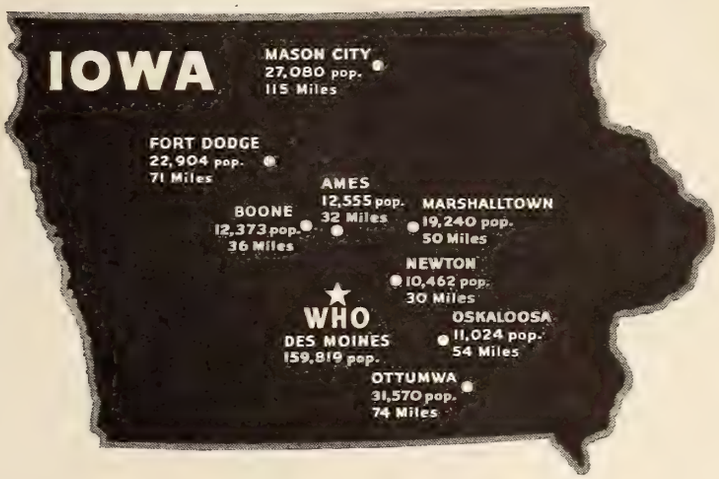
Names of Walter Winchell and Drew Pearson, Blue commentators, and Mrs. C. J. Durr, wife of Commissioner Durr, also were linked to the CIO committee in telephone calls and telegrams, records of which had been subpenaed. The report said the CIO PAC New York office on four occasions in May placed long distance calls to Brecker, whose name figured in hearings before the House Select Committee to Investigate the Commission. Mr. Denny was called on June 7, the Dies report stated.

Also introduced was a telegram allegedly sent May 1 by Verda Barnes, director of the Women's

(*Continued on page 54*)

REPORT NO. 4

ON STATION WHO'S HOOPERATINGS



At Left: The eight Outside Zone cities covered by the Hooper Radio Report (Winter, 1944) described below. Airline distances from Des Moines, plus 1940 populations, are shown.

HOW much real coverage can advertisers expect in the cities and towns that lie, say, from 30 to 100 miles from WHO—especially in towns which have their own local stations, and are also within range of other Des Moines stations?

We asked Hooper that question. Hooper surveyed Des Moines and the eight Outside Zone cities shown on the map above. Six of the eight have their own local stations, and at least five are within range of our Des Moines "competition", according to published reports.

The findings: *WHO has even larger preference in those eight Outside Zone cities than in Des Moines itself!*

You owe it to yourself to see the complete Report. Meanwhile, here's an example: Of the fourteen hours surveyed, WHO's *lowest* share of the audience in the eight cities was 47.5%—WHO's *highest* share for any single hour was 77.8%.

WHO'S LOWEST PERIOD (Monday thru Friday)

	WHO	Other NBC	All CBS	Blue-MBS	All Others
10 to 11 A.M.	47.5%	*	20.1%	27.7%	4.7%

WHO'S HIGHEST PERIOD (Monday thru Friday)

	WHO	Other NBC	ALL CBS	Blue-MBS	All Others
1 to 2 P.M.	77.8%	*	10.5%	7.0%	4.7%

* No listeners found in sample.

Ask us or Free & Peters to deliver a copy of the entire Report. It is an innovation among Hooper studies. It gives a direct comparison between WHO's influence in its home-city zone, and its outside zone. And it proves, so far as the above eight cities are concerned, that WHO's outside listenership is so high as to surprise even the most optimistic of WHO's friends.

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

1897 Douglas Earthman (Plug) Kendrick 1944

D. E. (Plug) KENDRICK, 46, president of the Kentucky Broadcasting Corp., owners of WINN Louisville, died at 8 p.m. last Tuesday in his apartment in the Tyler Hotel, Louisville. A native of Nashville, where he maintained a home, "Plug", as he was affectionately known by his associates and friends, had been one of radio's best-loved figures for 16 years. He managed Stations WFIW Hopkinsville, Ky. and WKBF (now WIRE) Indianapolis, before he established WINN in 1940.

Mr. Kendrick is survived by his wife, Mrs. Nell McTigue Kendrick; a daughter, Mrs. T. C. Mahr, and a sister, Mrs. R. A. Lasseter, all of Nashville. Services were held in Nashville last Thursday afternoon.

Douglas Earthman Kendrick was born in Nashville May 17, 1897. He was a graduate of the U. of Tennessee and a veteran of World War I—a member of the 30th "Old Hickory" Division. He was gassed in France and returned to this country in 1919.

An athlete at school, starring both in football and baseball, "Plug's" health was impaired during his war service. The lingering ailment which brought his end had affected his throat and presumably had some connection with the gas attack.

It was in 1925 that "Plug" first became interested in radio—at WIOD Miami, where he sang with Paul Whiteman's Collegians and did relief announcing. He had been picked up as a radio entertainer by Whiteman, who had heard him singing and playing the guitar. In 1928, after performing on Nashville stations, he went to WFIW as an announcer and did practically everything around the station.

As both showman and practical businessman, he built the station from what amounted to a one-man operation to a 1,000 w CBS outlet. He plugged for fan mail (that's the way he got his nickname) and originated the midnight barn dance parties from 12 to 3 a.m. In 1933 WFIW was sold to George Norton of Louisville and moved to that city, becoming WAVE. The following year Mr. Kendrick became manager and part owner of WKBF, subsequently sold to Eugene Pulliam as WIRE.

In 1940, WINN went on the air as a Louisville independent. Under treatment for a throat ailment during the last several years, "Plug" nevertheless managed the station, although in recent months he spent most of his time in bed in a suite adjoining the station headquarters at the Tyler Hotel. The station, a Blue Network outlet, thrived under his direction. Harry McTigue, associated with Mr. Kendrick in WINN, has taken over management of the station.

TRIBUTE TO PLUG KENDRICK

By GLENN SNYDER
Vice-President & General Manager WLS Chicago

I WANT to write the obituary for Plug. Not because I can write—but because the customary obit would be too dignified. And Plug was not a dignified man—except where a situation required dignity. Then he was in every sense a man and a gentleman—truly the kind of man described as a gentlemen of the Old South. His name was Douglas E. Kendrick. Few people used that name. I, at times, called him Douglas Earthworm, because he was so down to earth. But to we who knew him so well and loved him because of knowing him—he was Plug.

I think I can speak of him in the way he would like best, because I knew him so well; he was my kind of fellow who could—and did—answer a call for help or companionship at 3 a.m. as readily as at 3 p.m. The kind of a guy who, if you were broke, would smile and say: "Judge—I've got a dollar—now we each have half." The kind of fellow who would say: "You're in trouble—but you're not alone—we're both in it now."

If you wanted to rest, he'd rest with you. If you wanted to laugh, he'd laugh with you—even if the laugh was on him. He'd even drink with you . . . as gentlemen like him from the Old South have always done. I could write pages about our joys and sorrows—our happiness and our disappointments together. But everyone who has been associated with him will know those stories—and have better ones of their own. I'd only like to repeat what Strickland Gillian once wrote (and he can sue you for stealing this—but it fits too well to pass).

I never draw diagrams of him
No maps of his soul have I penned.
I know that his record's vermillion
He's far from a sweet seraphim.
I know he has faults by the million,
But his faults are a portion of him.
So I don't analyze—I just love him
Because, well, because he's my friend.

AAAA Booklet

AMERICAN Assn. of Advertising Agencies has issued a pamphlet describing its activities in relation to its objectives. Released as an "Outline of Principal Activities and Services" of the AAAA, the eight-page pamphlet groups the constitutional aims of the association into four fields, following each statement of purpose with specific projects and plans.



VOYNOW PROMOTED TO LIEUT. COLONEL

PROMOTION of Maj. Edward E. Voynow, vice-president of Edward Petry & Co., to rank of lieutenant colonel was announced last week at headquarters of the XX Bomber Command, B-29 Superfortress command that has been bombing strategic targets in the industrial heart of Japan.

Col. Voynow went on leave from the Petry Co. in July 1942, when he entered the Army Air Forces as a first lieutenant. After graduating from the Officers Training School, Miami, he was assigned to the Materiel Command at Wright Field, Dayton, as theatre officer for Africa, India and the Middle East. In November 1942 he was transferred to Newark, N. J. as shipping expediter for the African Task Force, following which he served in the plans division at that post until November 1943. Assigned to XX Bomber Command, Col. Voynow served briefly with the organization at Salina, Kan. before going overseas. Upon arrival in the China-Burma-India theatre, he was charged with the duty of expediting supplies for the remote bases of the command.

Zenith Postwar Plans

ZENITH RADIO Corp. distributors have begun dealer surveys preparatory to handling consumer demands when civilian manufacture is resumed, H. C. Bonfig, vice-president in charge of household radio, disclosed last Monday at a regional sales meeting in St. Louis. Edward R. Taylor, head of Zenith's sales planning division, presented a postwar demonstration register for use by dealers in registering prospective customers. The St. Louis meeting was eighth in a series of roundtable conferences begun in Chicago July 7. Messrs. Bonfig and Taylor, accompanied by Edgar G. Herrman, assistant vice-president and director of advertising, held meetings also last week in Atlanta and Dallas.

SCOTT TO MANAGE KECA UNDER BLUE

WITH Blue Network taking over operation of KECA Los Angeles on Aug. 1, Clyde Scott, sales manager of KFI-KECA, will become general manager of the new Blue owned station, according to Don E. Gilman, Blue western division vice-president. John I. (Bud) Edwards was named program manager.

Mr. Scott will be headquartered in Hollywood Playhouse Bldg., at Sunset Blvd. and Highland Ave. Hollywood, where KECA will be housed upon completion of remodeling, now underway. Blue Network recently acquired the building under five year lease and is remodeling at cost of more than $40,000.

Sales and programming departments also will be quartered there. Production will continue from Earle C. Anthony Inc. studios in Los Angeles. Blue Network purchased KECA from Earle C. Anthony Inc., in late May for $800,000 [BROADCASTING, May 29].

MBS Names Puff

RICHARD PUFF has been named manager of Mutual research, effective immediately, it was announced Thursday by Robert A. Schmid, director of sales promotion and research of the network. Since Mr. Puff took a leave of absence from MBS research in January 1943, Mutual research personnel has expanded to more than five times its former number. John R. Newhouse, former night supervisor of WOR New York, has been appointed night program supervisor of the Mutual network, it was announced by Adolph Opfinger, program director. He will share supervision duties with Floyd Mack and Mel Vickland.

GE Profits Down

GENERAL ELECTRIC Co., Schenectady, in a comparative statement of operations for the first six months of this year, and last year, shows a decrease in profit available for dividends from $21,061,629 or 73 cents a share in 1943, to $20,770,700, or 72 cents a share in 1944. G-E earnings were less in the first half of 1944 than in the same period last year despite an increase in production, according to Gerard Swope, president, because of lower prices on goods for the armed services.

R. M. Fairbanks

RICHARD M. FAIRBANKS, 60, president of the Indianapolis News Publishing Co. and WIBC Indianapolis, died at his home in Indianapolis July 26. He had undergone a major operation in January and suffered a relapse a few weeks ago. Mr. Fairbanks was born in Indianapolis on Oct. 8, 1883 and was the son of Charles W. Fairbanks, who served as Vice President under President Theodore Roosevelt.

Mr. Fairbanks acquired WIBC for the *Indianapolis News* last May for $440,000. The station is a Mutual outlet.

He is survived by his widow, two children, Richard Jr., by a first marriage and Michael B., two grandchildren, a sister and a brother.



OFF the Record with de Valera



During the last twenty years Ian Ross MacFarlane has spent much of his time abroad. His recent tours of the British Isles and Ireland, he considers the most important of his career.

Take the time he spent with de Valera.

The off-the-record facts he got from the Irish minister, down through the years, made MacFarlane's broadcasts about the Prime Minister's showdown vote of confidence the perfect news broadcast. Backed by sure knowledge he called the turn on de Valera's victory three weeks ahead of the vote!

MacFarlane's predictions have been uncanny. He called the fall of France, Mussolini's Grecian flop, Machek's defection in Yugoslavia, Britain's temporary reverses in Libya.

MacFarlane has been around. A little learned here. . . a little more learned there . . . all this information drops into a pattern that makes a MacFarlane newscast ahead of the time.

MacFarlane analyzes the news for W-I-T-H in Baltimore, exclusively.



W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Shattuck Tells Radio-Navy D-Day Role

Claims Film Recorders Enabled 'Wonderful Job' of Coverage

BACK from London where he supervised radio coverage of the invasion for the Navy Dept., Lt. James C. Shattuck, radio officer in the Office of Public Relations, said last week that the documentary recordings of actual military operations provided the highlight of radio's running story of D-Day to American listeners.



Lt. Shattuck

Lt. Shattuck credits the film recorders with helping the networks do a "wonderful job" and he is particularly pleased that most, if not all, of the documentary material broadcast during the first month of the invasion was obtained with Navy film recorders. He pointed out that more than five hours of recorded material was transmitted from London and that 37 broadcasts incorporating the material were sent out, many of them on all four networks.

Correspondents Assembled

In his capacity as liaison between Navy public relations and radio correspondents, Lt. Shattuck's mission was to give all possible assistance in helping radio tell its story of the Navy's part in the invasion. He related that several days prior to D-Day he contacted each of the correspondents and the technicians assigned to accompany them, and directed them to appear, with their equipment, at the Admiralty offices in London. The first group to go out included six U. S. network commentators.

Four of them carried recording equipment: George Wheeler of NBC, Charles Collingwood of CBS, George Hicks of the Blue, and Larry Meier of Mutual. The others were Stanley Richardson of NBC and Willard Shadell of CBS who were chosen by lots to pool their material to all networks.

Upon arrival at the Admiralty they were told by Lt. Jay Smith, press liaison officer, USN, with Allied Naval Command of Expeditionary Force, that "this is it." The group was then split and sent to two main bases where they were briefed by Adm. Hall and Adm. Kirk respectively. They were then taken to the ships to which they were assigned for the invasion.

George Hicks made his memorable recordings from Adm. Hall's flagship. Lt. Shattuck, Ed Murrow of CBS, and Art Feldman of the Blue were at SHAEF headquarters at 4 a.m. June 8 (10 p.m. June 7 U. S. time) when the famous sixth recording, which included the Nazi air attack on the flagship, was brought in by a messenger. Accompanying the film was a note from Hicks to Feldman. It read:

"It's practically impossible to do a good ad lib of such a widespread continuous but undeveloped scene. Hereafter I'll try to be more exact and try to polish the presentation better because it sounds like a lot of junk this way—and this is far from a junk effort."

Broadcast Within 1¼ Hours

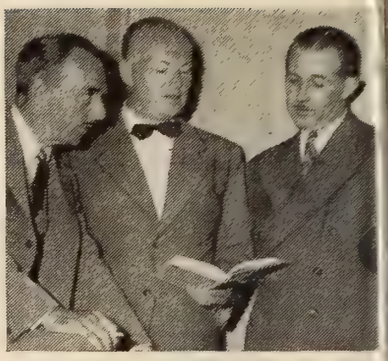
Hicks' recording had been transferred from his ship to a dispatch boat and taken to England. Within an hour and a quarter of its receipt it was edited, approved by censorship, and broadcast over the four major U. S. networks to reach American listeners at 11:15 p.m., June 7, U. S. time.

Some of the other commentators were less fortunate than Hicks. Collingwood had recorded 100 feet of film, the equivalent of about three hours, which he had dispatched to London from an LST boat. When he returned to England several days later he had thought the material had already been broadcast. He had gotten some "beautiful stuff." But the film was a week late in arriving and by that time most of it was too dated for broadcast.

One of George Wheeler's recordings came in soaking wet after a dousing in the English channel. The boys strung up the film like clothesline in SHAEF headquarters and applied their collective handkerchiefs to carefully absorb the salt water. The recording was broadcast.

But the unluckiest man of all was Bob Massell, Blue technician, who was to accompany Hicks. He had become ill on a weekend trip shortly prior to D-Day notifications. Last minute efforts succeeded in finding a substitute, one Joe Kaplan of the Office of Strategic Services.

Lt. Shattuck has been with the Navy two and one-half years. He was with CBS for five years before entering the service.



HELPING START *Words at War*, replacing *Fibber McGee & Molly* on NBC, are (l to r): William S. Connolly, advertising manager of S. C. Johnson & Son, Racine, Wis.; John Louis, vice-president of Needham, Louis & Brorby, Chicago; Cecil Underwood, Hollywood producer of the *McGee* series. Program is sponsored by Johnson's for its floor wax and polish.

NEW MPPDA GROUP WORKS WITH RADIO

CLOSER cooperation by the film industry with radio was pledged when Public Information Committee of the Motion Picture Industry met with radio contact men of film studio publicity departments July 25. Will H. Hays, president of Motion Picture Producers & Distributors of America, commended the move.

Now organized as the Radio Subcommittee of the Public Information Committee, the radio group will function on all motion picture industry matters relating to broadcasting. Through the committee of publicity directors, radio group will set up standard practices and policies aimed at clearer understanding and more frequent cooperation between the two entertainment mediums. Besides film studio publicity directors, luncheon meeting was attended by following radio contact men: Les Peterson, MGM; Charles Smith, RKO; Sam Taylor, Warner Bros.; Bill Winter, 20th Century-Fox; Tom Alfred, Columbia; Martin Lewis, Paramount; Gene O'Brien, Universal.

Paid Advertising Urged to Stimulate Interest in Public Service Programs

MORE MONEY should be spent in advertising local public service radio programs to get the largest listening audiences, according to Prof. Paul F. Lazarsfeld, director, Office of Radio Research, Columbia U., speaking at a New York State conference on the use of radio in home and farm safety education, at the Hotel Roosevelt in New York, July 27.

The public should be induced to listen to safety programs through local advertising, he said, and through obtaining the cooperation of local groups in discussing the programs after the broadcast. "With the aid of local effort to promote safety ideas," he said, "programs will be more effective than in the past."

Ryan Speaks

Conference, held jointly by the New York State Dept. of Health and the National Safety Council, was attended by between 40 and 60 representatives of radio stations in New York, Connecticut, Massachusetts and New Jersey. Principal speaker was J. Harold Ryan, NAB president. Dr. Edward S. Godfrey Jr., state commissioner of health, Albany, presided.

Mr. Ryan told the conference that since April 1942 radio delivered more than 54 billion listener impressions under the OWI allocation plans alone and that a third of this total has been accounted for in the first 29 weeks of this year.

The OWI figure, he said, means that America's population has been covered completely more than 400 times with the various war messages channeled through radio facilities. "Radio has sold this war and its responsibilities," he said, "to 130 million people more than 400 times since April of 1942."

Through its ability to reach every listener at least a few times, he asserted, "radio produced a national consciousness of war which is without parallel in the history of the world".

During 1943, he pointed out, the total contribution of advertisers, stations and networks to campaigns carried on by the Government in furtherance of the war had a value in excess of $202,000,000.

William Fay, vice-president in charge of broadcasting, Stromberg-Carlson Co., Rochester, said radio offers an opportunity to contact the citizen in the home where most accidents happen; on the farm and in industry. He believes industry will use radio more and more to maintain the morale of workers. Mr. Fay cited a radio safety campaign in Rochester that aided the traffic safety drive.

Must Be Entertaining

Other speakers included Dr. Sterling Fisher, assistant public service counselor, NBC; Dr. Forrest Long, National Safety Council, Chicago, and Dan Thompson, chief of Radio section, NSC, Chicago. Mr. Thompson told the group that "station managers are eager to assist and cooperate in presenting the best type of public service program." He added that farm and women's programs offer the best means of conveying messages to the public as they usually have good listening audiences and often have opportunities for guest speakers.

Dr. Fisher stated that there was little in safety radio programming that couldn't be made entertaining and interesting. "And if your program is entertaining," he continued, "you're bound to have a good audience." Dr. Fisher suggested that those interested in doing radio safety programs should contact broadcasters, sponsors and agencies to familiarize themselves with radio technique.

Dr. Long said that most of the public safety radio material to date has been as a whole, very dull and usually ineffective. "Best public service programs are not sustainers but are heard on commercial programs," he said. He gave as an example network and local programs in the recent Bond drive. Radio is willing to cooperate 100% in presenting good public service programs, he asserted.

"... a service not measured in dollars and cents."

PAGE TWO

THE BERTHOUD BULLETIN

RAYMOND K. WELCH, EDITOR and LEASEE
FINLEY and GOSNEY, OWNERS

PUBLISHED WEEKLY TELEPHONE 29 $2.00 PER YEAR

Entered at the postoffice in Berthoud, Colorado, for transmission as second-class mail matter

THURSDAY, JUNE 22, 1944

NATIONAL EDITORIAL ASSOCIATION 1944 Active Member

When it comes right down to real appreciation of the service newspapers are rendering to the reading public, KLZ in its Colorado Speaks program each Saturday evening is rendering a service that is not measured in dollars and cents. Their comments are confined entirely to the editorial columns of the press of the state and, not being sponsored by any advertising firm, have no strings attached. For real dissemination of knowledge we consider this program one of the best on the air. For the busy person, who hasn't time or opportunity to read the various newspapers, this affords a chance to hear editorial opinions expressed from different sections of the state.—Ethel Ray, Windsor Poudre Valley.

Editor's Note: Mrs. Ray expresses our opinion perfectly, in the above mentioned editorial and therefore we nod our whole-hearted approval. Perhaps many are regular listeners of this program—if not—Colorado Speaks is broadcast over KLZ every Saturday evening at 6:30 o'clock.

—Victory in '44—

THE PUEBLO INDICATOR

COLORADO SPEAKS — is one of the best news items over the radio put on by KLZ. It refers to short talks by editors of the state and is highly interesting.

THESE ARE ONLY TWO recent items from the Colorado press commending the KLZ program, "Colorado Speaks." Other editors have said: "Colorado Speaks is widely listened to, well worth while"; "Colorado Speaks is one of the most popular programs on the air"; "Keep the program coming on this same high plane, it is doing all of us a lot of good."

EVERY now and then a Colorado newspaper says something nice about KLZ's weekly program, "Colorado Speaks." Reproduced here are only two recent mentions.

"Colorado Speaks" is a half-hour program presenting the editorial opinion of Colorado newspaper editors. The material is gathered by KLZ's news editor who reads 200 state newspapers a week, and is broadcast by a staff of professional radio actors. The program serves to keep the people of this region informed on what their neighbors are thinking and saying; it provides a common ground for editorials of small town and metropolitan newspapers alike; it is the outlet for a healthful exchange of ideas and of the expression of both sides of a story.

Mutual understanding and good will between KLZ and the newspapers of the Denver region have been earnestly nourished over the years through this and other services "not measured in dollars and cents."

Making people its loyal friends—including newspaper editors—has been KLZ's steadfast endeavor. The many, many friends KLZ has gained as a result make it the kind of station over which advertisers can most easily make friends for their products.

KLZ

DENVER

CBS NETWORK — 560 KC.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY

REPRESENTED BY THE KATZ AGENCY

WOW

Omaha, Nebraska

5,000 WATTS 590 KILOCYCLES

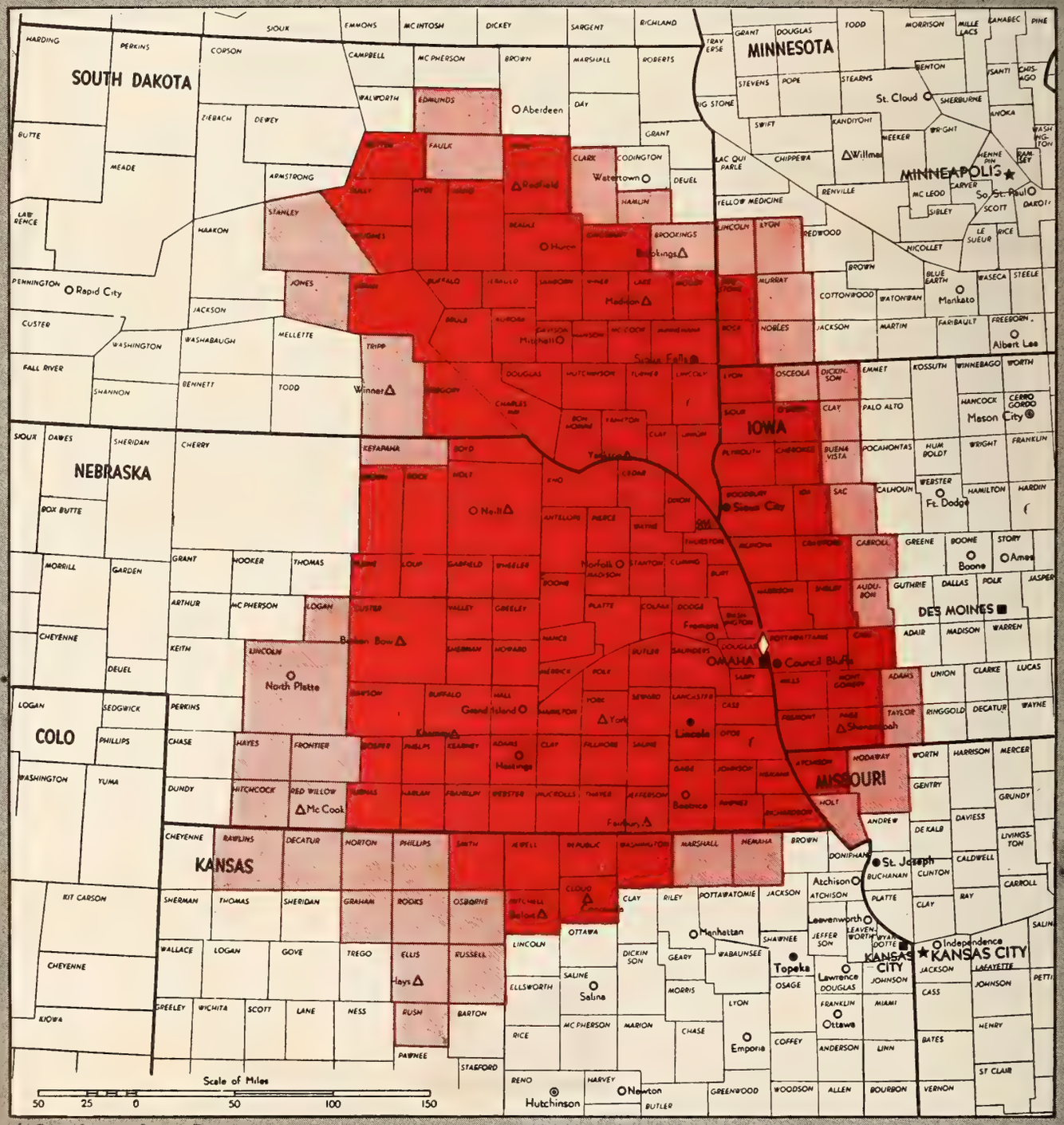
NIGHT

PRIMARY CIRCULATION 403,521 RADIO FAMILIES

SECONDARY CIRCULATION 40,694 RADIO FAMILIES

TOTAL CIRCULATION
444,215 RADIO FAMILIES

NBC 1942 NATIONWIDE SURVEY OF LISTENING HABITS - REGULAR COVERAGE †

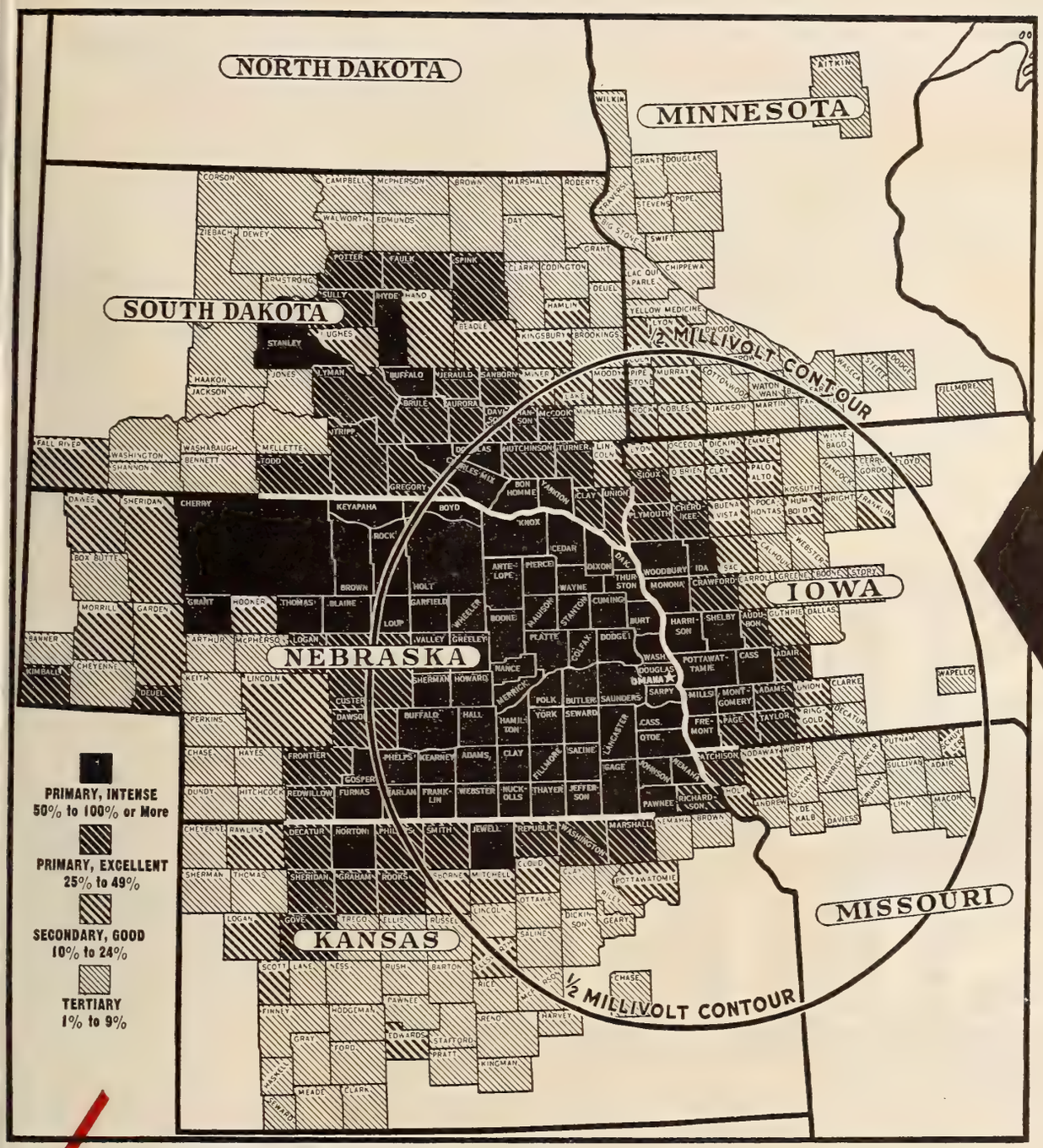


† See Legend on Reverse

★ Over 250,000 ■ 100,000 - 250,000 ● 50,000 - 100,000 ◉ 25,000 - 50,000 ○ 10,000 - 25,000 △ Under 10,000

Copyright, 1943, National Broadcasting Company, Inc.

SEE OPPOSITE PAGE FOR WOW'S OWN *MAIL-MAP*



WOW NIGHT-TIME COVERAGE BASED ON MAIL

NOTE: The ½-millivolt line shown was made by daytime field strength tests.

Check and Double Check!

Here are two WOW coverage maps, one issued by the National Broadcasting Company and based on its 1942 All-County Survey. The other map is based on WOW mail from listeners, according to a formula approved by the membership of the National Association of Broadcasters at its 1943 Convention.

As a time buyer you may favor one coverage formula or the other. Please note that *both* formulas give WOW a remarkably similar coverage area.

This similarity proves that WOW's coverage claims are sound and conservative. Write for copies of maps, complete circulation and market data.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

New WJR Formula Limits Commercials On Quarter-Hour News to Two Minutes

ENCOURAGED by widespread approval of the WJR ban on middle newscast commercials [BROADCASTING, July 17], effective Sept. 1, WJR Vice-President and General Manager Leo J. Fitzpatrick last week set up a standard format for all WJR day or night quarter-hour newscasts, designating two minutes of advertising as the maximum, with an opening of 45 seconds and a close of 75 seconds.

Two of WJR's local sponsors were reported to have agreed to the middle commercial ban even before receiving notification of it. Blakslee Adv. Agency informed WJR Sales Manager Charles Burke that its client, Auto Owners Insurance Co., Lansing, had taken steps to eliminate middle commercials immediately.

Cunningham Drugs, through Simons-Michelson Co. also told of its willingness to do without the middle commercial.

Mail and telegraph response favoring the banning of the middle commercial was said to be heavy.

Nathan Straus, president of WMCA New York, wrote: "I want to express sincere admiration for your courageous action." Similar sentiment was expressed by C. W. Myers, president of KOIN Portland, Ore. H. V. Kaltenborn, NBC commentator and founder of the Assn. of Radio News Anlysts, said: "Our organization (the association) has expressed itself against the middle commercial. But you are the first to make it a definite matter of policy."

By the end of the week, the consensus seemed to be wholeheartedly in favor of abolishing the middle commercial.

Pal to Pan America

PAL BLADE Co., New York, manufacturers of razor blades, is entering the Latin American radio market for the first time starting in August in Cuba and Puerto Rico with possible expansion to other countries at a later date. One-minute live spot announcements on some six stations in the U. S. Latin American advertising is handled by Irwin Vladimir & Co., New York. Al Paul Lefton Co., New York, handles domestic and Hawaiian advertising.

Harkness on Campaigns

RICHARD HARKNESS, NBC Washington commentator who covered both the Republican and Democratic National Conventions, has been assigned to cover the forthcoming Presidential campaigns, William F. Brooks, the network's director of news and special events, announced last week. He was to report the Missouri primary elections July 31-Aug. 1 from St. Louis, and will cover the Republican governors conference in St. Louis Aug. 2-3.

RESULTS?
OR
RESULTS!

BY TAKING ADVANTAGE OF THE ESTABLISHED AND PROVEN SALES INFLUENCE OF . . . .

KFYR

THAT "QUESTION MARK" (?) WILL BE REPLACED EASILY . . . QUICKLY . . . SATISFACTORILY WITH AN "EXCLAMATION MARK" (!)

LET US PROVE IT TO YOU!

FOR COMPLETE DETAILS . . . ASK ANY JOHN BLAIR MAN

KFYR
NBC AFFILIATE
5000 WATTS
550 KILOCYCLES
BISMARCK, N.D.

SHELL GRID SERIES KEYED FROM WJW

SHELL OIL Co. will sponsor broadcast of the Ohio State football games this fall over WJW Cleveland and six other Ohio stations, according to E. M. Shelton of the oil company. The seven station network, in addition to WJW, includes WKRC Cincinnati, WING Dayton, WCOL Columbus, WLOK Lima, WTOL Toledo and WAKR Akron.

In making the announcement William O'Neil, president of WJW, said that with the broadcast of the Ohio State U. games, and the exclusive rights to air the Cleveland Rams games, WJW has now completed its plans for the coming football season.

Personnel to handle the Ohio State games are now being selected.

Gunzendorfer Is Named Head of Record Studios

WILTON GUNZENDORFER, former general manager of KSRO Santa Rosa, Cal. has been appointed manager of Associated Recording Studios, newly-formed division of Associated Broadcasters Inc., San Francisco, effective Aug. 1, according to Lincoln Dellar, vice-president and general manager of ABI. Associated Recording Studios, Mr. Dellar said, will confine its activities "to program production, and a complete recording service".



Mr. Gunzendorfer

Prior to his affiliation with KSRO, which he managed for six years, Mr. Gunzendorfer was in production and artist management for Don Lee Broadcasting system in Sa Francisco. While KSRO manager, he was for two years chairman of the Sales managers' division of the NAB.

U. S. Recording Expands

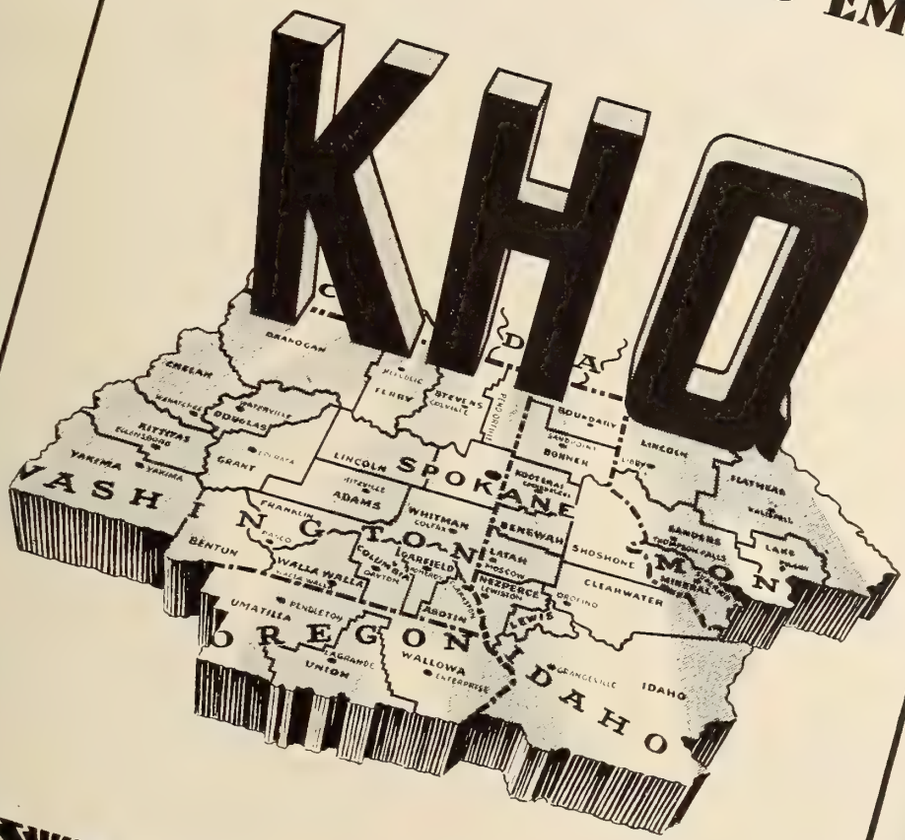
EXPANSION of U. S. Recording Co., Washington, to cover national territory was announced last week by Joseph Tait, manager. Full air check facilities, remote pickups in and around Washington, cutting and dubbing all types of spot announcements and programs and advisory service on all recording problems will be offered stations, agencies and advertisers. U. S. Recording transcribed full Democratic and Republican National Convention proceedings, offering to small independents. Promotion of expansion is by direct mail with extensive advertising campaign planned for future. Agency is Henry Kaufman, Washington.

Pioneer Appoints

PIONEER ICE CREAM Division of Borden Co., New York, has appointed Doherty, Clifford & Shenfield, New York, to handle advertising for Reid's Ice Cream, effective Aug. 25. Account was formerly handled by Pedlar, Ryan & Lusk, New York. Company sponsors *H. V. Kaltenborn Edits the News* on WEAF New York, Monday, Wednesday and Friday, 7:45-8 p.m.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE



5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Beans for the Bean Bag, or Beans for your table—they all grow in the Inland Empire. Apples, wheat, lumber, potatoes, cherries, peas, beans and similar crops produced a farm income of over $300,000,000, playing a part in swelling Spokane's bank transactions to $1,256,391,326 for the first eight months of 1943—a 25.6% gain over the previous year. Your sales grow, too, when your message *completely* covers this area at *one-medium* cost—KHQ.



SILLY, AIN'T IT?

Agency men don't think a farmer wears a high silk hat. *Advertisers* know he doesn't hold his cane and gloves in one hand while he "makes hay" with the other!

But some *stations* apparently do. Else they wouldn't dare program as they do. At KMA we don't spin jive records and have night-clubbing announcers "pepper" our loyal farm folks. If we did, our listeners wouldn't send us *twice* as many letters every year as any other station in this area gets. We don't import announcers from the "big city" to read our market reports. Our farm market man must KNOW his livestock and his grain. Our farm editor must KNOW his farming to interpret new requirements, new regulations in the farmer's terms.

Yes, the No. 1 Farm Market is worth all this trouble, for the average Iowa farmer made $7,672 in 1943. He will make 20% more in '44, and will be more prosperous yet in the years ahead. But to reach this No. 1 Farm Market—to sell in it—do it right. Use a FARM STATION. Use the No. 1 Farm Station, KMA.

Check your copy of our "Complete Mail Study." Then check with your nearest Free & Peters office for your availabilities—NOW!

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

OWI PACKET, WEEK AUG. 21

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 21. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans
Don't Travel	X	--	--	--	--	--	--
War Bonds	X	--	--	--	--	--	--
Crop Corps	X	--	--	--	--	--	--
Nutrition	--	X	X	X	X	--	--
Merchant Marine Recruiting	--	X	X	X	X	--	--
Careless Talk	--	--	X	--	X	X	--
Prepare for Winter	--	--	--	--	--	X	--
Join a Car Pool	--	--	--	--	--	--	X

See OWI Schedule of War Messages 122 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

'Companion' Poll Shows Women Want War News

AMERICAN WOMEN want more war news, "straight from the shoulder, not sugar coated" according to the monthly "Companion Poll" appearing in the August issue of the *Woman's Home Companion*. Out of a select group of 2000 "Reader Reporters", 55% did not think they were getting all the war news they should and 89% felt that all bad news should be released if it didn't give information to the enemy, the survey showed.

Poll showed strong disapproval of release of Japanese atrocities just prior to the 4th War Loan Drive, many feeling that it was a propaganda stunt, according to the magazine. Some 77% approved of the prompt release of the high losses of life at Tarawa. Strongly disapproved was the handling of the release of news on the shooting of our own men and planes in Sicily and the General Patton face-slapping incident. Most of the women approved of the handling of African campaign news.

Spot Radio Is Planned By O'Sullivan Rubber

OVER a quarter of O'Sullivan Rubber Co.'s 1945 advertising budget of approximately $400,000 will be spent in spot radio. Transportation and newspaper advertising also will be used. Reason for the switch to spot radio was given as inability to secure better network time than 6:45-7 p.m. Saturday on the Blue for Leon Henderson, sponsored by O'Sullivan with Milton Cross, announcer.

The sponsors expressed pleasure at the job Mr. Henderson had been doing and were well satisfied with his high rating, it was learned. Decision to drop out of network radio is for the time being only. Mr. Henderson's current 52-week contract expires Aug. 5. Agency is Advertising & Sales Council, Ranson, W. Va.

Using Full Blue

GUM LABS., Clifton Heights, Pa. (Ivoryne chewing gum), sponsor of the quarter-hour Saturday program *Hello Sweetheart* on 123 Blue network stations, will use the full 194 station Blue network, effective Sept. 16. McJunkin Adv. Co., Chicago, services the Gum Labs. account.

Prize Winners

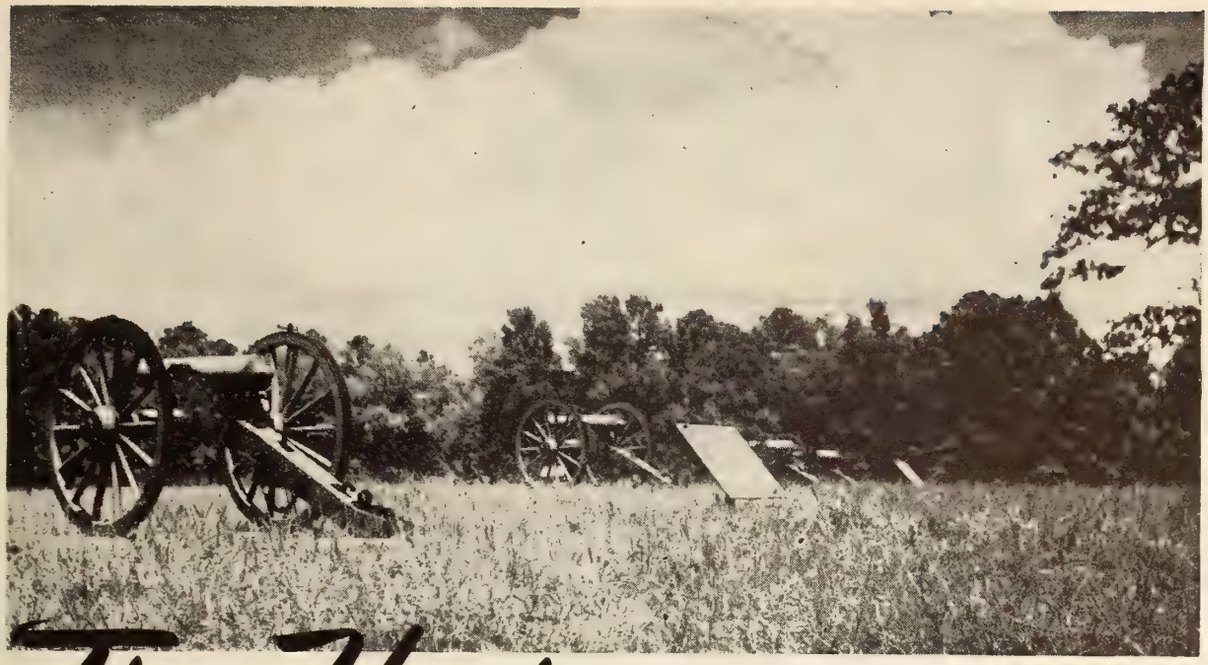
THROUGH letters sent to the station, KDKA Pittsburgh took 4 of the 29 prizes offered for the best letters on the subject: "What I am Doing in My Home to Strengthen the Promise of a Happier Postwar World," by *Parents Magazine*, in cooperation with the Assn. of Women Directors. *Parents Magazine* tripled the prize money to permit two first prizes and two second prizes. WMT Cedar Rapids was second, with three of Libby Vaughn's entries receiving $5.00. Broadcasters with two winners among their entries were: Beatrice Waxman of WCHS Portland, Me., Norma Lane, WSPD Toledo, and Marvel Campbell, WAIR Winston-Salem. Two New York stations, WJZ and WQXR, contributed one prize winner each. Other one-prize stations were WTCN St. Paul, KCMO Kansas City and WDGY Minneapolis.

Show Went On

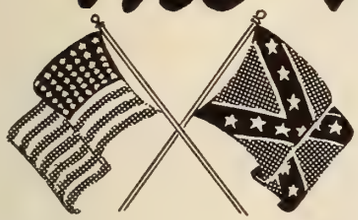
JUST before the WSM-NBC *Grand Ole Opry* was to go on the air in Nashville a fortnight ago, Whitey Ford, m.c. who also does the character "The Duke of Paducah", received a telegram that his father was dying at Texarkana, Texas. Whitey said nothing, did the show, then told the cast. He caught a night train for Texarkana, arriving at the bedside of his 73-year-old father just before he died.



Represented Nationally by HEADLEY-REED CO.



The Historic battle grounds of Chattanooga



Chattanooga, scenic center of the South, is also the locale of great and hallowed ground in the history of this country's development.

For, in and around Chattanooga were fought some of the most decisive battles of the Civil War . . . the Battle of Lookout Mountain, the Battle of Missionary Ridge, the Battle of Chattanooga, and finally, the Battle of Chickamauga itself. In this battle alone approximately 130,000 men took part.

The Battle of Missionary Ridge resulted in the beginning of Sherman's march to the sea.

And in this war, Fort Oglethorpe, the largest WAC training center in the nation, is carrying on a military tradition which Chattanooga has known since its very beginnings.

THE AUTHENTIC PICTURE OF CHATTANOOGA'S RADIO STATIONS

C. E. HOOPER, INC.
MIDWINTER 1944
STATION LISTENING INDEX, CHATTANOOGA, TENN.

	WDOD	"B"	"C"	Others
MORNING INDEX (8 TO 12 P.M.)	48.2	24.1	26.6	1.1
AFTERNOON INDEX (12 TO 6 P.M.)	45.9	25.1	27.7	1.3
EVENING INDEX (6 TO 10:30 P.M.)	43.2	35.5	19.3	2.0

WDOD

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT
National Representatives
PAUL H. RAYMER CO.

Machugh Is Named Sirica's Assistant

Veteran Government Counsel Joins House Probe of FCC

APPOINTMENT of Joseph V. Machugh, Washington attorney, World War I veteran and Government counsel-investigator, as attorney-investigator of the House Select Committee to Investigate the FCC was announced last week by John J. Sirica, general counsel.

Since his graduation in 1924 from Georgetown Law School, Mr. Machugh has been identified with various Government agencies and Congressional investigations, the latest being the Senate Judiciary Committee inquiry into the Montgomery Ward & Co. case. Mr. Machugh organized the facts for that Committee of which Sen. Pat McCarran (D-Nev.) is chairman.

Mr. Machugh joined the Shipping Board, now the Maritime Commission, as junior attorney in 1924 and a year later went to the Dept. of Justice as attorney in the anti-trust division, serving more than six years in that post. For the next year he worked on the now-famous telephone investigation and the succeeding three years was counsel for the Consumers Council of the Coal Commission. In 1940 he became counsel-investigator for the Senate Special Committee to Investigate Campaign Expenditures, headed by Sen. Guy M. Gillette (D-Ia.). Later he served Sen. Burton's Oil Shortage Committee and then became attorney for the Independent Petroleum Assn. of America.

On Nov. 23, 1942, Mr. Machugh, just a month under 43, was drafted as a private and spent six months at Ft. Belvoir before being discharged as over age. In the First World War Mr. Machugh enlisted and at 18 was commissioned a second lieutenant after graduating from Officers Candidate School.

Following his discharge in May 1943 Mr. Machugh became special counsel for the Small War Plants Corp. and from there went to the Montgomery Ward Senate Probe. He is single and has lived in Washington since 1917, except for his Army service. He entered Catholic U. in 1917 as an engineering student and following his retirement from the Army after the First World War, he completed his engineering studies before entering Georgetown Law School.

Japanese Employes of FCC, OSS, Grilled By House Committee in Surprise Move

IN A SURPRISE move last Tuesday the House Select Committee to Investigate the FCC held a public hearing into the activities of two former Japanese internees, one now employed by the Foreign Broadcast Intelligence Service of the Commission and the other by the Eastern Research Institute, a branch of the Office of Strateg Services.

John J. Sirica, Committee genera counsel who previously had take no active part in hearings, conduct ed the investigation, which opene at 3 p.m. shortly after Committe investigators, armed wih subpena *duces tecum*, visited FCC and ER headquarters and seized paper from the desks of both men. The also visited an apartment shared b the two and took other papers int possession.

Fred Nitta, who testified he wa born in Japan in 1903 and came t America in 1918, told the Commit tee he was interned at the Poston Ariz., Relocation Center from 194 until Feb. 29 this year, when h came to Washington to join th ERI. He admitted having digests o Japanese propaganda shortwav broadcasts, as compiled by th FBIS and labeled "restricted, fo Government use only". He told th Committee he borrowed the digest from John Kitasako, FBIS em ployee and his roommate, because h wanted to study them and becaus his work was similar to that o Kitasako's.

Mr. Sirica read from four issues of the *Hart Mountain Sentinel* publication for the Hart Mountain Wyo., Relocation Center, columns written by Kitasako deploring the treatment which he said was accorded Negroes in Washington and the South and urging race equality. "That kind of writing stamps this man as an agitator, a creator of disunity, doesn't it?" demanded the Committee general counsel. Nitta had no comment.

On the stand Kitasako testified he wrote the articles to show that the Japanese have a "more favorable future" in America than Negroes. He said he was born in this country and was interned at the Hart Mountain camp until last March, when he was released to join the FBIS. He is employed in the editorial section, reports division, FBIS, which compiles digests of enemy propaganda broadcasts.

Charles R. Denny Jr., FCC general counsel, told the Committee that Kitasako had been checked by Civil Service Commission before he was employed, that he didn't question the loyalty of either man and that employes of FBIS were urged to take copies of the restricted digests home to study.

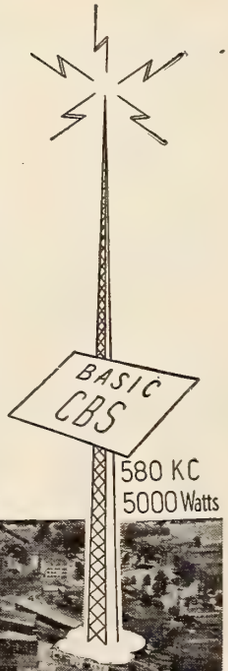
"Do you intend to keep this man on from today in view of the testimony?", demanded Mr. Sirica. Mr. Denny replied that he was in the FCC law department and that Kitasako was employed by the FBIS.

After the meeting Chairman Lea (D-Cal.), only Committee member attending, pressed for a statement as to whether the investigation would fold should Commission Chairman James Lawrence Fly resign [BROADCASTING, July 24], said: "The investigation will be completed. We hope to finish it this session." He adjourned hearings to reconvene "at the call of the chair".



"Worcester, England calling WTAG Worcester, Mass." "London calling WTAG listeners." These are established features received direct on WTAG's own short wave equipment. They frequently include many noted personalities such as Mr. Churchill and Sir Anthony Eden, and other outstanding wartime events.

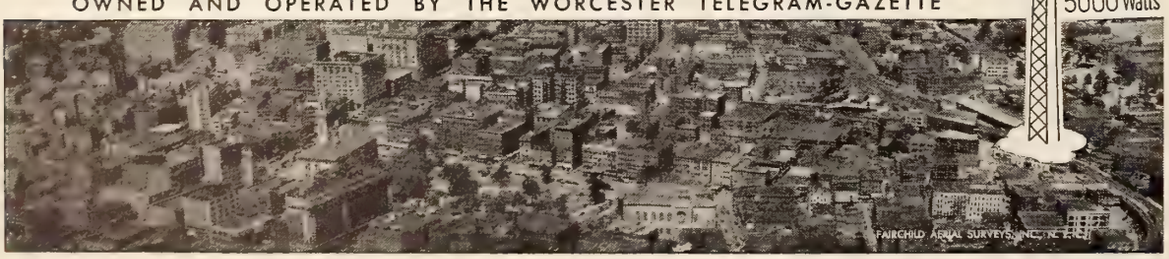
Here at home WTAG's Mobile Transmitter Unit *covers* news and *makes* news. A creative force of Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and a Publicity Department function the clock around. There's every evidence that this is a Big Station inside of a Big Market.



PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



YOU MAY BE ABLE TO "CAST" 422 FEET*—



BUT—YOU CAN'T BROADCAST INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the Monday evening figures, 7 P.M. to 10 P.M.:

WKZO	65.4%
STATION B	13.0%
SIX OTHERS	21.1%
MISC.	0.5%

Pardon the pun—but it really *isn't* possible to throw a "plug" into Western Michigan, from ANY outside station, with ANY hope of adequate or consistent performance.

The reason is an actual physical barrier in the matter of geographical location, which gives Western Michigan an almost impenetrable fading condition. Distant stations simply can't put a dependable signal into the area. *But WKZO can and does.*

WKZO is Western Michigan's *favorite* station. Read the caption at the left—then ask us or Free & Peters for the complete Report.

* Wm. J. Lovely of St. Louis did it at Chicago in Sept., 1943!

WKZO

5000 Watts
590 KC
CBS

Strongest selling force in Western Michigan

Owned and Operated by Fetzer Broadcasting Company

KALAMAZOO and GRAND RAPIDS



FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



Memphis is the world's largest cotton market, with the valuation of cotton and cottonseed grown and sold in the Memphis area totaling two-thirds of a billion dollars!

WMC, the station most people listen to most in the Memphis area, is the outstanding selling medium of this 12th largest trade area in America.

WMC ★ 5000 WATTS DAY & NIGHT ★ NBC NETWORK

MEMPHIS, TENN.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

MEMBER OF SOUTH CENTRAL QUALITY NETWORK { WMC - Memphis WJDX - Jackson, Miss. KARK - Little Rock WSMB - New Orleans KWKH - KTBS - Shreveport

MISS TRUMAN'S RADIO DREAMS

Daughter of Vice-Presidential Candidate Often Heard on Air in Nation's Capital

RADIO career is one of the dreams of Mary Margaret Truman, 20, daughter of the Democratic vice-presidential nominee.



Miss Truman

For seven or eight years she has sung frequently on two programs in the Nation's Capital —the former Blue network *Congressional Children* and the *National Children's Frolic*, on WMAL Washington, Blue key.

According to "Uncle Bud" Ward, m.c. of both programs, Miss Truman has a concert type of soprano voice though she prefers to sing ballads and selections from light opera. She last appeared on the *Frolic* several weeks ago.

Besides her singing, Miss Truman is interested in the production end of radio. She has taken an active part in the *Frolic* for many years, and her father has spoken several times on the program.

Both Mr. and Mrs. Ward have taken an interest in her vocal development, and they describe her as a capable singer who is at ease before the mike. Her singing is sweet and unaffected, traits that characterize all her activity. She is a student at George Washington U.

The day after her father was nominated for the Vice-Presidency Miss Truman phoned the Wards from the Midwest at the conclusion of their Saturday afternoon *Frolic* on WMAL.

M. M. JANSKY JOINS LOUCKS, SCHARFELD

MAURICE M. JANSKY last week left Government service to become associated with the Washington radio law firm of Loucks & Scharfeld.



Mr. Jansky

Since 1942 he had been senior attorney, U. S. Bureau of Reclamation, where he specialized in matters relating to the Bureau's activities in electrical power.

A brother of C. M. Jansky Jr., head of the consulting engineering firm of Jansky & Bailey, Washington, Mr. Jansky will specialize in communications law and power matters. He is a native of Madison, Wis., where he was born in 1913, and holds a B.S. in electrical engineering at the U. of Wisconsin, 1935, as well as an LL.B. from Wisconsin's law school in 1937. Mr. Jansky was associated with the Washington radio law firm of Dow & Lohnes from 1937 until 1939. From 1939 until 1942 he was with the Washington law firm of Davis, Richberg, Beebe, Busick & Richardson.

Philip G. Loucks, former NAB managing director, is senior member of Loucks & Scharfeld. Capt. Arthur W. Scharfeld is on active duty in the European theatre with AMG.

Spots for Teel

TEEL, a liquid dentifrice, product of Procter & Gamble Co., Cincinnati is now promoted on some 40 stations throughout the country with one-minute transcribed spot and 15-second chain break announcements at varying intervals. Drive started last April. Agency is Biow Co., New York.

ZENITH RADIO Corp. has received the Army-Navy Production Award for the third time for outstanding achievement in producing materials essential to the war effort. A third white star has been added to the Award Flag.

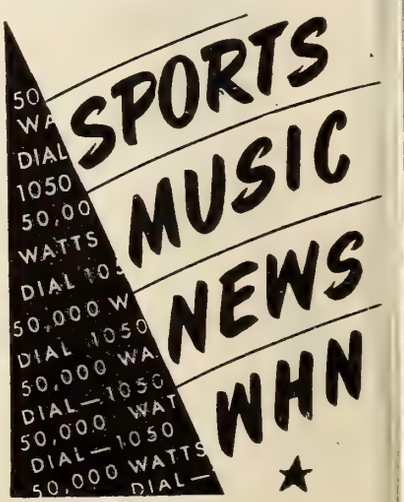
McGee Resigns

CHARLIE H. McGEE, Sr., of the domestic and foreign branch of the Radio & Radar Division of WPB is resigning Aug. 1 to return to private business as a manufacturers representative, in Washington acting as adviser and expediter. Mr. McGee, who was chief of the branch's orders and appeals section, entered Government service in November, 1941 in the contract and distribution branch of the Office of Production Management, forerunner of WPB. Before his Government service, Mr. McGee was connected with several national organizations, including General Motors, working on production and organizational problems. For a number of years he was secretary-treasurer of Hurtz Engineering Corp. Mr. McGee's new offices will be in the Carry Bldg., 927 15th Street, N. W., Washington.



Mr. McGee

WESTERN Electric Co. has leased the Lane Bryant Bldg., 529 W. 42d St., New York, to increase its facilities for the manufacture of electronic equipment for the Armed Forces.



what makes a . . .



EXCLUSIVE

SUPER-SLEUTH of the canine clan, the Bloodhound is EXCLUSIVE because of his unfailing scent . . . and because of his silent efficiency on the trail, his nobility, good nature and intelligence. Deep tan, strong and muscular of limb, this "hawkshaw hound" stands 28 inches at the shoulder and is soundless on the scent, unlike other hounds that are gifted with deep voices.

K-O-Z-Y . . . FM PIONEER in the Kansas City Area . . . is EXCLUSIVE because of its prewar leadership in the field of FM promotion, its uninterrupted wartime proving of FM SUPER-SERVICE and its preparedness, thereby, for immediate postwar coverage for your message. Add KOZY's Rate Card 3 to your current program projections and stay on the trail of a first-class future FM audience.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station

PORTER BUILDING • KANSAS CITY, MISSOURI

KOZY

FM Pioneer in the Kansas City Area

Merchandising & Promotion

Windows—News Schedule—Fact Folder
Bullseye—Brochure—Poems

GENERAL appeal of a new women's program, *Visit With Nancy*, heard Monday through Friday 1-1:30 p.m. on WRC Washington, and presented by Nancy Osgood, is promoted through five window displays in the WRC foyer. Art technique used borrows the freedom and color of Disney and adds depth and realism with the use of cutouts. Captions on three of the five windows are: "For All That's New, Visit With Nancy," "Meet Famous People" and "Meet Little People Behind the News."

* * *

KFBI Map

DONE in blue and white, the latest KFBI Wichita, Kan. promotion piece gives statistics on the buying habits of the tri-state area (Nebraska, Kansas and Oklahoma) covered by the station. Mail map of the area is done in blue, grey and black.

News Schedule

TO REACH the scores of vacationists who journey every summer to the Land of Ten Thousand Lakes, WCCO Minneapolis-St. Paul has mailed complete schedules of news broadcasts to more than 1900 summer resorts in Minnesota. Through the cooperation of the Minnesota State Tourist Bureau, the WCCO schedule, printed on simulated birch bark, was made available for posting in all main lodges and guest cabins of Minnesota resorts. Normally, two million vacationists spend $150,000,000 annually at the resorts.

Fact Folder

TWO COLOR 3¾ x 5 inch "Fact Folio No. 1" is being mailed by WWNC Asheville, N. C. to tie-in with station's current trade paper advertising. Folder shows totals for network, national and local active contracts.

* * *

WOC Data

DATA on listening and figures from the Hooper Station Listening Index are included in a promotion piece being sent by WOC Davenport, Ia. to agencies and advertisers. Piece is titled "Tops and Still Going Up."

Bullseye

ARCHERY theme is used in th latest promotion piece of KCK Kansas City, to direct attention t station's use as commercial outle Inscription is: "For Bullseye sale results shoot straight to your mar ket." Unfolded, the piece disclose large target with station's cal letters in the bullseye. Messag concerns KCKN's coverage of Kan sas City trading area.

* * *

Sears Ad

SEARS, ROEBUCK & Co., Chica go (mail order), features a ful page ad on the company's *Everet Mitchell's Town and Farm*, hear over WMAQ Chicago six-weekl at 6:15 a.m. (CWT), in its fal catalog to be distributed to 7,500, 000 customers. This is believed t be the first time the mail order con cern has used its catalog for radi advertisement.

* * *

Guest Conductors

COOKS' TOUR is descriptive o the KSTP St. Paul *Household For um* format while Bee Baxter, con ductor of the program, takes he vacation, according to a promotio folder issued by the station intro ducing five well-known home econ omists who will be guest conduc tors of the show, one each day o the week.

* * *

Hallicrafters Brochure

HALLICRAFTERS Co., Chicag (radio and electronic equipment) has issued a 32 page promotio brochure titled "More Than 68,000,- 000 People Are Being Told Abou Hallicrafters Radio." Done in ful colors on heavy stock paper, folde displays color ads and newspape promotion on Hallicrafters since the beginning of the war.

* * *

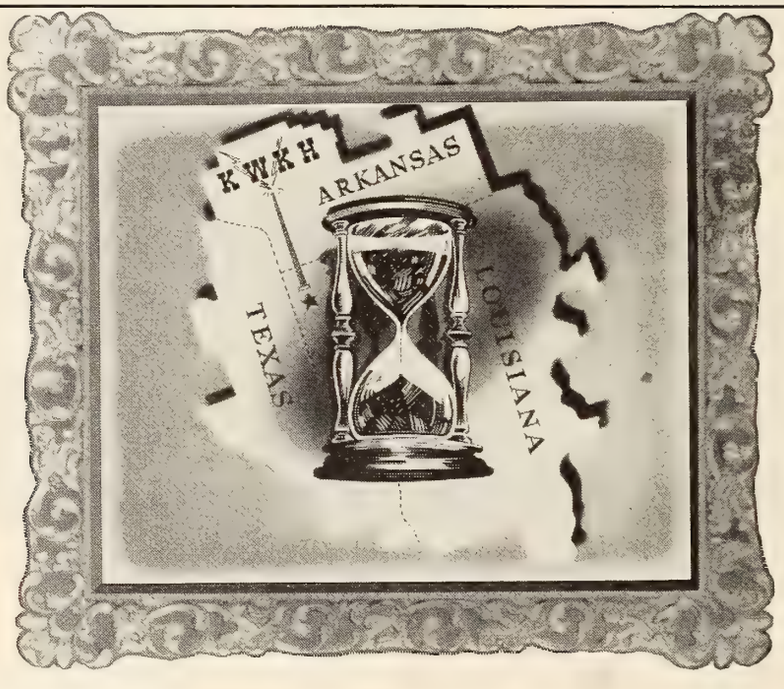
Yankee Folder

YANKEE Network's latest pro- motion piece "He Fights For You, Mr. Grocer", features Fulton Lew- is jr., Mutual commentator, who is sponsored by Victor coffee on WNAC Boston, WAAB Worcester, and WLLH Lowell, Mass. Promo- tion piece is in orange, black and white.

* * *

Texas Co. Book

TEXAS Co. is distributing "Rime Doesn't Pay," a second volume of the poems of Falstaff Openshaw as read by this "Allen's Alley" char- acter on the *Texaco Star Theatre* programs on CBS during the last season.



PORTRAIT OF AN

Enduring MARKET

● Picture an area rich in resources—one-fifth of the nation's oil, the second largest known supply of natural gas, minerals, timber—plus such major industries as cotton, livestock, and varied manufacturing. This is KWKH-land. Here production is now stepped-up to meet heavy wartime requirements but in years past, and for years to come, it is looked upon as an enduring market.

Let us give you more information about KWKH-land—that resource-rich area of East Texas-South Arkansas-North Louisiana. A Shreveport Times station, KWKH is represented nationally by the Branham Company.

KWKH

50,000 WATTS

A Shreveport Times Station CBS Represented by the Branham Co.

THE *SELLING* POWER IN THE *BUYING* MARKET

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY - REED CO.

A QUESTION EVERY RADIO TIME BUYER MUST ANSWER

"What Station Carries the Sports in Greater St. Louis?"

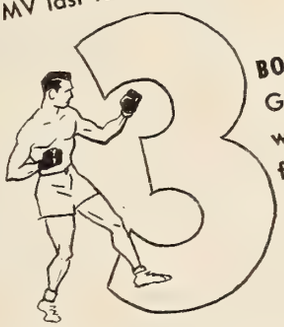
If you were asked this question, what would your answer be? Keep this answer in mind—then glance over the following facts about current coverage of important sports events in and around St. Louis.



BASEBALL—All the night home games of the Cardinals and the Browns are carried exclusively by WTMV in Greater St. Louis.



FOOTBALL—The only complete schedule of football game originations in the area was broadcast over WTMV last fall.



BOXING—The St. Louis Golden Gloves Championship fights were broadcast exclusively from the ringside by WTMV.



HORSE RACING—No other station—and no newspaper—in this market gives complete results from all tracks but WTMV.

Frankly, on this evidence, don't you think that "*the* Sports Station of Greater St. Louis" is WTMV?

This dominance in sports is one of the many reasons for the husky response that WTMV draws from the aggressive, prosperous, wage-earners in the Greater St. Louis Market.



BASKETBALL—The only complete schedule of games in this area during the past season was originated by WTMV.



TENNIS—The National Tennis Matches to be held at Forest Hills, L. I. will be broadcast exclusively over WTMV in Greater St. Louis.

WTMV
EAST ST. LOUIS, ILL.
1490 kilocycles 250 watts full time

Represented by
SEARS AND AYER
New York • Chicago • Kansas City

Send for interesting booklet "HOME FOLKS"

BALTIMORE: A MANUFACTURE O



WHATEVER THE WELL-DRESSED MAN WILL WEAR . . . .

there's a good chance that it comes from Baltimore. For Baltimore is an outstanding leader in the various branches of men's apparel manufacturing. L. Greif & Bro., America's largest clothing maker is a Baltimore concern—so are such well known houses as Schoeneman, Schloss Brothers, Lebow and others. Baltimore makes more straw hats than any place in the world; its hat industry is headed by Men's Hats, Inc. Nationally known Marlboro Shirts, B V D underwear and pajamas, and Smoothie ties are only a few of the many famous Baltimore-made products in this field.

LEADER IN THE
F MEN'S APPAREL

The Baltimore men's apparel industries grow greater year by year --making more products, employing more workers, contributing more to the city's spending power. But clothing is just one industry of over 100 different classifications that contribute to Baltimore's great industrial diversification a--healthy diversification that insures steady progress.

Baltimore is the fastest growing big city in the East. For more than 25 years the trend of growth in industrial output, in wage earners and in payrolls has outstripped other eastern seaboard industrial centers.

Consider your advertising in investment terms--and invest your advertising dollars in this market. Its Number One advertising medium is W B A L.

WBAL *means business in Baltimore*

BASIC NBC NETWORK

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

WAC War

REGARDLESS of what excuses have been given for leaving radio out of the current advertising campaign for WAC recruiting, one conclusion is indisputable: radio *was* left out. It was no oversight.

Representations had been made both from within and without the War. Dept. as to what might be expected if radio were excluded. OWI stated the position of stations in unmistakable terms: That radio preferred to contribute time to the campaign but if paid advertising were to be used radio wanted its share.

Radio is not mourning the loss of whatever revenue it might have received in the initial phase of the WAC campaign. Far from it. It is glad. It is glad because at long last, thanks to the courageous action of the OWI Domestic Radio Bureau in pulling its WAC allocations, radio has let it be known in a way that cannot be misunderstood that its generosity will not be abused.

No other medium—and we can say this without reservation—has given so magnanimously and so effectively in behalf of the war. No other medium has joined with our Government in a plan in which its facilities are regularly allocated every day of the year for war messages. No other medium can be relied upon to reach so many people in so short a time whenever Uncle Sam beckons.

To those who are responsible for leaving radio out of the initial outlay of the $5,000,000 WAC advertising windfall, despite all such talk about summer listening ratings, network and station policies, we make this flat accusation: radio was left out because it was expected to contribute anyway. So why pay for it? That's been the traditional attitude whenever there has been money to spend for war campaigns.

We do not wish to imply that the exclusion of radio was deliberate. But we do contend that the willingness shown by advertisers, networks and stations to contribute their facilities for war campaigns has resulted in failure to appreciate that radio lives on advertising. Can anyone imagine asking the press to contribute free space for Government messages which are being paid for on radio?

For the edification of the War Dept. a quick calculation is timely. In omitting radio from its WAC advertising it brought upon itself one week's loss of OWI allocations to network programs and another week of station announcements worth, in time and talent, approximately $380,000.

Who is going to pay for that?

Radio has never asked for Government money for advertising. It has consistently opposed advertising subsidies for press or radio. But it rebels against discrimination of the kind manifest in the handling of the WAC account.

What Price Prices?

WONDERS never cease. The FCC, after approving some three dozen station transfers in recent weeks involving in excess of 10 million dollars, out of a clear sky asks the Senate and House Committees charged with radio for policy guidance.

Actually, the FCC seeks Congressional direction "after the fact". It already has sanctioned the most controversial of the transactions, inflated prices and all. Moreover, it was the FCC's duopoly regulation, banning multiple ownership of stations in the same or overlapping areas, invoked during wartime, that really provoked the brisk activity in station sales and skyrocketed prices.

Agitation over prices isn't new. Years ago the Commission decided against a "bare-bones" policy on the ground that it was without Congressional authority to do anything about it. We think the Commission properly interpreted the law. It has approved transactions, irrespective of price, and will continue to approve them unless there is a specific Congressional order to the contrary.

If the proposed purchaser meets the requirements as to character, integrity and financial responsibility, the Commission is left with no recourse but to grant. Should the new owner fail to meet minimum requirements, the Commission always has recourse to renewal or revocation proceedings.

It is our guess that the request for legislative guidance is designed to head off inquiries from Congress about station transactions. Rep. Wigglesworth (R-Mass.), a member of both the Select Committee to Investigate the FCC and the Independent Offices Appropriations Subcommittee, for years has asked the FCC to supply detailed data on station transtransfers and has fulminated against purported "trafficking" in station licenses.

It's refreshing to have the FCC, hat in hand, now ask Congress for advice on station transfers when prices appear "inordinately high". For years, or in any event for the last five, the Commission has gone blithely on its way deciding important questions of policy involving ownership, programs, business and other practices without once seeking Congressional direction. In fact, it has opposed moves toward legislation which would define its authority.

Now that the Commission has broken the ice, we respectfully suggest that it elicit from Congress its judgment and guidance on such matters as newspaper ownership and operation of stations; dual ownership of standard, FM and television stations by the same licensees before heavy investments are made; extent of its authority over business operations of stations and networks; what, if any, control it may exercise over programs; whether it can collect annually statistics on radio business without specific authorization, and a host of other controversial questions on which Congress, as the creator of the FCC, should express itself.

On second thought, since the FCC feels on the matter of station transfers that the law is not clear, and since questions have been raised as to the Congressional intent on other even more fundamental points, we think it behooves the Commission to seek a full-scale set of interpretations of the Communications Act of 1934.

The easier way would be to write a new radio law. But the FCC opposes that.

Our Respects To —



HENRY RUTHERFORD TURNBULL

IN 1942 when Thomas E. Dewey was running for Governor of New York, he made 18 radio campaign addresses. Seventeen of his broadcasts ended on the nose; one ran over by 18 seconds. Gov. Dewey will adhere to the same sort of timing in his radio talks during the 1944 Presidential race, according to Henry Rutherford Turnbull, who directed the Dewey gubernatorial radio campaign and who, at the Governor's request, has taken leave until Nov. 8 from his regular position as chairman of the plan board of Duane Jones Co. to serve as radio director of the Republican National Committee.

"No broadcaster scheduling a Dewey address on his station need fear that the Governor will run over his allotted time," Mr. Turnbull declared, "and the same applies to Gov. Bricker. We appreciate the problems of the broadcaster. We realize that in many cases he is cancelling a regularly scheduled commercial program to carry a campaign broadcast, so the latter means no extra profit to him. We also know that when a popular radio show is replaced with a political broadcast the change will not meet with 100% audience approval.

"Therefore, we consider it a duty to do all we can to make the broadcaster's job of cooperating with us as painless as possible. We shall not ask networks or stations to clear 30 minutes and then put on a speaker who will talk for 45 minutes. We shall not ask for the same time period two weeks in succession from any sponsor or station. We shall, whenever possible, make use of sustaining time instead of asking for clearance of time already sold to a commercial sponsor."

Mr. Turnbull's statement comes naturally from a key executive of an advertising agency which has majored in radio, so to speak, with about two-thirds of its total billings going into this medium. It is also natural that he intends to apply to his current task of producing votes for Republican candidates at the ballot box the same radio techniques that have successfully produced sales of advertised merchandise over the counter.

Although Mr. Turnbull won't know his campaign advertising budget for a fortnight hence, he asserted that radio expenditures would comprise the "biggest single item" of the appropriation.

Henry Turnbull was just about old enough to cast his own first vote when he entered

(*Continued on page 36*)

"The excellent variety with its emphasis on good music makes every moment of listening time a real pleasure."

"There is no doubt that FM is the ultra in reception. When I am at home it is the only station to which I listen. The interference is nil and the tone and quality are superb in every sense. Clear as a bell does not fully describe it."

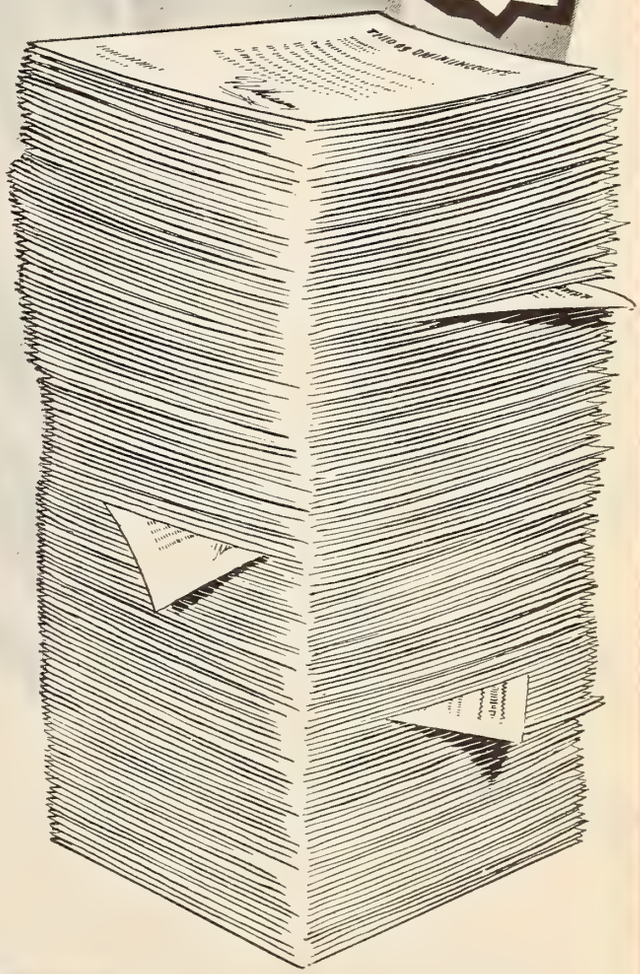
"I thought it would be interesting for you to know that ever since we became the owners of a good Frequency Modulation radio receiving set, our family's preference for radio music has changed to the extent that WMFM is tuned in practically all the time."

"For the past two years I have been a regular listener to the programs coming from Station WMFM. One never seems to tire of listening to the music coming from this station. The tonal quality is so real and so true that one can easily imagine the performers to be in the same room with you."

"previous to our purchasing an FM Radio, we were not radio fans, but with FM our radio is turned on constantly."

"Our hopes have been realized, and we wish to tell the world that frequency modulation is beyond comparison the finest radio music reception to be heard."

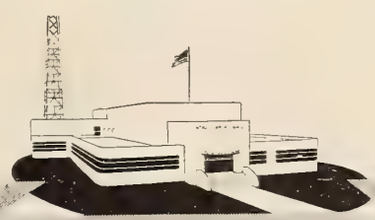
Will Your Milwaukee Radio Programs Receive **PRAISE** Like This?



Milwaukeeans are enthusiastic about WMFM, and they don't hesitate to say so. The WMFM filing drawer marked "praise" is heaped high with documentary proof that WMFM delivers the perfect combination of better programming plus better reception, through the miracle of FM.

Put this enthusiasm to work for you. Include WMFM in your fall schedule. One of the outstanding WMFM sustaining programs may be exactly what you want. If not, we will gladly place our years of experience as FM pioneers at your disposal to help develop a new, sound program.

Don't wait. Act now. Write, wire or phone.



WMFM

THE MILWAUKEE JOURNAL FM STATION

first

in

POPULAR APPEAL

AND

PRESTIGE

Biggest audiences offer biggest sales opportunities . . . and WRC's prestige in the *minds* of listeners provides an extra sales push.

and its been True for 21 years . . . continuously!

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Our Respects to

(*Continued from page 34*)

advertising as a cub copywriter for Joseph Katz Co., in his native Baltimore. Born Aug. 19, 1905, he had been educated at St. Paul's School, Baltimore, Baltimore City College ("really a high school despite its name," said Henry) and Johns Hopkins, which awarded him an AB degree in 1926.

Journalism beckoned and for a brief period Henry chased news for the *Baltimore Sun*. "A reporter's life looked glamorous to a youngster," he explains his switch in careers, 'but advertising seemed to offer the same glamor—plus more money." And so another advertising man got his start.

Three years with Katz, a couple more with Van Sant, Dugdale & Co. and young Turnbull was ready to tackle advertising's major market, New York. Starting with Paris & Peart as account executive on A & P coffee, in 1937 he joined Blackett-Sample-Hummert and began his association with Duane Jones, moving with him some three years later to Maxon Inc. and subsequently assisting in the formation of Duane Jones Co.

As account executive on such radio-active accounts as Bab-O, Grocery Store Products, Tetley Tea and the like, Mr. Turnbull became more than moderately familiar with rehearsals, stop watches, control rooms and other studio phenomena. A term ("of hard labor," he says) as time-buyer for Maxon and Jones made him master at rate card mathematics and the knack of obtaining the most listeners per dollar.

These proficiencies are as valuable in political as in commercial radio. Mr. Turnbull proved that in 1942, when he combined stations of two networks into a statewide hookup that insured complete coverage of New York for major speeches by Mr. Dewey. That campaign, and the equally successful 1943 campaign of Joe R. Hanley for lieutenant governor, with Mr. Turnbull again at the radio controls, provided valuable experience for the present nationwide political battle.

Spot radio played an important part in the New York campaigns and also will be extensively used this year, Mr. Turnbull says, adding that much of the spot time will be purchased locally by the state, county and city Republican Committees. The national radio staff is now preparing a radio handbook for the guidance of these committees in buying time and preparing radio material.

Recalling with professional pride a number of 'firsts" in the use of premium offers in radio advertising—concocted during the last 7½ years as right-hand man of Duane Jones, Mr. Turnbull said that in a sense the same objective lying behind this method of salesmanship—the intent to "move people to action"—could be carried over into the handling of radio in the Republican campaign.

The Jones-Turnbull team, incidentally, was the first to put on the air premium offers of theatre seats and silk stockings. They were first in the United States, he said, to get Madame Chiang Kai Shek to endorse a commercial product. The chrysanthemum offered last year by B. T. Babbitt Inc. over NBC bore the name of the leading lady of China.

Mr. Turnbull lives with his wife —the former Ruth White of Baltimore—and his two children Henry Jr., 7 and John, 3½ in that advertising agency man's retreat—Bronxville, in Westchester County, N. Y. His favorite hobbies, he says, are chess and recorded music. Not a "joiner" by nature, his only fraternal affiliation is the Johns Hopkins Club.

Personal NOTES

LYNNE C. SMEBY, assistant director of the Operational Research Branch, Army Signal Corps, and former NAB Director of Engineering, and Mrs. Smeby, on July 24 became the parents of their first child, Lynne Charles Jr.

S. J. PAUL, assistant advertising manager of BROADCASTING headquartered in New York, and Mrs. Paul, on July 22 became the parents of an 8 lb. 13 oz. daughter, Celia Ann—their first child.

EDWARD T. BATCHELDER, former assistant secretary of the Assn. of National Advertisers, has been elected secretary succeeding George S. McMillan, who resigned to become public relations director of Bristol-Myers Co.

HERBERT KENDRICK, manager of WJLS Beckley, W. Va., has resigned preparatory to embarking upon a station project with G. Lester Hash, of Beckley.

HOWARD L. CHERNOFF, managing director of the West Virginia Network now in the European Theatre of Operations as the network's correspondent, conducted the second of a series of broadcasts July 23, describing conditions as he found them after a trip through hospitals in the United Kingdom.

DR. EVERETT R. CLINCHY, president of the National Conference of Christians & Jews, has been appointed to the Advisory Board of Clergy for *Light of the World*, CBS serial dramatizing the contents of the Holy Bible, and sponsored by General Mills. Dr. Clinchy replaces the late Dr. James Moffatt.

PAUL MOWRY has been transferred from WABC New York, where he was a senior producer, to the television staff of CBS, WABC parent network, as assistant to Worthington Miner, manager of CBS video. Mr. Mowry is a former member of the staff of WCBW, CBS television outlet in New York, having been assistant manager of studio operations during the "live" series of programs on the station late in 1942. He transferred to WABC when the live telecasts were discontinued because of wartime shortages of men and material.

FLOYD MASTERS, since 1939 midwestern district manager for Stewart-Warner Corp., Chicago, has been appointed manager of the radio division.

WPB Names Butman

CARL H. BUTMAN, Washington radio consultant and former secretray of the old Federal Radio Commission, has been assigned to handle publicity for the Radio & Radar Division, War Production Board. Mr. Butman has been in the WPB information office the last year.

RICHARD W. HUBBELL, who has been succeeded by Frederick L. Kugel as editor of *Television Magazine*, is continuing his association with the magazine as contributing editor. Mr. Hubbell relinquished the editorship to devote more time to television production and consultation and to the completion of a book on television program production.

AL LEARY, commercial manager of CKCL for 15 years, will operate his own station at Toronto in the near future, and has opened temporary offices under the name of York Broadcasters at 45 Richmond St. West, Toronto. Associated with him will be Commercial Broadcasting Service Ltd.

DON McGILL has been appointed manager of CKSO Sudbury, Ont. Before joining CKSO a year ago he was with CFCO Chatham, Ont. He succeeds Clair Chambers, resigned.

CHARLES H. KUERTZ, former sales representative for General Mills in Cincinnati, has joined the staff of Specialty Sales, WLW Cincinnati subsidiary.

GLENN C. HENRY, former chief of the audio and industrial section of WPB's Radio & Radar Division, has been appointed to the staff of the Industrial Sound Equipment Section to RCA, Camden, N. J., in charge of engineered sound systems and components.

DON'T SIT UNDER THE APPLE (Ky.) TREE!

If you're looking for a windfall of Kentucky business, you'll be interested to know that the Apple (Ky.) crop of buying power isn't exactly in the bumper class! On the other hand, the Louisville Trading Area is a tremendous orchard, loaded down with 57.5% of Kentucky's total buying income! . . . To harvest your share of the Louisville Area's $400,000,000 retail sales, all you need is WAVE—the only NBC station for 100 miles around! Send for the proof *now*.

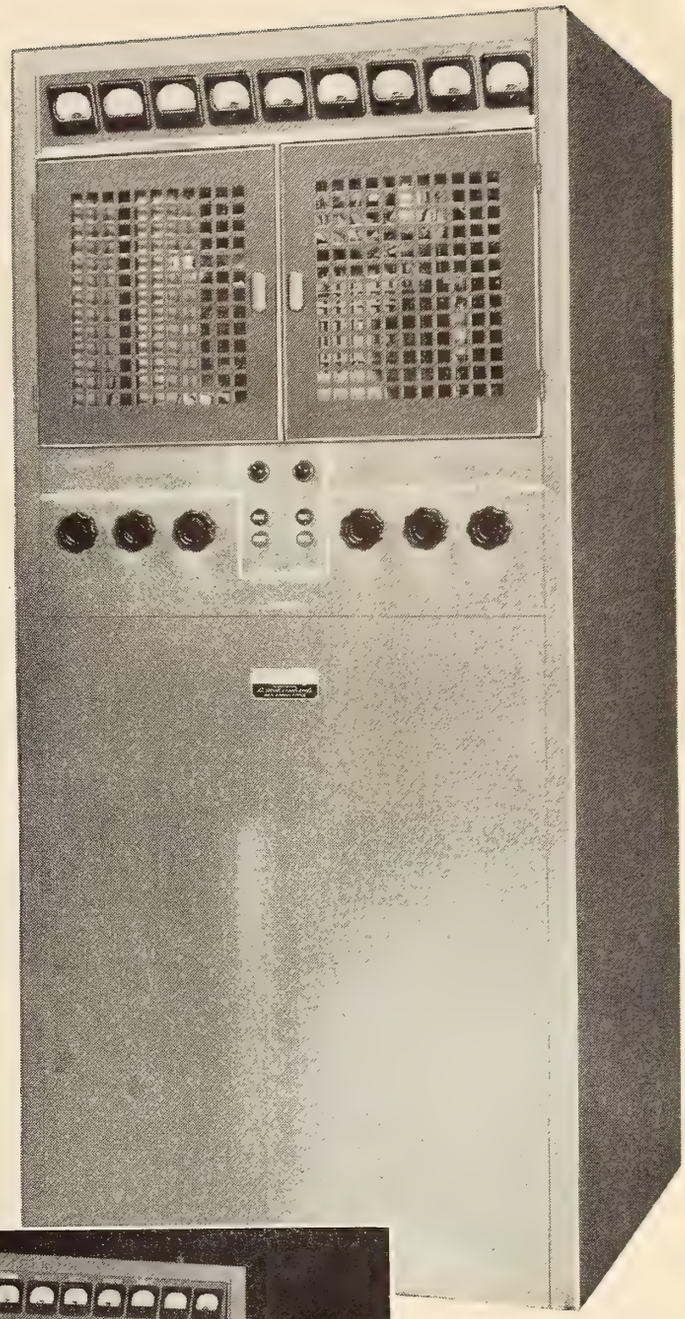
LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

NOW! *A WORKING MODEL OF GATES POST-WAR TRANSMITTER DESIGNING*

Orders Accepted Now for Post-War Delivery*



Gates

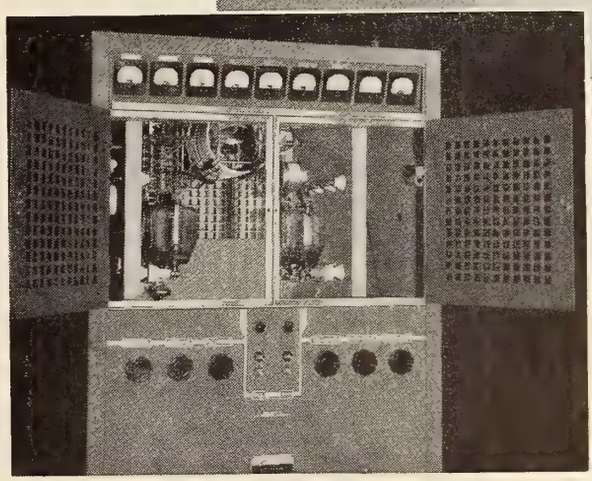
MODEL 1D ONE KILOWATT BROADCAST TRANSMITTER

An Example of How Gates Wartime Developments Create Higher Efficiency at Lower Cost . . .

Here is "tomorrow's transmitter—completely engineered today!" Combining these important features:

- **Low initial tube cost**
- **Low operating cost**
- **High fidelity performance**
- **Extreme accessibility of all components**
- **Modern, streamlined design**
- **Extremely easy to install**
- **"Easy-view" meter panel**

Yes! Gates is ready for your post-war equipment needs. This new, 1000 watt transmitter is completely designed and operating under rigorous conditions . . . ready for post-war delivery. The Model 1D is designed as a commercial broadcast transmitter, but is also available, on special order, for high frequency operation up to 20 megacycles. You can order now with confidence, knowing that Gates has taken advantage of every wartime engineering advancement in designing this efficient and economical transmitter.



Model 1D — 1000 watt Transmitter Full front view and close-up of front top with doors open.

** May we send you details regarding the Gates Priority System for prompt postwar delivery?*

WRITE TODAY FOR COMPLETE, ILLUSTRATED TECHNICAL BULLETIN

Wartime restrictions do not allow the sale of new broadcasting equipment without priority. This equipment is presented merely to acquaint you with Gates developments.

Gates

RADIO and Supply CO.

QUINCY, ILLINOIS, U.S.A.

Manufacturers of Radio Broadcast Transmitters, Speech Equipment, Recording Apparatus and Allied Equipment in the Electronics Field.



We have the right combination!

Many years of experience in opening the doors of radio homes for our advertisers to walk in, have given us that deft touch which does the job where less skillful fingers might fumble.

We really have the combination to one of America's most outstanding direct response markets.

Put WMMN on those Fall schedules coming up — it will pay dividends!

ASK A JOHN BLAIR MAN

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

Maj. Roberts Back

MAJ. RANKIN ROBERTS, of the public relations staff of Lt. Gen. Joseph Stilwell, commanding general of the China-Burma-India theatre, is back in the States to complete plans for future radio activity in that theatre. He will return to the Orient after a leave. Maj. Roberts formerly was a Texas State Network producer. He was with the War Dept. Radio Branch, Washington, before being sent to Chungking two years ago. He is also conferring on plans for resumption of the Blue series, *Yanks in the Orient.*

New Canada Station

CKSF is the call letter of the new 250 w station of the *Standard Freeholder,* Cornwall, Ont., which operates on 1230 kc, according to an announcement of Walter A. Rush, Controller of Radio, Department of Transport, Ottawa. The station was issued license No. 119.

The San Francisco Radio Picture Has changed!



Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

Emerson PD Quota Earmarks Delivery

Priority System Will Cushion Huge Postwar Set Demand

EMERSON Radio & Phonograph Corp., New York, has set up a "Preference Delivery Quota" program designed to expedite the delivery of the first post-war radios to consumers. As outlined at a meeting of Emerson Eastern distributors, by Jack Geartner, advertising director, consumers are asked to sign a register, soon to be available in radio stores, entitling them to a "PDQ" certificate. Effort will be made to deliver radios when they become available to certificate holders.

Pointing up the importance of the newly-installed priority system, Benjamin Abrams, Emerson president, estimated that immediate postwar set demands would absorb 25,000,000 radios as soon as the production is permitted, while the industry's manufacturing potentiality represented between 15,000,000 and 17,000,000 sets. He predicted that the demand for radios and allied products would result in an expansion of the industry into a $3,000,000,000 volume as compared to its pre-war volume of $400,000,000.

Big Postwar Demand

The Emerson "PDQ" plan will be promoted on *Green Valley, U. S. A.,* Emerson's Mutual program, as soon as adequate distribution can be obtained.

Emerson looks forward to the development of small television sets, said Mr. Israel, vice-president in charge of engineering, visualizing, in place of the 12-inch cathode tube, a small revolutionary tube measuring 1 to 3 inches, coupled with a system of enlargement allowing the projectd image to be viewed by many.

William H. Weintraub, head of the agency handling Emerson advertising, emphasized the dominant position held by the U. S. in radio set ownership but added that the industry should not jump to the conclusion that it had reached perfection because 82% of the families own receivers.

FOUR TOP MARKETS!

- Kentucky's Central — WLAP *Lexington, Ky.*
- Amarillo — KFDA *Amarillo, Tex.*
- The Tri-State — WCMI *Ashland, Ky.-Huntington, W. Va.*
- Knoxville — WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

Clark, Flaig are Shifted In WLW Sales Changes

FOLLOWING appointment of William P. Robinson as Chicago manager of WLW Cincinnati [BROADCASTING, July 24], Robert E. Dunville, vice-president of the Crosley Corp. and general manager of WLW, announced other changes in the station's sales setup.



Mr. Robinson

George Clark, whom Mr. Robinson succeeds as Chicago manager, is being transferred to the WLW New York office, filling the vacancy created by the appointment of Eldon Park as assistant general



Mr. Clark



Mr. Flaig

manager of WLW [BROADCASTING, July 10]. Herbert Flaig, WLW commercial traffic manager, will be moved to Chicago to fill the vacancy created by Mr. Robinson's promotion.

Mr. Park took over as assistant manager of WLW on July 24. Other transfers will be completed by Aug. 1, Mr. Dunville said.

Lane in London

WILLIAM T. LANE, general manager and vice-president of WAGE Syracuse, has arrived in London as the guest of the British Government. According to word received by the station, he flew to England in a British plane with a group of U. S. citizens who are visiting as guests and not correspondents. Mr. Lane will file stories to WAGE and will be guest speaker on several Blue Network broadcasts while he is in London. In his absence, Mr. Lane's assistant, Aaron Beckwith, has taken over the managerial duties.

PROBLEMS of world peace are discussed in *Approaches to World Peace,* by Lyman Bryson, CBS director of education, Louis Finkelstein of the Jewish Theological Seminary, New York, and Robert M. MacIver of Columbia U. Book will be published Aug. 2 (Harper & Bros., New York, $5:00).

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA



History of Communications. Number Eight of a Series

EARLY RAILROAD COMMUNICATIONS BY TELEGRAPH



Communication by telegraph was probably one of the first of the electronic arts which met with commercial success in America. Of constant interest to every boy in a small town, the telegrapher down at the depot was a hero — a man of great science. With the advent of faster locomotives, telegraphy was a speedy method of traffic control.

Today, and for the postwar period, the picture will include electronic voice communications for the streamlined trains which travel one hundred miles per hour. There must be a more flexible control via electronics, plus the added possibility of passenger luxury in radio telephones. Universal stands ready as an electronic manufacturer to serve in the era of applied electronics.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

*AN OPEN LETTER TO_*

LINNEA NELSON (J. WALTER THOMPSON)
CARLOS FRANCO (YOUNG & RUBICAM)
FRANK SILVERNAIL (BBDO)

Dear Judges:

It goes without saying that we're pleased to have won our third straight BILLBOARD award; but we're especially grateful this year because we realize the quality of competition was higher (much higher), and the judges were the most eminently qualified persons who could be chosen.

So --- thanks again!

Sincerely

Radio Station WGKV

P.S. The statistically-minded around here have figured it out mathematically; we've now been BILLBOARD Award winners for greater than 65% of WGKV's lifetime.



CHARLESTON, W. VA.

Joseph B. Matthews, *Manager*

Gil Canfield, *Promotion Manager*

Represented Nationally By

Joseph Hershey McGillvra, Inc.

Affiliated with

NBC

BEHIND the MIKE

ROBERT EWING, supervisor of the Blue sales traffic department in Chicago, has been added to the division's research department as assistant to Research Manager G. A. Vernon. Replacing Mr. Ewing in network sales traffic is Gladys Ferguson, in charge of the Blue local and spot sales traffic department for last two years, assisted by Florence Walling and Marjory Mason.

C. EDWARD SMITH, released from the Army, has joined the announcing staff of WPEN Philadelphia.

EARL HARPER, sports and special events director of WJW Cleveland, has been chosen member of the advisory board of the Radio Council of Greater Cleveland.

ERNEST SIMON, chief announcer of WINX Washington and recently released from the British Eighth Army, has been elected junior vice-commander of the Silver Spring Chapter No. 4 of Disabled American Veterans.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N



N. B. C

Cotton-Blossom Time IN MISSISSIPPI

It's cotton-blossom time down south, and Mississippi's "King Cotton" has bright prospects of producing an even bigger cash income from his products this year.

Newly released agricultural figures reveal that Mississippi's cash income from cotton alone, in 1943, was $242,456,000, or an increase of $28,671,000 over the year before.

New industrial and oil development, coupled with an increased agricultural production, is pushing the state's cash income to peaks never before reached. Remember, WJDX—"The Voice of Mississippi"—continues to DOMINATE this profitable, growing market and can give you EXTRA results.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI



KUTA Shifts Personnel In Program Department

IN A complete realignment of the program department of KUTA Salt Lake City, general manager Frank Carman announced some personnel changes: Frank McIntyre, who came to KUTA from WKY Oklahoma City, will supervise the organization. Mr. McIntyre heads the program department as program-production director. Bill Agee, former Los Angeles announcer, will be night production manager, with Vern Louden, assistant production manager.

Jim Lawrence, former KOVO Provo program director, will fill the newly created post of sports-special events director, and Herman Wilson, formerly of KFEL Denver and KFSD San Diego, afternoon news editor. Dick Eskelson has joined the announcing staff, coming from KTFI Twin Falls, Ida. Keith Clarke has been promoted from junior announcer to full time status, and Lita Anderson, is new to the continuity staff.

ADD PENFIELD, former night news editor at WSB Atlanta, has been inducted into the Army as a private, stationed at Camp Wheeler, Ga.

FRANCES NEWELL, former women's program director at KGVO Missoula, Mont., has joined the station's announcing staff effective Aug. 1, replacing Ginger Cook, who is leaving to study in New York. Velma Rouse succeeds Miss Newell.

NAOMI MELENICK, formerly with WJJD-WIND Chicago in news and publicity work, has joined the staff of domestic radio bureau of the Office of War Information in New York.

PAUL O. GODT, theatre organist and program director, has been named public relations director at KXOK St. Louis. Mr. Godt was former program director at WTMV East St. Louis, Ill., KARK Little Rock, Ark., and WKZO Kalamazoo, Mich.

BILL MELIA, announcer of WWNC Asheville, N. C. and a member of the production staff for the past four years, has been appointed production manager.

ERIC NORMAN, announcer, formerly of WOR New York and the Office of War Information, has joined the announcing staff of WBYN Brooklyn.

DR. DEXTER PERKINS, Watson professor of history at the U. of Rochester and news commentator at WHEC-WHEF Rochester, will be the first to occupy Cambridge University's new chair of American history and institutions.

(*Continued on page 43*)

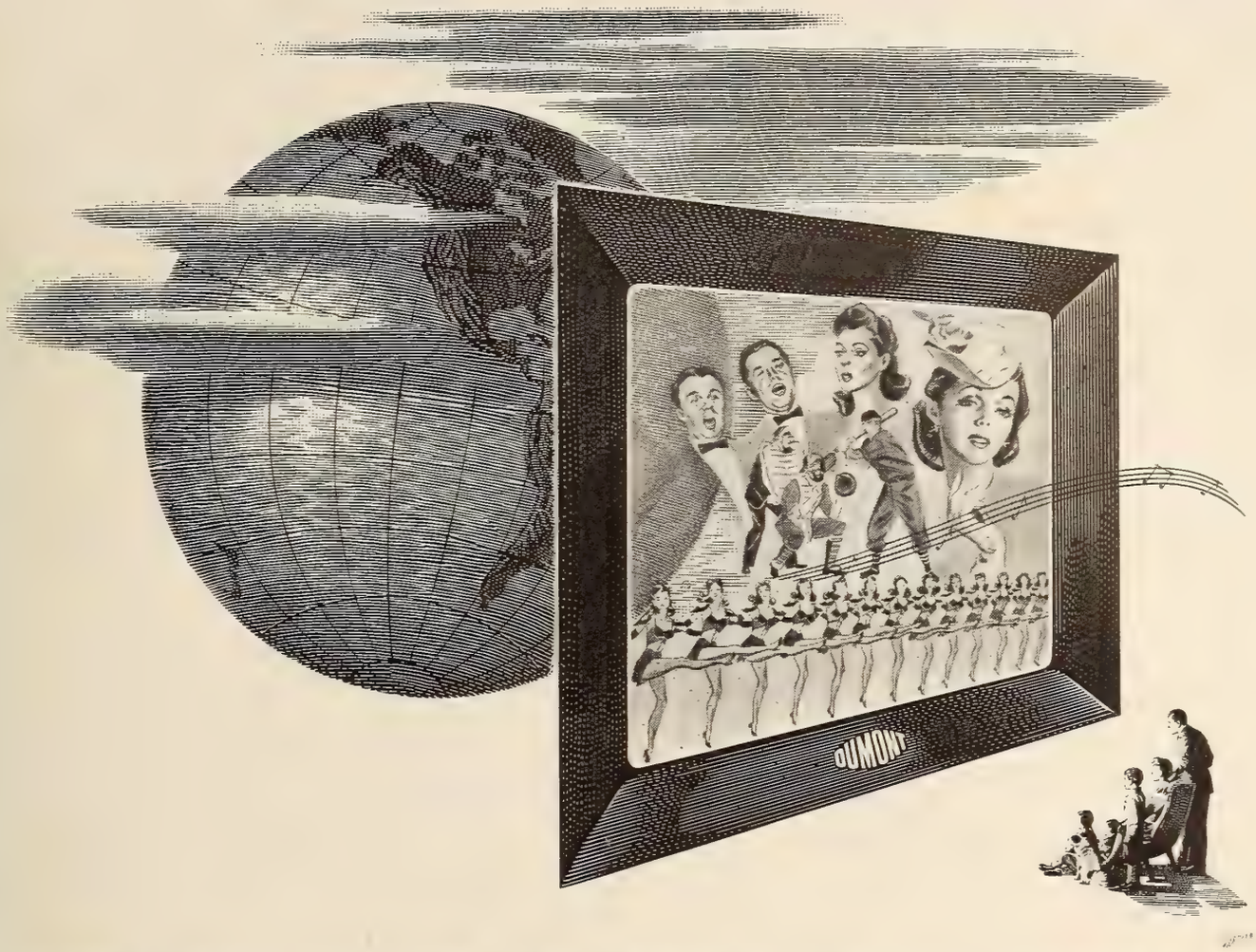
Yea! Dis Is Butch!

Lowbrows, highbrows, inbetweens! They're here, with money to burn! Winston-Salem is an outstanding market—served by an outstanding radio station. If you want more sales and good will, you want—

WAIR

Winston - Salem, North Carolina

Representative: The Walker Company



THE BEST SHOW WINDOW IN THE WORLD

There is going to be a brand-new window in millions of homes . . . the most exciting window ever known — the *television screen!* Through it people will see the whole wide world in vivid, vibrant panorama. Most important to you, Mr. Advertiser, is the fact it will be the best show-window in the world.

Your product or your service can be demonstrated with ease and artistry in television's show-window. It will be friendly selling—personal, intimate visits with small family groups in their own living rooms.

Leading advertisers and their agencies have developed new and effective commercial television techniques through experimental programs over DuMont's New York City station during the past 18 months. These programs provide eloquent proof that adding sight to sound has multiplied air-borne salespower . . . has opened a new highroad of magnificent promise direct to America's best postwar markets.

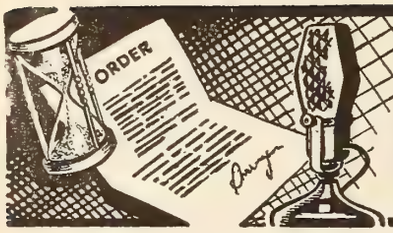
DuMont was first to give television really clear reception by creating the DuMont Cathode-ray Tube. And DuMont pioneering in television station operation and programming techniques will help you realize the greatest return from every penny of your television time-buying dollar.

You'll want your product featured well down front in the best show-window in the world!

DuMont Television Studios and Telecasting Equipment Div. of Allen B. DuMont Laboratories, Inc., Station W2XWV, 515 Madison Ave., New York 22, N.Y. General Offices and Plant, 2 Main Ave., Passaic, N.J.

Copyright, 1944, Allen B. DuMont Laboratories, Inc.

DUMONT
TELEVISION
STATION WABD



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WINX Washington

Macfadden Publications, New York (*True Story*), *t* thru Raymond Spector Co., N.Y.
Gunther Brewing Co., New York, 24 *sa* weekly, thru St. George & Keyes, N. Y.
Lever Bros., Cambridge, Mass. (Lifebuoy soap), 30 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Wm. Wrigley Jr. Co., Chicago, (gum), 24 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Embassy Dairy, Washington, *sp* renewal, 13 weeks, thru Lewis E. Ryan Inc., Washington.
Squirt Co. Beverley Hills, Cal. (soft drink), *sa* series, thru Kal Inc., Washington.
Rieser Co., New York (shampoo), 2 *ta* daily, 52 weeks, thru E. T. Howard Co., N.Y.

KHJ Hollywood

Ex-Lax Mfg. Co., Brooklyn (Ex-Lax), 5 *sa* weekly, 13 weeks, thru Joseph Katz Co., N. Y.
Joseph Dixon Crucible Co., Jersey City (Ticonderoga pencils), 4 *sp* weekly, 13 weeks, thru Federal Adv. Agency, N. Y.
Serutan Co., Jersey City (Serutan-Nutrex), 5 *sp* weekly, 52 weeks, thru Raymond Spector Co., N. Y.
Gilbert C. Wilson Labs., Denton, Tex. (dehydrated sweet potatoes), 2 *sp* weekly, 13 weeks, thru Little & Co., Los Angeles.
Gordon Bread Co., Los Angeles (bread), 14 *ta*, thru The Mayers Co., Los Angeles.
Southwest Food Products, Long Beach, Cal. (jellies, syrup), 5 *ta* weekly, 13 weeks, thru Dave Foutz Adv., Long Beach, Cal.

KECA Los Angeles

Southern Pacific Co., San Francisco (employment), 4 *sa* weekly, 13 weeks, thru Foote, Cone & Belding, San Francisco.
American Express Co., New York (money orders), 5 *sa* weekly, 13 weeks, thru Caples Co., N. Y.
Campbell Soup Co., Camden (Beef-Noodle Soup), 7 *ta* weekly, 6 weeks, thru Foote, Cone & Belding, N. Y.
National Funding Corp. of Calif., Los Angeles (Seaboard Finance), 5 *sp* weekly, 52 weeks, thru Smith & Bull Adv., Los Angeles.

WHEB Portsmouth, N H.

Sylvania Electric Products, Dover, N. H., 21 *sa* weekly, 26 weeks, direct.
Fairmount Hotel, York Beach, Me., 6 *sa* weekly, 13 weeks, direct.
Scott Furriers, Boston, Mass., 76 *sa*, 4 weeks, direct.
Ogunquit Playhouse, Ogunquit, Me., 3 *sa* weekly, direct.
Salisbury Beach Assoc., Salisbury, Mass., 6 *sa* weekly, 12 weeks, direct.
Plough Inc., Memphis (St. Joseph Aspirin), 3 *sa* weekly, 11 weeks thru Lake-Spiro-Shurman, Memphis.
Plough Inc., Memphis (Mexsana), 7 *sa* weekly, 11 weeks, thru Lake-Spiro-Shurman, Memphis.
Hotel Roosevelt, New York, 6 *sa* weekly, 13 weeks, thru Kelly-Nason, N. Y.

WJZ New York

Colgate-Palmolive-Peet Co., Jersey City (Colgate dental cream), 4 *ta* weekly, 26 weeks, thru Ted Bates Inc., N. Y.
Golden Brand Food Products Co., Philadelphia (Cream Wipt salad dressing), 5 *sa* weekly, 10 weeks thru J. M. Korn & Co., N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 3 *sa* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Macfadden Publications Inc., New York (*True Story Magazine*) 3 *t*, thru Raymond Spector Co., N. Y.
E. Fougera & Co., New York (Optrex eye wash), 5 *sa* weekly, 13 weeks, thru J. M. Korn & Co., Philadelphia.
United Sales & Mfg. Co., Buffalo (division of Foster Milburn Co.) 2 *sa* weekly, 13 weeks, thru Street & Finney, N. Y.
Carter Products Inc., New York (Arrid), 7 *ta* weekly, 52 weeks, thru Small & Seiffer, N. Y.
Corinthia Inc., New York (Corinthia lipstick), 4 *ta* weekly, 13 weeks, thru Arthur Rosenberg Co., N. Y.
General Electric Co., New York (institutional), 5 *sa* weekly, 52 weeks, thru BBDO, N. Y.

WMAQ Chicago

Marlin Firearms Co., New Haven (razor blades), 3 *sa* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
National Chemical & Mfg. Co., Chicago (Luminall paints), 2 *sa* weekly, 13 weeks, thru J. R. Hamilton A. A., Chicago.
Civic Theater, Chicago ("Wildflower"), 17 *sa*, 11 days, thru M. M. Fisher Assoc., Chicago.
Esquire Inc., Chicago (*Coronet*), 6 *sa*, 6 days, thru Schwimmer & Scott, Chicago.
Macfadden Publications, New York (*True Story*), 3 *sp*, 3 days, thru Raymond Spector Co., N. Y.

WOV New York

Roma Wine Co., New York, 312 *sa*, thru Biow Co., N. Y.
C. Ludwig Bauman, Brooklyn (retail furniture store), 260 *sp*. thru Luther Bell Agency, N. Y.
Andy Lotshaw Co., Chicago (Body Rub), 26 *sp*, thru Arthur Meyerhoff Co., Chicago.
Wm. Wrigley Jr. Co., Chicago (chewing gum), 215 *ta*, thru Ruthrauff & Ryan, Chicago.
Italian Cook Oil Co., New York (Bravo Edible Oil), 312 *sp*, thru Lawrence Fertig & Co., N. Y.
R. Romano & Son, New York (wines), 156 *sp* thru Century Adv., N. Y.
Ronzoni Macaroni Co., New York (macaroni), 312 *sp*, thru Emil Mogul Co., N. Y.
American Health Aids Co., Newark, N. J. (Kelpidine), 78 *sp*, thru A. H. P. Advertising Co., Newark, N. J.
S. A. Schonbrunn & Co., New York (Savarin Coffee), 624 *sa*, thru Pettinella Adv. Co., N. Y.
Lever Bros., Cambridge, Mass. (Lifebuoy), 208 *ta*, thru Ruthrauff & Ryan, N. Y.
Southern Cotton Oil Co., New Orleans (Tavol), 78 *sp*, thru Duane Jones Co., N. Y.
American Express Co., New York (foreign remittance), 39 *sa*, thru Caples Co., N. Y.
Personal Finance Co., Chicago, Ill (loans), 234 *ta*, thru Al Paul Lefton Co., Philadelphia.
20th Century-Fox Film Corp., New York ("Wilson" film), 184 *ta*, thru M. H. Hacket Co., N. Y.
V. LaRosa & Sons, Passaic, N. J. (La Perla Macaroni), 312 *sp* thru Commercial Radio Service Adv., N. Y.
David O. Selznick International Pictures, 43 *sa*, New York ("Since You Went Away") thru Foote, Cone & Belding, N. Y.

KFAC Los Angeles

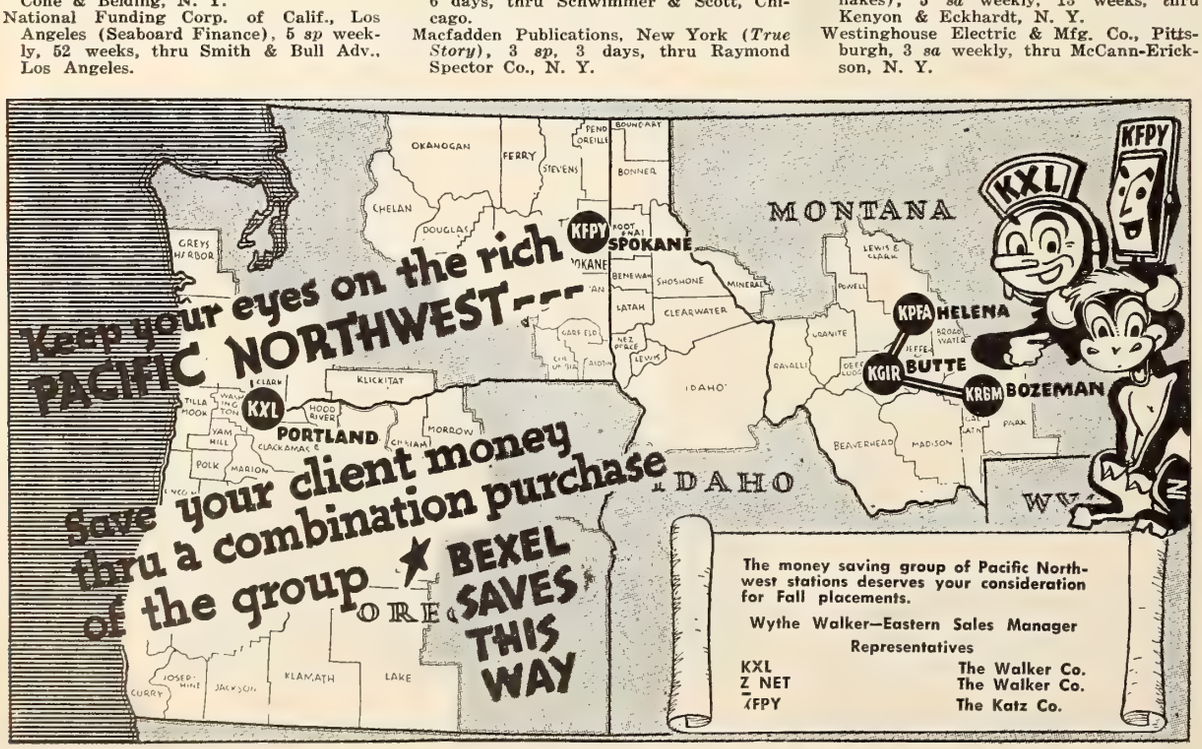
Peerless Laundry & Drycleaning Services, Los Angeles (chain), *sp* weekly, 4 weeks, thru Assoc. Adv., Los Angeles.

KPAS Pasadena, Cal.

Milani Food Products, Chicago (1890 French dressing), 2 *sp* weekly, 13 weeks, thru Garfield & Guild, Los Angeles.

WINN Louisville

Taylor's Drug Stores, Louisville, 15 *sa* weekly, 13 weeks, thru Kenyon & Eckhardt. N. Y.
Kellogg Co., Battle Creek, Mich. (Bran flakes), 5 *sa* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Westinghouse Electric & Mfg. Co., Pittsburgh, 3 *sa* weekly, thru McCann-Erickson, N. Y.



'Housewives' Series Now in New York

Galen Drake to Handle Wiley's Combined Shows on WJZ

FLETCHER WILEY'S combination programs *Sunrise Salute* and *Housewives Protective League* heard on KNX Los Angeles and the CBS Pacific Coast Network, and on WBBM Chicago, will be introduced to Eastern listeners on WJZ New York, beginning July 31.

Galen Drake, who has been handling the West Coast show, has gone to New York to conduct the WJZ series, using the same formula of ad-lib commercials and commentary, recorded music and guest stars. Mr. Drake will be heard Monday through Saturday, 6-7 a.m., on *Sunrise Salute*, sold as a separate show, and at 1:45-2 p.m., and 2:15-2:30 p.m. on *Housewives Protective League*, available only with *Salute*.

How to Join

The League is formed by inviting women to become members of a group of 2,500 housewives who sample products of potential sponsors in their homes and report on their merits. New sponsors must submit their products to a minimum of 50 testers, and must be endorsed by 80% of the group before being accepted.

Fletcher Wiley, who originated program idea 10 years ago on the West Coast has taken over for Galen Drake on the two daily KNX broadcasts and on a third quarter-hour condensed version of the two shows, heard on the CBS Pacific Coast Network. He will continue until he finds someone with a voice as similar to his own as Galen Drake's. Paul Gibson conducts the WBBM version, in Chicago.

Chef Boy-Ar-Dee Shifts To Blue Food Program

CHEF BOY-AR-DEE Quality Foods Inc., Milton, Pa., beginning Aug. 19 will promote the Chef Boy-Ar-Dee spaghetti dinner on *What's Cooking*, on the Blue Network. Home economy suggestions and foods news as related to world events will be presented by Beulah Kearney, home economist, supplemented by Eddie Ballantine's orchestra and Earl Tanner, singer. Program will be heard Saturday, 10:30-11 a.m. on the full network, with Hal Makelim, vice-president and radio director of McJunkin Adv., Chicago agency in Charge, producing and directing.

Sponsor is shifting from news commentary by Boake Carter on Mutual Monday, Wednesday and Friday, 12 noon-12:15 p.m. Last MBS broadcast for Chef-Ar-Dee is July 28.

Lowell Thomas on Digest

LOWELL THOMAS, NBC newscaster, sponsored by Sun Oil Co., on July 30, was heard on *Radio Reader's Digest*, on CBS as the first of a series of guest program hosts replacing Conrad Nagel while the latter fills a commitment for Monogram Pictures in Hollywood. *Digest* sponsor is Campbell Soup Co.

(*Continued from page 40*)

DOROTHY ALLSUP has been appointed education director of WHIO Dayton, O.

PHILIP STALEY, production manager of WCOL Columbus, Ohio., is the father of a girl.

ELWOOD STUTZ, formerly of WBTM Danville, Va., has joined the announcing staff of WIBG Philadelphia.

ROBERTA PATRICK, former assistant on the sales promotion and merchandising staff of KVOO Tulsa, has been appointed an assistant to Walt Dennis, director of special events and public relations department, WHN New York. She replaces Ruth Fulling who left last week to enter the advertising agency field in Dallas.

HAL BARKAS, announcer of WCAU Philadelphia, and Ruth Cookerly, of the program department of WFBR Baltimore, are to be married Aug. 6.

AL MASSCHELIN, formerly with WGIL Galesburg, Ill., has joined the announcing staff of WOC Davenport, Ia. Mike name is Ed Masters.

LILA WARD has joined the continuity staff of WCOS Columbia, S. C.

CHARLES CURTIN, former director and producer for the CBS production department, has joined the Yankee Network as night supervisor of production for the network's key station, WNAC Boston.

NAN MacKENZIE, former secretary to Wynn Wright, national production manager of NBC, has joined the production staff of WMPS Memphis. Kay Allen, formerly with WHBQ Memphis, has joined WMPS as women's editor.

WALLY KING, formerly of KLX and KLS Oakland, has joined KSFO San Francisco as announcer.

GENE GARRETT, former newspaper man, is a new addition to the news and continuity staff of WHB Kansas City.

ALMA SIOUX SCARBERRY, script writer of CBS Hollywood, has joined Don Lee Broadcasting System, Hollywood. Ed Chandler, formerly of KQW San Francisco, and Burley Smith, formerly of KFVD Los Angeles, have joined the network as announcers.

MARGO HILL ATWOOD, former correspondent in Washington, has joined the news staff of KGO San Francisco.

LUCILLE HASTINGS, former editor of the *Brighton* (Colo.) *Blade*, has joined the news staff of KLZ Denver.

TIM LIEMERT, for past year announcer and newscaster of KNX Hollywood, has been assigned assistant to Webley Edwards, CBS war correspondent in Honolulu.

JIM DOYLE, announcer of NBC Hollywood, has resigned to freelance.

BEN PALEY, Hollywood supervisor of CBS West Coast production operations, is in Chicago for three weeks on network business.

RICHARD E. FISCHER, formerly with WHAS Louisville, has joined KMOX St. Louis as newscaster. Del King, KMOX announcer, has been named assistant chief announcer.

CLAIRE CHAMBERS, new to radio, has joined CJKL Kirkland Lake, Ont.

PHIL DUNCAN, writer, and Arthur Edes, announcer, are new members of WLLH Lowell, Mass.

OWEN STENEHJEM, rural sociology specialist, has been named assistant to Chuck Worcester, CBS farm editor in charge of CBS *Country Journal*.

MARIAN REUTER, former assistant traffic manager for WBBM Chicago, has joined Young & Rubicam, Chicago, as assistant to the radio director. Virginia Smith, secretary to Fred Kilian, WBBM production manager, will replace Miss Reuter.



Tomorrow's history is being written by fighting men around the world today . . .

On land, in the air . . .

And across the seas.

To keep up with marching history, keep your radio dial set at 1480, that's KCMO, Kansas City's dominant news station. 17 newscasts daily.

Listen to—"Raymond Gram Swing Reviews History on the March" . . . and other ace newscasters. For Kansas City, the best in radio—entertainment and news—

Out of the Blue, To You, K-C-M-O, 1480 on your dial, your BLUE Network station.

KCMO Goes Hollywood

During a 1944-45 campaign of "Screen Broadcasts," a total of 3,000,000 movie-fans in Kansas City will see and hear why it pays to listen to KCMO.

This campaign attracts listeners by visual—audible methods. Thirteen especially produced motion picture "shorts" dramatize top-flight KCMO-BLUE program attractions. Exclusive screening contracts cover the leading theaters in Kansas City's key buying neighborhoods.

● Featuring:

Walter Winchell
Jimmy Fidler
Drew Pearson
Baukhage Talking
Raymond Gram Swing
KCMO News Bureau
Uncle Ezra
Duffy's Tavern
Fun Valley
Radio Hall of Fame
Gangbusters
Counterspy
Breakfast at Sardi's
Breakfast Club
My True Story
Sweet River
The Lone Ranger
Jack Armstrong
Dick Tracy
Victory Parade of Spotlight Bands
Guy Lombardo
Horace Heidt
Paul Whiteman

Melody Ballroom with James Coy

Call Any Joseph Hershey McGillvra Office

KCMO
5000 Watts

Kansas City's Only Basic BLUE Network Station

JUNE 1944
6 New ACCOUNTS

MAY 1944
12 New ACCOUNTS

APRIL 1944
17 New ACCOUNTS

MARCH 1944
10 New ACCOUNTS

FEBRUARY 1944
13 New ACCOUNTS

JANUARY 1944
10 New ACCOUNTS

JANUARY 1944
100% RENEWALS

Here's Our Story!

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY



Represented Nationally by GEORGE P. HOLLINGBERY CO.

Radio Advertisers

SCHOENHOFEN-EDELWEISS Co., Chicago (Edelweiss beer), has begun sponsorship of horse races from the Arlington-Washington Park track, Saturdays, WMAQ Chicago. Feature race is presented 5-5:15 p.m. CWT. Contract is for 8 weeks, placed by Olian Adv., Chicago.

OELWEIN CHEMICAL Co., Oelwein, Ia. (Occo mineral compound), begins sponsorship Aug. 14 of 10-minute newscasts, Monday through Saturdays, WDGY Minneapolis. Contract is for 52 weeks, placed by Cary-Ainsworth, Des Moines.

GILBERT C. WILSON LABS., Denton, Tex. (dehydrated sweet potatoes), in a 13-week campaign ending Oct. 5 is sponsoring twice-weekly participation in *Norma Young's Happy Homes* on KHJ Hollywood. Agency is Little & Co., Los Angeles.

RELIABLE Flour Co., Boston, Mass., has named Harry M. Frost Adv., Boston, as advertising representative. Radio plans are said to be considered.

SWIFT & Co., Chicago, has renewed sponsorship of participations for Bland Lard on *Yankee Kitchen*, afternoon feature of the Yankee Network. Agency is Broadcast Adv., Boston.

GEORGIE PORGIE Mills, Council Bluffs, Ia., has placed its account for "Electrene for Kitchen and Laundry" with Bozell & Jacobs, Omaha. Radio plans are said to be included.

GIMBEL BROS., Pittsburgh, has renewed sponsorship of the morning *News of the New* heard Monday through Saturday on WCAE Pittsburgh, 9:15-9:30. Quarter-hour is conducted by Francine who gives news on fashions, fiction, and the arts.

Hon. Gene Fromberz
Dancer-Fitzgerald-Sample
Chicago, Ill.

Dear Gene:

The strain of writing these letters and meeting this book's deadline has been too much. After all, you can't be a master of the broom and the pen as well without paying the price. But it's not so awfully bad though, for the boss has told me to pack my bag and take a week off. Things will probably be in a mess when I get back, but I'm just the guy who can straighten them out. So here I go.



Regards

Yours,
Algy

WCHS
Charleston, W. Va.

WILDROOT Co., Buffalo, in a spot campaign for Wildroot hair tonic, has started five-weekly quarter-hour sponsorship on WINN Louisville of Martin Agronsky, Blue Network correspondent offered on a local cooperative basis. Agency is BBDO, New York.

C. F. MUELLER Co., Jersey City, to promote its macaroni, starts the Blue Network quarter-hour news program *Baukhage Talking* on a five-weekly basis on WTRY Troy, N. Y., beginning Aug. 7 and on WARM Scranton, Pa., beginning Aug. 14. Agency is Duane Jones Co., New York.

JOHN E. REED Co., Hollywood (Susan's Baby Photo Studios), on Aug. 1 starts using an approximate total of 150 transcribed one-minute announcements per week on five Los Angeles area stations. List includes KFVD KRKD KFAC KGFJ KIEV. Contracts are for 13 weeks. Allied Adv., Los Angeles, has account.

FIILM STAR CREATIONS Inc., Los Angeles (handbags, dolls, games) has appointed Hugo Scheibner Inc., Los Angeles, as agency.

C. C. LOCKWOOD, for more than 20 years associated with the advertising department of Chrysler Corp., has been appointed advertising business manager, Chrysler Division, Chrysler Corp., Detroit, Mich.

PEP BOYS of California, Los Angeles (auto accessories), in addition to a daily quarter-hour newscast on KECA, on July 24 started sponsoring five-weekly *Kiernan's News Corner* on that station using local cut-in on the Blue program. Contract is for 52 weeks. Firm on July 17 for 52 weeks started a daily quarter-hour newscast on KFAC and is also utilizing similar schedules on KFI KFOX KFXM. Agency is Milton Weinberg Adv., Los Angeles.

MICHIGAN BULB Co., Grand Rapids, Mich. (flower bulbs), has begun sponsorship of a test campaign using spot announcements and participations, depending upon availabilities. Company is now on approximately 30 stations with more to be added. Contracts are for 13 weeks on a continuation basis. Agency is O'Neil, Larson & McMahon, Chicago.

IRONIZED VITAMIN Co., Chicago (Ironited vitamins), has appointed Guenther-Bradford Co., Chicago, to handle its advertising. No radio is planned at present.

HARTMANN TRUNK Co., Racine, Wis., has appointed Earle Ludgin Inc., Chicago, to handle its advertising. No radio is planned at present.

H. E. BROMBERG, account executive, has joined Advertising Counselors of Ariz., Phoenix. Frances Mae Ballack has been appointed to head retail advertising and Dorothy Tuthill has been added as copywriter.



50,000 WATTS
C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

What, Why, Where Radio?

The answers will be in

Broadcasting's

NAB War Conference Issue

to be published

AUGUST 28th

AMONG THE FEATURES:

FM After the War
Television Network Plans
Building Television Programs
The Motion Picture Role in Television
The War Advertising Council and Radio
The Agency Appraises Television and FM
Circulation Potentials of FM and Television
Radio's Future as Viewed by an Ex-Commissioner
An Advertiser Evaluates Television's Sales Force
Case Histories on Television Programming Experiments
Costs of FM and Television Installation and Operation
What the Advertiser Wants to Know About FM and Television

And a dozen other features, aside from War Conference Activities and the week's budget of spot news.

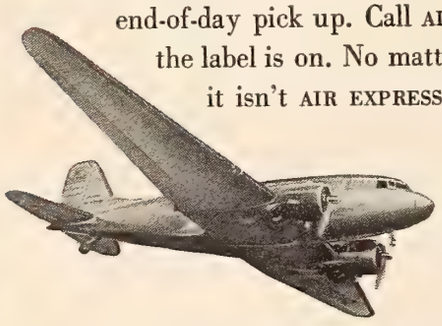
Regular rates prevail.
Wire reservations collect today.
Deadline August 15, 1944

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

"I gotta date with 1000 Jeeps! Call AIR Express — NOW!



IF AIR EXPRESS shipments could talk—and knew where they were going and why—we wouldn't have to urge you to *ship when ready*, especially if you are a manufacturer of war materials. For early shipment is the way to be certain of *earliest possible delivery*. Don't let shipments lie around for routine end-of-day pick up. Call AIR EXPRESS the instant the label is on. No matter what the label says, it isn't AIR EXPRESS until it's *on a plane!*



A Money-Saving, High-Speed Wartime Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks—with 3-mile-a-minute service direct to hundreds of U.S. cities and scores of foreign countries.

WRITE TODAY for "Vision Unlimited"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-8, Railway Express Agency, 230 Park Ave., New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS — *Gets there FIRST*

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

Agencies

MARIA WHITE, Elizabeth Reading and Toni Mendez have joined the Biow Co., New York. Miss White, former media director of Grey Adv., New York, has been appointed a time-buyer and Miss Reading, formerly on the program staff of Newell-Emmett Co., New York, has been named traffic supervisor in the program department. Miss Mendez, former freelancer, has joined the production staff.

McCANN-ERICKSON, New York, has taken additional quarters at 730 Fifth Ave., New York, for publicity and accounting departments. Main office is at 50 Rockefeller Plaza.

HOWARD S. ROUND, former eastern sales manager of the Pepsodent Co., Chicago, has joined Ivey & Ellington, New York, to direct merchandising and marketing analysis and promotion, a new post.

ROY S. DURSTINE offices in Cincinnati will be moved from the Enquirer Bldg. to the Carew Tower.

WALLACE H. GOLDSMITH Jr., of the foreign department of McCann-Erickson Inc., New York, left last week for Cuba, where on Aug. 1 he will open up a new office for the agency in Havana, as manager. Mr. Goldsmith has been associated in the past with Tidewater Assoc. Oil Co., and more recently with the National Assn. of Manufacturers. Harrison Atwood, vice-president of McCann-Erickson's foreign operations, accompanied him to Cuba. Agency has branches in Buenos Aires, Rio de Janeiro, Sao Paulo, San Juan and Puerto Rico.

CHARLES H. MAYNE Co., Los Angeles agency, will continue to function as before death of its president, Charles H. Mayne, on July 12. Eugene P. Ramsay is in charge.



FUTURE PROMOTION for the thrice-weekly half-hour adventure series *Red Ryder* gets a going-over by this executive group prior to its shift from 7 Blue Pacific stations to 8 Don Lee Pacific stations on Aug. 8. New contract is for 52 weeks. Langendorf United Bakeries, San Francisco, is sponsor. Planners (l to r) are Richard Goebel, president of Pacific Coast Adv. Co., San Francisco, agency servicing account; Dan J. Donnelly, manager of KFRC, San Francisco outlet of Don Lee Network; Ray Rhodes, station account executive.

LESTER G. BARROW, former advertising manager of Brooklyn Edison Co., more recently in the advertising department of Consolidated Edison Co., New York, joins Fuller & Smith & Ross, New York, Aug. 1 as an account executive.

JOSEPH K. CLOSE, former public relations manager of Owens-Illinois Glass Co., Toledo, has joined the Overseas Branch of the Office of War Information.

JOHN MITCHELL, former freelance producer and director, has joined Morse International, New York, as assistant program director.

JOSE DI DONATO and Dave Christianson last week joined Compton Adv., New York. Mr. di Donato, formerly with Wright-Sonovox, New York as head of the sales contact staff in New England, joined the radio production staff, and Mr. Christianson, former merchandising manager of the S. M. News Co., New York, is an executive in the merchandising department.

LEE GRAVES, former radio director of Compton Adv., New York, has joined Foote, Cone & Belding, New York, as account executive on the Campbell Soup Co. account.

KENNETH LAIRD, for 4½ years manager of the merchandising department, Young & Rubicam, Chicago, and prior to that vice-president in charge of advertising and promotion for 9 years with Weco Products Co. (Dr. West Tooth Brush), joined Dancer-Fitzgerald-Sample, Chicago, on July 24, to head agency development work on drug products.



WCAE
Pittsburgh, Pa.
Selling Meat

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
SAN ARTHUR B. CHURCH PRODUCTION



Network Accounts

All time Eastern Wartime unless indicated

New Business

CHEF BOY-AR-DEE Quality Foods Inc., Milton, Pa., (spaghetti dinner) on Aug. 19 starts *What's Cooking* on about 190 Blue stations, Sat., 10:30-11 a. m. Agency: McJunkin Adv., Chicago.

GILLETTE SAFETY RAZOR Corp., Boston (shave products) on Aug. 4, 10 a. m. only, sponsors Bob Montgomery-Beau Jack bout on over 200 MBS stations. Agency: Maxon Inc., N. Y.

GENERAL FOODS (Canada), Toronto (Grapenut Flakes) on Sept. 1 starts *Henry Aldrich* on 30 CBC Dominion network stations, Fri. 8-8:30 p.m.; (Post Bran Flakes, Postum) on Sept. 15 starts *The Thin Man* on 30 CBC Dominion network stations. Fri. 8:30-9 p.m.; (Maxwell House Coffee), starts Aug. 31 *Frank Morgan* on 17 CBC Dominion network stations, Thurs. 7-8:30 p.m. Agency: Baker Adv., Toronto.

SEATTLE BREWING & Malting Co., Seattle, on July 22 started newscast on 7 NBC Pacific stations, Sat. 10-10:15 p.m. (PWT). Agency: Western Agency Inc., Seattle.

HERMAN BASCH & Co., New York (Hammer Brand fur processing), on Aug. 1 for 13 weeks, starts *Ona Munson in Hollywood* on 7 CBS Pacific stations, Thurs., 3:15-3:30 p.m. (PWT), with transcribed repeat on KNX, Thurs., 3:30-3:45 p.m. (PWT). Agency: Kelly-Nason Inc., N. Y.

Renewal Accounts

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on July 31 for 52 weeks renews *Vox Pop* on 124 CBS stations, Mon., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

CHRYSLER Corp., Highland Park, Mich. (institutional), on Sept. 7 for 52 weeks renews *Major Bowes Amateurs* on 128 CBS stations Thurs. 9-9:30 p.m. Agency: Ruthrauff & Ryan, Detroit.

CHARLES H. PHILLIPS Chemical Co., Glenbrook, Conn. (toothpaste), on Aug. 1 for 52 weeks renews *Amanda of Honeymoon Hill* on 43 CBS stations Mon. thru Fri., 11-11:15 a.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

S. L. WATKINS Co., New York, division of Sterling Drug Inc.) (Dr. Lyon's tooth powder), on July 31 renews *Second Husband* on 43 CBS stations Mon. thru Fri., 11:15-11:30 a.m. Agency: Dancer-Fitzgerald-Sample, New York.

Network Changes

ABST SALES Co., Chicago (beer), has added 13 CBS stations (WDWS WSOY WTAX WKMO WLBC WPAD WHOP WFMD WENT KSJB WHUB WSAU KEYS) to *Blue Ribbon Town*, making total of 128 CBS stations. Agency: Warwick & Leger, N. Y.

DR. PEPPER BOTTLING Co., Dallas (beverage), on Aug. 6 for 8 weeks replaces *Al Pearce in Fun Valley* with *Parts for Dough* on 155 Blue stations, Sun., 4-4:30 p.m. Agency: Tracy-Locke-Dawson, Dallas.

GUM LABS Inc., Clifton Heights, Pa. (Ivoryne Peroxide chewing gum), on Sept. 16 adds 27 Blue stations to *Hello Sweetheart*, making a total of 190 Blue stations, Sat., 5:45-6 p. m. Agency: McJunkin Adv., Chicago.

"THE WORLD'S BEST COVERAGE

U.P.

OF THE WORLD'S BIGGEST NEWS"

in the CONTROL ROOM

FREDERIC J. ROBINSON has been named sales manager of Sylvania Electric Products Inc. for Latin America. He previously had been export sales manager for Latin America for Gillette Safety Razor Co.

PAUL G. ARVIDSON, formerly of WHO Des Moines, has joined WOC Davenport, Ia. as chief engineer.

CHARLES R. WEXLER, former assistant chief engineer for Emerson Radio Co., has been named chief engineer of the electronic division of John Meek Industries, Plymouth, Ind. Homer R. Denius, former chief production engineer for the radio division of Crosley Corp., has been appointed plant manager of the electronic division of John Meek Industries.

CHARLES W. BRAUER, transmitter technician at KDYL Salt Lake City, has resigned to devote fulltime to his own business.

JOE PETERS has rejoined the engineering staff of WMRN Marion, O., following a year with WBNS Columbus, O. Robert Mason Jr., son of Robert Mason Sr., station manager, is a new addition to the engineering staff.

GORDON OLIVE, chief engineer of Canadian Broadcasting Corp., has arrived in England for an inspection of equipment of the CBC Overseas Units now serving with the Canadian forces in Great Britain, Italy and France.

WILLIAM CODDING, chief petty officer, USNR, former studio engineer at WLW Cincinnati, was to leave last week for active duty.



WOWO

FORT WAYNE, INDIANA

A Westinghouse Station

To this grateful acknowledgment, expressed by the entire staff of WOWO, we add our sincerest thanks to all those who, because of their deep interest in advertising and broadcasting, served as judges and granted WOWO the series of Awards and Recognitions presented here...

PUBLICITY

Billboard 1944 Radio Publicity Survey. In this Radio Editors' Poll, WOWO was first in its area.

PROMOTION

WOWO won second place among all Clear-Channel Stations, Billboard Promotion Survey.

PROGRAMS

WOWO won First Award 1943-1944 Institute for Education by Radio, Ohio State University, for family-type programs. *Abe Andrews*.*

SERVICE

Institute for Education by Radio, Ohio State University, 1943-1944 Award — *Tom Wheeler.*

WAR-EFFORT

"Proudly We Hail" 1944 Honorable Mention, Institute for Education by Radio, Ohio State University.

MERCHANDISING

Quaker Oats, Honorable Mention, All-Station Coverage.

*From WOWO Cradle Of Stars Audition Transcription Library.

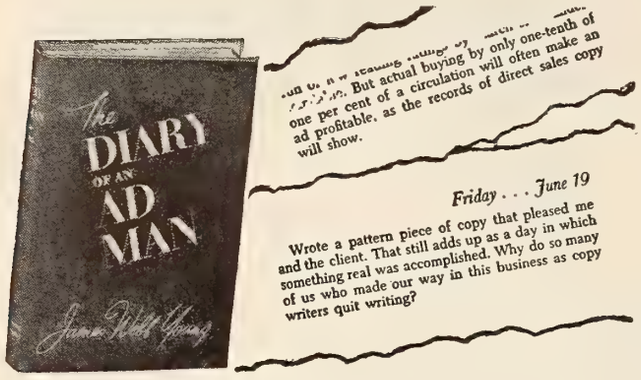
Again, the staff of WOWO appreciates this opportunity to call the foregoing to the attention of all advertisers.. and incidentally, if you'd like to get in tune with some of the enthusiasm and spirit that feature the day-to-day operation of WOWO, listen to "Hoosier Hop." It's on the Blue, every Saturday night at 11:00 P.M., E.W.T.

WOWO FORT WAYNE Indiana's most powerful station

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES



NEW BOOK PUTS SALT ON THE TAIL OF ADVERTISING

The Diary of An Ad Man *by James Webb Young captures the elusive human qualities which make advertising successful.*

When the material in this book first began to appear, week by week, in *Advertising Age*, the reader response to it was immediate, enthusiastic, and voluminous.

Our editorial staff itself could hardly wait for each succeeding installment, and as it arrived it was eagerly passed from hand to hand for advance reading.

For this is a book about advertising—and business—and life—different from any other ever published. In it one of the country's best known advertising men has put down, day by day, for eighteen months, what he saw, did, felt, thought, and read. And put it down with such a gift for words, such wit and wisdom, as will make you want to read and reread this book throughout your life.

As one prominent agency man* wrote me: "Once in a blue moon there appears over the horizon a book about a business which emits flash after flash of penetrating insight. It shoots these illuminating flashes right through that particular business, piercing through the murk of mumbo-jumbo and the underbrush of the basically unimportant.

"*The Diary of An Ad Man* does just that—for a business which, though dealing in intangibles, will find tangible, day-by-day guidance in these pithy case-history experiences, acute observations, and usable suggestions."

About the Author

Jim Young (as he is widely known) has had the kind of career many men long for. He was, successively, office boy, stenographer, and mail order book salesman; then copywriter, branch office manager, and Vice President for J. Walter Thompson Co.; then Professor of Advertising at the University of Chicago, Director of the Bureau of Foreign & Domestic Commerce in Washington, rancher in New Mexico, author and advertising consultant. He is a past president of the American Association of Advertising Agencies and a founder and director of the War Advertising Council. He has traveled widely abroad, and for thirty years has been identified with many of the largest and most successful advertisers in this country and Europe.

The Diary of An Ad Man brings you a distillation of this experience, and of the philosophy which grew out of it. It is a human document of our times, and will, I predict, be referred to in the future as historical source material on the business life of our day. It is a book that will inspire you and excite you; that will make you chuckle and make you mad; that will pay you dividends in usable ideas, stimulated thinking, and pure enjoyment.

I want to put a copy of this fruitful book into the hands of every man who has anything to do with advertising—or hopes to—because I know he will relish both its contents and its handsome format. So I make you this offer: Send me your order for a copy of *The Diary of An Ad Man* today, and if you are not more than satisfied that it is worth all I say, I will refund your money *and you can keep the book*. The price is $3 per copy, postpaid. Send for it now. G. D. Crain, Jr., Publisher, Advertising Age, 100 East Ohio St., Chicago 11, Ill.

**Victor O. Schwab, of Schwab & Beatty*

JACKSON TAYLOR, vice-president of McCann-Erickson, New York, and general manager of the research department, heading copy, market and radio research, has been appointed manager of the agency's Minneapolis office. Recently he has been assistant to the vice-president in charge of eastern operations. Robert B. Donnelly vice-president and manager of the Minneapolis office, has resigned to join the Gardner Adv. Co., St. Louis, where he will handle the Ralston Purina Co. account.

JEAN HARSTONE, until recently assistant director of network promotion for NBC, has joined the public relations staff of Arthur Kudner Inc., New York.

EMERSON FOOTE, president of Foote, Cone & Belding, has returned to New York after 10 days in Los Angeles for conferences with Don Belding, board chairman, on general agency business.

JACK ROCHE, producer of Young & Rubicam, Hollywood, is in New York assigned to summer shows serviced by that agency. He returns to Hollywood with resumption of weekly Blue *Duffy's Tavern* on Sept. 25.

CAROL DAVIS, formerly of Tom Fizdale Inc., New York publicity service, and prior to that on NBC Hollywood publicity staff, has been appointed West Coast publicity director of Benton & Bowles.

LUIS P. DILLON, account executive in the Buenos Aires office of McCann-Erickson, New York, for 10 years, has gone to New York to assume a special assignment in the agency's foreign department.

HUGO SCHEIBNER Inc., Los Angeles, has started a monthly open forum luncheon meeting for agency clients with guest speakers of note in various fields of allied business interests featured.

OSCAR H. ROMAGUERA, head of the radio department in the Latin American division of J. Walter Thompson Co., has left New York to survey markets and advertising media in South and Central America.

LATIN AMERICANS RADIO FOLLOWERS

SOAP OPERAS, audience participation programs and musical variety shows are the most popular types of radio programs in Latin America, according to field representatives of the Latin American radio section of the Office of Coordinator of Inter-American Affairs who spoke at a luncheon given by the Export Advertisers Assn. July 26 in New York. Discussion revealed that institutional advertising is making a good beginning in Brazil, Mexico and Peru.

Estimates on the number of sets in use as given by CIAA representatives for their respective countries, were as follows: Mexico 600,000, five listeners per set; Ecuador 12,000-15,000, six listeners per set; Peru 80,000-100,000, five listeners per set in private homes and 15 listeners per set in restaurants and bars; Paraguay 15,000 sets; Cuba 250,000 sets; Colombia and Uruguay each about 200,000; Venezuela 80,000-100,000; Bolivia 15,000-20,000; Brazil, about 2 million sets (unofficial estimate) with most of them in the Rio-Sao Paula area. Among speakers were 13 field men who have been conferring the last two weeks in New York, following a week's conferences in Washington, before returning to their respective posts in Latin America. CIAA representatives participating included:

John W. G. Ogilvie, CIAA director in Washington; Wilfred S. Roberts, associate director, New York; Jack West Runyon, assistant director, Hollywood; Mrs. Francis McStay Adams, representative for Ecuador; Stewart Ayres, Peru; Mrs. Maria de Burt, Paraguay; Kenneth Campbell, Cuba; Herbert Cerwin, director of information, Mexico; Jaime Garzon, Colombia; Frank Linder and Richard Phillips, Uruguay; Ferney Rankin, director of information for Colombia; Joseph Ries, Venezuela; Hugo Urrutia, Bolivia; John Wiggin, Brazil. Thomas Riley, former television director of Wm. Esty & Co., New York, who will leave shortly to serve as CIAA representative in Chile, also attended.

Halifax License

THE *Halifax Chronicle* is understood to have been issued a license for a 250 w station, although no official announcement has been made yet by the Dept. of Transport, Ottawa. The station has bought equipment in part from CFRN Edmonton. The newspaper had held a construction permit but allowed it to lapse some years ago.

WCBI Columbus, Miss., has sold Arthur Gaeth, MBS commentator, locally to Roy's Drug Store, Columbus Walgreen outlet, for 52 weeks. Program originates at KLO Ogden, Utah, at 11 a.m. EWT Monday-Friday.

18

years of program-planning, development of technical excellence in broadcasting these programs...and of selling to the 417,441 people in the Western North Carolina market's 17 counties...

that's the record of

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
CBS
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY.

MAGNIFY YOUR RESULTS
WITH
ORIGINAL CUSTOM-BUILT RADIO SPOTS
Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue . NEW YORK CITY



ENTHUSIASTIC AUDIENCE, composed of G. W. (Johnny) Johnstone (center), director of news and special features for Blue Network, and Arthur Feldman (right) back from London where he was assistant manager of the Blue news office, listen to Blue war correspondent Clete Roberts, recently returned from the Southwest Pacific. Feldman will be transferred to Gen. MacArthur's headquarters.

Radio to Share in RKO Increase in Advertising

RKO Radio Pictures, New York, will increase its use of radio, magazines, trade and daily papers in the coming season, according to S. Barret McCormick, director of advertising and publicity, who addressed delegates to the company's third annual sales meeting at the Waldorf Astoria, New York, last week.

In radio, he said, the spearhead will be RKO's *Hollywood Star Time* on the Blue Network, which by daily mention of film titles on a 184-station hookup is designed to pre-sell RKO products to the public. Listening audience is increasing constantly, he said. Top radio talent will be starred in at least eight films for the 1944-45 season, including Bob Hope, Bing Crosby, Fibber McGee and Molly, Joan Davis, Dennis Day, Dinah Shore, Bob Burns, Frances Langford, Vera Vague, Wall Brown and Lum 'n' Abner.

Blue Meeting

EXECUTIVE and management personnel of the Blue Network Co. left New York last Friday for Schenectady, N. Y., for the Thousand Island Club, near Alexandria Bay, N. Y., for a four-day session. On Friday evening and Saturday morning the group were to witness demonstrations of television at the General Electric laboratories. Sunday and Monday were to be devoted to executive and management meetings at the Thousand Islands Club.

MUST BE ENGINEER TOO, SAYS ROBERTS

CLETE ROBERTS, Blue Network correspondent recently returned from his post at Gen. MacArthur's headquarters, told trade paper and newspaper reporters last week that a radio war correspondent in the South Pacific must be a technician as well as a reporter. Mr. Roberts spoke at a luncheon given in his honor by the Blue Network, prior to his departure Aug. 1 for San Francisco, where he will embark on a new and undisclosed assignment in the Southwest Pacific area.

With Arthur Feldman, former assistant manager of the Blue's London office replacing Mr. Roberts at MacArthur's headquarters, the Blue will be "ready for stepped-up operations in the Pacific", reporters were told by G. W. Johnstone, network's director of news and special features, who will accompany the two correspondents to the West Coast (see photo col. 1).

One of the most discouraging factors for the radio correspondent abroad is the few minutes of time allotted to overseas pickups, according to Mr. Roberts. He described how, on one occasion, he traveled 4,600 miles and broadcast a story which had to be condensed to three minutes. He said radio has won its spurs as a competitor of the press associations in the South Pacific.

ATS Expands Activity

AMERICAN TELEVISION Society, New York, through its president, Dan D. Halpin, announces expanded activities, including distribution of a membership director, development of an active program laboratory, preparation of a bibliography and review of current books on television and establishment of a speakers bureau. Charles Kleinman, of Reeves Sound Service, New York, is executive director of the laboratory. Milton A. Walsh, of the engineering staff of RCA, was named chairman of a new committee on the technical coordination and standards. New chairman of the research committee is Richard Steiner. The 50-week course in television, instituted for engineers of NBC's eastern staff last January, is being duplicated for engineers of the central division, Chicago, O. B. Hanson, NBC vice-president and chief engineer, announced last week.

Rexall Sale to Ayer

UNITED DRUG CO., Boston, has named N. W. Ayer & Son, New York, to handle radio advertising for its semi-annual One-Cent Sale of Rexall drug products. Fall campaign, starting in November, will utilize a series of four quarter-hour discs, tentatively titled *Hollywood Review*, on about 217 stations. Talent includes Bob Benchley, Cass Daley, Charles Butterworth, Harlow Wilcox and Lud Gluskin.

AP

WBRY, Waterbury, Connecticut

. . . think your Telescript presentations are excellent and most helpful in the sale of the fine Telescript features on The AP radio wire.

E. J. Frey
Station Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

NOW Exclusive on KFEL!



"My Views of the News"
Sheelah Carter

KFEL DENVER This is Mutual 5000 WATTS

SHEELAH CARTER started her news commentator career as a stand-by for her brother Boake, and then made good with her own commentary, five-days-a-week, over the nationwide Mutual network. Her background of education and travel in England, the European and African continents and elsewhere, qualifies her for making a keen and intelligent analysis of the news... now broadcast exclusively from KFEL. ✦ For a complete presentation on the availability and sponsorship of Miss Carter's broadcasts, consult KFEL Manager, Gene O'Fallon, or ASK A JOHN BLAIR MAN.

WHBQ FLASH

TO

George Stanton
Edna Erickson
of

McCANN-ERICKSON

We're glad to see

Lanteen Laboratories

among the many

Nationally known manufacturers

Selling THROUGH WHBQ

DIXIE'S 24 hour station
Exclusive Memphis Station to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour

WHBQ

your MUTUAL friend

MEMPHIS, TENNESSEE

REPRESENTED BY RAMBEAU

Prices Far Above Stations' Value Cause Durr's Dissent in Three Sales, He Asserts

PRICES which appeared to be many times more than the "net worth" and several times the "net profits" of stations involved caused Commissioner C. J. Durr to dissent in the sales of WJLD Bessemer, Ala., WINX Washington and WQXR New York, he stated in a memorandum released last Wednesday by the FCC.

In view of the speculation and misunderstanding because of his dissent, Commissioner Durr said he wanted to make his position clear. He said a letter by FCC Chairman James Lawrence Fly, addressed July 25 to Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, and Rep. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, on the increasing prices of stations, indicated there was little disagreement between Commissioners with respect to the seriousness of situation (see page 13).

Following is text of his memorandum:

Memorandum: Re: J. Leslie Doss, transferor, George Johnston, transferee, Bessemer, Ala. (WJLD); Lawrence J. Heller, et al, transferors, Eugene Meyer and Agnes Meyer, d/b as The Washington Post, transferees, Washington, D. C. (WINX); John V. L. Hogan, transferor, New York Times Co. transferees, New York, N. Y. (WQXR and WQXQ).

My reason for voting against approval of the above assignments of license was the same in all three cases. The prices being paid for the stations seemed to me to raise serious questions of law and public interest, and I therefore think that each application should have been set for hearing to ascertain:

(a) Whether or not any part of the purchase price represents payment for a radio channel in violation of Sections 301 and 309 (b) of the Communications Act of 1934, as amended, and,

(b) Whether the amount being invested in the station by transferee will affect the operations of the station in the public interest.

Station WJLD, Bessemer, Ala., is a 250 w station operating on a local channel. The replacement cost of all its physical properties, real and personal, is only $12,269, and the original cost $12,019. The net worth of all of its assets, tangible and intangible, according to its books, is $14,236. For the year 1943, its net income before Federal taxes and without deduction of any salary for the proprietor was $4,966. The purchase price being paid is $106,000, which is more than *seven* times the net worth of the station and more than *twenty-one* times its net profits before Federal taxes.

Station WINX, Washington, D. C., is likewise a 250 w station operating on a local channel but operates with a booster which serves to extend its coverage. The replacement cost of all its physical properties, real and personal, is only $58,492, and the original cost $56,966. The net worth of all of its assets, tangible and intangible, according to its books, is $48,254. For the year 1943, its net income before Federal taxes was $20,186. The purchase price being paid is $500,000, which is more than *ten* times the net worth of the station and more than *twenty-four* times its net profits before taxes.

Station WJLD was first licensed only a little more than two years ago and Station WINX less than four-and-one-half years ago. The purchase price being paid for WJLD represents a profit of nearly 800% on the cost of its physical properties and over 650% on its net worth. The purchase price being paid for WINX represents a profit of nearly 800% on the cost of its physical properties and over 950% on its net worth.

Station WQXR, New York, N. Y., is a 10 kw station and WQXQ is a frequency modulation (FM) station. No figures were before the Commission as to the replacement cost or the original cost of the physical properties involved in the transfer. However, the net worth of all of the assets of the present licensee corporation, both tangible and intangible, is $227,037. For the year 1943, its net income before Federal taxes was $30,320. The purchase price being paid is approximately $1,000,000, which is approximately *four-and-one-half* times the net worth of the licensee corporation and nearly *thirty-three* times its net profits before taxes.

Radio broadcasting is competitive and it is not the function of the Commission to protect either the buyers or the sellers of radio stations from the consequences of the exercise of their own business judgment. However, the Commission does have the responsibility of seeing to it that licensees observe the provisions of the Communications Act and that licenses for the operation of broadcasting stations are neither granted nor transferred unless the public interest will be served. Its responsibility in approving transfers is no less than its responsibility in making original grants of licenses. Section 310 (b) of the Act provides:

"The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, *after securing full information*, decide that said transfer is in the public interest, and shall give its consent in writing." (Italics supplied).

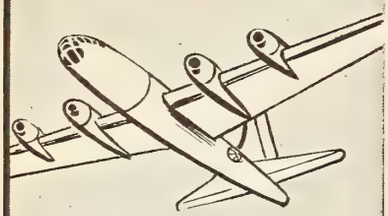
Sections 301 and 309(b) of the Communications Act provide clearly that radio channels are public property and incapable of private ownership. It follows that neither the channels nor any right to use them is for sale, either by private individuals or by the Government. The Communications Act provides that they are to be licensed by the Commission, only for limited periods of time, and only to those whom the Commission finds best qualified, by ability and intention, to use them in the public interest. Ability to outbid others in the price offered for a station has no relation to qualifications of this kind.

In each of the three transfers under consideration, the price being paid appears, on its face, to be greatly in excess of any demonstrated value of the properties and business being sold. For what is this excess being paid? Are there elements of value in the transferor's properties and businesses which are not apparent from the information contained in their applications, or are they selling something they do not own and have no right to sell, namely, the use of a radio channel? Moreover, the new licensees are taking on financial loads many times greater than those of the old licensees. All of these stations are commercial stations, and it is reasonable to assume that the purchaser of a commercial station buys with the expectation of earning at least a reasonabe return on his investment.

In the present cases, do the transferees regard their purchases as business ventures, or do they intend to operate the stations without regard to profit? If the former, how do they expect to operate the stations so that they will be self-sustaining and at the same time yield a fair business return on investments ranging from four-and-one-half to ten times the investments of the former licensees? Is it anticipated that profits will be increased

(*Continued on page 51*)

IT TAKES 4
2200 H.P. Motors
to Drive a B-29



IT TAKES A
50,000
watt station
in Denver to
sell this market
and the Mountain and Plain States Region.

KOA is the famous NBC Station in Denver and the only one with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

A 50,000 watt audience
at a 250 watt rate

C. E. HOOPER *April-May, 1944*

TAKE A LOOK AT THE RECORD *that's all we ask!*

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · *National Representatives*

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.
CHNS Does—Try It.

Text of FCC Announcement on Transfers of Stations . . .

HE FCC release issued July 25, nnouncing that House and Senate ommittees had been asked for sug- estions on station transfers, fol- ows:

The FCC yesterday (July 24) asked ongressional direction as to the policy should follow in passing on the sale radio stations where the sales prices e far in excess of the going-concern d physical property values of the ations and appear to involve consid- able compensation for the radio fre- encies themselves.

In identical letters to Senate Inter- ate Commerce Committee Chairman urton K. Wheeler and to Represen- tive Clarence Lea, Chairman of the ouse Interstate and Foreign Com- erce Committee, FCC Chairman ames Lawrence Fly suggested the tremendously high prices" which radio ations command in the present mar- et indicates the sellers may be profit- g from their lien on a radio frequency hich they have been authorized to use nder the Communications Act of

(*Continued from page 50*)

anticipated that profits will be increased rough more economical and efficient op- ations or by increasing the price per nit of time sold, or is it contemplated at a substantial amount, if not all, of e increased profits will have to come om selling more time? If more time is be sold, will a reasonable amount of e free time still be left for local civic rograms, educational programs, the dis- assion of controversial public issues, and her sustaining programs?

It seems to me that the applications, on eir face, point to the need of "securing ll information" before the Commission an decide that the transfers are in the ublic interest.

Far from the least important feature f our American broadcasting system is at the cost of establishing and operat- g radio stations has been within the each of qualified individuals and groups aving only moderate financial means. In any communities, all presently avail- ble standard radio channels are occupied nd the only way for a newcomer to get to the field is by the purchase of an xisting station. The present inflationary end in the price of radio stations, if ontinued, will tend not only to increase ill further the already tremendous pres- ure on sustaining programs but also to ush radio broadcasting more and more eyond the reach of any but the well-to-do. ertainly the inflationary trend should ot be encouraged by permitting the capi- alization of licenses.

1934, but whose ownership under the Act is reserved to the public.

Chairman Fly's letter which cites several such recent transfers of radio facilities, follows in part:

The Congress has had before it proposals to limit the amount of consideration to the value of the physical properties (of radio stations) transferred but no provision of this character has been adopted. The statute does make clear that the frequencies are not in any way the property of the licensees. The Commission has rejected and is prepared to reject any transfer which on its face involves a consideration for the frequency.

The Commission, apparently consistent with Congressional policy, has approved transfers that involve going-concern values, good will, etc.

There remains, however, a serious question of policy and one on which the law is not clear, as to whether the Commission should approve a transfer wherein the amount of the consideration is over and beyond any amount which can be reasonably allocated to physical values plus going-concern and good will, even though the written record does not itself show an allocation of a sum for the frequency.

Our concern in this regard is heightened by the tresmendously high prices which radio stations are commanding in the present state of the market. This is illustrated by the fact that one local station was sold for a half-million dollars and some regional stations are selling for a million or more.

It is the Commission's policy to disapprove of transfers which obviously represent the activities of a promoter or broker, who is simply acquiring licenses and trafficking in them. Under the present state of the law, however, it is not clear that the Commission has either the duty or the power to disapprove of a transfer merely because the price is inordinately high—even though it may well be deduced that a substantial value is placed on the frequency.

In the absence of a clear Congressional policy on this subject, we thought best to draw the matter to the attention of your own Committee and the House Committee on Interstate & Foreign Commerce.

WELI, New Haven, Conn.; 960 kc, 1 kw-LS, 500 w DA-N; 6/27/44; from Arde Bulova and Harold LaFount, transferor, to Harry C. Wilder et al, transferee; $185,000 for 100% of stock.

WIBC, Indianapolis; 1070 kc, 5 kw-LS, 1 kw-DA-N; 5/30/44; from H. G. Wall et al, transferor, to Indianapolis News Publishing Co., transferee; $440,000 for 100% of stock.

WINX, Washington, D. C.; 1340 kc, 250 w, unlimited; 7/18/44; from Lawrence J. Heller et al, transferor, to Eugene Meyer & Co., a partnership; $500,000 for 100% of stock.

WJJD, Chicago; 1160 kc, 20 kw, Limited-KSL; 7/5/44; from H. Leslie Atlass, et al, transferor, to Marshall Field, transferee; $696,000 for 96.6% of stock.

WLBZ, Bangor, Me.; 620 kc, 5 kw, unlimited, DA; 2/1/44; from Thompson L. Guernsey, transferor, to Eastland Broadcasting Co., transferee; $150,000 for 100% of stock.

WMAZ, Macon, Ga.; 940 kc, 5 kw, unlimited, DA; 4/4/44; from E. K. Cargill, transferor, to George P. Rankin Jr., transferee; $120,999 for 41% of stock.

WPDQ, Jacksonville, Fla.; 1270 kc, 5 kw, unlimited, DA-N; 3/14/44; from Ernest D. Black, transferor, to L. D. Baggs, transferee; $180,326 for 60% of stock.

WQXR, New York; 1560 kc, 10 kw, unlimited; 7/18/44; from John V. L. Hogan, et al, transferor, to New York Times Co., transferee; $987,500 for 100% of stock.

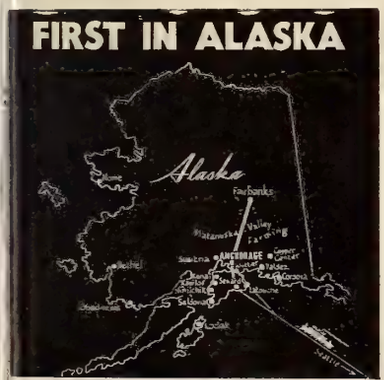
KECA, Los Angeles; 790 kc, 5 kw, unlimited, DA-N; 7/18/44; from Earle C. Anthony Inc.; assignor, to Blue Network Co., Inc., assignee; $800,000.

KTOK, Oklahoma City; 1400 kc, 250 w unlimited; 4/18/44; from Oklahoma Broadcasting Co., assignor, to O. L. Taylor, assignee; $150,000.

KBIR, Knoxville, Tenn.; 1240 kc, 250 w unlimited; 1/11/44; from J. W. Birdwell, assignor, to American Broadcasting Corp., assignee; $135,000.

WJLD, Bessemer, Ala.; 1400 kc, 250 w, unlimited; 7/18/44; from J. Leslie Doss, assignor, to George Johnston, assignee; $106,000.

WFTL, Ft. Lauderdale, Fla.; 710 kc, 1(kw, unlimited, DA-N; 2/29/44; from Ralph A. Horton, assignor, to Fort Industry Co., assignee; $275,000.



790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat. Rep.: Pan American Broadcasting Company
342 Madison Ave., N. Y. C.

Ask ANY Daytonian



★ People in the Dayton market are particular, as any Daytonian will tell you. That's why they tune most to WHIO . . . for the fine CBS programs, the interesting local features and complete, reliable news coverage through U.P., I.N.S. and Reuters.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

The All Star BUY in Baltimore

WCAO

THE VOICE OF BALTIMORE

★ America's 6th City in Population.
★ Maryland's Oldest Broadcast Station.
★ Columbia Basic Outlet, Since 1927.
★ 5,000 Watts, 600 KC, Day and . . Night.

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES

Radio Leads GOP Fund

(*Continued from page 12*)

time to personally looking after Gov. Thomas E. Dewey's speaking engagements.

Members of the Democratic National Committee will meet in New York this week with Paul Porter, publicity director, and J. Leonard Reinsch, Radio Director, to formulate plans for the campaign of President Roosevelt and Sen. Harry S. Truman. Mr. Reinsch, on leave as managing director of the Cox stations, WHIO WSB WIOD, will remain with the Democratic Committee until after the November election.

Programs Cancelled

Commercial programs were cancelled for both the Republican and Democratic Conventions by the major networks and some individual stations. The four nets devoted 151½ hours to the two political conclaves, with the GOP broadcasts totaling 60½ hours. Because of extended sessions at the Democratic Convention, more time was given.

NBC devoted 22 hours, 13½ minutes to the Democratic Convention and 14 hours, 46 minutes to the Republican. Nominations for Vice-President and polling of challenged delegations took 9 hours, 48 minutes.

Mutual carried 22 hours, 30 minutes from the Democratic Convention and 16 hours, 12 minutes from the Republican.

CBS was on the air 22 hours, 34 minutes from the Democratic sessions, as compared to 14 hours, 7 minutes from the GOP meetings.

The Blue gave 26 hours, 39 minutes of broadcast time, including preview programs, to the Democratic Convention and 15 hours, 27 minutes to the Republican.

Cost to the four networks in cancelled commercials, talent rebates and out-of-pocket expenses was estimated at well over a million dollars. Coupled with the cost to the individual stations, some of which arranged for direct pickups at great distances, the overall expense to radio of bringing the two Conventions into American homes was conservatively estimated at $2,000,000.

Each of the networks had several "firsts" or exclusives. Competition was at its peak. Through combined facilities the four major networks carried all general sessions, but other broadcasts, such as interviews, statements by leading Democrats and so on strictly were on a competitive basis, with each net getting its share.

More Shangri-La

Details of how CBS handled the pickup of President Roosevelt's acceptance speech and how the term "Shangri-La" was used to identify the point of origin were disclosed last week. The White House called in Carleton Smith, general manager of WRC Washington and NBC Washington official, and Clyde Hunt, CBS Washington chief engineer, unfolded the Presidential trip and asked what could be done to feed the acceptance speech to the Convention.

Following conferences between network officials and J. Leonard Reinsch, Radio Director of the Democratic National Committee, it was decided that Hunt and Dick Whitman, CBS Washington technician, would go to the origination point. CBS fed the speech by direct wire to its master control room of WBBM Chicago, and thence to the network's master board at Chicago Stadium, where it was distributed to other networks and to the Stadium public address system.

To maintain secrecy as to the President's destination, engineers referred to the origination point as "Shangri-La" in all communications.

KSD Claims a First

Perhaps the true story of "firsts" by individual stations never will be told, but each station had its inning with exclusives and special features, supplementing network and news wire coverage. Competition was keener than at any time in radio's history. Most of the broadcasting representatives had profited by their experience at the GOP conclave and accordingly went to Chicago with a view of doing a top job, sewing up exclusives when possible.

KSD St. Louis claims the honor of first broadcasting President Roosevelt's approval of Sen. Truman as the Vice-Presidential candidate. On the eve of the Convention and a day before the news became general knowledge, the *St. Louis Post-Dispatch* station interrupted a program at 8:17 p.m. Tuesday (July 18) for a special broadcast from the KSD booth at the Convention.

Raymond P. Brandt, chief of the *Post-Dispatch* Washington bureau, announced that the newspaper and KSD had learned exclusively that Mr. Roosevelt would be glad to accept Sen. Truman and believed the



FM AND TELEVISION constituted the topics at a session of CBS affiliates for the 3d District held at the Statler Hotel, Washington, July 26. The broadcasters were addressed by William Lodge, CBS acting director of engineering, and Howard Lane, general manager of station relations. The meeting was one of a series being held over the country to acquaint the network's affiliates with CBS policies on these new services. C. T. Lucy, WRVA Richmond, chairman, presided. Participating (seated, l to r): Jim Robertson, WDBJ Roanoke; W. Woods, WRVA Richmond; Mr. Lucy; Mr. Lane; Mr. Lodge; Mrs. Eve Leonard, WFMD Frederick; Stanton Kettler, WMMN Fairmont, W. Va. Standing (l to r) R. P. Jordan, WDBJ; George Lewis, WCAU Philadelphia; Julias Thiel, WFMD; L. W. Milbourne, WCAO Baltimore; Maj. Laurence Leonard, WFMD; John T. Gelder, WKWK Wheeling; Odes E. Robinson, WCHS Charleston, W. Va.; Robert Hough, WMMN; J. C. Burwell, WMBS Uniontown; Carl J. Burkland, WTOP Washington, CBS owned station; M. L. Jones, WCAO.

Now a *Conclusive Survey*

Figures according to a Robert S. Conlan & Associates coincidental telephone survey on radio listening . . .

Robert S. Conlan & Associates Survey
April 23 through 29, 1944, Inclusive

Summary

Surveyed Monday through Saturday
7:30 a.m. — 10:30 p.m.
Sunday: 12:00 noon — 10:30 p.m.

Entire Survey — Sunday through Saturday

	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
Basic Calls	14,071	21,906	16,098	52,075
Listening Homes	2,062	3,863	4,892	10,817
Percent of Potential Audience	14.7%	17.6%	30.4%	20.8%

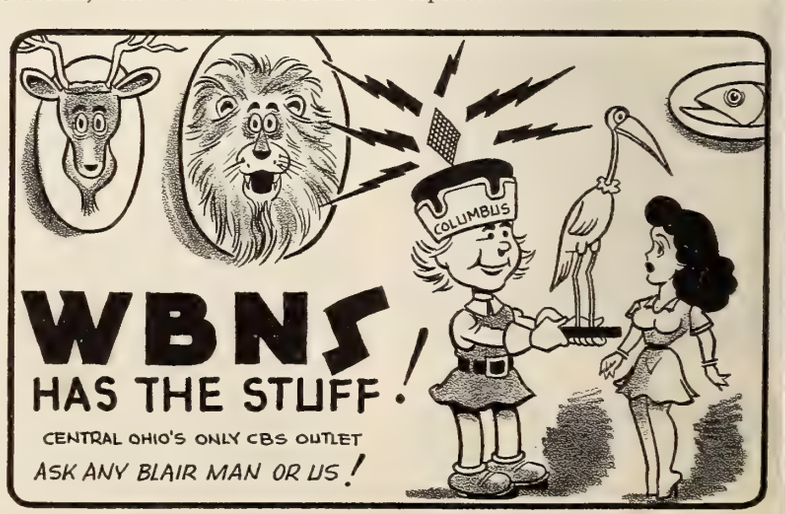
DISTRIBUTION OF LISTENING HOMES AMONG STATIONS:

Morning Periods	Rank		Afternoon Periods	Rank		Evening Periods	Rank		Entire Survey	Rank	
Station B	1st	33.9%	Station B	1st	48.6%	Station B	1st	48.3%	Station B	1st	45.7%
*KTUL	2nd	32.9	*KTUL	2nd	30.7	*KTUL	2nd	32.5	*KTUL	2nd	32.0
Station C	3rd	29.6	Station C	3rd	16.8	Station C	3rd	15.5	Station C	3rd	18.6
Other & DK		3.6	Other & DK		3.9	Other & DK		3.7	Other & DK		3.7

Conclusive figures — figures you can rely on. See Free & Peters today for availabilities and market data on KTUL. With ratings consistently high, it's a doggone good buy!

TULSA'S 5000 WATT COLUMBIA STATION

KTUL



Missourian would add "real strength" to the ticket. Combining newspaper methods of reporting with radio showmanship, KSD and the *Post-Dispatch* had a staff of 12 at the Convention, including the station's own commentator and program director and members of the paper's Washington, state and editorial staffs. Afternoon and evening special broadcasts added to KSD's regular NBC coverage.

WKY Interviews Kerr

WKY Oklahoma City sent Jack Lovell, chief engineer, and Dow Mooney, news editor, to Chicago for daily pickups. Preceding the Convention, Gov. Kerr and Oklahoma delegates were interviewed July 18. Throughout the Convention WKY broadcast special programs day and night.

KWK St. Louis piped in two special broadcasts, 8:45 a.m. and 7:15 p.m., during the sessions, with Ray E. Dady, station manager, handling details. Mr. Dady also served with the Mutual staff.

KOY Phoenix, Ariz., and the Arizona Network, comprising KOY KTUC KSUN, had the services of a delegate in Ray Busey, KOY commentator. Mr. Busey originated daily broadcasts through facilities of WLS Chicago, handling the programs when he wasn't in conferences and attending the convention as a delegate from Arizona.

Two KMOX Studios

KMOX St. Louis, with studios both at the Stadium and Stevens Hotel, did six direct pickups daily, featuring Mississippi Valley political leaders. Among the notables heard over KMOX were Robert Hannegan, Democratic National Chairman; Sen. Truman, Sen. Bennett Champ Clark, Sen. Scott Lucas, Rep. Clarence Cannon, Convention parliamentarian, and Harry W. Flannery of KNX Hollywood, former KMOX news director. KMOX staff included Francis Douglas, news director; W. R. Wills, analyst; Katherine Darst, St. Louis newspaper columnist; Gordon Sherman, engineer, and Arthur Casey, supervisor. The special broadcasts supplemented CBS coverage and duplicated coverage of the Republican Convention, according to Merle S. Jones, general manager.

WING Dayton and WIZE Springfield, O., set up studios in both the Stevens and La Salle Hotels, the latter headquarters of the Ohio delegation, as well as the Stadium, for three broadcasts daily, beginning July 18. Programs also were fed to WKRC Cincinnati, WCOL Columbus, WHK Cleveland, and WKBN Youngstown. In charge of operations was Lin Mason, WING program director. Attending the Convention from WING and WIZE also were Charles Sawyer, owner, and Pat Williams, general manager. When Mr. Mason presented Mrs. Dorothy Vredenburgh, secretary of the Democratic National Committee, he interviewed her not about politics alone but about her home, her victory garden and how she keeps up her political work and still does a fulltime job as a housewife. For that broadcast WING and WIZE received scores of commendations from interested women listeners.

The Cowles stations, KRNT, KSO WNAX, claim a new record in on-the-spot coverage as a result of direct pickups from the Democratic Convention. The Des Moines stations, KRNT-KSO, broadcast nine newscasts daily during the sessions and one 15-minute interview show. WNAX did five newscasts and a quarter-hour a day.

KRNT and WNAX also carried a half-hour discussion on Convention eve when Jake Moore, Vice-President Wallace's manager, announced that Richard Mitchell, Democratic candidate for Governor of Iowa, would nominate Mr. Wallace for reelection. The Cowles stations thus claimed a 24-hour beat over news wires and networks on the Moore announcement.

Stanley Dixon handled interviews with prominent political leaders. Handling newscasts were Glen Law of the Des Moines stations, Arthur Smith and Whitey Larsen of WNAX and Joe Ryan, editorial director of KRNT-KSO.

Chicago Stations

WBBM Chicago, in addition to CBS coverage, broadcast 12 quarter-hour periods direct from Convention headquarters at the Stevens Hotel and Stadium. Most of the special features were conducted by Robert F. Hurleigh and Alvin J. Steinkopf, WBBM news analysts; John Harrington, newscaster, and Val Sherman, chief announcer.

WIND Chicago did a special broadcast *Convention Summmary* each night during the assembly, interviewing various leading Democrats, all natives of Illinois.

Reporting the Convention was "old stuff" to WGN, according to Manager Frank P. Schreiber, who disclosed that the *Chicago Tribune* station has covered the major po-

Rajah on WTMV

WTMV East St. Louis, Ill. has signed Rogers Hornsby, onetime star ballplayer, manager and electee to the Baseball Hall of Fame, to present a nightly program, *Rogers Hornsby Reviews the Game*, during which he discusses inside dope on what happened on the diamond and why during home games of the league leading Cardinals and Browns. Hornsby, known as the "Rajah of Swat" in bygone days when he established an alltime batting record, was manager of the St. Louis Cardinals in 1926 and later managed the Browns until 1937.

British Ad Expense

BRITISH Government spent a total of $2,178,060 for advertising in newspapers, magazines and trade publications in the first three months of 1944, according to figures received by J. Walter Thompson Co., New York, from its London office. The total is $59,371 less than the amount spent during the period in 1943. National Savings Committee made the largest expenditure, accounting for over 25% of this year's for the first quarter, followed by the Ministry of Food, which represented about 22% of the total advertising outlay. A total of $903,942 was spent in London newspapers alone, with $818,746 going to the provincial and suburban press and the balance to magazines, trade and technical press.



IF YOU SELL
FOOD
(OR FURS OR FUSES)



ASK YOUR DISTRIBUTOR ABOUT
KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how many carloads of soup and salad-oil that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows* — and ten to one he'll say "KDAL"!



1000 WATTS . 610 KC . CBS
FREE & PETERS, INC., Exclusive Representatives

WHEN YOUR PLANS CALL FOR SPOTS

CALL FOR A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

litical conventions since 1924, when President Coolidge and Charles Gates Dawes were the Republican nominees at the Cleveland Convention. That same year WGN covered the Democratic Convention in Madison Square Quarden, New York.

WLS began its coverage July 16 with a special broadcast in which Julian Bentley, news director, and William R. Cline presented the station's news policy with reference to its reporting. Daily broadcasts from then until the Convention closed featured prominent Democratic leaders, both men and women. WLS personnel taking part in the special features were, besides Messrs. Bentley and Cline, Martha Crane, Helen Joyce, John Strohm, managing editor of the *Prairie Farmer*; Pat Buttram, comedian.

Alva Swain, veteran Colorado newsman who was special correspondent for KLZ Denver, has covered both major political conventions every four years since 1900, missing only President Wilson's nomination in 1916 because of illness. He also has covered two Populist, three Socialist and four Prohibitionists national conventions. Mr. Swain filed direct wires to KLZ.

KCMO Kansas City claimed a scoop when its correspondents at the Convention phoned a prediction at noon Wednesday that Sen. Truman would be nominated for the Vice-Presidency on the second ballot. KCMO carried the bulletin on its 1 p.m. newscast the same day.

COLUMBUS ADDED TO CROSLEY FMs

CROSLEY Corp., licensee of WLW Cincinnati, last week filed with the FCC for a new FM station in Columbus, O., on 46,500 kc and coverage of 12,400 sq. mi. Estimated cost is $200,000 to $225,000. Crosley already has applied for FM facilities at Cincinnati and Dayton.

WJTN Jamestown, N. Y. requests a new FM station on 46,100 kc with 10,352 sq. mi. coverage. A $39,560 estimated cost is given. The Globe-Democrat Publishing Co., St. Louis, publisher of the *Globe-Democrat*, has filed for a new commercial television station on Channel 1. KGER Long Beach, Cal. also seeks a commercial television outlet on Channel 7 for Los Angeles. Channel 2 is sought by WFBM Indianapolis in its petition for a commercial television station.

New standard local station is sought by Reed D. Smith, who has been in the newspaper field for the past 15 years, to be located in Charleston, W. Va. Facilities asked are 1400 kc with 250 w and unlimited time. Dr. Jose M. Rodriquez Quinones and Jose M. Sepulveda, doing business as Paradise Broadcasting Co. Arecibo, Puerto Rico, have filed for a new standard station. Application was returned for filing on a new form.

Anthony Files for FM

E. ANTHONY & SONS, licensee of WNBH New Bedford and WOCB West Yarmouth, Mass., last week filed for a new FM station to be located at Mt. Asnebumskit, Paxton, Mass. Facilities asked are 43,400 kc with 19,650 sq. mi. coverage. Estimated cost is set at $141,000. Studios for the outlet would be located in Boston, according to the application. FM application for the New Bedford area was reinstated last April.

OWI reported last week that enlistments in the Women's Army Corps have shown a distinct upward trend in recent months. An active duty strength of 77,000 in the WAC as of July 1 was cited in War Dept. figures which showed an increase of 3,500 over the 73,435 on active duty on June 1. WAC enlistments are currently at the rate of about 4,000 a month, according to the report.

Dies Probe

(*Continued from page 14*)

Division, PAC, and formerly of the National Youth Administration, to J. L. Hood, Pocatello, Ida. regarding the Idaho primaries which said in part: "Am working on possibility of getting Winchell Pearson and others to mention primaries."

The Dies report charged that the PAC was responsible for the defeat of Sen. D. Worth Clark (D-Ida.) for renomination.

Among telephone calls to Government agencies listed were 13 to David K. Niles, Presidential confidant, and to the OWI, WPB, FCC and 22 other agencies.

WGN-AFRA Fee Dispute Slated for Arbitration

DISPUTE which arose last week between the American Federation of Radio Artists and WGN, *Chicago Tribune* station, over payment of commercial fees on sustaining programs promoting the newspaper, will be arbitrated following decision on a site for hearings, it was learned last week.

Both the Chicago Mutual outlet and AFRA have filed their reasons for desiring arbitration in New York or Chicago. Should the dispute develop into an AFRA-Mutual case, the union would have to negotiate individually with MBS outlets as WGN in its argument for a Chicago hearing claimed that it was not bound by AFRA and Mutual contract as each affiliate is individually operated.

Frank A. Eaton

FRANK A. EATON, 57, account executive of Foote, Cone & Belding, New York, the last six months, died Thursday at his home in New York. A native of Toronto, Mr. Eaton for many years was rotogravure editor of the old *New York Tribune* and later the *Herald-Tribune*. In 1925 he became vice-president of Underwood & Underwood. In recent years he had served on various magazines. Mr. Eaton became advertising and publicity director of RKO Radio Pictures in July 1942, leaving that post to join Foote, Cone & Belding. He leaves his widow, three sons, a brother and a sister.

DIRECT-CUT COPIES



OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD RECORDING COMPANY

221 N. LA SALLE ST. CHICAGO 1

KROD

BUILD BUSINESS in the prosperous, progressive EL PASO, TEXAS Southwest

by using the station that's heard all over this important and otherwise radio isolated market.

KROD — a CBS Station
600 kc — 1,000 Watts

Dorrance Roderick, Owner — Val Lawrence, Manager

Howard H. Wilson Co.
National Representatives



"Might I suggest you turn on WFDF Flint—at home?"

FM Panel Width Studied by RTPB

Possible Reduction From 200 To 100 kc Is Considered

RADIO Technical Planning Board moved closer to its final recommendations to the FCC on frequency allocations last week as the result of two important panel meetings held in New York. Panel I on Spectrum Utilization met last Monday under the chairmanship of Dr. Alfred N. Goldsmith, and Panel II on Frequency Allocation convened all day Thursday with Dr. C. B. Jolliffe, of RCA Victor Division of RCA, as chairman.

In the Monday meeting specific proposals on the width of the FM channel were drawn up and then submitted to Panel II at the Thursday meeting. The latter meeting considered frequency needs between 30 and 300 mc. Services within those frequences include standard broadcasting, FM, television, point-to-point, emergency service (police, fire, etc.) and marine. Representatives of all 13 RTPB panels presented to Panel II last Thursday recommendations of each panel on the needs of the various services. It is the job of Panel II to reconcile conflicts of service needs, and to present to the full board the recommendations. These proposals are expected after the Panel II meeting in New York Sept. 8.

As the RTPB goes into the final phase of its proposals on frequency allocations to the FCC, the panel meetings are being watched with great interest, especially the final recommendations on FM and television allocations. One group feels that the FM band should be widened and television allocated more room in the higher frequences, while on the other hand there is another contingent that feels the FM band should be reduced along with a channel width reduction from 200 to 100 kc.

The final draft of the RTPB recommendations, along with minority reports, will probably be in the hands of the FCC by Oct. 1, a little more than a year after the RTPB was organized.

NBC Host to FCC

MEMBERS of the FCC last Wednesday night were guests at an informal dinner at the Mayflower Hotel, Washington, given by Niles Trammell, NBC president. Present were Chairman Fly and Commissioners Case, Walker, Jett, Wakefield and Durr. Mr. Trammell, Frank E. Mullen, NBC vice-president and general manager, and Frank M. Russell, vice-president in charge of Washington activities, were hosts. NBC's plans on postwar operation, including television and FM service, were recounted informally, it is understood. The purpose of the dinner was to permit the NBC executives to talk to all Commissioners at the same time regarding future radio developments. Both FCC members and NBC officials declined comment.

WGCM Transfer Asked

APPLICATION was filed with the FCC last week for voluntary assignment of license of WGCM Gulfport, Miss. from WGCM Inc., licensee corporation owned by Hugh O. Jones and William E. Jones, to a partnership including their father, James O. Jones, for the sum of "$10 and other considerations". The three also operate the James O. Jones Adv. Co., New Orleans, engaged in newspaper and magazine advertising.

Awarded Citation

NATIONAL Federation of Press Women, at its annual convention in Chicago July 29, voted to award a certificate of merit to Helen J. Sioussat, CBS director of talks, for her work as editor of *Talks* magazine, a digest of CBS speeches. Federation also announced awards for six network religious programs [BROADCASTING, July 17].

P/O Dick Irvine

PILOT OFFICER Dick Irvine, Royal Canadian Air Force, former announcer at CJKL Kirkland Lake, Ont., was killed in action during the liberation of France.

WTTM Joins NBC

WTTM Trenton, N. J., on Aug. 1 joins NBC as a basic supplementary outlet. Owned by Trent Broadcasting Corp., WTTM operates on 920 kc with 1,000 w.

AD MEN, AGENCIES HAIL CAB EXPANSION

FAVORABLE reaction by advertisers and agencies to its first 81-city program report of two months ago [BROADCASTING, May 8, 1944] was announced last week by the Cooperative Analysis of Broadcasting, Inc., New York. The CAB's expansion in sample, and sevenfold expansion in amount of audience data available to members required a great increase in budget expenditures, CAB reported. A 100% renewal endorsement was received from the program producers and station representatives who were CAB members.

Greatest approval from members and advertisers has been for the willingness of the CAB to break with the past. Three chief features of this change have been:

1. 160% increase in the interviewing sample (now over 7,000,000 calls yearly).
2. New list of 81 interviewing centers.
3. Distribution of the new 81-city sample according to population of all cities 50,000 and over.

The CAB is a cooperative membership research organization directed by a Board of Governors nominated by the Assn. of National Advertisers and the AAAA. Members of the Board are: Chairman, D. P. Smelser, Procter & Gamble Co., John L. Bogert, Standard Brands, George H. Gallup, Young & Rubicam, treasurer, Robert B. Brown, Bristol-Myers Co., Bernard C. Duffy, BBDO, L. D. H. Weld, McCann-Erickson, A. W. Lehman, president, and George H. Allen, manager and secretary.

Tops With Engineers

Lehigh vertical radiators for years have been the preferred tower for outstanding performance.

Lehigh is now producing for Victory. After Victory, for FM, AM or television . . .

BUY LEHIGH

•

Radio Division

LEHIGH

STRUCTURAL STEEL COMPANY

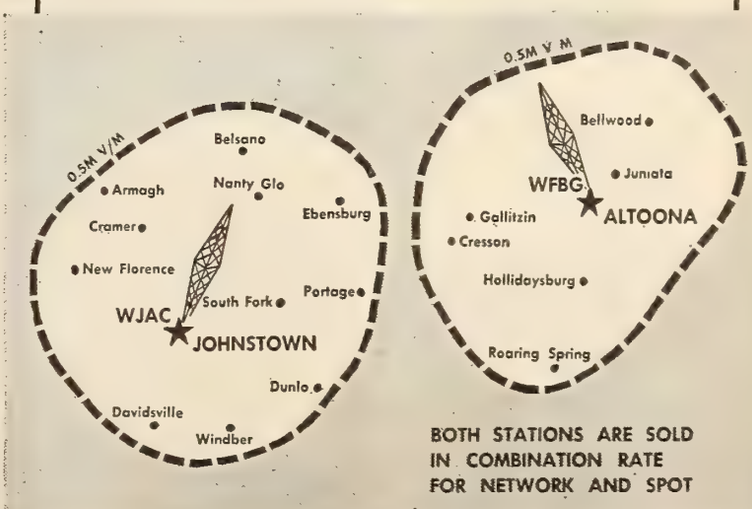
17 BATTERY PL., NEW YORK 4, N. Y.

Plant at Allentown, Penn.

Offices in Principal Cities

WJAC JOHNSTOWN — NBC — WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

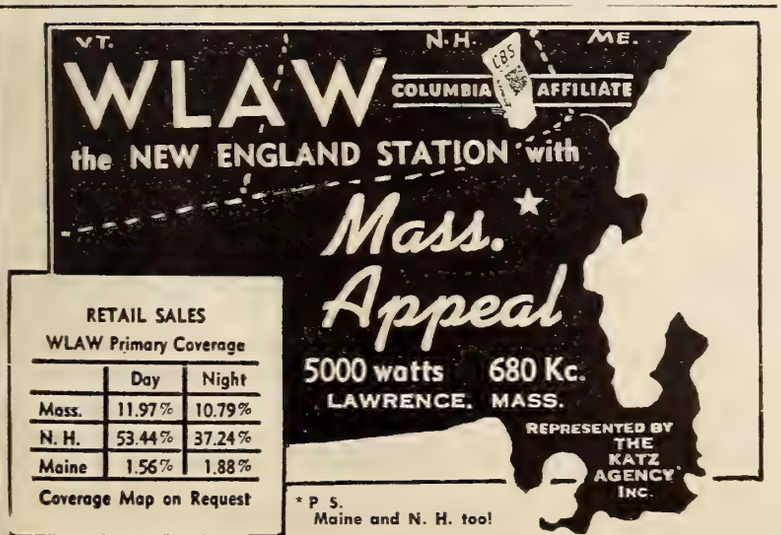


BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives

HEADLEY-REED COMPANY

New York, Chicago, Detroit, Atlanta, San Francisco



REACH THE *Active* SALT LAKE MARKET
THROUGH
KDYL
UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

Cover the Rich Lehigh Valley

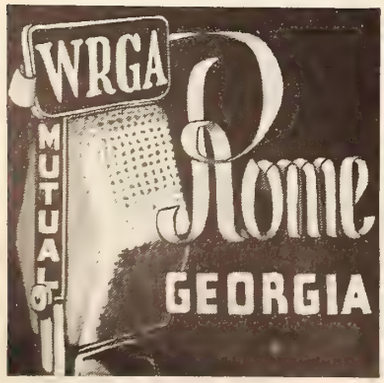


BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago,
Detroit, Atlanta
San Francisco



Postwar FM Wants Placed at 5,000,000

Crossland of GE Tells Music Group of $60 Price

FIVE MILLION FM receivers, which will sell for about $60, will be on the market within 18 months after the war, predicted H. A. Crossland, manager of sales, receiver division of the General Electric Co., Schenectady, N. Y., in a talk before the National Assn. of Music Merchants Convention held at the Palmer House, Chicago, July 24-26. Commercial color television is five or ten years away, Mr. Crossland stated, and maintained that a good sound and picture receiver would cost approximately $200.

Referring to General Electric's future production plans, Mr. Crossland said, "Our plans call for FM receivers in all but the lower priced brackets. We believe that our first postwar line, produced under restricted conditions will consist of FM models to the extent of approximately 20% by units and 60% by dollar volume. While this may appear to be low, it must be remembered that in normal times, judged by prewar standards, the small five-and-six tube set comprised between 60 and 70% of all sets produced. Omitting these small inexpensive sets from the picture, we expect our postwar line to consist of FM sets to the extent of 80 to 90% of all remaining types.

Cheap Sets Too

"This does not necessarily mean that FM will be confined to the higher priced sets. We believe that it is possible to produce AM-FM receivers with excellent performance at the present time that would retail at $60 based on prewar prices. To reduce prices below this figure and at the same time maintain high levels of performance which FM receivers must have is not going to be an easy job. We think, however, that it can and will be done."

Video Labor Snarl

WITH Hollywood Local 40 IBEW officials lodging complaint on use of IATSE technicians by RKO Radio Pictures Inc., in conjunction with experimental television operations on W6XAO, film studio has cancelled its scheduled tests. Tieup with Don Lee Broadcasting System's television station had provided for weekly telecasts utilizing W6XAO engineers, technicians, talent, directors and writers. Union officials pointed out that while television station comes under IBEW jurisdiction, film studio had planned to supplement technical staff with studio IATSE technicians. RKO has abandoned further experimental telecasting, it was said, until union jurisdiction has been settled.

FEDERAL TRADE Commission has cited two firms, Lewis & Conger and C. W. Products, both in New York, in a complaint charging them with misrepresentation in the sale of "Foxhole Pillows" which the companies advertise as affording soldiers more comfort than any article they may carry into combat. Twenty days are granted the respondents to answer the complaint.



15 AND 20-YEAR members of the station, celebrating WGN Chicago 20th anniversary this month, are (seated l to r): Katherine Roche, day traffic manager; Edward Carstens, studio engineer; Clyde White, assistant chief engineer; Lily Mauer, chief of continuity typists. Standing: G. William Lang, acting chief engineer; Reed Myers, sales executive; Robert Sibold, studio engineer. Other 15 to 20 year vets, not in the picture, are: Rose Mason, secretary; James Turner, transmitter engineer; Lt. Comdr. Carl Meyers, chief engineer on leave.

Table Products Show

TABLE PRODUCTS Co., Oakland, Cal. (Nu-Made mayonnaise), on July 30 started sponsoring a weekly half-hour variety-musical type program, *Star Dust*, on 39 Don Lee Pacific stations, Sunday, 8:30-9 p.m. (PWT). Contract is for 52 weeks. Hoagy Carmichael, song writer-musical director, will be featured with a 17 man specialty band. Harry Evans, fan magazine writer, will share m.c. duties. Talent will include the Thrasher Sisters, vocal trio. Walter Snow is producer of Foote, Cone & Belding, Hollywood, agency servicing account.

Board Selects Script

WRITERS' WAR BOARD has selected as script-of-the-month for August a radio adaptation by Richard McDonagh, NBC script manager, of George Creel's book *War Criminals & Punishment*. Script was presented on *Words at War*, sponsored on NBC by S. C. Johnson & Son, Racine, Wis.

Lockheed Change

LOCKHEED AIRCRAFT Corp., Burbank, Cal. (institutional), with completion of its eight-week contract, on Sept. 9 shifts the weekly half-hour mystery-comedy, *The Man Called X*, on 70 CBS stations, Monday, 9:30-10 p.m. (EWT) to Blue stations, Saturday, 10:30-11 p.m. (EWT). Firm on July 10 took over second half of *Lux Radio Theatre* hour on CBS stations for eight weeks during summer period while that program is off the air. Herbert Marshall, film and stage star, is featured. Gordon Jenkins is musical director, with William N. Robson assigned producer of Foote, Cone & Belding, Los Angeles, agency servicing account.

Keystone Adds 3

KEYSTONE Broadcasting System, New York, transcription network, has added to its affiliates three more stations, WJZM Clarkesville, Tenn.; KROS Clinton, Ia., and KWFC Hot Springs, Ark., all 250 w outlets.

Do You Know
Ultra low-drift Crystals
are now available for prompt
shipment to Broadcasters
HOLLISTER CRYSTAL CO.
Boulder Colorado

TWO SEEK AM CPs; KRBC, KENO FILE

JOE L. SMITH Jr., operator of WJBK Beckley and WKWK Wheeling, W. Va., last week applied to the FCC for a new standard local station to be located in Charleston, W. Va. and to operate unlimited time on 1400 kc with 250 w.

A new local outlet is also sought for Sacramento, Cal. by Lincoln Dellar, general manager of KSFO San Francisco and part-owner of Muzak Co., San Francisco, which services restaurants, hotels, etc. with recorded music. Facilities asked are 250 w on 1340 kc, unlimited time.

New FM stations are requested by KRBC Abiline, Tex. and KENO Las Vegas, Nev. Facilities asked for Abiline are 45,700 kc, 6,936 sq. mi. coverage. Estimated cost is $25,000. Frequency of 49,500 kc is asked for Las Vegas. Coverage is 560 sq. mi. and estimated cost is $8,500.

School District of Clayton, Mo. has applied for a new noncommercial educational station.

Ayer Names Sanford

HERBERT SANFORD, assistant to H. L. McClinton, vice-president in charge of radio of N. W. Ayer & Son, New York, has been named manager of the Hollywood office. Mr. Sanford and Mr. McClinton leave for the West Coast Aug. 4, Mr. McClinton returning east after several weeks.

Trout for Rem

MARYLAND Pharmaceutical Co., Baltimore, extensive user of spot radio, adds a network program to its advertising schedule for Rem Sept. 23 with sponsorship of Bob Trout news on 19 CBS stations, Saturday 6:55-7 p.m. Agency is Joseph Katz Co., Baltimore.

Smith Bros. Expands

SMITH BROS., Poughkeepsie, N. Y., in an expanding campaign for cough drops and cough medicine to start Oct. 4 and to continue for about 20 weeks, will use 15-second chain break announcements on some 100 stations throughout the country. Stations will have a minimum of five announcements weekly. Agency, J. D. Tarcher & Co., New York, expects to add more stations shortly.

Plane Hits Tower

KHUB Watsonville, Cal. stayed on the air despite having the top 25 feet of its transmitter tower bent double when a Navy plane crashed into it a fortnight ago, killing the pilot. Harvey Degering, chief engineer, was witness to the accident.

Egolf Deposition Okayed

AN ORDER to take depositions of Willard Egolf, NAB public relations director, with reference to the NAB Code, was granted last Wednesday by Commissioner Norman S. Case, sitting as motions chairman, in the petition of the UAW-CIO, alleging that WHKC Columbus, O., was not operating in the public interest. The CIO was denied a request for issuance of a subpena *duces tecum* for Mr. Egolf to appear Aug. 15 at a hearing before the FCC on its petition, which asks the Commission to reconsider the WHKC license grant. Depositions will be taken Aug. 9. The CIO has charged that WHKC, in deleting portions of a speech for broadcast, did not operate in the public interest.

Bolton Joins KTBC

PAUL BOLTON, well-known Texas newspaperman, has been appointed news editor of KTBC Austin, Tex., it was announced last week by Pat Adelman, general manager of the station. For the past several years Mr. Bolton has been chief of the Austin INS Bureau and has served as *Time* and *Life* correspondent for Texas politics.

Wills Sponsored

DAVID WILLS, author and political analyst, will be sponsored on WMAL Washington by Thompson's Dairy, 7:45-8 a.m. Claude Mahoney, who succeeded Earl Godwin on the Thompson period, on Aug. 3 joins the commentator staff of WTOP Washington. He will be heard 7:40-7:50 a.m. and possibly in the evening. Thompson agency is Lewis Edwin Ryan, Washington.

IN GREAT BRITIAN and Northern Ireland, where purchasers of radio sets pay a yearly license fee, the licensees now total 9,500,000, a new record.

TUHY AFFILIATES WITH LAW FIRM

STEPHEN TUHY Jr., FCC broadcast attorney, resigned effective Aug. 4 to become associated with the Washington law firm of Hayes & Hayes. He will join the firm, which headquarters in the Munsey Bldg., in September.



Mr. Tuhy

A member of the FCC's law department since June 1936, Mr. Tuhy began his work with the Commission in January 1935 as a senior clerk in the accounting department. He is a graduate of George Washington U. Law School and is married and has four children.

Mr. Tuhy's duties have been in connection with assignment of all types of broadcast applications, assignment of licenses, transfers of control, applications for construction permits to erect new stations, and changes in existing station facilities. He also has served as counsel for the FCC in broadcast hearings.

Mr. Tuhy was admitted to practice before the U. S. District Court and Court of Appeals in the District of Columbia in 1935 and was admitted to the U. S. Supreme Court in 1940.



"But we have six* better ways to get Atlanta folks to tune to WAGA!"

* CAR CARDS, BILLBOARDS, ANNOUNCEMENTS, NEWSPAPER ADVERTISING AND PUBLICITY AND THE WA-GAZETTE

WTCN

MINNEAPOLIS -- ST. PAUL

WTCN ★ WTCN

COVERS

66

MINNESOTA-WISCONSIN

COUNTIES

(DAYTIME)

WTCN ★ WTCN

With a total of

2,352,742 AVAILABLE LISTENERS

WTCN ★ WTCN

WRITE WIRE PHONE

FOR AVAILABILITIES

WTCN ★ WTCN

WTCN

. . . 1280 ON YOUR DIAL

MINNEAPOLIS - ST. PAUL, MINNESOTA

FREE AND PETERS

National Representatives

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own hurches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish Speaking Persons
1,522,946	Italian Speaking Persons
1,236,758	German Speaking Persons
661,170	Polish Speaking Persons
200,000	Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 22 TO JULY 28 INCLUSIVE

Decisions . . .

JULY 22

KNOE Inc., Monroe, La.—Adopted order continuing hearing scheduled for July 24 to Aug. 7 in re application for CP.

JULY 24

KFEQ St. Joseph, Mo.—Granted CP move formerly licensed exciter unit and use as auxiliary transmitter with 250 w DA-DN.

WENT Gloversville, N.Y.—Granted license to cover CP new standard station.

Crosley Corp., Dayton, O.—Placed in pending file application for new FM station.

Gannett Publishing Co., Augusta, Me.—Same.

Wylie B. Jones Adv. Agency, Binghamton, N. Y.—Same.

Pawtucket Broadcasting Co., Pawtucket, R. I.—Same.

Philadelphia Inquirer, Division of Triangle Publications, Philadelphia—Same.

Tampa Times Co., Tampa, Fla.—Same.

Times Herald, Washington, D. C.—Same.

WMIN St. Paul—Same.

JULY 25

KQV-WJAS Pittsburgh—Granted petition for further postponement of effective date of Sec. 3.35 to Oct. 1, 1944.

KMTR Hollywood—KIEV Glendale, Cal.—Granted 30 day extension of licenses.

WSPA Spartanburg, S. C.—Granted 30 day extension of license.

KFDM Beaumont, Tex.—Granted license renewal.

WDBJ Roanoke, Va.—Designated for hearing license renewal application.

WCSH Portland, Me.—Granted license renewal.

KHJ Los Angeles—Same.

KQW San Jose, Cal.—Same.

WFMD Frederick, Md.—Same.

WSAZ Huntington, W. Va.—Same.

KROW Oakland, Cal.—Designated for consolidated hearing license renewal application, to be heard with application of KSFO San Francisco.

KTMS Santa Barbara, Cal.—Granted extension special service authorization to permit broadcasting under control and direction of Pacific Coast Maritime Industry Board as public service without charge of information to longshoremen, for period 8-1-44 to not later than 7-31-45.

KFXD Nampa, Ida.—Granted vol. assgn. license from Frank E. Hurt as individual to Frank E. Hurt & Son, partnership. No monetary consideration.

KJR Seattle, Wash.—Designated for consolidated hearing license renewal application with application of KOMO.

KFAB Lincoln, Neb.—Directed special service authorization for synchronous operation with WBBM Chicago from sunset at Lincoln to 12 midnight, expiring 8-1-44, be further extended upon temporary basis only for period ending not later than 10-1-44; conditions.

WBBM Chicago—Same re above.

WWDC Washington—Granted extension of authority for waiver Sec. 2.53 and 13.61 of Rules so as to permit operation of synchronous amplifier by remote control from main transmitter for period 8-1-44 to not later than 10-1-44; conditions.

WHOM Jersey City, N. J.—Granted transfer control from Paul F. Harron, Joseph Lang, Margaret Barron and Helen R. Lang to Iowa Broadcasting Co. through transfer 2,500 sh (100%) issued and outstanding capital stock for approximately $403,528.63.

KSO Des Moines—Granted vol. assgn. license from Iowa Broadcasting Co. to Kingsley H. Murphy for $275,000.

KFJI Klamath Falls, Ore.—Granted transfer control from George Kincaid, executor of will of John A. Kincaid, deceased, to George Kincaid. No monetary consideration involved.

Georgia Broadcasting Co., Savannah, Ga.—Designated for consolidated hearing application for new standard station with applications of A.C. Neff, Savannah, for new station, Chatham Broadcasting Co., Savannah, for new station and WGPC Albany, Ga., for move to Savannah and change frequency.

A. C. Neff. Savannah, Ga.—Same re above.

WGPC Albany, Ga.—Same.

JULY 26

WHKC Columbus, O.—Granted order for UAW-CIO to take depositions; denied issuance of subpoena *duces tecum*.

WARC Rochester, N. Y.—Granted petition for leave to amend application.

James F. Hopkins Inc., Ann Arbor, Mich.—Granted motion for leave to amend application for new standard station so as to request 1600 kc 250 w unlimited, subject to use of 1 kw with DA when materials become available; also dismissal of application, as amended, from hearing docket; conditions.

Washtenaw Broadcasting Co., Ann Arbor, Mich.—Adopted order granting petition for 30 day continuance of hearing in re application for CP; hearing continued to Aug. 25.

Applications . . .

JULY 22

Crosley Corp., Columbus, O.—CP new FM station, 46,500 kc, 12,400 sq. mi., $200,000 to $225,000 estimated cost.

WFLA Tampa, Fla.—Mod. CP authorizing increase power and changes in DA-N for extension completion date from 8-1-44 to 9-15-44.

WFBM Minneapolis—CP new commercial television station, Channel 2.

KGCU Mandan, N. D.—Vol. transfer control from J. K. Kennelly and T. G. C. Kennelly (joint owners), J. K. Kennelly and Palace Theatre Co. to W. S. Russell, H. S. Russell, W. R. Russell, H. W. Lanterman, A. M. Femrite, W. H. Walton and F. M. Foster.

Timlin to Branham

JOSEPH F. TIMLIN, radio director of Schwimmer & Scott, Chicago, assumes charge of the Branham Co., radio department, with headquarters in New York, effective Aug. 1. Replacing Mr. Timlin is Evelyn R. Vanderploeg, former radio timebuyer with McCann Erickson, Chicago and Minneapolis offices.

W9XLA Denver—CP change from experimental hf to Temp. Class 2 hf station change 25,400 kc to 43,500 kc or any frequency designated by Commission, change 100 w to 1 kw, install new transmitter and change emission from A3 to special, amended to request 43,500 kc and change from Temp. Class 2 to a Developmental station.

Reed D. Smith, Charleston, W. Va.—CP new standard station, 1400 kc 250 w unlimited (returned, incomplete).

Paradise Broadcasting Co., Arecibo, P. R.—CP new standard station, 1340 kc 250 w unlimited (returned, obsolete form).

JULY 24

W9KEK Eastwood, Ky.—License to cover CP authorizing new developmental station.

WRLD West Point, Ga.—License to cover CP as modified authorizing new standard station.

Lincoln Dellar, Sacramento, Cal.—CP new standard station, 1340 kc 250 w unlimited.

JULY 26

General Television Corp., Boston—CP new experimental television station, Channel 1, formerly licensed under W1XG (resubmitted).

Southern Tier Radio Service Inc., Binghamton, N. Y.—CP new standard station 1490 kc 250 w unlimited, facilities of WOLF when station goes on 1450 kc, amended to omit request for WOLF facilities and change corporate structure.

United Detroit Theatres Corp., Detroit—CP new commercial television station Channel 4, amended to change ESR from 800 to 564.

WTAD Quincy, Ill.—Transfer control from W. Emery Lancaster to Lee Broadcasting Inc. Also vol. assgn. license to Lee Broadcasting Inc.

KROY Sacramento, Cal.—License to cover CP authorizing increase power and install new transmitter.

WBOW Terre Haute, Ind.—CP new FM station, 48,700 kc, 7,442 sq. mi., amended to change coverage to 7,740 sq. mi. (amendment incomplete).

JULY 27

WSAY Rochester, N. Y.—Mod. CP amd. authorizing change frequency, increase power, install DA, new transmitter and move, for extension completion date from 9-1-44 to 11-1-44.

WSNJ Bridgeton, N. J.—Special service authorization to broadcast as public service without charge work shifts scheduled by Deerfield Packing Corp. and Seabrook Farms for period ending 10-15-44 (resubmitted).

Joe L. Smith Jr., Charleston, W. Va.—CP new standard station, 1400 kc 250 w unlimited.

WTEL Philadelphia—CP to reinstate CP for 250 w, changes in transmitting equipment.

WGCM Gulfport, Miss.—Vol. assgn. from WGCM Inc. to WGCM Broadcasting Co. partnership composed of Hugh O. Jones, Wm. E. Jones and James O. Jones. Also CP install new transmitter (resubmitted).

KRBC Abilene, Tex.—CP new FM station, 45,700 kc, 6,939 sq. mi., $25,000 estimated cost.

National Broadcasting Co., Los Angeles—CP new commercial television station Chanel 3, amended to specify transmitter site on Mt. Wilson and ESR of 1400.

KENO Las Vegas, Nev.—CP new FM station, 49,500 kc, 560 sq. mi., $8,500 estimated cost.

School District of Clayton, Mo.—CP new noncommercial educational station (returned, obsolete form).

JULY 28

WJTN Jamestown, N. Y.—CP new FM station, 46,100 kc, 10,352 sq. mi., $39,560 estimated cost.

WILM Wilmington, Del.—Transfer control from J. Hale Steinman and John F. Steinman to Alfred G. Hill (50.5%), also includes transfer of stock to Julia G. Hill and *Chester Times*.

WNRI Bound Brook, N. J.—License to cover CP authorizing new international station.

National Broadcasting Co., Chicago—CP new commercial television station, Channel 1, amended to specify ESR as 2380.

Globe-Democrat Publishing Co., St. Louis—CP new commercial television station, Channel 1.

KGER Long Beach, Cal.—CP new commercial television station, Channel 7.

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BUY WAR BONDS!

Cramer Estimates Television Station Outlay at $258,500

TOTAL COST of equipping a first-class television station providing complete program service, operating with a power of 25 kw video and 12.5 kw audio, will require an initial capital investment of approximately a quarter-million dollars, according to Leonard F. Cramer, vice-president and advertising manager of the Allen B. Du Mont Labs., Passaic, N. J., who addressed the television seminar of the New York Radio Executives Club last Thursday. M. A. Trainer of the RCA engineering staff also spoke on building and maintenance of video operations.

Annual Cost $177,500

Breaking down investment as well as maintenance cost, Mr. Cramer characterized a television station as "no penny-ante game," explaining that it would probably be about five years after a station goes on the air before any capital returns could be expected. Total initial investment of $258,500 was broken down as follows:

Two Iconoscope cameras, with push dollies and studio control desk, $23,000; Electrically controlled camera dolly, $2,500; two special film projectors, $12,000; two film pickup cameras, $6,000; master control board, $35,000; studio lighting and audio equipment, $10,000; field pickup equipment, including two cameras, $24,000; field audio pickup equipment, $1,500; field relay transmitter, $8,000; relay receiver, $2,000; truck with generators and antenna, $5,000; 25 kw peak video and 12.5 kw peak audio transmitter with control console, $65,000; installation cost, $15,000; suitable antenna for above transmitter, located on same building, $25,000; fireproofing of film projection room $1,500; spares and test equipment, $13,000.

He told the group that the yearly operating expenses would be about $177,500. This would include administrative personnel, programming, amortization, and other expenditures. Costs assume that television station would be a network affiliate and do a minimum programming operation of approximately six hours daytime and four hours nighttime. Figures given were based on a prewar estimate depending, to a certain extent, on local conditions and other variable factors. Costs include a live talent studio, a film studio and field events department.

Mr. Trainer said that one of the major problems in erecting a station would be to find a spacious and suitable site. Although a country-studio offers some disadvantages, he said, a city station presents problems of high rent, local fire laws, soundproof studios, and installing equipment that is not too bulky for the studio. Mr. Trainer said that those planning to own stations should not invest too much in a station site immediately, adding, "It is better to wait and see what develops before investing large capital in a permanent location."

Laport Given Important RCA International Post

EDMUND A. LAPORT, chief engineer for engineering products of RCA Victor Ltd., Montreal, Canadian subsidiary of RCA, has been appointed staff engineer for international communications systems and special apparatus at Camden, N. J., Dr. C. B. Jolliffe, chief engineer of RCA Victor Division, RCA, announced last week. James B. Knox, senior engineer under Mr. Laport, takes over the Canadian post.

Widely-known for his installations of broadcasting transmitters both here and abroad, Mr. Laport, in his new position, will be responsible for the company's engineering in connection with international communications systems and engineer products for sale in the international field. Mr. Knox formerly was with China Airways, Shanghai; the British General Elec. Co., and Standard Tele. & Cables Co., London. In 1937 he returned to Canada as an official of the Radio Division, Dept. of Transport, Canadian Government. He joined RCA Victor in 1941.

Standard Formula In War Advertising Adopted by WAC

New Plan Is Developed by Media Representatives

PLAN to compile standardized information on the volume of war theme advertising carried by major media and coordinating such data under the auspices of the War Advertising Council, was announced last week by the WAC. Formula has been developed by a special committee of representatives from the four major media trade associations, with J. Harold Ryan, NAB president, representing radio. Formula was approved unanimously by council directors.

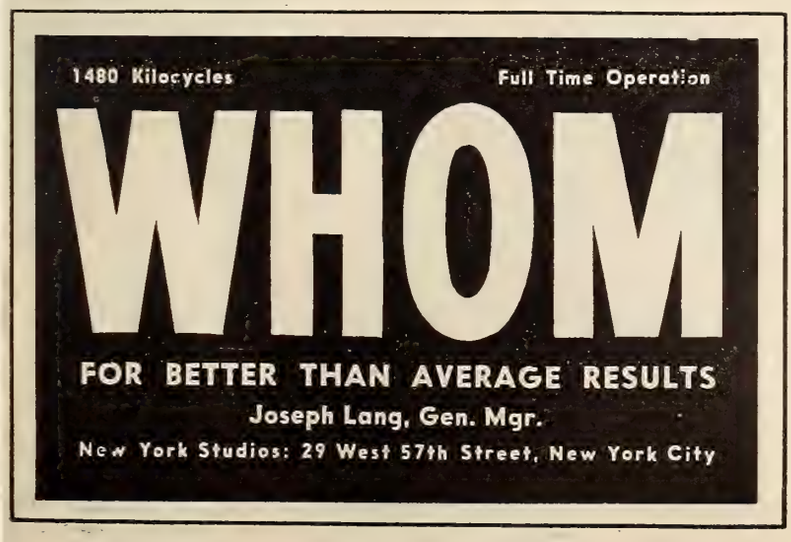
While the $352,650,000 estimated by the council as the volume of the 1943 war theme advertising should be regarded as an estimate based on the best available information at the time, hereafter, the committee felt, such figures should be based on more carefully compiled information. Any recommendations, it was stated, should "insure war advertising data that will stand up under scrutiny at any time in the future."

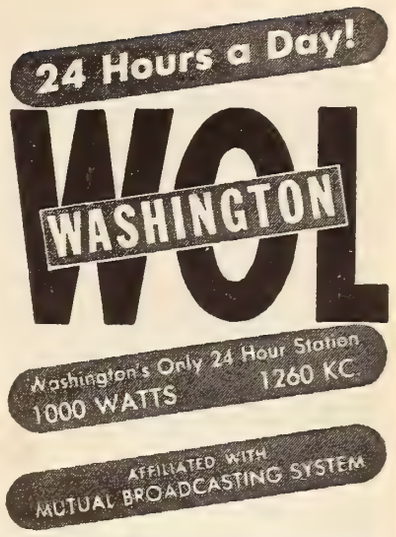
General recommendations offered by the committee, approved unanimously by the council's directors, include: that figures submitted by media and compiled by the council be issued only in terms of home front information campaigns, and not broken down according to media; that in all compilations furnished by media "the value of editorial contributions in support of war themes be specifically eliminated.

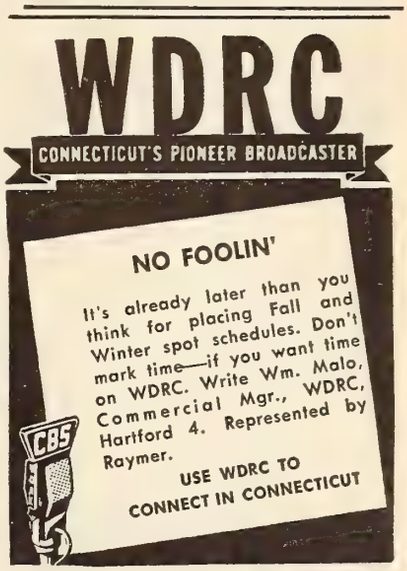
Pointing out that "no single rigid procedure can be formulated which would be applicable to all media," the committee has laid down specific procedures to be followed by each measuring war theme advertising.

The NAB, the report continues, will furnish war theme advertising figures on the basis of special reports secured from stations, and network and national spot allocation reports prepared by the Office of War Information. Average gross rates will apply in computing radio support of war themes on announcements and programs of local origin. In computing war theme support on network and national spot programs, the ratio between the time devoted to a war message and the commercial copy limitations for individual length programs (established by the NAB) is to be applied to the overall cost. Latter procedure has been discussed with the OWI Radio Bureau and approved in principle, and the details are to be worked out between the Government agency and the NAB, the report states.

Included in the report are the committee's conclusions as to whether similarities existed between sustaining time contributed by the stations, and the editorial content of newspapers and magazines.













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• Remote Pick-ups
• Full Air Check Service
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The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day
1000 Watts Night
950 kc.
CBS
Spartanburg, S. C.
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5000 WATTS 1330 KC.
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National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO or WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Nets Name Bond Committees As Sixth Loan Plans Develop

Closer WFD Cooperation With Industry Is Shown In Acceptance by Nets of New Challenge

INDEPENDENT network committees for the planning and promoting of War Bond activities during the Sixth War Loan Drive in latter November were outlined early last week by Robert J. Smith, chief of the Treasury War Finance Division radio section, in conjunction with the OWI and previous announcements by Thomas H. Lane, WFD director of press, radio and advertising, for closer all-around working relationships between Treasury, OWI and radio on the mutual problem of Bond sales.

Networks immediately took up the challenge and began working on their respective plans, with NBC, Blue, and CBS announcing their committee rosters.

Lineups

Chairman of the NBC War Bond committee is William S. Hedges, vice-president in charge of station relations. Other 15 members of the group are Clarence L. Menser, vice-president in charge of programs; John F. Royal, vice-president in charge of foreign relations and new developments; Arch Robb, assistant to the vice-president in charge of programs; Edward R. Hitz, assistant to the vice-president in charge of sales; Wynn Wright, production manager; Garnet Garrison, Bruce Kammen and Wade Arnold of the production staff; John McKay, manager of the press department; Sydney Eiges, assistant to the manager of press department; Sheldon Hickox, manager of station relations; James Murphy, station relations; Dwight Herrick, assistant to public service manager; Charles P. Hammond, administrative assistant, advertising and promotion; James M. Gaines, advertising and promotion.

Phillips Carlin, Blue vice-president, programs, is chairman of that network's War Bond committee. Other members are: Charles C. Barry, eastern program manager; B. J. Hauser, sales promotion manager; C. P. Jaeger, national sales manager; John H. Norton Jr., station relations manager; G. W. Johnstone, director of news and special features; Earl Mullin, publicity maanger.

CBS War Bond committee is under the chairmanship of Douglas Coulter, vice-president in charge of programs. Supporting him will be William Fineshriber, acting assistant director of broadcasts, and R. S. Langham, coordinator of broadcasts.

Chairmen of the committees will serve on a joint network committee which will consult with OWI on policy matters. Although this committee will continue to function with OWI and determine policy in regards to network promotion for all government agencies, Treasury will be represented by Mr. Smith in all matters pertaining to War Bonds. Each of the independent committees will assign network personnel to work on specific Bond programs arranged in cooperation with WFD and OWI.

A culmination of experience gained in past War Loans, the present operation gives networks opportunity to participate in the planning for the Sixth Loan so as to minimize demands on personnel and facilities which may be burdened with special events, military and political programming at that time.

Possibility that the Blue *Breakfast at Sardi's* feature would conduct a six-to-eight week Bond selling and broadcasting tour for the Sixth Loan appeared last week as John Masterson, manager of the program, conferred in the East with Treasury officials and representatives of the program's sponsors. To be presented at local theatres with Bonds as admission, program would cover two cities each week, it is proposed.

John E. Pearson Firm Adds Four; Drops Five

SEVERAL major changes in the list of radio stations nationally represented by the John E. Pearson Co., were announced last week by John E. Pearson, owner. Effective immediately the Pearson Co. will represent KOAM Pittsburg, Kan.; KCRC Enid, Okla.; WSPB Sarasota, Fla., and WINK Fort Myers, Fla.

At the same time, Pearson is resigning as national representative of WJJD Chicago; WQXR New York; KGGF Coffeyville, Kan.; WCAZ Carthage Ill., and KPHO Phoenix.

Kathryn Kane and Florence Ablus have been added to the New York office staff and Glorie Miller to the Chicago office.



BEULAH'S BONDAGE might be a term applicable to "Beulah's" stay at WLS Chicago, since she was purchased by the Quaker Oats Co., by a $525,000 War Bond. Beulah is the daughter of Borden's famed Elsie. Attempting to find a home for the calf, WLS broadcast a plea for help on the *National Barn Dance* and received hundreds of home offers. Consoling the homeless Beulah are (kneeling l to r): Art Page, WLS farm program director; H. A. Jimison, advertising manager, Borden Co. Milk Division. Standing: Dr. O. B. Kent, service manager, Quaker Oats Co.; William R. Cline, WLS.

JULY HOOPER DATA SHOWS NEW DROP

LISTENER DATA included in the July Daytime Network Hooperratings issued by C. E. Hooper Inc., New York, show a downward trend from the last report and from the report for the same period a year ago, on three scores. Average daytime program rating of 3.9 is down 0.4 from last report, and down 0.8 from a year ago. Average sets-in-use of 13.1, is down 2.0 from last report and down 0.4 from a year ago. Average available audience is 69.2 down 1.3 from last report and down 2.0 from a year ago.

Ma Perkins leads the list of "top ten", with *Right to Happiness* second and *Young Widow Brown* third, followed by *Pepper Young's Family, Big Sister, When a Girl Marries, Breakfast at Sardi's* (Kellogg), *Backstage Wife, Kate Smith Speaks* and *Our Gal, Sunday.*

TEST YOUR KNOWLEDGE OF PANAMA
1 What percentage of Panama's present population speaks English?
2 Name the Panama station that carries English programs exclusively every evening.
3 How can you tell your advertising story to the big, rich English-speaking Panama population?
1. 50% 2. HOK 3. HOK
Rep. Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City


HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

—Classified Advertisements—

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Network station in eastern city looking for program director with successful record. Will pay well for a man who can show he is a business producer. Our staff knows of this advertisement. Box 487 BROADCASTING.

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

Announcer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

250 watt CBS affiliate in South Texas has opportunity for hardworking local salesman as working local commercial manager. Salary and bonus arrangement to enable a "plugger" to make some money. KGBS, Harlingen, Texas.

Experienced studio director and announcer. Give complete details in application. KPAC, Port Arthur, Texas.

Station Manager Wanted—to take full charge of a northern California regional station 50 miles outside of San Francisco. Good salary and conditions, must qualify, give draft status and experience. Send photograph and references with letter. Write Box 505, BROADCASTING.

Wanted: Experienced announcer, looking for opportunity to step out and become one of key men on station staff. Need man for quality program and morning shift and personality sports review. Write or wire where you can be contacted by telephone. Our station is in desirable Florida market. Good wages for the man who can qualify. Box 504, BROADCASTING.

Wanted: Engineer by 1000 Watt Station in progressive midwestern city of 25,000. This is fine opportunity as station plans immediate and postwar expansion. Want full details on salary required and experience in first letter. All inquiries confidential. Box 503, BROADCASTING.

Program Director—Progressive, midwest, 5 KW basic network station has attractive, permanent opening for substantial, thoroughly experienced Program Director. Preference to man who is qualified by experience or ability to function as station manager. Write fully in confidence, giving complete details. Send photograph if possible. Box 502. BROADCASTING.

Male Assistant Wanted—For one of radio's highly respected continuity departments. Nationally known KMBC of Kansas City with FM and elaborate postwar expansion plans offers lifetime of opportunity to better oneself. Personal interview will be arranged if you convince Karl Koerper, managing director, you're the man for the job.

Thoroughly Good Deal—For two mail-pull announcers. Good pay. Non-defense area. Short hours. Pleasant working schedule. KFNF, Shenandoah, Iowa.

Situations Wanted

Manager: Present employed network station executive planning change. Age 44, college graduate, 21 years' comprehensive experience, best of credentials and contacts. Present employer knows of this ad. Your reply held confidential. Address Box 479, BROADCASTING.

Situations Wanted (Cont'd)

Continuity Editor at Midwest network station available for dramatic script writing. Box 444, BROADCASTING.

Experienced announcer, newsman, live shows, controls, age 27, 4F, single, executive background with finest references, wants better connection. Give salary, details first letter. Box 501, BROADCASTING.

Experienced station manager, outstanding ten year record, references, seeks new opportunity with future, permanence. Am prepared and desirous investment privileges. Full details upon query. Box 470, BROADCASTING.

Manager and commercial manager of 5000 watt station desires change. Guarantee increase sales. Eleven years' general broadcast experience. Good promotional ideas. Specializing news and special events announcing. Audition disc upon request. Reference. Box 481, BROADCASTING.

Announcer—Outstanding sports play by play—News—Special Events. Box 497, BROADCASTING.

Engineer, First Class License, wants permanent position. Midwest or West. Broadcast, Police Marine experience. Draft exempt. Box 499, BROADCASTING.

Engineer, Writer, Radiotelegrapher available September. Refer my classified July 3rd BROADCASTING. Marlo Wynn, 224 South Fitzhugh, Dallas.

Chief Announcer—Metropolitan station wants program directorship, announcing, newscasting, smaller city. Experienced, reliable. Efficient operation guaranteed. References. Box 506, BROADCASTING.

Young Executive Available—Seven years' experience in top New York and California advertising agencies and networks as director, writer, timebuyer. Fine appearance. Personable. Have account contacts. Primarily interested in directing. 30 years old, 4F, single. Excellent references. Want a better-than-average salary for doing a better-than-average job. Box 507, BROADCASTING.

Stop right here! Here's your sportscaster. Play by play? Yes, in football, baseball, hockey, basketball. Excellent daily sports program. Wait! I'm your man for special events, remotes, record jockeying. Added attraction: Army discharge and 5 years experience. Write BROADCASTING. Box 509.

Ten Years background — Programming, Music and Promotion on Networks. Want a smaller station and a permanent position. Available for interview at NAB Convention. Box 512, BROADCASTING.

Production Director-Announcer—Musician. Interested in progressive station with plans for FM and Television. Write Jules Seidman, 11 Waverly Place, New York City.

Chief Engineer—Broadcast engineer offers seventeen years well rounded experience mostly as chief engineer 5 KW regionals, also including two years FCC monitoring officer and two years senior design and project engineer in radio manufacturing industry, to a 1 to 10 KW station seeking a permanent chief engineer. Unusual experience design and construction all types AM and FM equipment, antennas, measurements, field work, recording, and supervision of personnel. Possess quantity engineering test equipment and meters. Married, age 35, draft deferred. Box 418, BROADCASTING.

Situations Wanted (Cont'd)

Chief or transmitter engineer's permanent position desired in Wisconsin, Minnesota or Michigan. Size of station unimportant if salary is adequate. Age 31, family, first-class license, 10 years' broadcast experience. Studio construction, 5 KW and 50 KW and network operation. Can furnish best of reference. Box 496, BROADCASTING.

Continuity Writer—Woman, 4 years' experience in Midwest station in writing, traffic, women's programs, and programming. College degree. Box 500, BROADCASTING.

Wanted to Buy

Wanted at once—Necessary equipment for complete 5 kw broadcast installation. Transmitter, 3 towers, termination and phasing equipment and crystals. Box 492. BROADCASTING.

Wanted—Two 270-A tubes, Western Electric or Amperex, new or used. Write Box 511, BROADCASTING.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, Chicago, collect, Mr. Clifford.

Wanted to buy either 250, 500- or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Will purchase radio station. Reliable, experienced, full references. Replies held confidential. Write details market, station, price. Box 469, BROADCASTING.

Wanted: 1 KW transmitter, late model or old model capable of modernization; directional phasing and coupling equipment or parts for three element system; state details and price. Box 510, BROADCASTING.

For Sale

250 watt equipment, complete with all accessories. Cash. All replies answered. Box 488, BROADCASTING.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

SPECIAL SUMMER
6 Weeks' Day Course
AUGUST 2
8 Weeks' Evening Courses
AUGUST 21

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

GEN. FOODS PLANS CHILD NET SERIES

GENERAL FOODS Corp., New York, which has directed its network radio advertising largely to the adult audience through concentration on daytime serial and sophisticated nighttime fare, is branching out into the child listener field with sponsorship of *Hop Harrigan* on the full Blue network, Monday through Friday, 4:45-5 p.m.

Program will start Oct. 2 in behalf of one of the General Foods cereal products, still to be determined. Agency is Young & Rubicam, New York, which handles Postum Cereal, Grape-Nuts, Grape-Nuts Flakes and Grape-Nuts Wheat-Meal. Program was formerly sponsored on the Blue network, West Coast, by General Mills for Cherioats.

Jaques on 66

JAQUES MFG. Co. (KC baking powder), on Aug. 5 begins its *KC Jamboree* on 66 NBC stations instead of six, as erroneously reported in the July 24 BROADCASTING. Agency is Leo Burnett Co.

SITUATION WANTED

Production Man Available — Seeks permanent position in station or agency with exacting standards of production. College degree . . . 10 years successful, progressive experience as musician, announcer, actor, writer and director . . . currently program director-production manager of 5 KW network affiliate. Draft classification 4-F. Will make only advantageous, well considered change. Box 508, Broadcasting.

Station Equipment Wanted

Complete station equipment, 10-15 kw, crystal control, plate modulation; vertical aerial. Also, short-wave equipment, 5-10 kw; frequency 6,250 kcs; crystal control; plate modulation; vertical aerial. Give full particulars and price for spot cash. Box 498, BROADCASTING.

SERVICE DIRECTORY

SOUND EFFECTS
Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions - Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

United Manufacturing Corp.
Division of U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
District 1640

FRITZ BLOCKI PRODUCTIONS
Writer-Producer-Director
420 Madison Ave., Plaza 9-6180
New York City

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

"KEEP SHIPPING MONTHLY"
wires Eugene Tanner, WSIX



THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Majority of New York Stations Reject Dewey Soldier Vote Disc

NEW YORK radio stations in general failed to respond to a request that they carry a recorded message from Gov. Thomas E. Dewey, and Republican Presidential candidate, urging that the simplicity of the soldier-ballot process be emphasized to servicemen in letters from family and friends. The majority of the stations officially attributed their actions to technical reasons, or to a desire to avoid duplication of material, rather than to the objection that the announcement was partisan and as such forwarded the cause of the Republican campaign.

Disc was distributed as a public service to New York State's 53 radio stations by Duane Jones Co., New York agency, which paid for the pressings and the announcer, according to Henry Turnbull, who several weeks ago obtained leave of absence as chairman of the agency's planning board to serve as radio director of the Republican National Committee. Mr. Turnbull, as a member of the agency, prepared the text himself and it was edited by the Governor, he said.

By last Friday some 20 stations had indicated they would use the material, he said, and estimated that in all about 40 would use it. The Governor was anxious to publicize as widely as possible the ease with which servicemen can vote in New York, he said, and the idea was to be carried out through announcements distributed to newspapers, and through the discs. However several who were planning to use the material in the disc as a basis for their own announcements, were eliminating reference to the Republican Governor.

Many Reactions

Reactions and plans of New York stations in regard to the discs were as follows:

WEAF, NBC outlet, was not carrying the disc "because it was convinced that covering the subject through its regular news periods and commentaries was sufficient without special recording."

WOR was not using the transcription itself because of a policy against carrying recorded public service messages, but the text was being used in full, crediting Gov. Dewey as the source of the message, because the station regards Mr. Dewey as the Governor of the State, and as such entitled to issue a message to its citizens.

WABC stated simply that it had not scheduled the discs, pointing out that for the past six weeks through regular announcements, it has been telling servicemen and their families how to go about getting the ballots.

WNEW said that it was carrying live announcements on the subject prepared by the League of Women Voters, and saw no need to duplicate their material.

WMCA said that it would carry live announcements on the subject, and planned to use in some instances modified live version of the text, deleting partisan material.

WQXR did not consider the discs partisan in character and had scheduled them for thrice-daily airings.

WINS stated Thursday that it did not consider the material partisan, and would carry the discs on that day, but had no plans for presenting them on subsequent days.

WLIB Brooklyn stated emphatically, through Elias Godofsky, president, that the discs should be carried on "paid political time" and that the station would not carry them under other conditions.

WHN felt the discs were partisan in character and declined to carry them, pointing out that for the past two or three weeks the station has broadcast public service announcements of this nature on its own. Live edited version of the material minus Dewey's name was being used however.

WJZ will run an announcement once a day through August, but the Dewey disc will not be used. Station will broadcast live announcement, or a specially prepared disc using its own announcer, eliminating all reference to the Governor.

Wine Promoted

SCHENLEY IMPORT Corp., New York, importer and distributor of Gonzales Byass ports and sherries, is using one-minute transcribed spot and 15-second chain break announcements on 25 stations in 17 states. Campaign started last April, and will continue through the summer. Other stations will be added shortly. Agency is the Kleppner Co., New York.

Murphy for Bing

KRAFT CHEESE Co., Chicago, is expected to sponsor George Murphy, Hollywood star, on a 13-week summer replacement for Bing Crosby as a featured artist on the *Kraft Music Hall*, NBC Thursday, 9-9:30 p.m., starting with the Aug. 3 broadcast. Mr. Crosby is making a tour of veterans hospitals. Agency is J. Walter Thompson Co., New York.

British Accent

BRITISH air combat crews are unable to use American throat mikes, the Army Signal Corps has reported. The tiny microphones can clearly relay the words of flyers of all other nationalities except the British, it was learned, since Englishmen form their tones in the roofs of their mouths, making their words unintelligible over the newly developed throat mike.

Control of WILM To 'Chester Times'

WEEU Sold for $210,000; Both Duopoly Transfers

COMPLETION of two additional duopoly transactions, under which WEEU Reading would be sold for $210,000 to three individuals, and control of WILM Wilmington, would be sold to the *Chester* (Pa.) *Times* for $125,000, was announced last week, coincident with the filing of applications for FCC approval.

WEEU, NBC outlet operating with 1,000 w daytime on 850 kc, would be sold by the Berks Broadcasting Co. to George J. Feinberg, textile manufacturer; Joseph M. Nassau, veteran Philadelphia broadcaster, and Milton J. Hinlein, owner of KDRO Sedalia, Mo., but a native of Philadelphia. Mr. Feinberg would acquire a 75% interest in the station, with Messrs. Nassau and Hinlein procuring 12% each, for which they would pay out of subsequent earnings. Mr. Nassau would become general manager.

Textile Manufacturer

Sellers are Clifford M. Chafey, president and general manager of WEEU and the sister station WRAW; H. S. Craumer, attorney; Raymond A. Gaul, commercial manager of WRAW; and Harold O. Landis, chief engineer of both stations. Each owns 25% of WEEU and Messrs. Chafey, Gaul and Landis own WRAW.

Mr. Feinberg now is in the textile manufacturing business in Philadelphia and also is identified with the Hercules Parachute-Cord Co. of New York. Mr. Nassau, a veteran of 20 years in radio, formerly held an interest in WHAT and WIBG Philadelphia. A radio engineer, he served last year with the Army Signal Corps as a civilian engineer and since August 1943 has been state director of publicity, press, radio and advertising for the War Finance Committee of Pennsylvania. Mr. Hinlein, graduate of the U. of Pennsylvania, was in the textile business in Philadelphia until 1929, when he entered the real estate field. In March 1943 he became sales manager of KDRO and acquired the station last June.

Two-thirds interest in WILM was acquired by Alfred G. Hill, editor, publisher and lessor of the *Chester Times;* his wife, Mrs. Julia G. Hill, and the newspaper, from the Delaware Broadcasting Co. The stock acquisitions were from J. Hale Steinman, Pennsylvania publisher and station owner, and his brother, John F. Steinman, who own six other stations in the Mason Dixon Radio Group. They would retain a third interest in WILM.

The application sets forth that the station will be moved to Chester, some 16 miles distant. It is presumed application for the removal will be filed as soon as approval is procured and when equipment is available. The Steinmans also own WDEL in Wilmington.

Mr. Hill, under the contract, will acquire 304 shares of 606 outstanding shares of common stock for $85,100, giving him 51% of the common. His wife will acquire 60 shares of common and 61 shares of 102 shares of preferred for a total of $27,475. The *Chester Times* will acquire 40 shares of common and seven of preferred for $12,425, which would give the Hill-*Times* group 404 shares of common and 68 shares of preferred, or two-thirds of each.



Drawn for BROADCASTING by Sid Hix

"Hey, O. B.! I've Got Joisey City!"

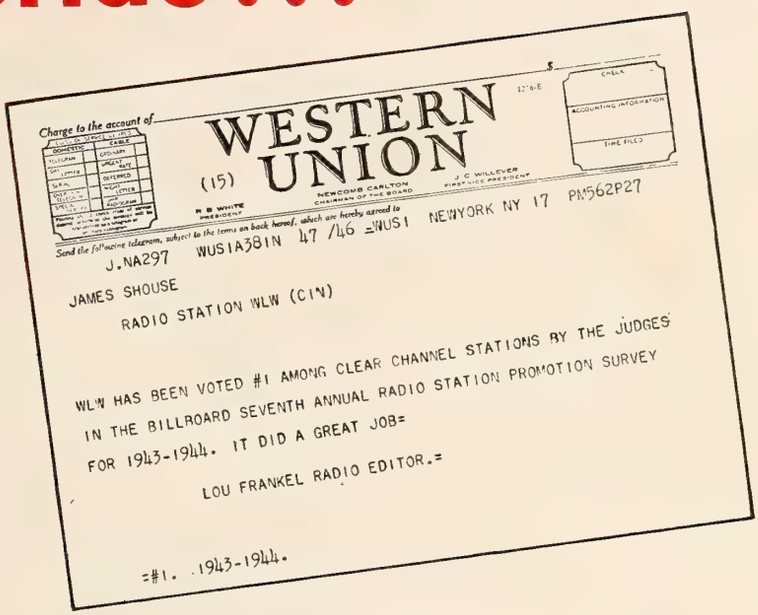
WENT Also on CBS

WENT Gloversville, N.Y., which went on the air for the first time July 1, broadcasting as a special supplementary station of CBS [BROADCASTING, July 3]. on July 22 started taking Mutual programs as a CBS-MBS affiliate. Station is operated by Sacandaga Broadcasting Corp., with 250 w on 1340 kc.

Electric Plans

NEW SHOW for 160 electric companies, replacing *Report to the Nation* on CBS Wednesday, 10:30-11 p.m. [BROADCASTING, July 24], is beginning to take shape, with Robert Armbruster's orchestra signed to co-feature with Nelson Eddy, singer, and a title *Electric Hour*, tentatively selected. Agency is N. W. Ayer & Son, New York.

with pride...



Charge to the account of

WESTERN UNION

(15)

R. B. WHITE, PRESIDENT — NEWCOMB CARLTON, CHAIRMAN OF THE BOARD — J. C. WILLEVER, FIRST VICE PRESIDENT

CHECK — ACCOUNTING INFORMATION — TIME FILED

Send the following telegram, subject to the terms on back hereof, which are hereby agreed to

J.NA297 WUS1A381N 47 /46 =WUS1 NEWYORK NY 17 PM562P27

JAMES SHOUSE
RADIO STATION WLW (CIN)

WLW HAS BEEN VOTED #1 AMONG CLEAR CHANNEL STATIONS BY THE JUDGES IN THE BILLROARD SEVENTH ANNUAL RADIO STATION PROMOTION SURVEY FOR 1943-1944. IT DID A GREAT JOB=

LOU FRANKEL RADIO EDITOR.=

=#1. 1943-1944.

following are excerpts from
The Billboard of July 22, 1944:

"In announcing its Seventh Annual Radio Station Promotion Survey, The Billboard said: 'It's the promotional intelligence back of what you're doing and how you present it that will stir the committee to vote.' "

•

"WLW came down in front by virtue of over-all promotional excellence; both in appearance and content it was the superlative. It used a duo-three-pronged approach; program and audience, dealer and merchandising, agency and client. Showmanship and savvy were superb all the way."

•

"When it came to dealer promotion, WLW was way ahead of the field. This was point-of-sale promotion with a bang."

•

"The same intelligence was applied to the agency and client promotion."

•

"WLW simply sees its duty and does it with eclat, thoroness and dispatch."

~

. . . it was Charles Munn who said: "Compliments are like perfume; to be inhaled, not swallowed". So we shall not permit our pride to drift into a feeling of complacency over something achieved . . . rather must we accept the honor as an inspiration, and a challenge.

WLW HONOR LIST

1936 • VARIETY
"Special Citation for Program Originating Station"

1938 • VARIETY
"Special Award for Program Originating Station"

1939 • VARIETY
"Award for Nationally Exploited Station"

1940 • BILLBOARD
"Outstanding Achievement in Radio Publicity and Exploitation"

1940 • GEORGE FOSTER PEABODY AWARD
"For Outstanding Meritorious Public Service"

1941 • BILLBOARD
"Outstanding Achievement in Radio Publicity and Exploitation"

1941 • VARIETY
"For Patriotic Leadership"

1942 • VARIETY
"For Promoting Better Understanding of War Issues"

1943 • ALFRED I. duPONT AWARD
"For Outstanding Public Service"

1943 • VARIETY
"Individual Enterprise on War Issues"

1944 • BILLBOARD
"Outstanding Public Relations"

1944 • BILLBOARD
"Clear Channel Station Promotion Award"

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION

How much does an ARC-[illegible]-BACK* cost you?



IT ALL DEPENDS.

If it happens during a sustaining program, your listeners will tune in another station.

If it happens during a sponsored program, the immediate cost may run high.

But whatever the real cost is, RCA engineers know it is important. They constantly guard against the danger of outage-producing arc-backs when developing rectifiers.

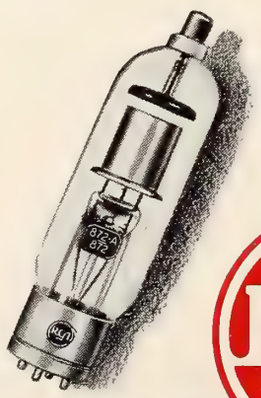
RCA research pays dividends... to you. Take, for example, the new RCA 872A/872. This heavy-duty rectifier, which supersedes the earlier 872 and 872A, will do the job of either of the former tubes...for a longer period of time.

Why? Because of important improvements in design.

These new design features mean *freedom from arc-backs*. They also mean longer, more dependable performance...a fact that has already been well attested in reports from broadcasters using the new rectifier.

The RCA 872A/872...an improved tube, offering freedom from arc-backs and longer service...is just one more reason why RCA transmitting tubes are the standard of comparison in the broadcasting industry.

The Magic Brain of all electronic equipment is a Tube ...and the fountain-head of modern Tube development is RCA.



* An "arc-back" is a reversal of the current flow in a rectifier tube. In transmitting equipment, it may interrupt broadcasting.

BUY MORE WAR BONDS

62.6531 7

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY... In Radio... Television... Tubes
Phonographs... Records... Electronics

PRINTED IN U.S.A.

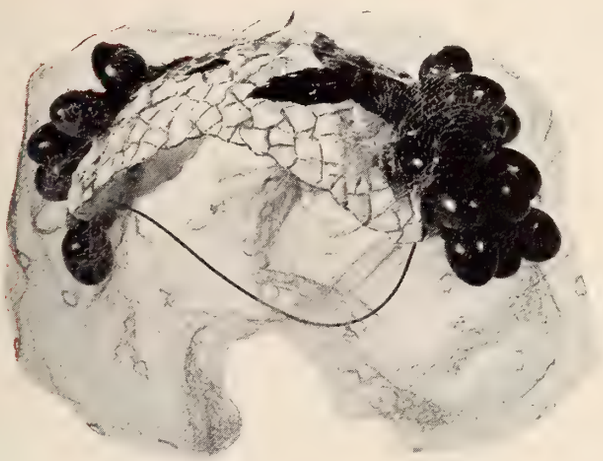
AUGUST 7, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

what's WOR got to do with sex?





WOR *that power-full station*

Let's say you're a maker of men's clothing, cigarettes, or hair tonic. Or suppose you sell bustles for the ladies. Don't you think it would be quite important for you to know whether your WOR listeners are men and/or women? We're pretty certain that it would.

WOR is uniquely equipped to let you know *exactly* what kind of listeners it can deliver during the time your program is on the air. For Crossley, Inc., which prepares WOR's "Continuing Study of Radio Listening," has its personal interviewers check carefully on the age and sex of the thousands of listeners talked to month in and month out throughout the year.

For instance, here's a specific age and sex breakdown made for WOR by Crossley, Inc. on one Saturday evening show:

IN EVERY 10 LISTENING HOMES, THE AUDIENCE INCLUDED 25 LISTENERS—THE MAJORITY OF WHOM WERE . . .

MEN	AGES	WOMEN	AGES
3	16 to 35	6	16 to 35
5	36 to 55	6	36 to 55
		1	over 55

Buying time today can be as scientific and *productively* accurate as building a house, when you plan with the facts uncovered by WOR's exclusive "Continuing Study of Radio Listening." Let us help you make a greater per-penny profit on every penny you invest in New York radio. The number is PE 6-8600. Our address, 1440 Broadway, in New York.









OLD MASTERS

Some of Chicago's Best Musicians Have Been with WLS Nearly 20 Years

Advertisement number 7 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

Long association with others gives one a good insight into their likes and dislikes, their way of life. Because so many WLS workers have been associated with the station for a long time, they know the radio audience of Midwest America, their likes and dislikes in radio entertainment and service. That's also why WLS can specialize in broadcasting the exact kinds of music these listeners wish to hear. For Herman Felber, who conducts the WLS Concert Orchestra, has been with the station since 1927. Theodore DuMoulin, 'cellist and contractor with the orchestra, has been at WLS since 1926. Here is another department at WLS with the "know how" to please and influence listeners, a knowledge developed in long years of association with the radio audience. All in all, it's the big reason why *WLS Gets Results!*

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

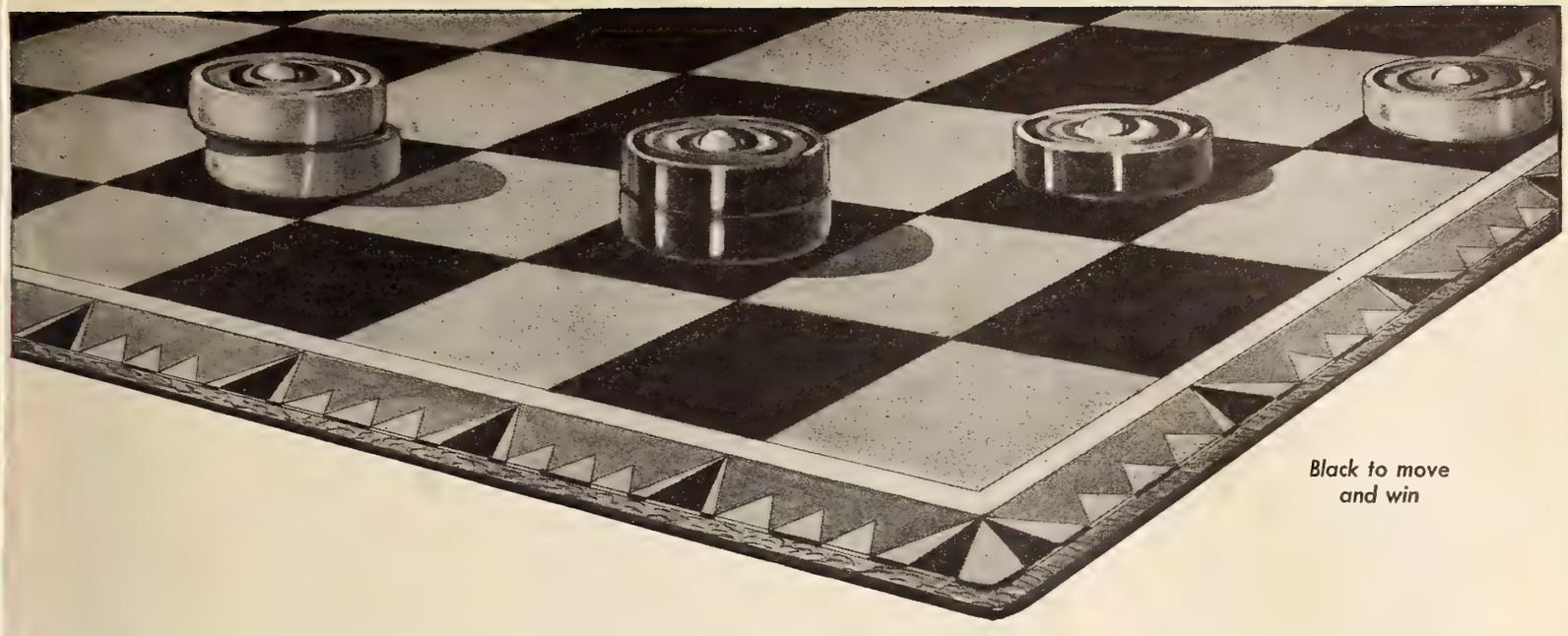
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL



Black to move and win

You can win New England with the *Right Move*

Make your radio appeal direct to New England homes through The Yankee Network's twenty-one home-town stations. Retail merchants everywhere will appreciate this — and not only appreciate it but prefer it to hit-or-miss long distance selling.

The local merchant wants local advertising support. It is instinctive for him to keep the inventory up and give his best selling effort to the products best advertised locally.

The Yankee Network's twenty-one stations can put you right up front with every retail merchant in these twenty-one cities and their trading zones. They put impact into your selling in every important market, and they give you all New England in one move.

Acceptance is
THE YANKEE NETWORK'S
Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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SOL TAISHOFF
Editor and Publisher

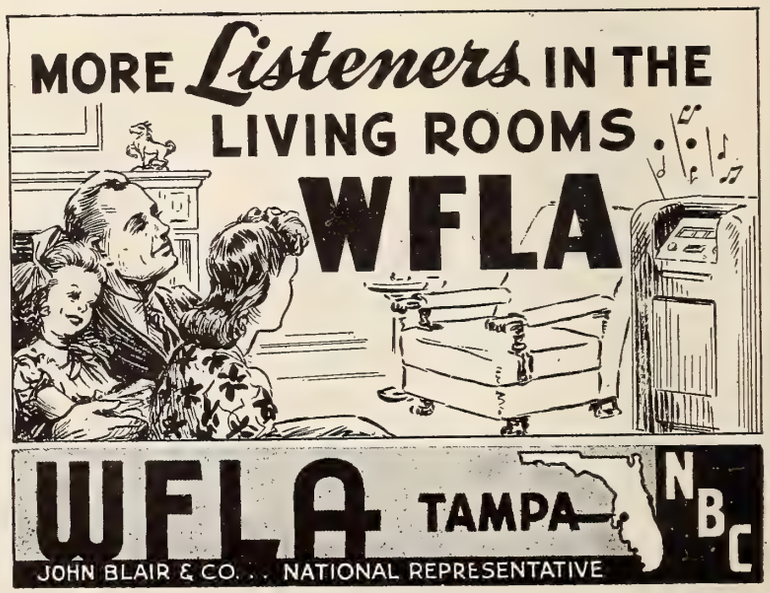
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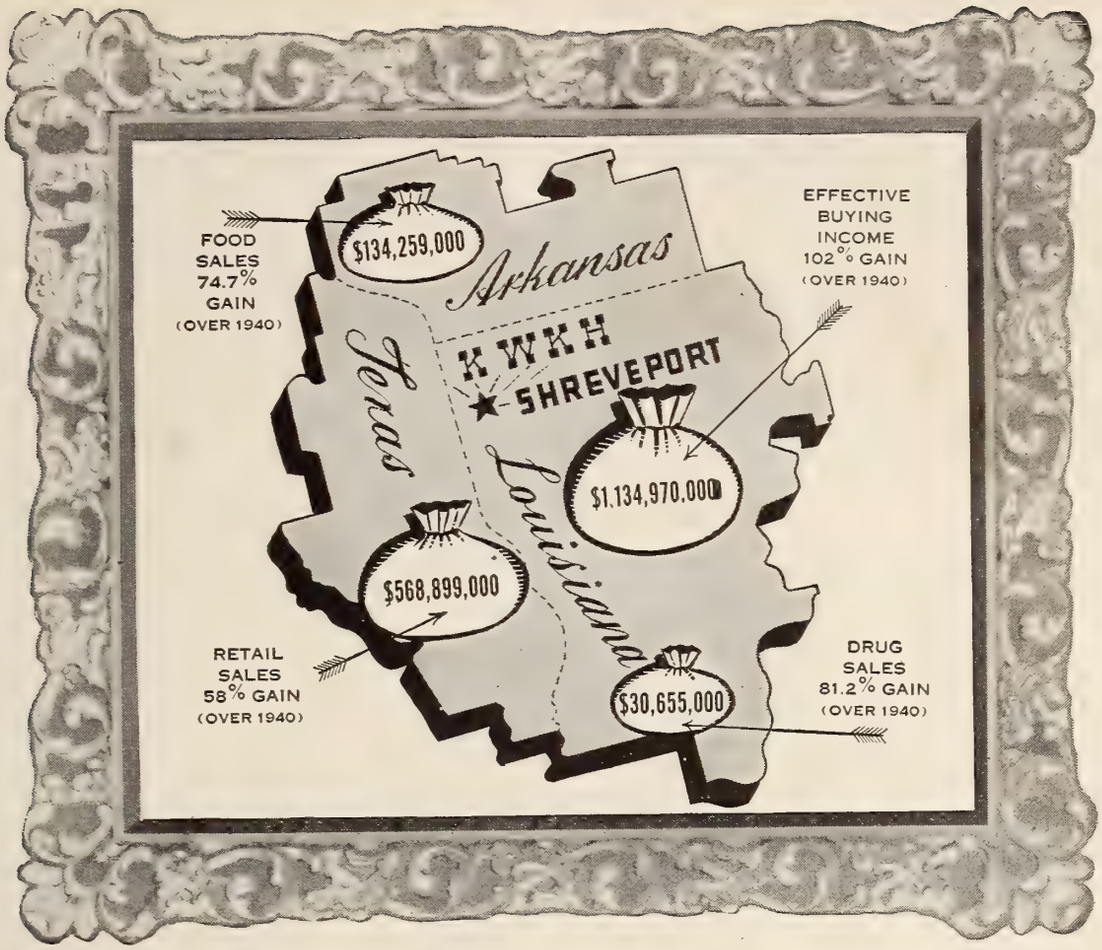
NEW YORK BUREAU
250 Park Ave., Telephone—PLaza 5-8355
Bruce Robertson, Associate Editor — S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue, Telephone—CENtral 4115, Florence Small

HOLLYWOOD BUREAU
1509 N. Vine St., Telephone—GLadstone 7353, David H. Glickman
West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg. — Los Angeles, Pershing Square Bldg.

CANADA
417 Harbour Commission Bldg., Toronto. Elgin 0775. James Montagnes





PORTRAIT OF A *Prosperous* MARKET

● While markets throughout the nation, flushed with wartime growth, are showing fantastic gains in population, buying power, sales, etc., may we point out one that shows steady, reasonable gains *without* the obvious wartime danger signals?

For here is a market, rich in oil and gas, lumber and minerals, agriculture and livestock, whose wartime population increase is small, yet one in which prosperity is definitely on the upswing. Latest figures show steady rises . . . gains which have been repeated, year after year, for decades past. And each new increase represents a long-term investment for alert advertisers, intent upon increasing sales *now* . . . building *greater* sales for the future.

Only KWKH covers this prosperous market completely, effectively. For further details, contact the station directly, or . . . ask a Branham Man!

(The above figures were compiled from Sales Management's 1944 "Survey of Buying Power.")

KWKH

50,000 WATTS

CBS

A Shreveport Times Station — Represented by the Branham Co.

THE *SELLING* POWER IN THE *BUYING* MARKET



INSPECTION ON THE LINE

MAKING HISTORY IN COMMUNICATIONS



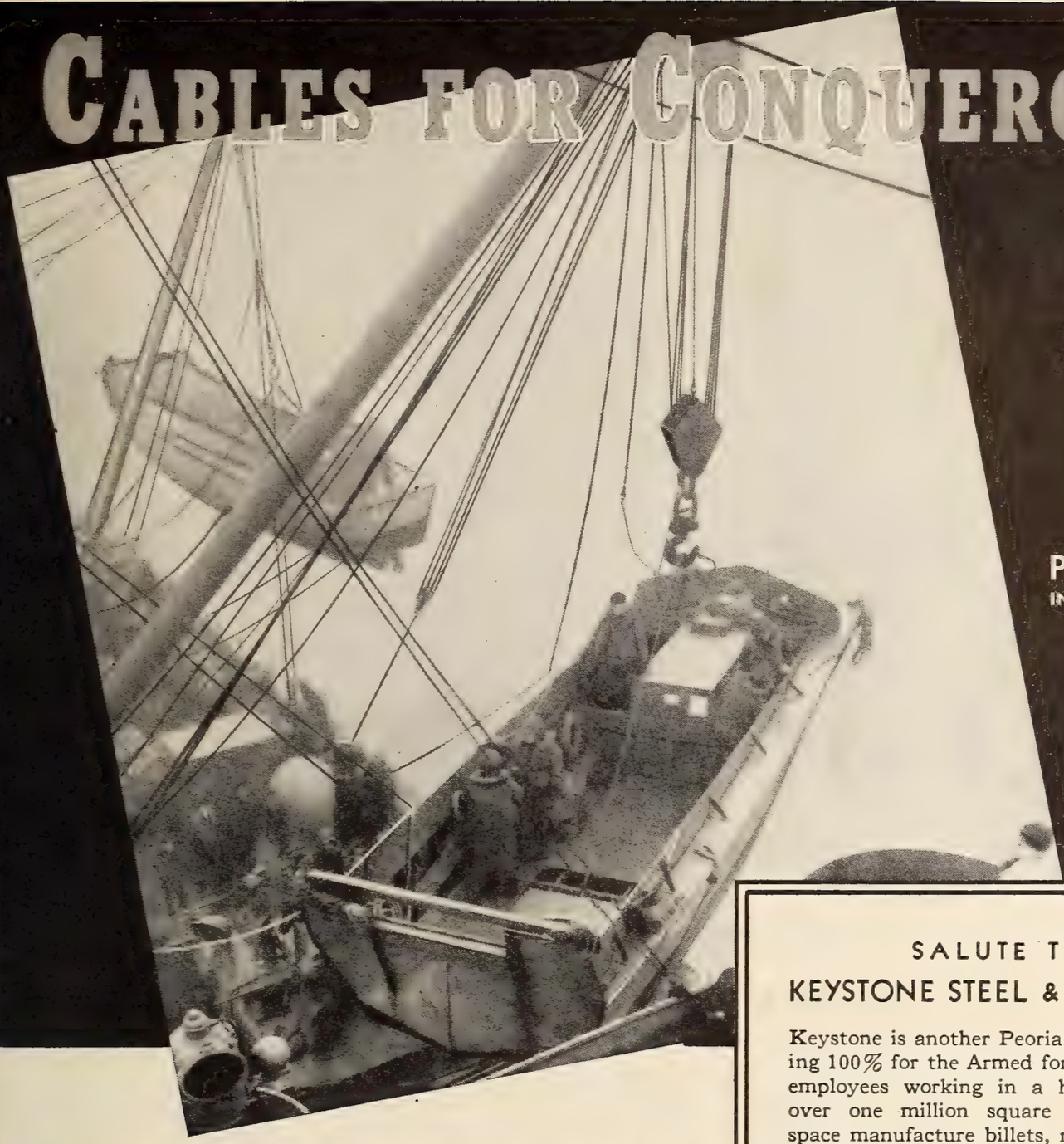
Inspection before assembly, quality control . . . more than that . . . team work from material dispatcher, assembler, inspector, to the girl on the packing line . . . have made possible the fine achievement represented by the Army and Navy "E" Award presented to the men and women of the Universal Microphone Company.

In production of military microphones before Pearl Harbor, Universal had the necessary "know how" for immediate war production. The engineering experience and production efficiency of war production will be reflected in the electronic voice communication components offered by Universal to consumers in the future. Until then – BUY WAR BONDS.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

CABLES FOR CONQUERORS



PEORIAREA
IN PEACE—IN WAR

SALUTE TO
KEYSTONE STEEL & WIRE CO.

Keystone is another Peoria plant producing 100% for the Armed forces. Its 1,900 employees working in a huge plant of over one million square feet of floor space manufacture billets, rods and wire, including high carbon and special analysis wires. These materials go to nearly 1000 fabricating companies who convert Keystone's product into innumerable vital pieces of equipment and parts for the Armed forces. One of the thousands of important uses of Keystone wire is the cable on mine-sweepers, landing craft and cargo vessels. Keystone also manufactures woven wire fence, barbed wire, steel posts, etc., used by farmers in stepping up food production.

NO RE-CONVERSION IN PEORIA

Keystone Steel and Wire Company, like many other Peoria industries, will have no reconversion problem when the war is over. The same machines that produce for the Army and Navy now, will then supply civilian needs. The fabricators who convert Keystone products will again supply the bins and hardware stocks of hometown merchants. Keystone fears no post-war unemployment period.

WMBD serves the workers of Keystone — and all PeoriArea. A thrifty heart-of-Illinois section comprising 16 counties bountiful in livestock and grain, thriving with industry; PeoriArea is a market to cultivate for both present and postwar sales. Reach this rich market area of 600,000 population over Radio Station WMBD.



WMBD
FREE & PETERS
Exclusive National
Representatives

PEORIA BROADCASTING COMPANY • PEORIA, ILL

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING



HENRY Q. HAWES

V. P. and General Manager, McCann-Erickson, Pacific Coast

Says—"Spot broadcasting goes where we send it—and does the job we send it to do"

●Yes, and it sounds as if Mr. Hawes also means "—with no ifs, ands or buts"! Which is just about right. *You* select the markets you want—the stations you want—the time you want—the kind of program material you want. So, if you know your stuff, you naturally get the kind of *results* you want. ●When it comes to selecting markets and stations, a great many fairly cagey advertisers have told us that the group shown at the right comprises the finest "list" in America. Some of our customers buy them, *straight across the board,* because they are a beautifully balanced cross-section of clear channel and regional stations representative of the most stable and productive elements in the radio industry. What more do *you* want?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUEPQUE
KRIS	CORPUS CHPISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 · **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 · **SAN FRANCISCO:** *111 Sutter* Sutter 4353 · **HOLLYWOOD:** *6331 Hollywood* Granite 3615 · **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

OL. 27, No. 6 WASHINGTON, D. C., AUGUST 7, 1944 $5.00 A YEAR—15c A COPY

Y&R Assumes Burden in WAC Dispute

repared to Use Radio When Available

By JACK LEVY

AKING entire responsibility for cluding radio from current WAC lvertising expenditures, Young & ubicam last Friday issued a for- al statement explaining that oadcasting industry policies had scouraged them from buying time the past but that the agency is repared "to act immediately when- er efficient coverage can be pur- ased."

In issuing the statement, which as mailed to all radio stations, igurd S. Larmon, president of Y R, declared: "I wish to make it lear that the War Dept. has re- ed completely on our professional dgment. The media plan we rec- mmended early in June for the rst stages of the campaign was ntirely our own, prepared on our esponsibility. The War Dept. ac- pted our recommendations."

Speed Was Necessary

Y & R stated that its plans oard had discussed possibilities of sing radio in June when it was warded the WAC account for the scal year 1944-45, and that hope as expressed at that time that pecial shows and special appeals ould be used without violating the radio industry policy regarding paid Government advertising.

"However," Y & R explained, "because of this policy of the industry we had no reason to believe that such plans could proceed quickly. Since the need for more WACS is an urgent one, speed in getting the campaign started was of the utmost importance. We, therefore, recommended to the War Dept. a program calling for the use of those media through which we could immediately purchase national coverage."

The statement took the NAB to task, and particularly Lewis H. Avery, Director of Broadcast Advertising, for delay in canvassing stations as to their policies on Government advertising. Although Mr. Avery issued his open letter to the agency June 20, the agency pointed out, it was three weeks before he conferred with Y & R when he "confessed he did not know how many stations would accept WAC advertising."

It was not until a full month after his open letter that Mr. Avery began his survey to determine industry policy, which he instituted at their request, Y & R said. "Although the NAB has released some information to the trade press, the agency added, "it has given us no information whatsoever to date as to the number of its member stations which will or will not accept paid Government advertising."

The agency expressed regret that some broadcasters might withdraw WAC messages until the issue is settled. "As we see it", Y & R concluded, "the issue must be resolved by the industry itself. Pending decision by the industry we do not believe broadcasters will stop working for the WAC."

441 Favorable

In an effort to make its best possible showing to Young & Rubicam on station willingness to accept WAC advertising, Mr. Avery sent wires Thursday to approximately 400 stations which had not yet replied to the NAB questionnaire.

NAB's survey included 878 commercial stations in the United States and territories. Up to late Friday 489 had replied, of which 441 were favorable to WAC advertising, 46 against and two undecided. Of those replying affirmatively, about 350 listed specific availabilities, the majority offering 15-minute periods five times weekly and nearly 100 stations submitting 15-minute periods three times weekly.

While stations generally are receptive to WAC advertising, network policies continue to oppose the acceptance of Government money

(*Continued on Page 64*)

OK With Hobby . . .

AMONG the 90% of radio stations responding affirmatively to the NAB survey on acceptance of paid WAC advertising is KPRC Houston, Tex., owned by W. C. Hobby, whose wife, Col. Oveta Culp Hobby, is Director of the WAC. In response to a query from BROADCASTING, Kern Tips, station manager, advised that "KPRC is cooperating and will continue to cooperate 100% with all war agencies without reference to paid advertising. If and when appropriations are earmarked for purchase of time KPRC will be available for programs on regular commercial basis". Mr. Hobby, former Texas Governor, also is owner of the *Houston Post*.

. . . and Macy Too

WFAS White Plains, N. Y., will accept WAC advertising if and when time is sought for such promotion. Frank A. Seitz, manager, told BROADCASTING the station has advised NAB it can offer three 15-minute periods a week, with dramatized spots as second choice. The station is owned by Col. J. Noel Macy who is in charge of WAC recruitment for the War Dept. Bureau of Public Relations. Col. Macy also is owner of a string of newspapers in Westchester county.

Text of The Young & Rubicam WAC Statement . . .

ON JUNE 20 Mr. Avery of the National Assn. of Broadcasters addressed an open letter to Young & Rubicam, requesting that the entire appropriation for WAC advertising for the coming year be devoted to radio.

This letter was released to the press without consultation with Young & Rubicam. No member of our staff received a call from the NAB or from any individual broadcasting stations relating to the subject discussed in Mr. Avery's letter. The letter was given wide circulation by the NAB and attracted comment in the trade press.

The radio industry knows Young & Rubicam's open-door policy. Media representatives know that at Young & Rubicam they can secure a complete and thorough hearing for their claims at any time. Media representatives know that we welcome their aid and their suggestions.

The radio industry knows Young & Rubicam's record of expenditure for radio time. The industry is familiar with our pioneering in the radio field, and our belief in the effectiveness of radio advertising. It, therefore, seemed entirely unnecessary to treat this matter as a controversy or to present it in such a way as to imply that either this agency or the War Dept. was discriminating against radio as a medium.

Because it has been treated as a controversy and because the NAB has so acted as to question the advice given by this agency to the War Dept., we wish to review the recommendations we made to the War Dept. and our reasons for making those recommendations.

Young & Rubicam administered the WAC advertising appropriation for the fiscal year 1943-44. As stated in Mr. Avery's letter, that appropriation was spent almost entirely for newspaper advertising—none for radio time.

It was not invested in radio because the radio industry under the policy adopted at the NAB convention in April 1941 declared its "desire to continue its present practice of making its facilities available at no cost to the Government". Radio facilities were freely available to the Government under that policy.

At no time in the year 1943-44 was any inkling given of a desire to change this policy, neither was any question raised by the NAB or by any group of broadcasters. Newspaper advertising money was being invested, radio facilities were being donated under the policy of the industry itself.

The non-purchase of radio was not based on any underestimate of the value of radio. Great reliance was placed on radio industry cooperation by both this agency and the War Dept.

The use of radio was discussed by the Young & Rubicam Plans Board in June immediately following the award of the WAC account to Young & Rubicam for the year 1944-45. Hope was expressed that ways could be found to develop special shows and special appeals for radio use without violating the expressed policy of the radio industry regarding paid Government advertising.

However, because of this policy of the industry we had no reason to believe that such plans could proceed quickly. Since the need for more WACs is an urgent one, speed in getting the campaign started was of the utmost importance. We, therefore, recommended to the War Dept. a program calling for the use of those media through which we could immediately purchase national coverage.

We were familiar with the resolution of June 3, 1943, which the NAB had passed with reference to the Bankhead Bill. We did not regard it as a reversal of the policy of the Spring of 1941. Neither did the NAB, up until June 20, 1944. For during the entire period money was being invested for newspaper advertising for the WACS and other military recruitment without comment by the NAB.

Shortly after Mr. Avery's letter of June 20 was received we talked to him on the telephone. Mr. Carlos Franco of the Young & Rubicam staff called him and offered to come to Washington imme-

(*Continued on Page 65*)

Nets Get Largest Advertising Slice

Printed Media Trail; P & G Biggest Single Timebuyer

PROCTER & GAMBLE Co., with a total network expenditure of $10,825,222, was the largest network timebuyer in 1943, according to an analysis of 1943 advertising expenditures of the 100 leading national advertisers, released last week by the CBS Research Dept.

Of a $298,447,527 total spent in four media, the major networks received the lion's share, $126,097,616, while $103,163,285 went to magazines, $61,299,500 for newspapers and $7,887,126 for farm papers. This breakdown varies somewhat with others as CBS included advertising in the *American Weekly* and *This Week* in the magazine, rather than the newspaper column.

P & G Heaviest Buyer

Procter & Gamble spent $6,958,500 with NBC and $3,866,722 with CBS. The Cincinnati soap company also led the field when all four media are considered, spending $4,676,014 in magazines, $3,261,000 in newspapers and $8,000 in farm papers to bring the company's grand total to $18,770,236. P & G's distribution of its advertising expenditures is typical of the entire group, which also spent more money for network radio (and CBS points out that these figures cover facility costs only) than for any other medium.

Of the 100 leaders, 76 purchased some network time, 48 using CBS, 36 NBC, 26 Blue and 11 Mutual. (Use of more than one network by 34 companies makes the total of the individual network figures more than 76.) Of the 42 advertisers who bought time on only one network, 21 used CBS, 10 NBC, 7 Blue and 4 Mutual.

Total network billings of the group for the year were divided as follows: NBC, $49,900,514; CBS, $49,061,952; Blue, $21,794,099; Mutual, $5,341,051. Including only 76 network advertisers, these figures are of course considerably short of the total billings of the networks for all their advertisers, approximately $151,791,000 for the year.

P&G Contest

PROCTER & GAMBLE Co., Cincinnati, will award 500 $50-War Bonds to post Pearl Harbor babies in a contest on behalf of Ivory Soap. According to announcements on P&G programs, *Life Can Be Beautiful* (CBS) and *Right to Happiness* (NBC), contest will be based on completing the sentence, "I think every wartime baby should own War Bonds because . . ." Sentence is to be completed in 25 words or less. Contest ends Sept. 9. Besides radio promotion, magazines, newspapers and store displays also will be used. Agency is Compton Adv., New York.

Media Expenditures by 100 Leading Advertisers, 1943

(Compiled by CBS Research Dept.)

ADVERTISER	Network Expenditures					Other Media*		
	CBS	NBC	Blue	Mutual	Total Network	Magazine	Newspaper	Grand Tot
Procter & Gamble	$3,866,722	$6,958,500	$	$	$10,825,222	$4,676,014	$3,261,000	$18,770,2
General Motors	450,854	385,030			835,884	7,944,207	2,574,000	12,635,3
General Foods	4,868,710	3,633,831	5,224		8,507,765	2,774,843	337,000	12,087,9
Lever Brothers	4,524,100	1,270,470			5,794,570	2,453,087	2,016,500	10,451,6
R. J. Reynolds	2,262,210	1,158,684			3,420,894	2,458,466	3,528,500	9,840,0
Sterling Drug	2,141,801	4,586,957	937,868		7,666,626	1,012,412	828,500	9,599,7
General Mills	1,114,666	2,368,361	1,927,013		5,410,040	1,665,281	1,023,000	8,456,8
Coca Cola Co.	508,160		3,519,851		4,028,011	1,009,132	2,784,500	7,821,6
Colgate-Palmolive-Peet	1,158,415	1,327,052			2,485,467	2,805,096	2,467,000	7,757,5
Liggett & Myers	1,528,780	2,492,840			4,021,620	1,826,073	1,566,000	7,422,5
American Tobacco	1,024,971	1,935,654	857,658	388,462	4,206,745	1,446,431	880,000	6,533,1
Seagram's—Distillers						3,462,040	2,579,500	6,041,5
American Home Prods.	2,839,573	1,375,672	55,341	418,429	4,689,015	1,042,892	305,500	6,038,4
General Electric	1,299,255	717,612			2,016,867	2,856,648	616,500	5,719,6
Philip Morris & Co.	1,388,259	729,456			2,117,715	1,497,643	1,246,500	4,954,1
Schenley Distillers	890,435		234,980	167,116	1,292,531	2,735,137	904,000	4,932,1
Kellogg Co.			1,495,559	798,325	2,293,884	1,231,270	1,200,000	4,760,8
Standard Brands	168,912	2,449,510			2,618,422	754,236	1,126,500	4,646,2
Bristol-Myers		1,210,956	842,650		2,053,606	2,204,119	87,500	4,454,5
Andrew Jergens		716,484	697,693		1,414,177	1,876,318	952,500	4,242,9
Miles Labs.		2,271,764	1,534,958		3,806,722	251,235	11,500	4,081,9
P. Lorillard Co.	766,458	327,360			1,093,818	713,241	2,210,500	4,017,5
Chrysler Corp.	697,724				697,724	1,227,515	1,528,000	3,643,3
Texas Co.	797,073		828,983		1,626,056	1,115,586	568,500	3,548,2
Quaker Oats Co.	832,266		884,949		1,717,215	546,951	1,130,000	3,483,3
National Distillers						1,977,285	1,485,500	3,462,7
Ford Motor			2,497,845		2,497,845	361,442	351,500	3,368,5
Socony Vacuum Oil Co.			1,364,481		1,364,481	1,293,099	266,500	3,054,6
Goodyear Tire & Rub.		462,384			462,384	1,960,611	245,500	2,971,8
Swift & Co.			985,227		985,227	1,740,249	135,500	2,903,6
Campbell Soup Co.	1,540,680				1,540,680	1,271,215	21,500	2,833,3
Wm. Wrigley Jr. Co.	2,657,483				2,657,483	44,954	40,500	2,769,4
Natl. Dairy Prods.		1,405,815			1,405,815	931,713	346,500	2,684,0
Brown & Williamson	2,212	2,122,846			2,125,058	387,128	160,000	2,672,1
Westinghouse E. & M. Co.		537,402			537,402	1,597,501	335,000	2,623,0
Lambert Co.						1,751,127	596,500	2,379,4
Armour & Co.						1,450,734	699,000	2,241,3
B. F. Goodrich	784,298				784,298	1,107,695	175,500	2,229,9
American Tel. & Tel.		711,228			711,228	1,305,609	500	2,139,3
H. J. Heinz Co.		648,944	144,464		793,408	896,248	331,500	2,044,9
Vick Chemical Co.	34,882	787,155			822,037	509,380	676,500	2,027,4
Lehn & Fink			99,672	341,493	441,165	1,114,923	384,000	1,965,9
Walker, Hiram–Gooderham & Worts						1,211,887	730,500	1,942,3
National Biscuit Co.						880,448	916,500	1,849,5
U. S. Rubber Co.	796,731				796,731	567,949	312,500	1,782,3
Firestone T. & R.		704,508			704,508	662,771	131,000	1,777,9
Corn Products Ref. Co.	482,253				482,253	1,037,506	134,500	1,745,2
Carter Products			760,534		760,534	298,609	647,500	1,711,6
Ralston Purina Co.		86,604			86,604	625,229	716,000	1,677,9
Studebaker				5,880	5,880	820,038	657,500	1,666,9
Nash-Kelvinator						1,086,610	559,000	1,645,6
Lamont Corliss & Co.	18,252				18,252	1,275,299	333,500	1,641,4
E. I. DuPont de Nemours		608,400			608,400	595,824	241,500	1,638,8
Best Foods			30,715		30,715	566,964	1,029,000	1,633,7
Canada Dry Ginger Ale						878,418	718,500	1,596,9
Owens-Illinois Glass	1,047,467				1,047,467	494,467	50,000	1,591,9
Pabst Sales Co.	536,555				536,555	538,718	509,500	1,584,7
Gospel Broadcasting Assn.				1,566,132	1,566,132			1,566,1
Philco Corp.	541,568		50,251		591,819	491,740	379,500	1,511,5
Johnson & Johnson	239,949				239,949	1,007,907	132,000	1,497,9
Wander Co.			503,332		503,332	872,915	91,500	1,467,7
B. T. Babbitt Inc.	128,842	1,312,459			1,441,301	5,465		1,446,7
Pepsodent Co.		728,748			728,748	553,040	89,500	1,425,6
F. W. Fitch Co.		881,136	152,316		1,033,452	178,967	184,000	1,424,1
Cudahy Packing Co.	114,703	626,428			741,131	256,425	417,500	1,415,0
Borden Co.						1,038,040	312,500	1,392,5
Continental Baking Co.	705,421				705,421		680,500	1,385,9
Pepsi Cola Co.						383,090	994,000	1,377,0
Sun Oil Co.	3,121		837,146		840,267		503,000	1,343,2
Mennen Co.	206,232				206,232	969,262	31,500	1,337,5
Lewis-Howe Co.	487,731	693,240		28,560	1,209,531		122,000	1,331,5
Standard Oil of N. J.						227,822	1,062,500	1,331,3
Park & Tilford						469,115	812,000	1,281,1
Loew's Inc.			249,664	123,660	373,324	725,237	147,000	1,268,5
Radio Corp. of America			295,725		295,725	762,303	158,500	1,253,7
International Cellucotton Prod.						1,203,378	29,000	1,232,3
Chesebrough Mfg. Co.	643,755				643,755	196,084	388,500	1,228,3
E. R. Squibb & Sons	754,384				754,384	393,024	10,000	1,214,8
R. B. Semler Inc.				919,438	919,438	288,135	7,000	1,214,5
P. Ballantine & Sons	220,191				220,191	496,960	453,500	1,170,6
Libby, McNeil & Libby						987,991	173,000	1,160,9
Doubleday Doran & Co.						579,362	565,500	1,146,0
Jos. Schlitz Brewing Co.						674,536	468,500	1,143,0
Eastman Kodak Co.						1,123,122	17,500	1,140,0
Consol. Vultee Aircraft						617,262	353,500	1,117,5
Gulf Oil Corp.	524,230				524,230	180,451	319,500	1,116,3
Union Carbide & Carbon						697,623	232,000	1,105,3
Shell Union Oil Co.						710,104	372,000	1,099,8
Lady Esther	779,568				779,568	33,564	251,500	1,084,3
Cal. Fruit Growers Ex.	187,429				187,429	615,957	217,000	1,079,0
Carnation Co.		572,208			572,208	235,429	262,000	1,073,3
Zonite Products				583,556	583,556	310,798	142,500	1,061,0
Parker Pen Co.	490,899				490,899	548,171	22,000	1,061,0
Eversharp Inc.	752,695				752,695	196,359	89,000	1,038,0
Prudential Ins. Co.	574,697				574,697	431,795	24,000	1,030,4
Cal. Packing Co.						795,021	232,500	1,027,5
Pillsbury Flour						413,608	503,500	1,023,3
S. C. Johnson & Son		779,960			779,960	81,150	152,000	1,013,1
Emerson Drug Co.	676,380	314,856			991,236	11,264	1,000	1,003,5
U. S. Steel						573,286	224,000	1,001,2
TOTALS	$49,061,952	$49,900,514	$21,794,099	$5,341,051	$126,097,616	$103,163,285	$61,299,500	$298,447,5

	Total	CBS	NBC	Blue	MBS
Network Advertisers	76	48	36	26	11
Exclusive Advertisers	42	21	10	7	4

* Expenditures in Farm Papers omitted. Total $7,887,126.
Radio expenditures for facilities only; talent not included.

Fly Denies Immediate Plans to Resign

Conscious of Personal Needs; May Leave In Fall

RADIO's favorite topic of conversation—"When will Fly resign"—was clarified somewhat last week with the statement by the FCC chairman that while he has been conscious of personal considerations which indicate the wisdom of my returning to the private practice of law," he had no plans "at the moment" of leaving his Government post. He inferred, however, in his first recognition of repeatedly published reports, that he would leave after "a few jobs" are finished.

Mr. Fly for several weeks has advised confidants that he planned to leave the Commission, feeling that he should look to his personal fortunes after 15 years of continuous Government service with the Department of Justice, the TVA and, since 1939, the FCC. He had pegged no date, however, though it was felt he might leave by mid-August or early September. Evidently aroused by inferences that he would quit "under fire," Mr. Fly released a one-paragraph denial last Monday. It read:

No Comment

"In view of the unreliable rumors as to my resignation from the Federal Communications Commission, I should like to set this matter at rest. I have been in the Government service for a continuous period of 15 years. For some time I have been conscious of personal considerations which indicate the wisdom of my returning to the private practice of the law. However, there are a few jobs to finish around here and I propose to see them finished. At the moment I have no definite plan except to remain here for some substantial period of time."

Whether the Chairman will leave before the November elections was problematical. He has refused to comment on reports [BROADCASTING, July 17, 24] that he would return to private practice of law or become an executive of Muzak Corp., now providing transcribed service to hotels, restaurants and other public places, but which aspires to establish a non-commercial radio service to homes on a subscription basis. William B. Benton, president of Muzak, vice-president of the U. of Chicago and former head of Benton & Bowles, one of the top agencies in radio placements, likewise has declined to discuss the reports.

Mr. Fly's statement came a day after Drew Pearson, Blue commentator, reported on July 30 in his broadcast that Mr. Fly would resign in November to become affiliated with the Benton organization Mr. Pearson inferred the White House was the source of his information. In informed quarters it was reported Mr. Fly had sought to submit his resignation some weeks ago but had been advised, in substance, by one of the President's closest advisers, that there was no hurry.

Three Big Questions

Precisely what Mr. Fly meant in asserting there are "a few jobs to finish" was the subject of speculation. He has evinced great interest in postwar communications and has been a staunch advocate of a merger of external communications, more effectively to compete with the British and other monopolies. His name has been linked with the post of coordinator of communications, but it is now doubted, in view of his own statement, that he would remain with the Government when he leaves the Commission. Despite repeated conflicts with members of Congress and officials in Government, Mr. Fly nevertheless has been highly regarded by President Roosevelt and has done things seldom achieved by men below cabinet rank.

Some months ago there were three important projects which Mr. Fly evidently felt should be battled to the end—the 1945 fiscal year appropriation for the FCC, the White-Wheeler bill (S-814) which would have reorganized the FCC and made the post of chairman innocuous, and the House Select Committee investigation of the Commission. The appropriation issue was settled when Congress lopped off more than two million dollars of the FCC's requested budget. The White-Wheeler bill was pigeonholed by Chairman Wheeler (D-Mont.) with the statement that radio wanted no legislation. There remains, therefore, the Lea Committee probe.

Mr. Fly's resignation would leave two posts on the FCC vacant—unless the President fills the existing vacancy before then. Commissioner T. A. M. Craven left July 1 to become a vice-president of the Iowa Broadcasting Co., of which Gardner Cowles Jr., is head. There are a number of candidates, with the name of Rosel H. Hyde, assistant general counsel of the FCC in charge of broadcasting, most frequently mentioned.

Probe Blocks Way

Talk has centered around elevation of C. J. Durr of Alabama to the chairmanship. A left-wing New Dealer, he would have strong CIO support. He is the brother-in-law of Associate Justice Hugo Black of the Supreme Court. His succession to the chairmanship would not meet with the approval of any of the communications fields subject to FCC regulation.

In recent weeks there has been talk on Capitol Hill that should Mr. Fly resign, the Lea Committee would consider its work completed, file a report and ask to be dismissed. On the other hand, Mr. Fly is said to have confided that he would never leave public office as long as he is under fire. Should the investigation be concluded, then the way would be clear for his resignation.

Chairman Lea (D-Cal.) of the House Select Committee last month declined to comment on persistent talk that the investigation would be concluded. He did say, however, that no interim report would be filed, despite the fact that the first phase of the inquiry is closed. Veteran Congressional observers pointed out that interim reports are customary as each phase of an investigation is completed.

Following a surprise hearing July 25 [BROADCASTING, July 31] Chairman Lea said that the investigation "will be completed" and that "we hope to finish it this session." Eugene L. Garey, former Committee general counsel, had repeatedly told the Committee that the investigation would take "months" to complete and Committee members have remarked that "only the surface" had been scratched.

Chairman Lea said last week, just before leaving Washington for a brief rest, that his plans are to resume public hearings in September, although a definite date has not been set. He scouted the theory that pressure might be brought by Administration forces to conclude the investigation, thus giving Chairman Fly an opportunity to resign without being under fire.

"Our next phase will be alleged favortism in granting licenses," said Chairman Lea.



KNOW THESE FOLKS? Rare photo is of the first CBS staff party photographed in April 1929 in the home of Ernie Naftzer, CBS music clearance, 33 W. 67th St., New York, which was then used for studio.

Pioneer Columbians can be identified by numbers: 1—Rosellen Callahan; 2—Frank Knight. 3—Eunice Brokenshire. 4—Mrs. Helen Husing (first wife of Ted Husing, sportscaster); 5—Mrs. Ralph Wentworth; 6—F. Channon Collinge; 7—Virginia Gates and 8—Agnes Law, now CBS librarian.

9—Ethlyn Baird; 10—Helen McCall; 11—Harriet Hess, now CBS supervisor of program typing; 12—Gladys Scheel (Mrs. Charles Speer); 13—Ruth Gardner; 14—Jimmy Appell and 15—Julius F. Seebach Jr. program director, WOR New York.

16-17—telephone operators; 18—Jimmy Whipple; 19—Lucille Singleton, now in charge of vocalists, auditions and record library, CBS music division; 20—Bill Ensign, now CBS network sales; 21—; 22—Mason Escher, still at CBS, technician—now in charge of CBS technicians training course; and 23—Mary Schultz.

24—Rob Robb; 25—Julius Mattfeld, now director of CBS music library; 26—Nelson Smith; 27—Leonard Ohl; 28—; 29—Swenson, engineer; 30—Whitaker, engineer; 31—Bailey, engineer; 32—; 33—Paul LaPorte, CBS assistant director in network operations; 34—Ralph Wentworth; 35—Helen Nugent; and 36—Don Clark.

37—William A. Schudt Jr., now Eastern division manager, CBS station relations department; 38—; 39—Tom Reid; 40—Paul Greene; 41—; 42—Nicholas Corpulongno; 43—David Ross; 44—Henry Burbig; 45—Ann Honeycutt; 46—Helene Mueller; 47—Lucille Black (the Nitwits-played Mocha de Polka); 48—Brad Browne, the Nitwits; 49—Minnie Blauman, the Nitwitts, played Prof. Eczema Succotash; 50—Peg Young Browne, the Nitwits, played Patience Bumpstead; 51—Chester Miller, the Nitwits, played Lord Algernon Ashcart; 52—Georgia Backus, the Nitwits, played Aphrodite Godiva; 53—Yolande Langworthy, Nitwits, played Tizzie Lish; 54—Harry Swan, the Nitwits, played Prof. Musclebound.

CIO Set to Invade Radio on All Sides

Complaints to Fly, FM Stations Are Urged

EFFORTS OF CIO to batter its way into the nation's political leadership have taken on a pronounced radio aspect, reflected in moves to pressure stations into allocation of free time, under pain of complaint of the FCC against their license renewals.

This was brought forcibly into the open last week with the showering of copies of the CIO Political Action Committee's new *Radio Handbook* throughout official Washington, wherein unions are advised how to proceed in getting free radio time and what to do if they are refused. It is the full-scale sequel to the complaint filed by the United Automobile Workers, powerful CIO union, against WHKC Columbus, which goes to hearing Aug. 15 because a CIO political talk was edited by the station.

Urged to File for FM

Release of the *Radio Handbook* is but one phase of the CIO foray into radio. Last week *CIO News*, official mouthpiece of the union, advised member unions to file immediately with the FCC applications for FM stations to be built after the war, lest "commercial interests sew up the field". This move followed abrupt dismissal of a project by the Detroit UAW to buy WJBK, standard outlet, for some $700,000.

With their own FM outlets, according to the *CIO News* story, the labor groups would be able to present freely over their own stations their views on political, national and international problems, in keeping with the functions of the PAC which played such a dominant role in the Democratic National Convention in Chicago last month.

These moves, and others in the past few months, appeared destined to give rado its most vexatious time clearance problem since the birth of the art.

Release of the *Handbook*, copies of which were generously distributed at the FCC, drew an immediate retort from J. Harold Ryan, NAB president, who called attention to the attack made on the NAB Code of Ethics and urged all broadcasters to apply the provisions of the code "carefully and faithfully". The *Handbook* had been sent to many stations, too.

License Responsibility

Mr. Ryan pointed out that the decision as to what material is broadcast over the air must rest with someone. He said that Congress placed this responsibility directly upon the licensee of the radio station, and that this responsibility cannot be shared with anyone—the CIO or any other group or individual.

It became evident that the whole question of the NAB Code would become a topic of discussion at the forthcoming NAB Executives War Conference in Chicago Aug. 28-31. Mr. Ryan pointed out that the NAB adopted the Code as a guide in solving the many problems that naturally arise in the exercise of its responsibility. While the Code may not be perfect, he said it was an "honest attempt on the part of the broadcasters to establish a sound policy of self-regulation in the public interest".

"In intent and in practical application," he added, the Code assures labor a "fair allocation of radio time". It is the result "of many years of experience by the broadcasters in meeting conflicting demands," he said. Pointing out that the NAB Code Committee is constantly giving attention to matters arising under its provisions, Mr. Ryan said that additions or deletions may be made as circumstances seem to dictate. This, he added, gives flexibility to the Code.

"Without the guiding hand of the Code, chaos would result," he asserted. "There is no substitute for following its suggestions. Every station and every station management is urged to carefully and faithfully apply the recommendations of the NAB Code."

Strongarm Pressure

The *Radio Handbook*, cleverly written and patterned after the most modern promotional brochures, nevertheless gets down to little short of strongarm pressure in advising labor unions how to cope with refusal of stations or networks for time. Among other things, unions were advised to "shout" and "make it loud" by asking the station manager to give his refusal and reason in writing and to then advise the station in writing that the refusal is "unfair" and to send copies to Chairman Fly of the FCC, as well as to the Political Action Committee. Local newspapers also should know about it, the pamphlet advises. Other radio stations in the community should be approached for time "while your protest is publicized".

Portents of CIO's all-out plunge into radio were evident several months ago. The situation came out in the open last September when hearings were held before the FCC on acquisition of the Blue Network by Edward J. Noble. A complaint was made by CIO against network program policies. Both Chairman Fly and Commissioner C. J. Durr upbraided the NAB Code of Ethics and station policy which precluded sale of time to labor, cooperative or other membership organizations.

Then came the UAW-CIO complaint against WHKC which resulted in designation of the whole matter for hearing on Aug. 15 on the union's petition. The FCC granted the petition after denying an almost identical one last November in connection with WHKC's license renewal. *CIO News*, in early June, urged its members in various cities to file protests with the FCC against stations that won't accept their programs. This invitation is strongly reiterated in the new *Radio Handbook*.

CIO Radio-Minded

Sporadic reports have been received indicating that CIO already has made demands on stations for free time. One recent demand has been made on WNEW by CIO Political Action Committee in New York for discussion of "pending legislation." WNEW previously has decided it would not carry political broadcasts at any time during the campaign. A meeting of executives of the station, owned by Arde Bulova, and its attorneys, has been called for this week in the light of the insistent demands.

CIO has had competent radio advice. Eugene Cotton, former attorney on the FCC staff, who for a time handled the Commission's newspaper ownership inquiry, is assistant general counsel of the union. For the last three months however, he has been in the Navy. The union has been radio-minded for several years. A number of its locals have purchased time over stations for labor discussions and in some instances, membership campaigns.

CIO News, in its article advocating acquisition of FM stations by unions, held that FM costs are low in contrast to standard stations. Calling attention to the price of

(*Continued on page 60*)

NAB War Conference Plans Go Ahead

Rumors of Cancellation Dispelled by Ryan; Others Meeting

DISPELLING whispered reports that the NAB Executives War Conference scheduled for Chicago Aug. 28-31 has been cancelled, President J. Harold Ryan last week announced that plans for the second wartime session are in their final stages, and predicted that the conference would contribute constructively to the solution of current radio problems.

Without acknowledging reports which reached broadcasters with increasing frequency that the meeting had been called off because of wartime exigencies, Mr. Ryan simply made the affirmative statement last Thursday to his membership that conference plans were progressing. He emphasized that the strides in technical developments have created problems which must be solved to insure radio's "continuing wartime efficiency".

Other Conventions Held

Rumors of cancellation developed following notice to the NAB Board by Mr. Ryan of war transportation conditions and of repeated demands from the Office of Defense Transportation that all unnecessary conferences or meetings be called off or postponed indefinitely. The board's reaction, it is understood, was about equally divided, but members pointed out that the American Newspaper Publishers Assn. trade association counterpart of the NAB, had held its convention in New York and that problems of broadcasters are as vital in the wartime economy as those of the newspapers. Moreover it was pointed out that last week 1200 delegates and their wives attended the Lions International convention in Chicago.

Mr. Ryan, under action of the NAB Board some time ago, can call off the war conference if, in his judgment, war conditions dictate that course. Attendance at the meeting will be limited to active and associate NAB members and a gross attendance of not over 600 or 650 is anticipated, as against twice that number at the last two annual meetings. Of the anticipated gross attendance, possibly 200 will be Chicago or contiguous area registrants, so that those accommodated from distant points probably will not total more than 400.

Mr. Ryan pointed out that important Government officials, including Army and Navy personnel have indicated a desire for personal consultation with the broadcasters and will attend the conference. FCC Chairman James Lawrence Fly already has accepted an invitation as a principal speaker, while other key speakers have indicated their acceptance and are trying to clear schedules.

"There is every indication,' Mr. Ryan asserted, "that our conference will contribute constructively to ironing out some of our current industry problems and laying the foundation for more helpful coordination of radio's part in the war effort and in the period to follow. While broadcasting has performed a most important function in both military and civilian fields in the war period, tremendous strides in technical development create problems which must be resolved."



. . . said the spider to the fly

There are many lures to buying radio time. Come into my house, says one station, for power and coverage. Come into my house, says another, for prestige and popularity. Come, says another, because of my low cost.

The shrewd time buyer forgets the decoys and says, "Let's look at all three sales talks—*power*, *popularity*, and *cost*. Let's find a common denominator to see what gives me most for my dollar."

In Baltimore your answer is easy. Using Hooper, the coverage claimed by each station, and the cost per actual listener . . . and you come up with radio station W-I-T-H, the successful independent, as the best buy in this 6th largest market.



W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

Blue Signs Opera For Six Seasons

Texas Co. to Sponsor in 44-45 With Five-Year Option

CONTINUANCE of the Blue Network's Saturday afternoon broadcasts of operas from New York's Metropolitan Opera House for the next six seasons, with at least the 1944-45 series sponsored by The Texas Co., is assured by contracts signed last week by Edward J. Noble, chairman of the board of the Blue Network Co.; W. S. S. Rodgers, chairman of the board of the Texas Co., and George A. Sloan, president, Metropolitan Opera Assn.

Terms of the contract between the Blue and the Metropolitan call for exclusive Blue broadcasts of Met operas through the 1949-50 season. Blue-Texas Co. contract provides for Texas Co. sponsorship of the opera broadcasts for the coming winter, with options for the succeeding five years. Broadcasts, starting at 2 p. m. Saturday and continuing until the end of the opera, will again this year feature the "Victory Rally" intermission presentations.

Coming season will mark the 14th year the Blue has broadcast the operas and the fifth year they have been aired under Texas Co. sponsorship. Each opera will be shortwaved abroad as well as broadcast throughout the U. S. and Canada. Milton Cross will continue as announcer and commentator. Buchanan & Co., New York, is the Texas Co. agency.

WBTH, WSIX Transfers Granted by Commission

CONSENT was granted by the FCC last week to the Williamson Broadcasting Corp., licensee of WBTH Williamson, W. Va., for voluntary transfer of control from George W. Taylor, William P. Booker and William B. Hogg to Lewis C. Tierney and his wife, Helen S. Tierney, through transfer of 144 shares common stock (100% of issued and outstanding) for $26,000. Mr. Tierney has been in the coal business the last 11 years. Transferors no longer had necessary time to devote to station, application stated.

WSIX Nashville, Tenn., at the same time was granted consent for voluntary assignment of its license from WSIX Inc. to a partnership composed of same operators, Jack M. Draughon and Louis R. Draughon, doing business as WSIX Broadcasting station. No money was involved.

Powow on Coast

WEST COAST SOAP Co., Oakland, Cal. (Pow-ow cleanser), utilizing the full seven-station NBC-Pacific Coast chain, on Aug. 5 started sponsorship for 52 weeks of weekly half-hour dramatic series *Opportunity Theatre*, Saturday, 11-11:30 a.m. (PWT). List includes KPO KGW KFI KMJ KFSD KOMO KQW. Agency is Brisacher, Van Norden & Staff, San Francisco.



FISHING AND POSTWAR discussions were mixed by this trio, attending the semi-annual meeting July 20-23 of the North Central Broadcasting System at the Chase Hotel, Leech Lake, Walker, Minn. Displaying fruits of their "day's work" are (l to r): Carl Haverlin, Mutual station relations director; John W. Boler, president of North Central; Ade Hulte, Mutual western sales manager. Attending the conference also were: Mr. and Mrs. John Cooley, Bill Baker, KLPM; M. J. Reichert, KGCU; Bert Wick, KDLR; Lloyd Amoo, KSJB; Tony Fahy, Harvey Jewett, KABR; Manny Marget, KVOX; Harry Linder, KWLM; E. S. Mittendorf, WLOL; Max White, KWNO; Ed Hayek, Warner Tidemann, KATE; Ken Gordon, KDTH; Morgan Sexton, KROS; Earl Peak, KFJB; Mr. and Mrs. Ed Breen and daughter, Dianne, KVFD; Mr. and Mrs. Dietrich Dirks, KTRI; Walter Huss, WJMS; Donn Clayton, Edith Iverson, B. Harland Ohde, North Central; Paul Reed, General Electric Co., Minneapolis; E. L. Robinson, Howard Perdieu, General Electric Co., Schenectady.

Elaborate Television Relay System Sought in Petitions by GE and IBM

JOINT APPLICATIONS for special authority to construct a series of Class 2 experimental ultra-high frequency radio relay units between Washington and New York, New York and Schenectady, and Schenectady and other points West with a view toward providing facilities for post war network television, including color, and other rapidly expanding business services, were filed with the FCC last week by International Business Machines Corp., New York, and General Electric Corp., Schenectady, N. Y. Similar request was filed with the Commission in June by AT&T [BROADCASTING, June 26].

Multiple Service

Six bands of frequencies, each 60 mc in width, are requested in the 1,900,000 kc to 2,300,000 kc range. According to the IBM application, the system would be able to accommodate up to three television width channels "each of which will not only carry the full picture detail of the present standards of the art but which also will be technically constructed to provide for carrying color television which may be developed in the future. Therefore, each of these portions of the relay system can accommodate band widths up to 20 mc."

GE stated that the system in addition to being able to carry simultaneously two television transmissions in each direction also would be able to carry several facsimile circuits, several FM program circuits and up to 60 business machine circuits.

Both companies would collaborate on the project, the IBM petition seeking three transmitters for Washington and six for New York. GE requests six for the area of New Scotland, N. Y., and two for Schenectady. With initial research to be conducted on the New York-Schenectady link, the GE commercial television station WRGB is expected to figure in the experimentation.

Series of individual relay unis, each about 30 miles apart, will be used between the major terminal stations, it was stated.

Applications for IBM were filed by J. G. Phillips, secretary-treasurer, with accompanying letter by Walter S. Lemmon, general manager of the radiotype division. GE applications were signed by W. R. G. Baker, vice-president.

Koster Manages WAAB

H. WILLIAM KOSTER, a radio veteran of 11 years, last week was appointed manager of WAAB Worcester by Linus Travers, executive vice-president of the Yankee Network. A native New Yorker, Mr. Koster joined WPRO Providence in 1933 as head of the accounting department and subsequently worked in announcing, production, office management and programming. In April 1944 he became production manager of KWK St. Louis, which post he left for the WAAB assignment.

AAAA Timebuyers Seek Rate Details

Would Have Cards Show What Ads Are Unacceptable

RATE CARDS were the topic of discussion at a luncheon of the timebuyers committee of the American Assn. of Advertising Agencies and the NAB sales managers executive committee, held in New York last Thursday

Timebuyers group disclaimed any desire to prescribe rate charges or time classifications, but expressed a strong desire for detailed information on all rates and a detailed calculation of each rate, preferably on a standard basis for all stations. Timebuyers also asked that the card show the rate actually earned; that it include any special provisions for time of commericals or any deviations from the NAB code time limitations; that talent charges for news programs be shown; that the card list types of advertising not acceptable to the station; that it also show the number of words permitted for live announcements and the number of seconds for transcribed announcements. They also asked that foreign language stations include on their rate cards the time and language of specific periods and programs.

Rate Card Study

Discussion ended with the suggestion that a study of rate cards be undertaken to see how closely the cards of the country's commercial stations agree at present and what changes should be made that will most effectively meet the desires of the timebuyers. Agency timebuyers attending the luncheon included Linnea Nelson, J. Walter Thompson Co., Helen Wilbur, Dougherty, Clifford & Shenfield, Carlos Franco, Young & Rubicam, Frank Kemp, Compton Adv., and Robert Jackson, assistant secretary, AAAA.

Sales managers executive committee in the morning reviewed the plans for their part of the NAB War Conference. Committee members in attendance included Dietrich Dirks, KTRI Sioux City, Ia., chairman; Sam H. Bennett, KMBC Kansas City; Arthur Hull Hayes, WABC New York; Walter Johnson, WTIC Hartford; James V. McConnell, NBC, New York; John M. Outler Jr., WSB Atlanta; John E. Surrick, WFIL Philadelphia; Lewis Avery, NAB, committee secretary.

Continental Places

CONTINENTAL Baking Co., New York, is the first advertiser to sign for participations in *Cook 'n Corn*, starring Phil Cook, to be broadcast Monday through Saturday, 8:15 to 8:30 a.m. on WABC New York starting Aug. 14. Continental will sponsor participations on the Tuesday, Thursday and Saturday program for Wonder Bread. Ted Bates Inc., New York handles the account.



Read and judge for yourself!

"Our client will not expand his campaign this fall. But in spite of this *we were able to get an OK for WWVA.*

"We will want something for September and you might take it up with the station because *their judgment is pretty sound.* Let us know what they can offer."

So wrote an advertising agency to John Blair & Co., our national representatives. The italics are ours.

50,000 WATTS

WWVA

WHEELING, W. VA.

50,000 WATTS

A FORT INDUSTRY STATION

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

BASIC BLUE

Allocation Conference Opens Friday

Two-Day Session Called By Dept. of State To Draw 500

POSTWAR spectrum allocation—knottiest of the technical problems confronting all radio services—will get its first formal airing this week at the general conference called by the Dept. of State to consider frequency allocation proposals already drawn, along with other preparations for the expected postwar world telecommunications conferences. The session, probably to draw an attendance of over 500 communications executives, engineers and observers, is called for Aug. 11-12, at 10 a.m., at the Interdepartment Auditorium, Washington [BROADCASTING, July 24].

Of greatest interest to broadcasters will be allocation problems dealing with new high frequency services, such as FM and television. Main point of consideration will be the report of the Interdepartment Radio Advisory Committee, made up of radio representatives of Governmental agencies. This and other reports will be used as a basis of discussion between Government and industry, and it was emphasized that no definite conclusions had been reached.

Sessions Open to All

In addition to preparations for an anticipated world telecommunications conference, the preliminary meeting also will consider proposals for the Inter-American Radio Conference tentatively scheduled to be held at Rio de Janeiro early next year. The State Dept., under whose auspices the sessions will be held, has invited the entire roster of the Radio Technical Planning Board and its committees to attend. The invitation however, also is extended to executives or observers in radio, whether or not on RTPB committees. Formal invitations are not necessary, it was stated.

The conference will be opened by Francis Colt DeWolf, chief of the State Department's Telecommunications Division. Dr. J. H. Dellinger, chief of the Radio Division, Bureau of Standards, and chairman of the State Department's technical subcommittee in charge of the conference, will preside. Plans have been directed by Adolf A. Berle Jr., Assistant Secretary of State in charge of communications, Mr. DeWolf, and Harvey B. Otterman, assistant chief of the Telecommunications Division.

It is expected that the international conferences on communications, notably with regard to radio, will be held within six months or a year, while others will come immediately following the war. The Department has circulated documents about which the Aug. 11-12 meetings will principally revolve, including the IRAC report, a proposed complete revision of the Madrid Conference in 1932, and a revision of the International General Radio Regulations adopted in Cairo in 1938. These documents are "restricted" and are not available for publication at this time.

Greatest interest centers around the IRAC proposals, still in the restricted category. The purpose of the IRAC plan, it is generally known, was to devise high frequency allocations which would provide for new developments which have been created by military requirements, covering radio, radar and other electronic innovations. Throughout the preliminary conversations it has been emphasized that aviation needs should be given primary consideration, along with other safety of life services. Anticipated world-wide development of air transportation is expected to entail allocation of considerably increased space for aviation below 200 megacycles.

Considerable interest has been manifested in the spectrum positions to be occupied by FM and television, with both services seeking the lower portion of the ultra-high frequency band. While preponderant Government opinion appeared to be for moving television into the higher bands, where there would be greater room for development, certain industry groups contend this would retard introduction of the visual art.

FM broadcasters likewise are seeking more space in the lower portion of the band. Certain technical committees already have recommended reduction in the FM channel width from 200 to 100 kc in order to provide a greater number of channels. The domestic allocations will be decided by the FCC, taking into account the recommendations of RTPB and the results of the preparatory deliberations.

At the State Dept. it was said that the documents to be considered at this week's sessions do not have the full approval of all United States Government agencies concerned, but represent an effort toward the clarification of thinking within the Government. It is the hope of the Department, it was said, that not only these proposals, but proposals submitted by members of the industry and by the United States Government agencies may be submitted, looking toward "the most complete collaboration between Government and industry and toward the international conferences which are visualized."

Following the initial conference, about a half-dozen subcommittees will be named to take up specialized study of the major subjects of preparation for the world conferences. A Government official will be named as temporary chairman of each committee.

Siling Leaves FCC to Take RCA Post; Willoughby Heads Broadcast Division

RESIGNATION OF Philip F. Siling as assistant chief engineer of the FCC in charge of broadcasting to become engineer in charge of the RCA Frequency Bureau, was announced last Friday by the FCC. Simultaneously, the Commission announced the appointment of John A Willoughby, assistant chief, broadcast division, as acting chief, succeeding Mr. Siling.



Mr. Siling

Mr. Willoughby, a veteran in FCC service, has been with the Commission since its formation in 1934. Prior to that, he was with the Federal Radio Commission.

A graduate of Clements College in South Carolina, Mr. Willoughby did radio engineering work with the Army Air Corps in 1922-24, and was with the Naval Research Lab. from 1924 until 1927. He was with the Mantle Lamp Co. from 1928 until 1930, when he joined the Radio Commission as an engineer. He is 51 and was born in Florence, S. C.

The Commission, in announcing the changes, expressed its appreciation of Mr. Siling's services during the last nine years and stated that his "loyalty, hard work, efficiency and ability to get things done" would be "sorely missed".

Mr. Siling already has relinquished his broadcast functions but his formal resignation is not expected to take effect until later this monh. He succeeds Dr. C. B. Jolliffe, former FCC chief engineer, as head of the RCA Frequency Bureau. Dr. Jolliffe will devote full time to his duties as chief engineer of the RCA Victor Division in Camden, relinquishing the Frequency Bureau post which he has held since he left the FCC in 1935.

Mr. Siling was chief of the International Division of the FCC prior to his appointment as acting assistant chief engineer last February. At that time he succeeded George P. Adair, who was elevated to chief engineer. The appointment was for the war's duration, since Lt. Comdr. Gerald C. Gross of the Navy is on leave as assistant chief engineer in charge of broadcasting.

Mr. Siling, 47, was with I & T from 1929 to 1933 in various engineering and executive capacities. He was assistant deputy administrator with the International Recovery Administration, 1933-1935. In 1935 he joined the FCC as telephone engineer and in 1937 was made assistant chief of the International Division, becoming its chief in 1941.

Honest Promotion For Video Urged

Television Seminar Addressed By Franco and Winner

THE NECESSITY for honest, sincere and informative advertising and publicity about television if the public is to be firmly and permanently sold on this new medium of entertainment and education was stressed by both Carlos Franco, manager of the station relations department of Young & Rubicam, and Lewis Winner, editor of *Communications*, in their talks before last week's television seminar of the Radio Executives Club of New York.

Decrying current published statements which imply "a proximity of television, an availability and a quality of service which are a long, long way from reality," Mr. Franco urged complete candor from the very start as the best service to the long range interests of the whole industry. "That would at least be novel; it would be pleasant; it would pretty certainly base the effort of the industry on a sound business principle," he said.

Public Demands Best

To create a reasonable, popular desire for television, the industry must assure the public, Mr. Franco continued, that it can attain and maintain fine picture quality and that in addition to this continuity of picture excellence there will be a variety of editorial pattern that will make television more desirable than other attractions. When sets are available for demonstration, the television stations must do their part to make the real picture-product on the demonstration screen so wonderful that purchase is almost irresistable."

Stressing the scientific complexity of television as compared with sound broadcasting, Mr. Winner said that the early days of radio, when the newspapers published diagrams enabling anyone handy with tools to build his own receiver and so helped to create an audience for programs, will not be duplicated in television unless receivers can be simplified far below their present complexity. Radio service men will need extensive training to enable them to keep television sets in operation, he said, adding that the dealers and their salesmen and even to some degree, the purchasers of video receivers will have to be educated in the elements of television electronics. This is necessary, he explained, because the eye is a more sensitive organ than the ear and a small fraction of the distortion in sound that is accepted without complaint from a cheap radio receiver would be intolerable in a television picture.

SERIES of weekly five-minute video programs based on surveys conducted by the Gallup Poll and *Fortune* magazine will be produced by the Television Workshop on WABD, the DuMont station in New York, starting in September.

Thanks

Radio Stations of America . . . for lending us your listeners!

Yes, War-time Washington is crowded to capacity with folks from every city and state. They are here, many of them with their families, helping to hasten the day of victory. Their radio listening has been catered to by many fine stations of America.

NOW . . . they are listening to WINX. It's the kind of "hometown station" they like. It breathes the air of individuality . . . of originality . . . with its Symphony Hours, its Music Hall, its emphasis on NEWS, MUSIC and SPORTS.

When this great struggle is over--and the normal way of life returns--many of these listeners will return home. We hope that during this interim we can contribute to their listening pleasure.

On WINX *they will hear many familiar names such as* . . . SUPERSUDS . . . GRUEN . . . LIFEBUOY . . . VENIDA . . . KELLOGG . . . STANBACK . . . TABASCO SAUCE . . . SATURDAY EVENING POST . . . TRUE STORY . . . CLICQUOT . . . WRIGLEY . . . *and many others.*

WINX

Washington 1, D. C.



National Representative: FORJOE & CO. • *New York* • *Philadelphia* • *Chicago*

156 Million Gross Reported By RCA

Net After Taxes Is Less Than 4½ Million, Drop of 8%

CONSOLIDATED income statement for RCA and its subsidiaries for the first six months of 1944, issued last week by Lt. Gen. J. G. Harbord, board chairman, shows a total gross income of $156,166,006, a 10.8% increase over the gross of $141,001,366 for the same period of 1943.

RCA net, after provision for taxes and charges, was $4,440,214, a decrease of 9.7% from the net of $4,918,794 for the first half of 1943. After payment of preferred dividends, earnings applicable to common stock were 20.6 cents per share, compared with 23.9 cents in the like period last year.

Second quarter figures, also shown in the statement, show gross income of $77,357,198, up 4.9% from the gross of $73,717,401 for the three months ending June 30 in 1943. Net for the quarter was $2,038,980, a 2.2% decrease in comparison with the net of $2,323,883 for the April-June period of 1943. Earnings applicable to common stock were 9 cents this year, as compared with 11 cents last year.

Both CBS, Blue Carry 'Blondie' for Colgate

STARTING Aug. 13, Colgate-Palmolive-Peet Co., Jersey City, will have the *Blondie* Super Suds program on both Blue and CBS. Blue program is due to be dropped in mid-October, when the 13-week contract expires, and CBS starts the show next week. Two different episodes will be presented weekly on the networks. Broadcast is now heard Fridays, 7-7:30 p. m. on the Blue and will be heard Sundays, 8-8:30 p. m. on CBS.

The Blue series started July 21, after Camel cigarettes (R. J. Reynolds Tobacco Co.) dropped the program [BROADCASTING, July 17]. *Blondie*, which will use the same cast on both networks, is produced By Don Bernard, with scripts by Johnny Greene. William Esty & Co., New York, is agency handling the account. Spot was formerly held by the Goodyear Tire & Rubber Co., Akron, for *Star and the Story*.

Decca Net Up

DECCA RECORDS Inc., New York, has reported a consolidated unaudited net profit of $504,620 for the six months ending June 30 after provision of $613,141 for taxes. This is equal to $1.30 per share and compares with net profit of $428,348, equal to $1.10 per share, for the corresponding period of 1943.

On Telecine

BASED on fairy tales, series of 30-minute television shows titled *Tele-Tales*, on Telecine film, will be produced by Patrick Michael Cunnings Television Productions, Hollywood, starting Aug. 11. Forty subjects will comprise the series, with Marcia Drake assigned producer.

Treasury WFD Information Service Headed by Molohon

New Unit to Aid Stations, Networks, Agencies In War Bond Programming and Planning

INFORMATION Service of the Treasury War Finance Division, designed to offer all-around assistance to broadcasters and one of the new projects to be formed in conjunction with the policy expansion program of Thomas H. Lane, WFD director of radio press and advertising, has been placed under the supervision of Barney Molohon, former commercial broadcaster, it was announced last week by Robert J. Smith, chief of the WFD radio section.

Mr. Molohon, who joined Treasury just before the Fifth Loan, was formerly chief of the radio unit of the War Food Administration. He also set up and directed the radio and motion picture unit for the Office of Defense Health & Welfare Services and organized the radio unit for the Army Quartermaster Corps. Before going to Washington he had spent eight years in commercial radio in the East, as New York manager for Viking Radio Corp., and on the West Coast, where he handled radio publicity, wrote the transcribed series *Reporter of Odd Facts* and such other features as *The Plainsman*, *Spotlight on Sports*, *Rackets Expose*.

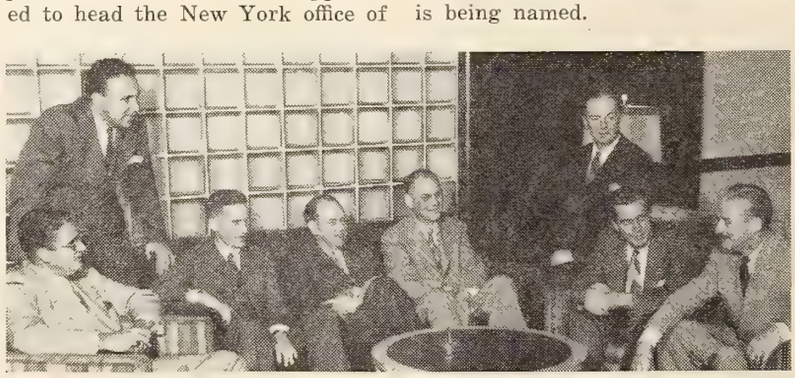
T/Sgt. Norman H. Agathon, on loan from Lt. Gen. Ben S. Lear, Commanding General, Army Ground Forces, will assist Mr. Molohon as chief of a radio news bureau for the unit which will cooperate with OWI in the same manner as all other WFD projects. Before entering the service Sgt. Agathon was with the Washington Bureau of Trans-Radio Press and had experience prior to that with INS and AP.

Shirley Burke, who before joining Treasury had worked under William S. Rainey, former NBC production chief, has been appointed to head the New York office of the Information Service, with headquarters at 509 Madison Ave. War Finance also plans to appoint a practical broadcaster to head station relations.

"Our object", Mr. Molohon said, "is to put real sales tools in the hands of broadcasters who are just as interested as we are in selling War Bonds. War Finance, through this unit, places its nationwide and key-positioned facilities at the disposal of the industry, in an overall information and service capacity."

Functions of the unit are to: (1) initiate and develop publicity and promotion, particularly upon request; (2) obtain answers to all questions relating to Government agencies, etc., especially where they tie in with Bonds; (3) arrange for speakers such as war veterans from all branches of the service, civic figures and famous personalities, in addition to setting appearances for such (example cited was case of a local hero just returned from overseas—WFD would be able to arrange for an exclusive War Bond interview on the hometown war station should it be desired); (4) assist writers, producers and directors by supplying any exclusive or special data or suggestions; (5) offer other support of any nature as requested by individual stations, networks, agencies or advertisers in planning War Bond activities and promotion.

The unit also is preparing a breakdown of various types of programs—news, drama, comedy, music, farm service, religious, variety, women's features, sports and others—in order to channel services for these groups in addition to suggestive material to be prepared by Treasury. Informal advisory committee for each group is being named.



SIGNING SATURDAY SHOW warranted a luncheon get-together of agency and net executives at Chicago's Merchants & Manufacturers Club, when Jaques Mfg. Co., Chicago, makers of KC Baking Powder, contracted sponsorship of the new Saturday morning variety show *KC Jamboree* on NBC. Left to right: Jack W. Shaw, account executive, Leo Burnett Co., agency handling show; John McCormick, NBC account executive; Willard Jaques, vice-president, Jaques Mfg. Co.; P. C. McCluer, sales manager, NBC central division; J. L. Trojan, general sales manager, Jaques; Jules Herbuveaux, program manager, NBC central division; Frederic B. Slayton, advertising manager, Jaques; F. W. Ferrin, vice-president, Leo Burnett. Program, started Aug. 5, features Curley Bradley.

CBS Gross First Half Is 42 Million

Net Earnings of 2¼ Million Are 4% Above 1943 Figure

CBS and its subsidiaries showed a gross income of $42,627,666 for the first half of 1944, up 20.8% from the gross of $35,288,315 for the comparable period of 1943, according to a consolidated income statement issued last week by Frank K. White, vice-president and treasurer.

Operations Costs Up

Increases in discounts, operating expenses and tax provisions, however, give the network a net income for the 26-week period of $2,295,865, only 4.1% above the net of $2,204,499 for the same period of last year. Earnings for the first half of 1944 equal $1.34 per share, compared to earnings of $1.28 per share for the first half of 1943.

Statement was issued following a CBS board meeting at which the directors declared a cash dividend of 40 cents a share, payable Sept. 1 to stockholders of record Aug. 18.

WAIR, KASA ASK SHIFT OF CONTROL

APPLICATION was filed with the FCC last week for assignment of license of KASA Elk City, Okla., from E. M. Woody, sole owner, to the Southwest Broadcasting Co., a new company, for $11,250. Mr. Woody, who also is engaged in local business, no longer is able to devote necessary time to the station according to the application, and his son, who has been wounded in service in the South Pacific, will be unable to assume part of the responsibilities.

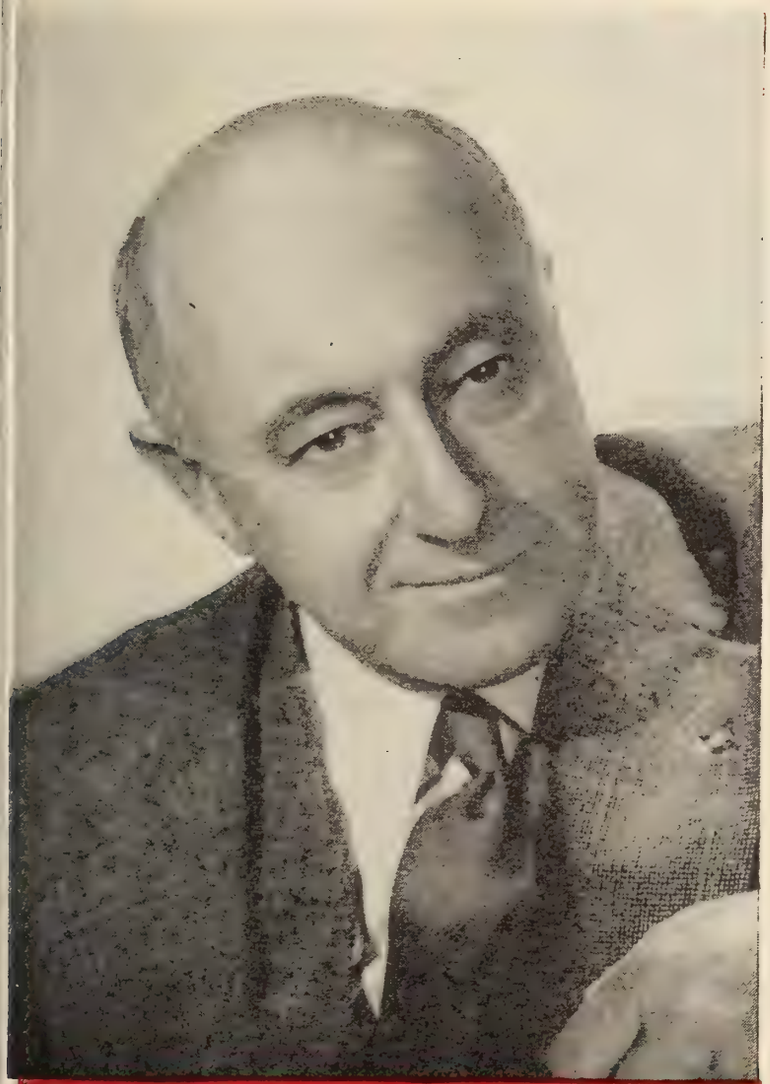
A quarter interest in Southwest Broadcasting is held by Lonnie J. Preston, president and director, who formerly was manager of KGKL San Angelo, Tex., assistant manager of KABC San Antonio, commercial manager of KPLT Paris, Tex., and now is representative of KGNC Amarillo, Tex. Hoyt Houck, vice-president and director, holds 50% interest. Walter G. Russell is secretary and director and holds remaining interest.

Voluntary assignment of license of WAIR Winston-Salem, N. C. was requested last week from C. G. Hill, George D. Walker and his wife, Susan H. Walker, to Mr. Hill and Mr. Walker doing business as WAIR Broadcasting Co. Mrs. Walker transfers her one-third interest to her husband as a gift. No money was involved.

WHYN Buys Mt. Tom

MOUNT TOM, historic Connecticut Valley landmark, 1200 feet above sea level, has been bought by the Hampden-Hampshire Corp., operators of WHYN Holyoke, Mass., for future development of FM and television, it was announced last week. WHYN acquired what was described as a choice location for radio from the Holyoke Street Railway Co., which sold about half of the 577 acres, formerly owned by the Mt. Tom Railroad Co.

WRVA MAKES THE RADIO PICTURE IN RICHMOND SO DIFFERENT!



1st PLACE IN RICHMOND and LUX RADIO THEATRE on WRVA is 17% *above* the national average Hooperating*



2nd PLACE IN RICHMOND and DR. CHRISTIAN on WRVA is 92.6% *above* the national average Hooperating*

Hooperatings are swell! We are glad that the radio industry has such a splendid service. Advertisers are glad, too, that WRVA *changes* the radio picture in Richmond because WRVA improves the Hooperating* (Hooper Survey, October 1943 - - February 1944). WRVA is "Virginia's Premier Radio Station", serving the Old Dominion from Richmond.

WRVA

Richmond and Norfolk, Va.
Represented by Raymer

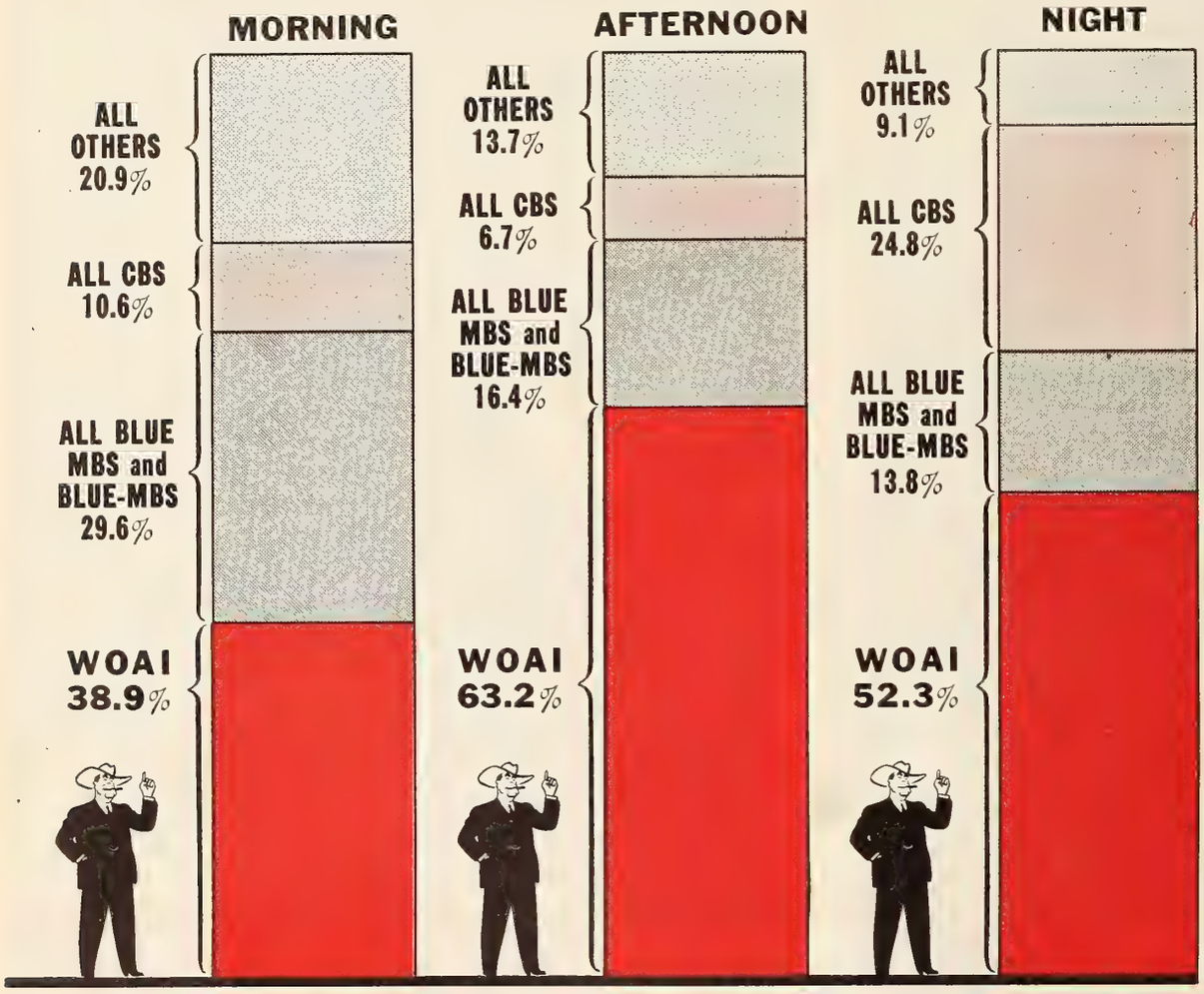
CBS

50,000 WATTS

Night and Day

Dominant
IN SAN ANTONIO

WOAI's commanding position in the San Antonio market is shown on the chart below. Percentages are from the C. E. Hooper survey - Spring, 1944.



For WOAI's dominance of the urban field (nine cities in the station's primary area) be sure to see next week's issue of Broadcasting. This second chart adds to the picture of why WOAI sells more merchandise to more people in Central and South Texas than any other station - at a lower cost per sale!

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

WOAI
San Antonio
Represented Nationally by
EDWARD PETRY & COMPANY

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Dreier Predicts

AT THE SAME time that the German radio was broadcasting news of the frustrated attempt on Adolf Hitler's life, the NBC mail room was sending out "NBC News Features", containing a prediction by Alex Dreier, NBC Chicago commentator, that "the assassination of Hitler before the end of 1944 is envisioned". Dreier, frequently asked for his quota of "commentators' predictions", recently rang the bell with his guess that Russia would rent air bases to the Allies for shuttle-bombing operations against German objectives.

NBC Coast News Office Expands for Pacific War

ANTICIPATING increased activity in the Pacific war theatre, NBC completed plans to augment its Pacific Coast facilities and personnel as news headquarters for this area, according to William F. Brooks, network manager of news and special events. Currently on the West Coast to outline schedule for a 24-hour-a-day coverage of the Pacific war, he conferred with Sidney N. Strotz, western division vice-president; Joseph A. Alvin, news and special events director, in Hollywood. Similar sessions were held with John Elwood, manager of KPO San Francisco, and Wally Roe of RCA Communications in early August.

Mr. Brooks revealed that Francis McCall, New York operations manager of news department, now in London where he handled D-Day operations for NBC, probably will come west in the near future to get the new plan underway. "We have increased our Honolulu staff," Mr. Brooks stated, "sending John Cooper from our international division in New York, and Robert McCormick from Washington, to augment the staff of KGU newsmen already covering the war from that base." He further pointed out that NBC planned to improve war coverage by tape and wire recorders in Pacific advance bases where there is no point-to-point transmission.

Fibber McGee Renews

UPON SIGNING of a new radio contract that might carry over into television, Jim Jordan, the Fibber of NBC's *Fibber McGee & Molly*, stated last week in Chicago that he and his wife were actively interested and were making plans to train themselves for television. They are interested, Jordan mentioned in further motion picture work as a good preparatory school for the problems of television. New contract, placed by Needham, Lewis & Brorby, Chicago, is for four years and was signed a full year in advance of the termination date listed on the old contract.

AL TURNER, freelance publicity agent and for six years editor of *Nite Life*, Chicago, has been appointed director of publicity and advertising of the Stevens Hotel, Chicago, replacing Fred Joyce, now with 20th Century-Fox Film Corp., as Chicago field representative.



Is your Pacific Coast Radio Coverage

ONLY "HALF THERE"?

IF THE NETWORK you're using on the Pacific Coast isn't Don Lee, your coverage—like poor Philbert—is only "half there." For half of the retail sales on the Pacific Coast are made *outside* the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this "outside" half.

How so? Markets in the "outside" area are surrounded by mountains, and long range broadcasting doesn't work. But *local broadcasting* does. And that's where Don Lee comes in...with 36 local stations within these mountain-blockaded markets. Largest coincidental survey made on the Pacific Coast (C. E. Hooper—276,019 calls) gives Don Lee 60 to 100% of the listeners in many of these "outside" markets.

Here are examples of Don Lee's superior coverage of the *inside* half: The April Hooper rating for Jack Benny was higher on Don Lee than on Network A—and since changing to Don Lee from Network B, Point Sublime has a much higher Hooper rating.

When you buy network radio on the Pacific Coast, be sure your coverage is "all there." Buy Don Lee!

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Fulltime Paid Head of CBC Is Urged

Law Revision Included In Commons Group Recommendations

By JAMES MONTAGNES

RECOMMENDATION for a fulltime paid chairman of the Canadian Broadcasting Corp., the wide range of CBC operations and the advisability of investigating the affairs of private stations were highlighted in the report of the House of Commons Committee on Radio Broadcasting, which was tabled in Parliament at Ottawa on July 27.

Commenting on the presentation made before the Committee by the Canadian Assn. of Broadcasters [BROADCASTING, May 1], in which the CAB asked for a privately-owned net and judiciary board, the report stated that the CAB "have evidently forgotten that private broadcasting stations have no vested interest in the radio frequencies they are allowed to use. We believe that the regulations with reference to control over the privately-owned stations have been exercised with fairness, and we recommend a continuation of that policy.

Present System Approved

"The CAB appear to be fearful of the future and to wish to safeguard their position, and suggest the matter of supervision and regulation be committed to an impartial body." (The Government-owned CBC is the regulatory body.)

The Committee pointed out "that ever since 1928 every parliament, every political party, every parliamentary committee inquiring into the question has been in favour of a system similar to the one we now have. Your Committee are of the opinion that nothing would be gained for the public by having an overall controlling commission, although the Board of Governors (of the CBC) might be specially charged with the duty of making it clear to all concerned that they are prepared to encourage co-operation and concerted action in the national interest following formal hearings of private broadcasters.

"Your Committee discussed the advisability or necessity of broadening the terms of reference for future Committees on radio broadcasting so that the affairs of the private broadcasters might be investigated as well as those of the CBC," the statement continued.

As regards the CBC, the Committee recommended that the Canadian Broadcasting Act of 1936 be amended to allow for the establishment of a salaried chairman of the board of governors. In reaching this conclusion the Committee pointed out that there "has been a great expansion of the service of the CBC since its inception (in 1936). The activities of the chief executive of the CBC (currently acting General Manager Dr. Augustin Frigon) embrace two fields which are very wide apart. . . . One function calls for imagination, a broad culture, a comprehensive understanding of our national problems, and an enthusiastic faith in the future of our country. Whilst for the other, business experience, administrative ability, and a positive mind are required."

Frigon May Be Named

The salaried chairman of the board of governors would be in charge of policy, the general manager responsible for administration. "Each would have his own definite field of action and their respective functions should not involve any conflict. The authority of the chairman must be predominant," the report stated. The CBC board of governors was urged to submit a recommendation so that the position of general manager (unfilled since the resignation of Dr. S. J. Thompson last November) be filled as soon as possible.

While no names were recommended for a salaried chairman or general manager, the report emphasized the job done by Dr. A. Frigon in his capacity as acting general manager. Opinion in Canadian radio circles is that Dr. Frigon likely will be appointed general manager with Ernie Bushnell, chief program supervisor, as assistant.

B. K. Sandwell, recently appointed to the CBC board of governors, a former university professor and for the past decade editor of the influential weekly *Toronto Saturday Night*, has been mooted as the most likely choice of the Government for the post of fulltime chairman of the CBC Board. Recently appointed chairman, Howard B. Chase, Montreal, president of the Canadian Brotherhood

(*Continued on page 50*)



HOWARD B. CHASE, Montreal, chairman of the Board of Governors of the Canadian Broadcasting Corp., is president of the Canadian Brotherhood of Locomotive Engineers. He was first appointed to the CBS Board of Governors as a labor representative in March 1943, succeeding Rene Morin, Montreal, chairman since March 1940. Mr. Chase began railroading in North Dakota at the age of 18 with the Northern Pacific Railway, went to Canada in 1907 with the Canadian Northern Railway, and still holds seniority as an engineer with the Canadian National Railways. He was a government advisor to the international labor conference at Geneva in 1938, was a director-general of the Department of Munitions and Supply, Ottawa, from 1939 to September 1941, and for a year acted as government controller of National Steel Car Corp., Hamilton, Ont.

DOUGLAS SAUNDERS, former director of the J. Walter Thompson Co. London office and now liaison officer to the British Embassy in Washington, has been promoted to lieutenant colonel.

CWAB ADVANCE REGISTRATION

FOLLOWING is the advance registration for the Canadian Western Assn. of Broadcasters annual meeting at Banff, Alta., Monday and Tuesday (Aug. 7-8):

Miss D. Atkinson, CFRN Edmonton; Dave Atkinson, Northern Elec. Co., Montreal; W. Backhouse, CKY Winnipeg; Glenn Bannerman, Canadian Assn. of Broadcasters, Toronto; C. Berry, CFGP Grande Prairie; W. Botterill, CJOC Lethbridge; J. W. Browne, J. Browne Jr., CKOV Kelowna; Mr. and Mrs. C. Buchanan, CHAB Moose Jaw; Mr. and Mrs. B. Cairns, CFAC Calgary; H. Carson, All-Canada Radio Facilities, Calgary;

Mr. and Mrs. George Chandler, CJOR Vancouver; V. M. Chesnut, CJVI Victoria; K. G. Chisholm, RCA Victor Co., Toronto; B. A. Choppen, Canadian General Electric Co., Calgary; Ian Clark, CFJC Kamloops; W. Cranston, CKOC Hamilton; H. Crittenden, CKCK Regina; G. Cummings, CFGP Grande Prairie; Walter Dales, CJAT Trail; W. Dippie, Radio Representatives Ltd., Montreal;

M. J. Duggan, C. B. Edwards, Press News Ltd., Toronto; F. H. Elphicke, CKWX Vancouver; J. R. Finlay, CBC, Toronto; H. E. Foster, Harry E. Foster Agcy., Toronto; V. W. M. Fouracre, Northern Elec Co., Vancouver; R. W. Friedham, NBC Recording, New York;

Dr A. Frigon, CBC, Ottawa; G. Gaetz, CKRC Winnipeg; L. Garside, CJGX Yorkton; Capt. Paul Hammond, U. S. Army, Edmonton; L. Hawkins, Canadian Marconi Co., Vancouver; Gordon Henry, CJCA Edmonton; G. Herbert, All-Canada Radio Facilities Ltd., Toronto; Sgt. Hernan, U. S. Army, Edmonton;

C. Jennings, CBC, Toronto; C. Langlois, Lang-Worth Programs, New York; H. G. Love, CFCN Calgary; D. MacKay, CJCJ Calgary; K. MacKinnon, CBC, Montreal; F. Makepeace, CFRN Edmonton; J. McGillvra, J. H. McGillvra, New York; Mr. and Mrs. E. H. McGuire, CFCN Calgary; H. McMahon, CJCA Edmonton; L. Moffatt, CKBI Prince Albert; Chester Moffatt, Edmonton;

D. Moseley, British UP, Montreal; A. A. Murphy, CFQC Saskatoon; J. D. Peart, Northern Elec. Co., Winnipeg; Mr. and Mrs. J. Pilling, CHWK Chilliwack; G. B. Quinney, CFAR Flin Flon; J. Radford, CBC, Toronto; G. R. A. Rice, CFRN Edmonton; L. Rogers, British UP, Toronto; F. R. Shaw, CFAC Calgary; Mr. and Mrs. J. Slater, Radio Representatives Ltd., Toronto;

W. F. Souch, Canadian Marconi Co., Winnipeg; William Speers, CKRM Regina; H. N. Stovin, Stovin & Wright, Toronto; H. G. Walker, CBC, Winnipeg; W. Watson, CJOC Lethbridge; Mr. and Mrs. J. Weed, Weed & Co., New York; R. White, CFJC Kamloops; R. H. Wright, CFPA Port Alberni.

Western Canadians Talk Sales, Shows

Havana Treaty Also Subject Of 2-Day WAB Conference

SALES and program problems highlight the convention agenda of the Western Assn. of Broadcasters at Banff Monday and Tuesday this week (Aug. 7 and 8).

Following the report of President G. R. A. Rice, CFRN Edmonton, at the opening session on Monday morning, Keith MacKinnon, chief of Canadian Broadcasting Corp. transmission and development department, Montreal, was to deal with an analysis of the Havana Treaty as it affects Canadian stations. His talk was considered timely in view of the CBC's recent ruling that 34 Canadian stations can now go to 5 kw under Havana Treaty rulings.

Closed Meeting

A closed meeting for WAB members was scheduled for Monday afternoon, at which Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters, Toronto, planned to review CAB activities since the CAB convention at Quebec in February. Guest speaker at the Monday evening annual WAB dinner was to be Capt. Paul Hammond, chief of Special Services, Northwest Command, U. S. Army.

Opening session on Tuesday morning will be a discussion led by Les Garside, CJGX Yorkton, Sask., on the formation of a program and sales division of the WAB. A discussion led by Bert Cairns, CFAC Calgary, follows on the purchase of time by national advertisers through local reps at local rates. The afternoon sessions Tuesday will include reports from committees, election of officers and discussion of delayed broadcasts for western zone stations.

CKNW, Canadian Farm Outlet, on Air Sept. 1

SCHEDULED to begin fulltime operation on 1230 kc with 250 w on Sept. 1 CKNW New Westminster, B. C., will bring new service to more than 400,000 listeners in the Fraser Valley farm area, according to an announcement by William Rea Jr., owner and station manager and farm service specialist.

E. Ross McIntyre, formerly of CKWX Vancouver, has been named chief engineer. Commercial manager is David M. Armstrong, formerly of CKBI Prince Albert, Sask. Program director is Bill Fox, formerly of CKOV Kelowana, B. C.

All of the equipment for the station is Northern Electric. Transcription library service is World Broadcasting System and news service is special wire of British United Press. Transmitter site, while within the city limits of New Westminster, is located on an island at the mouth of the Fraser River. Antenna is 200 ft. and was constructed by Hamilton Bridge Co.

Right Combination

1. Ed Schaughency and Rainbow Jackson
2. Morning Musical Clock
3. 50,000-Watt KDKA



Complete informality translated into highly productive salesmanship!

Ed Schaughency, with his Man-Friday, "Rainbow" Jackson, are breakfast guests in most Pittsburgh and Tri-State homes every weekday.

From personal appearances over the years, in hundreds of towns, they are *personally* known in these same homes.

Proof of extreme popularity: 90% of the normal, 100,000 annual visitors to KDKA are women; housewives and homemakers (home purchasing-agents). Invariably their first question is: "Can we meet Ed Schaughency and 'Rainbow' Jackson?"

Quick point: This best-known Pittsburgh Radio Personality, conductor of the KDKA Musical Clock for more than 10 years, turns product-names into buy-words throughout the KDKA area. Been doing it for some advertisers, continuously, for eight years.

Put this KDKA-Schaughency-"Rainbow" combination of Power and Personality behind the promotion and sale of your product!

NBC has any further information you might require, all based on Schaughency's Success at Informal Salesmanship.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
KYW • WBZ • WBZA • WOWO • WGL • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

Put your Confidence in WSIX-- *Nashville*

Here's a market that won't fold up when the war ends—for the simple reason that it is built on the diversified industry and agriculture of the Tennessee Valley.

When peace comes, these same plants will be found making the same essential products and these same farms growing the same hogs, corn and tobacco as now.

Let us give you the complete picture of this unusual market, covered by WSIX. Contact this station.

The Katz Agency, Inc., National Representative
Member Station, The Blue Network and
Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

NAB HONORED BY SIGNAL CORPS

Recordings of Award Presentation Available For Broadcast by Member Stations

NATIONAL Assn. of Broadcasters has prepared a recording of the presentation ceremony in which the Signal Corps, Army of the U. S., awarded a Certificate of Appreciation to the NAB on Aug. 7 in Washington. Brig. Gen. Jerry V. Matejka, chief of Personnel and Training Service, Office of the Chief Signal Officer, made the presentation, which was accepted by J. Harold Ryan, NAB president. Recordings will be sent to NAB member stations for broadcast.

When making the award, which consisted of a large, parchment-like scroll signed by Maj. Gen. H. C. Ingles, Chief Signal Officer, Gen. Matejka, who was Gen. Eisenhower's Chief Signal Officer in the African campaign, told how broadcast teams landed with the assault troops and were soon on the air in Casablanca and Algiers.

The Germans and Italians who surrendered in Tunis and Bizerte in May 1943, Gen. Matejka said, were whipped, physically and mentally, though their equipment was in prime condition. "Who can say," Gen. Matejka said, "how much the truth broadcast to our enemies in North Africa influenced them to surrender?"

Mr. Ryan thanked Gen. Matejka and outlined the efforts of radio stations to recruit and train personnel for the Signal Corps in the year preceding Pearl Harbor when broadcasts were used to obtain applicants for courses in radio instruction.

The Certificate of Appreciation will be hung in NAB headquarters in Washington, with copies sent to the NAB members whose efforts earned the award. Text of the Certificate follows:

The Chief Signal Officer, Army of the United States, extends his appreciation to the National Assn. of Broadcasters for loyal and patriotic services rendered the Signal Corps of the Army of the United States in the accomplishment of its vital mission during a period of national emergency.

This acknowledgement of your distinguished contribution in furtherance of a future world at peace will be inscribed forever in the annals of the Signal Corps.

Servel Honored

SERVEL Inc., Evansville, Ind., has received the nutrition award by Dr. R. S. Goodhart, chief of Industrial Feeding Program division, Civilian Food Requirements Branch, War Food Administration, for its service in the "Nutrition in Industry" Government campaign, through the Servel program *Fashions in Rations* on WBBM Chicago. George S. Jones Jr., Servel vice-president in charge of sales, accepted the award.

WISH 'Breakfast Club' Promotion Wins Bond

WISH Indianapolis won the $500 War Bond given by the Blue Network *Breakfast Club* for excellence and initiative in promotion during the recent drive for charter members.

Chosen by a board of judges composed of representatives from Swift & Co., which sponsors the 8:30-8:45 a.m. (CWT) segment of the *Breakfast Club*, and J. Walter Thompson Co., agency, other awards were: second prize of $100 War Bond: WAGA Atlanta; $25 War Bonds to WCBS WOWO KSO WTCN WROK; $10 in War Stamps: WMPS WJTN KGO KTOK WJBO WCOS WKIP WREN KXOK KXEL; $5 in War Stamps: WFMJ KABC KFBK KTCK WMFJ WRRF WBTM WBCM WING WSUN KOME WGH WMFD WMOB KGFF WDSM WCHV WSGN KCMO KSCJ. More than 900,000 persons became charter members during the drive promoted by the Blue Network.



The Texas Rangers

Now Back Again On

WJDX

Jackson, Miss.

Selling Flour

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

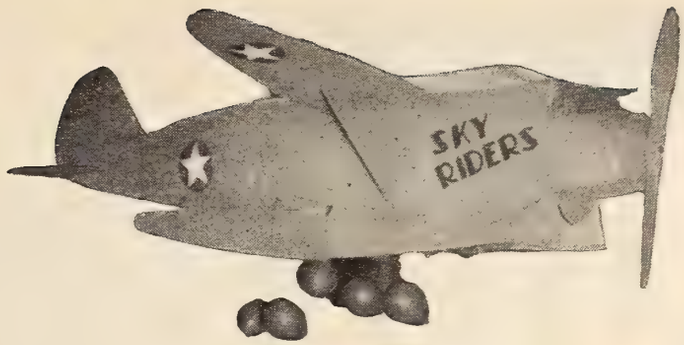
BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO

28th METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco



The Sky Riders

WGN's NEW QUIZ SHOW

Blazes across the horizon

The Sky Riders—a new WGN origination—is setting a fast pace in Chicago and throughout the country. Here is a program fundamental in its appeal, modern in its treatment, and fast in its routine.

Broadcast from Chicago's famous Servicemen's Center, over WGN and the Mutual Broadcasting System, this program attracts a tremendous crowd of servicemen and women to each performance and holds an equally high appeal for the radio audience.

The Sky Riders is an excellent example of WGN's program building ability and policy of bringing the best in all types of radio entertainment to Chicago and the Middle West.

A Clear Channel Station

CHICAGO
50,000 WATTS

WGN

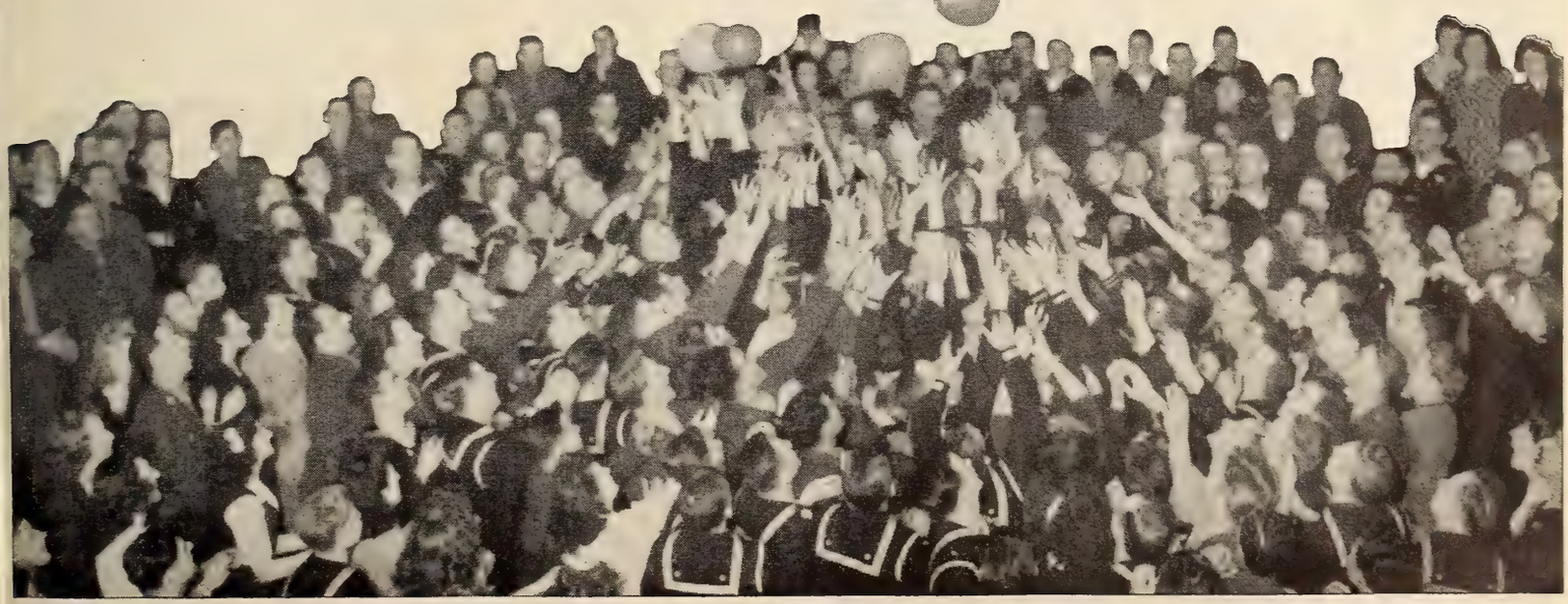
ILLINOIS
720 KILOCYCLES

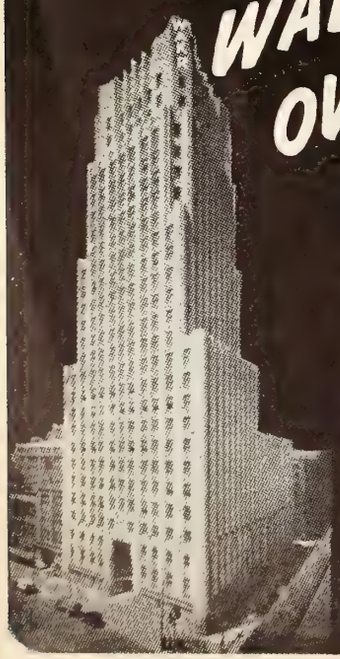


EASTERN SALES OFFICE:
220 East 42nd Street, New York 17, N. Y.

PAUL H. RAYMER CO.
Los Angeles 14, Calif.; San Francisco, Calif.

MUTUAL BROADCASTING SYSTEM



WAKR
Sells!
THAT'S WHY
LOCAL
FOOD CHAINS
SPEND OVER 90%
OF THEIR RADIO
ADVERTISING DOLLAR
ON WAKR
WAKR TOWERS
OVER AKRON

Basic Blue Network
5000 WATTS
DAY AND NIGHT
★
Weed & Co.
National Representatives

Tulsa Newspapers Applicants for FM

Three AM, One Video Sought; KOVO Requests Change

SIX new FM stations, three standard outlets and a commercial television station are requested in new applications filed with the FCC last week.

World Pub. Co. and the Tulsa Tribune Pub. Co., Tulsa, Okla., publishers of the Tulsa *World* and *Tribune*, are applicants for a new FM station to operate on 45,700 kc with coverage of 23,850 sq. mi. Estimated cost is $112,860, plus land and buildings.

Shelbyville Radio Inc., Shelbyville, Ind., requests a new FM station on 46,100 kc with 3,730 sq. mi. coverage. Cost estimated is $24,870. Owners of the new company are Emma S. DePrez, president and 37.5% owner; John C. DePrez, vice-president, 37.5%; Marion T. Ayers, secretary-treasurer, 25%. John DePrez also is director and 24% owner of the Democrat Pub. Co., publisher of the *Shelbyville Democrat*. Emma DePrez is secretary-treasurer and 56% owner of Democrat Pub. Co.

New Altoona AM Asked

WALA Mobile, Ala., seeks an FM outlet on 46,100 kc with coverage of 10,000 sq. mi. Estimated cost is $75,000 to $100,000. Frequency of 45,100 kc and coverage of 13,200 sq. mi. is requested by WIL St. Louis in its FM petition. Cost is $25,000 to $30,000. WGBI Scranton, Pa., is applicant for an FM station on 48,100 kc with 19,570 sq. mi. coverage and an estimated cost of $49,600. KGKL San Angelo, Tex., seeks FM facilities of 45,300 kc with coverage of 6,936 sq. mi.

Altoona Broadcasting Co., Altoona, Pa., filed for a new standard local station on 1240 kc with 250 w and unlimited hours of operation. Company is composed of H. T. Wolf, president and secretary, who holds 1,000 shares common (25%) and 100 shares preferred (33.3%) stock; J. S. Woods, vice-president, 12.5% common; T. C. Matthews, treasurer, 25% common and 33.3% preferred; T. W. Metzger, assistant secretary, 12.5% common; W. J. Woods, a director, 25% common and 33.3% preferred. Mr. Metzger is general manager of WMRF Lewistown, Pa., in which the Messrs. Woods and Matthews hold ownership interest. Mr. Wolf heads the Wolf Furniture Co. and is a director of the Penn-Alto Hotel, both of Altoona.

A new standard local station, with facilities of 1600 kc and 250 w unlimited time, is sought for Des Moines by Capital City Broadcasting Co. President of Capital City is George O'Dea, chairman of the board of Iowa State Bank and president of O'Dea Finance Co. and O'Dea Chevrolet Co., Des Moines. Sidney J. Pearlman, owner-operator of Pearltone Transcription Studios, Des Moines, is vice-president. Hugh Gallagher, secretary-treasury of O'Dea Finance and a vice-president of American Mutual Insurance Assn., is secretary-treasurer of the new company, in which each holds a third interest.

Ernest E. Forbes Jr., trading as Magic Carpet Broadcasting Co., Birmingham, Ala., requests a standard outlet on 1490 kc with 250 w, unlimited time. Application was incomplete.

New commercial television station is sought by Hearst Radio Inc., Baltimore, licensee of WBAL. Channel 6 is assignment asked.

KOVO Provo, Utah, requests a construction permit to change frequency from 1240 kc to 960 kc and to increase power from 250 w to 1,000 w, using DA-N.

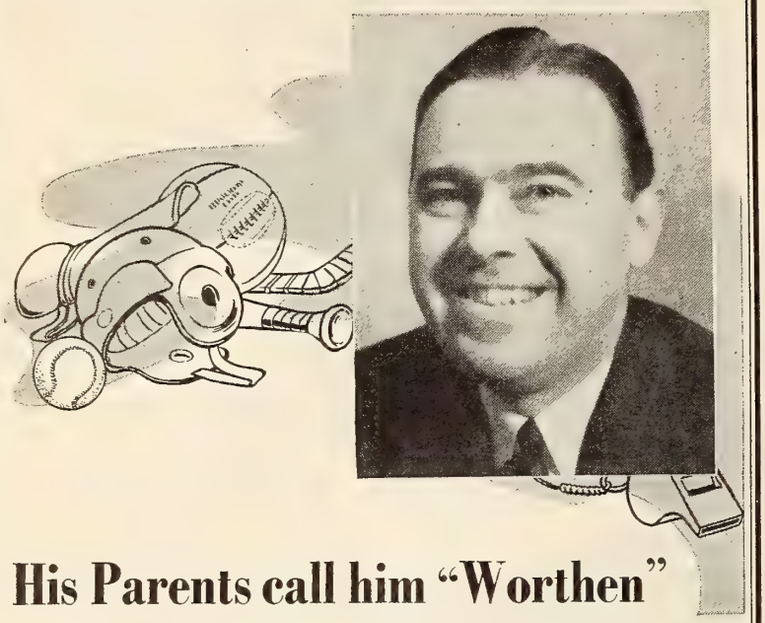
KHUB
Serves the
"Monterey Bay Area"
Salinas
Watsonville
Santa Cruz
Monterey
Gilroy
Hollister
Reach the
"Market Basket of the West"
with the
Blue
STATION
KHUB
Watsonville, Calif.
1340 KC • 250 Watts
W. S. Grant Co.—Rep.

WSLI
JACKSON
MISSISSIPPI
JACKSON BUSINESS UP
New Federal Reserve System figures reveal dept. store sales in Jackson increased 57% from 1940 to 1944. These figures provide an accurate index to business trends in Miss.' biggest, fastest growing market. WSLI offers effective coverage of this $130,000,000 "Double Return" market at less cost.
BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES



WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E



His Parents call him "Worthen" But he's "BUD" to SPORTS FANS in MAINE!

THE word "tradition" is not one to be used loosely in New England, *especially* in Maine, but that's what Worthen C. "BUD" Cornish has become in the twenty years he's been Sports Editor and Columnist of the *Portland Press Herald* and on the air over WGAN with his lively, informative, reliable sports broadcast, "Along the Maine Stem."

Every weekday from 6:05 to 6:15 p.m. State-of-Maine sports fans take time out to hear "Bud" Cornish give the latest local and national sports results, along with his own timely comments and reports of the behind-the-scene activities of his listeners' favorite sports.

If you want to make a home run in the Portland, Maine, market and that of 14 counties in Maine and one in New Hampshire, "Bud" Cornish is all set to go to bat for you. We suggest you get in touch with us or our national representative . . . immediately!

STATION WGAN PORTLAND MAINE

5000 Watts

560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: PAUL H. RAYMER CO.

Price Urges Broadcasters Re-Survey Code in Handling Pacific Area News

IN HIS customary, six-month, re-survey of the voluntary censorship code, Byron Price, Director of Censorship, issued a special request July 31 to broadcasters and editors urging them to review every Code provision with their staffs. Pointing out that no changes are being made in the Code, Mr. Price drew attention to the necessity for special precautions in handling news of the Pacific-Asiatic area.

"The successes of the Allied Forces around the world," Mr. Price stated, "do not diminish the need for voluntary censorship. On the contrary, it is more important than ever before that the Codes be observed in spirit and in detail. Changing personnel in newsrooms places an increased responsibility on management to see that the vital requirements of security are not overlooked. Each . . . broadcaster is urgently requested once again to take affirmative and positive action to see that every Code provision is re-read and impressed upon every member of his staff."

Calling attention to the special request of Jan. 19 [BROADCASTING, Jan. 24], Mr. Price asked broadcasters to remember that the "need for all of the precautions mentioned continues unabated with respect to operations still to come in the European theatre". Having in mind a possible future invasion in the Pacific, Mr. Price pointed out that the enemy "knows it is our intention to liberate the Philippines and all the other territory now under Japanese occupation and to carry the attack to the mainland of Japan by land, sea and air. What we must protect at all hazards," he continued, "is information of the time, place and method of attack, the sequence of operations, the strength of the attacking forces, and their technical makeup and equipment."

The best test of whether material should be broadcast, said the Director of Censorship, should be: "Does the enemy know this?"

"Hard fighting lies ahead," he pointed out, "and only the thoughtless and irresponsible will take chances which might help the enemy to kill Americans."

IN ADDITION to his twice-weekly broadcasts on WOAI San Antonio, sponsored by Wildroot Hair Tonic, Col. Howard L. Landers, U. S. Army Ret., gives a weekly talk to 300 ambulatory patients at the San Antonio Aviation Cadet Center with a loud speaker hookup to 40 wards in the hospital.

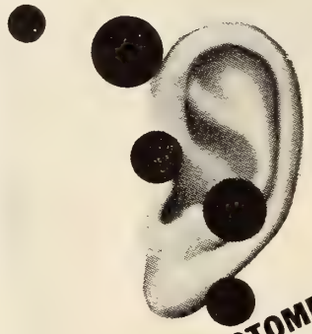
Book on Radio Technique Written by Alice Keith

TECHNIQUE of radio writing and speaking is discussed in a new book by Alice Keith, director of the National Academy of Broadcasting, Washington, titled *How to Speak and Write for Radio* [Harper & Bros., New York, $3].

Making use of professional scripts that have been used on the air, Miss Keith shows every type of program and the most effective manner of presentation. The last chapter, devoted to "Putting the Message on the Air", deals with voice range, inflection, breathing and the various methods of effective delivery.

KDRO on MBS

KDRO Sedalia, Mo., operating on 250 w, 1490 kc, on Aug. 6 joined Mutual as a fulltime outlet. WENT Gloversville, N. Y., operating on 250 w, 1340 kc, now affiliated with CBS, became a dual affiliate when it joined Mutual on July 22.



YOU KEEP CUSTOMERS WHEN YOU KEEP SPOTS BEFORE THEIR EARS!

ask a John Blair man

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

BLAZING NEW SALES IN IDAHO



KSEI

POCATELLO · IDAHO

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

L. R. WILSON

MANAGER...NORTH PACIFIC SALES DISTRICT...G. E. LAMP DEPARTMENT

SAYS..."Naturally we are pleased that our candidate from this district, Marie Rogndahl, was nation-wide winner of the General Electric 'Hour of Charm'-'Undiscovered Voice of America' contest. Those people at KGW certainly have the 'know-how' when it comes to developing radio talent. Miss Rogndahl got her start at KGW and her 'discovery' was the logical development of a policy emphasizing interest, entertainment in public service programs produced by the station."



L. R. WILSON

Co-operated effectively with KGW in presenting Miss Marie Rogndahl as a candidate in the "Hour of Charm" contest. Now Marie will have her name in lights — presumably manufactured by the General Electric



LEFT:

Marie Rogndahl, blonde beauty whose thrilling soprano voice will now be heard each Sunday over NBC and KGW on the General Electric Co.'s "Hour of Charm"

RIGHT:

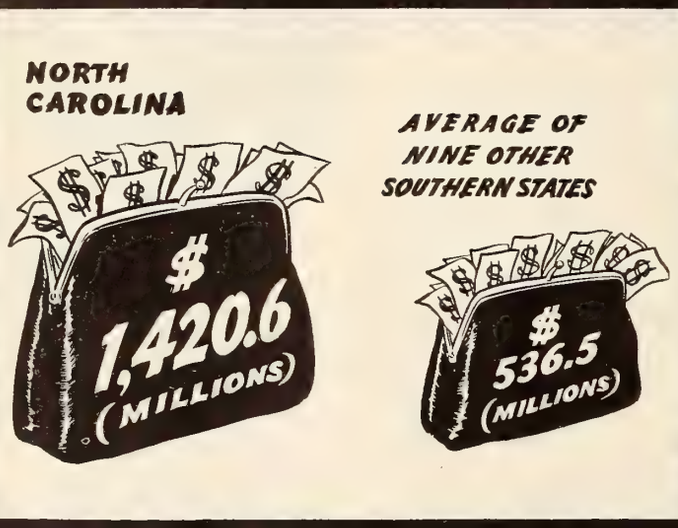
Geraldine Peterson, violinist and leader of her own all-girl orchestra on KGW won a contest conducted in 1940 by Leopold Stokowski and toured South America with his American Youth symphony orchestra. By making public service synonymous with showmanship, Station KGW consistently develops winners

THE STATION WITH EAR APPEAL

KGW PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

NORTH CAROLINA
IS THE SOUTH'S
No.1 INDUSTRIAL STATE



WPTF
(CARRYING N.B.C. WITH 50,000 WATTS AT 680 KC)
IS NORTH CAROLINA'S No.1 SALESMAN
WPTF • RALEIGH



FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Pat Williams Is Elected Vice-President of WING

J. P. (Pat) WILLIAMS was elected vice-president and general manager of WING Dayton at a meeting of the board of the Great Trails Broadcasting Co., station licensee, last week, succeeding Ronald B. Woodyard, whose resignation was accepted at the same time. Mr. Woodyard resigned to devote his time to other interests [BROADCASTING, July 17].

A native Cincinnatian, Mr. Williams for the last three years has been affiliated with WING and WIZE Springfield, both owned by Charles Sawyer, Cincinnati attorney and Democratic National Committeeman from Ohio. The new vice-president and general manager of Great Trails, who also will supervise WIZE, started his radio career as a salesman.

Owl on 16

OWL DRUG Co. has returned to the air to promote its 153 West Coast stores by placing a five-minute transcribed show *Sweet Leilani Time* on 16 stations: KMPC KFWB KNX KSFD KGB KQW KSFO KJBS KPO KGO KFRE KGDM KALE KFIO KOY KHJ. Agency is Ruthrauff & Ryan, San Francisco.

Keystone Adds Six

KEYSTONE Broadcasting System, New York, has added to its transcription network six stations, WHBU Anderson, Ind.; KXOX Sweetwater, Tex.; KTSW Emporia, Kan.; WELO Tupelo, Miss.; KGEK Sterling, Colo.; KGKB Tyler, Tex.

CHML Hamilton, Ont., has introduced singing station breaks.

Miss Ann Wright
J. Walter Thompson Co.
New York, N. Y.

Dear Ann:

They're the talk of the towns, these broadcasts by Howard L. Chernoff, the W. Va. Network's foreign war correspondent in the European Theater. You'll hear it in stores, on street corners, during family get - togethers —yes, it's on the lips of everyone within the W. Va. Network's coverage — this business of Howard Chernoff talking to service boys in England and Normandy. We've really hit the "jackpot" of public service in sending Chernoff overseas to bridge the gap of war and distance between West Virginians and their sons, sweethearts and relatives. We're mighty proud to let these people back home hear the voices of their loved ones, or to let them know they're well and happy.



Regards
Yours,
Algy

The W. Va. Network
WCHS Charleston WPAR Parkersburg
WSAZ Huntington WBLK Clarksburg



PULLING THE SWITCH to increase the power of KROY Sacramento, Cal. from 100 to 250 w is Mrs. Royal Miller (left) managing owner of the station. At the right is Evangeline Baker, KROY special events director. KROY operates unlimited time on 1240 kc.

Television Associates Organized in Chicago

NEWLY FORMED television company, Television Associates Inc., 190 North State Street, Chicago, obtained a certificate of incorporation from the Secretary of State's office in Springfield, Ill., last week. The company will have 22,000 shares of $5 par value stock.

Incorporators are: Ann Drobena, public relations head of WBKB Chicago; E. C. Upton, assistant secretary-treasurer of Balaban & Katz Corp., Chicago; C. V. Cook, clerk of Balaban & Katz. Organization will service everything from package-shows to equipment available to television stations. Company's law firm is Sonnenschein, Berkson, Lautman, Levinson & Morse, 77 West Washington St., Chicago.

Kesner to Clapp

ROBERT T. KESNER, assistant advertising manager of the Bird's Eye Division, General Foods, has been appointed director of advertising of Harold H. Clapp Inc., baby food manufacturers, H. E. Rodem, president of American Home Foods, announced. Mr. Kesner, who assumed his new duties Aug. 1, has charge of advertising for the Clapp company, G. Washington Coffee Refining Co., Morris Plains, N. J., and will supervise advertising of P. Duff & Sons, Pittsburgh, manufacturer of baking mixes.

PAUL H. RAYMER Co., Chicago, station representatives, as of Aug. 1, is representing WJJD Chicago.

SERVICE
on all recording problems
local, or national

Complete facilities for
- Spot Announcements
- Remote Pick-ups
- Full Air Check Service

U. S. Recording Co.
1121 Vermont Avenue Washington, D. C.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE



5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, *INC.*

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



To keep the home fires burning, 150 tons of coal an hour are washed, sized and loaded at this coal mine—typical of many in the Inland Empire. They helped sky-rocket Spokane Bank Deposits to an all-time high on June 30, 1944—$221,723,620, a $15,843,044 increase over April 13. Just another reason why KHQ's *complete* coverage makes it an outstanding advertising value. (Photo Courtesy Bear Creek Mines.)

Purely PROGRAMS

AS A CIVIC enterprise, WIP Philadelphia now presents thrice-weekly program *Life Begins for Baby*, designed to give birth data from Philadelphia's leading hospitals. The quarter-hour program, which is in effect a "birth announcement column of the air," is at the disposal of the Council for Social Agencies, which use it to acquaint Philadelphia citizens with its desperate need for foster homes and homes available for babies' day care where parents must leave their children from morning to night.

* * *

Service Series

NEW SERIES of half-hour programs devoted to the men and women in uniform and the work they are doing was scheduled to begin on CBS today (Aug. 7). Series, titled *Service Time*, will be heard five times weekly for nine weeks, featuring a different branch of the service each day.

WBBM Sustainer

CONDENSED versions of the world's great novels, interspersed with dramatized episodes by a regular cast, make up the format of the WBBM Chicago quarter-hour sustainer, *Presenting Michael Scott*, Mondays through Fridays, beginning Aug. 7. Charles Dickens' *The Tale of Two Cities* is the first work scheduled on the program. Voice of Michael Scott, a fictitious name, was chosen from 15 applicants after a series of auditions by a jury of women and WBBM producers. Hunter Kahler, WBBM assistant conductor, will compose special background music for each show, and direct the ensemble. John Barnes, special assistant to program operations director Walter Preston, is writing the scripts.

WOW News Roundup

NEW mid-day roundup of news, livestock markets and weather reports titled *Four Bell News Roundup*, is heard daily, 12-12:30 p.m. over WOW Omaha. Livestock market news is given direct from the Exchange in South Omaha. Departmentalization of the news permits a multiple sponsor policy, giving each sponsor full "middle commercial" benefits.

* * *

WNEW Recruiting

WNEW New York titles its WAVE recruiting program *Blues in the Night*, presenting songs by a WAVE and a sailor on the weekly quarter-hour show.

NBC V-Discs

AS NAME bands, classical and semi-classical orchestras and vocalists perform on *For the Record*, weekly half-hour program which started on NBC July 31, the program will be recorded on "V-Discs" for distribution to overseas forces through the music section of the special services division of Army Service Forces. The NBC audience will in effect be "listening in" on the production of music records which the ASF is now shipping abroad at the rate of 250,000 discs monthly. Musical portions of the program will be based on requests from G.I.'s abroad. First program presented Benny Goodman's band and quartet, Perry Como, and Carmen Miranda, with Deems Taylor, commentator and composer, as m.c.

* * *

WMCA Music Feature

SERIES of three half-hour weekly programs titled *Musical Monologues* has been started by WMCA New York, in which Anne Seymour, radio actress, traces the development of types of music, with recorded illustrations. Scripts are written by Anne Liese Landau, former music advisor for the pre-Nazi Berlin State Radio.

* * *

WSPD Concert Hour

DESIGNED as a public service, WSPD Toledo is conducting a series of programs titled *The Concert Hour*, heard Saturdays 7-7:30 p.m. Light concert music from the WSPD recording library is featured. Highlight of the program is the presentation of a guest vocalist selected from the Toledo area.

* * *

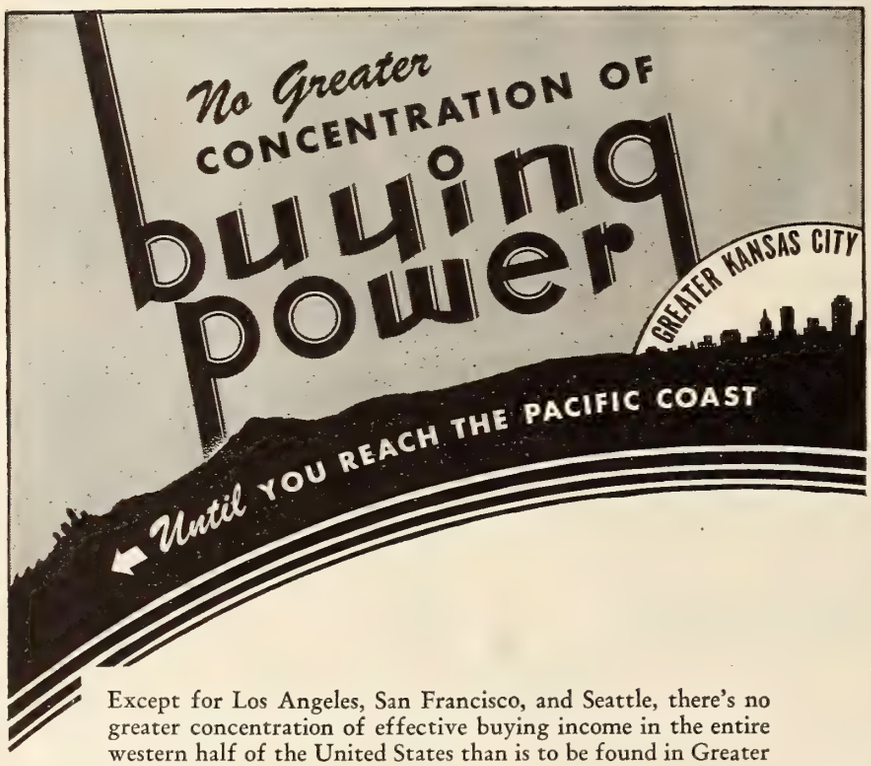
Answers Offered

LISTENERS to KTSM El Paso, Tex., now can have any question answered through the *We'll Find Out* program sponsored by the State National Bank. Program is in the form of a round-table forum with a panel of four persons participating to answer questions submitted.

* * *

Soil Show

WKY Oklahoma City now has a new Sunday afternoon half-hour program, *Save the Soil*, devoted to soil conservation. Although informative, emphasis is on entertainment, with a short dramatization showing need for correct soil care. Elmer Peterson, conservation expert, interviews farmers.



★ ★ ★ ★ ★ ★ ★ ★

DAY AND NIGHT
KCKN is the only Kansas City station operating on a 24-hour schedule—day and night, *all* night.

★

BASIC MUTUAL
At 6 P.M. KCKN becomes a BASIC station of the Mutual Network bringing Mutual's outstanding night-time shows to Greater Kansas City's in-the-money, eager-to-buy listeners.

★

Except for Los Angeles, San Francisco, and Seattle, there's no greater concentration of effective buying income in the entire western half of the United States than is to be found in Greater Kansas City.

And directly on this nine hundred million dollar market KCKN concentrates ALL of its effort—no attempt whatever being made to interest the thinly spread farm and small town audience surrounding Greater Kansas City. KCKN is strictly a metropolitan station for metropolitan listeners.

KCKN offers you the all-important MASS-MARKET BUYING POWER of Greater Kansas City *without* the rate penalty of out-state coverage.

Wire or phone your nearest Capper office TODAY for availabilities.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY. . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

AP

KFNF, Shenandoah, Iowa

. . . there is so much new material on the AP wire we are now able to give our listeners real news-on-the-hour service.

Frank Stubbs
Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.



It takes a steady, knowing hand to plow a straight furrow. And a good plowman is never satisfied with anything short of perfection. It takes men of experience and judgment—men imbued with quality ideals—to build quality products. The skilled direction the NEW DETROLA management now applies to the manufacture of precision war equipment will one day guide the making of fine electronic products for home and industry. *Hasten The Day Of Victory By Buying More And MORE War Bonds.*

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN PRESIDENT

Nelson Is Jones V-P

JAMES M. NELSON, after two years as associate editor of *American Magazine*, has returned to the Ralph H. Jones Co., Cincinnati, as vice-president and account executive to supervise campaigns for Kroger Grocery and Bakery Co., one of the nation's large users of spot radio, with three daytime dramatic programs. Prior to his association with the *American Magazine*, Mr. Nelson was for six years manager of the Ralph H. Jones New York office, and previously had done advertising and merchandising work with Young & Rubicam; Sears, Roebuck & Co.; Butler Bros. and the *Chicago Daily News*.



Mr. Nelson

YMCA THANKS RADIO FOR PROMOTION JOB

IN AN open letter to the radio industry, issued through BROADCASTING, Henriette K. Harrison, national radio director of the National Council of YMCAs, thanked radio for its promotion of the YMCA centennial, May 20-June 20. The letter to the industry follows:

During the period of May 20th to June 20th, sponsors, agencies, artists, networks, commentators (both men and women), interviewers, regional and local stations all contributed generously and graciously of their time and facilities to the centennial celebration of the Young Men's Christian Assn.

As a result of the excellent radio coverage given the YMCA, together with this unusual opportunity to interpret its work with youth, requests are coming to national headquarters to start new associations in communities where there were none, in many instances remote rural sections of the country. Radio again does a job!

To everyone in the industry who cooperated in the interest of young people everywhere during our centennial celebration we say, thank you.



"IT'S A DEAL", said M. E. Weiner (1), vice-president in charge of sales of Chef Boy-Ar-Dee Quality Foods, Milton, Pa., to E. R. Borroff (r), Blue central division vice-president. Middleman (in fact and photo) is Hal Makelim, vice-president and radio director of McJunkin Adv., Chicago, who placed the Chef Boy-Ar-Dee *What's Cooking* on the Blue in the Saturday 9:30-9:55 a.m. spot, beginning Aug. 19 for 52 weeks.

World Television Viewed by British

Institution of Radio Engineers Issues a Postwar Forecast

POSSIBILITY of international television is foreseen by the British Institution of Radio Engineers, a group which has been studying postwar developments in radio and television. In a recent report they foresee, not only nationwide television in England, but possible extension across the Atlantic.

Other postwar improvements which are given as the Institution's prognostications of what's to come, include: colored stereoscopic television relayed to motion picture theatres; an increase in broadcasting by introduction of shortwave transmission; sound films in the home along with increased popularity for home recording of phonograph records, which may be used in conjunction with cin-e-cameras.

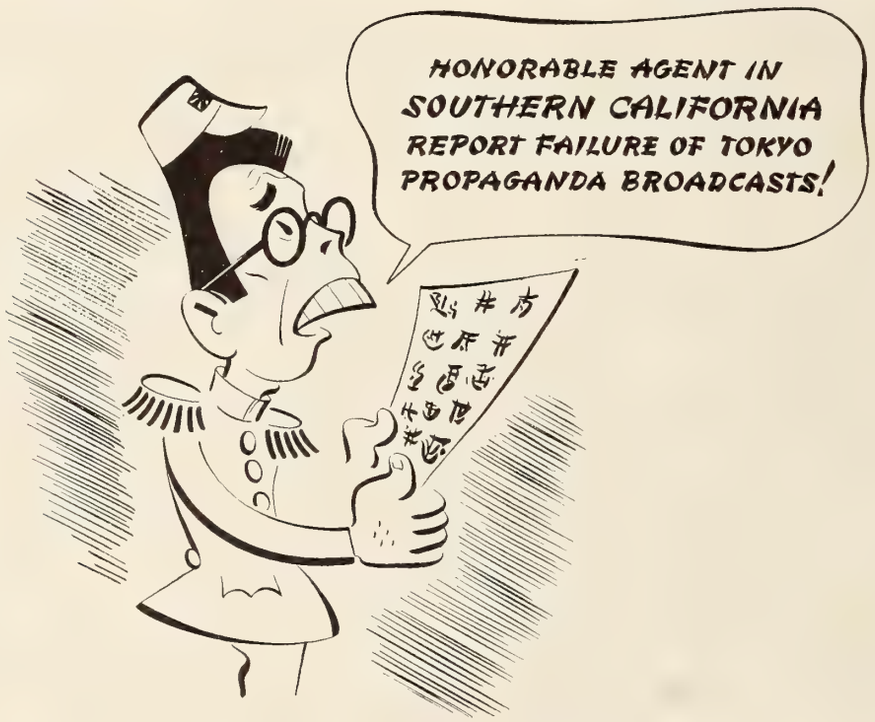
Increased Exports Seen

That the design of postwar receivers may be planned well in advance, the Institution's report pointed out, it is desirable that a statement on the national policy regarding use of transmission systems during the early postwar years be issued by the Government. Because the continent will be almost destitute of good domestic receiving equipment, it was stated, the possible scope for the expansion of exports will have been enormously increased.

A large number of powerful broadcasting stations could be operated with great benefit in Asia and Africa, a system of interlinked and synchronized stations raising the intellectual standard of hundreds of millions, the report continued.

Television Firm

NATIONAL TELEVISION Corp., Chicago, will set up operation as a corporation in the near future with offices in Chicago and New York. Harold L. Feigenholtz, member of the law firm Hartford & Feigenholtz, 139 North Clark St., Chicago, is announced as temporary president.



Southern California WAR WORKERS LISTEN TO KGER!

Takahashi isn't the only one who has found out that working people in the Los Angeles-Long Beach area listen to KGER! Many advertisers who want to sell economically to the more than two million prosperous consumers in this area use KGER year after year—and get results! There are good reasons, of course: KGER gives you complete coverage of metropolitan Los Angeles and Long Beach, at rates that make KGER one of the best buys in radio. Why not consider KGER for your Southern California advertising schedule?



"THE PEOPLE'S STATION" 5,000 WATTS, DIRECTIONAL

KGER

OWNED AND OPERATED BY MERWYN DOBYNS

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

WDRC

CONNECTICUT'S PIONEER BROADCASTER

$20,150,000

That's Sales Management's estimate of retail sales in Hartford for September, an increase of 9.7% over last year! Hartford is the center of the rich WDRC Market, delivered to all advertisers at one low rate!

USE WDRC TO CONNECT IN CONNECTICUT

CBS

It Took a Street Car Strike to Prove It!



Thumbing Rides

St. Louisans who thumbed rides to work found car owners generous with giving lifts to overcome the tie-up of local transportation.

Listeners have become accustomed to depending upon Radio for news broadcasts of national and international interest, but it took a street car strike in St. Louis forcefully to demonstrate the usefulness of radio as a helpful servant of its own community.

Radio First With Strike News

Early in the morning of Thursday, June 1, thousands of St. Louis and suburban homes were first informed by radio of the unannounced strike and tie-up of street car and bus transportation.

Strike Conference Broadcast

For the first time in the St. Louis area, and perhaps in the nation, listeners were enabled to listen in on a strike conference and hear the conferees saying what they really thought.

KSD

Initiated the Broadcast . . .

This broadcast was initiated by KSD after obtaining the consent of Mayor Kaufmann, the Union leaders and the Public Service officials. The broadcast was of sustained interest throughout the session. There were several dramatic incidents and the atmosphere of the conference room was vividly communicated to KSD listeners.

Again KSD Proved Capable & Quick

KSD Is Owned and Operated by the ST. LOUIS POST-DISPATCH

FREE & PETERS • National Advertising Representatives



Programs Versus Announcements

We are all familiar with the Klondike rush for spot announcements. We welcome this business, but as surprising as it may seem, more than eighty per cent of the time we sell is for programs of five minutes and more. That is in dollar volume.

Program selling is a specialty that requires more than quoting good availabilities. It requires the skillful use of more than one selling device. Personal presentations are made by men who devote their time to radio selling exclusively—men who know where the business is and how to get it. Programs must be sold.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES




PAUL H. RAYMER COMP
RADIO STATION
TELEPHONE
IO PRESENTATION to Chester
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for Radio Spo
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twork
HUGH FORBES' "SONG
Over a period of
Hugh Forbes has
of many of America's
On August 10, 1942 he in
DANCE PARADE" on KKK, featuring
distinguished radio star
he is personally acquain
Hugh Forbes is the highest
is the only radio perso
cards by three sponsors
This program is divided
Forbes an opportunity
sponsor per period. Th
listeners over the usu
other stations.
20-minute units.
Monday through Saturd
a national bakery
a newspaper
a vitamin product
a cosmetic manufactu
Monday through Satu
10:20 to 10:40
11:05 to 11:25
-minute programs
6 programs we
3 programs we
latest Hoope
Hollywood,
programs
HUGH FORBES' "SONG AND
of all the nation's
, with many of whom
this city and he
have promotion in car
into 20-minute periods, giving Hugh
fully exploit one band and one
also has the advantage of carrying
quarter hour program setup on the
11:30 A.M. to 12 Noon
following the Newspaper program
following United Press News
talent included)
$342.72 weekly
$181.44 weekly
26-week basis
26-week basis
ng for the program is 4.2.
Format

Editorial

Those Simpler Things

IN THESE DAYS of battling billions, Treasury deficits and operations generally on a grandiose scale, the simpler things go unnoticed.

A fortnight ago Walter J. Neff, veteran radio sales executive and for the last eight years president of Neff-Rogow Inc., advertising agency specializing in radio, called attention in an article in these pages to the dizzy radio program pace. Without saying so, he inferred radio has gone Hollywood, with extravaganza the rule, and with advertisers vying for leadership in talent expenditures.

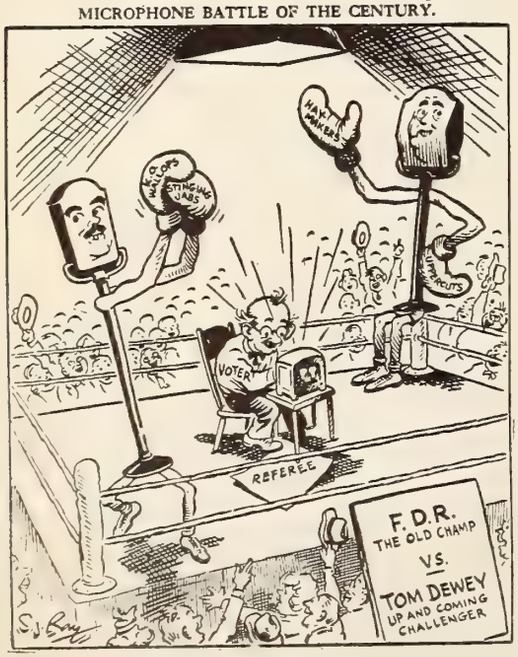
Since the appearance of the article, Mr. Neff reports considerable reaction. Station executives have written in vigorous support of his view that the public likes the simple broadcasts—solo performances or string trios or those other earthy, intimate renditions which draw the listener closer to the station or networks. Newspaper columnists have picked up the theme.

There's much to be said in favor of the simple program and the personality. Bing Crosby would be top-rated in 15 minutes of straight singing without a large orchestra, guest stars and comedy. Many independents, competing with networks, have found that string trios or standard recordings command excellent ratings against much bigger programs.

Mr. Neff calls for a better balance of the "little and big programs" whether network or station. He predicts they will attract additional listeners who will listen additional hours.

It's certainly worth the experiment. And it doesn't take a daily meeting of agency, advertiser, station and outside production consultants to do it. Or should we perish the thought because it's too easy?

MICROPHONE BATTLE OF THE CENTURY.



Ray in the *Kansas City Star*

Jilted

UNLIKE newspapers, broadcast stations or networks carry no political labels. They are not Republican or Democratic or independent. Their owners and their executives may vote any way they please, but the stations pledge fealty to no political party.

That's as it should be. Long ago broadcasters wisely resolved they should have no editorial policy and carry no political brand. Stations reserve no time for their ownership to project partisan views or exhort their listeners to vote this way or that.

But broadcasters are citizens, vitally interested in the national welfare and interested too in their own ability to operate in the free, competitive way guaranteed Constitutionally. As dispensers of public service they are perhaps as sensitive to the public taste as any group.

During the last few weeks broadcasters had their ears cocked toward Chicago. They had a big job to do in keeping their audiences informed on the two great political conventions, and they performed the task admirably. The conventions were covered fully and dispassionately. There was no editorial, partisan viewpoint.

But broadcasters had another interest—their own future. In latter June they saw the Republican Convention adopt a forthright plank in their platform pledging a free radio alongside a free press. The convention came out for a new radio law which will define, "in clear and unmistakable language", the FCC role.

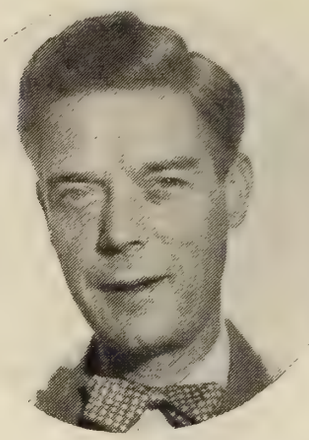
The Democrats met less than a month later. They adopted a shorter platform. The word "radio" was ignored. There was no satisfactory explanation. It couldn't have been that the "free radio" plank was overlooked. It was brought to the attention of the Resolutions Committee by the NAB and by many broadcasters. National Chairman Hannegan was aware of it. So was Paul A. Porter, publicity chairman, himself formerly an attorney who specialized in radio.

Broadcasters can deal only with the facts before them. The Republicans pledged remedial legislation. The Democrats didn't. Perhaps it is too much to expect, since the complaint against regulatory practices has developed since the New Deal took office and any black-and-white commitment for legislation might be construed as a repudiation by the administration of its own FCC, particularly in a campaign year.

We recall, however, that in 1939 President Roosevelt himself called for a new Communications Law in letters to the respective chairmen of the Senate and House committees handling radio. He thought then that substantive provisions of the Act required change and that ambiguous provisions should be cleared up. What has altered that view we can't fathom. No one can argue that radio is freer today than it was in 1933 or 1939, or that the statute is less ambiguous or antiquated.

It is regrettable that the Democrats failed to express themselves. It is reasonably certain that the Dewey-Bricker team will point to that omission in the rigorous campaigning ahead. We hope that the ensuing debates will draw from the Democrats a clear-cut expression which in some measure will compensate for the glaring omission in its platform.

Our Respects To —



ARTHUR HOWARD CROGHAN

THE CHALLENGE of radio as a new art spirited Arthur Croghan away from his week-old job with the *St. Louis Star* early in 1927. He was 21. KWK St. Louis (then KVFE) was only 30 days old when he joined as salesman.

Seventeen years have passed since then and Mr. Croghan still looks on radio as a field to be explored. Now as vice-president in charge of sales of WJBK Detroit, his energy is constantly directed toward new goals of achievement.

Mr. Croghan was born in St. Louis on Feb 11, 1905, the grandson of Capt. Arthur James Croghan, of the Light Brigade, and one of the few survivors of the heroic Battle of Balaclava. The younger Croghan attended grammar school in the usual number of years, but by the time he got to high school, his individualism began asserting itself.

In his words, "The principal and I could not agree on the internaitonal situation or something, so I left high school after the first half year and went to work."

He worked for the General Outdoor Advertising Co., and the Flexume Electric Sign Co of Buffalo for a while. Then he went with the *St. Louis Star*—for a week. KWK had barely sent out its first signal when Arthur Croghan heard they needed a time salesman. He took over, and six months later became sales manager, remaining in that position until 1929.

The following year he opened his own office in St. Louis as a sales representative. His next move brought him to Minneapolis where he spent seven years in sales work. In 193 he applied for a station license but the application was denied. He still has an idea in the back of his mind, however, for his own station. Southern California is the chosen spot and the next year or two may find him there heading an independent station.

When WTOL opened in Toledo in 1938, Mr Croghan saw another opportunity to try out new ideas, and so he accepted a post of sales man on the staff. A year later, declining an offer to become manager of WTOL, he joined WJBK Detroit.

At WJBK Arthur Croghan found something unique in the way of format and sales promotion in the foreign language field with which he had no previous contact. An independent station serving a metropolitan industrial audience comprising 60% of the population of Michigan, WJBK devotes an average of 5% of its 24-hour day to broadcasting for

(*Continued on page 40*)



Prestige-Building, Sales-Stimulating Programs

...AVAILABLE TO YOU ON WMFM

The popularity and acceptance of such outstanding WMFM sustaining programs has been proven. The ability of WMFM programs to build prestige and stimulate sales has been proven.

The proof of WMFM's ability to deliver results is seen in the fast growing list of national and local advertisers.

Tens of thousands of Milwaukee and Wisconsin families have eagerly accepted the WMFM schedule of distinctive, quality programs, keyed to the wants and needs of the community.

We will work with you in utilizing currently popular WMFM programs or in developing a new show tailored to your problems and to your budget.

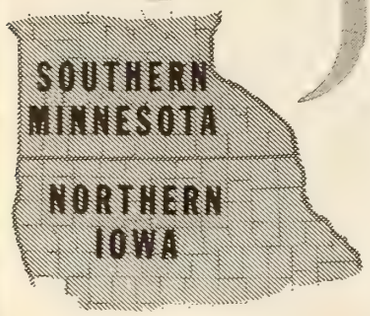
The time to act is now. Get full information of the job that WMFM can do for your company and your products by writing, wiring or phoning.



WMFM

THE MILWAUKEE JOURNAL FM STATION

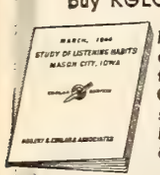
new survey
shows
over 50% of
Noontime Listeners
tuned to
kglo



IN THE "HEARTLAND" KGLO listenership outranks all other stations combined, at noon every day, according to the recent Robert S. Conlan survey.

YES SIR . . . we have the listeners, and we know we can sell your products to these folks in the "Heartland" of America. Farmers here are working and spending towards their greatest production year. Thousands of workers are bringing home overtime pay from packing plants, hemp mills, corn, soybean and sugar beet processing plants.

You'll start sales rolling when you buy KGLO.



FREE — A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

Dip into



kglo
5000 Watts 1300 K.C.

MASON CITY, IOWA
F. C. Eighmey, Gen. Mgr.
CBS Affiliate

WEED & COMPANY, Rep.

Our Respects to

(*Continued from page 38*)

eign language programs for 15 nationality groups.

During the past 4½ years, the sales volume has increased approximately two and a half times over the volume of 1939 when Mr. Croghan became associated with the station. WJBK today is reputed to do the largest volume of business of any 250 watter in the United States.

A year after joining WJBK, Mr. Croghan purchased an interest in the station and was appointed vice-president in charge of sales.

He is proud of his radio career, and prouder still of his son, Terrence who is to be inducted into the Air Corps on his 18th birthday this month. He has another son, Dennis, 11. In 1925, Arthur Croghan married Dorothy Leone, and they make their home in Detroit.

The Detroit and Oakland Hills Country Clubs know him as a pretty good golfer. He also rolls up a nice bowling score with his team in Detroit. In a more business-like vein, he belongs to the Adcraft Club, too.

But when he has a lot of spare time on his hands, he starts in planning for that independent station he wants in Southern California, FCC permitting.

HOWARD H. WILSON Co., Chicago, has assumed representation of KPHO Phoenix, Ariz., and WAIT Chicago.

Personal NOTES

EUGENE MEYER, publisher of the *Washington Post*, last week was elected president of WINX Washington, recently purchased by the newspaper for $500,000. Wayne Coy, assistant to Mr. Meyer and formerly of the White House secretariat, is vice-president and secretary; C. C. Boysen, business manager of the *Post*, vice president and treasurer. Lawrence J. Heller, founder of WINX, remains as manager.

DON S. ELIAS, executive director of WWNC Asheville, N. C., has been appointed to the Committee on Federal Finance, U. S. Chamber of Commerce.

HAROLD E. FELLOWS, general manager of WEEI Boston, has been awarded a certificate of appreciation by the American Red Cross Blood Donor Service.

GENE GRANT, account executive of the Blue, San Francisco, has been shifted to the network's Hollywood staff. He succeeds Myron Elges, who resigned to join Hillman-Shane-Breyer, Los Angeles advertising agency, as account executive.

PAUL F. HARRON, president of WIBG Philadelphia, is the father of a girl.

EUGENE S. THOMAS, sales manager of WOR New York, celebrated his tenth anniversary with the station on July 31.

CHARLES HAMMOND, NBC director of advertising, is the father of a girl.

McTigue Heads WINN

HARRY C. McTIGUE, production manager of WINN and associated with the late D. E. (Plug) Kendrick in the station, last week was formally elected vice-president of the Kentucky Broadcasting Corp., owner-licensee, and appointed station general manager. Mr. Kendrick, president of the Kentucky corporation, died July 25 at his home in Louisville [BROADCASTING, July 31]. Before becoming affiliated with WINN Mr. McTigue was assistant manager of WLOL Minneapolis-St. Paul.



Mr. McTigue

DON ROBERT, CBS midwest sales manager, gave a cocktail party July 26 in Minneapolis in honor of Bob Buckley, assistant sales manager of the network's midwest division, and Howard Keefe who recently joined the division. Guests included A. E. Joscelyn, general manager of WCCO Minneapolis-St. Paul, and Al Sheehan, assistant manager of WCCO.

SAMUEL CHOTZINOFF, manager of the NBC music division, on Aug. 6 left New York for a three-week tour of NBC branches throughout the country. Purpose of trip is to survey the local music scene in each NBC division.

CURTIS P. RITCHIE, owner of KGHF Pueblo, Colo., and State Senator, declined the Democratic nomination for Congressman, opposing J. Edgar Chenoweth.

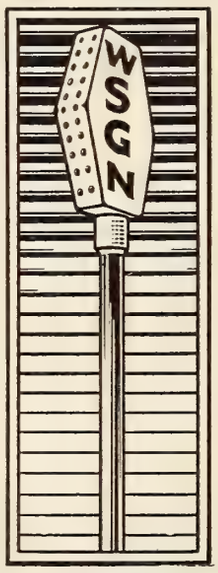
LOUIS VYNER, executive director of WSBA York, Pa., is on an eastern tour of radio as guest of Allen Stock, general manager of National Radio Features, Albany.

WYNN WRIGHT, NBC national production manager, on Aug. 3 addressed the Third Annual Radio Institute, Chicago, which was formed in cooperation with NBC Chicago and Northwestern U.

WILLIAM H. KELLEY, San Francisco regional manager of RCA and for 20 years a sales executive for that firm, has resigned to become general sales manager of Galvin Mfg. Corp., Chicago.

W. WOODBURY (Nick) CARTER, formerly with WSYR Syracuse, has been named assistant manager of WTRY Troy, N. Y.

No.1
in Alabama



WSGN has Alabama's best coverage by far. The NAB mail and Signal Strength map proves it and so do the contours and the NBC All-County Survey. It also has a Morning Hooper that is bigger than all other Birmingham stations combined. Besides, it airs seven of Birmingham's most popular programs and offers the city's most valuable salable time . . . *That* combination makes WSGN the *Number One* Station in one of the South's toprated markets!

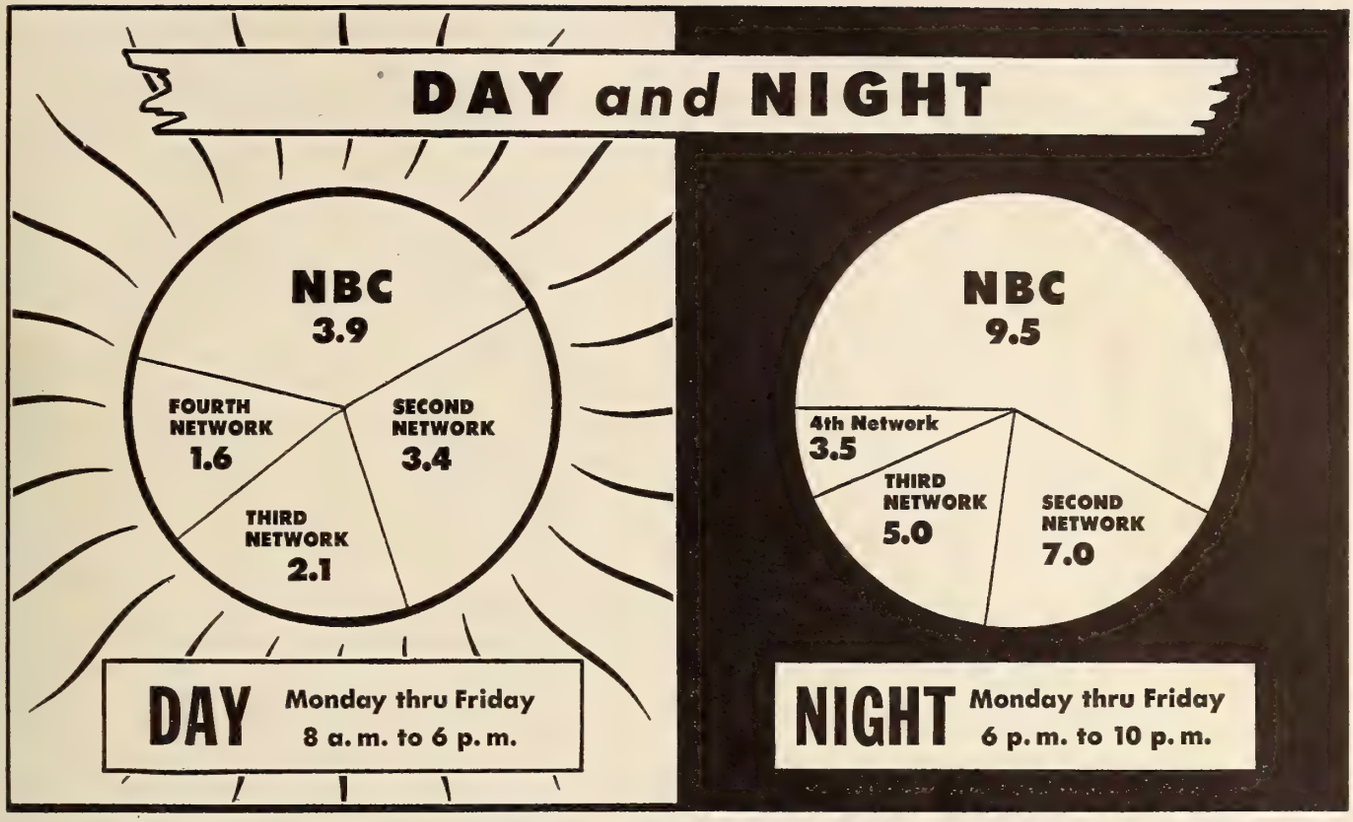
WSGN

The Birmingham News-Age Herald Station
Represented Nationally by HEADLEY REED

FOUR TOP MARKETS!

- **Central Kentucky** — **WLAP** *Lexington, Ky.*
- **Amarillo** — **KFDA** *Amarillo, Tex.*
- **The Tri-State** — **WCMI** *Ashland, Ky.-Huntington, W. Va.*
- **Knoxville** — **WBIR** *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn



NBC HAS THE *BIG* SHARE OF PACIFIC COAST LISTENING TIME*

***Average Pacific Coast Hooperating (June report) of all programs for each network during time indicated**

It's double-billing for NBC programs in the West! For NBC is the leading network both *day* and *night.* Why this double popularity? Here's the answer:

NBC Western Division has its own Parade of Stars—19 stellar news, drama, comedy, music and variety programs—broadcast *exclusively* to west-coast listeners. In addition, NBC's bright array of transcontinental shows are prime favorites in the West.

You'll find the Number One drama and music programs . . . the top comedy and variety shows . . . three out of four of the leading news programs—heading NBC's roster of stars.

Is it any wonder NBC is "The Network Most People Listen to Most"—day *and* night? And doesn't it follow that advertisers and time buyers can benefit from this *double* leadership?

WESTERN DIVISION
SAN FRANCISCO *Taylor and O'Farrell* ★ **HOLLYWOOD** *Sunset and Vine*

of the NATIONAL BROADCASTING COMPANY, INC.
★ ★
A SERVICE OF THE RADIO CORPORATION OF AMERICA

IT TAKES
4 Aces for a
Winning Poker Hand



IT TAKES A
50,000
watt station to
sell the Denver
market *and the*
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

BEHIND the MIKE

EDDIE TRUMAN, production manager and music director of KSO-KRNT Des Moines, has been inducted into the Army. Don Miller of the news staff has been inducted into the Marines. New addition to the announcing staff and formerly of KVOR Colorado Springs is Charles Mowat. R. J. Nash, former manager of WBRW Welch, W. Va., has joined the KSO-KRNT news and announcing staff.

JAMES MORGAN, former Charleston, S. C., commercial artist, recently released from the Army, has been named merchandising and art director of WSPA Spartanburg, S. C.

TED TOLL, member of the Blue central division production department, has joined the Marines as a second lieutenant and is stationed at Quantico, Va.

S/SGT. CHARLES C. WARREN, released from the Marine Corps, has resumed his announcing and sports commentator duties at WCMI Ashland, Ky.

IRWIN A. SHANE, director of the Television Workshop, New York, is the father of a boy.

FRANCES MARIE LESCOE, traffic manager of WCOP Boston, has been married to Aviation Cadet Edward Murphy.

WARREN SAUNDERS, m.c. of WCOP Boston, is the father of a girl.

SARA LOU ALLRED, formerly in the logging department of BMI, is a new addition to the women's division of WBIG Greensboro, N. C.

ADELE SABBAGH, former NBC newsroom copy girl, last week joined WTBO Cumberland, Md., as scriptwriter.

JOE GRADY, chief announcer of WHAT Philadelphia, has resigned to join the accounting staff of the Philadelphia Electric Co.

JUNE OLDHAM is a new addition to the newsroom staff of WCAU Philadelphia, which is now composed entirely of women, except for Harry Reinhard, news editor.

MELVIN K. WHITELEATHER, former news commentator of KYW Philadelphia, has returned from Europe where he covered various battlefronts for NBC and for the *Philadelphia Bulletin*.

STUART WAYNE, announcer of KYW Philadelphia, is recovering from an attack of influenza.

JOE DANIELS, announcer of WPEN Philadelphia, and Violet Karen Shuman, news writer of WCAU Philadelphia, were married in Elkton, Md., last week.

HAROLD BRATSBERG, program director of KFPY Spokane, has resigned to become program director of KALE Portland.

RALPH ROGERS, Blue Hollywood announcer, has joined the Navy as lieutenant (j.g.). Terry O'Sullivan has resigned as Blue announcer to freelance.

ROBERT FREED, announcer of Don Lee Broadcasting System, Hollywood, is the father of a boy.

ROBERT GILLEN, announcer of KFOX Long Beach, Cal., has joined KMPC Hollywood.

Splash!

BOB DeHAVEN, program director of WTCN Minneapolis-St. Paul and stellar bond salesman ($500,000 worth), will go to any length to sell a bond. At the Aqua Follies, part of Minneapolis Aquatennial Celebration, Bob told the crowd he would jump off the 40-ft. diving tower if someone would buy a $1,000 bond. He had two takers, whereupon 210-pound DeHaven climbed the ladder, took off his shirt, pants and shoes, then jumped into the lake.

WRLC Changes

BILL KILGORE, former chief engineer of WRLC Toccoa, Ga. has been named assistant manager and program director, according to Virgle E. Craig, manager who has been classified 1A-L in the draft. Ernest Church succeeds Mr. Kilgore as chief engineer. Sam Gaines has been added to the station's staff as salesman-announcer, and Frankie Scott has returned as director of women's programs and announcer.

TOM SWAFFORD, former production manager of KGB San Diego, Cal., has joined KGW San Francisco, in a similar capacity.

JOHN KNOX, formerly of CKCO Ottawa and CKMO Vancouver, has joined the announcing staff of CKRN Rouyn, Quebec.

STUART GRAY will join the announcing staff of WOL Washington on Aug. 7, shifting from WMAL Washington.

RAYMOND PROVOST, formerly of KGB San Diego, Cal., has shifted to KPAS Pasadena, Cal.

BETRAM WIGTIL, released from the Army, has joined KFVD Los Angeles.

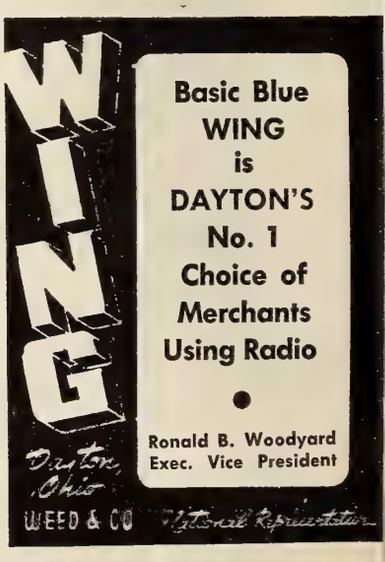
CLAUDE HARMON, released from the Army, has joined KGFJ Los Angeles.

JEAN MAXFIELD, former traffic manager of KYA San Francisco, is now with the OWI in that city.

HARRY WISMER, Blue sportscaster, has been appointed to the Physical Fitness Committee of the Federal Security Agency, as radio consultant to stimulate greater interest in sports

(*Continued on page 44*)







WHISTLEABLE music? Why, it's music EVERYONE likes... old and new tunes familiar to us all...melodies that we can whistle while we listen.

•

As for **NEWS**...Each day over 285 minutes of RELIABLE news, edited from the fast and accurate newsgathering facilities of AP, UP and REUTERS, presented in listenable style day and night.

•

In **SPORTS**...The Brooklyn Dodgers...The New York Football Giants...The National League Hockey Rangers, and other exciting sports events featuring Red Barber and Bert Lee.

•

15,000,000 listeners prefer this WHN policy of MUSIC, NEWS and SPORTS and that's why WHN is a "MUST" for your fall schedule.

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Represented by RAMBEAU

WHN

50,000
1050

(*Continued from page 42*)

JOE RYAN, farm editor of KRNT Des Moines, has been named director of news and special events, replacing Charles Logan, who has left to accept a commission as lieutenant in the Marines.

WAYNE DAVIS, formerly of WBIR Knoxville, has been added to the announcing staff of WSPA Spartanburg, S. C.

DON HEATH, announcer at KGHF Pueblo, Colo., will report today (Aug. 7) for induction into the Armed Forces.

WARREN MOWDER, formerly in defense work with Lockheed Aircraft, has joined the announcing staff of KSAL Salina, Kan. Gene Moser has returned to the station as announcer. Dean Ayres, announcer, has resigned to accept a scholarship to a Massachusetts dramatics school.

WALLACE B. RUGGLES, former radio writer and producer for NBC and the OWI, has been promoted from second to first lieutenant at Ft. Benning, Ga.

AL EILKEN has been added to the news staff of KYA San Francisco.

Aides to Services

ROBERT G. SOULE, vice-president and merchandising manager of WFBL Syracuse has given three secretaries to the service. Lt. James E. Moore is now in the South Pacific, with 18 months service. Lois Stone is reported to have arrived in England as an American Red Cross staff assistant, and Rita Muth, a Yeoman 3/C in the WAVES, is stationed in Pensacola.

MARY DAVIDSON, formerly of Ottawa, is a new member of the announcing staff of CKBI Prince Albert, Sask., replacing Aline Rousseau, resigned.

DICK HATTON, announcer of WJW Cleveland, is the father of a boy.

JOE FRIBLEY, formerly of WCOA Pensacola, Fla., and KTUC Tucson, Ariz., is a new addition to the announcing staff of WJW Cleveland.

BOB JOHNSON has been added to the announcing staff of KGVO Missoula, Mont.

KIERMAN BALFE, formerly of WERC Erie, Pa., has joined WSTV Steubenville, O.

JACK MERDIAN, program manager of WSTV Steubenville, O., has been named a member of the Jefferson County, O., War Price & Rationing Board.

LT. ROBERT L. KAUFMAN, former WISR Butler, Pa. announcer, has been awarded the Air Medal "for exceptionally meritorious achievement while participating in sustained bomber combat missions over Germany."

JAMES CASSIDY, director of special events and international broadcasts of WLW Cincinnati, has arrived in the European Theatre of Operations, the Crosley station has been advised.

ERNIE MOTT and Muriel Phillips, both of CKGB Timmins, Ont., are to be married early in August.

NORMAN PALMER and Winifred Sinclair, both of CKGB Timmins, Ont., have announced their engagement, with the wedding set for next year.

WPB Elevates Feyling

HAL FEYLING, information specialist of the Radio & Radar Division of WPB, has been promoted to news editor of the Information Division, it was announced last week. Mr. Feyling is succeeded by Carl H. Butman [BROADCASTING, July 31].

Harper to Marines

TRO HARPER, WOR New York newscaster, last week resigned to join the Marines. Prescott Robinson replaces him on the 11 a.m. newscast, alternately sponsored by the Serutan Co., Jersey City, and the National Biscuit Co., New York. Ed Thorgersen, newsreel commentator, replaces Mr. Harper on the 11 p.m. news period, sponsored by *Look* Magazine Tuesday, Thursday and Saturday, and by Hoffman Beverages the remaining three days of the week.

DICK GLUNS, senior producer of CJBC Toronto, and Diana Stevens, secretary to CJBC Manager Spence Caldwell, have announced their engagement.

DEAC ROSSELL, former assistant program director, WTRY Troy, N. Y., has been promoted to program director. He was recently the father of a boy.

ED WALKER, WTRY Troy, N. Y. announcer is now handling publicity and promotion.

STAN CONRAD, former program director of WMFR High Point, N. C., is now with WGBG Greensboro in the same capacity. Bob Bean, formerly with WAIR Winston-Salem, N. C., has joined the announcing staff of WGBG.

DON BELL, formerly of stations in Florida, North Carolina and Louisiana, has joined WAKR Akron as night supervisor. Floyd Ryel, formerly with WCAU Philadelphia, and Walt Heinrich, released from the Navy, are new additions to the WAKR announcing staff.

JERRY SMITH has been added to the announcing staff of WBIG Greensboro, N. C.

ALFRED LARR, formerly of WASK Lafayette, Ind. and WFBL Syracuse, Ted Lee, formerly with WEBC Duluth and WCCO Minneapolis; and Bill Finn are new members of the announcing staff of WISH Indianapolis.

DON THOMPSON, producer of KPO NBC San Francisco, is the father of a boy.

JOHN SAGE, formerly of KGDM Stockton, Cal., has joined KYA San Francisco as announcer.

DAVID MOORE, former announcer of FM station KALW San Francisco has joined KYA San Francisco as announcer.

PATRICK MICHAEL CUNNINGHAM president of Pacific Coast Independent Television Producers Assn., Hollywood, is the father of a boy. Mrs. Cunning, known professionally as Martha Drake, is a television producer and writer.

DUSTIN RHODES, announcer of KGFJ Los Angeles, has shifted to KMTR Hollywood.

EARL WILD has rejoined the NBC music staff after serving two years in the U. S. Navy.

ANNE RAIDABAUGH, publicity director of WDNC Durham, N. C., is now with the publicity department of USO Region IV, Richmond. She will be replaced at WDNC by Kath Johnson, formerly of WDAK Columbus, Ga.

JACK BINGHAM, former school teacher and new to radio, has joined the announcing staff of CKWX Vancouver.

BOB HUTTON, formerly of CFJC Kamloops, B.C., has joined the announcing staff of CKWX Vancouver.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing



KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
KTBS	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KTBC	Austin, Texas
KRIC	Beaumont, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.



ATOP A FIGHTING TANK, CORRESPONDENT BAYLOR CATCHES VOICES OF FIGHTING MEN FOR THEIR LOVED ONES BACK HOME

WAR CORRESPONDENT

David Baylor sends voices of hometown boys from European front via Cleveland's WGAR



A hunting license presented to WGAR Correspondent David Baylor by the United States Marines became a good luck charm for his European assignment in hunting up Ohio service men.

WHEN David Baylor in June departed for Europe as special war correspondent for Radio Station WGAR in Cleveland, it was on a definite assignment to seek out hometown lads in the service and, when possible, to transmit their voices back to the parents, wives and youngsters who anxiously wait at home.

Five times weekly (starting July 9th), Correspondent Baylor's short wave interviews and reports on Cleveland service men are aired over WGAR. By prearranged notice to families of men who will be interviewed, scores of homes now are hearing the voices of their fighting men for the first time in many months. And, with a recent shift to 1220 kilocycles which extended its area and improved the strength and clarity of its signal, WGAR now reaches thousands of additional homes with its overseas-originated programs, now totaling twelve weekly broadcasts through BBC facilities.



Free-Speech Mike

There is no fan mail so prized at Cleveland's Friendly Station as the ever-increasing number of thank-you letters from mothers and dads, wives and sweethearts of the boys whose voices have "come home" over WGAR.

Radio Advertisers

ENAMELED Utensil Manufactures Council, Cleveland, has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Radio plans are being considered.

E. LYNN WERNER, formerly with United States Adv. Corp., on Aug. 1 joined the Deepfreeze Division, Motor Products Corp., Chicago, as advertising manager.

SIDNEY G. ALEXANDER, discharged from the Maritime Service as a lieutenant, has returned to his former post with Columbia Pictures Corp., New York, in charge of national cooperative advertising and radio.

SCALAMANDRE'S SILKS, New York, has named New Century Adv., New York, to handle its advertising and has signed a 52-week contract with WOV New York for a weekly half-hour program.

KROGER GROCERY & Baking Co., Cincinnati, has renewed sponsorship of its two quarter-hour daytime serials heard Monday through Friday on WMAQ Chicago. Programs are *Mary Foster, the Editor's Daughter*, 11:00-11:15 a.m. (Kroger Clock Bread), and *Linda's First Love*, 11:15 to 11:30 a.m. (Kroger Hot-Dated Coffee). Contract is for 52 weeks. Agency is Ralph H. Jones Co., Cincinnati.

KELLOGG Co. of Canada, London, Ont. (bran flakes), has started one-minute spot announcement campaign on a large number of Canadian stations. Account was placed by J. Walter Thompson Co., Toronto.

BARBARA ANN BAKING Co., Los Angeles (bread), with time pre-empted on KHJ Hollywood and KFXM San Bernardino, Cal., on Aug. 7 shifts *Barbara Ann Pay Day Quiz* to KMPC Hollywood. Contract is for 52 weeks. Placement is through Scholts Adv. Service, Los Angeles.

THE PHILADELPHIA Co. for Insurance on Lives & Granting Annuities, Philadelphia banking institution, has appointed N. W. Ayer & Son, Philadelphia, as advertising counsel.

MORRIS ROSENBERG Co., Los Angeles (Rose peanut buttter), new to radio, has started sponsoring participation five times per week on *Kitchen Kollege* on KFWB Hollywood. Contract is for 52 weeks. Agency is Gerth-Pacific Adv., Los Angeles.

MORTON'S Clothing Co., Boston, has started local sponsorship of Boake Carter on WNAC Boston, Tuesdays and Thursdays, 12-12:15 p.m. Agency is Mina Lee Simon Co., Boston.

W. E. BALCOM, member of the sales force of Pepsodent Co., Chicago, has been appointed eastern sales manager of the Pepsodent Division of Lever Bros. Co., with headquarters in New York.

JIM FURLONG'S Industrial Bank, Denver, has started a number of one-minute spot announcements on KOA Denver. Dupler Art Furriers, Denver, has renewed its schedule of one-minute announcements on that station. Business placed through Ted. Levy Adv., Denver.

UNITED STATES Time Corp., Waterbury, Conn., has appointed Compton Adv., New York, to handle advertising for Ingersoll watches and clocks. No media plans were disclosed last week.

Westinghouse Refunds

WESTINGHOUSE Elec. & Mfg. Co., through renegotiation with the Navy Price Adjustment Board, has agreed to refund $5,055,965 to the Government, in addition to major voluntary price reductions, A. W. Robertson, chairman, informed the board. Actual 1943 net income, after renegotiation, was $21,401,568, a reduction after income and excess profits taxes of $953,732 under estimates of the annual report last March. War contract terminations are increasing, although production the first six months this year was higher than any other six-month period in the company's history, said Mr. Robertson.

KOSCH'S, Spartanburg, S. C. (jewelers), has started sponsorship on WSPA Spartanburg of a weekly program of organ and piano music, Fridays 7:15 p.m. Contract is for 26 weeks.

PEPSI-COLA Bottling Co., Atlanta, is sponsoring a quarter-hour, transcribed series on WGST Atlanta, titled *Romance & Melody*, featuring romantic string music. Program is heard Monday through Saturday, 10:30-10:45 p.m.

REMAR BAKING Co., Emeryville, Cal. (bread), has started sponsorship of the quarter-hour transcribed serial *Betty and Bob* on KPO San Francisco, Monday through Friday, 3:45-4 p.m. (PWT), on a 52-week basis. Agency is Garfield & Guild, San Francisco.

DR. HESS & CLARK, Ashland, O., has started a five-minute musical program five-weekly on KGVO Missoula, Mont. in the 6:50-6:55 a.m. period.

THOMAS J. WEBB Co., Chicago (coffee), has renewed its sponsorship of three daily spot announcements on WMAQ WGN WCFL WIND, all of Chicago. Contract for 52 weeks was placed by Schwimer & Scott, Chicago.

MERRIA CHEMICAL LAB., (Merria Moth chemicals), Columbus, O., has begun participation on women's cooperative programs on WMBD WIBC WJR WTIC WBEN WCAE. Contracts, placed by First United Broadcasters, Chicago, are from three months to 52 weeks.

AMERICAN HOME Products Corp., New York, has named Thomas H. Brown Jr. as secretary and general counsel. He joined AHP in 1937 and assisted in organizing the company's legal department.

FOUR new sponsors have signed for participation on Paul Gibson's *Housewives' Protective League* and *Sunrise Salute* on WBBM Chicago, and two companies have renewed. New participants are: G. N. Coughlan Co., West Orange, N. J. (Chimney Sweep soot destroyer), for 13 weeks beginning Sept. 11, through Roche, Williams, & Cleary, N. Y.; Grocery Store Products Sales Co., New York (Fould's Macaroni), 13 alternate weeks starting Sept. 18, through Campbell-Ewald Co., Chicago; Omar, Inc., Omaha, Neb. (Ranch House Pancake Flour), 26 weeks beginning Sept. 11, through MacFarland-Aveyard & Co., Chicago; Good Foods, Minneapolis, Minn. (Skippy Peanut Butter), 52 weeks starting Sept. 4, through Garfield & Guild Adv., San Francisco. Renewals, effective Aug. 4, are: Stewart & Ashby Coffee Co., Chicago (coffee and tea), Williams & Cleary, Chicago; Beatrice Creamery Co., Chicago (Meadow Gold Butter), 52 weeks, through Foote, Cone & Belding, Chicago. *Housewives' Protective League* is broadcast Mondays through Fridays, 4:00-4:30 p.m. (CWT) and *Sunrise Salute*, Mondays through Saturdays, 6:00-6:55 a.m. (CWT) on WBBM Chicago.





Having once learned how to swim, you'll never forget.
Years may pass but the habit of proper arm and leg coordination
will return the moment you enter the water.

Another powerful habit is that exemplified by the people of Southern New England. For more than 19 years, they have consistently turned to WTIC for their radio entertainment.

This habitual listenership is of prime importance to national advertisers. It means that there is a waiting and attentive audience to receive your sales message. It's a guarantee that your story will be heard.

Another point to bear in mind is the fact that the people of Southern New England possess an effective buying income more than 60% in excess of the national average. Convince them of the merits of your product. They have the money to buy it.

For real sales results, get into the habit of using WTIC's 50,000 WATTS to reach the whole of this wealthy Southern New England market.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

AMERICA'S MOST LISTENED-TO NEWS REPORTER



FULTON LEWIS, Jr.

. . . Is Known By The Company He Keeps... Happy

Here's what some of his best friends (his sponsors) say about him . . .

DEPARTMENT STORE—". . . he is the one factor which has increased our figures higher than any other outlet."

MEN'S CLOTHING STORE—". . . gives a fair and convincing analysis . . . his listeners are receptive to our sales story and . . . refer to his broadcasts."

SAVINGS AND LOAN CO.—". . . he is "tops" with all of us here . . ."

BAKERY—". . . our entire organization is highly pleased with the favorable results and reactions received from the trade and the public . . ."

RADIO MANUFACTURER—". . . Letters expressing appreciation of Fulton Lewis, Jr., have poured into our factory by the hundreds . . ."

BANKING CO.—". . . we feel that this portion of our advertising is dignified, beneficial . . ."

FULTON LEWIS JR is now heard on more than 210 Mutual stations with over 130 sponsors. For sponsorship in your city call, wire or write WM. B. DOLPH, WOL, WASH., D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Agencies

FRANK S KENT last week resumed duties as president of Tracy, Kent & Co., New York, after receiving a discharge from the Army Air Forces. Mr. Kent, who held the rank of a major, joined the Air Force in 1942.

OSCAR VASQUEZ, a former spacebuyer for Expert Adv. Agency, New York, has been appointed timebuyer for Irwin Vladimir & Co., New York.

ROGER M. COMBS Jr., former account executive with Erwin, Wasey & Co., New York, has joined Dancer-Fitzgerald-Sample, New York, as account executive.

MARTIN A. GOSCH, Hollywood producer of Foote, Cone & Belding on CBS *Jack Carson Show*, has resigned that post effective in late August to devote time to other freelance assignments.

HENDRICK VOLLAERTS has joined J. Walter Thompson Co., Hollywood, and has been assigned chief writer of the CBS *Frank Sinatra Show* which resumes Aug. 16.

CHESTER McCRACKEN, formerly in charge of Bristol-Myers NBC program *Mr. District Attorney* at Pedlar, Ryan & Lusk, New York, has been appointed radio director of Doherty, Clifford & Shenfield, New York.

ROBERT FRANKLIN, head of Robert Franklin & Assoc. Adv., has been elected president of the Fresno, Cal. Advertising & Sales Club. Paul R. Bartlett, manager of KFRE Fresno, is vice-president.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *April-May, 1944*

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

TAKE A LOOK AT THE RECORD
That's All We Ask!

WGRC *Mutual*

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith *National Representatives*

WILLIAM CAYTON, former copy chief of Picard Adv. Co., New York, has been appointed copy director and assistant to the president of S. Duane Lyon Inc., New York.

DAVID G. LYON, former account executive of Biow Co., New York, has been appointed manager of the research department of Walter M. Swertfager Co., New York.

JOSEPH YOCAM, announcer with Smith & Bull Adv., Los Angeles, is the father of a boy.

RAY SCHOONOVER, formerly on the copy staff of J. M. Mathes Inc., New York, has joined the copy staff of Doremus & Co., New York.

WILLIAM TYLER, formerly on the copy staff of Kenyon & Eckhardt, New York, has joined the copy staff of Doherty, Clifford & Shenfield, New York. He was also previously with Foote, Cone & Belding, McCann-Erickson, and Young & Rubicam, all of New York.

MARGE KERR, formerly head of the radio publicity department of Tom Fizdale Inc., New York, has joined the radio staff of N. W. Ayer & Son, New York, as talent buyer. Miss Kerr replaces Alma E. Marks who has joined the radio division of the Overseas Branch, Office of War Information. Prior to joining the Fizdale staff, Miss Kerr was a member of the NBC Chicago publicity department.

MIRIAM DIXON, assistant to Fred Bell of the Katz Agency's Atlanta office, is hospitalized, following a recent major operation.

ROBERT KAHN & Assoc., Chicago advertising agency, last week moved its offices from the 13th floor of 430 North Michigan Bldg., to occupy entire 9th floor.

GORDON WALLACE has joined Spitzer & Mills, Toronto, as account executive, after 14 years with MacLaren Adv. Co., Toronto.

GRANT H. ADAMS, for 13 years with Spitzer & Mills, Toronto, and its predecessor Lord & Thomas of Canada, has resigned to become sales promotion manager of Canadian Johns-Manville Co., Toronto.

FRANC DILLON of J. Walter Thompson Co., Hollywood publicity staff, has been made head of the newly created West Coast special services department. Her former assignments have been taken over by Grace Wilcox.

LEWIS TITTERTON, head of the radio department of Compton Adv., New York, is the father of a boy.

HOWARD S. ROUND, former sales manager of the Pepsodent Co., has joined Ivey & Ellington, Philadelphia.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOE WEED & CO.
350 Madison Avenue, New York
Representatives



A Community* with 1797 Corner Drug Stores

THAT'S a pretty sizeable drug business for just one community.

But just picture 1797 corner drug stores arranged net-work-fashion all over eastern and central New York and western New England, and you've got the picture of this busy metropolitan community served by WGY (a community of 97 cities with over 5000 population)* which, brought together as it is by WGY, provides one of our nation's choicest single markets.

This WGY community is a wealthy market worth 3⅓ billion dollars in annual earnings, $44,542,000 of which goes for drug purchases alone. It is a vast market, serving 1,045,717 radio families, with more sets tuned to WGY than to all other stations in the area put together.

And WGY is the ONLY way you can combine this valuable region, *the WGY Community*, into ONE coverage area.

**WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated cities, and villages over 5000.*





GENERAL ELECTRIC

WGY-189

WGY

50,000 watts—NBC—22 years of service

SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES

Looking Ahead?
Look at the
NORFOLK
Metropolitan
MARKET

As long as industry produces goods, and moves 'em, and as long as ships are built to carry 'em . . . the nation needs NORFOLK!

Norfolk, Portsmouth, Newport News — cash—heavy concentrations, half a million buyers—make up the Norfolk Metropolitan Market . . . the neatest package of metropolitan buying power you can find for proving postwar plans.



WTAR is the only station in this market with more listeners throughout the 8 a. m.-10 p. m. day than all other stations COMBINED.

WTAR NORFOLK VIRGINIA

National Representatives: EDWARD PETRY & CO.

CANADA LISTENING IN SUMMER DROP

SETS IN USE have dropped 9.3 points to 32.6 for the leading evening network commercial, *Radio Theatre*, for Canada, according to the July national ratings report of Elliott-Haynes Ltd., Toronto. *Radio Theatre* leads with a 22.1 rating, coming up from third place. *Gracie Fields* rates second with 20.7 followed by *Words at War* with an 18.0 rating, followed by *Bing Crosby Music Hall, Treasure Trail* (Canadian origination), *Aldrich Family, Album of Familiar Music, Waltz Time, Big Town, Victory Parade* (Canadian origination), *Lum & Abner, Information Please, Green Hornet*, and *That Brewster Boy.*

Leading French-language evening network shows rate *Les Secrets du Dr. Morhanges*, at 25.5, followed by *French Radio Theatre, Le Cafe Concert, Le Capitaine Bravo*, and *La Course au Tresor.* Sets in use on French network programs show a drop of 7.4 to 39.3 for the leading program.

Daytime sets in use have not dropped as much, and leading daytime program has dropped 2.8 points to 17.2. This is the Canadian originating serial, *Soldier's Wife*, which has a rating of 13.8, and is followed for second place by *Big Sister*, with 13.2, *Road of Life, Ma Perkins, Vic & Sade, Pepper Young's Family, Lucy Linton, Right to Happiness* and *Woman of America.* Leading daytime French-language broadcasts show a drop of 11.3 in sets in use to 30.7, with *Jeunesse Doree* leading program with a 20.1 rating, followed by *Vie de Famille*, with a rating of 19.8 and *Quelles Nouvelles, Grande Soeur* and *La Rue Principale.*

S. K. ARNOTT has been appointed account executive for Ronalds Adv. Agency, Toronto. For the past two years, Mr. Arnott was head of his own public and industrial relations firm in Kitchener and previously was associated with Lord & Thomas, McConnell Eastman Ltd., and newspapers in Toronto and London.

55,530

What's your potential audience, when your message goes out over WWNC?
55,530* RADIO HOMES
*(*CBS 6th Series Market Data)*
are right in the primary and secondary listening area of

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
CBS
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY.

Fulltime CBC Head

(*Continued from page 22*)

of Locomotive Engineers, is considered too busy with labor union work to take on the post of salaried chairman.

The report reviewed the 25 meetings held by the Committee and dealt in detail with the progress of the CBC. The Committee recommended that the interest in the CBC of employes now overseas be protected and that men in the armed services, when they return to civil life, be given preference in employment in the CBC.

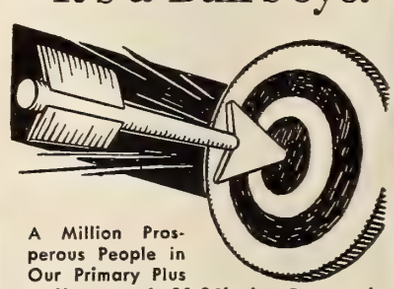
Fair News Reporting

After reviewing the CBC overseas news reporting, the Committee was of the opinion "that Canadian listeners are receiving a news service that is not surpassed in any other country, and that the news is given with accuracy and fairness". They also felt that the present arrangement for free time on networks to political parties is a fair arrangement and be given a year's trial after which it can be revised if necessary.

Insofar as CBC finances are concerned, the Committee was of the opinion that the surplus of $285,500 should not be used on specific capital expenditures as voted by the CBC board, but "should be devoted to improving programs and that capital expenditures should be provided from monies granted by parliament or by loans rather than taken from fees collected from (listeners) licenses and commercial earnings.

"Looking to the future of radio, much costly preliminary work and expenditure will have to be made to develop television, FM and facsimile. The CBC should keep up to date and be prepared to make effective any advances in modern radio. To meet this need the CBC should have appropriated by parliament to its use for these specific and other purposes sufficient monies to meet their needs, so that the general radio services to the country should be uniform."

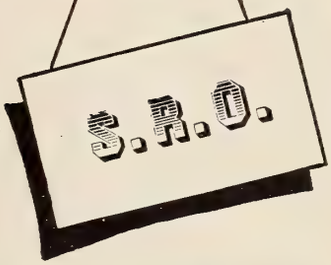
Hooper proves It's a Bull's-eye!



A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!

1000 **WJHL** 910
Watts Johnson City K.C.
Tennessee
REPRESENTED BY HOWARD WILSON CO.

SEATS NOW ON SALE

THEY HUNG THE 

SIGN OUT ON THE COAST AND IN CHICAGO!

FOR NEW YORK SHOWING

ON WJZ

Galen Drake

and his double-barrel package!

"Sunrise Salute" 6 to 7 A.M.

AND

"Housewives' Protective League"

HALF-HOUR STARTING 1:45 P.M.

THE PACKAGE with a waiting list of sponsors in two of America's greatest markets, had its start July 31 in the World's Richest Market.

GALEN DRAKE

brings to WJZ one of the nation's most winning personalities and voices . . . a voice that breezes through an ad lib routine with the intimacy of an across-the-table companion.

SUNRISE SALUTE

is an hour of music and chatter with Galen Drake talking about anything from De Gaulle to troubles of tiny tots.

HOUSEWIVES' PROTECTIVE LEAGUE

isn't a typical service program. It's provocative and has the added salability of having products approved by a picked panel of housewives.

THIS COMBINATION PACKAGE

has a record of over 72% renewals in markets where Galen Drake has been on the air.

FOR COMPLETE DETAILS OF THIS TRIED AND TESTED PROGRAM, CALL WJZ OR BLUE SPOT SALES.

770 ON YOUR DIAL

WJZ

KEY STATION OF THE BLUE NETWORK

YOUR STRONGEST VOICE IN THE WORLD'S RICHEST MARKET

EXPERIMENTING with adaptation of radio programs for television, CBS has selected *Reveille Sweetheart*, *Missus Goes A-Shopping*, Arthur Godfrey, *Margaret Arlen* and *Sing Along* as possible material to be tried out on future telecasts on WCBW New York, network's video station.

ROBERT MAXWELL Associates, New York, has acquired radio rights to "Our Town", the Thornton Wilder drama. A five-weekly daytime program is being readied, with Maj. Wilder's sister, Isabel, and Johanna DeWitt as scriptwriters.

In Kansas City



the Swing is to WHB

GET "IN THE SWIM" in Kansas City by using WHB ...for RESULTS! Here's a station that's pulling its head off, in mail-pull and in sales for sponsors. "Your Mutual Friend" is Kansas City's Dominant Daytime Station... delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For program or announcement availabilities,



"phone DON DAVIS"

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd.— CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City Missouri • Wichita Kansas • Salina Kansas • Great Bend Kansas • Emporia Kansas

MONTHS: APRIL-MAY, 1944—KANSAS CITY

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 13,954

MORNING INDEX MONDAY THRU FRI. 8-12 A. M.	Station A 8.0	Station B 9.9	Station C 26.7	Station D 15.6	WHB 32.5	Station E 6.4
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P. M.	Station A 14.3	Station B 5.8	Station C 17.1	Station D 30.7	WHB 25.5	Station E 5.4

AAAA Issues New Book On Newspaper Statistics

AMERICAN Assn. of Advertising Agencies has issued volume 13-A of Market and Newspaper Statistics, dealing with the 65 cities in the U. S. and Canada of over 100,000 population in which newspapers were audited to Sept. 30 and Dec. 31. Included in the volume are latest figures on population, dwelling units, audited newspaper circulations, lineage, retail rates, general rates, and the differential between retail and general rates.

The studies aim to help space buyers determine the size and character of markets, cost of reaching these markets with newspapers, and the amount of circulation connected with inducements. Volume was compiled under the direction of the AAAA Committee on Newspapers, of which H. H. Kynett of the Aitkin-Kynett Co., Philadelphia, is chairman, and L. M. Malitz of Warwick & Legler Inc., New York, vice-chairman.

Admiral Promotes Three

ADMIRAL Corp., Chicago, has announced some changes in its executive personnel, according to Ross D. Siragusa, president. J. B. Huarisa, former vice-president and radio plant manager, was elected executive vice-president in charge of production and engineering for all divisions of the company; Irwin Mendels, former president of Radio Products Corp., Chicago, which was merged with Admiral, was elected chairman of the executive committee; R. A. Graver, former midwest manager of Admiral, was made vice-president in charge of the radio division. J. H. Clippinger, vice-president in charge of sales, will resign following termination of all war contracts. Health of his family requires their removal to a different locale, it was stated.

General Foods Series

GENERAL FOODS Corp., New York, last week signed a contract to sponsor *Those We Love* on 63 NBC stations, starting Oct. 8 at 2:30 p.m. for Sanka Coffee. The weekly half-hour dramatic program, which made its radio debut on NBC in 1938, is scripted by Agnes Ridgway. Contract is for 52 weeks. Agency is Young & Rubicam, New York.

WENY SHUT-IN AID

Quarantined Elmira Children Hear 'Playground' Show

TO HELP entertain children kept at home under voluntary quarantine because of a recent polio epidemic in up-state New York, WENY Elmira has established a program titled *Playground of the Air*, heard each weekday morning, 10:15-10:45, featuring Bill Pope, sportscaster, and Sally Edwards, women's editor, who reads stories in serial form. Program appeal is divided into two age brackets: 5-10 and 10-16 years. Elmira's recreational director also presents various ideas for home amusement on the broadcast.

According to Dale Taylor, WENY manager, the program has been popular since its inception both with restless, quarantined children and their harassed mothers, many of whom have phoned and written the station their thanks for introducing this form of entertainment.

With more than 150 cases of polio reported since June 20, one of the nation's most serious outbreaks of the disease is centered in Elmira. Spot announcements are used daily by WENY, warning parents to keep their young at home, away from other children during the epidemic. State and local health authorities are being interviewed on the air as a means of keeping the community informed as to the condition of the disease and its preventive measures.

Republic Starts

REPUBLIC RECORDING & Transcription Co., Chicago, an enterprise of Hilliard-Currie Music Publishing Co., 54 W. Randolph St., Chicago, licensed by the AFM on June 22, began operations last week. No executive officers have been announced. Bill Currie, Hilliard-Currie Co., and Jimmie Hilliard, West Coast sales promotion executive, will direct company's business. Republic will issue records under the name of Republic Recording, using name bands, and will provide a general library service to radio stations.

JOHN F. BLAIR Co., Chicago, station representatives, are representing WDSU New Orleans as of last month, according to Fred Weber, WDSU manager.

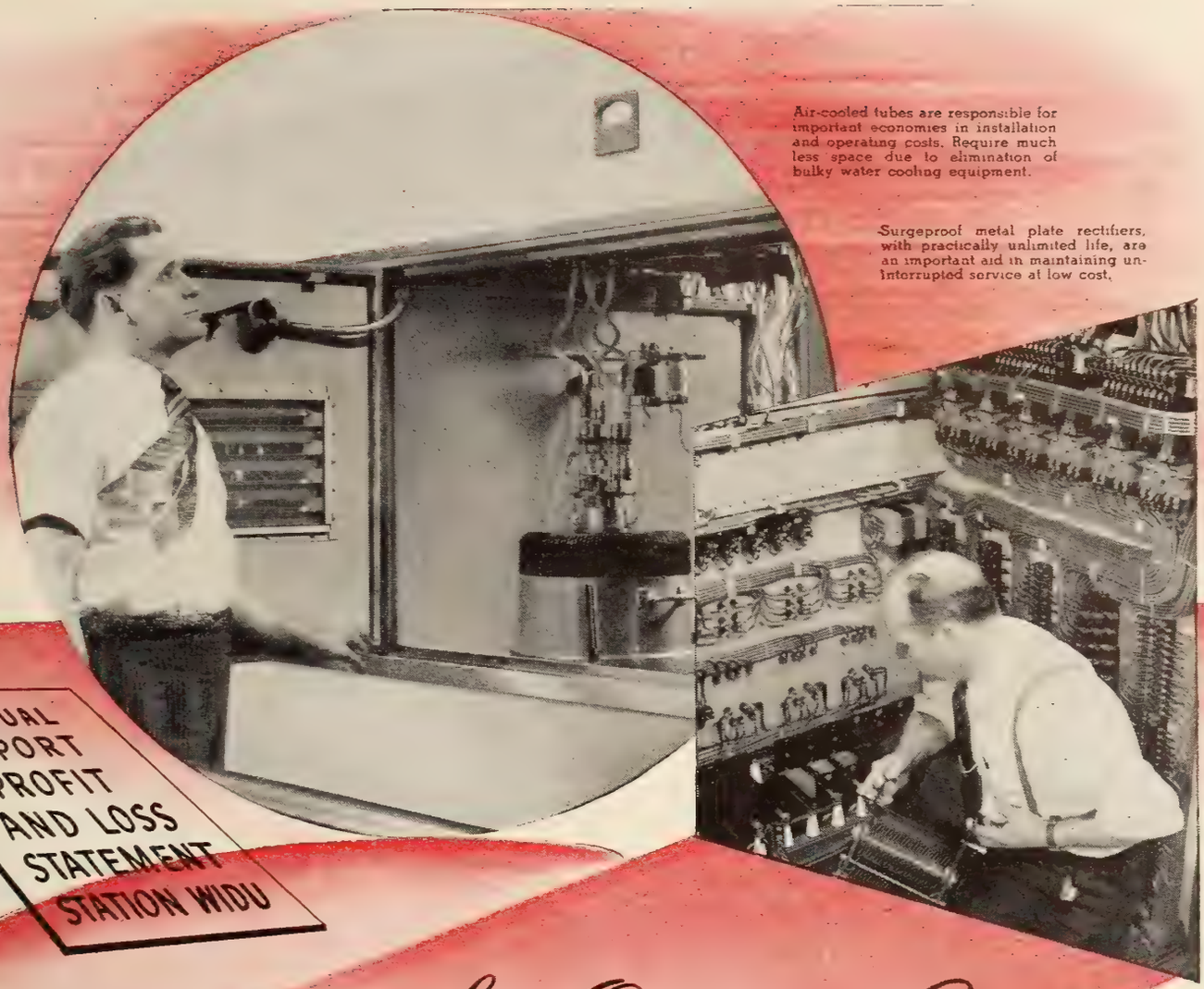
1480 Kilocycles — Full Time Operation

WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City



Air-cooled tubes are responsible for important economies in installation and operating costs. Require much less space due to elimination of bulky water cooling equipment.

Surgeproof metal plate rectifiers, with practically unlimited life, are an important aid in maintaining uninterrupted service at low cost.

CONSIDER *Low Operating Cost* WHEN YOU SELECT A NEW TRANSMITTER

In selecting a new transmitter, naturally you will take a good, hard look at operating costs. They have an embarrassing way of turning up every month where they *have* to be considered.

Westinghouse Transmitters are designed to keep operating costs at a very low minimum. For example:

1. Air-Cooled Tubes—featured by Westinghouse, eliminate the expense of water cooling. Air which cools the tubes can be used to heat the building.
2. Metal Plate Rectifiers—also featured by Westinghouse, seldom require replacement. Their life is practically unlimited.
3. Conservative Operation of All Tubes—results in long life and low upkeep cost.
4. Class C Operation—of all radio frequencies provides higher efficiencies and lower power consumption than any other type of circuit.

These are only a few of the advantages Westinghouse Transmitters offer. Others include: ***Simplicity of Control, Continuity of Operation, High Fidelity Signals, Ease of Maintenance.***

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.

J-08076

Westinghouse RADIO DIVISION

PLANTS IN 25 CITIES ... OFFICES EVERYWHERE

. . . A M • E L E C T R O N I C S • F A



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY Schenectady

Saratoga Assn. Improv. of Horses, New York (better breeding appeals), 25 *sa* weekly, 4 weeks, thru Leighton & Nelson, Schenectady.
Paul F. Beich, Chicago (Whiz candy), 3 *t* weekly, 52 weeks, thru Arthur Meyerhoff & Co., Chicago.
Benrus Watch Co., New York, 5 *sa* weekly, 52 weeks, thru J. D. Tarcher & Co., N. Y.
Kellogg Co. Battle Creek, Mich. (40% Bran Flakes), 162 *t* series, thru Kenyon & Eckhardt, N. Y.
Wm. Wrigley Jr. Co., Chicago, *sa* series, thru Ruthrauff & Ryan, Chicago.
Spaulding Bakeries, Binghamton, N. Y., 7 *st* weekly, 27 weeks, direct.
Rex Research Corp., Toledo (Fly-tox), 3 *ta* weekly, 13 weeks, thru Miller Agency, Toledo.
Grove Labs, St. Louis (vitamins), 3 *ne* weekly, 52 weeks, thru Donahue & Coe, N. Y.
Studebaker Corp., South Bend, Ind., 3 *ne* weekly, 26 weeks, thru Roche, Williams & Cleary, Chicago.
Esquire Inc., Chicago (*Coronet*), *sa* series, thru Schwimmer & Scott, Chicago.
Gulf Oil Corp., Pittsburgh, (livestock spray), 6 *sa* weekly, 5 weeks, thru Young & Rubicam, N. Y.
Procter & Gamble Co., Cincinnati (Duz), 2 *sa* weekly, 26 weeks, thru Compton Adv., N. Y.
Macfadden Publications, New York (*True Story*), *t* series, thru Raymond Spector Co., N.Y.
Wait & Bond Inc., Newark (Blackstone cigars), *sa* weekly, 52 weeks, thru BBDO, N. Y.

KFI Los Angeles

Kellogg Co., Battle Creek, Mich. (Raisin Bran), 4 *ta* weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds), *ta* weekly, 29 weeks, thru William Esty & Co., N. Y.

WAGA Atlanta

Southland Coffee Co., Atlanta (Bailey's Supreme Coffee), 5 *ne* weekly, 52 weeks thru Donahue & Coe, Atlanta.

KQW San Francisco

Cracker Jack Co., Chicago, *ne* weekly, 52 weeks, thru Rogers & Smith, Chicago.
National Lead Co., San Francisco (Dutch Boy paint), 2 *sa* weekly, 13 weeks, thru Erwin, Wasey & Co., San Francisco.
Ex-Lax Inc., New York, 5 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.
Lambert Pharmacal Co., St. Louis (Listerine tooth powder), 5 *ta* weekly, 26 weeks, thru Lambert & Feasley, N. Y.
West Coast Soap Co., San Francisco, 2 *sa* weekly, 13 weeks, thru Brisacher, Van Norden & Staff, San Francisco.
H. I. Davi Mfg. Co., Oakland (Miracle Foam), 3 *ne* weekly, 13 weeks, thru Jewell Adv., Oakland.
University Hydroponic Service, San Francisco (plant chemicals), *sp* weekly, 13 weeks, thru Gerth-Pacific Adv., San Francisco.
Langendorf United Bakeries, San Francisco (bread), 7 *sa* weekly, 13 weeks, thru Pacific Coast Adv., San Francisco.
San Francisco Life, San Francisco (magazine), *sp* weekly, 13 weeks, thru Royal Radio Productions, Oakland.
Ben Hur Coffee Co., San Francisco, 5 *sa* weekly, 13 weeks, thru Foote, Cone & Belding, San Francisco.
Macfadden Publications, New York (*True Story*), 3 *t* weekly, 13 weeks thru Raymond Spector, N. Y.
BC Remedy Co., New York (headache powder), 10 *t* weekly, 52 weeks, thru Harvey-Massengale Co., Atlanta.

KTSA San Antonio

Ragsdale's Food Co., San Antonio, 5 *sa* weekly, 44 weeks, thru Pitluk Adv. Co., San Antonio, Tex.
Lucchese Realty Co., San Antonio (real estate), *sa* weekly, 52 weeks, direct.
Ex-Lax Inc., Brooklyn, 4 *ta* weekly, 52 weeks, thru Joseph Katz Co., N. Y.
Standard Brands, New York (Blue Bonnet margarine), 4 *ta* weekly, 104 weeks, thru Ted Bates, N. Y.
Procter & Gamble Co., Cincinnati, O. (Oxydol), 3 *sa* weekly, 105 weeks thru Dancer-Fitzgerald-Sample, Chicago.
San Antonio Transit Co., San Antonio, *sa* weekly, 17 weeks, thru Aniol & Auld, San Antonio, Tex.

WENR Chicago

Morton Salt Co., Chicago, 5 *sa* weekly, thru Kenyon & Eckhardt, Chicago.
Nat'l. Chemical & Mfg. Co., Chicago (Luminal paint), 5 *sa* weekly, 13 weeks, thru J. R. Hamilton Adv. Agcy., Chicago.
Swift & Co., Chicago (Sunbrite cleanser), 3 *sa* weekly, thru Needham, Louis & Brorby, Chicago.
Esquire Inc., Chicago (*Coronet*), 10 *sa* weekly, thru Schwimmer & Scott, Chicago.
Paul G. Beich Co., Chicago (candy), *sa* weekly, 52 weeks, thru Arthur Meyerhoff & Co., Chicago.

WCOA Pensacola

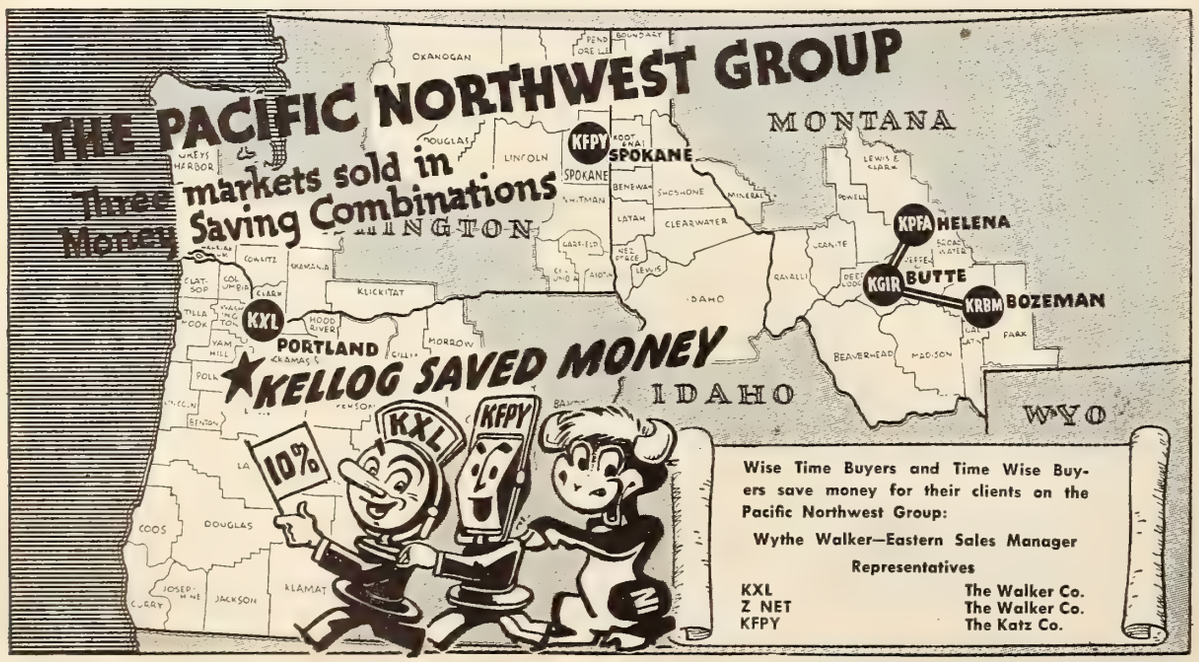
Harvel Watch Co., New York, *t* weekly, 26 weeks, thru A. W. Lewin Co., Newark.
Plough Inc., Memphis (St. Joseph Aspirin & Mexsana), 10 *ta* weekly, 39 weeks, thru Lake-Spiro-Shurman, Memphis.
Dr. Pepper Bottling Co., Dallas, 3 *t* weekly, direct.
BC Remedy Co., Durham, N. C. (headache powders), 14 *ne*, *sa* weekly, 52 weeks, thru Harvey-Massengale Co., Durham, N. C.
U. S. Tobacco Co., New York (Rooster snuff), 15 *sa*, 26 weeks, thru Arthur Kudner Inc., N. Y.
Swift & Co., Chicago (Jewel shortening), 5 *sa* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Shuptrine Co., Savannah (Jetterine), 3 *ta*, 52 weeks, thru Harvey-Massengale Co., Atlanta.
Ex-Lax Inc., Brooklyn, 3 *ta* weekly, 26 weeks, thru Joseph Katz Co., N. Y.
Carter Products Inc., New York (Carter's Little Liver Pills), 5 *ta* weekly, 39 weeks, thru Ted Bates Inc., N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum), 2 *ta* weekly, thru Newell-Emmett Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 15 *ta* weekly, 26 weeks, thru Wm. Esty & Co., N. Y.
Pepsi-Cola Bottling Co., Long Island City, N. Y., 12 *ta* weekly, 39 weeks, thru Newell-Emmett Co., N. Y.
Capital City Products Co., Columbus, O. (Dixie Margarine), 9 *ta* weekly, thru Merrill Kremer Inc., Memphis.
Bulova Watch Co., New York (watches & Clocks), 7 *sa* weekly, thru Biow Co., N. Y.
Burger Brewing Co., Cincinnati, 15 *ta* weekly, thru Midland Advertising, Cincinnati.
American Chemical Co., Birmingham (Hot-Foot Insecticide), 3 *ta* weekly, thru Cox Agency, Birmingham.
Periodical Publishers, New York (pulpwood cutting drive), 6 *sa* weekly, thru A. S. Noble, N. Y.

WOWO Fort Wayne, Ind.

Leaf Gum Co., Fort Wayne, *sa*, 13 weeks, thru Bozell & Jacobs, Chicago.
Omar Mills, Fort Wayne, 2 *sp* weekly, 39 weeks, thru MacFarland, Aveyard & Co., Chicago.
Berghoff Brewing Co., Fort Wayne, 6 *ne* weekly, thru L. W. Ramsey & Co., Chicago.
Spiegal Inc., Fort Wayne, *sa*, *sp*, thru J. L. Stewart, Chicago.

WNLC New London, Conn.

Diamond Ginger Ale Co., Waterbury, Conn., 15 *sa* weekly, 13 weeks, direct.
Jacob Ruppert Brewery, New York, 18 *t* weekly, thru Ruthrauff & Ryan, N. Y.



Proprietary Head Urges Better Copy

Dr. Cullen Calls for Modified Vitamin Air Commercials

AUTHENTIC copy in advertising, particularly radio commercials, based on a "careful study" of the effects of vitamins on the human system, must be written if the public is to accept vitamins for their real worth, Dr. Frederick J. Cullen, executive vice-president of the Proprietary Assn., said in the PA July 28 bulletin.

"Recently I have heard many say that they wonder what is wrong with the vitamin business," wrote Dr. Cullen. Pointing out that the radio announcer is apt to place an emphasis on certain words and phrases "so the public is led to believe they will derive greater benefit from the use of the vitamins than they actually have a right to expect," Dr. Cullen urged the Proprietary Assn. to give better supervision to its commercial copy .

Urges Modified Copy

"A person listening to a radio program," the bulletin said, "may be convinced that if he consumes a certain brand named vitamin . . . he will receive definite benefits. If, after consuming this product for a period of time he does not enjoy such benefits, is it not possible that he will consider this product not sufficiently potent?"

Dr. Cullen pointed out that "advertising copywritters are constantly objecting to putting modifying phrases in copy, but if the true story is to be told concerning the effects of the vitamins, the copy must necessarily contain many modifying phrases." He urged the association to give "careful consideration to the whole vitamin picture, evaluating the benefits that may be derived from consuming vitamins".

He declared that such a study should result in "representations in labeling and advertising which can be substantiated in court".

Advertising Psychology

A NEW BOOK, *Practical Psychology* [Macmillan Co., New York, $4] by F. K. Berrien, professor of psychology at Colgate U. contains two chapters of possible interest to radio advertisers and agencies. The chapters, "Consumer & Advertising Research," and "Advertising" have sections dealing with radio listener surveys, and optimum lengths for radio programs. The book is well annotated and should prove a helpful reference.

Farmers Union Plans

NATIONAL FARMERS Union Service Corp., New York, an organization of small farm operators, has appointed the Wallace Thorsen Organization as a public relations council. Working jointly with local farmer cooperatives, NFUS is planning a fall campaign to promote the interests of the farmer and the co-ops. Radio, newspapers and magazines will be used.

what makes a . . .



EXCLUSIVE

MOST AMUSING bird, the Penguin is EXCLUSIVE because it doesn't fly . . . and because of its great courage and "good-fisher" reputation. This below-the-equator resident will not hesitate to attack a man. Small, featherless, paddle-like fore limbs are used like oars in the water. On land, the bird assumes an upright position on short, stout hind legs.

FIRST to prove FM's Future in the Kansas City Area . . . K-O-Z-Y is EXCLUSIVE because its services are well past the blueprint stage, way over the hump of promise and available now for productive programming. Think of K-O-Z-Y in terms of immediate results, immediately expandable with postwar production. Remember, Kansas City is a KOZY Market! Write today for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station

PORTER BUILDING • KANSAS CITY, MISSOURI

KOZY

FM Pioneer in the Kansas City Area

Col. Kintner Is Named Vice-President of Blue

LT. COL. ROBERT E. KINTNER has been elected a vice-president of the Blue Network, effective Sept. 15, to act in a supervisory capacity over general public service and public relations, Edward J. Noble, chairman of the board, announced last Friday.

Col. Kintner, in the service since July 28, 1941, was recently retired and will revert to inactive status before joining the Blue Network. He was previously co-author with Joseph Alsop of a nationally syndicated Washington news column. He was graduated from Swarthmore College in 1931 and before forming his association with Alsop was financial reporter and Washington correspondent of the *New York Herald Tribune*. In addition to writing a daily column, Alsop and Kintner were authors of numerous articles in national magazines and of several books, among which was *American White Paper*.

WTTM Ceremonies

CEREMONIES that commemorated the affiliation of WTTM Trenton, N. J. with NBC, were attended last Friday by William S. Hedges, NBC vice-president in charge of stations; Easton C. Woolley, assistant to Mr. Hedges; Sheldon B. Hickox Jr., manager of station relations; Elmore B. Lyford of the station relations department. Morgan Beatty, NBC Washington commentator, was the principal speaker. Guests included Trenton businessmen and officials of the city government.



YOURS .. FOR THE ASKING

Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA

Blue Campaign Setup

POLITICAL SALES department has been organized by the Blue Network in preparation for the fall Presidential campaigns with Gordon Vanderwarker, assistant sales service manager, as head. Supervising all activities relative to the sale of time on both network and local basis will be C. Nicholas Priaulx, vice-president in charge of finance, and Charles E. Rynd, treasurer. Mr. Vanderwarker was assistant manager of the NBC political sales department during the 1940 campaigns.

DEMOCRATS DRIVE HANDLED BY BIOW

APPOINTMENT of the Biow Co., New York, as advertising agency for the Democratic National Committee, for the Presidential campagin was announced last Friday by Paul A. Porter, publicity director. The Biow Co., which handles such accounts as Bulova Watch, Philip Morris cigarettes, portions of Procter & Gamble and Schenley, is one of the top agencies in radio placements.

Radio director of the Democratic Committee is J. Leonard Reinsch, managing director on leave of the James M. Cox stations, WSB Atlanta, WIOD Miami, and WHIO Dayton.

The Republican Committee has not yet named an agency, but its radio department is headed by Henry R. Turnbull, executive of Duane Jones, New York, and Wells (Ted) Church, prominently identified with commercial radio for the last decade.

The Republican Committee has announced that its biggest single item of expense will be for radio time. The Hatch Act places a limit of three million dollars on a Presidential campaign. It is presumed the Democrats also will spend the bulk of their funds on radio time and that the maximum of three million dollars will be employed.

'ARMY HOUR' HONORS AAF ON BIRTHDAY

SALUTING the Army Air Force on its 37th anniversary, the *Army Hour* on Aug. 6 presented Gen. H. H. Arnold, commanding general of the AAF, who called in his key air commanders around the globe. Interviews comprised a distance of 84,698 statute miles— or more than three times around the world at the equator—and included pickups from the European, China-Burma-India, Central Pacific, Southwest Pacific and Mediterranean theatres.

Speaking from Washington, Gen. Arnold not only received first-hand reports from Generals Kenney, Spaatz, Doolittle, Eaker, Brereton, Chennault, Douglas, but also reported to the American people as Commanding General of the 20th Air Force, which operates under the direction of the Joint Chiefs of Staff.

KTHT Houston, Texas and KLUF Galveston, on Sept. 1 become full-time MBS affiliates. Both stations operate with 250 w with KTHT on 1230 kc and KLUF on 1400 kc. KTHT is owned and operated by the Texas Star Broadcasting Co. and the latter station by KLUF Broadcasting Co., Galveston. This brings the total number of Mutual affiliates to 232 stations.

Mrs. Cooper, W. H. Smith Named to WJLS Posts

APPOINTMENTS of Mrs. Virginia Cooper as manager and of William H. Smith as commercial manager and program director of WJLS Beckley, W. Va., were announced last week by Joe L. Smith.



Mrs. Cooper

Mrs. Cooper, with the station for the last five years in various capacities, succeeds Herbert Kendrick, who resigned preparatory to embarking upon a station project with G. Lester Hash of Beckley [BROADCASTING, July 31]. She also serves as auditor of WJLS and WKWK Wheeling, in which Mr. Smith and his son, Capt. Joe L. Smith Jr., are identified.

The new commercial manager and program director—William H. Smith—was associated with Walker & Downing Advertising Agency of Pittsburgh prior to joining WJLS.

BULOVA SUBPENAED BY LEA COMMITTEE

UNDER SUBPENA to appear last Monday before the House Select Committee to Investigate the FCC, Arde Bulova, majority owner of WOV New York, and his attorney, Sanford Cohen, New York, are understood to have reported to John J. Sirica, Committee general counsel, but were told to hold themselves in readiness for future appearances.

It was learned that Committee investigators had planned to question Messrs. Bulova and Cohen in open session but because no Committee members were available, they were asked to return on call. Mr. Bulova is understood to have assured Mr. Sirica that a subpena was unnecessary, that he would gladly appear before the Committee at any time.

O'Dea Amends Suit

Among station transfers which the Committee is investigating and which will be aired when public hearings are resumed next month is that of WNEW New York from Wodaam Corp. to the Greater New York Corp. in October 1941, according to Chairman Clarence F. Lea (D-Cal.). Proposed transfer of WOV by Mr. Bulova and Maj. Harry D. Henschel to Murray and Myer Mester, now pending before the FCC, also may be viewed by the Committee.

Meanwhile, amended complaint asking $500,000 judgment and/or rescission of the Oct. 14, 1941, agreement transferring ownership of WNEW New York from Wodaam Corp. to Greater New York Corp. has been filed in the New York Supreme Court by Richard L. O'Dea, minority stockholder in Wodaam Corp., against Mr. Bulova, said to control both companies, and Milton Biow, advertising agency president, charging breach of contract. Original complaint, filed July 5, was found to contain certain minor inaccuracies, necessitating refiling.

KSTP Musicians Still Defy NWLB

Back to Work Order Referred To Padway by Petrillo

MUSICIANS at the Minneapolis studios of KSTP were still on strike late Friday, despite a request of the National War Labor Board to James C. Petrillo, president of the American Federation of Musicians to order the men back to work.

Mr. Petrillo advised the Board Tuesday he had referred its request to his attorney, Joseph A. Padway, who would be in Washington on Friday. Mr. Padway conferred with the Board upon his arrival but the Board took no action.

Asks Union Take-Over

Earlier in the week, George Murk, president of Local 73, AFM, issued a statement asserting, "We are staying out of KSTP until a contract is signed with us or the President of the United States takes over the station".

A request that the President take over the union was made to the Board by Stanley Hubbard, KSTP president, who wired William H. Davis, chairman, on Monday, as follows:

Petrillo continues to defy WLB. George Murk, president of the Minneapolis Musicians Local 73, announced in morning papers union has no intention of complying with WLB directive that KSTP musicians be sent back to work, unless ordered to do so by President Roosevelt.

Minneapolis local operates like any other business with a president, vice president, secretary and board of directors. Local also operates a bar, pool room, and restaurant and is licensed by Minneapolis city council for such operations. Under circumstances, feel you should request the President to order these men back to work immediately and further request the President should also be requested to take over this union which is continuing to defy your orders.

In the meantime, the Board continued to hold up the report of the regional panel, which held hearings on the case, until the strike is ended.

AMERICAN Assn. of Advertising Agencies has announced election to membership of Kane Adv., Bloomington, Ill., and Mitchell-Faust Adv., Chicago.

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.



WHAT WE'VE BEEN THROUGH!

1251200 TINNISWOOD. B. SGT.
ROYAL AIR FORCE.
P.R.(O) UNIT.
BNAF.
24/9/43.

DEAR SIRS, During a few quiet spare moments out here on the latest battle front, I thought that perhaps you would care to know the history of one of your model 8-K Recording Machines. Just what it has been through, just what it has done for thousands, perhaps millions of people all over the world, and just what it is doing at the present moment.

It was available in Cairo over two years ago, and the RAF purchased it for the Mobile Recording Unit for work on the front, recording everything and anything that would be interesting to the public of the world.

I am the engineer that has had the pleasure of operating this machine all this time, and being in the radio trade for fourteen years, should know when a set is well made or not.

It has travelled over 23,000 miles. Aproximatly 20,000 by road, track, or desert, in one of the hardest sprung trucks of the British Army, and 3,000 by air.

It has recorded bomb and shell explosion in slit trenches, covered with dust. Blown over on one occasion by blast.

Dropped on numerous occasions.

Has recorded in the air, and on sea rescue craft, with better results than expected.

2

Has travelled to:+ Amman Transjordan, to Tripoli, back to Cairo, back to Tripoli, on to Tunis, Bizerte, on to Algiers, back to Tunis, on to Sicily, all through Sicily, on to Italy. All this way by truck, recording, reecording, recording. Never once, through all this bumping, buffetting, and banging about, has it let our little party down. Never in my opinion, has any radio apparatus stood up so well, for so long in such conditions.

Recordings from this machine have been broadcast from the following countries. England; America; Canada; New Zealand; Australia; Sth Africa; Egypt; Palestine; Algeria. Perhaps presently, from Italy itself.

Please thank your engineers and assembly workers for such an efficient and trouble free recorder, and may you continue to put such products on the market.

If you care to acknowledge this letter please address to my home in England. 110 Cardinal Avenue, Morden Park, Morden, Surrey, GB.

Yours truly,

B R Tinniswood

To:+ The Managing Director,
Presto Recording Corp.
242 W. 55th St., New York; U.S.A.



Presto Recording Corporation, New York 19, N.Y., U.S.A.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs
Walter P. Downs, Ltd. in Canada

WAVE DOESN'T PLAY TO WIN (Ky.)!

WAVE's signal probably doesn't reach the 200 or so miles to Win (Ky.)—but you're not missing much by our inability to cover this tiny town or any others like it, in these parts. Because WAVE *does* cover the whole Louisville Trading Area—a market of 1,336,000 people who have 57.5% of Kentucky's buying power, and spend 17.1% *more* in retail stores than the rest of the State *combined!* That's the Kentucky market you want—and WAVE delivers it at lowest cost!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

Studio Notes

WOWO Ft. Wayne, Ind. feature heard Saturday evenings, *Hoosier Hop*, is now heard on the Blue Network with expanded format and time.

WCKY Cincinnati has started a Sunday night series of programs to stimulate donations to the Red Cross Blood Donors Service. Weekly half-hour show will include dramatizations from the home and war fronts.

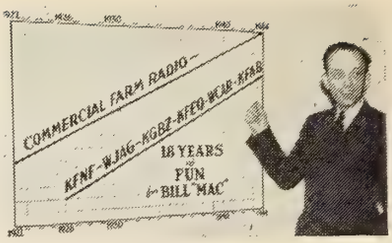
WSYR Syracuse aided the local waste paper salvage drive with the slogan, "Save For Sunday", used after each station break. Studio announcers manned one of the 145 trucks, helped gather 818 tons of paper. Old scripts contributed to the tonnage.

DIGEST of *Woman's Place*, a program heard on the CBS series *Death Valley Days*, appears in the August issue of *The Woman*.

WCCO Minneapolis-St. Paul entertained 175 mayors of Minnesota and their wives at an outdoor barbeque in connection with the Minneapolis Aquatennial Celebration July 26.

WHIO Dayton helped pay tribute to civilian employes of Wright Field by carrying a program July 26 in which high ranking officers of the AAF participated. Ceremonies were part of a nation-wide program of the Materiel Command and other units to express appreciation to employes for their assistance in furthering the war effort. WHIO pickup was made with the magnetic wire recorder.

WCFL Chicago is now airing daily quarter-hour *London Newspaper*, shortwaved from London by Kevin O'Carroll, BBC commentator.



PROUDLY DISPLAYING his "growin' up" chart is Bill MacDonald, farm service editor of KFAB Lincoln, Neb., who has just celebrated his 18th birthday in commercial farm radio. Bill "Mac" started his radio career in 1926 with KFNF Shenandoah, Ia. He joined KFAB early in 1942 and last October was appointed farm service director. His department, known as *Your Neighbor*, works in cooperation with the many agricultural agencies in the KFAB area.

WIOD Miami, Fla. broadcast a report on the Breton Wood, N. H. World Monetary Conference by Dr. Luis Machado, head of the Cuban delegation of the conference.

WWSW Pittsburgh broadcast re-created game between the Boston Braves and the Pittsburgh Pirates on Aug. 1 to war veterans at Deshon General Hospital, Butler, Pa.

WCOV Montgomery, Ala. now presents a daily *Want-Ad Program* 6-6:15 p.m.

KROW Oakland, Cal., in three-way cooperative arrangement with the Red Cross and Standard Brands Inc. is presenting weekly quarter-hour program *Food For All*. Through sales and merchandising crews of Standard Brands Inc., window card display pieces are distributed to bakery and grocery outlets in San Francisco-Oakland area, with Red Cross similarly servicing banks and department stores.

KIRO Seattle took listeners back through 25 years with old recordings on a special program *By Transcription* to acquaint the public with the meaning of that phrase.

KQW San Francisco has set up a news display in the windows of the downtown office of the Union Pacific Railroad using a panoramic background of world battlefront maps, with photographs of CBS war correspondents at home and abroad. Display includes a bulletin board with late news flashes.

WRLC Toccoa, Ga. has added WBS transcription service, giving the station LW, NBC, WBS, KBS and BMI libraries.

AHP CORP. FORMS EXPORT COMPANIES

AMERICAN HOME Products Corp., in preparation for overseas postwar expansion for its pharmaceutical products, has formed two new companies to handle all its U. S. export business, according to an announcement last week by W. F. Silbersack, executive vice-president and general manager. The new organizations, which started operations Aug. 1 are under direct supervision of Donald C. Townley, vice-president in charge of AHP's foreign division. One company, Wyeth International Ltd. will export pharmaceuticals, biologicals, nutritional products and vitamins produced by Wyeth Inc. and other AHP subsidiaries. Robert C. Hodgman is president.

The other export company, Home Products International Ltd., of which Mr. Townley is president and Elliott Warburton vice-president, will handle export sales of the corporation's food, household, cosmetic and packaged drug products. Heretofore the overseas sales of AHP were carried on by the export division of the Kolynos Co., now a part of Home Products International, it was stated. Headquarters of both organizations are at 22 E. 40th Street, New York.

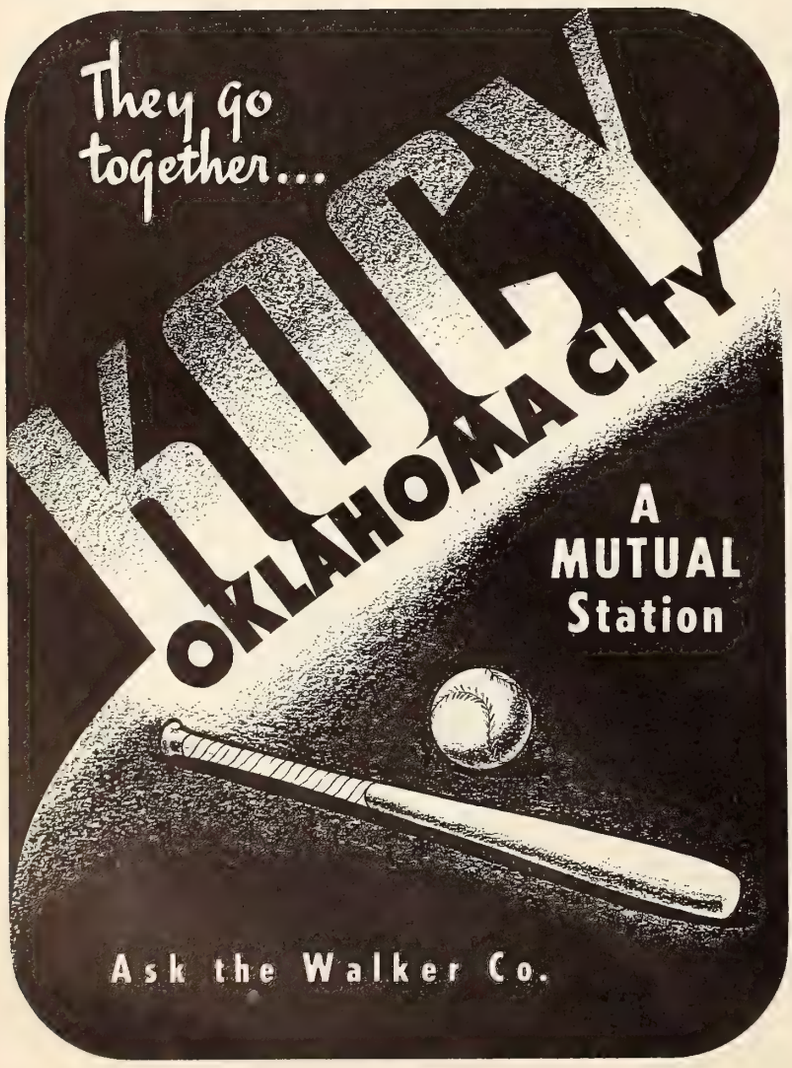
While no radio plans were mentioned, AHP's cultivation of foreign markets follows closely upon the recognition of the South American market by other pharmaceutical firms [BROADCASTING, March 6].

Seeks Montreal Outlet

J. ARTHUR DUPONT, Quebec regional commercial manager of Canadian Broadcasting Corp., Montreal, has applied for a 1 kw station on 800 kc for the Montreal area. It is understood that application has been approved by the CBC Board of Governors, and now awaits signature by Munitions and Supply Minister C. D. Howe, Canadian licensing authority.

NBC Names Two

WILLIAM ERVIN and Ira Skutel last week were appointed assistant managers of the NBC guest relations department. Mr. Ervin was formerly manager of NBC's Vanderbilt Theatre studio and Mr. Skutch previously was supervisor of setup operations and supervisor of studio and floor operations.



A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Network Accounts

All time Eastern Wartime unless indicated

New Business

MARYLAND PHARMACEUTICAL Co., Baltimore, on Sept. 23 starts *Bob Trout-News* on 19 CBS stations, Sat., 6:55-7 p.m. Agency: Joseph Katz Co., Baltimore.

GENERAL FOODS Corp., New York, (Sanka Coffee) on Oct. 8 for 5 weeks starts *Those We Love* on 63 NBC stations, Sun., 2-:30 p.m. Agency: Young & Rubicam, N. Y.

GILLETTE Safety Razor Co., Boston, on Sept. 8 for 52 weeks starts Friday night boxing broadcasts on full MBS net, Fri. 10 p.m. (repeat on 36 Don Lee Stations, 8 p.m. PWT). Agency: Maxon Inc., N. Y.

GENERAL FOODS Corp., New York, on Oct. 2 starts *Hop Harrigan* on 190 Blue stations, Mon. thru Fri., 4:45-5 p.m. (repeats for Central, Mountain and Western Time Zones). Agency: Young & Rubicam, New York.

FERRY-MORSE SEED Co., Detroit, on Aug. 4 for 52 weeks starts *Cabbages & Kings* on 16 Don Lee Cal. stations, adding 20 Don Lee Pacific stations on Jan. 5. Fri., 2-2:45 p.m. (PWT). Agency: MacManus, John & Adams, Detroit.

W. K. BUCKLEY, Toronto (cough syrup), on Sept. 27 to April 18 sponsors *Le Tourbillon de la Gaiety* on CKAC CHRC, Wed. 9:30-10 p.m. Agency: Harold Stanfield Ltd., Montreal.

WEST COAST SOAP Co., Oakland. Cal. (Powow cleanser), on Aug. 5 started for 52 weeks, *Opportunity Theatre* on 7 NBC Pacific stations, Sat., 11-11:30 a. m. (PWT). Agency: Brisacher, Van Norden & Staff, San Francisco.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser) on Aug. 7 starts *Tena and Tim* on 29 CBS stations, Mon. through Fri., 3:15-3:30 p.m. Agency: Grant Adv., Chicago.

Renewal Accounts

SOUTHERN SPRING Bed Co., Atlanta, on Aug. 31 for 13 weeks renews Robert St. John, newcaster, on 16 NBC stations, Tues., and 21 NBC stations, Thurs., 10:15-10:30 a.m. Agency: Tucker Wayne & Co., Atlanta.

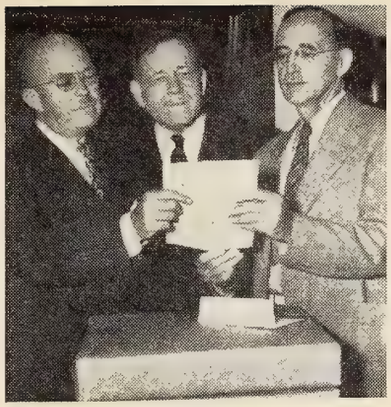
LUMBERMENS Mutual Casualty Co., Chicago, on Aug. 27 for 5 weeks renews Upton Close, commentator, on 97 MBS stations, Sun., 6:30-6:45 p.m. Agency: Leo Burnett Co., Chicago.

J. A. FOLGER & Co., San Francisco (coffee), on Aug. 11 for 52 weeks renews *Breakfast News* on 34 Don Lee Pacific stations, Mon., Wed., Fri., 7-7:15 a.m. (PWT) and on KVEC KHJ, 8:30-8:45 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywd.

CANADIAN MARCONI Co., Montreal (institutional), on Sept. 17 renews *L for Lanky*, adventures of a Lancaster bomber and crew, on 45 CBC stations, Sun. 7:30-8 p.m. Agency: Cockfield Brown & Co., Toronto.

Network Changes

ELECTRIC COMPANIES (160) on Sept. 20 replaces *Report to the Nation* on 132 CBS stations, Tues. 9:30-10 p.m. with *Electric Hour*. Agency: N. W. Ayer & Son, New York.



CBS RECORDING of 16 hours of D-Day broadcasts were presented to the National Archives. Reading letter of presentation from Paul W. Kesten, CBS executive vice president, to Dr. Solon J. Buck, Archivist of the United States, are (l to r): Earl H. Gammons, director of CBS Washington; Capt. John G. Bradley, chief, Archives division of motion pictures and sound recording; Dr. Buck.

CFPR Direct Lines

CFPR Prince Rupert, B. C., is now linked by land telephone lines of the Pacific Communications Services of the Canadian and U. S. armed services, with Canadian Broadcasting Corp. control at Vancouver, the CBC has announced. When the Alaska Highway was started the CBC leased the station to furnish entertainment and news to civilian and armed forces operating in the Pacific defense work. No landlines were in, and the station operated with recorded programs flown from Vancouver. Recently the armed services in the area asked for improvement in the service with relayed programs for morale purposes of the troops stationed in the area. Landlines are now being used at various times during the day for a total of five hours daily to relay CBC, NBC, CBS, Blue and MBS and other programs from Vancouver.

Neuwerths to Coast

O. J. NEUWERTH, production director of WBBM Chicago, and his wife, Grace, for 20 years secretary to Judith Waller, NBC central division director of public service, are leaving Chicago for Hollywood where Mr. Neuwerth will do radio directing. Mrs. Neuwerth will be affiliated with NBC Hollywood.

Blue Spot Sales Opens Coast Office for KECA

WITH acquisition of KECA Los Angeles as an owned and operated station of the Blue Network, national representation of the station has been taken over by Blue Spot Sales, which has opened an office in San Francisco, with Lewis Lacey, well known in California advertising circles, in charge. Blue Spot Sales also represents the network's other three O&O stations, WJZ New York, WENR Chicago, KGO San Francisco, as well as Washington and the Blue Pacific Coast Network.

Virtually every big Blue Network show originating in New York and Hollywood participated in welcoming KECA to the Blue in an hour-long program Saturday, Aug. 5 at midnight.

CBS Testing on KNX

SHOWCASTING for sponsor consideration and eventual release over CBS Pacific stations, group of half-hour programs under title, *Six For Tomorrow*, is being presented on successive weeks on KNX Hollywood. Under supervision of Gordon T. Hughes, CBS producer, initial broadcast on Aug. 2 was *The Couple Next Door*.

On Victory Committee

DONALD W. THORNBURGH, Pacific Coast vice-president of CBS; Sidney N. Strotz, NBC western division vice-president, and Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, have been appointed to the executive board of the Hollywood Victory Committee. Don E. Gillman, Blue western vice-president, is a member.

WCBM BLUE

A QUALITY STATION WITH MASS APPEAL IN A RICH MARKET

WCBM
BALTIMORE
The BLUE NETWORK Station

JOHN ELMER, President
GEO. H. ROEDER, General Manager
FREE & PETERS, INC.
Exclusive Nat'l. Representatives

NBC AFFILIATED STATION
RICHMOND, VA.
WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE
5000 WATTS

83.9%
of WSAI's
contracts are
RENEWED
contracts!
WSAI
DIVISION OF THE CROSLEY CORPORATION
CINCINNATI 2, OHIO



CIO Set to Invade Radio

(*Continued from page 12*)

$500,000, paid by the *Washington Post* for WINX, Washington local, it stated that a lower power FM station could be established at a cost of $15,000. Through such stations, CIO unions could carry on organization activities over the air and insure labor a chance to tell its story in times of employer-labor disputes and during strikes. The article criticized the NAB code as restricting labor union programs and, as does the *Handbook*, pointed out there are no FCC regulations banning such activities.

The *Radio Handbook* was designed as something more than a guide in using station time. It essays to define labor's rights to use the air and emphasizes the importance of radio as against the newspaper in reaching the people.

Air Belongs to People

In a foreword, Philip Murray, CIO president, expresses the belief that the coming years will be the most critical we have ever faced and that the people will need to be kept fully informed as to their political interests.

"In this task," he declared, "radio will inevitably play a very important part. It is, therefore, up to our labor leaders as well as all those interested in "freedom of the air" to acquaint themselves with their rights to radio time and how to assure that the radio is used as intended, namely, to serve the best interests of the people."

Pointing out that transmitters and studios belong to broadcasters but that "the air belongs to the people", the handbook explains the public responsibilities of stations as to educational and community activities. Where the union participates in such activities it is entitled to free time, the booklet asserts, adding:

"But you must supply the initiative and the follow-through. Your radio station will not come to you to offer you free time—but in many cases you'll find they won't close the door on you, either, when you go to them with practical suggestions on how your union can contribute worthwhile program material to their schedules."

As to paid time, the handbook explains that station policies requiring that written scripts be submitted in advance of broadcasts are to protect stations. However, it declares, some stations "may use this advance scrutiny . . . as an occasion for a censorship of ideas of which the station does not approve. . . . Don't accept such censorship. If you are forced to submit, send the script rejected by the station to the CIO Political Action Committee for further protest."

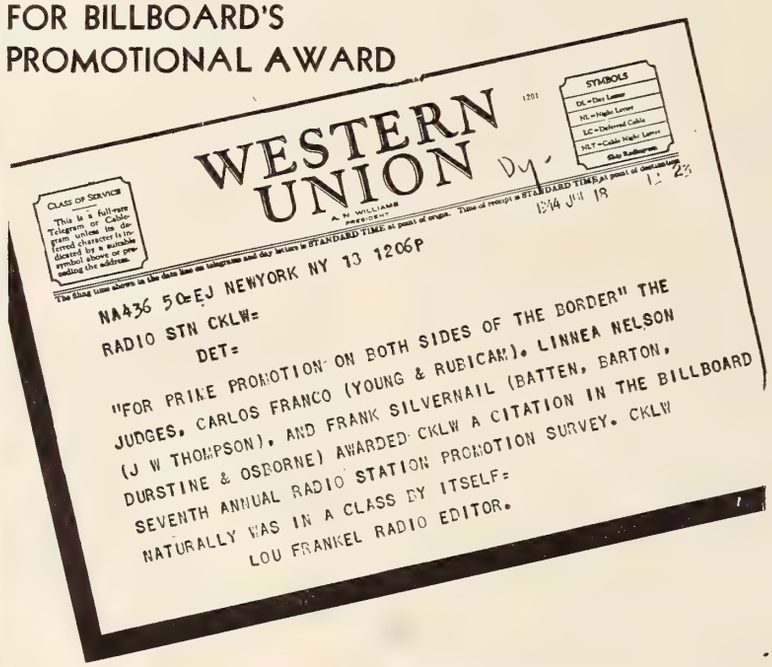
Code Is Attacked

Whenever stations refuse to sell time to unions on the ground the program violates the NAB Code, the handbook declares: "The NAB Code is a *private document* put out by some broadcasters, and has no standing whatever in law or before the FCC; indeed, it may be seriously questioned under the anti-trust laws. This Code contains many provisions which violate the more fundamental rights of free speech, and in practice the Code has become a dead letter—except in the hands of a few stations which still drag it up as an excuse for denying labor a fair break on the air."

The handbook urges that unions demand equal time to reply to attacks upon labor and cites the time given Rep. Martin Dies (D-Tex.) to reply to Walter Winchell as a recognition on the part of the broadcasting industry of the right

We Bow--With Thanks!

FOR BILLBOARD'S PROMOTIONAL AWARD



The policy of constantly publicizing our station so as to benefit both the listener and the advertiser, has again paid off. We're proud to be known, through printed word and deed, as "Prime Promoters at the Border" in this great Detroit area.

Managing Director

J. H. McGillvra, Inc.
Representative

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM



"Maybe after the war I can sing over WFDF Flint?"

of one side to reply to statements made by the other.

"The CIO Political Action Committee," it declares, "proposes to demand the right to reply with respect to nationwide network programs. *You can similarly demand it with respect to programs, whether local or national, broadcast over your local station . . .* A station which broadcasts one point of view and refuses to broadcast opposing points of view is in a peculiarly vulnerable position, and protests should be promptly filed and widely published."

Educational Committee

The handbook contains many suggestions for making labor programs interesting. "We should not overlook the fact that it is through entertainment that ideas are best sold in radio. We can learn a lesson from the successful commercial shows in that respect. Many labor programs in the past have been too tight-laced, too dull," it admonishes.

However, it points out, "the CIO Political Action Committee is not an entertainment committee. It is not selling anything. It is an educational organization to teach the people the importance of political action".

Then follows a list of suggested topics which includes "Labor's War Record", "Full Employment After the War", "GI Joe and CIO", "Why We Are for FDR", "The Negro in 1944" and "Labor Views the Peace." Material on any of these subjects is offered by the PAC which advises that it is planning to prepare a number of programs.

Following examples of station-breaks, spot announcements, and 5-minute skits dramatizing the purposes of the PAC, the handbook requests labor leaders to send to the PAC replies to a list of eight questions. Among these are:

Have you encountered any difficulty in placing your program on your station? (If so, tell us all about it).

Is there a listening council of the National Assn. of Broadcasters in your town? If so, is labor represented on it?

Do you have a regular schedule of labor broadcasts? If so, on what day? What hour? What station?

Paul White Wed

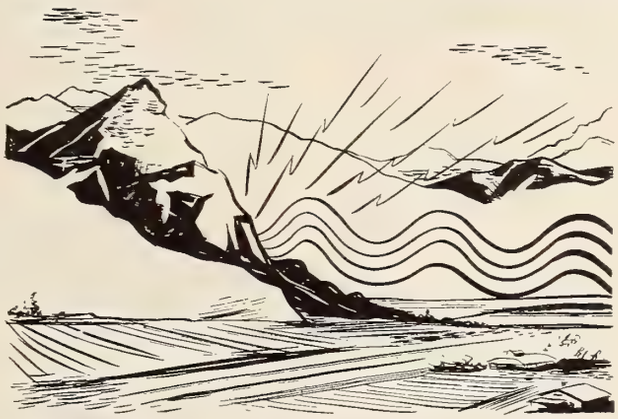
PAUL WHITE, director of news broadcasts for CBS, and Miss Margaret K. Miller, CBS scriptwriter, were married Aug. 5 in Washington. Marx Loeb, CBS producer-director, stood up with the couple, who are taking a brief honeymoon before returning to New York. Miss Miller, who joined CBS in 1940, is best known for her documentary programs, including *Report to the Nation* and *Dateline*, both of which are produced by Mr. White.

PHILCO Corp., Philadelphia, has been presented with its fourth Army-Navy "E" award for production excellence.

Connolly to Blue

JAMES H. CONNOLLY, former vice-president in charge of radio in the New York offices of the Branham Co., has been appointed stations contact representative of the Blue Network. A veteran of 18 years in the radio and agency field, Mr. Connolly studied marketing and advertising at the U. of Pennsylvania. He was associated with the Branham Co. for eight years and during the previous 10 years was with the media and radio departments of N. W. Ayer & Son in the Philadelphia and New York offices.

WMAQ Chicago has increased local and spot sales billings by 12.8% for the first six months of 1944 over the same period a year ago.



WE'VE HAD OUR OWN "RADAR" FOR YEARS

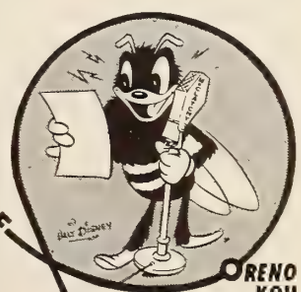
When our signals bounce off the nearest mountain walls that surround the rich agricultural valley region of California — we know we are reaching all our regular listeners — that we have done our job . . . for the *Beeline* brings this *great area radio reception they could not otherwise enjoy.

*Population 1,561,254—2½ billion annual retail sales.

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.



McClatchy Broadcasting Company
Sacramento, California

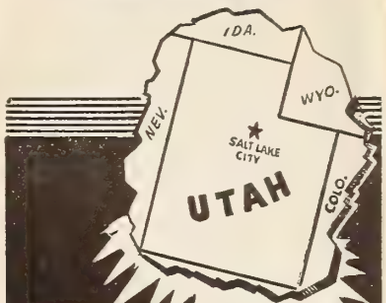
Robert A. STREET National Sales Manager

Paul H. RAYMER CO. National Representative

5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

Reach the ACTIVE SALT LAKE MARKET



KDYL

Through UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

National Representative
JOHN BLAIR & CO.

First
✓listeners
✓advertisers
✓results
BUT, THAT IS THE USUAL STORY FOR WRC
FIRST, CONTINUOUSLY SINCE 1923
WRC
Represented by NBC Spot Sales
Washington

in the CONTROL ROOM

E. BRUCE McEVOY Jr., released from the Army, has joined the eastern division of Sylvania Electric Products Inc., New York, as assistant to L. S. Raynor, radio tube equipment sales manager. Before entering the armed forces, Mr. McEvoy was on the sales staff of the North American Lamp Co., New York, and the Ken-Rad Incandescent Lamps Division, New York.

BILL ROBINSON, recording engineer of WIP Philadelphia, has developed special equipment for rerecording the paper records sent home by service men.

PFC. WILLIAM HUNTER, formerly on the engineering staff of WPAT Paterson, N. J., is now chief engineer of "Radio City", an American Expeditionary Force radio station in the South Pacific.

LYLE WAHLQUIST, chief engineer of KUTA Salt Lake City, is recuperating in Southern California following a two-week illness. LeRoy Yeates, transmitter engineer, has returned to the station following an operation. Wendell Bell, engineer, is recovering from a minor operation. New to the technical staff is Ed McCleary.

JOHN L. BEER has been added to the engineering staff of KLZ Denver.

WELDON W. SHOWS, a member of the engineering staff of WGST, the Georgia Tech station at Atlanta, has been awarded the Bachelor of Law degree.

ANNA COPPINGER, secretary to Walter Stiles Jr., chief engineer of WEEI Boston, on July 22 was married to Guido Dinozzi, electrical engineer at the Boston Navy Yard.

EDDIE LUTZ, USNR, former control room engineer of WFBL Syracuse, is the father of a girl.

LT. CARLTON R. SCHWARZ, former KYA San Francisco technician now serving with the Army Signal Corps in the South Pacific, is the father of a boy.

JOHN R. QUINN, formerly of shortwave station KGEI San Francisco, has joined KNX Hollywood.

Lt. Comdr. Elliott

LT. COMDR. Douglas A. Elliott, USNR, employed in the communications department of RCA before entering the Navy in 1942, died July 31 of a heart attack at the Naval Hospital in Brooklyn. Comdr. Elliott, a Princeton graduate, did post-graduate work at Columbia U. before joining the Electric Research Products Inc., a division of western Electric Co. His wife, two married daughters and a son survive.

Robert Peterson

ROBERT PETERSON, second lieutenant in the Army Air Corps and former chief studio engineer of KYSM Mankato, Minn., was killed in a plane crash near Eglin Field, Fla.

KINGDON TYLER, engineer of CBS New York construction department, has taken over supervisory duties in building the new OWI-CBS shortwave station at Delano, Cal. C. R. Jacobs, who supervised start of the project, returned to New York in late July.

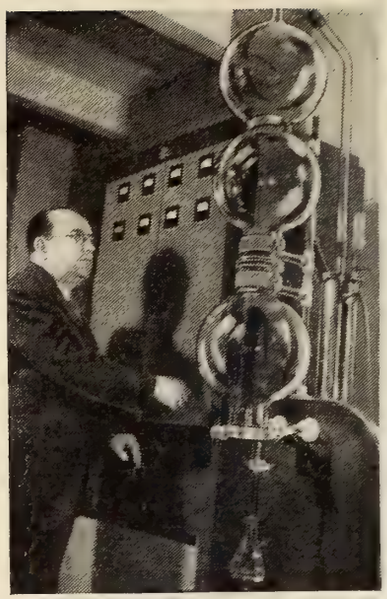
JACK REITZEN, former sound technician of KFI Los Angeles, has joined KGFJ Los Angeles as announcer.

JOE B. EVANS, formerly with KFEL Denver, is now on the engineering staff of KGHF Pueblo, Colo.

ROBERT P. ADAMS, former sales engineer of Brown Instrument Co., Los Angeles, has joined KFWB Hollywood as technician.

NEIL DAY, former studio technician of KFOX Long Beach, Cal., has shifted to KMPC Hollywood. Duncan Caldwell, formerly of KTRB Modesto, Cal., has also joined KMPC.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., received Army and Navy "E" awards on July 26. Engaged entirely on defense orders previous to Pearl Harbor, firm has since been devoted to mass production of microphones for the armed forces.



RADIO-FREQUENCY controlled electronic system to speed up the evaporation process in the production of penicillin solutions was described by Dr. George H. Brown, research engineer of RCA Labs., who developed the method, at a conference in New York. The evaporation process can now be completed in 30 minutes instead of the previous 24 hours. The equipment has been made available to the nation's penicillin producers.

TBA Meet Dec. 7-8

FIRST ANNUAL conference of the Television Broadcasters Assn. will be held in New York Dec. 7-8. O. B. Hanson, NBC vice-president and chief engineer, has been named chairman of the conference committee, and J. R. Poppele, secretary and chief engineer of WOR New York, will be conference coordinator. Will Baltin, secretary-treasurer of TBA, will handle press and public relations for the event, details of which will be announced later.



North American Philips Acquires Amperex Firm

ENTRY of North American Philips Co. into the U. S. radio equipment manufacturing field was announced last week when the European firm purchased Amperex Electronic Products, Brooklyn. The new subsidiary will continue business under the name of Amperex Electronic Corp. incorporated in Delaware.



Mr. Norris

Directors and officers of Amperex are Alexander Senauke, president; Nicholas Anton, vice-president in charge of manufacturing; and Samuel Norris, vice-president in charge of sales. Mr. Senauke and Mr. Anton formerly were owners of Amperex Electronic Products along with N. Goldman, who has retired because of ill health. There will be no changes in personnel, management or policies, but plans for expansion will be announced in the future.

Storm Hits WMFD

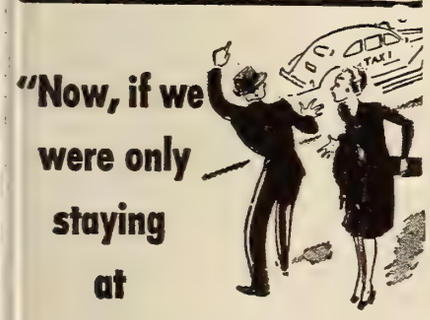
THE ELECTRICAL storm which swept along the North Carolina coast from Cape Hatteras last week forced WMFD Wilmington off the air from 6:12 p.m., Aug. 1 until 10 a.m. the following day, due to power failure. Station equipment suffered no damage, however. News dispatches were that several stations were silenced.

Inflation Warning

TO TELL graphically, quickly and pointedly why we should buy War Bonds, the W. E. Long Co., Chicago, is mailing a promotion piece in behalf of the War Bond Drive, titled "Buy War Bonds. Guard Against This". Below the boldface type is a 1923 German postage stamp, surcharged "2 millionen", with copy telling that in Germany 40,000 such stamps were needed to send a letter. "War Bonds stop inflation," continues the graphic warning of the agency letters.

Video Postwar Job Aid

HOW television can serve as a building block for postwar planning through creation of more jobs and a higher living standard was described by Walter L. Lawrence, field engineer of the RCA Service Co. at a luncheon meeting of the Camden N. J. Lions Club. Quoting Paul Hoffman, chairman of the Committee for Economic Development, Mr. Lawrence revealed that while the use of television increases the demand for goods and services by only 1%, the effective result would, in terms of 1940 figures, create 460,000 new jobs and that within a decade the 460,000 figure would multiply 10-fold, resulting in 4,600,000 jobs.



When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.



No joke, we are proud to report that North Dakota was back in first place, the first quarter of 1944, for percentage of business increase over the same period of 1943. Our increase was 32.5%, as against the national average of 22.4%. Business is booming, and WDAY advertisers are, as usual, getting even more than their share!

WDAY is the top station in the top section of the top State! That's not rhetoric—it's a fact that we can prove to your full satisfaction, if you'll just ask us (or Free & Peters)! How about it—now?

WDAY



FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

WHBQ
Likes
TIME BUYERS

and time buyers like WHBQ

Thanks
ROSS METZGER
NORM HEYNE
KEN STEWART
of **Ruthrauff and Ryan**
for placing business of
THE GOODALL CO.
on the station with the rising
Hooper

WHBQ



WE SELL NIGHT & DAY

DIXIE'S 24 hour station
Exclusive Memphis Station to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour

WHBQ

your MUTUAL friend
MEMPHIS, TENNESSEE
REPRESENTED BY RAMBEAU

DO "FARM STATIONS" REALLY KNOW THEIR FARMERS?

Judging by some of the programming we hear, some alleged "farm stations" know little more about farmers than this photograph suggests!



Here at KMA we do know farmers. So we don't play hot records for farmers, and we don't use announcers who use broad A's! If we did, our farmer-friends and their families wouldn't send us TWICE as much mail as they send to any other station in this area!

But they *do* send us *twice* as much mail, so it stands to reason that we are THE farm station around here. Hence we figure we give you about twice as good a crack at that average $7,672 annual income that our farmers earn.

KMA is the No. 1 Farm Station in the No. 1 Farm Market. If you've any doubt, write for a copy of the KMA "Complete Mail Study"—or ask Free & Peters!

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

Y & R Assumes Burden

(*Continued from Page 9*)

for war messages. NBC advised NAB last week that it does not desire to accept money for war programs but feels that stations are justified in claiming discrimination when Government funds are used for advertising in media other than radio.

Stations' Rights Recognized

Stating the position of NBC as a network and as the owner of six stations, Frank Mullen, NBC vice-president and general manager, stated in a letter to J. Harold Ryan, NAB president:

We do not desire to accept any paid advertising in behalf of Governmentment activities on the war effort since we prefer to handle all such campaigns either through sustaining programs or by allocation of announcements in leading commercial programs.

Although this is the position of NBC and its owned stations, we believe with equal firmness in the complete propriety of any station accepting such advertising. We simply prefer to handle it the other way.

Furthermore, we likewise believe that if at any time there is evidence of discrimination on the part of any advertiser, whether such an advertiser is financed by Government funds or by his own funds, that the NAB is exercising its proper function in protesting against such discrimination.

The situation with respect to the Blue is somewhat different from that of NBC in that the former exercises only limited authority over its owned stations, leaving discretion over such matters as WAC advertising to the individual station manager. John McNeill, manager of WJZ New York, told BROADCASTING that WJZ will continue to devote what it believes is a fair share of time to WAC recruiting. However, he pointed out, should the WAC want more time than it has been receiving the station will be glad to sell such time. He added that NAB is fully justified in fighting for radio's share when Government money is being spent for advertising.

OWI Stands Firm

As to the network programs, Blue executives indicated they would state their position when Government advertising is offered.

CBS policy on acceptance of Government advertising is generally similar to that of NBC. Mutual has not yet stated its position to NAB. The network owns no stations.

Meanwhile, the OWI Domestic Radio Bureau stated it was standing firm on its decision to withhold WAC recruitment allocations as long as radio is left out of the WAC advertising program.

John D. Hymes, deputy chief of the Bureau, said he has received numerous letters from stations, regional offices and regional consultants, reflecting the sentiment of hundreds of stations, which support the OWI stand 100%. "We have not received one complaint", he said.

Two New Programs For Bristol-Myers

Executive Reaffirms Faith In Radio as Good Medium

BRISTOL-MYERS Co., a consistent user of radio since its inception as an advertising medium, will move near the top in leadership this fall with five half-hour evening network shows, three on NBC and two on the Blue Network, it was announced last week.

Effective Sept. 15 Ed Gardner's *Duffy's Tavern*, formerly on the Blue, will be switched to the 8:30-9 p.m. Friday spot on NBC. The Eddie Cantor *Time to Smile* show will return to its regular 9-9:30 p.m. place Wednesdays on NBC, followed on the same network by *Mr. District Attorney*, 9:30-10 p.m.

Two new Bristol-Myers programs will appear on the Blue, 8-9 p.m. Tuesdays, the *Allan Young Show*, currently aired as a summer replacement for the Cantor program Wednesday night on NBC, and second show, as yet unnamed, to follow on the same evening. Lee H. Bristol, vice-president of Bristol-Myers said: "We are, of course, firm believers in the efficacy of radio as an advertising medium for our products, and have been on the air constantly since the days of the *Ipana Troubadors* in 1925 and we value the franchises we have built up. We shall use the radio to advertise Sal Hepatica, Ipana, Trushay, Vitalis, Mum, Minit-Rub and Ingram's Shaving cream."

Mr Bristol explained that his firm has no intention of dropping other media, but will continue to use magazines, newspapers, trade papers along with radio.

Young & Rubicam handles *Duffy's Tavern*, replaced during the summer by *Nitwit Court* on the Blue; the Eddie Cantor *Time to Smile* show, and the *Allan Young Show*.

It is understood that *The Parker Family*, heard on the Blue Fridays, 8:15-8:30 p.m., may be discontinued in November. Doherty, Clifford & Shenfield handles *The Parker Family* and *Mr. District Attorney*.

Increased Tune In

A recent survey by Pulse of New York shows that listeners *turn on their radio sets especially* to hear WLIB's programs; and, WLIB *does not share* its daytime audience, in any appreciable degree, with any other New York station.

Pulse found that 65% of WLIB's audience *did not listen to any other station for the quarter hour preceding* the time they tuned in WLIB; Pulse also found that 62% of WLIB's audience *did not listen to any other station for the quarter hour following* the period spent hearing WLIB's programs.

Thus, WLIB has increased the tune-in in New York City!

WLIB's programs have created a non-duplicated market served consistently only by this station.

WLIB

"THE VOICE OF LIBERTY"

Clear Channel - 1190 on your dial

RKO BUILDING - RADIO CITY - NEW YORK

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

Y & R Statement

(*Continued from Page 9*)

diately to clarify our understanding of radio industry policy and to describe the basis upon which our selection of media had been made and our hopes for special cooperation. He proposed to come to Washington for consultation on June 27.

Mr. Avery found it impossible to consult on June 27. He did not find it possible to meet with us until July 7 in New York.

On July 7 he was given an opportunity to present his position fully to key executives connected with the WAC account. He confessed that he did not know how many stations would accept Government advertising. At our request, Mr. Avery agreed to convass his membership and clarify the policy of the industry on that point.

During the next two weeks we queried Mr. Avery twice on this matter, but despite our inquiries he did not send his inquiry to the broadcasters until July 20, a full month after his public letter to Young & Rubicam.

It should be reiterated that the need for the recruitment of WACS was urgent, that it was desirable to get WAC advertising before the public as quickly as possible. This statement is being prepared on the third day of August. Three newspaper advertisements have already appeared. Although the NAB has released some information to the trade press, it has given us no information whatsoever to date as to the number of its member stations which will or will not accept paid Government advertising.

Our own independent inquiry indicates that some radio stations will accept paid Government advertising and some will not. Public statements which have been made recently also reveal that there is a difference of opinion within the industry as to what policy should be. We hope that these differences can be speedily resolved and a unified industry policy declared.

Never at any time has Young & Rubicam left radio out of its calculations on the WAC campaign or on any other account which it serves. The radio industry knows this. Not until Young & Rubicam is informed that the radio industry has changed its policy and what coverage it can provide on a paid basis are we in a position to determine what percentage of the appropriation should be spent in radio.

Meanwhile we are prepared to act immediately whenever efficient coverage can be purchased.

Mr. Avery requested that the entire WAC appropriation be devoted to radio. We question Mr. Avery's ability to exercise sound and unprejudiced judgment as to the expenditure of any advertising appropriation.

Until a policy decision is reached by the radio industry—a decision that will enable us to evaluate the time and coverage available—we are unable to judge what portion of the WAC advertising appropriation might wisely be invested in radio.

It has been our policy to select media according to our judgment as to what is the best investment for our clients. We propose to continue to operate this way. In conclusion, it should be clear that the War Dept. has relied completely on our professional judgment. The media plan we recommended early in June for the first stages of the campaign was entirely our own, prepared on our responsibility. The War Dept. accepted our recommendations.

We have proceeded on the assumption that Congress made this appropriation because it believed that WACS were important to the war effort.

Our own close association with the War Dept. during the past 15 months has convinced us of the vital contribution the WAC is making to final victory. Furthermore, it is our belief that the campaign to enlist more WACs deserves the support of all media.

It is with regret that we have seen some discussion in the trade press which suggests that broadcasters might withdraw their contributions to the WAC campaign until the issue is resolved.

As we see it, the issue must be resolved by the industry itself. Pending decision by the industry we do not believe broadcasters will stop working for the WAC.

There can be no letup, no work stoppages in any part of the war effort. Based on the splendid record of the radio industry to date in the war effort we believe there will be none by broadcasters.

RCA Victor Spots

RADIO CORP. of America, RCA Victor Division, Camden, N. J. will start in September a series of 30-second and 1-minute live announcements on 32 stations throughout the country, introducing newly-signed Victor recording artists. Announcements also will be used on RCA's *Music You Want* program, carried by 51 local stations five times weekly. Most of the artists have been featured on RCA's Saturday Night Blue Network program, *Music America Loves Best.* Campaign will run through October. Agency is J. Walter Thompson Co.

CERTIFICATES of merit have been awarded *The National Radio Pulpit* and *The Catholic Hour*, two of NBC's religious programs, by the National Federation of Press Women.

NAB READIES PLAN FOR MEASUREMENT

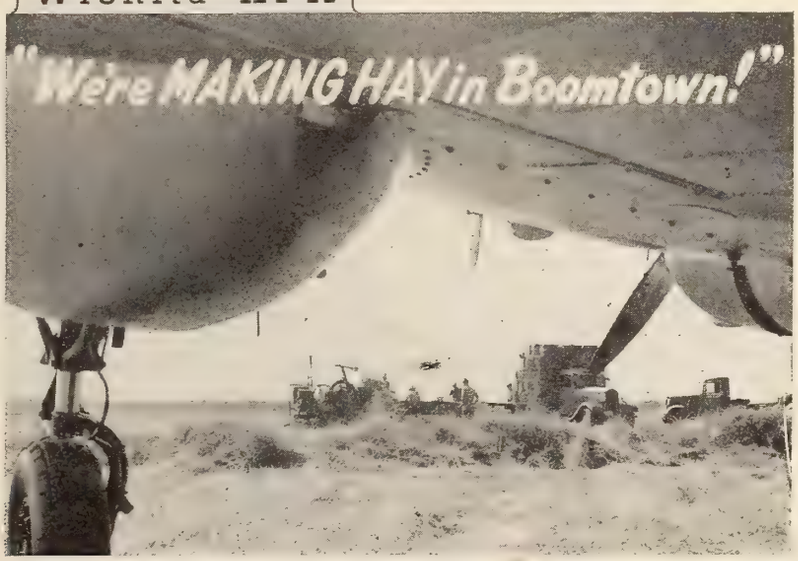
A SMASH presentation on coverage measurement with illustrated slides is being prepared for the NAB War Conference in Chicago Aug. 28-31 by the NAB Research Committee, it was announced last week following two days of meetings in New York.

The full Research Committee of which Hugh Feltis, KFAB Lincoln-Omaha, is chairman, met Tuesday at the Waldorf-Astoria, New York, to receive a progress report of its technical subcommittee on the study of station coverage methods. On Wednesday the Research Committee met with the NAB Board subcommittee and the Sales Managers' Executive Committee to submit its progress report on the station coverage measurement project. On the board subcommittee are: Frank King, WMBR Jacksonville, chairman, Harry R. Spence, KXRO Aberdeen, Wash., and Hugh A. L. Halff, WOAI San Antonio.

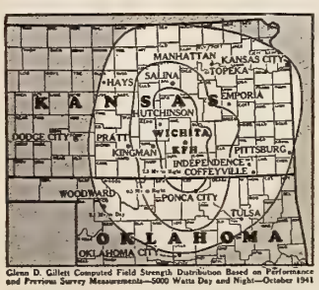
Following are members of the standing committee:

Research—Mr. Feltis; Roger W. Clipp, WFIL Philadelpiha; John Churchill, CBS, New York, Edward F. Evans, WJZ New York; G. Bennett Larson, WWDC Washington; Barry T. Rumple, NBC, New York, Frank N. Stanton, CBS, New York; Jack Williams, WAYX Waycross, Ga; Richard Puff, guest, MBS New York; G. W. Vernon, guest NBC, Chicago; J. Harold Ryan, NAB, Washington; Paul F. Peter, NAB Secretary; and Helen H. Schaefer, assistant to research director, NAB, Washington.

Wichita KFH



You, too, can reap a harvest in booming Wichita . . . and that ain't hay! Unprecedented spending money is pouring from these rich farm lands . . . and from Wichita's fabulously booming aviation industries. With the second largest population increase in the country and the per capita dollar value of its war contracts in *first place*, Wichita is in the money! Already, this center of industry and agriculture is laying tangible plans for peacetime expansion. Today's booming industry, with its backlog of agricultural and oil resources, is *here to stay!*



Glenn D. Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1941

For record breaking sales now and greater sales in the future . . . stick to that selling station in Kansas' richest market—

KFH
WICHITA

CBS • 5000 WATTS DAY & NITE • CALL ANY PETRY OFFICE

Sell the Booming Hard Coal Region!

WAZL
Hazleton, Pa.
NBC Mutual

PACIFIC COAST PROGRAM NOTES



Five are startling news—to say the least!—and definitely something to shout about!



The BLUE has not one . . . not two . . . not three or four, but FIVE fifteen minute periods available in one of the hottest strips of the morning—10:15 to 10:30, Monday through Friday.

A glance at the above chart shows this strip surrounded by programs sponsored by some of the nations biggest and smartest radio buyers.

"Glamour Manor"... if you know your radio, 'nough said. "Breakfast at Sardi's"... you can't say enough ... this tremendous show is the top ranking morning show of the nation.* The "Kellogg News" has a consistently high Hooper rating!

RIGHT HERE is where you come in—just before "My True Story"—a Libby, McNeil & Libby salesman par excellence. So don't waste any time. Among the good times still available, this morning strip is really sparking.

New York • Chicago • Hollywood
San Francisco • Detroit • Pittsburgh

**June 1944 Hooper National Report*

PACIFIC BLUE NETWORK

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

Friendly, Persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!
WIBW The Voice of Kansas in TOPEKA

WGAR LOCAL WARTIME COVERAGE

Work of Cleveland Station's Accredited War Correspondent in ETO Described

By CARL GEORGE
Director of Operations, WGAR

WITH the arrival of WGAR Program Director Dave Baylor in London at the end of June and the beginning of his regular overseas broadcasts a week later, WGAR's own shortwave schedule now totals 11 broadcasts weekly in addition to the regular CBS shortwave features.



Mr. George

By special arrangement with BBC, through Rhoda Magid in New York and Ernest Davis in London, WGAR now carries daily news summaries by the BBC commentator, J. B. McGeachy, picked up in Cleveland and re-broadcast as part of Bob Kelley's 5:30 p. m. news summary, Mrs. Alice Collins every Monday evening interviewing a Cleveland soldier, and the BBC weekly feature, *London Column*, every Saturday night.

Baylor Accredited

Mr. Baylor has been assigned under the recently announced War Department accreditation plan, to cover "local" news from the ETO. This plan, whereby as many as 12 independent broadcasters can have their own representatives in war theatres at one time, bore fruit for Cleveland listeners who have been looking forward to hearing the voices of their own sons, husbands and sweethearts for many months. WGAR is currently broadcasting four to six interviews and reports each week.

Fifteen months ago, Cleveland's mayor, Frank J. Lausche, was invited by OWI to tour the British Isles to talk to Britons about wartime problems facing a typical American city. At that time John F. Patt, WGAR vice-president and general manager, had been cleared by the proper Government departments to accompany the mayor and report back the day to day activities of Cleveland's chief executive. Even before then, WGAR had been interested in sending its own correspondent overseas to report the news of Cleveland men in action. At no time did we consider trying to duplicate what the networks or wire services were doing.

News of Local GIs

The only way Cleveland listeners could get regular news of what their own men were doing was for a local station to use its facilities to get this news for them. Month after month of inquiry and discussion resulted in the final clearance of Mr. Baylor for his overseas assignment. His job was to search out Cleveland men and either bring them to the microphone or bring news of them back to their families via WGAR's regular broadcasts from BBC. It all happened very quickly. The call from the War Dept. came on Monday and before the end of the week Dave Baylor was in London setting up his broadcasts.

Arrangements have just been completed to bring Cleveland listeners occasional broadcasts from Australia. Working with the Australian News and Information Bureau, WGAR expects to bring listeners the news of Cleveland men stationed "down under" on a regular schedule. We also have regular broadcasts featuring letters from Cleveland Red Cross workers in India, Hawaii, North Africa, China and South America. Army PROs supply transcriptions made by Cleveland men at various Army posts. Localized programs from the Mediterranean Theatre will soon be added to the schedule.

No one, as yet, has said to us, "Is it worth all the time and effort to get a couple of hours of programs a week?"

Well Worthwhile

All families are notified in advance of their sons' and husbands' interviews. After a recent broadcast, during which a Cleveland flyer had been interviewed by Mr. Baylor from London, the flyer's mother called us at the station. She hadn't received a letter in more than three weeks, but she had heard her son's voice for the first time in two years—had just heard him say: "Hello, Mom, I'm okay!"

The mother apologized for not being able to come in personally to express her thanks. There were tears of joy in her voice as she said from her sick bed, "God bless you!"

There's when you suddenly realize that the most radio can do for the families of our servicemen will never be quite enough.

Lester E. Swinehart

SERVICES were conducted in Philadelphia last Tuesday for Lester Emmett Swinehart, 49, Bryn Mawr, Pa., executive of Lewis & Gilman, Philadelphia, who died following a heart attack. He began his career in 1911 as a messenger with Lord & Thomas, Chicago, and rose to production manager in charge of copy, art and printing. Resigning in 1917 to enter the Army, Mr. Swinehart rose from the ranks to second lieutenant. After the war he returned to Chicago as manager of the production department, Henri, Hurst & McDonald, and subsequently became vice-president. He joined N. W. Ayer & Son, Philadelphia, in 1929, remaining until 1943, when he became affiliated with Lewis & Gilman. Mr. Swinehart leaves his wife, a daughter and his father.

Herbert Edman

HERBERT EDMAN, WTAG Worcester announcer for two years, died at his home July 26, after an illness of several months. Prior to joining WTAG he was program director of WMAS Springfield, Mass. Mr. Edman is survived by his widow and a 3-year-old son, Bruce.

WHAM
"Your Western New York Salesman"
ROCHESTER, N. Y.
50,000 Watt . . . Clear Channel
. . . 1180 on Dial . . . Affiliated
with the
NATIONAL BROADCASTING CO.
National Sales Representative:
GEORGE P. HOLLINGBERY CO.
The Stromberg-Carlson Station

Catholic War Veterans Hint at Radio 'Legion of Decency' in Letter to Fly

POSSIBILITY of the formation of a "Radio Legion of Decency" is hinted in a letter written July 29 to FCC Chairman James Lawrence Fly by Edward T. McCaffrey, national commander of the Catholic War Veterans. As presently organized, Legion of Decency ranks motion pictures as unobjectionable or objectionable for viewing by Catholics, and since its inception in 1934 has confined its activities to the motion picture field.

Letter repeats the organization's charges of an "unAmerican and undemocratic policy of Station WMCA in New York City", originally made in a telegram sent the Commission July 12, following WMCA's deletion of portions of an address delivered July 7 by State Sen. Frederick R. Coudert, New York Republican leader, before the New York County American Legion convention and broadcast by WMCA [BROADCASTING, July 17]. The letter declares: "The matter involved in our protest is one which we sincerely feel comes under the legal obligations of the FCC to investigate and take action".

Fly Suggestion 'Irrelevant'

In response to Chairman Fly's suggestion that the Catholic War Veterans file a petition requesting the FCC to review WMCA's program policies [BROADCASTING, July 24], Mr. McCaffrey stated: "Your suggestion that material be submitted to substantiate the charges, together with a formal complaint for investigation and, further, that a request for rebuttal time had been made and declined is entirely irrelevant to the matter at hand."

Going on record as opposing all censorship except that involving "the safety and security of our armed forces", which he stated would not have been "jeopardized by the expurgated remarks which Sen. Coudert had prepared for the American Legion gathering", the letter continued:

WMCA Criticized

"The Catholic War Veterans do not seek rebuttal time because we believe that such an arrangement is a mere sop to encourage the continuance of the vilification of a large number of our American citizenry and their religious belief. We are very well aware of the inadequacy of an attempted rebuttal since those who listen to an objectional broadcast are rarely the same audience available for a rebuttal.

"The arbitrary action of the management of WMCA certainly indicated an unAmerican and undemocratic attitude on the part of that management and we are unable to discount the suspicion that this station is being extended the protection of form letter technicalities. We are certain the FCC can obtain further data by direct investigation of the files and records of this station and we again urge that because of their attitude and policy immediate steps should be initiated to investigate and correct those abuses indulged in or permitted by Station WMCA."

Declaring that "the Catholic War Veterans do not seek to censor or otherwise curtail free speech" and protesting "against the exercise of such totalitarian prerogatives by the radio station in question," the letter stated: "The burning of books in Germany and the attacks on Catholics, Jews and Protestants permitted and encouraged by the German Government were the forerunners of the sorry state in which the world finds itself today. We do not relish anti-Catholic, or anti-Jewish or anti-Protestant tirades, but we are willing to suffer for the great principle of freedom of speech.

"We reserve the right, however, to make public protest in the hope that the common decencies of good taste and a sincere interest in our national unity and welfare on the part of all radio stations will avoid the necessity of calling into being a Radio Legion of Decency."

Present Legion of Decency is concerned solely with motion pictures, which it previews and classifies according to standards of morality and the rules of the Catholic Church, a spokesman in the Legion's New York office explained. Previewing is done by the women's group of the International Federation of Catholic Alumni, appointed by the Bishops' Committee at the time the Legion was organized in 1934.

Pictures are classified as A1, unobjectionable for general patronage; A2, unobjectionable for adults; B, objectionable in part, such as showing divorce and remarriage, suicide, or otherwise conflicting with the tenets of the Church or the motion picture code; C, condemned. Occasionally a picture will be separately classified, it was said, such as "Birth of a Baby," which the Legion did not consider entertaining or suitable for exhibition at theatres.

Legion publishes a weekly list of picture classifications and also an annual booklet, which are sent to subscribers and to churches throughout the country for the guidance of their members in selecting motion pictures to see or to avoid.

Dunhill Telecast

FOR ALFRED DUNHILL of London, retail tobacconist with U. S. offices in New York, the Charles M. Storm Co., New York agency, put on a television program *Air Raid*, dramatizing authentic stories of the London Blitz, with a set representing Picadilly Circus. Other companies assigning the Storm agency to stage experimental telecasts include Esquire Inc., and Guide Magazines (Official Detective Story Magazine), both of Chicago.

OWI PACKET, WEEK AUG. 28

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 28. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Don't Travel	X	--	--	--	--	--	--
Hold Prices Down	X	--	--	--	--	X	X
Women War Workers	X	--	--	--	--	--	--
Nutrition	--	X	X	X	X	--	--
War Bonds	--	X	X	X	X	--	--
New Car Pooling Regulations	--	--	X	--	X	--	--
Christmas Mail	--	--	--	--	--	X	--

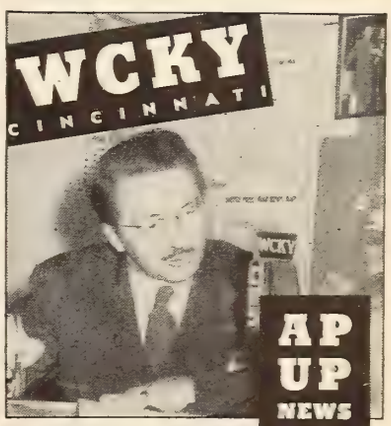
See OWI Schedule of War Messages 123 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Dominating Its Community in Public Service!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS · National Representatives

If you buy or plan advertising for Iowa, you need
THE 1943 IOWA RADIO AUDIENCE SURVEY
gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to
CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

Send a V-MAIL today
Keep up morale

Home front news is vital on the fighting front. Write a fighting man today.
Hotel Mayfair
SAINT LOUIS
Air-conditioned Noiseproofed



WITH
REX DAVIS
4 TIMES DAILY

630 KC.
5000 WATTS FULL TIME
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 29 TO AUGUST 4 INCLUSIVE

Decisions . . .

JULY 29

WOWO Fort Wayne, Ind.—Granted extension of license to Sept. 30, pending determination of application of WGL for assignment to Farnsworth Television & Radio Corp.

WDEL-WILM Wilmington, Del.—Granted extension of licenses to Sept. 30 pending determination of application for transfer WILM to John F. Steinman and Alfred G. Hill.

JULY 31

WFLA Tampa, Fla.—Granted mod. CP authorizing change 5 kw D 1 kw N to 5 kw DN and changes in DA-N, for extension completion date from 8-1-44 to 9-15-44.

WMFM Milwaukee—Placed in pending file application for CP change 45,500 kc to 43,900 kc and 8,500 sq. mi. to 17,929 sq. mi.

Cincinnati Broadcasting Co., Cincinnati—Placed in pending file application for new FM station.

Oregonian Publshing Co., Portland, Ore.—Same.

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BUY WAR BONDS!

Tentative Calendar . . .

KNOE Inc. Monroe, La.—CP and MP change type transmitter, studio location and for approval of antenna and transmitter location (Aug. 7).

WGBG Greensboro, N. C.—CP 850 kc 250 w N 1 kw'D, change from LS to SS Denver. Participant—WHDH Boston (Aug. 8).

Birney Imes Jr., Meridian, Miss.—CP new station, 1240 kc 250 w unlimited (Aug. 10).

WNBZ Saranac Lake N. Y.—License renewal (Aug. 11).

Albuquerque Broadcasting Co., Albuquerque, N. M.—Placed in pending file application for new commercial television station.

KLZ Denver—Same.

Pulitzer Pub. Co., St. Louis—Same.

WGAR Cleveland—Same.

WKY Oklahoma City—Same.

Jos. M. Zamoiski Co., Baltimore—Same.

AUGUST 1

WSIX Nashville, Tenn.—Granted vol. assgn. license from WSIX Inc. to Jack M. Draughon and Louis R. Draughon d/b WSIX Broadcasting Co. No money involved.

WBTH Williamson, W. Va.—Granted transfer control from George W. Tayor, William P. Booker and William B. Hogg to Lewis Clark Tierney and Helen Scott Tierney for $26,000.

Nashville Broadcasting Co., Nashville, Tenn.; Nashville Radio Corp., Nashville, Tenn.; Murfreesboro Broadcasting Corp., Murfreesboro, Tenn.; Tennessee Broadcasters, Nashville, Tenn.; J. W. Birdwell, Nashville, Tenn.—Granted petitions of Nashville Broadcasting Co. and Nashville Radio Corp. for reinstatement of applications for CP new station; granted petition of Murfreesboro Broadcasting Co. for reinstatement of application for CP new station; designated said applications for consolidated hearing with applications of Tennessee Broadcasters and J. W. Birdwell for new station.

WJJD Chicago—Granted license renewal.

WIND Gary, Ind.—Granted license renewal for main and auxiliary transmitters.

Marietta Broadcasting Co., Marietta, Ga.—Designated for consolidated hearing application for new station with application of Chattahoochee Broadcasters for new station, and WBLJ for make party to proceedings.

WMT Cedar Rapids, Ia.—Adopted order denying petition for rehearing directed against action of FCC June 14 granting application of KSJB for mod. CP.

KJAN Monroe, Ia.—Adopted order granting petition reconsideration and grant without further hearing application for new station and mod. CP, conditions.

WTEL Philadelphia—Granted new CP for 30 days.

Gus Zaharis, South Charleston, W. Va.—Granted CP new experimental television station, Channel 1, 200 w aural 110 w visual.

Jamaica Radio-Television Co., Long Island, N. Y.—Granted CP new experimental television station, Channel 13, 400 w aural 100 w visual.

WMFM Milwaukee—Granted CP new developmental station to operate as experimental satellite, 45,500 kc 100 w, conditions.

AUGUST 2

WGBG Greensboro, N. C.—Granted petition for leave to dismiss without prejudice application for CP operate on 850 kc with 250 w N 1 kw D, from LS to SS Denver.

WRUF Gainesville, Fla.—Dismissed petition for leave to intervene re above.

KMLB Monroe, La.—Granted in part motion for postponement of hearing; continued for 30 days.

KFAB Lincoln, Neb.; WBT Charlotte, N. C.—Granted joint motion to dismiss without prejudice applications for vol. relinquishment control of KFAB and for vol. assgn. license of WBT.

Blue Network Co., New York—Granted request for withdrawal of application for authority to transmit programs thru KFJZ to XELO and dismissed said application without prejudice.

Applications . . .

JULY 29

WAIR Winston-Salem, N. C.—Vol. assgn. license to C. G. Hill and George D. Walker d/b WAIR Broadcasting Co.

WGL Fort Wayne, Ind.—Vol. assgn. license to Farnsworth Television & Radio Corp.

Shelbyville Radio Inc., Shelbyville, Ind.—CP new FM station, 46,100 kc, 3,730 sq. mi., $24,870 estimated cost.

KEX Portland, Ore.—Vol. assgn. license to Westinghouse Radio Stations Inc.

JULY 31

WBAL Baltimore—CP new commercial television station, Channel 6.

E. Anthony & Sons, Boston—CP new FM station, 43,400 kc, 19,650 sq. mi., $141,000 estimated cost.

World Publishing Co. and Tulsa Tribune Co., Tulsa, Okla.—CP new FM station. 45,700 kc, 23,850 sq. mi., $112,860 estimated cost.

WALA Mobile, Ala.—CP new FM station, 46,100 kc, 10,000 sq. mi., $75,000-$100,000 estimated cost.

City of Sebring, Fla.—CP new standard station, 1400 kc 250 w unlimited, amended to change 1400 kc to 1430 kc, increase power to 1 kw, change type transmitter and changes in antenna.

KOVO Provo, Utah—CP change 7240 kc to 960 kc, increase 250 w to 1 kw, install DA-N.

KASA Elk City, Okla.—Assignment of license to Southwest Broadcasting Co. (returned, incomplete).

KGKL San Angelo, Tex.—CP new FM station, 45,300 kc, 6,936 sq. mi. (returned, incomplete).

WAIR Winston-Salem, N. C.—Mod. license to change name of licensee to C. G. Hill and George D. Walker d/b WAIR Broadcasting Co. (dismissed).

AUGUST 1

WEEU Reading, Pa.—Transfer control from Clifford M. Chafey, Harold O. Landis, Harry S. Craumer and Raymond A. Gaul to George J. Feinberg, Joseph M. Nassau and Milton J. Hinlein.

Altoona Broadcasting Co., Altoona, Pa.—CP new standard station, 1240 kc 250 w unlimited.

Potomac Broadcasting Corp., Alexandria, Va.—CP new standard station, 730 kc 250 w unlimited, amended re change type transmitter, corporate structure and specify studio site.

WMOH Hamilton, O.—License to cover CP authorizing new standard station.

WGBI Scranton, Pa.—CP new FM station, 48,100 kc, 19,557 sq. mi., $49,600 estimated cost.

WIL St. Louis—CP new FM station, 45,100 kc, 13,200 sq. mi., $25,000 to $30,000. estimated cost.

Capital City Broadcasting Co., Des Moines, Ia.—CP new standard station, 1600 kc 250 w unlimited.

Magic City Broadcasting Co., Birmingham, Ala.—CP new standard station, 1490 kc 250 w unlimited (returned, incomplete).

AUGUST 2

WARC Inc., Rochester, N. Y.—CP new standard station, 1240 kc 250 w unlimited, amended re changes in corporate structure.

WLIB Brooklyn, N. Y.—Transfer control from Irwin Steingut, Elias I. Godofsky, Aaron L. Jacoby, Arthur Faske, William Weisman and Louis W. Berne to Dorothy S. Thackrey.

AUGUST 3

E. Anthony & Sons, Providence, R. I.—CP new commercial television station, Channel 10.

WHBC Canton, O.—Mod. CP change frequency, increase power, changes in equipment and DA-N, for extension completion date from 8-15-44 to 9-15-44.

WOOD Grand Rapids, Mich.—License to cover CP for auxiliary transmitter.

WXYZ Detroit—Same.

Don Lee Broadcasting System, Hollywood, Cal.—Authority to transmit programs from Mutual or Don Lee affiliates to CKWX Vancouver, B. C.

AUGUST 4

WTIC-FM Hartford, Conn.—CP change 45,300 kc to 43,300 kc, 6,100 sq. mi. to 15,563 sq. mi., install new transmitter and antenna.

Trustees of Purdue U., West Lafayette, Ind.—CP new noncommercial educational station, 42,700 kc, 10 kw, A3 emission.

WRJN Racine, Wis.—CP new FM station, 49,100 kc, 2,540 sq. mi., $29,560 estimated cost.

WMBR Jacksonville, Fla.—CP change 1400 kc to 1460 kc, 250 w to 5 kw, install new transmitter, DA-N and move transmitter (petition to reinstate).

Canadian Troop Discs

CANADIAN BROADCASTING Corp. Dominion network programs are now being recorded at CJBC Toronto for troop broadcasts overseas. Recordings are flown overseas by transport and broadcast from BBC stations for Canadian troops soon after they have been on the air in Canada. Among the programs now going over are *Clary Settell's Gazette*, a musical program, *Reminiscing*, and *Latin-American Serenade*.

—Classified Advertisements—

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

nted—Engineer by 1000 watt station h progressive midwestern city of 25,000. his is fine opportunity as station plans mmediate and postwar expansion. Want ll details on salary required and exerience in first letter. All inquiries nfidential. Box 503, BROADCASTING.

tion Manager Wanted to take full harge of a northern California reional station 50 miles outside of San rancisco. Good salary and conditions, ust qualify, give draft status and exerience. Send photograph and references with letter. Write Box 505, ROADCASTING.

nted—Experienced copy writer for reail accounts. Man or woman. Permaent position with progressive wellstablished agency in Ohio. Send complete etails regarding experience, references, alary requirements, picture, and samles. Our employees know of this ad. ox 521, BROADCASTING.

ef Announcer—Western network staon, experienced, mature man, earngs $45 per week. Send details, experince, references. Box 526, BROADASTING.

esman—For NBC and Blue outlet. xperienced man about 30 years or lder. Salary $37.50 per week plus comission. Will give sufficient billing to tart earnings at $50 per week. Send etails, experience, references, KOB, lbuquerque, N. M.

nted—Chief Engineer for 250 watt lue Network station. Good salary. tate salary and experience. Address . C. Ewing, WGRM, Greenwood, Miss.

mmercial Manager to develop national nd regional accounts and hold present usiness that type. Established farm cation. Not a local. Knowledge mail ull operation helpful. Acquaintance gencies and farm accounts desirable. ermanent. Central Atlantic. State all xperience, education, salary expected. onfidential. Box 529, BROADCASTNG.

nouncer—Good voice and able to anounce news. Must be of good character nd willing to develop into all around an. 4F in draft or honorably disharged. Previous experience unnecesary but desired. Progressive 250-watt rkansas MBS station. Good steady pay ssured. Send voice transcription and etails pertaining to background. Box 30, BROADCASTING.

es Promotion Manager—Midwest clear hannel station seeking man thoroughly rounded in trade and national advertisng and advertising agency operations. hould have good working knowledge of roduction. Send complete details, edulation and experience, references. Box 34, BROADCASTING.

nouncer-Operator wanted. Must have irst class radiotelephone license and be apable of announcing news and comercials. Give experience, draft status nd salary required first letter. Radio tation KSEI, Pocatello, Idaho.

nted—Male announcer, newscaster. VREN, Lawrence, Kansas.

iana (local) needs announcer. Excelnt opportunity. Wire, WHBU, Anerson.

nted—Chief announcer for Texas Blueutual station. Send complete details mmediately. Patt McDonald, Gen. Mgr., KPLT, Paris, Texas.

ief Engineer. State age, experience, ualifications and salary expected. WMIS, Natchez, Mississippi.

nted—Experienced announcer who can andle news. Will consider training inxperienced man with possibilities. Exellent opportunity. Advise draft status nd salary expected to start. WTJS, ackson, Tennessee.

nouncer wanted at once. WCMI, Muual affiliate, 250-watt station, Ashland, Kentucky.

Help Wanted (Cont'd)

Operator wanted. Apply at once. WDRC, Hartford 4, Conn.

Situations Wanted

Do you need an experienced dramatic script writer with fresh ideas and unusual talent? Write Box 444, BROADCASTING.

Station or sales manager immediately available, draft-exempt, sixteen years experience, excellent record and references. Box 455, BROADCASTING.

Manager: Present employed network station executive planning change. Age 44, college graduate, 21 years' comprehensive experience, best of credentials and contacts. Present employer knows of this ad. Your reply held confidential. Address Box 479, BROADCASTING.

Publicity Director—Young man, 25, with newspaper and publicity experience would like position as publicity director of radio station. Now employed by a national welfare service organization with outstanding public relations department. Will submit outline of publicity program which might fit your needs. Box 514, BROADCASTING.

Station Manager—Eleven years experience all phases broadcasting. Excellent references, good record. Now employed. Available thirty to sixty days notice. Prefer operating agreement with salary and bonus. Will give your station smooth operation with maximum profit. South or southeast preferred. Write Box 515, BROADCASTING.

Station Manager—Ten years solidly successful operation local channel network affiliates, major and secondary markets, seeks management or executive situation offering challenge, opportunity for progress, permanence. Married, 36, honorably discharged. Good record, references, reason for change. Full details on query to Box 516, BROADCASTING.

Sales Manager—Proven sales record. Draft exempt. Now employed 5 KW station. Excellent references. Available 30 days' notice. Box 517, BROADCASTING.

Chief Engineer—Available 3 weeks' notice. 10 years' operation, maintenance, design. Full responsibility AM-FM. Airmail data, photo. Box 518, BROADCASTING.

Available—Radio promotional talent composed of: 1. Promotion and research experience, network station. 2. A university background of marketing and advertising. 3. Energy, intelligence, and ideas. This talent is presently employed, but now ready to assume greater responsibilities. Box 519, BROADCASTING.

Newscaster—News Analyst. Extensively traveled. Background of foreign politics. Some knowledge of French, German, Russian languages. Slight English accent. 49. Prefer small station. Box 520, BROADCASTING.

Young woman desires position with progressive station. 12 years experience as program manager, announcing, promotion, traffic, continuity and office manager in local station. Employed now. Write Box 522, BROADCASTING.

Hold first class license. Ex-Navy radio man. No other previous experience. Draft classification 1 AH. Age 39. Married. Son 4 years. State salary. Accept best offer. Go anywhere. Box 523. BROADCASTING.

Promotion or program assistant—girl, 26, five years experience. Background at well-known regionals also includes publicity, traffic, continuity, secretarial. College graduate. Box 524, BROADCASTING.

Chief Announcer, assistant program director, metropolitan station—wants program management, announcing, newscasting—small community. Efficient operation guaranteed. Box 525, BROADCASTING.

Situations Wanted (Cont'd)

How about it? Continuity writer, young lady. 2 years' station and agency experience. Radio college background. Excellent references. Box 531, BROADCASTING.

News Editor - Announcer, play-by-play sports man, now employed 5,000 watt regional station, wants change. Newspaper experience. Box 532, BROADCASTING.

Program Director—Production, promotion and musical background. Several years network experience. Will consider smaller station. Available for interview at NAB Convention. Box 535, BROADCASTING.

Television Director—Young woman with originality, imagination, and comprehensive background of television programming; 2 years experience, available to active station or agency. Box 536, BROADCASTING.

Engineer, Writer, Radiotelegrapher available September. Refer my classified July 3rd BROADCASTING. Marlo Wynn, 224 South Fitzhugh, Dallas.

Announcer—Three years network experience. 24 years. Prefer New England. Draft deferred. Write Box 528, BROADCASTING.

Writing—Scripts or publicity. Woman employed feminine dept. key New York seeks part-time assignments. Knows magazine and newspaper fashion, food, beauty editors and fields. Box 537, BROADCASTING.

Writer—Producer, program director with management background, wishes affiliation with live growing station. Probably available Sept. 15. 1944. Box 538, BROADCASTING.

Wanted to Buy

Wanted to buy either 250, 500- or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

250 watt equipment, complete with all accessories. Cash. All replies answered. Box 488, BROADCASTING.

Wanted at once—Necessary equipment for complete 5 kw broadcast installation. Transmitter, 3 towers, termination and phrasing equipment and crystals. Box 492. BROADCASTING.

Wanted: 1 KW transmitter, late model or old model capable of modernization; directional phasing and coupling equipment or parts for three element system; state details and price. Box 510, BROADCASTING.

Wanted—Two 270-A tubes. Western Electric or Amperex, new or used. Write Box 511, BROADCASTING.

Wanted to Buy—Have cash for 100- or 250-watt station. Any location considered. Box 533, BROADCASTING.

For Sale

Portable recorder, Presto model EA7. Dual speed 12-inch turntable. KBUR, Burlington, Iowa.

Gillette Sponsors Boxing On Yearly Basis on MBS

GILLETTE Safety Razor Co., Boston, last week signed agreements with MBS to sponsor boxing broadcasts every Friday at 10 p.m. throughout the year, starting Friday, Sept. 8. Prior to this arrangement, Gillette's agreement with Mutual called for a minimum of 26 fights a year with no provision for continuous weekly broadcasts.

Major part of the series will originate from New York's Madison Square Garden, but agreement provides for broadcasts from other fight centers throughout the country. Description of the bouts will continue to be handled by Don Dunphy and Bill Corum, MBS sportscasters. Agency is Maron, Inc., New York.

Miles Renews Keystone

MILES LABS., Elkhart, Ind., manufacturers of Alka-Seltzer and One-a-Day vitamins, has renewed *Lum 'n' Abner* for 52 weeks on Keystone Broadcasting System, transcription network. July marked the start of the fourth year for the program on Keystone. Agency is Wade Adv., Chicago.

HOURLY nighttime rate of WJR Detroit goes to $800, effective Aug. 15. Present rate is $700.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

SPECIAL SUMMER
6 Weeks' Day Course
SEPTEMBER 5
8 Weeks' Evening Course
AUGUST 21

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

United Manufacturing Corp.
Division of U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
District 1640

BOB SHAW
RADIO WRITER
Front Page Farrell—NBC
Appointment With Life—BLUE
340 E. 52nd St. Eldorado 5-4979
New York City

BUY WAR BONDS

FCC May Apply 'Iron Hand' Rule to Postwar FM, Video

Justice Department 'Vigilance' For Possible Anti-Trust Infractions Being Maintained

PROSPECT of rigid application of the FCC's network monopoly regulations in the postwar fields of FM and television is being emphasized in events in Washington.

Supplementing exploratory activities by the FCC earlier this year, in eliciting from networks their policies as to FM and television service, it was stated at the Dept. of Justice Anti-Trust Division that "vigilance" is being maintained in connection with these developments to catch up any possible infraction of the anti-trust statutes. Wendell Berge, Assistant Attorney General in charge of the Anti-Trust Division, said he has advised his staff to take stock of FM and television network plans and policies.

Inquiries Made

Declaring he had no desire to "throw a scare into anyone," Mr. Berge said it was the function of his Division to look into matters having possible anti-trust aspects. He indicated he would discuss the question with FCC Chairman James Lawrence Fly, because his Department did not want to cut across any study or inquiry being made by the Commission. At this stage, he asserted, it isn't even certain that the Justice Dept. will get into the matter. He said inquiries had been made at the Department and that the customary check would be undertaken.

Last May the FCC, taking cognizance of commitments of major networks to provide regular affiliates with network program service for FM stations, requested all national and regional networks for full statements of their policy, present and future, on FM program service. Contracts also are being reviewed as to provisions regarding television.

The Commission also had requested stations to supply program data for a typical week in April 1943 and the corresponding week in 1944, to ascertain the degree of network program service to affiliate stations in the light of the chain monopoly regulations.

John J. Sirica, general counsel of the House Select Committee to investigate the FCC, said last week the whole subject of postwar services will be discussed by the Committee when it convenes next month. Committee members, he commented, have evinced considerable interest in these new services and possible legislative requirements governing provision of facilities and limitations on ownership. He emphasized, however, that consideration to date has been casual and that the course of the Committee's study will depend upon views of members in connection with projected radio legislation.

Conditional CP to KJAN

FCC last week adopted an order granting the petition of KNOE Inc., Monroe, La., for reconsideration and grant without further hearing of its application for a construction permit for a new standard station (KJAN) at Monroe. The grant was made on condition that the permit will not be issued until applicant proves he is able to comply with the Jan. 26 WPB-FCC Order and is able to complete construction of KJAN within a reasonable period of time.

Harm Promoted

F. G. HARM, for eight years a salesman of WJJD Chicago, has been appointed sales manager succeeding Arthur Harre, who on July 24 became manager of the station when Marshall Field took over. Mr. Harm formerly was with WCFL Chicago.

Milk Bottle News

ESKAY DAIRY Co., Ft. Wayne, Ind. with the motto "Tell the World Your News" permits its customers to do that by putting a collar around the neck of each milk bottle with space for customers to fill in items of parties, men in service, oddities, clubs and lodge news. These are collected by the milkmen, turned in to be sorted and arranged for broadcast on the dairy's news program on WGL Ft. Wayne, Monday through Friday, at 5 p.m.

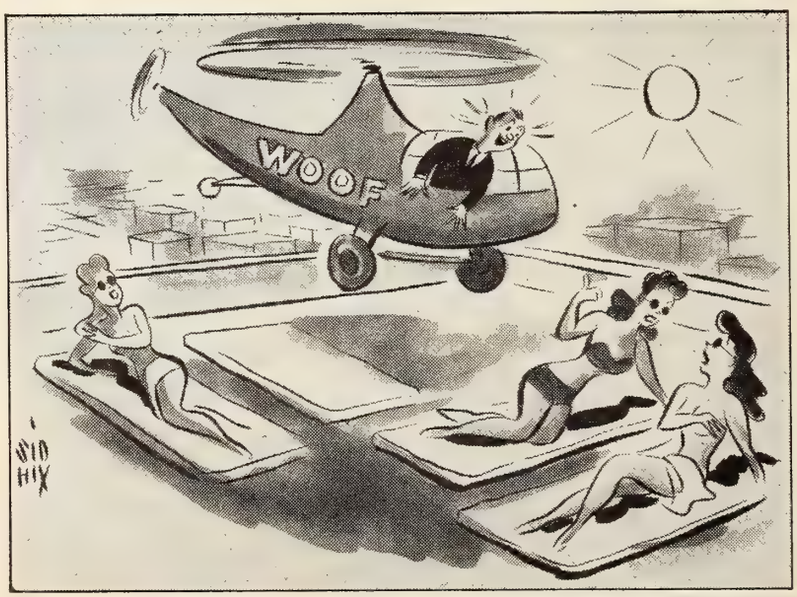


"WE WANT CANTOR", echoed 45,000 members of the Organized-Labor Bond Committee (AFL, CIO, American Brotherhood) of Richmond, Va., and Wilbur M. Havens, president of WMBG, wrote the banjo-eyed comedian. Here Mr. Havens (r) greets Eddie at the train when the labor favorite arrived to help the War Bond drive. He brought with him Nora Martin, Bert Gordon (the Mad Russian) and Grace Shannon, pianist. 90% of Organized Labor Committee bought extra bonds.

Public Wants Live Video According to Pulse Data

TELEVISION SET owners in the East want more shows with live talent and "real life events" such as sports, newsreels, according to the July 15 issue of *The Radio Audience*, monthly newsletter of the Pulse of New York Inc. *Newsletter* covers for the first time results of surveys of both New York and Philadelphia audiences since the latter city has been added to the PNY interview area.

Opinions on Trial (WCBW New York) was named by all interviewees as the most interesting program, according to the bulletin. Included in the *Newsletter* is an extensive analysis of D-Day listening showing a sharp drop in sets-in-use June 7 following an all time high June 6 of an average 53.2% of sets in use per quarter-hour.



Drawn for BROADCASTING by Sid Hix

"It's the WOOF Roving Reporter!"

Survey Criticizes Few Wartime Ads

AAAA Reports on Magazines Newspapers, No Radio

A MAXIMUM of 80 "objectionable" advertisements of 31 advertisers, representing less than 2% of the 5,849 newspaper and magazine ads considered, was found by the War Advertising Survey Committee to the American Assn. of Advertising Agencies and the National Assn. of Better Business Bureaus in a recently completed survey.

The report, excluding radio, covered the October and November 1943 issues of leading magazines and newspapers. The objectionable ads that organized advertising is seeking to correct were considered so for reasons of exaggeration trading upon war theme offensively, misrepresentation, scare appeal over-emotionalism.

After each agency responsible for placing one or more of the criticized ads had been notified direct copies of the report were distributed to agencies throughout the country. Members of the boards of directors of the 85 Better Business Bureaus in the U. S. and Canada also have received copies marked confidential.

With respect to future advertising the committee makes the following recommendations:

1. National advertising with a war connotation should establish a properly proportioned relationship between the war product or services advertised and the war effort.
2. National advertising with a war connotation which seeks to promote a product or service, which has no clear connection with the war effort, should do so inoffensively.
3. National advertising with a war connotation should be free from false misleading or deceptive statements.
4. National advertising with a war connotation should induce consumer understanding and cooperation.
5. National advertising with a war connotation should avoid "trading upon" the suffering and sacrifices of war to promote a product or service.

Satellite FM, Two Video CPs Granted by the FCC

THE JOURNAL Co., publisher of the *Milwaukee Journal* and licensee of WTMJ and WMFM, Milwaukee standard and FM outlets, last week was granted a construction permit by the FCC for a new developmental broadcast station to operate as an experimental satellite station with WMFM. Facilities are 45,500 kc with power not in excess of 100 w. The special temporary authorization was on condition that the Commission may at any time terminate the grant, should such need arise.

William B. Still, trading as the Jamaica Radio-Television Co., Jamaica, Long Island, N. Y., was granted a construction permit for a new experimental television station on Channel 13 with power of 400 w visual and 100 w aural. G. Zaharis, South Charleston, W. Va. also was granted a construction permit for a new experimental television station on Channel 1, with power of 200 w visual and 110 aural.



Senator Harry S. Truman, prominent Missouri member of the United States Senate since 1935, has this to say of radio, "Radio has made the United States one great auditorium. In no other way can men instantly talk to all of this nation's 130 millions. To safeguard our basic democratic principles, radio must be utilized to its fullest extent. Then the ancient demagogues of the Old World will find no place in our way of life."

DEDICATED

IN BEHALF OF

AMERICAN BROADCASTING

TO THE HOME AND THE COMMUNITY

Planning for the Tomorrow

KMBC is preparing itself for added responsibilities. This station has attained an enviable position of public service to its area of operation—and thereby indirectly to the nation itself. Accomplishments today, however, may fall far short of future responsibilities. That is why KMBC is giving practical consideration—*not tomorrow, but right now*—to radio's place in the post-war community. A national survey by KMBC of radio's role in education is one such planning development already *in the works.*

KMBC

OF KANSAS CITY

Of course—
KMBC FM.
An extra service at no extra cost.

FREE & PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI & KANSAS



"HI JACKSON! WAIT'LL YOU SEE THIS WAVE!"

● "Here's something, Jackson, that will really sling out the waves," you can imagine the wavy-haired maestro, Phil Harris, saying. "When the juice is turned on in WKY's new 915-foot antenna, it'll squirt waves around Oklahoma that'll lay my slight hirsute undulations in the shade!"

Besides being a structure of startling size, WKY's new 915-foot antenna is one of unique and purposeful design. It is one of the two highest in America and the sixth highest man-made structure in the Western Hemisphere. Plans are already in the works to perch FM and television antennas on its top.

The immediate result of putting this tower into use, now merely awaiting arrival of a few missing links in a new quarter-million dollar transmission set-up, will be to increase WKY's daytime service area substantially and nearly double its nighttime coverage.

While advertisers have this to look forward to, WKY is today giving advertisers more coverage and more actual listeners in Oklahoma today than any other Oklahoma City station.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO
[illegible] Oklahoman and Times ★ The Farmer-Stockman
[illegible] Springs ★ KLZ, Denver Affiliated Mgmt.)
REPRESENTED BY
THE KATZ AGENCY

PRINTED IN U.S.A.

AUGUST 14, 1944

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

The Stations Doing Things in Arizona-





THE PICTURES

Twelve thousand people attended the KTUC-sponsored launching of a miniature cruiser Tucson on the Fourth of July. Because of wartime restrictions, actual launching of the Navy's "Tucson" cannot be broadcast. So KTUC built a 25-foot model, had it launched by the same woman who will send the real "Tucson" down the ways in San Francisco.

Eighteen thousand people bought $300,000 worth of Series E War Bonds as their price of admission to see the Fourth of July fireworks celebration put on by KOY in Encanto Park in Phoenix. The program also featured the WAC induction of Arizona's 5001h recruit, music by the U. S. Army Band from Luke Field.

WHENEVER there is anything big going on in Arizona, the Arizona Network is in on it. Sometimes it's a special event pick-up, sometimes a civic enterprise originated and sponsored by one of the stations, like the events pictured here. These are the things that make listeners know a station . . . and *like* it. Because Arizona Network stations (KOY Phoenix, KTUC Tucson, KSUN Bisbee-Lowell) cater to local interests, they have a loyal and responsive audience. Such listener loyalty predicates advertising results.

The Arizona Network

ALL STATIONS AFFILIATED WITH CBS

KSUN
Bisbee-Lowell
Carl Morris, Manager
1230 Kilocycles
250 Watts

KOY PHOENIX
550 KILOCYCLES
Al Johnson, Manager

KTUC
TUCSON
Lee Little, Manager
1400 Kilocycles
250 Watts

MANAGEMENT AFFILIATED WITH **WLS**, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY

Just Arrived..



A NEW WKY Baby

Announcing

A NEW SERVICE . . . BORN
TO HELP OKLAHOMA
FARMERS AND CATTLEMEN

WKY Farm Reporter

Directed by Edd Lemons

LAST week, on August 9, WKY's new "Farm Reporter" program made its bow on the air. This six-a-week midday program dedicated to the advancement of farming and stock raising in Oklahoma is being directed by one of the Southwest's best known farm leaders, Edd Lemons.

WKY has always been conscious of its large farm audience in its programming. So much so, in fact, that WKY is and has been the predominant favorite with the majority of Oklahoma farm listeners.

Full-Time Farm Service Director

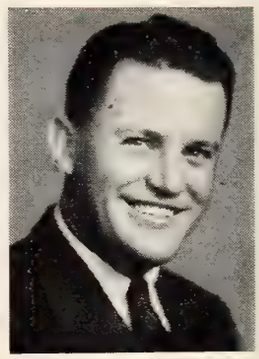
WKY's farm service programs in the past would add up to an impressive number of hours. For years, WKY's daily farm market reports have been indispensable. Many programs, early morning as well as at other times of the day, both sustaining and sponsored, have been especially slanted at farm folk. WKY has for years cooperated with the State Department of Argiculture in presenting a weekly farm program.

With the organization of its new farm service department under the full-time direction of Edd Lemons, WKY's farm service will be coordinated and increased to provide maximum benefits to Oklahoma farmers and stockmen.

Elaborate Plans Set

WKY's new farm service department is being geared to render a service without peer or parallel both in scope and practical usefulness. The daily quarter-hour broadcasts will be supplemented with a midday half-hour each Saturday at which time the program will originate, via mobile unit, from a farm, field demonstration, school or other meeting place.

WKY has the largest farm audience in Oklahoma today. It will hold an even stronger position tomorrow.



Director Is Recognized Agricultural Leader

EDD LEMONS, director of WKY's new farm service department, was executive secretary of the Future Farmers of America organization in Oklahoma and is one of the best-known men in agricultural circles in the state. He has taught agriculture, edited farm news for a state newspaper, and directed a farm radio council program over an Oklahoma radio station for four years.

WKY
OKLAHOMA CITY

REPRESENTED BY
THE KATZ AGENCY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: The Daily Oklahoman and Times
The Farmer-Stockman ★ KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Management)

ANNOUNCEMENT



KECA

LOS ANGELES

—newest member of the Blue's family of owned and operated stations, is now represented nationally by

Blue Spot Sales

In making this announcement, we wish to extend a word of sincere appreciation to Free & Peters, Inc., for their full and friendly cooperation in transferring representation of KECA to Blue Spot Sales.

Blue Spot Sales is happy indeed to include KECA, serving the largest and richest market of the Pacific Coast, in its list of represented stations.

Blue Spot Sales

NEW YORK • CHICAGO • HOLLYWOOD • DETROIT • PITTSBURGH • SAN FRANCISCO

REPRESENTING:

WJZ *New York*, **WENR** *Chicago*, **KGO** *San Francisco*,
KECA *Los Angeles*, **WMAL** *Washington*,
and the Pacific Blue Network.

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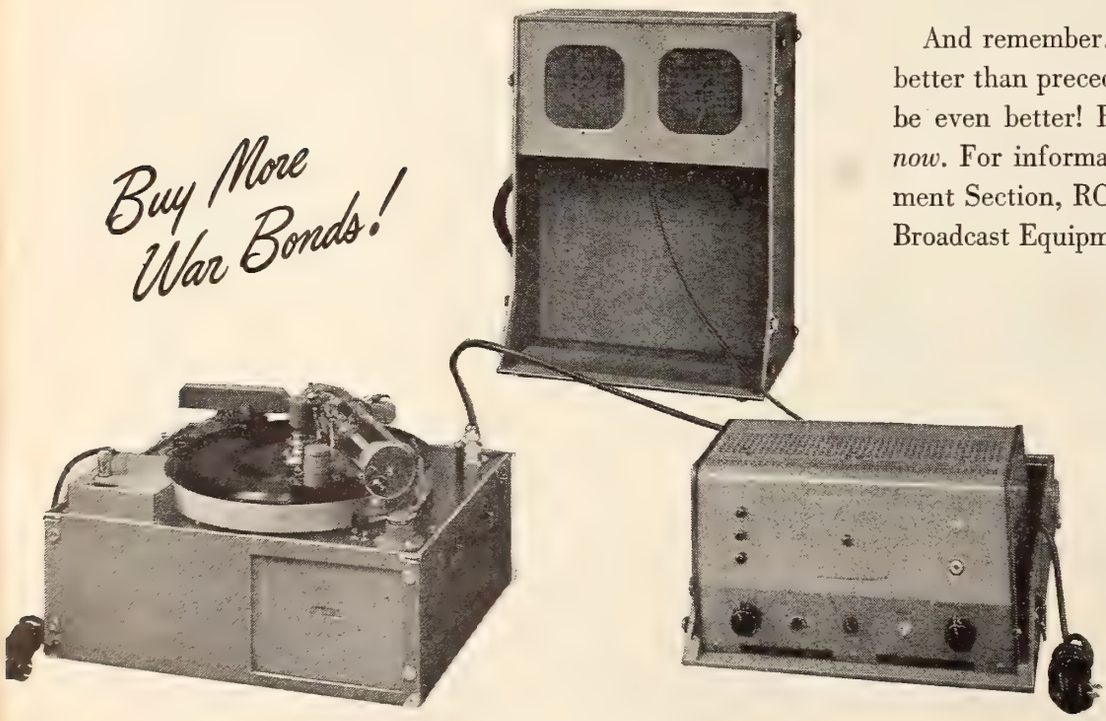
in HIGH FIDELITY recording equipment

RCA produces the finest and most complete line of de luxe recording equipment. Included are units or assemblies for every need... complete "packaged" equipment for field use, a high-quality recording attachment for mounting on standard RCA turntables, and a de luxe recording "lathe" for professional-type installations.

All three are outstanding in several respects: first, they are built to provide quality and durability rather than to meet a price; second, they are designed specifically for the unique requirements of broadcast use; and, third, they are the result of many years of experience in designing and building earlier models.

And remember...as the units shown here were better than preceding models, so will new designs be even better! Reserve your postwar recorders *now*. For information, write to Broadcast Equipment Section, RCA, Camden, N. J. regarding the Broadcast Equipment Priority Plan.

Buy More War Bonds!



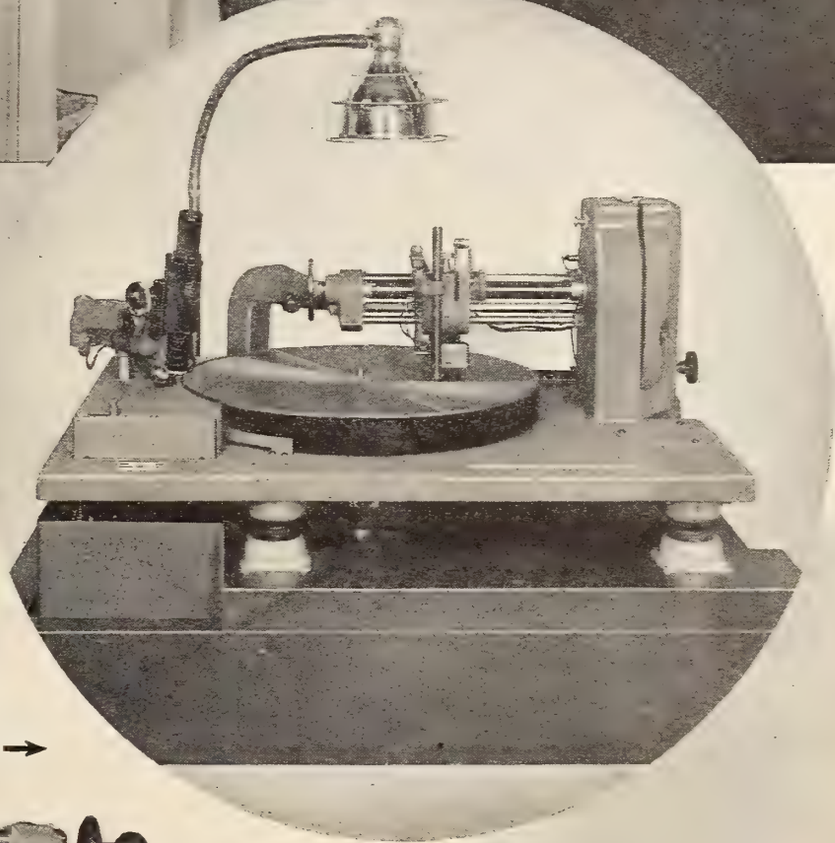
Portable recording equipment. Model OR-1, economical in price, for good recordings in the studio or field. A complete recording channel consisting of a rim-drive turntable with standard recording and reproducing arms, an amplifier chain and a loudspeaker unit.

RADIO CORPORATION OF AMERICA

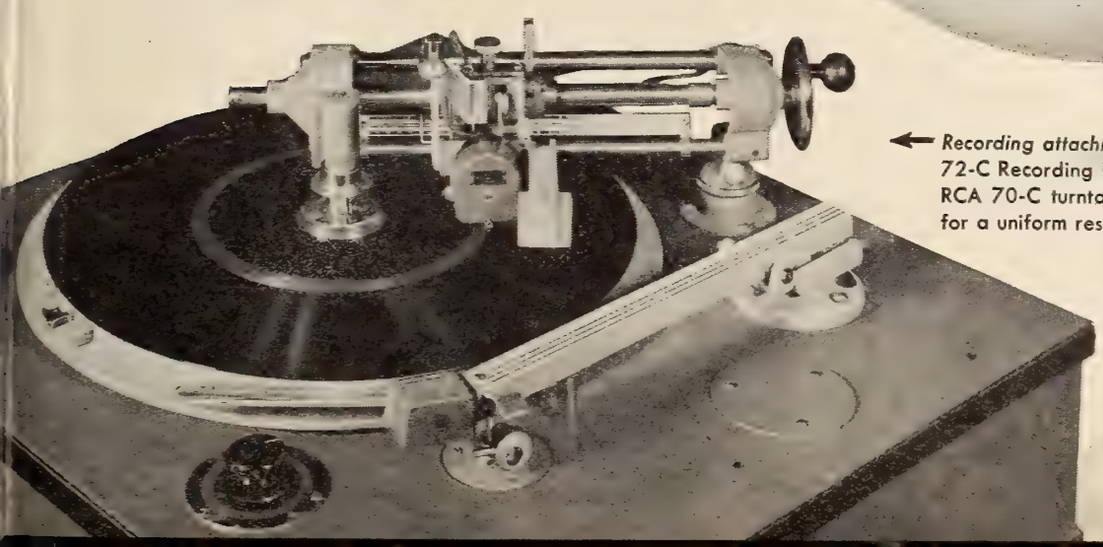
RCA VICTOR DIVISION • CAMDEN, N. J.

RCA

Pictured here is the recording lathe bank at OWI Headquarters, New York City. These RCA recorders are used in making transcriptions of OWI news and entertainment programs for overseas broadcasting.



Close-up view of the RCA recording model employed at OWI Headquarters. A professional-type unit, the 73-AX Recorder provides highest-quality, instantaneous recordings for broadcasting purposes. 30 to 10,000 cycle frequency response. Records at 33⅓ or 78 r.p.m., outside-in or inside-out at 96, 112, 120, 136 or 154 lines per inch. Speed and groove adjustments at the turn of a knob. →



← *Recording attachment for turntable mounting.* The Model 72-C Recording Unit for control room use with standard RCA 70-C turntable equipment. Cutting head provides for a uniform response from 60 to 6000 cycles.



WWL Advt.
Feb. 1, 1941

Today—

When You Think of

NEW ORLEANS

. . . You Think of

PAN AMERICAN CLIPPER

FLYING IN FROM LATIN AMERICA



. . . AND

WWL

NEW ORLEANS



The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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REPRESENTED NATIONALLY BY EDW. PETRY & CO.



Blue and Mutual Networks
KFOR LINCOLN Nebraska
"Nebraska's Capital City Station"

Hearts throb *in* West Virginia



when *our own* FOREIGN WAR CORRESPONDENT *goes on the air*

In cities, villages and hamlets, hearts throb as avid listeners dial to hear the voices of their service men from West Virginia. Parents, eager for the sound of the voices of their sons . . . wives, anxiously awaiting news of young husbands . . . one and all, West Virginians are united in their burning desire to hear what their men in the European Theatre of War have to say.

ANOTHER FIRST

The W. Va. Network was the first independent radio organization in the United States to have its own correspondent accredited to the European Theatre of War.

The West Virginia Network is proud to present such a public service . . . proud that our managing director, Howard L. Chernoff, is on the spot, in England and in France, to send back to homefronters words of cheer and comfort about their loved ones.

As Foreign War Correspondent for the West Virginia Network, Chernoff's only assignment is to send folks back home intimate firsthand news of West Virginia boys. He covers the personal stories . . . news so dear to the hearts of anxious relatives and friends.

By trans-Atlantic broadcasts, by recorded interviews, and by cablegrams, Chernoff bridges the distance of war between service men and their folks at home. Small wonder it is, that such public service is on the lips of thousands of listeners throughout West Virginia.

The West Virginia Network

JOHN A. KENNEDY, President
(On leave, U. S. Navy)

WCHS—Charleston
WBLK—Clarksburg
WSAZ—Huntington
WPAR—Parkersburg

Mahoney and Washington



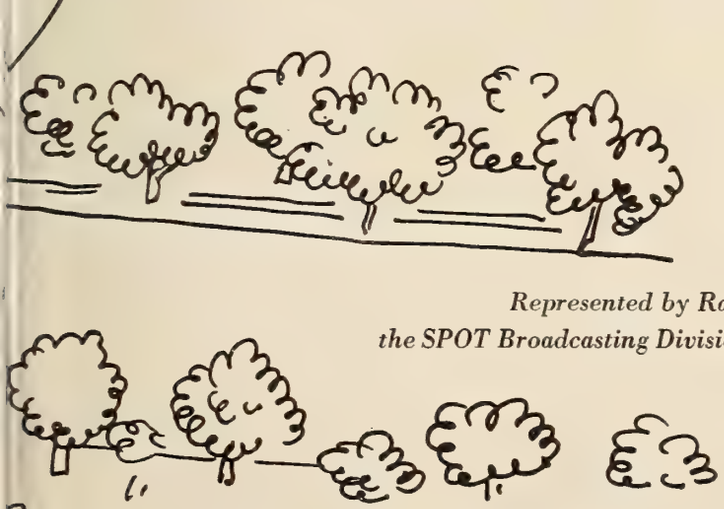
are just like *that!*

WASHINGTON-WISE Claude Mahoney —with 16 years of newspaper experience—is a master at interpreting the Washington labyrinth to Washingtonians.

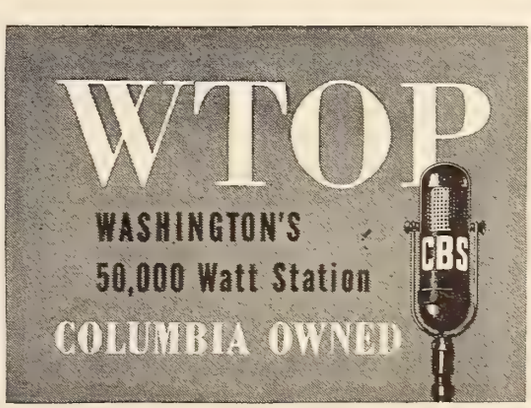
They know him, too—almost as well as he knows their city. For two years his informal, authoritative newscasts were heard over another local station. His popularity grew. Now, as a logical step in his expanding career, he's moved to Washington's only 50,000-watt station—WTOP. Now, more people than ever before can hear him (Monday-through-Saturday, 7:40-7:50 A.M.).

Presenting personalities and programs that have "Washington appeal" is one of the things WTOP does best. In news Claude Mahoney is just what WTOP's *Janice Grey* is in the field of radio serial drama . . . what WTOP's government-endorsed *Battle of the Bureaus* is among quiz programs. They're top *localized* versions of proven program ideas: the best in radio with brilliant local color for Washington audiences.

Claude Mahoney has just started his new series on WTOP. The sponsor who teams up with him now has a chance to ride the same skyrocket to success with this popular newsman. More information? You can get it for the asking from us or Radio Sales.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS





"ME, TOO—I'M HER SPONSOR!"

Anybody with the necessary dough can buy top-notch radio talent and can set about to entertain the great American public. But unless the same showmanship is put into the *commercials*—well, you know the answer!

Sonovox is a proven means of making commercials as memorable—often as *entertaining*—as the highest-priced stars and gag-writers can make your program itself. Sonovox boosts Sponsor Identification as much as eleven to seventeen points—as much as 111.8%, in one famous network show—and at a cost so low as to be almost negligible in the average radio budget!

Those figures above, by the way, are not "blue sky". They're from regular Hooper Sponsor Identification Ratings. We'd enjoy an opportunity to show them to any large radio advertiser who is in the mood to *do something* about making his radio more effective.

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., ***Exclusive National Representatives***

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co. and
Wm. Esty & Co., Inc.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Quaker Oats Company
Ruthrauff & Ryan, Inc.

Radio Corporation of America
Ruthrauff & Ryan, Inc.

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra

Shell Oil Company, Inc.
J. Walter Thompson Co.

Stanco, Inc. (Mistol)
McCann-Erickson, Inc.

U. S. Treasury Dept.

Universal Pictures Company, Inc.

Warner Brothers Pictures, Inc.

Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.

CHICAGO: *180 N. Michigan* Franklin 6373 · NEW YORK: *444 Madison Ave.* Plaza 5-4130 · SAN FRANCISCO: *111 Sutter* Sutter 4353 · HOLLYWOOD: *6331 Hollywood* Hollywood 2151 · ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 7 WASHINGTON, D. C., AUGUST 14, 1944 $5.00 A YEAR—15c A COPY

Planners Omit International Shortwave

Broader Spectrum For FM, Video Suggested

A POSTWAR broadcast allocations plan which would provide substantially increased spectrum space for both FM and television, with flexibility the guidepost, but which makes no provision whatever for international shortwave broadcasting, was presented to a joint Government-industry conference last Friday, held under State Dept. auspices, to prepare for international communications reallocation conferences to begin as soon as war conditions permit.

At the opening session, attended by some 300 Government officials and representatives of all branches of radio and communications, draft proposals for the impending war conferences were submitted. Attention centered, however, upon the proposal of the Interdepartment Radio Advisory Committee, made up of Government radio officials, outlining a proposed allocation covering all communications services and utilizing the ultra-high frequency ranges which prior to the war were largely in the experimental category.

Committees Begin Studies

Spokesmen for television and FM services did not openly protest the suggested allocations at the initial session Friday. But the absence of provision for direct international broadcast service following the war drew vehement criticism of executives of World Wide Broadcasting Foundation, Boston.

Following the morning session, the conference was divided into three committees, to analyze the proposed revisions to the 1932 Madrid Telecommunications Convention and the 1938 Cairo radio regulations. It was expected that arguments for increased spectrum space for the various services would be projected at these committee sessions, in the hope of completing a revised allocation by December at the latest. Work of the Radio Technical Planning Board in connection with postwar allocations also will figure in the committee deliberations.

The three committees, which will carry on the exploratory work and draw up recommendations, are (1) to analyze proposed revisions of the international conferences, headed by Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept. (2) on frequency allocations (technical), headed by Dr. J. H. Dellinger, chief of the Radio Section, Bureau of Standards, and chairman of the Technical Postwar Communications Subcommittee of the State Dept. and (3) operational matters, headed by Capt. E. M. Webster, chief of Coast Guard communications. Committee memberships were voluntary, with industry and Government participants in the general session authorized to select their own.

Criticisms Asked

At the opening session Friday, only a half-dozen of the participants spoke on the proposals. Francis Colt deWolf, chief of the State Dept's. Telecommunications Division, opened the meeting and turned the gavel over to Dr. Dellinger, as committee chairman. It was emphasized that the proposals submitted were not definitive and that the Department not only welcomed but urged comments and criticisms. Dr. Dellinger also pointed to the desirability of speed, setting Dec. 1 as a deadline for a "fully considered setup of proposals for the State Department", but pointed out that there are some misgivings that even that date may be too late because of war developments.

Commenting on the IRAC allocations proposals were William B. Lodge, acting engineering director of CBS, who generally favored them; Walter S. Lemmon, president of the World Wide Broadcasting Foundation, and E. K. Cohan, engineering director, both of whom vigorously condemned the absence of provisions for international broadcasting; Capt. Donald S. Leonard, representing the International Assn. of Police Chiefs, who lamented inadequate provision for facilities for police departments; Maj. Gen. J. O. Mauborgne, retired, former Chief Signal Officer, who admonished the participants to agree on a viewpoint as quickly as possible, drawing on his experience in past international sessions; Maj. E. H. Armstrong, FM inventor, who urged that the proposed allocations be left sufficiently flexible to accommodate new developments because it is impossible to predict five years ahead; and C. B. Aggers, of the Westinghouse International Co., who urged consideration of spurious interferances with communications from industrial devices such as diathermy instruments.

The IRAC report suggested an allocation for broadcasting which would assign about 61% of the radio spectrum between 42 and 1000 mc exclusively to broadcast services including FM and television as well as relays for the services.

Standards Left Open

The proposed television allocation would provide nine 6 mc channels between 54 and 108 mc and three 12 mc or six 6 mc channels between 158 and 218 mc. The space between 158 and 170 mc would be shared between urban television relay operations and rural Government mobile services. The plan also suggests thirty 16 mc channels between 460 and 956 mc with one additional 16 mc channel between 508 and 524 mc to be allocated for television when no longer required for navigational aid.

In summary, the IRAC plan proposes a total of fifteen 6 mc channels below 300 mc as against the present allocation of 18 such channels. Then it provides for ultimate use of thirty-one 16 mc channels

(*Continued on page 66*)

WLB Scores AFM Defiance of Order

Petrillo Is Summoned To Show-Cause Hearing

CRACKING down on James C. Petrillo, president of the American Federation of Musicians, for defiance of two War Labor Board directives, the Board last week denounced the strike of musicians at the Minneapolis studios of KSTP and called the AFM leader to appear next Thursday at a show-cause hearing to explain his refusal to return to work for the Victor and Columbia recording companies.

The Board took the union to task at a brief show-cause hearing Wednesday at which William H. Davis, chairman, told Joseph A. Padway, AFM counsel, that the action of the musicians in renewing their strike after they had previously called off the strike in compliance with a WLB order was "incredible" to him and was in violation of the orderly procedures set up by the Government for handling labor disputes.

Petrillo Called

Mr. Padway was given until 4 p.m. last Thursday to notify the Board whether Mr. Petrillo would call off the strike. After communicating with the AFM leader he reported that he had been instructed to say that the responsibility for the situation rested with Stanley Hubbard, KSTP president, and that Mr. Petrillo could not order the musicians back to work until Mr. Hubbard agreed to the Minneapolis rates of pay.

It was learned the Board is preparing action to enforce compliance.

Indication that the Board would countenance no further defiance of its order to terminate the recording strike was seen in the parallel action in calling Mr. Petrillo to a show-cause hearing this week. It is understood that this proceeding is being instituted to give the union leader his last opportunity to comply voluntarily, efforts to negotiate compliance since the Board issued its directive on June 15 having failed.

May Go to White House

It was expected that a further refusal by Mr. Petrillo to resume recording operations will result in the Board referring the case to the White House. Mr. Petrillo has asserted on several occasions that he would not order the musicians back to work unless he is requested to do so by the President.

The Board's telegram on the show-cause hearing summoned the

(*Continued on page 62*)

168 Low-Power Transmitters Available, Says Creutz, WPB

Blue Net Places Tentative Order for Three; Critical Parts Are Needed to Convert

AVAILABILITY of 168 low-power transmitters, built to Government specification for the Signal Corps and which can be adapted for 250-w use, was disclosed last week by John Cruetz, chief of the WPB's Radio & Radar Division.

WPB, Mr. Creutz said, has granted permission to Transmitter Equipment Mfg. Co., of New York, to sell, without priority, 168 of the several hundred low-output transmitters it has on hand. Mr. Creutz said the New York company would sell the transmitters to any buyer, under the release granted by WPB. He pointed out, however, that the buyer should be mindful of the fact that critical parts are essential to convert the Signal Corps transmitters to meet FCC specifications for standard broadcast stations.

Sales Arranged

Engineers of the Blue Network said they had placed a "tentative order" with TEMCO for three transmitters. The transmitters are not intended for use by any existing or proposed Blue station, a Blue engineering department spokesman said, explaining that one will be left in its present state as a communications transmitter to be used for communications work. Regarding the other two, he said that the Blue engineering staff is often called on to do consulting work and that the other two transmitters have been ordered in connection with that activity. In addition, Robert Kaufman, Washington radio consultant and former station executive, has negotiated with the New York company for acquisition of a number of the units. It is understood he has procured equipment necessary to convert about a score of the transmitters. Mr. Kaufman, who formerly was with the Radio & Radar Division, said a price of $1,350 each has been placed on the transmitters in their present form. Mr. Kaufman gets another $800 for supplying a kit of material needed for conversion and about $350 worth of engineering labor will be needed, bringing total cost of each transmitter up to about $2,500 after conversion.

Morton Kahn, head of Transmitter Co., said parts needed for conversion include transformers to increase the audio range, No. 805 tubes and crystal ovens, which are on the critical material lists. Other parts are readily procurable, he declared.

Of the total number of transmitters, some 280 were built to Signal Corps specifications and were declared surplus as a result of a Signal Corps cancellation order. They are multi-frequency shortwave models and are either phone or continuous wave types. Mr. Kahn said they can be converted into 250-w transmitters, as against present 200-w use.

The conversion must meet the "Standards of Good Engineering Practice" of the FCC. Mr. Kahn said he planned to convert one unit and make measurements necessary to secure data that users will need in filing applications with the FCC, but each user will file his own application. TEMCO will not convert for purchasers as its manpower is too busy with war work. Mr. Kahn said he would dispose of the others on an "as is" basis, so the purchasers could do their own conversion. He thought the bulk of the transmitters would be sold to broadcasters.

Brown Shoes on NBC

BROWN SHOE CO., St. Louis, will sponsor Smilin Ed McConnell and his *Buster Brown Gang*, for Buster Brown shoes on NBC Saturday mornings beginning Sept. 2. Agency is Leo Burnett Co., Chicago.

GILLETTE TO AIR '44 WORLD SERIES

GILLETTE SAFETY RAZOR Co., Boston, will sponsor the 1944 World Series, to be broadcast exclusively on MBS for the sixth consecutive year. Contracts were signed last Thursday by J. P. Spang Jr., Gillette president; Miller McClintock, president of Mutual, and Kenesaw M. Landis, Commissioner of Baseball.

Dates and times of the games will be decided next month, after the pennant winners have been determined. Games will be broadcast on more than 250 stations in the United States and Canada, and will also be broadcast in Spanish on stations in Cuba and South America under Gillette sponsorship. Plans are under way for shortwaving to American troops abroad.

Sum paid by Gillette for the broadcast rights to the series was not disclosed, but it is exactly the same as last year, $100,000. Gillette account is handled by Maxon Inc., New York.

Aluminum Co. Resumes

ALUMINUM CO. of America, Pittsburgh, on Sept. 17 resumes *Lighted Windows* on the full Blue network, Sundays, 3:30-4 p.m. The half-hour dramatic program which will feature Ethel Barrymore, went off the air for the summer on May 27. Format of the program will be the same as before. Agency handling the account is Fuller & Smith & Ross, New York.

Luft Co. on MBS

GEORGE W. LUFT CO., Long Island City, N. Y., on Aug. 24 will sponsor a half-hour musical variety program on MBS featuring Sammy Kaye. Program title and complete format of the show have not yet been decided. Tangee cosmetics will be promoted on 171 MBS stations, Sundays, 1:30-1:55 p.m. Agency handling the account is Warwick & Legler, New York.

New Hallmark Agency

HALLMARK GREETING CARD Co., Chicago, effective Oct. 6 has appointed Foote, Cone & Belding, Chicago, to handle its advertising. Company's advertising formerly was handled by Henri, Hurst & McDonald, Chicago.

Democrats Ready Midwest Campaign

Radio to Get Major Share Of Advertising Budget

PLANS to obtain special farm coverage in the Midwest for broadcasts by Democratic candidates were discussed last week in several meetings between Paul A. Porter, publicity director, Democratic National Committee; J. Leonard Reinsch, DNC Radio Director, and John Hamm, account executive of Biow Co., recently appointed to place all advertising for the Committee [BROADCASTING, Aug. 7].

Mr. Reinsch said that details of the party's radio coverage should be fairly well settled within the near future and he confirmed earlier unofficial reports that the major share of the party budget will be devoted to radio. Republican National committee had already announced that radio would also be its largest item of expense.

Both parties are expected to spend up to the $3,000,000 limit prescribed by the Hatch Act for the campaign and it is probable that this total will be surpassed for each, with broadcasts and other advertising sponsored by local voter's groups and other organizations outside the party committees.

John Morgan Davis Appointed by NAB As General Counsel in Charge of Labor

APPOINTMENT of John Morgan Davis, Philadelphia attorney and vice-president and general counsel of WIBG, as general counsel in charge of labor relations of the NAB was announced last Wednesday by J. Harold Ryan, NAB president. Mr. Davis, who will divide his time between his law practice in Philadelphia and his NAB duties, succeeds Lt. (j.g.) Joseph L. Miller as labor relations director. Mr. Miller resigned last December to accept a Naval commission

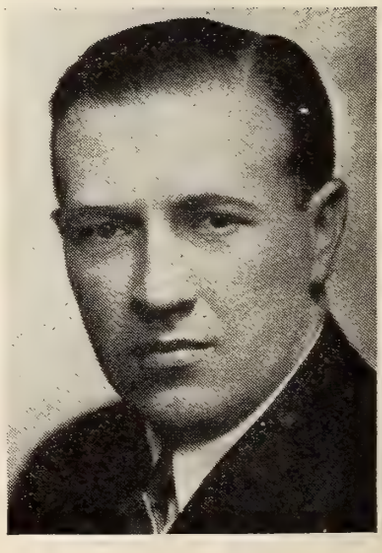
Well-known in Philadelphia radio, Mr. Davis' name has been mentioned in connection with the vacancy on the FCC created by the retirement of Comdr. T. A. M. Craven, now vice-president of the Iowa Broadcasting Co. The FCC post remains unfilled. It is understood Mr. Davis had the endorsement of the Democratic leadership in Pennsylvania, including Sen. Joe Guffey.

To Attend Convention

NAB announced that Mr. Davis will retain his legal connections in Philadelphia and give general direction and supervision to the NAB labor relations activity. It is expected a fulltime assistant will be named at Washington headquarters. The new labor counsel will be introduced to the NAB membership at the Executive War Conference in Chicago Aug. 28-31 and will outline the general scope of NAB labor policies as he sees them.

A graduate of the U. of Pennsylvania, Wharton School of Finance & Commerce, as well as the law school, Mr. Davis has been in Broadcasting since 1929, announcing over WLIT Philadelphia while attending college. He later was employed at WCAU Philadelphia and returned to WLIT in 1932 as assistant to the general manager. In 1935, when WFIL was created through merger of WLIT and WFI, he remained with the combined operation. Later that year he acquired a minority interest in WIBG, serving as vice-president and general counsel. Subsequently, he sold that interest but retained the legal representation.

Mr. Davis was the first secretary of the State Labor Board of Pennsylvania and assisted in the organization of that agency, serving for a year-and-a-half. He has specialized in corporation, communications and labor law, and is admitted to practice in the Pennsylvania courts and the U. S. Supreme Court. He is a member of the Pennsylvania Bar Assn., the American Bar Assn. and the FCC Bar Assn. He is a past chairman of the ABA Radio Committee and is at present national director, Public Information Program, of the American Bar Assn. He is married and the father of two children.



MR. DAVIS

Keeping FM Free From Interference

Sky Wave Interference Shown in Tests In July

By WILLIAM B. LODGE
Acting Director of Engineering
Columbia Broadcasting System

DURING JULY OF this year there was a period of long-distance transmission on the present FM channels which, if it were to re-occur during an appreciable percentage of the time *after wide-scale commercialization of FM*, would be very distressing to both broadcasters and listeners.

From the data available, it appears that during the first two weeks of the month FM stations gave very useable signals (up to more than 1 millivolt per meter from 50-kw stations) at distances of 500 to 1,500 miles. The distant signals were strongest about 7 to 8 p.m. (EWT) and on some nights lasted for three or four hours.

Numerous eastern observers reported high grade reception of midwestern FM stations during early July (also, in the New York area serious interference was experienced from a Chicago station). During a period like this, in a highly developed FM broadcasting system, many FM stations would receive interference extending inward to their 1 or 2-millivolt contour instead of to the more distant 50-microvolt contour as is generally assumed.

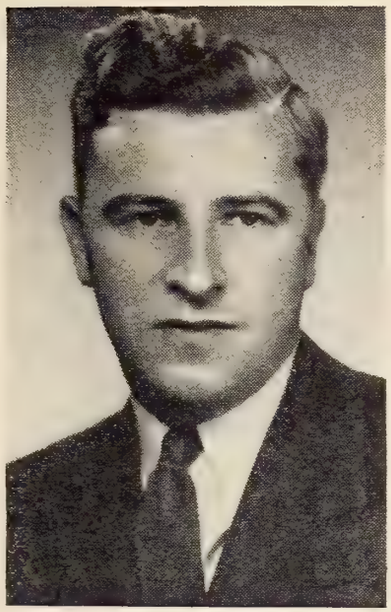
Spectrum Problem

These recent experiences emphasize the fact that the best interests of the listening public require that the greatest care be exercised in choosing the location of the postwar FM band in the radio spectrum. The advantages of FM point to the possibility that five or six years from now a large amount of American urban radio service may be provided by FM stations and that hundreds of transmitters and millions of receivers will be operating in the new band.

(Presently licensed stations plus applications already filed, alone, would account for approximately 250 transmitters; set manufacturers have forecast production of 5 million FM receivers in their first year of all-out civilian production.

It is therefore apparent that the broadcasting industry should do everything possible in an effort to insure that FM channels are established in a part of the frequency spectrum which will be free from interference between stations that are well separated geographically.

It is unfortunate that more is not known at present, about the likelihood of long-distance interference in the present 42 to 50 mc FM band. There are, however, at least four recognized types of transmission which, for an unknown percentage of time, invalidate the classical assumption that FM stations



Mr. Lodge

cannot produce interference beyond the horizon. These include:

1. Refraction in the lower atmosphere. (This is usually called tropospheric transmission, and in general does not appear to extend more than 200 to 400 miles. Temperature and humidity conditions within a mile or two of the earth's surface affect this type of transmission.)
2. Bursts. (The cause of these fraction-of-a-second bursts of distant transmission has not been definitely established.)
3. Sporadic E-layer transmission. (This is a type of long-distance transmission made possible by reflection from one of the lower layers of ionosphere under abnormal conditions.)
4. F-layer transmission. (This is the familiar long-distance sky-wave transmission of short-wave stations, which is effected by reflection from one of the upper layers of the ionosphere.)

Clear Channels

The relative importance of each of these types of potential interference from an FM broadcaster's standpoint is not yet known since, at the present time, many of the FM stations are operating on what amounts to a clear channel. Furthermore, wartime conditions have made it impossible to carry on the extensive program of measurement and analysis that must be completed before the extent and the duration of such interference can be estimated with accuracy. As a result, sufficient experience has not been gained in actual practice to indicate how much interference to expect when there is extensive duplication on each FM channel.

Sunspot Activity

The correlation between sunspot activity and the maximum frequency transmitted to a distance is fairly well establshed in the case of the "F-layer" type of transmission noted above. These data indicate that at the next sunspot maximum (1947, 1948, 1949) interfering signals from distant stations would cause fairly consistent interference at frequencies as high as 40 or 50 mc for several hours in the early afternoon. In connection with the current long-distance interference experiences, it is to be noted that there has *not* been any observed increase in sunspot activity and, consequently, the phenomena are generally attributed to the "E-layer" type of transmission mentioned above.

At the present time, there is no way of knowing how serious the various types of interference will prove to be, or how high in frequency it would be necessary to move the FM band in order to avoid its effects—if, indeed, it is possible to avoid all of them in any useful part of the radio-frequency spectrum. Undoubtedly, the complete story as to how serious distant interference may yet prove to be in FM will not be known until there has been extensive operation throughout one entire sunspot cycle.

Meanwhile, those who are responsible for recommendations for the postwar allocation of frequencies for FM broadcasting should give exceedingly careful consideration to all of the data available concerning the possibilities of long-distance transmission on the frequencies being considered.

FM as a higher quality mode of radio transmission is readily acknowledged by the engineering profession. Occasionally there are reports about interferences which have occurred in the UHF range which may have a bearing on the scope and extent of service. The latest deals with long-distance sky wave transmission. The writer, Acting Director of Engineering of CBS, reports on his findings in this field. He is a graduate of the Massachusetts Institute of Technology and joined CBS in 1931. In February 1942 he assumed a special wartime assignment as associate director of the Airborne Instruments Laboratory of Columbia U., Division of War Research. He returned to CBS in October last year.

Smith Represents Nets on FDR Trip

Pearl Harbor War Conference Revealed by WRC Manager

CARLETON D. SMITH, manager of WRC, Washington NBC station, and for many years the network's Presidential announcer, accompanied President Roosevelt to Pearl Harbor for war conferences as the sole representative of the four major networks, it was disclosed last Thursday morning when Mr Smith broadcast over the combined nets a report of the President's trip.



Mr. Smith

At the same time, announcement of the President's trip to Honolulu, where he conferred with Gen. MacArthur and Adm. Nimitz, was released to the press. Origin of Mr. Smith's broadcast, scheduled at 10 a.m. (EWT), was given as "somewhere on the Pacific Coast," although it was revealed last week that President Roosevelt addressed the Democratic National Convention on July 20 from his train inside the Marine base at San Diego, Cal.

Hunt Remained

Shortly before the Democratic Convention in Chicago, Mr. Smith and Clyde M. Hunt, CBS Washington chief engineer, were called to the White House, told of the proposed trip and asked to make arrangements. Mr. Hunt supervised technical details for the President's acceptance speech and Mr. Smith introduced the Chief Executive. Mr. Hunt did not accompany the Presidential party to Hawaii, but remained on the West Coast, awaiting its return.

McCormick's Cable

Following the combined network broadcast, Ken Banghart, WRC-NBC announcer, read over NBC a special cabled report from Robert McCormick, the network's correspondent in Honolulu. Last Thursday's broadcast, with which press releases were timed, was the first time the President's activities have been reported by one representative over the combined networks. Mr. Roosevelt plans to personally report to the people on his trip, presumably by radio, according to UP.

On 40 Stations

M. LOUIS PRODUCTS Co., New York, in September will start a series of five-minute and quarter-hour weekly musical programs on some 40 stations in New England, East, South, and Midwest. Magazine and newspaper advertising will also be used. Agency handling account is Hirshon-Garfield, New York.

Part of WAC Budget Slated for Radio

Approval of New Plan To Get Recruits Is Awaited

PLANS have been virtually completed to allot radio a sizable share of WAC advertising, with details as to the amount to be expended and the volume of time to be purchased now awaiting final approval, BROADCASTING learned last week.

It is understood that a set of alternate proposals has been submitted by Young & Rubicam to the War Dept. for approval and that recommendations for time purchase range from $500,000 to $1,000,000. It is anticipated that the vast majority of stations will share in the business.

Decision Awaited

Formal decision to use radio is expected early this week when Y&R will issue a statement on coverage to be sought. The agency announced last week that it was prepared to immediately purchase time "whenever efficient coverage" can be bought.

Assurance that broadcasters will be given a share of the WAC advertising appropriation followed a week of conferences between Y&R officials and the War Dept. in which various presentations calling for use of radio were submitted for consideration. Present from the agency were Sigurd Larmon, president; John F. Reeder, vice-president; A. V. B. Geoghegan, director of media and general production; Carlos Franco, chief time-buyer; and Philip S. Broughton, director of public relations.

It was learned that Maj. Gen. Alexander D. Surles, director of the War Dept. Bureau of Public Relations, conferred with OWI officials and that the agency is ready to restore radio allocations for WAC recruiting as soon as official action is taken to include radio in WAC advertising.

OWI had withdrawn station announcements scheduled for the week of Aug. 28 and network program allocations assigned for the week of Sept. 4 but John D. Hymes, deputy chief of the Radio Bureau, told BROADCASTNG the network allocations would be scheduled for the earliest week possible if radio is included in forthcoming WAC advertising. He said it was too late to restore the allocations originally scheduled for Sept. 4 as other commitments have since been made.

He added that OWI will probably not ask stations to carry transcribed spots if commercial announcements are placed but that other programs in the interest of WAC recruiting will likely be scheduled through the Special Assignment Allocation plan.

NAB announced that despite Y&R's explanation as to why radio was not included in the first phases of WAC advertising [BROADCASTING, Aug. 7] it "will not relax in its efforts to convince the agency that broadcast advertising should be used for this purpose."

As BROADCASTING went to press late Friday, NAB had received returns from 708 commercial stations of which 90% stated they would accept paid WAC advertising. The breakdown of replies showed 634 in favor, 65 against and 7 undecided. Approximately 85% of the stations agreeable to WAC advertising submitted specific availabilities.

Analysis of the 65 stations unfavorable to WAC advertising showed that 27 are clear channel, 26 are regional and 12 are local. They include 24 NBC owned or affiliated stations, 24 CBS owned or affiliated, 7 Mutual affiliates, 5 Blue affiliates and 5 non-affiliates.

A few of the stations which reported they would accept WAC advertising stated they would turn over any money received for such time to the USO or the Red Cross.

Sponsored Programs on NBC Entirely Free of Hitch-Hikers

Witmer Announces Complete Elimination of All Secondary Announcements From Programs

COMPLETE elimination of hitch-hike or secondary announcements from NBC's sponsored programs was announced last Thursday by Roy C. Witmer, vice-president in charge of sales. He stated that, effective that day, all announcements at the beginning and end of broadcast periods had been brought within the framework of the program itself, or set off by music or entertainment.

This objective, sought by NBC since the matter was first discussed nearly a year ago with the networks' Stations Planning and Advisory Board, was achieved, Mr. Witmer said, with the cooperation of NBC advertisers, through discussions with them and their agencies "along constructive lines."

Conversion Completed

"In practically every case," he said, "advertisers were cooperative and readily agreed to study the possibilities of such a change and to experiment with revised forms of announcements. After these consultations it was felt generally that within a reasonable time all concerned would be prepared to incorporate the hitch-hikes as an integral part of the program structure. We are pleased to announce that this conversion has now been completed."

CBS last September revealed that such announcements, "which pretend to be divorced from the program, such as commercials which precede the introduction of the program itself or which follow its apparent sign-off," would be unacceptable on CBS programs, effective Oct. 1, 1944, and invited its clients and affiliated stations to cooperate to remove this "triple threat" against successful radio advertising by that date or earlier.

NBC announcement does not mention CBS specifically but it quotes a statement made by Mr. Witmer last winter in a closed circuit talk to NBC stations: "We decided against the ultimatum process in favor of just frankly asking all of our hitch-hiking customers to recognize the growth of a bad radio practice and cooperate with us by changing it not by some deadline date but at their earliest convenience. We took the position that if a hitch-hike, as it has been recently done, is bad on Sept. 30, it is no better on March 1, and changing it into an acceptable announcement that is good radio and probably more effective advertising does not require a year's notice."

There is no ban on advertising more than one product on an NBC program as long as the total commercial time does not exceed the code limits, Mr. Witmer explained, but all of these secondary announcements are now surrounded with some sort of entertainment such as theme music which brings them within the framework of the program.

Atlantic Signs Up Football Schedule

Naval Academy Games Placed First Time By Oil Firm

ATLANTIC REFINING Co., Philadelphia, which for eight years has sponsored broadcasts of Eastern Seaboard football for White Flash gasoline and motor oils, is lining up for its ninth season a schedule comprising 75 college games, 11 professional games and 67 high school games, to be broadcast by over 70 stations in the East.

List of colleges already signed by Atlantic for broadcasts includes Navy, Brown, Dartmouth, Georgia Tech, Franklin and Marshall, Virginia, Colgate, Duke, Pennsylvania, Temple, Holy Cross, Cornell, Syracuse, Ohio State and Yale, with negotiations not yet completed with Pittsburgh, Penn State, Richmond and Rochester.

Navy sponsorship adds another first to Atlantic's list, as this year for the first time the games of the Naval Academy will be broadcast commercially. Six home and two out-of-town games are included in the schedule, which covers the Navy football team's games with North Carolina Pre-Flight, Penn State, Duke, Georgia Tech, Pennsylvania, Notre Dame, Cornell and Purdue.

Play-by-play will be described by Bill Slater. Navy game broadcasts will go over special hookups varying from three stations for the opener with North Carolina Pre-Flight to 25 stations for the Pennsylvania and Notre Dame games. Arrangements were handled by N. W. Ayer & Son, Philadelphia agency for Atlantic.

In 1936, Atlantic signed Yale and five years later, in 1941, Princeton also signed, with Harvard signing in 1942. Harvard, however, dropped football last year as Princeton has done this year.

Hearings Planned by NLRB On Disc Turning Jurisdiction

FOLLOWING conferences with officials of NBC and Blue, the National Assn. of Broadcast Engineers & Technicians last week agreed to continue operations on a day-to-day basis after expiration of its contract Aug. 25, pending determination of its jurisdiction over platter turners by the National Labor Relations Board. The union had given 30 days notice to the networks last month for reopening of contracts [BROADCASTING, July 31].

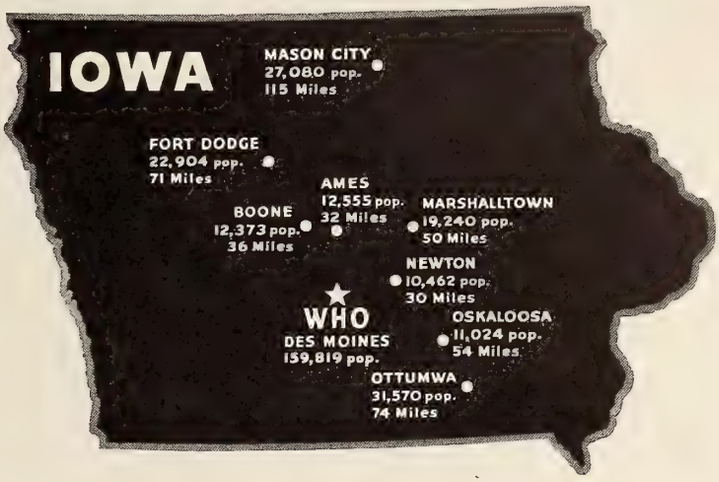
NABET has been advised that the NLRB will likely begin hearings within the next two weeks to determine whether the union is the proper bargaining unit for turntable operations at all NBC and Blue owned stations including Chicago, where platter turning functions are being handled by the American Federation of Musicians.

It is expected that NLRB will call to these hearings officials of the networks, the AFM and the International Brotherhood of Electrical Workers, which has jurisdiction over platter turners at CBS owned stations, and that NLRB will decide whether turntable operations properly falls under the work of technicians or musicians.

NLRB determination of this question is also being awaited by the National War Labor Board which ordered the jurisdictional question in status quo when NABET threatened a strike at all NBC and Blue owned stations last May. At that time AFM attempted to take over turntable operations at all network-owned stations as the spearhead of a plan by James C. Petrillo, AFM president, to install musicians in every station in the country to handle records and transcriptions.

REPORT NO. 5

ON STATION WHO'S HOOPERATINGS



At Left: The eight Outside Zone cities covered by the Hooper Radio Report (Winter, 1944) described below. Airline distances from Des Moines, plus 1940 populations, are shown.

A FEW days after issuance of the new Hooper Report on radio listenership in WHO's "Outside Zone", we received an interesting comment from Free & Peters. It read:

"The newcomers are impressed, to say the least. The old-timers say 'I knew it all the time, but here is some real proof.'"

The facts speak for themselves:

(1) WHO has an expectedly high percentage of the total audience in Des Moines, at most times—but the Des Moines listenership must be *multiplied*, at most hours, to equal WHO's rating in the eight "Outside Zone" cities surveyed (6 of which have their own local radio outlets!).

(2) To secure adequate coverage in the "Outside Zone" of Des Moines, it is necessary to use WHO *regardless of what other stations or networks may be selected.*

Here is an excerpt which establishes both points:

DES MOINES CITY ZONE—AFTERNOON SHARE OF AUDIENCE—Monday thru Friday

	WHO	STATION B	STATION C	OTHERS
Noon to 6 P.M.	44.7%	26.4%	22.9%	6.0%

"OUTSIDE ZONE"—AFTERNOON SHARE OF AUDIENCE—Monday thru Friday

	WHO	ALL OTHER NBC STATIONS	ALL CBS STATIONS	ALL MBS BLUE STATIONS	ALL OTHERS
Noon to 6 P.M.	64.7%	0.1%	14.6%	11.2%	9.4%

Whether you "knew it all the time", and simply want some proof—or have never yet fully investigated the radio situation in Iowa—ask us or Free & Peters to show you the full Report. It may save you severe disappointments—will certainly point the way to effective, economical radio usage in Iowa.

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Radio's 11 Million Campaign Cited for Aid in Bond Drive

Broadcasting Contribution Exceeds All Other Media for Fifth Loan, Treasury Says

THE broadcasting contribution to the Fifth War Loan exceeded its participation in the Fourth War Loan, and maintained its dollar value leadership over all other media according to the NAB, even though the $11,000,000 estimate for the Fifth Loan on the record is lower than the figure given in the previous drive, the Treasury announced Aug. 14. War Bond advertising in the Fifth Loan reached a volume never before approached, according to figures made available by Ted R. Gamble, national director of the War Finance Division, Treasury, and Thomas H. Lane, director of advertising, press and radio, for the Treasury.

The dollar value of this terrific promotion campaign which enabled the WFD to "make the sale" was put at $24,981,670.55, the Treasury revealed. By dollar value, the Fifth Loan advertising, broken down by media was: Radio, $11,000,000; daily and weekly papers, $10,160,709.66; daily papers display, $6,656,255.66 classified, $972,324; weekly papers, $2,532,160; general magazines, $1,578,682.50; outdoor, $1,076,838.39; business publications, $789,990; and farm magazines, $375,450.

Gave Best Efforts

In commenting on the success of the Drive, which raised over $20,000,000,000, Mr. Gamble said: "The overwhelming success of the Fifth War Loan could not have been achieved without the truly amazing support of America's advertising industry and advertisers."

"Our national goal of 16 billion dollars in the Fifth War Loan," Mr. Gamble added, "was oversubscribed by over 4 billion dollars." All forces of advertising—agencies, advertisers in every media, newspapers, radio stations, magazines and outdoor plant operators—harnessed their best efforts to the Fifth War Loan, according to Mr. Lane.

While the $11,000,000 estimate of radio's contribution to the drive which the NAB furnished the Treasury was considerably less than the $12,800,000 figure representing broadcasting's part in the Fourth War Loan [BROADCASTING April 17], actually the present figure would have been higher, the Treasury Dept. indicated, since a new basis of calculation was decided upon for the Fifth War Loan. Had the old basis of calculation been maintained, the War Finance Division pointed out, radio's Fifth Loan contribution would have measured slightly above the $12,800,000 mark set for the earlier loan according to the NAB estimate.

"Never before in history," commented Mr. Gamble, "has so much of a product been sold in so short a time. Americans oversubscribed their objective by over 25%. Our record quota for individuals—$6,000,000,000—was also exceeded by total individual sales of $6,351,000,000," Mr. Gamble said. "The 'E' Bond quota," he pointed out, "was $3,000,000,000 and $3,036,000,000 was realized. The effectiveness of the job done by advertising is reflected in these results."

In a letter praising radio for its participation in the success of the Fifth War Loan, Secretary of the Treasury Morgenthau wrote J. Harold Ryan, NAB president, as follows:

"In your capacity as the representative of the radio industry, please accept the sincere thanks of the Treasury Dept. and the people of America for the time and talent placed at our disposal in the Fifth War Loan by the four networks and the 912 radio stations throughout the country.

"Radio's contribution in terms of money has been most outstanding, but radio's contribution in terms of our success and the country's welfare is beyond appraisal. Without it we could not have raised the tremendous sum necessary to pursue the war."

RCA Veteran Policy

WITH approximately 6,000 former employes serving in the armed forces, RCA Victor Division, Radio Corp. of America, last week announced a policy for the re-employment of men and women war veterans. Policy outlines specific provisions to protect servicemen's re-employment status, extensive re-training and upgrading programs, recognition of seniority rights, insurance privileges, rehabilitation programs and vacation allowances. Veterans who intend to return to RCA may take a leave of absence up to one year in order to take special training offered by the Government. Special consideration will also be given to handicapped servicemen.

Likes His Job

"I WOULDN'T trade my present job for three radio stations and an NBC outlet included," was the recent comment of Lt. Col. Samuel R. Rosenbaum, former president of WFIL Philadelphia, now in the European Theatre with Allied Military Government. The report came to Edgar H. Twamley, director of WBEN Buffalo, from Lt. Fred Keller, former WBEN announcer, who met Col. Rosenbaum at the Red Cross Officers' Club in London.

P.M. LISTENING DOWN, HOOPER SAYS

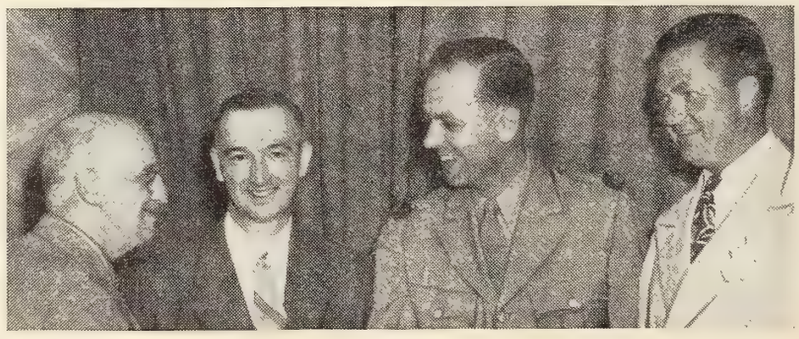
PACIFIC NETWORK Hooper ratings for the June-July period reports the average evening program rating of 7.1 down 0.8 from last report, and down 0.2 from a year ago. Average evening sets-in-use of 28.7, is down 1.0 from last report and up 1.5 from a year ago. Average evening available audience is 73.1, down 1.3 from last report and down 0.7 from a year ago.

The average daytime program rating of 3.7, not changed from last report, is down 0.3 from a year ago. Average daytime sets-in-use of 13.9, is down 0.2 from last report and up 0.2 from a year ago. Average daytime available audience of 65.9 is up 0.5 from last report and down 1.1 from a year ago.

Screen Guild Players leads the list of top ten programs on the Pacific Coast, with *Ellery Queen* second and *Can You Top This* third. They are followed by *Take It Or Leave It, Mr. District Attorney, Quiz Kids, Walter Winchell, Mr. and Mrs. North, Suspense* and *One Man's Family.*

New England Net Meets

WESTINGHOUSE station WBZ Boston was host to the New England Regional Network's governing board meeting at the Hotel Bradford last Tuesday. Those attending were: P. W. Morency, general manager, and Walter Johnson, sales manager, of WTIC Harford; William H. Rines, managing director of WCSH Portland, Me.; John J. Boyle, station manager of WJAR Providence. C. S. Young, WBZ-WBZA general manager, represented his stations.



VETERANS of foreign duty as Mutual overseas correspondents were guests of honor at a press luncheon given by Mutual. Edmund Franke was the first technician to return from the Normandy invasion, and Leslie Nichols was MBS correspondent in the Middle East. Among those attending the luncheon were (l to r): John Shepard III, head of Yankee Network, and member of the Mutual board of directors; Mr. Franke; Mr. Nichols; Theodore C. Streibert, WOR vice-president and executive vice-president of the Mutual Broadcasting System.

Credits for Films Curtailed by NBC

Other Networks Fail to Take Up New Guest Star Policy

LIMITATION of picture credits for movie stars guesting on NBC broadcasts to pictures in which they actually participated will not be duplicated by other nationwide networks, in the immediate future, at least. CBS and MBS denied flatly that any such move was being considered and Blue said there were no plans for similar action now and that none would be originated until the return of Dorothy Kemble, continuity acceptance editor, from her vacation this week.

NBC action, which was not announced by official written order but was told to clients and agencies by network salesmen, was said to have been under consideration for "a considerable period", although the network's official policy code does not cover the extent of credits permitted on programs including film stars as guest artists.

'Wilson' Incident

Practice of using credits for latest picture of the company to which the star is under contract, whether or not he actually appears in that picture, has been growing for some time, an NBC spokesman said, citing the numerous plugs given to the 20th Century-Fox picture "Wilson" by George Jessel as the latest and one of the most extreme examples.

NBC will continue to allow guest stars credits for pictures in which they actually appear, whether the picture has been released or is in the making, it was said, but the two-step plug from star to studio to studio's new picture is definitely out on NBC programs.

No Audience for Bing

WITH format changed to include more music and less chatter, NBC *Kraft Music Hall* on return of Bing Crosby Nov. 2 following his 13-week overseas entertainment tour will also eliminate studio audiences from future broadcasts. Feeling that the broadcast is pointed to home listening circle rather than studio spectators, he has long opposed a laugh and studio audience program. Kraft Cheese Co. reportedly is none too happy with Crosby's no-audience edict. Kraft dealers, it was pointed out, have always been eager to view the broadcast.

Shell Football

SHELL OIL Co., New York, starting Sept. 23, will sponsor 11 play-by-play broadcasts of the mid-western football classics over WBBM Chicago, 2 p.m. (CWT). Saturdays. Gordon Owen, WBBM's New York representative, placed the 13-week contract through New York office of J. Walter Thompson, with WBBM Acount Executive Ernest Shomo handling the Chicago details. John Harrington, sportscaster, will be at the mike.



. . . by any other name

Shakespeare's line still stands up. And applied to radio it means an audience is an audience . . . no matter the call letters it listens to.

Let's look at Baltimore. What does a listener cost you in this 6th largest market? It's very easy to find out.

First, you take a station's coverage. All stations have coverage maps.

Then you find out how many people listen to that station. You know how that's done.

Then you divide the number of listeners by the cost of the program.

It's as simple as that.

Down here in Baltimore we know how many listeners you get for your dollar. And we know, too, the station that delivers the most listeners for your dollar. It's the successful, independent radio station W-I-T-H.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed



Santa Claus just sneaked into town

... with something advertisers want for Christmas

THE OLD BOY got so excited when he heard about two NBC Recorded Christmas Shows . . . two of the finest ever offered in the history of radio . . . that, heat or no heat, he headed for town to spread the good news . . . to give you a quickie preview of two shows that will do any advertiser proud.



"Happy the Humbug". . . the wondrous story of that strange, appealing beastie of the Animal Kingdom named "Happy" and his adventures with his most unusual collection of animal pals . . . adventures that travel through children's familiar activities. Love of Parents! Desire for Christmas Presents! Wonders of Nature! First School Days! Learning Colors! How to Tell Time!



Happy and his pals, The Pink Elephant, The Cock, The Bull, The Bum Steer, Hunkey the Monkey, are all brought to life by a prominent list of radio voices with Budd Hulick (of Stoopnagel and Budd fame) heading the impressive cast.



15—quarter-hour broadcasts ready to go on the air for *you* . . . exclusive in *your* city . . . on any pre-Christmas schedule *you* elect, carry through to New Year's Day. AND—a new post-Christmas series of 39 programs of Happy's adventures to carry on.



The Christmas Window . . . Another brand new NBC-Recorded Christmas show with a smart merchandising tie-in particularly planned for retail advertisers. It's got everything that appeals to the young sprout's imagination. Children's stories . . . both old and new. A Visit from St. Nicholas and The First Christmas! Favorite fairy tales with a Christmas setting! The Fir Tree (Andersen) and The Shoemaker and the Elves (Grimm).

These immortal classics . . . with original scripts written especially for The Christmas Window . . . are all NBC Recorded with a meticulously selected cast for each play . . . all ready to go on the air for you exclusive in your city. 12 quarter-hours, recommended for a 3-a-week broadcast four weeks preceding Christmas.

* * *

"Happy the Humbug" and "The Christmas Window" are naturals for any advertiser with eyes on juvenile business . . . any product sold to, for, or through children . . . to build good will and contribute a more joyful Christmas season for children and grown-ups, too. Ask your local station to audition these shows for you. Or write direct for audition records, rates, availability and complete details.

National Broadcasting Co.

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D.C. . . Sunset and Vine, Hollywood, Calif.

NAB Schedules Important Session On Postwar Problems for Aug. 31

ONE of the most important sessions of the NAB Executive War Conference in Chicago Aug 28-31 will be a panel discussion on the postwar future of broadcasting, scheduled for Thursday afternoon, Aug. 31, J. Harold Ryan, NAB president, disclosed last week.

AM, FM, television and facsimile will be the topics and a "great deal of light will be thrown on them," said Mr. Ryan in urging every member to plan to attend the closing session. The NAB last week informed its members that those planning to leave prior to 6 p.m. Thursday would "miss one of the most revealing sessions of the entire conference". Notice was given that train reservations for early departure might be changed.

Agenda Ready Boon

Promising a full agenda within the next 10 days, the NAB said the program for its War Conference is rapidly crystallizing. Great care has been exercised in the selection of speakers and every topic has been chosen with a view to contributing constructively to better understanding on the part of broadcasters of current problems and of possible developments of the future affecting their interests.

"No broadcaster who attends this Conference can afford to miss any of the sessions," said the NAB statement, released Saturday.

So far FCC Chairman James Lawrence Fly is the only announced speaker. Mr. Fly has accepted an invitation of President Ryan to address the NAB on Aug. 30. Maj. Gen. Alexander D. Surles, director of the War Dept. Bureau of Public Relations, who has been invited to participate, last week designated Lt. Col. Jack W. Harris, acting chief of the Radio Branch, to represent him at the Conference.

The vanguard of the NAB official staff, headed by C. E. Arney Jr., secretary-treasurer and Conference director, left Washington late last week to set up headquarters at the Palmer House in Chicago. Exhibits by stations will not be encouraged, although a few are reported preparing displays on a curtailed scale. Official parties have been banned, the entire time to be devoted to problems facing broadcasters.

Goodyear Agency Shift

GOODYEAR TIRE & Rubber Co., Akron, has shifted its NBC program *Melody Roundup* from N. W. Ayer & Son to Young & Rubicam, New York. Although soles and heels will be continued to be promoted on the program, change does not affect Goodyear advertising handled by the two agencies. N. W. Ayer & Son handles shoe products and dealer advertising and Y&R handles institutional. On July 30, Goodyear dropped its Walter Pidgeon CBS program, *The Star And The Story*, handled by Young & Rubicam. *Melody Roundup* is heard on NBC, Saturdays, 11:30-12 noon.

KGW Spots on WQXR

SERIES of announcements advertising KGW Portland and the Pacific northwest market start Aug. 14 on WQXR New York, reportedly the first time a western station has purchased time on the East Coast and one of the rare instances of one station buying time on another. Campaign, placed by Oregonian Publishing Co., owner of the station, through Showalter Lynch Adv. Agency, Portland, comprises a one-minute live announcement daily, Monday through Friday, for 13 weeks.

Emerson Changes

EMERSON RADIO & Phonograph Corp., New York, is changing its Sunday afternoon program on MBS from *Green Valley* to a radio adaptation of *You Can't Take It With You*. News series, to be produced under the supervision of Moss Hart, co-author of the stage play, will start Aug. 27, 5-5.30 P.M., on the same 63 Mutual stations now carrying *Green Valley*. William H. Weintraub Co., New York, is the agency.

CAB Offers Service On Major Sales Areas

COOPERATIVE analysis of broadcasting is offering advertisers, particularly those with national distribution based on well-organized sales territories, periodic CAB ratings on their network programs in each of their major sales areas.

Service, available at pro-rata costs, is the first example of a national program rating service patterning its service to meet divisional needs of national advertisers, the CAB states. The expanded schedule of interviewing, which since April has included 81 cities, makes this new service possible. This service is not the same as the new CAB ratings for regional or limited network programs, included for the first time in the organization's July report, CAB said.

Hymes on OWI Tour

JOHN D. HYMES, deputy chief of the OWI Domestic Radio Bureau, left Washington last week for a three-week tour of OWI branch and regional station relations offices which will take him to the West Coast. He will visit offices in San Francisco, Los Angeles, Dallas, Kansas City and Chicago where he will also attend the NAB Executives War Conference.

Western Campaign

SOUTHWEST FOOD Products, Long Beach, Cal. (jellies, jams, waffle syrup), in a regional campaign on July 31 started using daily transcribed announcements on 13 stations. List includes KFRC KROW KHJ KOIN KOL KUTA KGIR KPFA KRBM KTAR KYUM KVOA KGLU. Contracts are for 13 weeks. Dave Foutz Adv., Long Beach, Cal., has account.



June Shielman

A FAVORITE OF TODAY, A STAR OF TOMORROW

Heard Exclusively on WMFM

When Maurice Kipen, musical director of The Milwaukee Journal radio stations, first heard the voice of youthful, lovely June Shielman, he knew he had found a star of tomorrow.

That was a year ago. Since then, June has become a favorite of WMFM's family of listeners, through her regular appearances on the Radio City Concert Hour. A few short months ago June entered the "Hour of Charm" contest and was selected as one of the finalists, from the original list of over 10,000 entrants.

Today June Shielman makes just one radio appearance a week, on the Radio City Concert Hour. The rest of her time is spent in Chicago, studying under a full scholarship awarded by The Milwaukee Journal and The Milwaukee Journal radio stations.

Outstanding personalities, such as June Shielman, are but one of the reasons for planning on including WMFM in your fall schedule. Get the full story by writing, wiring or phoning . . .



THE MILWAUKEE JOURNAL FM STATION

Freed-Eisemann

ONE OF THE WORLD'S GREAT RADIO-PHONOGRAPHS

TODAY
THE WEAPON

TOMORROW
THE SONG

TODAY, as for the past two years, the Freed-Eisemann organization is pouring its genius, skill and toil into the production of complex radio devices for military use. Tomorrow these same men and women will create again for you the finest in radio-phonographs. Today the weapon—tomorrow the song.

Even the great pre-war Freed-Eisemann, acclaimed by leading musical artists and famous decorators, will be surpassed by the new instruments we are planning to give you.

The post-war Freed-Eisemann will bring you the rich, full tone of FM at its finest; plus matchless AM (standard radio) and magnificent reproduction of recorded music. Cabinets will be authentic, superbly styled period pieces which will harmonize gracefully with the finest of decorative themes.

REMEMBER THE NAME

Freed-Eisemann

WHEN YOU BUY YOUR POST-WAR RADIO-PHONOGRAPH WITH FM



Freed Radio Corporation, New York, N. Y. BUY MORE WAR BONDS!

OWI PACKET, WEEK SEPT. 4

Check the list below to find the war message announcements you will broadcast during the week beginning Sep.. :. All station announcement are 5) seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Christmas Mail	X	--	X	--	X	X	X
Hold Prices Down	X			--		X	X
New Car Pooling Rules	X	--				--	--
Prepare for Winter	--	X	X	X	X	--	--
War Bonds	--	X	X	X	X	--	--
V-Mail	--	--	--	--	--	X	--

See OWI Schedule of War Messages 124 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WPB Rule Allows Model Fabrication

Ceiling of $5,000 Is Placed On Experimental Sets

UNDER WPB Priorities Regulation 23, issued July 22, radio manufacturers have the right to produce experimental or development models of electronic products such as radios, phonographs and their component parts with the view toward getting ready for the post-war era, Frank S. Horning, chief of the field service branch of WPB's Radio and Radar Division announced last week. This was set out in Interpretation 2 of the Electronic Equipment Order L-265 last spring, calling attention to the fact that such experimental models made under L-265 from materials obtained with priorities under P-43, as amended, must be made in conformity with the conditions and restrictions of the order, and might be transferred only within the restrictions of Orders L-265 and P-43 [BROADCASTING, June 19].

Order P-43, Mr. Horning pointed out, assigns an allotment symbol of V-9 to get controlled materials (specified forms and shapes of steel, copper and aluminum) to make experimental models, but does not apply to such models made from parts or materials available without priority assistance. Necessary tool equipment for making the experimental models themselves may be obtained by use of the same priorties, but it was emphasized that no production line could be set up, nor could the models be distributed or displayed to promote sales or to create consumer demand.

$5,000 Limit

Though a P-43 rating may be used to secure parts and materials to construct such experimental models as can be built within the $5,000 limit established by the WPB, such ratings may not be used to purchase an assembled radio receiver or transmitter to serve as a part of an experimental model of any type, it was explained.

It was revealed also that the making of parts for an experimental model such as a speaker or transformer may be farmed out and then transferred to the original experiment without infringing the sales promotion or customer demand restrictions. In such case, the original experimenter may order the piece or part with the AA-3 rating under P-43 and another person may in turn use similarly the priorities assistance of P-43 to get his parts and materials for the order.

Full details of the experimental model ruling as it affects radio may be obtained from the radio and radar specialist located in any of the WPB field service branch offices in each of the 13 regions, Mr. Horning said.

WOW Farm Program Wins Midwest Contest

FIRST PLACE in the annual midwest farm program competition this year went to *Farm Facts and Fun*, weekly program originating from WOW Omaha, for the Nebraska "Wireless Network." The announcement was made at the Manhattan, Kan., conference of the American Assn. of Agricultural College Editors. Charles A. Bond, field supervisor, radio service, U. S. Dept. of Agriculture, praised the program for its production, informality and "high educational qualities."

Farm Facts and Fun started in 1938 with Lyle De Moss as m.c. and George Round, extension editor of the U. of Nebraska's College of Agriculture, as conductor. It is carried on five other Nebraska stations including KORN Fremont, WJAG Norfolk, KGFW Kearney, KODY North Platte, KHAS Hastings.

School Listening Up

EDUCATIONAL RADIO programs were heard by 5,800 classrooms of the Chicago Public Schools February through June, 1944, via Chicago stations, WIND WJJD WMAQ WBBM WLS WBEZ, according to a semi-annual report of radio listening in the Chicago schools just released by the Radio Council. 263,561 students in 403 schools heard one or more broadcasts during an average week in the five month period. Survey showed that the number of FM receivers in the schools doubled in comparison with the first half of the school year 1943-44. Total hours of operation for WBEZ, the Board of Education's FM station, increased from 207 hours for the first half of the year to 385 hours.

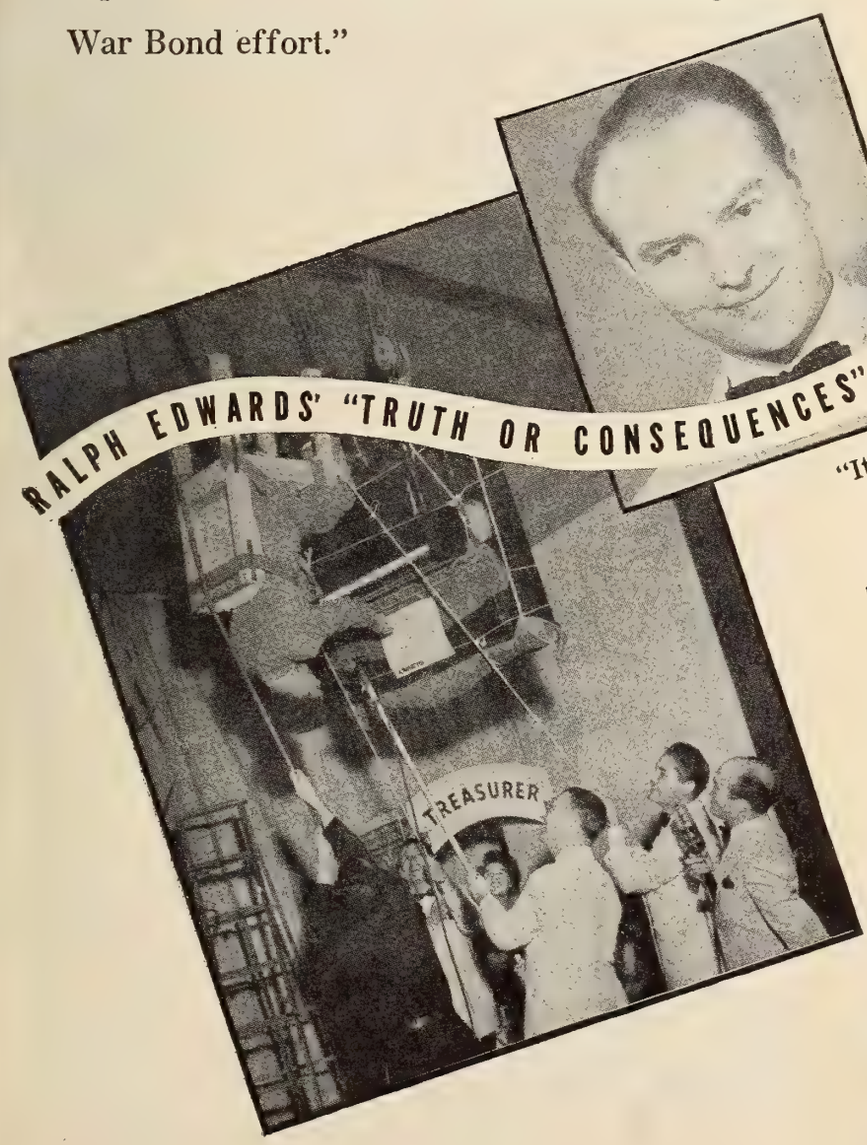
WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

HUGH E. ROSSON...GENERAL CHAIRMAN PORTLAND DISTRICT SAVINGS & LOAN ASSOCIATION WAR BOND DRIVE

SAYS..."We are proud and happy that the 'Truth or Consequences' broadcast from Portland was responsible for the sale of $109,000,000 in U.S. War Bonds. This sum far exceeded that of any other city in the entire, nation-wide tour of the show. The staff of KGW gave our Savings & Loan committee splendid co-operation. Their policy of putting interest and entertainment into all public service programs pay big dividends in audience interest. It was an enjoyable experience to work with KGW in furthering the War Bond effort."



HUGH E. ROSSON



"It's a pleasure to play in Portland" say all the big network stars. Invariably new records are established in interest and attendance. The "Truth or Consequences" Portland performance was a huge success from every point of view. Without detracting in the least from the popularity of Ralph Edwards and his company, KGW modestly takes a bow for having paved the way. Portland people know that KGW public service programs always offer plenty of interest and entertainment.

THE STATION WITH EAR APPEAL
KGW
PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

Where to make Sales at a Profit

On the basis of sales-per-dollar, WSIX is prepared to do a job that will open your eyes even in today's new appreciation of radio advertising.

Advertisers and agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

Because WSIX has the listeners . . . and the listeners have the money to spend for the things they want.

The Katz Agency, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

Texas Revocations Sought by Morris

WFAA WBAP KGKO Targets Of Intervention Petition

CHARGING monopolistic practices, violation of the U.S. Constitution, the Texas Bill of Rights, and FCC regulations and failure to operate in the public interest, the Rev. Sam Morris, Baptist minister and associate editor of the *National Voice*, prohibition publication, has filed petition with the FCC to intervene in renewal of the license of WFAA Dallas, licensed to the A. H. Belo Corp. He seeks revocation of the licenses of WFAA WBAP and KGKO.

Renewal of the WFAA license has been designated for hearing under petition of the Belo Corp., Carter Publications, Ft. Worth, licensee of WBAP, and KGKO Broadcasting Co., Dallas-Ft. Worth, claiming the FCC multiple ownership rule (Sec. 3.35) is not applicable to the three stations.

Claims Time Refused

Rev. Morris, ardent prohibitionist, charges that the three stations and KRLD Dallas, owned by the *Dallas Times-Herald*, accept for sponsorship advertising of "alcoholic beverages" but refuse to sell time to him to espouse the cause of prohibition. He contends that the licensee corporations own the most important newspapers in Ft. Worth and Dallas and the leading stations, thereby constituting "almost the equivalent of a practical monopoly of the intercourse of news and information in Dallas and Ft. Worth and its environs".

Petitioner alleges he has made application to buy time on WBAP and KRLD "comparable to the time sold for alcoholic beverages" to "answer" the makers of such beverages, but such time has been refused. His petition recites that 82 counties in the listening area of WBAP and WFAA are dry and 27 counties wet, under local option; that the KGKO territory is about the same and that in the KRLD region there are 83 dry counties and 11 wet.

The minister further charges that refusal of the Texas outlets to accept his speeches against liquor is in violation of the 14th Amendment to the U.S. Constitution and in violation of several sections of the Texas Bill of Rights.

Petition makes reference to a regulation promulgated by the old Federal Radio Commission, dealing with the 18th and 21st Amendments to the Constitution, and charges the stations with violation.

Petitioner also alleges that despite the fact that WFAA sets aside a period at 11:15 a.m. Saturdays "for a discussion of the Sunday School lesson by leading ministers of the various churches in Dallas, Ft. Worth and vicinity", the station refused to permit the Rev. Wallace Bassett, Dallas Baptist minister, to discuss "abstaining of the drinking of alcoholic beverages" as "recently as June 25" (Sunday).

Rev. Morris was indicted in 1933 on charges of operating an illegal station at stamford, Tex. His first trial resulted in a hung jury. He later filed a stipulation promising not to broadcast without a license.



INTERNATIONAL flavor characterized this Hollywood luncheon when Emilio Azcarraga (right), owner of XEW Mexico City, discussed station operations with Sidney N. Strotz, NBC western division vice-president. XEW is an NBC Mexican affiliate.

Seminar Finale

WEEKLY television seminar conducted by the Radio Executives Club of New York will hold its final session Aug. 17 and as a recap of previous meetings will feature a discussion on "The Effect of Television on Advertising." Jack Miller, advertising and sales promotion manager of Standard Oil Co. of N. J., and Carlos Franco, manager of the station relations department of Young & Rubicam, New York, will discuss the medium from the standpoint of the sponsor and the advertising agency. Mr. Miller will demonstrate his talk with live models and will relate the experiences of the telecasts of Esso, one of the pioneers in television. Mr. Franco will attempt to answer such questions as "should an advertiser feel a sense of responsibility in developing the medium he is ultimately going to use?"



Mr. Miller

WPB Advisory Meeting

A MEETING of the WPB's Radio Industry Advisory Committee has been set for Aug. 15, according to Ray C. Ellis, director of the Radio & Radar Division. The agenda includes equalization of plant loads, components recovery plans, regional activities, manpower, civilian reconversion, and general industry problems. It was emphasized at the WPB that there is no prospect of any civilian output of radio-electronic equipment authorized until 1945 at the earliest.

New Canada Station

A NEW 250 w broadcasting station on 1340 kc is being built at Fort Francis, Ont., by John M. Reid of Fort Francis, according to word from the Dept. of Transport, Ottawa.



Haystack for needles

Yes, NBC looks for needles in haystacks—and, what's more, *finds them.* Not easily, not often—but the search is never ended.

Week after week, NBC audition men, with ears trained to spot the gifted, listen to those who believe they have talents which qualify them for radio.

Thousands are heard yearly . . . bank clerks, charwomen, soldiers, debutantes and professionals . . . "Pop-Singers," baritones and coloraturas. Regardless of who they are or where they come from, NBC gives every applicant a try-out.

And not only does NBC give a hearing to all who apply; its talent scouts go out and deliberately hear many more—in theatres and opera, in cabarets and cathedrals . . . and any other place where talent, style and individuality might be discovered. The more promising are sometimes recommended to instructors or coaches, re-checked from time to time for signs of development, and given air-opportunities to display their talent. The result: more than one NBC star has "arrived" in just this way.

* * *

Scouting talent and maintaining an open-door policy toward the hopeful are important side lights in the operation of this network . . . demonstrating how NBC does a thorough job in every phase of radio. And it is the grand total of these things which helps NBC maintain its leadership, helps make NBC "*The Network Most People Listen to Most.*"

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

A Service of Radio Corporation of America

WPB Asks Broadcasters to Join Drive To Temper Textile, Furniture Claims

ASKING broadcasters to join publishers in toning down their advertising appeals for textiles, textile products, and furniture, the War Production Board is sending a letter, over the signature of W. Y. Elliott, vice-chairman, Office of Civilian Requirements, to all stations in the United States. The letter asks radio's support in the WPB "Declaration of Policy and the Retailers' Voluntary Program . . . designed to conserve textiles, textile products, and furniture."

The original declaration, issued over a year ago [BROADCASTING, Aug. 2, 1943], is being sent along with Mr. Elliott's letter. Last February it was felt by the WPB that radio, as well as the press, could help in the campaign to conserve textiles by keeping a somewhat closer check on radio commercials for such products, but no formal order was issued at that time [BROADCASTING, Feb. 14].

Enlist NAB Support

In his letter to the industry, Mr. Elliott stated that "present indications are that textiles, textile products and furniture . . . will remain in short supply during 1944." It was further indicated by a WPB spokesman that even though the European phase of the war may end this year, we shall not return to normal production very soon, and that a definite shortage in these textile items will exist for some time to come.

The WPB enlisted the support of the NAB to urge broadcasters to heed the Governmental "request", which is described in Mr. Elliott's letter as a "voluntary program". The NAB, according to Lewis H. Avery, Director of Broadcast Advertising, will send a letter to member stations supplementing the WPB appeal.

The text of Mr. Elliott's letter follows:

Radio is so important in consumer distribution that we believe the majority of retailers in your community will welcome your support of the War Production Board Declaration of Policy and the Retailers' Voluntary Program which were designed to conserve textiles, textile products and furniture.

The policy was announced only after WPB officials and representative retailers, cognizant of war needs and the reasonable requirements of the consumer, met and recommended this voluntary program. Both groups wanted to avoid the complexity of textile sales under a rationing program.

Present indications are that textiles, textile products and furniture covered by the policy will remain in short supply during 1944.

If you have not already done so, may we suggest that you do what other radio stations and advertising media are doing to extend the coverage of the policy, by telling your advertising accounts about the program, and by instructing your employes to follow the policy when writing commercial announcements for the use of those accounts which do not prepare their own material.

To help you do this, we are enclosing a copy of the policy which explains why the program is necessary. Several interpretations of the policy, approved by the WPB, will help you to introduce the program in your station's activities. Ready to advise you, too, are the local Better Business Bureaus, Chambers of Commerce, other retail associations, and the representatives of the Office of Civilian Requirements in the regional office of WPB nearest you.

This is a voluntary program. Our letter is not to be construed as a request or authorization to compel compliance with the principles of the policy or to use any measure of pressure. Responsibility for the enforcement of the program rests with the WPB.

If you wish more information, please feel free to write us.



FRIENDLY RIVALS now, William B. Ryan (left) general manager of KFI Los Angeles, congratulates Clyde Scott, appointed general manager of KECA Hollywood outlet purchased recently by Blue Network. Mr. Scott had previously been sales manager of KFI-KECA.

Tourney on NBC

GEORGE S. MAY Co., Chicago, will sponsor two on-the-scene broadcasts of the All-American Golf Tournaments at Chicago's Tam O'Shanter Country Club Aug. 24 and 27. First of the two pickups will be over WMAQ 4:30-5 p.m. (CWT) Aug. 26; second will be on WMAQ and 83 NBC stations Aug. 27, 5:30-6 p.m. (CWT) Bill Stern, NBC sports director, will be m.c. Agency is Jim Duffy Co., Chicago. Local Loan Co., Chicago, also will sponsor two periods broadcast on the golf tournament by Don Elder on Aug. 24 and 25, on WMAQ, 5:40-5:45 p.m. (CWT). Agency is Van Hecker Inc., Chicago.

Breck in New England

JOHN H. BRECK INC., Springfield, Mass., on Aug. 2 started *Beautiful Music*, featuring the American Girls Philharmonic Orchestra on 11 New England stations of the Blue network in behalf of hair preparations. Program is heard Wednesdays, 3:30-4 p.m., with a recorded repeat at 10:30 p.m. on WHDH Boston, the major market in the area covered by the New England stations. Program was tested for 13 weeks on WSPR Springfield. Agency is Charles H. Shelden Adv. Co., Springfield.

Washburn Crosby Study

WASHBURN CROSBY CO., eastern division of General Mills, New York, has appointed Grant Adv., New York, to handle advertising of General Mills products in the Western Hemisphere export markets. Agency is making a study of Latin American markets. Radio is being considered but no plans are available as yet.



Most Likely Candidate in 1944, and 1948!

Hartford already has more than its share of votes as this year's choice market for advertising investments. And the advertising placed here today will continue to bear dividends in the post-war years to come.

With or without war industry, in good times or bad, Hartford is always a leading market!

Invest your advertising dollars in Hartford. And invest them to best advantage in radio, on WDRC. Get effective and complete coverage of this entire trading area—at one low cost!

Connect in Connecticut by using WDRC!

COVERAGE 2 PROGRAMS 3 RATE 1 — GET ALL 3 ON WDRC

WDRC
HARTFORD 4 CONNECTICUT

BASIC CBS

Connecticut's Pioneer Broadcaster



Tank-Piercing Bombs to Battle Fronts!

• A three-inch armor-piercing projectile, capable of penetrating the hardest tank armor plate yet perfected by Germany, is now being manufactured in a Denver plant which once made cotton fabric. Another Denver plant has just gotten into production on a newly perfected fragmentation bomb which experts consider the most efficient death-dealing instrument of its kind in the world.

These are just two of Denver's newer war industries. Three score or more other items of war are being manufactured including landing craft, submarine parts, chemicals and rubber products. Henry Kaiser is now tooling up a plant to begin turning out heavy artillery shells about January 1.

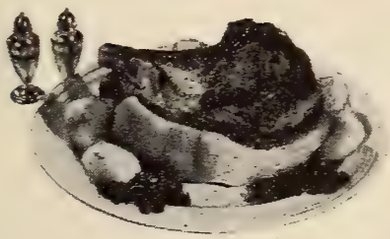
Throughout the Denver area today more people are at work in factories, fields and mines making and spending more money than ever before. Tell them now what you have to sell, used to have, or will have over KLZ.

KLZ
Delivers the
DENVER MARKET

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

Represented by
THE KATZ AGENCY

• The new Denver-made anti-tank shell weighs 15 pounds and can pierce 3-inch tank armor, the toughest the Germans have yet perfected.



Denver Delivers MEAT and POTATOES

Colorado will produce the greatest potato crop on record this year, almost a million bushels over the 18,705,000 bushels produced last year. Volume of livestock passing through Denver stock yards is fifth in the U. S.



Denver Delivers MINERALS

Colorado is the nation's chief source of molybdenum and other war-vital metals and an important supplier of coal. Mining operations are at an all-time peak of activity.



Denver Delivers SALES

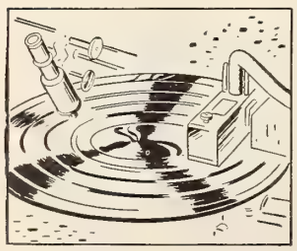
Denver bank clearings during the first half of the year gained 14 per cent according to Dun & Bradstreet. People in cities, villages and on farms have money and are spending it.



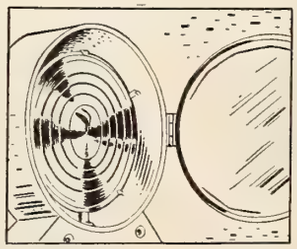
The parade that never ends...

The great cavalcade of entertainment marches on unceasingly. And because the world *needs* the diversion it offers, it must never stop, never grow stale.

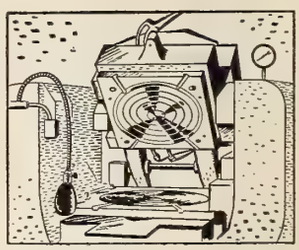
To help broadcasting companies keep this procession streaming from their own stations, is a service of World Broadcasting System. The World Library provides broadcasters with electrical transcriptions of more than four thousand selections, from which every kind of program can be built.



First, Western Electric Vertical Recording System—the most advanced equipment and recording technique—is used to produce the World wax master.



Then, the quality of the original recording is captured in metal by "sputtering" a gold surface only 2 one-millionths of an inch thick on the wax master.



Finally, each disc is molded in fine grained, flexible, moisture proof Vinylite, resulting in high fidelity, elimination of background noise, and long wear.



World also helps program managers to present this material in a professional manner. As a World subscriber you receive 78 expertly planned scripts each week, suitable for sustaining or sponsor use.

World transcriptions are recorded by famous artists and orchestras —entertainers whom radio audiences know and want to hear. Capably directed in World's completely-equipped studios, these artists give their best on World transcriptions.

As new numbers—and new talent—become popular, World quickly gives them to its subscribers. At least fifty new selections are added every month.

In technical quality, World transcriptions are the finest that radio research has produced. The World Vertical-Cut Wide-Range transcription is recognized everywhere for clarity and for faithful reproduction.

★ ★ ★

Full details on the services that World is rendering to broadcasting stations will be sent upon request. Write to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING
SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON



WHAT 1,253,600 HOUSEWIVES CAN DO

. . . In a Fighting Mood

They can hasten the day of VICTORY by protecting their own health and the health of their working family . . . by preparing well balanced, vitamin rich meals every day . . . by saving FATS, salvaging tins and buying more BONDS. They can remember or forget your brand name . . . depending on whether or not you keep them reminded of your product by suggesting new *war time* uses for it. On WTAM the COST is only $.000073 per Housewife.

WTAM
CLEVELAND
REPRESENTED BY
NBC SPOT SALES

Millions stay tuned to the
National Broadcasting Company
It's a National Habit

America's No. 1 Network
NBC
A Service of Radio Corporation of America

EDUCATORS PLAN OCTOBER SESSION

AGENDA for the Eighth Annual Meeting of the School Broadcast Conference to be held at the Morrison Hotel, Chicago, Oct. 23-24 calls for "a working conference, with all delegates attending all sessions," according to George Jennings, director of the conference. "Broadcasters and educators will have an opportunity to present and discuss their problems so that the educator may have the benefit of the broadcaster's radio experience and the broadcaster may have the benefit of the educator's classroom experience, he said.

Dr. Lyman Bryson, CBS director of education, will be permanent chairman.

Fifth SBC annual award of merit will be presented to the outstanding contributor in radio at the annual SBC dinner, along with citations to schools and stations.

Members of the Executive Committee in charge of arrangements for the conference are: Judith Waller, NBC Chicago; Florence Warner, CBS Chicago; Myrtle Stahl, WGN-Mutual Chicago; David Heffernan, Assistant Superintendent of Schools, Cook County, Chicago; William Newton, BBC Chicago; Jerry Walker, WLS Chicago; Robert Hanson, WIND Chicago; Dean Douglass, RCA, Chicago; Elizabeth E. Marshall, Radio Council, Chicago public schools; George Jennings, Director of Radio Council; Lt. Col. Harold W. Kent, former director of the Radio Council and honorary chairman of the executive committee.

Stromberg-Carlson Head Issues Call to Engineers

A CALL to men in the armed forces or at school to take their places in radio engineering "with the least possible delay" has been made by Wesley M. Angle, president of Stromberg-Carlson Co., Writing on "Radio Past and Present" in the current issue of the official publication of the Institute of Radio Engineers, Mr. Angle especially pointed out the opportunities in communications engineering and sketched the history of that branch as he has known it as head of the Stromberg-Carlson Co.

Mr. Angle, also chairman of the subcommittee on postwar employment problems of the veterans' employment committee, National Assn. of Manufacturers, said that with the experience and advantages of the Army Signal Corps, specialized training, men of this branch will be the "new blood and the potential discoverer of some new application of communications' principles."

WNYC's 20 Years

WNYC New York commemorated its 20th anniversary with a series of four special broadcasts last week. On Aug. 11, Arthur Di Bonaventura, 14-year old pianist, was heard as soloist with the New York Philharmonic Orchestra. The following evening the Goldman Band concert in Prospect Park was dedicated to WNYC. On Aug. 13, the station broadcast a half-hour dramatization of its 20 years of broadcasting as a municipal station, and on Monday evening a special concert from Central Park Mall was to be dedicated to WNYC.



LATEST WAR BULLETINS, announcements, music — sweet and swing—are sent out from this control room over a public address system to the men of the 16th Armored Division of Camp Chaffee, Ark. In charge are two former radio men, Technician 4th Grade Ed Carder, former script writer for WLW Cincinnati, waiting his cue for the recording, and Technician 5th Grade John Cannon, who was an announcer for WBBM Chicago.

WSYR COMMENTATORS

Syracuse Hears Pair Who Covered War Areas

WSYR Syracuse, which maintains a correspondent in each major theatre of American operations, put one of them, H. R. Ekins, on a special broadcast under the sponsorship of the First Trust & Deposit Co. of Syracuse. Mr. Ekins recently returned from the European Theatre as an accredited correspondent attached to Gen. Eisenhower's headquarters. The Correspondent spoke before a crowd of war workers in Syracuse's largest auditorium, telling of action on front lines in the Normandy battleground, the robot and rocket bombed city of London, and action with the Navy in the mined waters of the English Channel.

At the end of Mr. Ekin's report, Vadeboncoeur, WSYR commentator, took over a question period and asked Ekins a series of questions. Vadeboncoeur returned not long ago from the Pacific [BROADCASTING, July 17]. The two commentators covered 37,000 miles, each flying 2,400 miles on combat missions.

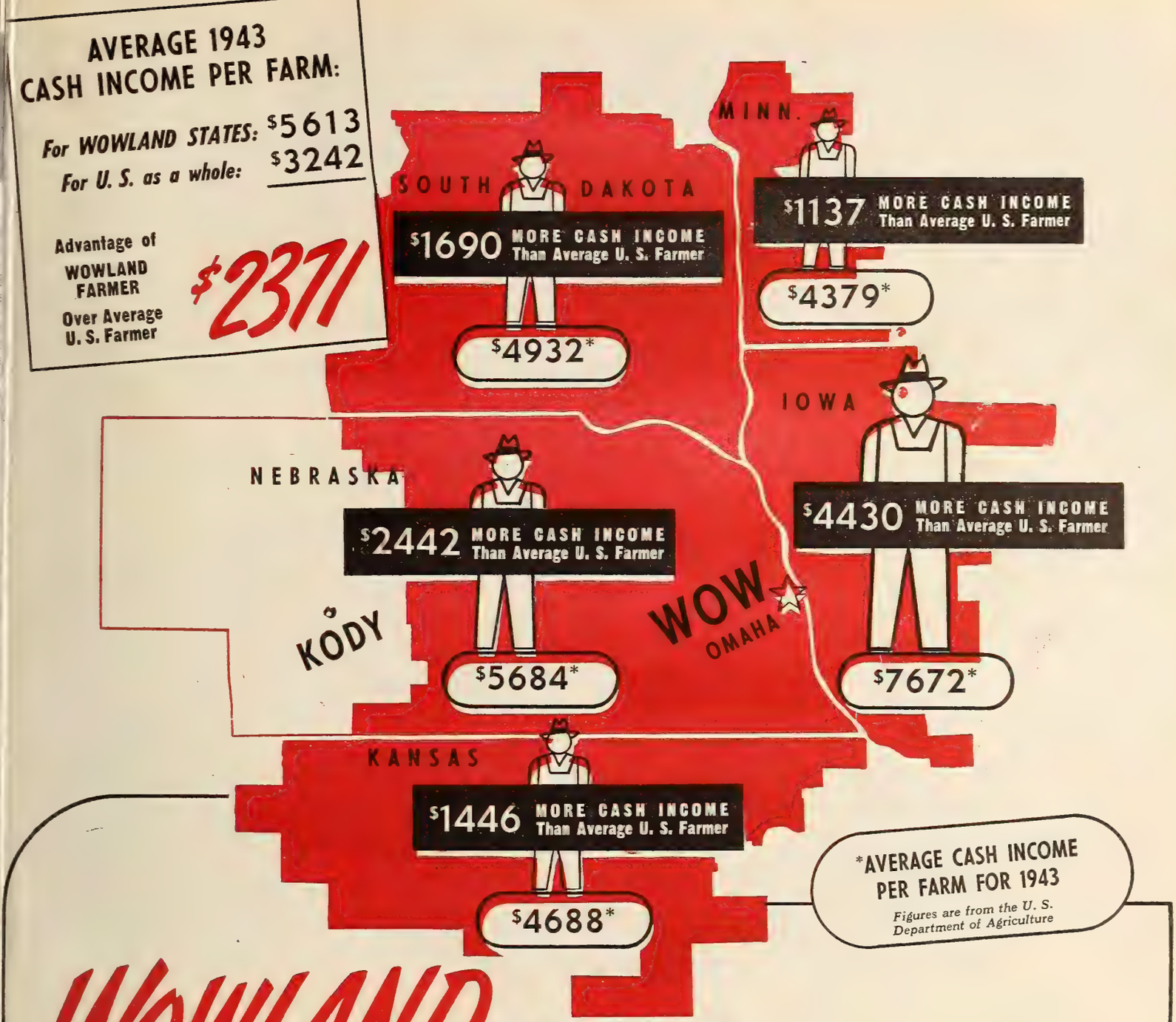
Blue Withdraws Plea To Feed Juarez Outlet

WITHDRAWAL without prejudice of the Blue Network's application to transmit programs to XELO Juarez, Mex., 150,000 w outlet across the border from El Paso, has been granted by the FCC. Pending since it was filed last May, the application set out that agreements had been made with the Texas State Network, with which Col. Elliott Roosevelt, son of the President, and his former wife, Ruth Googins Roosevelt Eidson, are identified, whereby the Blue programs would be fed to XELO through KFJZ Ft. Worth, headed by Mrs. Eidson [BROADCASTING, July 17].

Although the petition had been designated for hearing, no date was set by the Commission. Speculation was that protests would have been filed in view of FCC restrictions on super power in the U.S.

Perfume Plans

NISSY PARFUMES, New York, has appointed Lester Harrison Associates, New York, to handle advertising for Casbah and Mei Ling perfume and toilet waters. Radio is being considered.



WOWLAND FARMERS' Cash Income for 1943 is Better than the U. S. Average by

35% TO 250%

(AND 1944 LOOKS EVEN BETTER!)

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri

Ask Your Blair Man for Availabilities

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Lacey Heads Blue Sales

LEWIS LACEY, former radio director of Pacific Coast Adv. Co., San Francisco, and sales promotion manager of KTSA San Antonio, Tex., has been named manager of the new Blue Spot Sales West Coast office, San Francisco [BROADCASTING, Aug. 7]. Byron Nelson, KGO San Francisco account executive, has been transferred to the Blue in similar capacity, succeeding Gene Grant, who has gone to the network's Hollywood staff.

NBC Adds Two

KVOL Lafayette, La., and KPLC Lake Charles, La., on Aug. 15 join NBC as supplementary stations to the South Central group. Both outlets will be available only in combination with WSMB New Orleans. KVOL, owned by the Evangeline Broadcasting Co., operates unlimited time on 1340 kc with 250 w. KPLC, owned by the Calcasieu Broadcasting Co., operates unlimited time on 1490 kc with 250 w.



GATHERED FOR SEMI-ANNUAL sales meeting of WLW Cincinnati held at Crosley Square were representatives of the New York and Chicago offices and station executives. Seated (l to r): Harry M. Smith, general sales manager; Robert E. Dunville, Crosley vice-president and general manager; Eldon Park, assistant general manager. Standing: Madison Heartman, Mr. Smith's assistant; George Biggar, in charge of employe relations; Charles Kennedy, Chicago office; Neal Smith, sales service representative; Marshall Terry, director of the newly-created promotion activities division at WLW; Herbert Flaig, former commercial traffic manager, now a member of the WLW Chicago sales office; Warren Jennings, manager, New York office; Lou Sargent, manager of Specialty Sales; Bernard Musnik, New York; William Robinson, manager, Chicago office; George Comtois, New York; Virginia Jackson, Chicago; George Clark, assistant manager, New York office; Evelyn Porter, New York; Samuel D. White, sales promotion manager.

JETT IS SUCCESSOR TO CRAVEN ON IRAC

COMMISSIONER E. K. JETT has been designated as the FCC representative on the Interdepartment Radio Advisory Committee, succeeding T. A. M. Craven, who resigned July 1 to become vice-president of the Cowles group. As his last official act on IRAC Commissioner Craven completed an allocations study, which has been submitted to the FCC, the Board of War Communications and IRAC.

Commissioner Jett was the FCC representative on IRAC for several years, during his tenure as chief engineer of the Commission. He served the advisory group as chairman from April 1939 to April 1941. Shortly after his term as chairman expired he relinquished the IRAC post to devote more time to the Defense Communications Board, now the Board of War Communications, and was succeeded as FCC representative by Commissioner Craven.

Philip F. Siling, FCC assistant chief engineer in charge of broadcasting, has been secretary of IRAC for several years and Commission alternate. He has resigned effective Sept. 1 [BROADCASTING, Aug. 7] to take a post with RCA. His successor as alternate on IRAC has not been named.

New CIAA Programs

LATIN-AMERICAN influence in Hollywood film studios will be emphasized in future schedule of the Radio Division of Office of the Coordinator of Inter-American Affairs, according to Jack Runyon, West Coast radio manager, recently returned from Washington conferences with CIAA officials. Mirroring the trend with emphasis on Brazil, three programs currently are being readied for shortwaving and release via transcription on Brazilian stations. Besides *Hollywood Visits the Americas*, a musical show featuring interviews with film stars, and *Hollywood Speaks*, with Louis Olivera as narrator, new format and title is being arranged for the former *Hollywood at War* series. Broadened radio campaign also includes recorded versions of Hollywood Bowl *Symphonies Under the Stars* as well as individual half-hour recordings to be contributed by the film studios.

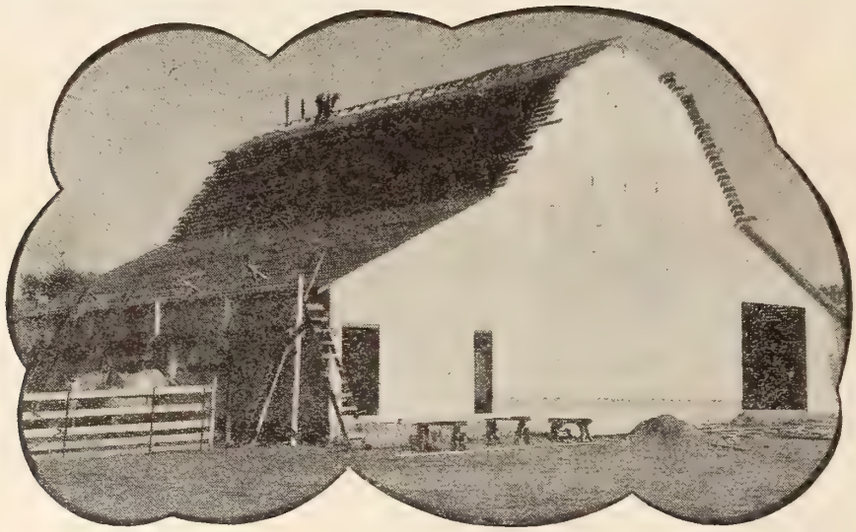
Burns & Allen Back

LEVER BROS., Cambridge, Mass. (Swan soap), following an eight-week summer hiatus, on Aug. 15 resumes *Burns & Allen Show* on 130 CBS stations, Tuesday, 9-9:30 p.m. (EWT). George Burns and Gracie Allen continue as stars under a recently revised contract which includes substantial salary increase. Jimmy Cash is featured vocalist. Felix Mills continues as musical director with Bill Goodwin, announcer. Ned Tollinger is producer of Young & Rubicam Inc., agency servicing the soap account.

Lee Hats Renewal

FRANK W. LEE Co., Danbury, Conn. (Lee hats), has renewed, effective Sept. 7, *Little-Known Facts About Well-Known People*, featuring Dale Carnegie, Thursdays, 9:15-9:30 p.m. (CWT), on 30 Mutual stations every Thursday. The 52-week contract is placed by Bermingham, Castleman & Pierce, New York.

NO PIPE DREAM



Gigantic Building Program Planned By 48.9% of Kansas Farm Families*

A new state-wide survey shows almost 50% of Kansas farm families already have "definite plans" to build homes, barns, sheds and granaries at the very first opportunity.

WIBW can help you lay the foundation for future sales of lumber, concrete, hardware, paint, equipment, and fixtures for these buildings.

If you did not get your free copy of this exclusive 55-page survey with charts and complete breakdown of these planned expenditures, a few copies are still available. Then let the friendly voice of WIBW get busy with some of the hardest-hitting selling you've ever seen in this six-state area.

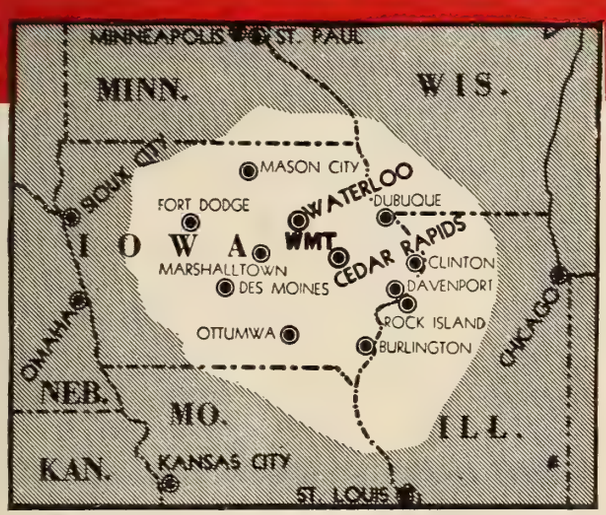
* Page 33 "Post-War Plans of Kansas Families" By Dr. F. L. Whan, University of Wichita

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO



Bacon Outranks Bullets

In The WMT Corn Country!



WMT, with 5,000 watts on Iowa's best frequency (600-kc) offers you the largest primary (.5 Millivolt) area of any station in Iowa and gives you blanket coverage of 22½% of all the "Grade One" farm land in the U. S. In 1943 the 3.5% of the nation's farms included in this area accounted for 13.7% of all hogs and 7.5% of the total cash farm income. In round numbers that income reached $1,475,873,000.

War production is big business out here in the WMT Corn Country. But it is overshadowed in importance by the wealth that springs from our rich, black earth. Overshadowed still further by our normal industrial production.

When the day for reconversion comes, the pigs won't stop growing. Nor will contract cancellations hamper the endless harvests of golden yellow corn. Food processors, farm machinery makers and hundreds of other similar plants now in war work will be freed from their responsibilities to the armed forces. Then they'll turn with renewed vigor to supplying the needs of their long neglected civilian customers.

Stability, sound steady growth. These are the keys to why alert advertisers are paying increasing attention to the rich WMT Corn Country market. To reach buying power plus for now, and post-war too, include WMT in your plans.

BASIC COLUMBIA NETWORK
CEDAR RAPIDS
5000 Watts Day and Night • 600 K.C.

WMT

A COWLES STATION
WATERLOO
Represented by the Katz Agency

McCall, Chaplin Home

FRANCIS C. McCALL, manager of NBC's news and special events department, and W. W. Chaplin, news commentator, have returned to New York from their European assignments. Mr. McCall went to London several weeks before the invasion to organize the special staff of reporters sent to that war area. Mr. Chaplin joined the staff of observers and commentators and covered the Normandy front. Mr. McCall will leave shortly for the West Coast to supervise the expansion of the NBC newsrooms in Hollywood and San Francisco in preparation for increased activity from the Pacific war theatre.

KSO Names Rep

KSO Des Moines, recently acquired from the Cowles interests by Kingsley H. Murphy, has appointed Headley-Reed Co. as its national representative, effective immediately. George Higgins, formerly of WTCN Minneapolis, is manager of the 5 kw Blue network station and will assume operation Aug. 20.

SOUTHWESTERN Electrical Appliance Co., Amarillo, Tex., has been appointed distributor for the Crosley Corp. in northwestern Texas, it was announced by B. T. Roe, Crosley Corp. manager of distribution.

THE NEW LIGHTHOUSE TUBE

New Disc-Seal Tube Puts Allies Ahead of Axis In Military Radio Field

REVOLUTIONARY disc-seal electronic tube, putting the Allies far ahead of the Axis in the military radio field, has been developed by engineers in the General Electric Electronics Laboratory, and can now be discussed in more detail than previously.

Bare existence of the tube—called the "lighthouse" tube by military radio men—was announced in April, but it is just now that the Army and Navy have allowed release of further information.

Its invention makes possible a large new group of ultra-high frequency electronic tubes, circuits and apparatus which now operate in parts of the spectrum impractical of use before the war. For example, the megatron, as it called by technicians, allows production of quick and high-quality FM radio and television relay systems, and makes possible for the first time the production of medium and high power television transmitters able to operate in the very high frequency bands.

The compact new tube is constructed in simple, parallel lines or layers, with glass and metal fused together in rigid, inseparable units highly resistant to shock. Parallel plane construction makes possible the production of higher frequencies at sufficient power, and also makes available many high and ultra-high frequencies from which one may be selected for a service and used without interference from others.

GE's invention has been made available to Allied private and government scientific groups.



LIGHTHOUSE tubes get a thorough inspection by engineers (l to r): J. E. Beggs and R. J. Bondley, of the General Electric Electronics Laboratories.



JOHN W. BUBBERS, has been appointed studio engineering supervisor of WOV New York, replacing Allen R. Bradley, resigned. Donn Colee, formerly with WFOY St. Augustine, Fla., and Sidney Jaffe, formerly with Hamilton Radio, New York, have joined the station as engineers.

THOMAS E. LIVERSEY, radio control operator at Budd Field, Bustleton, Pa., has joined the announcing staff of KYW Philadelphia.

ART MILLER, operator of CKWX Vancouver, is the father of a boy.

DAVID KEES, engineer of KSFO San Francisco, is the father of a girl.

DALE DWELLEY, formerly of KRE Berkeley (Cal.), has joined the engineering staff of KSFO San Francisco.

CHARLES E. MacFARLAND has joined CKGB Timmins, Ont., as transmitter operator. His son, Bruce, is an announcer of CKGB.

TOMMY RICHARDS, former transmitter operator of CKGB Timmins, Ont., with the Canadian Army overseas, was wounded on the Normandy beachhead, and is now in hospital in England.

SIMEON W. STRAUSS, of Arvey Corp., Chicago, has been appointed midwest sales manager in charge of sales promotion for all products manufactured in the Chicago plant.

ZENITH RADIO Corp., Chicago, was awarded the green and gold guidon for 'Superior War Plant" protection by officers of the Sixth Service Command, Chicago.

MBS Bond Group

MBS has named its War Bond Committee to work with the Treasury's Radio Section and OWI in Sixth War Loan promotion. The committee is composed of Miller McClintock, MBS president, as chairman; Adolph J. Opfinger, director of programming; Robert Schmid, director of sales promotion and research; Edward W. Wood Jr., sales manager; James O'Bryon, director of publicity; Tom Slater, director of special features; Paul Jonas, assistant director of special features. The Network Bond Committees [BROADCASTING, July 31] were created at the suggestion of Robert J. Smith, chief of the War Finance Division's Radio Section, so that each network would be able to plan, publicize, and produce its own shows during War Loan drives with a minimum of outside interference. but with the maximum of assistance from the WFD.

Network Accounts

All time Eastern Wartime unless indicated

New Business

ALUMINUM Co. of America, Pittsburgh, (Institutional), on Sept. 17 resumes *Lighted Windows* with Ethel Barrymore on the full Blue network, Sundays, 3:30-4 p.m. Agency: Fuller & Smith & Ross, N. Y.

FITZSIMMONS STORES, Los Angeles (chain stores), on Aug 15 starts for 13 weeks *Fulton Lewis jr.* on 2 Don Lee Call stations (KHJ KFXM), Tues., Thurs., 9:30-9:45 p.m. (PWT). Agency: Edward J. McElroy Adv., Los Angeles.

CAMPBELL SOUP Co. Ltd., Toronto (canned soups) on Sept. 10 starts *Radio Reader's Digest* on 25 CBC Dominion network stations including CBS outlets CFRB and CKAC, Sun. 9-9:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

LEHN & FINK (Canada), Toronto (Hind's Honey & Almond Cream) on Sept. 11 starts *Blind Date* for 39 weeks on 21 CBC Dominion network stations, Mon. 8:30-9 p.m. Agency: Spitzer & Mills. Toronto.

Renewal Accounts

AMERICAN OIL CO., Baltimore, on Aug. 17 and 20 respectively renews *CBS World News*, Thurs., 6-6:15 p. m., and *Edward R. Murrow*, Sun., 1:45-2 p.m., both on 61 CBS stations. Agency: Joseph Katz Co., Baltimore.

BORDEN CO, Toronto (milk products) on Sept. 7 renews *Canadian Cavalcade* on 27 CBC Dominion network stations. Thurs. 9:30-10 p.m. Agency: Young & Rubicam, Toronto.

BOWEYS Inc., Chicago (Dari-Rich Products), on Sept. 23 renews *Stars Over Hollywood*, on 49 CBS stations, Sat., 12:30-1 p.m. Agency: Sorensen & Co., Chicago.

Network Changes

WM. WRIGLEY JR. Co., Toronto (gum), on Aug 15 changes *Treasure Trail* from the CBC Trans-Canada network prairie division, to 10 CBC Dominion network prairie division stations, with show originating at CKRC Winnipeg, Tues. 10:30-11 p.m. Agency: Jack Murray Ltd., Toronto.

PACIFIC COAST Borax Co., New York (Borax & Soap chips), on Aug. 10 replaced *Death Valley Days* with *Death Valley Sheriff*, on 62 CBS stations, Thurs. 8:30-8:55 p.m. (rebroadcast—11:30 p.m.). Agency: McCann-Erickson, N. Y.

EMERSON RADIO & Phonograph Corp., New York, (Institutional), on Aug. 20 discontinues *Green Valley U.S.A.* on 63 MBS stations, Sun., 5-5:30 p.m. Agency: Wm. H. Weintraub & Co., N. Y.

EMPLOYERS GROUP, Boston, on Sept. 17 shifts Cedric Foster from Sun. 10-10:15 p.m. to 170 MBS stations, Sun., 9:30-9:45 p.m. Agency: H. B. Humphrey Co., Boston

CLARK BROS. Chewing Gum Co., Pittsburgh, on Sept. 17 shifts *Good Will Hour* from Sun., 10:15-11 p.m. to Sun., 10-10:45 pm. on 121 MBS stations. Agency: Walker & Downing, Pittsburgh.

PROOF

OF RESULTS *from* RICHMOND'S

W R N L

Here's a result story that speaks for itself.

Advertisers don't renew contracts unless the medium they use "pays off" in results.

70.8%
of the national advertisers on this station are renewals.

88%
of the local advertisers on this station are renewals.

In Richmond It's WRNL



5000 WATTS
NIGHT AND DAY 910 KC

••• EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES •••

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE



5000 Watts—590 Kilocycles

Owned and Operated by

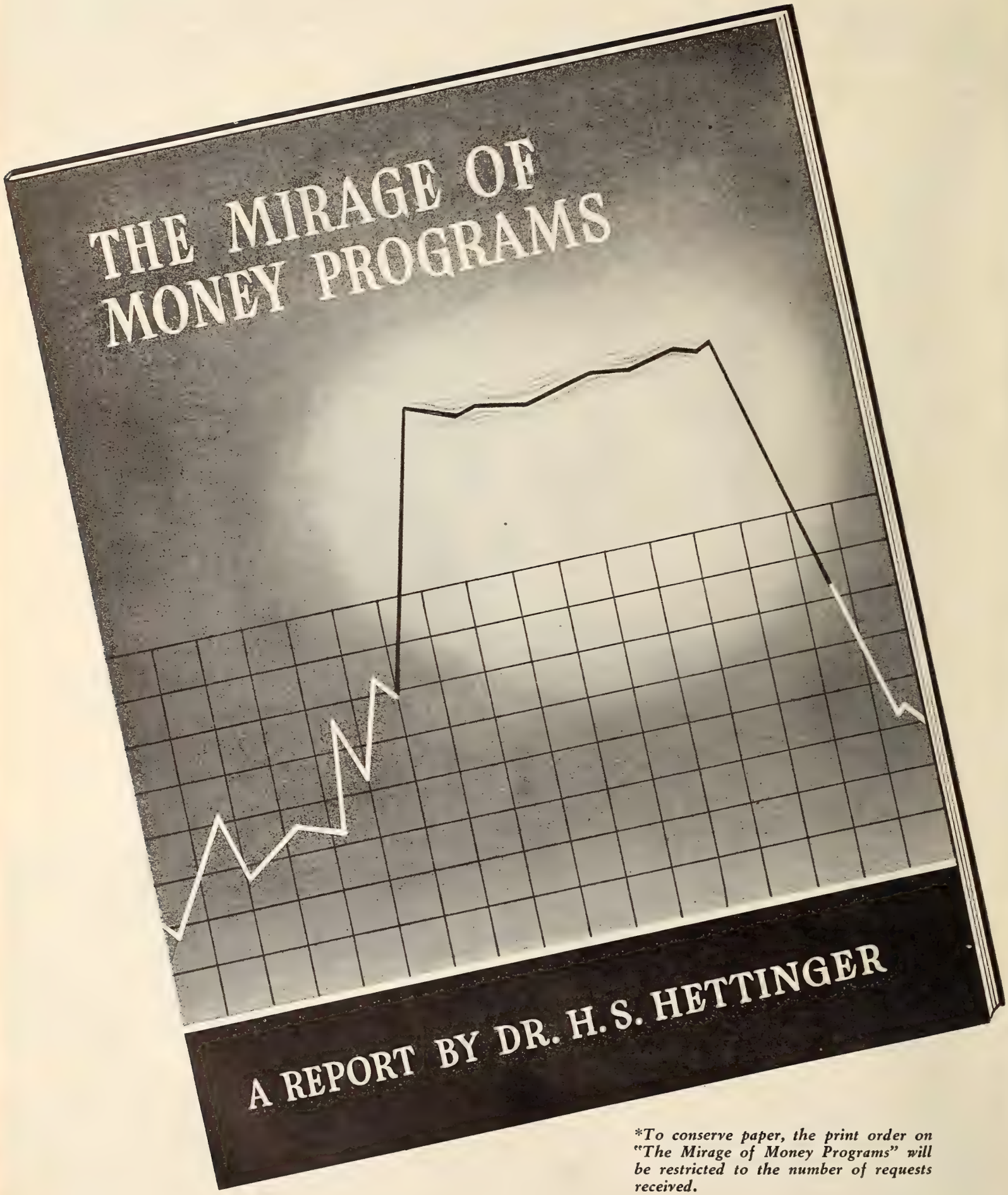
LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Crossroads to an Empire, in the very heart of Spokane. Five transcontinental railroads link the nation to this empire rich in hydro-electric, agricultural, mining and lumbering resources, where retail sales for the first four months of 1944 (Spokane only) increased 4% over the previous year. KHQ, too, is "Crossroads to an Empire," covering the entire area at the cost of only *one* medium.



**To conserve paper, the print order on "The Mirage of Money Programs" will be restricted to the number of requests received.*

HERE ARE THE FACTS ABOUT "MONEY PROGRAMS":

We believe that sound programming is the only basis upon which a TRUE AUDIENCE can be built . . . an audience that *listens* and makes your radio dollar profitable.

To prove our point, WSAI deliberately inaugurated a money-for-listening campaign, and retained Dr. Herman S. Hettinger, former dean of the Wharton School of Finance, University of Pennsylvania, to make a thorough study of the FACTS, as gathered by C. E. Hooper, Inc. in Cincinnati, as well as in other cities where this type of programming was being used.

That report is now ready. It is factual . . . it is revealing. It tells radio executives, advertisers and agencies the TRUTH about listening indices based on dialing for dollars. It shows, through sound, incontrovertible research,

1. The effect of money-give-away program *on station ratings;*
2. The effect of money-give-away programs *on audience listening habits;*
3. The inherent dangers in *inflated radio audience figures.*

Dr. Hettinger's report is compiled in the brochure "The Mirage of Money Programs" . . . available to any radio station, advertiser, or advertising agency interested in this important, eye-opening study.

*Copies are available on request.**

WSAI

Division of The Crosley Corporation
CINCINNATI 2, OHIO

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK, CHICAGO, SAN FRANCISCO

Editorial

WAC Work

CONTROVERSY over exclusion of radio from the initial phases of the WAC paid advertising campaign has ended. All parties involved have composed their differences in the proper spirit. Radio is to get a portion of the WAC advertising budget and radio thereby has won its point against discrimination.

Question has been raised about the methods employed in focusing attention on radio's position. There have been bruised feelings and frayed nerves. Because the result is just and the cause righteous, the issue won't be prolonged. Hundreds of stations—notably the smaller ones—will benefit. It isn't the immediate revenue, but the competitive effect. Many stations have reported in the past that newspaper competitors have solicited their accounts on the basis of paid Government recruiting business. They have told radio users that Uncle Sam uses newspapers on a paid basis when it wants results, while stations can't give away their time.

Lewis H. Avery, NAB director of broadcast advertising, brought the issue into the open with his "open letter" to Young and Rubicam. Stations got solidly behind him. OWI, acting entirely independent, decided to withhold radio allocations for the WAC campaign, serving notice that the practice of spending Government money for advertising in other media and expecting to get it free from radio had to be stopped.

Both actions were courageous and unorthodox. But they were effective. Radio gives its thanks to Mr. Avery and to George Ludlam and John Hymes of the OWI Domestic Radio Bureau. The willingness of officials of Young & Rubicam to recognize the validity of radio's arguments, after misunderstandings were cleared, also is worthy of commendation.

Here are the constructive results achieved: (1) All concerned now are aware of the policies of broadcasters with respect to Government paid advertising; (2) broadcasters have shown they can take a unified stand in the interest of small and large stations alike; (3) radio has served notice it won't play second fiddle or be taken for granted.

Now there's a job to be done. The Army needs WACs—more than it has ever been able to recruit through contributed advertising. One reason may be that OWI announcements haven't been given choice time, which is understandable in view of concentration of previous WAC advertising in other media.

With network allocations restored, national advertisers can be depended upon to weave the OWI messages into their programs with punch and appeal. The networks, preferring to give rather than sell time, will devote tailor-made programs to the cause. Stations will enlist aid of local Army PRO's in staging shows.

The WAC recruiting appeal is emotional. It is an appeal to patriotism, to take one's place alongside a fighting husband, brother or son.

Radio is admirably equipped to do the job. Radio has done it before on other recruiting campaigns. It'll do it again.

CIO Radio Action

OPEN SEASON for pot-shotting at radio is on. It comes with the political campaign year. The self-anointed star performer is the CIO and its ubiquitous Political Action Committee, which elbowed its way into the political limelight at the Democratic Convention at Chicago. There are other satellites, not associated with CIO.

There is a revival of the radio version of the Legion of Decency, which set out to "clean up" the movies years ago and afterward took a fling at radio. The spectre of the prohibition issue again arises with a complaint to the FCC by Rev. Sam Morris, ardent prohibitionist and ex-unlicensed broadcaster, against Texas stations which accept beer and wine accounts but won't take his gospel in opposition. There are letters to newspapers complaining about commercials.

But the CIO all-out foray is one that bears watching. It is an organized campaign. The *Radio Handbook* of its Political Action Committee is a brazen, impudent effort to pressure broadcasters into yielding free time to CIO unions. Almost every pressure method ever devised is trotted out—complaints to the FCC, to newspapers and to union headquarters. A block-buster is dropped upon the NAB Code of Ethics, which has worked well in fostering self-regulation in radio. Unions are told to "shout" and "make it loud"; organize radio committees; get station refusals in writing.

CIO doesn't stop with its effort to cudgel stations into allotment of free time. It urges its affiliates to seek FM stations to provide their own radio voices. Here CIO may find itself in a dilemma.

Let's assume that CIO unions get their own stations. There should be FM facilities aplenty with engineers predicting as many as 3,000 stations under existing allocations. If these stations offer an acceptable program service, they will attract audience. Some unions have their own newspapers. Perhaps they can have their own FM stations, too.

But what about the contradiction in CIO's two radio philosophies—muscling-in on time of existing stations as against operation of its own outlets? Would the CIO outlet in Detroit give equal time to General Motors or Ford on labor management issues? Would CIO afford to AFL time in which to solicit membership? Would it allow a Father Coughlin to go on without scrutiny of his script? Would it sell time to the National Assn. of Manufacturers? Would it stand by when complaints are made because of alleged "unfairness"?

The CIO campaign, geared to tie into the elections, has been in the making many months. It has had expert legal guidance, with a former top attorney of the FCC as its assistant general counsel. The complaint filed with the FCC against WHKC Columbus was part of the effort. Protest against network and station policies in refusing to sell time for union membership campaigns, brought to light at the hearing on the sale of the Blue Network nearly a year ago, was an opening gun.

The station executive must decide for himself whether he will sell or allocate time for discussion of controversial issues. He doesn't have to do either in the first instance. The responsibility for good radio and balanced programming is his. CIO can shout to the high heavens if it wishes. The decision still rests with station management.

Our Respects To --



FRANK MARION FOLSOM

"GIVE the customers what they want," is Frank Folsom's Golden Rule of merchandising. It has brought him up through the ranks from a behind-the-counter department store salesman to the vice-presidency of the Radio Corp. of America, in charge of the RCA Victor Division.

When he joined RCA the first of this year he brought with him an invaluable knowledge of "the buying public" and an appreciation of what they want, and of how they want it. He feels it is as important to provide pleasant human relationships as to produce a top product, reaching these conclusions after long years of merchandising.

He entered the selling field in Portland, Ore., working in department stores after school. For a while he was with Lipman Wolfe & Co., in Portland, next Hale Bros., San Francisco. An interesting note on his connection with Hale Bros., is that he was vice-president and general manager of that company on the Pacific Coast when it owned KPO and currently is a top executive of the company affiliated with NBC, which now owns the station.

Shortly after he joined Weinstock Lubin & Co., Sacramento department store, the first World War interrupted his career. He entered the Army Air Corps. But after the war he returned to merchandising.

In 1932 Frank Folsom joined Montgomery, Ward & Co. as manager of the Pacific Coast operations for both mail order and retail stores. One year later he was named vice-president in charge of merchandise and a director of Montgomery, Ward with headquarters in Chicago.

He transferred to Goldblatt Bros., Chicago, in 1940 as executive vice-president and general manager. When he had served only a few months Donald Nelson, then Coordinator of Purchases in the National Defense Advisory Council, called him to Washington to become purchase consultant for the Council.

When his work was done in Washington, Mr. Folsom returned to Goldblatt Bros. But only for a short time. The day after Pearl Harbor, Donald Nelson requested his return to Washington as Deputy Director of Purchases for the Office of Production Management.

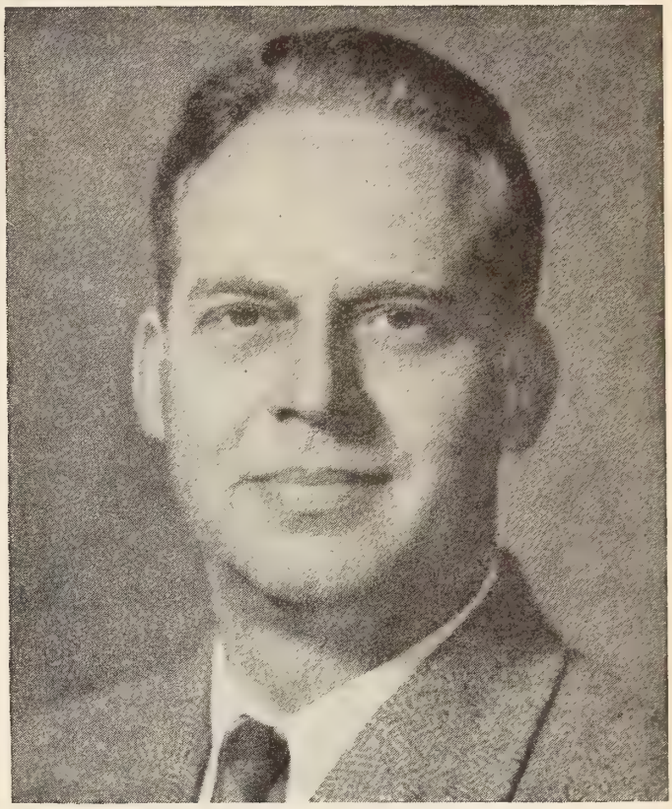
In February of the following year Frank was honored by a letter from the late Secretary of the Navy, Frank Knox, appointing him Assistant Chief in charge of the Procurement Branch of the Navy.

He served in Navy Procurement until January 1944 when the position of vice-president and director of the Radio Corp. of America, in

(Continued on page 40)

22,565 Hours of Continuous Service Since Pearl Harbor

To KOIN wartime means service 24 hours a day. The technical staff, the men behind radio's front line, make this record possible. They have served wartime radio without fanfare—this page acknowledges their service.



Louis Sumner Bookwalter

KOIN's Technical Director and Chief Engineer

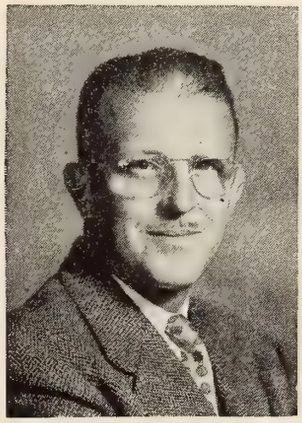
As one of the nation's top-ranking engineers, Louis Bookwalter planned and directed all technical operation, designing and construction of all equipment used. He came to KOIN 13 years ago from a position as Division Engineer, New York Division, Columbia Broadcasting System. His construction and engineering innovations have established national patterns.



Robert Hartzog

Control Room Supervisor

Is responsible for the efficiency of both remote and studio operation. With KOIN since 1932.



Wm. E. Richardson

Transmitter Supervisor

One of the best known engineers on the Coast. With KOIN since 1939.



Earl Denham

Construction and Maintenance Supervisor

His supervision insures mechanical perfection. With KOIN since 1930.

The work of the technical staff has implemented the wartime public service voice of KOIN. From the roar of 30,000 war bond buyers in Multnomah Stadium to the falling of a towering Douglas Fir in the heart of Oregon's forests, their skill and equipment have been unfailing.



Over 700 men were trained for radio technicians, U.S. Navy, by these eight KOIN instructors. This was additional war effort, swelling their individual work week to an average of over 70 hours. *Reading left to right, top row:* Henry Sturdevant, C. J. McCredie, Lloyd Street, Arthur White. *Seated:* Howard Endicott, Wm. Richardson, L. S. Bookwalter. *Seated on desk:* Earl Denham.

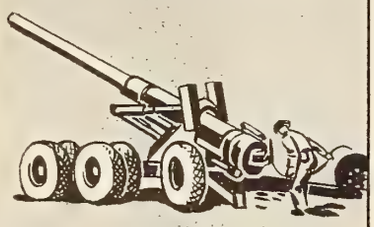


KOIN

PORTLAND, OREGON

FREE & PETERS, INC., National Representatives

IT TAKES
a "Long Tom"
to Pulverize the Enemy



IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Our Respects to

(*Continued on page 38*)

charge of the RCA Victor Division was offered him, and he accepted.

When he went to RCA, he received over 50,000 letters of congratulation from men and women throughout the country. The then Undersecretary Forrestal, the late Secretary Knox, and Donald Nelson were among the first of the high Government officials, industrial leaders, and associates who expressed appreciation for the solid contributions Frank Folsom had made to wartime America.

In his present position Mr Folsom has an opportunity to contribute to the radio industry his merchandising background, his Washington experience, his extensive friendship with big and little people everywhere, and above all his down-to-earth, human approach to every problem.

Born May 14, 1894 in Sprague, Wash., Frank Folsom is American to the roots. The son of Edward P. and Anna Folsom, he is a direct descendent of John Folsom who settled in Hingham, Mass., in 1638. He attended public schools in Sprague and in Ashland and McMinnville, Ore. He received an LL.D from the U. of San Francisco.

His interest in education and cultural projects has led him to become a trustee of Rosemont College, a member of the Northwestern University Associates, Evanston, Ill., and the University of San Francisco Associates.

An even wider interest in people is shown in his club membership. He belongs to the Chicago Club; Glenview Club; Commonwealth Club of Chicago; Board of Governors of the Extension Society, Chicago; Penn Athletic Club, Philadelphia; Rockefeller Center Club, New York; American Legion.

On Aug. 5, 1917, Mr. Folsom married Gladys Mabel Jordan. They have three married daughters, and two sons, both in the service.

One son Lt. (j.g.), Harry F. Folsom has chalked up a score of three Jap planes in the Pacific and has won the Navy Air Medal. Speaking to employes at RCA a few months ago, Mr. Folsom said, "I like to think that my son flying a B-24 bomber somewhere in the Pacific is enabled to do a more effective job . . . because of the RCA equipment on the bomber he is flying and in the ground stations with which he is kept in contact."

That remark is something of a key to a man who has learned to translate the impersonal into something warmly human—whether it is a mail-order spool of thread or a radio control tower.

ARTURO TOSCANINI will conduct the NBC Symphony Orchestra on the *General Motors Symphony of the Air* for eight weeks starting Sunday, Oct. 29. He will conduct all Beethoven concerts during the period.

A 50,000 watt audience
at a 250 watt rate

C. E. HOOPER *April-May, 1944*

TAKE A LOOK AT THE RECORD *that's all we ask!*

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

WGRC Mutual

LOUISVILLE'S TRADING AREA =47% OF KENTUCKY'S POPULATION =57% OF ITS BUYING POWER

BURN-SMITH *National Representatives*

Personal NOTES

NELSON, POYNTER, editor of the *St. Petersburg Times*, which operates WTSP, has been named a member of the National Citizens Political Action Committee, sponsored by the CIO.

HERMAN S. HETTINGER, of the executive staff of Crowell-Collier and former campaigns manager of OWI, has been elected to membership on the War Advertising Council and is its campaign manager for economic stabilization.

MRS. AURELIA S. BECKER, president and general manager of WTBO Cumberland, Md., has been elected a director of the Cumberland Chamber of Commerce—the first woman to serve on the board.

C. S. YOUNG, general manager of WBZ Boston, supervised the annual rendezvous of the Boston Power Squadron to Provincetown. He was recently made commodore of the Squadron. WBZ sales manager C. Herbert Masse, another member of the Squadron, also was on the trip.

H. ELLIS SAXTON, former district traffic maanger Pennsylvania Central Airlines, Milwaukee, has been named promotion director of WISN Milwaukee.

GEORGE H. SMITH, formerly general sales manager of Edison General Electric Appliance Co., Chicago, has joined the Magnavox Co., Fort Wayne, Ind., as sales manager of the radio photograph division.

MABEL BUTTERFIELD, Blue western division assistant sales promotion manager, has resigned following her marriage Aug. 6 to Jerome E. Badgley, sales promotion manager of Southern California Telephone Co. in Beverly Hills.

GEORGE A. WHITNEY, account executive of KFI Los Angeles, has been named station sales manager. He replaces Clyde Scott who has resigned to become general manager of KECA Los Angeles.

HENRY R. PORTER, statistician in the MBS research department, has been promoted to assistant manager. Additions to the department include Fred Schnier, formerly in the network's executive department; Harriet Woolsey and Margaret Norris, formerly with the U. S. War Dept.

T. FRANK STUBBS, general manager of KFNF Shenandoah, Ia., is recuperating from an operation.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

Meet the Old Dirt Dobber

(AND FRIENDS)



"Meet the Old Dirt Dobber" is the title of an imposing spread on WLAC's Tom Williams, scheduled to appear in the September issue of Better Homes & Gardens. Beautiful full-color pictures of the Williams' gardens, near Nashville, as well as photos of his radio cast, are featured. The Old Dirt Dobber is heard daily, Monday through Friday, over this 50,000-watt station and his Saturday network program, carried by more than seventy CBS stations, originates in our studios.



DINAH SHORE, who started her meteoric career here at Nashville, was honored this spring by the Old Dirt Dobber when he named a new bronze-gold Iris for her. Dinah graciously acknowledged the honor on her CBS network program.



IRENE BEASLEY, singing lady of the CBS program, "Neighbors," was given the "Green Thumb Award" by the Old Dirt Dobber. She devoted half of one of her day's programs to telling the country about the famed plant expert.



HELEN JEPSON, lovely Metropolitan Opera star, was recently the recipient of a "Green Thumb Award," a recognition given people who have a knack for growing things. Miss Jepson is only one of a long list of celebrities nominated for the coveted award.



The name? Tom Williams was given his radio name quite by accident. In reality it belongs to an industrious member of the wasp family which spends its daylight hours digging in the soil and improving the appearance of its house. One day, an announcer at WLAC started Williams' program by saying, "Well, here's that Old Dirt Dobber, again." The name stuck. (Photo shows Williams holding a specimen of his Dinah Shore Iris, which was flown to California to blossom for the noted star.)

WLAC

"GATEWAY TO THE RICH TENNESSEE VALLEY"

Represented by Paul H. Raymer Co.

It could Only Happen Here *--and Now!*

There are 270,042 Federal employees in Washington. 5.05 per cent more than in 1942.

They and their families come from every city and state.

They eat, smoke, use cosmetics, buy clothes just the same as they did back home.

Where else can you get this National coverage but here--and now?

The Best Test Market at MINIMUM COST



WINX

Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY
New York · Philadelphia · Chicago

THOR L. KROGH, editorial assistant of BROADCASTING in New York, on Aug. 3 became the father of an 8 lb. 10 oz. daughter, Norene Patricia—the Krogh's first child.

LT. COL. TOM LEWIS, commanding officer of Armed Forces Radio Service, Hollywood, is the father of a boy. Mrs. Lewis is known professionally as Loretta Young, film star. Lt. Col. Lewis was formerly a vice-president of Young & Rubicom.

ERNEST MILES, commercial manager of CKCL Toronto, for the past 15 years has resigned to join Al Leary, manager of CKCL, in the formation of a new Toronto station where he will also be commercial manager.

WILLIAM R. SETH, former assistant program director at WKBN Youngstown, has been apointed promotion director of NBC's radio recording department, a new position.

RAYMOND KENNETH BURNET, formerly with Walter E. Heller & Co., banking firm, has been appointed to the radio tube equipment sales staff of Sylvania Electric Products, New York. Mr. Burnet will make his headquarters in the Chicago office.

TOM PEDLAR, formerly with Joseph Hershey McGillvra Inc., New York station representative, has joined the commercial staff of WPAT Paterson, N. J.

CHARLES H. GALE, formerly with Hill & Knowlton, New York public relations firm, has opened a public relations office under his own name at 515 Madison Ave., New York.

DOROTHY LEWIS, NAB coordinator of listener activities, has been appointed radio chairman of the Farm & Safety Committee, New York State Dept. of Health, following a radio conference held by the department in New York July 27 [BROADCASTING, July 31].

LESLIE C. VAUGHAN, formerly in the NBC accounting department, has been appointed manager of the network's office services division and assistant director of the General service department, with responsibility for the operations in the stenographic, mail-messenger, duplicating, supply and receiving and central files section.

CAPT. JOHN M. SHERMAN, former FCC radio inspector in the Twin Cities and afterward chief engineer of WTCN St. Paul and the North Central Broadcasting System, is at Walter Reed Hospital, Washington, recuperating from a surgical operation.

ROBERT SWEZEY, counsel of the Blue Network legal department, is the father of a boy.

BEARDSLEY RUML, treasurer of R. H. Macy Co. and chairman of the Federal Reserve Bank of New York, has been elected a director of Muzak Corp.

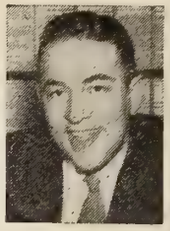
WILLIAM C. SPEED, former vice-president in charge of manufacturing for the Audio Devices Inc., New York recording disc manufacturers, has been appointed president of the firm and also of Audio Mfg. Corp., New York. He succeeds Hazard E. Reeves, resigned.

MILLER McCLINTOCK, MBS president, returned to his office last Wednesday after a 10-day absence following a heart attack, to find that an air-conditioning unit had been installed, the only one in Mutual's New York headquarters.

BALDWIN HARPER, former production supervisor of the Office of War Information, has joined CBS as an assistant director. Robert Menefee and Bernard Bennett, former announcers of WTOP Washington, have joined the announcing staff of CBS. Don Archer, an assistant director at CBS, has been assigned to travel with the *Vox Pop* program.

Dillon Back at KRNT

ROBERT DILLON has just received his medical discharge from the Army and is returning to KRNT Des Moines as commercial manager. Before joining the service, 20 months ago, Mr. Dillon was sales manager for KRNT-KSO. KSO has since been sold to the Kingsley Murphy interests of Minneapolis. Mr. Dillon entered the Army as a private and rose to a second lieutenant at the time of his discharge, serving in the public relations department for the Flying Training Command at Hondo, Texas.



Lt. Dillon

KECA Names Barron

DRAWING his staff primarily from returned veterans of the current war, Clyde Scott, general manager of KECA Los Angeles, newly-purchased Blue network station, has appointed Amos Barron as sales manager. Mr. Barron was an account executive of KFI-KECA before going into the Army. Other KECA appointees include Bill Davidson as production manager with Jimmie McKibben and Bill Holmes writer-producers. Matt Barr, formerly publicity director of KFI-KECA who recently shifted to sales division, has been made an account executive of the latter station. With exception of Mr. Barr, all are returned war veterans.

Hogue's Second Post

HENRY HOGUE, former general manager of KWRC Pendleton, Ore., has been appointed general manager at KTKN Ketchikan, Alaska, according to Edwin A. Kraft, owner of KTKN and KINY Juneau. Under arrangements completed with USO, both Alaskan stations now present programs by actual combat forces of Army, Navy and Coast Guard, as well as rebroadcasts from Army shortwave stations. John Felthouse has replaced Robert Nichols, now in the armed forces, as resident engineer of KINY. Completion of a new 5,000 watt station transmitter, now under construction, is scheduled for Sept. 1.

A Quality Audience

While WLIB's musical programs appeal to all classes because the whole repertory of music, with the exception of "jazz, jive and swing," is skilfully programmed, yet adults in the upper middle-incomed group make up the largest portion of our audience. Why? Since higher incomed adults are generally exposed to the fine things in life and since WLIB's programs of familiar good music are fine and down to earth, these people naturally gravitate to the station. WLIB's civilized programs are definitely in good taste and thus become more appealing to these people who are not highbrow but are sensitive to quality.

Is it any wonder then that advertisers benefit from the quality and enthusiasm of an audience that has the desire and the means to buy products and services advertised in good taste and in pleasant surroundings over WLIB?

WLIB

"THE VOICE OF LIBERTY"

Clear Channel - 1190 on your dial

RKO BUILDING - RADIO CITY - NEW YORK




In Utah
—where nearly three-quarters of a million people live and work and spend money . . .
—where 93% of the homes have radios . . .
it's
KDYL
Utah's NBC Station
John Blair & Co. — National Representatives

BEHIND the MIKE

CORNELIUS C. O'DEA, New York Blue news editor, will be promoted to director of special events. Blue, Chicago, replacing Gene Rouse, now program manager, effective Sept. 15. Mervin Clough, central division day news editor, goes to New York Aug. 28 to replace Mr. O'Dea.

NORMAN CORWIN, CBS script writer, will handle a special show for the network following discontinuance of *Columbia Presents Corwin* on Aug. 15.

BILL MEREDITH and Bob Maley, former members of the WLW Cincinnati continuity staff, are now handling continuity while stationed at Camp Crowder, Mo.

SANFORD MEISNER, New York stage director, has joined the Television Workshop, New York, as a staff director on all video plays.

JACK EIGEN, former WMCA New York record m.c., on Aug. 13 returned to the station as m.c. of the *63 Club* following a medical discharge from the Army.

FRED DAVIS, formerly of WTAG Worcester, has joined the announcing staff of WNAC Boston.

RALPH ROGERS, announcer with the Blue Network, has been commissioned a lieutenant (j.g.). He reports to the Naval Officers Indoctrination Center, Tucson, Ariz., Aug. 15.

SOUTH BEND IS AS FAR FROM CHICAGO



— as Philadelphia Is From New York,
— as Baltimore Is From Philadelphia,
— as Louisville Is From Cincinnati,
— as Albany Is From Hartford.

SOUTH BEND is an independent market just as the cities listed above are independent markets. You can't adequately cover South Bend with a Chicago station. Indeed, this area can be dominated only by using WSBT, an affiliate of the Columbia network . . . This station reaches—in addition to South Bend's population of 112,000—27 Indiana and Michigan counties, with 33 towns of more than 2,500 people, having a total of 243,000 radio homes . . . War workers in this rich market are making big money and saving a lot of it for Post-War use. In every war bond campaign since Pearl Harbor, including the Fifth War Loan, South Bend has more than reached its quota . . . WSBT—1000 watts at 960—is 22 years old, truly a pioneer station.

PAUL H. RAYMER CO.
National Representatives

WSBT
SOUTH BEND

COLUMBIA NETWORK

No News Lost

PROBLEM of running out of teletype paper has been solved for WFOY St. Augustine, by Don Richardson, a staff engineer. Seven hours before the paper gets to the roll's end a light goes on above the station's UP machine. A buzzer rings when paper shows red stripe. The ingenious "Mercury Switch" light attracts the attention of the staff before they leave at midnight, so that no copy is missed for lack of paper between midnight to 6:30 a.m.

ELMER McLELLAN and Shirley Collins, CBR Vancouver, have announced their engagement.

BOB WILLETT of the public relations department of CJVI Victoria, has joined the Canadian Broadcasting Corp., Vancouver

VINCENT POTE, formerly associate night manager of WHN New York, has returned to WMCA New York as an assistant in the program department.

THOMAS B. ELLSWORTH, former sales promotion manager of WJZ New York, has joined MBS sales promotion department as a presentation writer.

EDWARD H. WOLFE, released from Marine Corps, has rejoined the sales staff of WIL St. Louis.

DON SHELDON, formerly with stations in Michigan, West Virginia and New York, has joined the announcing staff of WAAT Newark.

JACK GOULD of the radio news staff of the *New York Times* has been appointed radio editor. He succeeds John Hutchens, transferred to the paper's Sunday literary supplement.

LESLIE NICHOLS, for seven years MBS correspondent in Cairo, has returned to the U. S.

FREDERICK HOFFMAN, former military editor of the *Hartford Times*, has been added to the staff of the English section of NBC International as a writer-announcer.

JOE KING, former CBS announcer, has been commissioned a second lieutenant in the Marine Corps.

JACK MATTHEWS, war veteran, new to radio, has joined CKCK Regina. Other newcomers to the CKCK staff are Glen Hjalmarson and Bruce Goldie, both new to radio.

MAURICE BODINGTON, announcer at CFRB Toronto, has resigned to freelance.

FLYING OFFICER Jack Radford, son of R. J. Radford, supervisor of station relations, Canadian Broadcasting Corp., Toronto, who was reported missing from Royal Canadian Air Force operations, is now a prisoner of war in Germany.

JOE DRUKER of Montreal, has joined the announcing staff of CFCH North Bay, Ont.

JACK DUNLOP, commercial representative of the Canadian Broadcasting Corp., Toronto, has joined the Royal Canadian Navy, and is now taking an officer's training course.

MILO KNUTSON, former UP correspondent in Rochester, Minn., and with KROC in that city, has joined KFBI Wichita, Kan., as news editor. He was formerly with WMT Cedar Rapids, Ia., KGLO Mason City, Ia., and WEAU Eau Claire, Wis.

GEORGE HEIMRICK, former KXL Portland, Ore., announcer, has joined KPRO Riverside, Cal.

William Barsby Named RCA Traffic Manager

WILLIAM H. BARSBY, for 30 years associated with the radio industry, has been appointed traffic manager of RCA Communications. He succeeds John B. Rostron who died June 12. Mr Barsby, who has been assistant traffic manager with RCA since 1929, was with the Marconi Wireless & Telegraph Co. of America in 1914 and dispatched and received the first commercial radiograms between the U. S. and Japan.

He served in the U.S. Navy during World War I, assisting in organizing the Navy's first centralized communications office in Washington. While with the Navy, he picked up from the German station at Nauen the first request for an armistice. He was ordered to deliver the message personally to the White House. Mr. Barsby was superintendent of the Belmar station of RCA from 1919 to 1921.

CPL. FRED BARR, program director of WWRL New York, now in the Army stationed at Ft. Bliss, Texas, is doubling by announcing on KROD El Paso.

BILL RATCLIFFE, WSAZ Huntington, W. Va., salesman, has married the former Jeanette Owens, also of Huntington.

RICHARD STOCKWELL will combine his duties as assistant news editor of WCCO Minneapolis - St. Paul with a position on the editorial staff of the *Minneapolis Star Journal*.

EDWARD VIEHMAN, released by the Navy, has joined the announcing staff of WCCO Minneapolis- St. Paul. He was formerly with KODY North Platte, Neb., and was news editor of KABR Aberdeen, S. D.

BOB DREXLER, former chief announcer at WSAZ Huntington, W. Va., has been commissioned an ensign, USNR, and is undergoing indoctrination training at Ft. Schuyler, New York.

E. NORMAN BAILEY is new to the announcing staff of WTAG Worcester.

WES JONES, formerly with WOW and KOIL Omaha and WHO Des Moines, has joined KRLD Dallas as an announcer and newscaster.

MRS. VIRGINIA MAY, with KXL Oakland 15 years, has been named program director.

BOB KENNEDY, RM 2/c USNR, and Sgt. Paul La Riviera, ROTC instructor at the Mission School in San Francisco, are helping relieve the manpower shortage at KLX Oakland by filling in for vacationing announcers.

LT. JOE McCAFFREY, released by the Army last May, succeeds Robert Lewis in the WTOP Washington newsroom. Mr. Lewis leaves this month to accept a commission as ensign in the Navy. Lt. McCaffrey prior to his Army service was with WGNY Newburgh, N. Y.

ALEXANDER E. MARSHACK, former national press director of the American Civil Liberties Union, has joined the production staff of WTOP Washington.

GIL HICKS, parttime member of the WLS Chicago news department, is now fulltime on the news staff. Harold Heath, formerly with WBAA LaFayette, Ind., will take over early morning duties.

OZZIE WESTLEY, formerly musical arranger, has taken over music librarian duties at WLS Chicago of Phil Kalar, who plans to resume his vocal career.

ON THE PACIFIC COAST
THE *Blue* NETWORK
NOW OWNS AND OPERATES
KECA
IN
LOS ANGELES, CALIFORNIA



Another STAR in the *Blue*



One of a series of
NEWSPAPER ADVERTISEMENTS

From the BLUE to YOU to AMERICA!

This is the split-second, triple-play planning back of the BLUE'S constant effort to improve the network...to assure you greater service.

It is for you that the BLUE strives for more listening, better ratings, more sales, more value for every dollar invested in the BLUE.

The purchase of powerful, well-liked, Radio Station KECA, Los Angeles, is another vital step in BLUE progress...another reason the BLUE is a better buy for you.

Represented Nationally by Blue Spot Sales

New York Chicago Detroit Pittsburgh San Francisco Hollywood

This IS THE *Blue* NETWORK

Str-r-r-i-ke One!

THIS time the strike is on the ball team. John F. Royal, NBC vice-president got a letter from the New York Giants' Carl Hubbell last week inviting him to the Polo Grounds for a demonstration of his baseball prowess before the scouting staff. The letter said the Giants had heard of Mr. Royal's ability from "an old ball player whose judgment . . . we have good reason to respect." When Mr. Royal last appeared on a diamond, at the trade paper editors-NBC press department game July 22, there appeared opposite his name in the box score: Two times at bat, one hit, perfect field and one charley-horse. Though the offer with the Giants was "$100 a month if you qualify," the NBC executive is not yet convinced he should change careers.

The San Francisco Radio Picture *Has* changed!



Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

JOHN STEBBINS, former announcer on WGN Chicago, WJR Detroit, has joined the announcing staff of WLS Chicago.

BOB ANTHONY, former announcer of WJJD Chicago, has joined the announcing staff of WAIT Chicago.

CLARA WALSH is continuity editor of WMBD, succeeding Bill Wright, now in the Navy.

GENE MILNER, formerly of WHBF Rock Island, Ill., has joined the announcing staff and production department of WMBD Peoria, Ill.

ROBERT WILLIAMS, announcer of KPO San Francisco, has shifted to NBC Hollywood.

FRED BRIGGS, former program editor of KGU Honolulu and KYA San Francisco, has been appointed program director of WSRR Stamford, Conn., succeeding John Newhouse, who has joined MBS New York as night supervisor.

CLAUDE E. FREEMAN, formerly with WMRC Greenville, S. C., and WORD Spartanburg, S. C. has joined the announcing staff of WWNC Asheville, N. C.

EMILY B. FELLOWS, formerly of WISH Ind., has joined WAIT Chicago as continuity head.

ROBERT B. MacDOUGALL, director of radio at State Teachers College, Trenton, N. J., and chairman of the radio committee for the New Jersey Education Assn. has joined WAAT Newark as director of educational activities.

BENNETT ORFIELD, announcer, formerly with WWJ Detroit, has joined the announcing staff of WENR Chicago.

CHANCE NICHOLSON, formerly of KOL Seattle, has joined KIRO Seattle as announcer.

ROY GRANDE, formerly of KTKN Ketchikan, Alaska, has joined KGO San Francisco as assistant to program manager Bob Wesson.

HOWARD RHINES has been named chief announcer at KMPC Hollywood, with Jack Sherman becoming station production manager.

BUD SPENCER, night program manager of NBC Hollywood, has resigned to join Foote, Cone & Belding, and is assigned assistant producer on the Blue *Hollywood Star Time*. He replaces Harry Saz who takes over as assistant producer of NBC *College of Musical Knowledge*.

ROBERT CUMMINS, freelance writer-producer, has joined Don Lee Broadcasting System, Hollywood.

DOUGLAS PLEDGER, former announcer at KTAR Phoenix, has joined Blue Hollywood staff, succeeding Ralph Rogers who joined the Navy as lieutenant (j.g.). Harry Waldstrum, former summer relief announcer, has replaced Terry O'Sullivan who resinged from the Blue to freelance.

MAJ. HAL BERGER, withdrawn from active duty with Armed Forces Radio Service, Hollywood, has joined Don Lee Broadcasting System, Hollywood, as production manager.

CARL BONAWITZ Jr., has joined the transcription department of KMTR Hollywood.

CHARLES R. WERNER, former announcer at San Diego, has joined KFI Los Angeles.

CHARLES B. HAASER, announcer at WDRC Hartford, Conn., is the father of a girl.

WILF SMITH, announcer at CKCK Regina, and formerly of CKBI Prince Albert, has joined the U. S. Army Air Force.

CURLEY BRADLEY, m.c. on *KC Jamboree*, has married Olga Bewon, formerly with the Blue, Chicago.

JACK PETERSON, formerly of WIS Columbia, S. C., has joined the announcing staff of WIND Chicago.

Asiatic War Considered In Blue News Expansion

THREE top Blue network newsmen were in San Francisco during the week for a series of conferences with Blue Network officials to formulate plans which will make that city the base for Blue news coverage operations in the Pacific. They were G. W. (Johnny) Johnstone, director of news and special features; Clete Roberts, war correspondent recently returned from the South Pacific, and Arthur Feldman, formerly of the Blue's London staff.

The trio met with Don Searle, manager of KGO-Blue; Henry Orbach, director of the KGO news staff; Robert Wesson, KGO program manager. Complete details will be announced at the conclusion of the conferences, but it was learned that the plans include the selection of an experienced and able crew for Blue coverage of the Pacific and for an on-the-scene broadcast of the impending battle for the Philippines.

Farm Editors Named

CHARLEY STOOKEY, former director of KMOX St. Louis, has been appointed farm editor of KXOK St. Louis, C. L. Thomas, KXOK general manager, announced last week. In his new post Mr. Stookey conducts a 2½-hour daily program, starting at 5 a.m. and including music, news, markets and information for rural areas, as well as *Trading Post*, a swap service for farmers. Succeeding Mr. Stookey at KMOX is Ted Mangner, assistant professor of radio extension, College of Agriculture, U. of Illinois. Another new addition to KMOX is Donald W. Craig, formerly of WCLS Joilet, Ill., who has joined the sales staff.

Bobby Hough to Navy

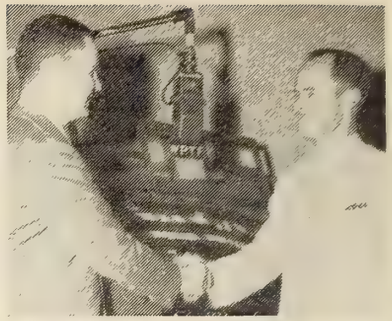
ROBERT HOUGH, 17-year-old assistant to D. Harold McGrath, superintendent of the Senate Radio Gallery, plans to leave early next month to enlist in the Navy. Bobby, as he is known to virtually every radio commentator in the country, was named McGrath's assistant in June 1943 after serving four years as a Senate page. His home is in Purcellville, Va. He attends the Capitol Page School and is a member of the Marvland State Guard. He'll be 18 next May 23.

Televideo Formed

TELEVIDEO, a cooperative production television organization was formed last week with offices at 5 East 51 St., New York. According to Kenneth Whatmore, account executive of J. D. Tarcher & Co., New York, and chairman of the organization, members of the group will write, direct and produce monthly television shows.

RAY LYON, formerly assistant research manager of the *New York Daily News* and prior to that field supervisor of research of the American Assn. of Advertising Agencies, has joined the promotion department of WOR New York.

GILBERT CHASE, NBC specialist in Latin American music and literature, has been appointed consultant to the music division of the Library of Congress, which he will advise in connection with a library project.



CONGRATULATIONS are the order of the day at WPTF Raleigh, N. C. as Richard H. Mason (left), station manager, shakes the hand of Leo F. de Sola, WPTF director of music, who has become a United States citizen. Although he has lived in the States since he was 9, Mr. de Sola was born in Havana, Cuba. Most of the music programs on WPTF are arranged, and produced as well as directed by him.

Whitridge, Herrington Join C. E. Hooper Inc.

JOHN C. WHITRIDGE Jr., formerly director of the Office of Industry Advisory Committees, War Production Board, has been elected vice-president and general manager of operations of C. E. Hooper Inc. Before assuming his dollar-a-year assignment, which he held for 18 months, Mr. Whitridge had been eastern division manager of International Business Machines Corp. He entered the research field in 1929 with Johns-Manville Corp., following his graduation from Cornell.

William A. Herrington, former director of research for Geyer, Cornell & Newell, New York, and previously research director of Leo Burnett & Co., Chicago, and in the research department of J. Walter Thompson Co., New York, has also joined C. E. Hooper to supervise the organization's listening area measurements supplied to stations.

Correction

A PLAY on words in an original news release led to the erroneous report in BROADCASTING July 31 that Phil Duncan, writer, and Arthur Edes, announcer, were new members of WLLH Lowell. Mass. Mr. Duncan hastens to advise that he is an announcer—not a writer, and that Mr. Edes, former program manager of WEEI Boston and announcing instructor at Emerson College, was his teacher, and not a new announcer at WLLH.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOE WEED & CO.
350 Madison Avenue, New York
Representatives

There's a "hot" spot in every market

SPOTTSTOWN 10:30 P.M.

SPOTTSYLVANIA 6:45 A.M.

SPOTTSBURG 12 NOON

SPOTTSVILLE 6:30 P.M.

ask a John Blair man



Two-shift war-industry markets have special listening habits. It's easy to cover them for maximum listeners with Spot Broadcasting. Rural audiences have their own timing, too—to be solved at least expense with Spot Broadcasting.

Spot Broadcasting doesn't mean merely one-minute spots or chain breaks. It means programs of *any* length . . . on *any* station . . . in *any* market—selected by you. And the ones you want—no compulsion about groups, chains or combinations.

Maybe you ought to know more about Spot Broadcasting while there are still good availabilities. A John Blair Man is a good fellow to know.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO Des Moines

Vio Bin Corp., Monticello, Ill. (Rex Oil), 3 *sa* weekly, thru Rogers & Smith, Chicago.
Good Foods Inc., Minneapolis, (Skippy Peanut Butter), *t* weekly, 52 weeks, thru Garfield & Guild, San Francisco.
Crow's Hybrid Corn Co., Milford, Ill. (hybrid corn), 3 *sp* weekly, 52 weeks, thru Critchfield & Co., Chicago.
Spiegel Inc., Chicago (mail order catalogue), 3 *sp* weekly, thru C. Wendel Muench & Co., Chicago.
Griffin Mfg. Co., Brooklyn (shoe polish), 6 *sp* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Uncle Sam Breakfast Foods, Omaha, 4 *ta* weekly, 52 weeks, thru Buchanan-Thomas, Omaha.
Dr. Hess & Clark, Ashland, O. (poultry remedies), 5 *t* weekly, 52 weeks, thru N. W. Ayer & Son, N. Y.

KNX Hollywood

Roloff Distributing Co., Los Angeles (H. A. G. scalp & hair shampoo), 3 *sp* weekly, direct.
Colgate-Palmolive-Peet Co., Jersey City (Peet granulated soap), 7 *sa* weekly, 52 weeks, thru Leon Livingston Adv., San Francisco.
Marlin Firearms Co., New Haven, Conn. (razor blades), 3 *sp* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
20th Century-Fox Film Corp., Los Angeles (films), 6 *ne* weekly, 52 weeks, thru Western Adv., Los Angeles.
Maryland Pharmaceutical Co., Baltimore (Rem), *sp* weekly, 52 weeks, thru Joseph Katz Co., Baltimore.
Berkshire Knitting Mills, Reading, Pa. (Berkshire hosiery), 6 *sp* weekly, 13 weeks, thru Geare-Marston, Philadelphia.
Grove Labs, St. Louis (Bromo Quinine), 3 *ne* weekly, 52 weeks, thru Russell M. Seeds Co., Chicago.

KFI Los Angeles

Nehi Corp., Columbus, Ga. (Par-T-Pak), 2 *ta* weekly, 26 weeks, thru BBDO, Los Angeles.

WNEW New York

James F. Waters Inc., Long Island City, N. Y. (automobile repair), 6 *sp* weekly, 5 weeks, thru Harry A Berk Inc., N. Y.
Casite Mfg. Corp., Hastings, Mich. (lubricating oil), *ta* weekly, 52 weeks, thru Keeling & Co., Indianapolis.
Hennafoam Co., New York (shampoo), 3 *sp* weekly, 27 weeks, thru Arthur Rosenberg Co., N. Y.
Slater Electric & Mfg. Co., Brooklyn, N. Y., *sp* weekly, direct.
Paragon Oil Co., Brooklyn, 6 *sp* weekly, 13 weeks, thru Diener & Dorskind, N. Y.
County Perfumery Co., Bloomfield, N. J., 5 *ta* weekly, 18 weeks, thru Atherton & Currier, N. Y.

WBBM Chicago

Crowell Publishing Co., New York (*Collier's*), 6 *sa* weekly, 13 weeks, thru Arthur Kudner, Inc., N. Y.
Paramount Pictures, Chicago, *sa* weekly, 52 weeks, thru M. M. Fisher Assoc., Chicago.
General Electric Co., Cleveland, 5 *sa* weekly, 52 weeks, thru BBDO, N. Y.

CJBC Toronto

Curtis Pub. Co., Philadelphia (Satevepost), 4 *sp* weekly, direct.
Quaker Co. Peterborough, Ont. (Sparkies), 5 *t* weekly, thru Spitzer & Mills, Toronto.
Borden Co. Toronto (milk products), *sp* weekly, thru Young & Rubicam, Toronto.
Lehn & Fink (Canada), Toronto (honey & almond cream), *sp* weekly, thru Spitzer & Mills, Toronto.

WINN Louisville

Lever Bros., Cambridge, Mass. (Lifebuoy), 56 *sa*, thru Ruthrauff & Ryan, N. Y.
Crowell Publishing Co., New York (*Collier's* Magazine), 39 *sa*, thru Arthur Kudner Inc., N. Y.
Columbia Pictures, New York, 26 *sa*, thru Weiss & Geller, N. Y.

WOR New York

United Wallpaper Factories, New York, (wallpaper, borders & cedar closet paper), 5 *sa* weekly, 39 weeks, thru MacFarland, Aveyard & Co., Chicago.
Can Mfgs. Institute, New York, 5 *sa* weekly, 39 weeks, thru Benton & Bowles, N. Y.
General Motors Corp., Detroit, weekly *sp*, 13 weeks, thru Campbell-Ewald Co., N.Y.

KPAS Pasadena, Cal.

O'Neill, Larson & McMahon, Chicago (proprietary) 6 *sp* weekly, thru United Adv. Co., Chicago.

KROW Oakland, Cal.

Ben Hur Products, Los Angeles (coffee) 18 *sa* weekly, thru Foote, Cone & Belding, San Francisco.
Southwest Food Products, Long Beach, Cal. (waffle syrup, jams, jellies) 5 *ta* weekly, 13 weeks, thru Dave Foutz Adv., Long Beach.
Montgomery Ward & Co., Oakland, Cal. (chain), *sa*, 52 weeks, direct.
Darling Shops, New York (chain), *sa*, *sp*, 52 weeks, direct.

KGHF Pueblo, Colo.

Stone-Hall Co., Denver (Brite Ize), *sa* weekly, 52 weeks, thru Lane-Freiberger Adv. Agency, Denver.
Merchants Biscuit Co., Denver (Supreme Salad Wafers), 6 *sa* weekly, thru Ball & Davidson, Denver.
Ex-Lax Inc., Brooklyn, 3 *ta* weekly, thru Joseph Katz Co., N. Y.

KYW Philadelphia

Campbell Soup Co., Camden, N. J. (Beef Noodle Soup), 12 *sa* weekly, 52 weeks, thru Foote, Cone & Belding, N. Y.
General Electric Co., Cleveland (GE Mazda Lamps), 5 *sa* weekly, 52 weeks, thru BBDO, N. Y.
C. F. Mueller & Co., Jersey City (macaroni), 3 *ne* weekly, 52 weeks, thru Duane Jones, N. Y.
Herman Basch & Co., New York (Hammer Brand Process), 2 *sa* weekly, 13 weeks, thru Kelly, Nason Inc., N. Y.
Keystone Automobile Club, Philadelphia (auto service), *sp* weekly, 13 weeks, thru Gray & Rogers, Philadelphia.
Marlin Firearms Co., New Haven, Conn. (Marlin Blades), 3 *sa* weekly, 13 weeks, thru Craven & Hedrick, N. Y.

KTSA San Antonio

Crowell Publishing Co., New York (*Collier's*), 4 *sa* weekly, 13 weeks ,thru Arthur Kudner Inc., N. Y.
Rath Packing Co., Waterloo, Ia. (food), 26 *sa* weekly, thru Young & Rubicam, Chicago.
Alabama Hy-Trous Co., Birmingham (liquid fertilizer), 3 *sa* weekly, The Cox Agency, Birmingham.
Colgate-Palmolive-Peet Co., Jersey City (dental cream), 12 *ta* weekly, 13 weeks, thru Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Supersuds), 6 *ta* weekly, thru Wm. Esty & Co., N. Y.

KHJ Hollywood

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 3 *t* weekly, 13 weeks, thru MacFarland-Aveyard, Chicago.



DON LEE TO BAN HITCH-HIKE SPOTS

BAN on "cow-catcher" and "hitch-hike" announcements on Don Lee Pacific Coast stations will be enforced starting Sept. 1. "Action was taken after careful consideration of the improvements in listening impression which would result from commercial messages within the limits of established commercial programs," Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood, stated. Similar ruling is scheduled for all Mutual stations effective January, 1945.

WTNT Begins Increase Of Exclusive FM Shows

EXCLUSIVE FM programming started Aug. 7 on WTNT, FM affiliate of WWSW Pittsburgh, as a third-birthday feature. New FM expansion arrangements call for retention of the present 12:30-1:30 p.m. FM program plus four hours of special FM broadcasts, 6-10 p.m.

Scheduled are *New Friends of Music Concerts*, Pittsburgh's top music societies, special programs from Pittsburgh public schools. Definitely set for FM broadcast is WTNT *String Ensemble*, scheduled to begin Aug. 14. Frank R. Smith Jr., general manager of both WWSW and WTNT, feels that the expansion will stimulate FM listening by presention of exclusives, rather than left-over AM programs and spotty FM scheduling.

Football on WJR

WJR DETROIT will carry a schedule of 10 broadcasts of inter-collegiate football games this fall, commencing Sept. 30 under the sponsorship of MacGregor-Goldsmith Inc., Dayton, O., sporting goods firm. Announcer of the series will be Dick Bray. In revealing the schedule of broadcasts, Leo J. Fitzpatrick, WJR vice-president and general manager, said that one of the major complaints of fans in Detroit had been that all Detroit stations carry the same game each Saturday instead of at least one station featuring an outstanding contest. "In selecting what we think will be the most outstanding game of the week from our listeners' viewpoint," Mr. Richards said, "'we are accomplishing what we have looked forward to for several years."

Philco Promotes Four

PROMOTION of four Philco Corp. sales executives to division managers in the company's postwar distribution organization has been announced by Thomas A. Kennally, vice-president in charge of sales. The four are: Joseph R. McCoy, former district manager, named manager of Philco's Atlantic division with headquarters in Philadelphia; Joseph A. Bilheimer, lately St. Louis district representative, manager of the central division, Chicago; John F. Leahy, former district representative in Boston becomes manager of Philco's Yankee division, remaining in Boston; John E. Ramsey, former Kansas City district representative, manager of the southwest division, Kansas City.

Radio Advertisers

KRANKS SHAVE CREAM, Chicago, has named Campbell-Ewald Co., Chicago to handle its advertising, as of Sept. 1. Company will maintain present radio schedule in Chicago and New York markets.

LILY OF FRANCE Corset Co., New York, on Sept. 6 starts thrice-weekly participations on the Pegeen Fitzgerald program of WOR New York for corsets and brassieres. Contract is for 52 weeks. Agency handling the account is Federal Adv., New York.

NATIONAL INDUSTRIAL Information Committee, promotional affiliate of the National Assn. of Manufacturers, has appointed Kenyon & Eckhardt, New York, to handle advertising. Account was formerly handled by Arthur Kudner Inc., New York.

BURRUS FEED Mills, Dallas, begins sponsorship of thrice-weekly five-minute hillbilly program Sept. 7 on WTAW College Station, Tex. Firm is sponsoring six-weekly quarter-hour program, featuring the Callahan Brothers on KWBU Corpus Christi, Tex. 13 week contracts were placed by Simmonds & Simmonds, Chicago.

PETRI WINE Co., San Francisco, on July 24 renewed sponsorship for 13 weeks of *The New Adventures of Sherlock Holmes* on WGN and 74 other stations, Monday, 7:30 p.m. (CWT). Agency is Young & Rubicam, San Francisco.

DR. L. D. Le GEAR, (medicine) St. Louis, begins sponsorship Oct. 15 for 26 weeks of a series of spot announcements on approximately 225 stations. Agency is Simmons & Simmons, Chicago.

THRIFTY DRUG Co., Los Angeles (chain), currently is sponsoring a weekly quarter-hour program, *Hollywood Nightclub* and *Hollywood Spotlight*, on KECA Hollywood. Contract is for 2 weeks, through Hillman-Shane-Breyer, Los Angeles.

C. F. MUELLER & Co., Jersey City, has begun co-sponsorship of the noon news period conducted by Jack Scanlon on KYW Philadelphia, for its macaroni products. Starting Aug. 15, company will sponsor the quarter-hour news period on Tuesdays, Thursdays and Saturdays, alternating with the Manhattan Soap Co. Contract is for 5 weeks placed through Duane Jones Co., New York.

RAYTHEON Mfg. Co., Newton, Mass. has renewed *Five Minutes for Victory*, transcribed series heard on WNAC Boston, 6:55-7 p.m. Wednesdays. Agency is Hirshon-Garfield, New York.

SPORODYNE Co., Dayton, (skin remedy), now sponsors a weekly quarter-hour program titled *Afield and Astream with Lytle*, featuring stories on the out-of-doors as told by J. Horace Lytle, hunter, author and gun dog editor of *Field & Stream* magazine. Contract is for 13 weeks. Agency is Kircher, Lytle, Helton & Collet, Dayton.

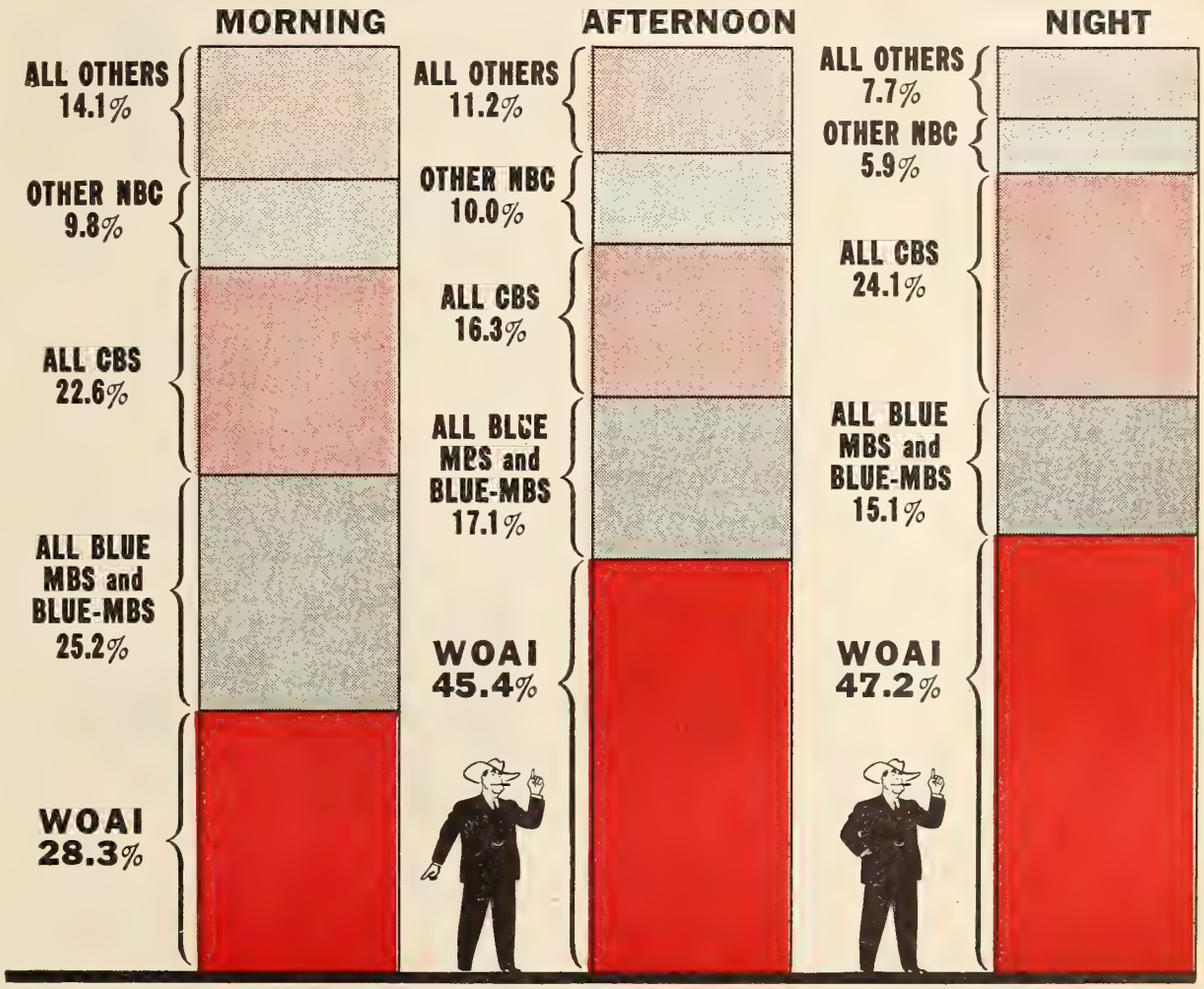
C. C. LOCKWOOD, associated with the manufacturing division of the Chrysler Corp., Detroit, has been appointed advertising business manager of the Chrysler sales division, Detroit.

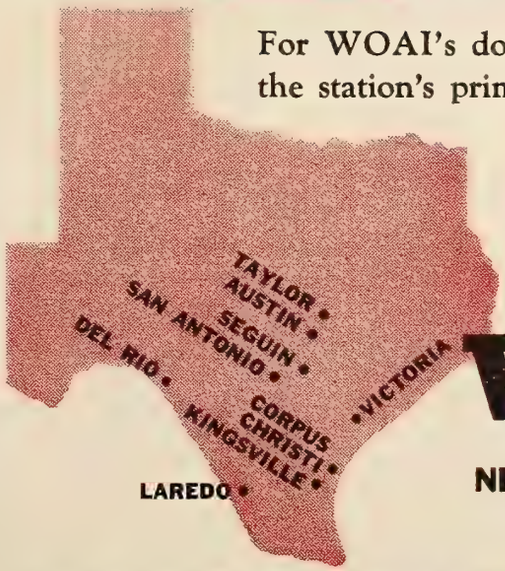
WESTON'S Biscuit Co. is sponsoring newscasts on WPAT Paterson, N. J., at 1 and 5 p.m. daily, noon on Sundays to promote products baked in their Passaic, N. J., plant.

NORTHAM WARREN Corp., Stamford, Conn., (Cutex, Odorono) is sponsoring six quarter-hours weekly on WSRR Stamford, Conn. Fred Briggs is in charge of production.

Dominant
IN URBAN MARKETS

The chart below tells a convincing story of WOAI's standing in nine urban markets - San Antonio, Corpus Christi, Austin, Del Rio, Kingsville, Laredo, Seguin, Taylor and Victoria. Percentages are from the C. E. Hooper survey - Spring, 1944.





For WOAI's dominance of the rural market (78 counties in the station's primary area) be sure to see next week's issue of Broadcasting. This coming chart helps explain why WOAI sells more merchandise to more people in Central and South Texas than any other station - at a lower cost per sale!

WOAI 50,000 WATTS CLEAR CHANNEL

NBC—TQN

San Antonio

Represented Nationally by EDWARD PETRY & COMPANY

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

CANADA'S

FIRST

FARM STATION

on the Pacific Coast

•

Licensed to serve
408,804 listeners!

•

CKNW

NEW WESTMINSTER,
B. C.

CROWELL-COLLIER PUB. Co., New York (Collier's), has signed for 114 time signal announcements and 53 one-minute transcribed announcements scheduled to run 13 weeks starting Aug. 4 on WMAQ Chicago. Agency is Arthur Kudner, New York.

LONGINES-WITTNAUER Co., New York (watches), will sponsor *World's Most Honored Music* thrice-weekly on WMAQ 10:30-11:00 p.m. CWT for 39 wks. starting Sept. 21. Agency is Arthur Rosenberg Co., New York.

MAX COOK SPORTING GOODS Co., Denver, has renewed sponsorship of the 8 a.m. newscast of KFEL Denver. Contract, which was for the seventh consecutive year, was placed through the Ted Levy Agency, Denver.

DENVER LENS Co., Denver, has renewed sponsorship of the 7:15 a.m. newscast on KFEL Denver. Contract is for 52 weeks and was placed by Ted Levy Agency, Denver.

H. E. MacDONALD, former vice-president and retail sales manager of Montgomery Ward & Co., has been elected vice-president of Schenley Distillers Corp. He will make his headquarters in New York.

JOEL S. MITCHELL, former vice-president and director of the Kellogg Co., Battle Creek, Mich., has been appointed a vice-president and director of Standard Brands, New York. It was also announced that Philip S. Lord, vice-president in charge of sales, has been elected a director and Arthur W. Davis, former controller of the American Steel & Wire Co., Cleveland, has been named controller of Standard Brands.

QUAKER CO., Peterborough, Ont., (Sparkies) on Sept. 4 started *Terry and the Pirates* as transcription series Mon. thru Fri. 5-5:15 p.m. on a number of Canadian stations. Account was placed by Spitzer & Mills Ltd., Toronto.

LUMBERMAN'S MUTUAL Casualty Co., Chicago, on Aug. 27 renews Upton Close's news commentaries for 52 weeks, Sundays 5:30-5:45 p.m. (CWT) Mutual. Agency is Leo Burnett, Chicago.

MANHATTAN Soap Co., New York (Sweetheart Soap), on Aug. 7 started their fifth year as sponsors of a thrice-weekly quarter-hour newscast on WBZ-WBZA Boston-Springfield. Nelson Bragg is the newscaster.

VIAVI Co., San Francisco (vitamins) on Aug. 7 started sponsorship of the *Voice of Experience* on KSFO San Francisco. Contract is for 13 weeks. Account is placed by Rhoades & Davis Adv. Agency, San Francisco.

RADIO TRAINING Assn. of America, Beverly Hills, Cal. (correspondence courses) has started using daily quarter-hour musical programs on KRKD KIEV and will expand to include other Pacific Coast stations in metropolitan areas. Agency is Pacific Adv. Service, Los Angeles. Vernon Davis is account executive.

JOSEPH HORNE Co., Pittsburgh, is sponsoring a later edition of the 8:45 a.m. *Newsreel* on WCAE Pittsburgh. Second broadcast, with Bill Beall, is heard 12-12:15 p.m. Monday Saturday.

FRANK & SEDER department store, Pittsburgh, has returned *School of Charm* to the air Monday, Wednesday and Friday at 10:30 a.m. on WCAE Pittsburgh.

LOEW'S INC., New York (films) on Aug. 7 started *Inside M-G-M* on CFRB Toronto, 5 times weekly for 52 weeks. Account was placed by Donahue & Coe, Inc., New York.

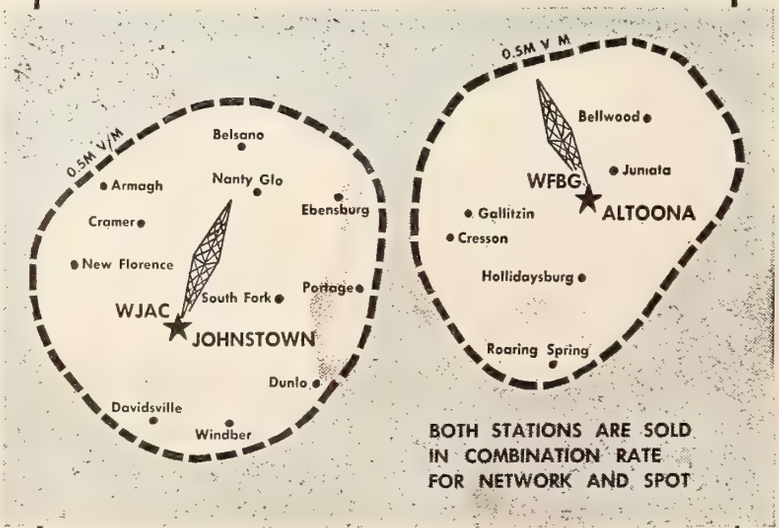
BENNETT FOODS Co., Baltimore, (hamburger spread, mayonnaise) has named Leon S. Golnick & Assoc., Baltimore, as advertising representatives. Radio plans are said to be considered.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

Agencies

ROBERT C. COLESON, Hollywood manager of N. W. Ayer & Son, has resigned to take over another assignment in the radio-advertising field. Herbert Sanford, assistant to H. L. McClinton, vice-president in charge of radio for the agency in New York, has been shifted to Hollywood.

MORGAN RYAN, radio director of Sherman & Marquette, following Hollywood conferences on fall plans for CBS *Judy Canova Show*, has returned to his New York headquarters.

BERT PRAGER, for past two years with Foote, Cone & Belding in various production capacities and most recently agency contact on CBS *Jack Carson Show*, has resigned to freelance, effective in late August. Larry Berns succeeds Martin Gosch, recently resigned as producer of the *Jack Carson Show*.

ANTHONY STANFORD, Hollywood producer of J. Walter Thompson Co., currently is in New York for two-week conferences with home office executives on writing and production plans for fall resumption of Hollywood-originating shows serviced by that agency.

ARTHUR LINGE, formerly head of the media department of Wendell P. Colton Co., New York, has joined the media department of Benton & Bowles, New York.

JACKSON TAYLOR, former head of Research Department of McCann Erickson, N. Y., became resident manager of the McCann Erickson Minneapolis office the latter part of July.

LT. HOWARD ESARY, for approximately two years Southern California public relations director of U. S. Maritime Service, has been relieved of actve duty and has returned to Allied Adv. Agencies, Los Angeles staff, as account executive.

MRS. SALLY LARKIN, former co-editor of *American Cookery* magazine, has joined the H. B. Humphrey Co., Boston, as assistant to the director of radio and as advisory home economist. Mrs. Larkin is a member of the American Home Economics Assn. and the New England Women's Press Assn.

ROBERT B. DONNELLY, former vice-president and manager of the Minneapolis office of McCann-Erickson Inc. has joined the Gardner Adv. Co., St. Louis, in charge of marketing and merchandising. Mr. Donnelly for seven years was associate advertising manager of General Foods Corp.

G. M. SOULES, formerly advertising manager of Drug Trading Co. Ltd., Toronto, has joined the Toronto office of Ferres Adv. Service, Hamilton, Ont.

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY-REED CO.

DID YOU-ALL SAY, "STREETS PAVED WITH GOLD?"



No, "Suh"! Guess it sounds that way to the advertisers when we talk of the husky, brawling Savannah Seaboard Market that's making money hand-over-fist. These people have more green-back dollars than ever before, and are just itching to spend them.

Not surprising when you consider big permanent industries such as the Southern Cotton Oil Company, the Savannah Sugar Refining Company and the Union Bag and Paper Corporation. These, and other giant industries contribute millions of dollars to the monthly payrolls of Savannah workers, month after month, year after year, wartime or peacetime.

Right now, however, we must not overlook the three shipyards, six military centers and 25,000 new war workers that have swelled the Savannah Seaboard Market. Dynamite for a smart advertiser in search of sure dividends on his advertising dollars.

WSAV "THE VOICE OF SAVANNAH"

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

HARBEN DANIEL
General Manager

GEO. P. HOLLINGBERY CO.
National Representative

Selling the New Savannah Seaboard Market

Buffalo's Greatest Regional Coverage

WGR

550 K.C.

★

IS NOW BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

★

BUFFALO BROADCASTING CORPORATON

RAND BUILDING, BUFFALO, NEW YORK

National Representatives
FREE & PETERS, INC.

DOREEN DUNLOP, formerly with the radio department of Cockfield, Brown & Co. Ltd., Toronto, has joined Young & Rubicam Ltd., Toronto, as radio traffic director.

STANLEY PULBER, former sales service manager of CBS, has joined the Biow Co., New York, as business director of radio. John E. Stewart, formerly with National Distillers Products Corp., New York, has joined the agency as account executive of the Schenley Distillers penicillin account.

RAYMOND KNIGHT, production manager of the Blue network since March 1943, joins Young & Rubicam, New York, Aug. 14 as a staff producer to handle the Borden Co. *Happy Island* series starring Ed Wynn, which will start on the Blue Sept. 8 as a Friday evening half-hour series.

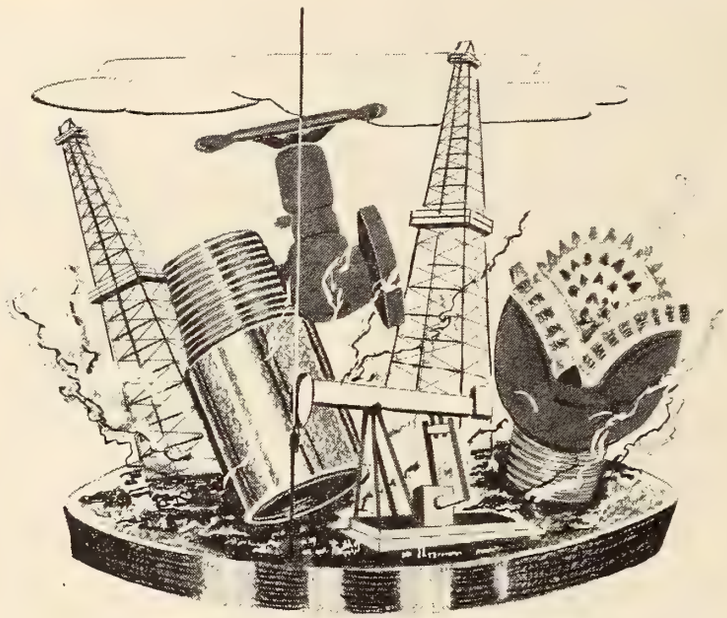
ROBERT FORSHEW, formerly in the copy department of Ruthrauff & Ryan, New York, has joined the copy staff of Ted Bates Inc., New York.

R. T. KLAGSTAD on Aug. 1 assumed duties as director of media operations for the Minneapolis office of McCann-Erickson.

HARRY RAUSCH, formerly magazine and special features editor of the Blue network, on Aug. 7 joined the publicity department of Young & Rubicam, New York. Mr. Rausch will specialize in magazine promotion.

JOEL F. JACOBS, former account executive at Pedlar, Ryan & Lusk, New York, has joined Doherty, Clifford & Shenfield, New York, as account executive on the Bristol-Myers account. Chester MacCracken, former radio producer at PR&L, has also joined DC&S as director of radio.

BEAUMONT MEANS BUSINESS!



OIL FIELD TOOLS

POST-WAR AND POST-NOW

● The manufacture and distribution of oil field tools is only one of many industries which have helped make Beaumont and the Sabine area a prosperous and growing market of over 250,000 people. This is an essential industry in time of peace, as well as in time of war, and with shipyards, steel and iron works, synthetic rubber plants, rice mills and canneries, assures Beaumont and the Sabine district continued growth and prosperity.

KFDM is the major network station which gives you full coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this great market. Put KFDM in your present and postwar plans. Ask for the facts today.

Represented by Howard H. Wilson Company

KFDM

BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE **MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

Smith & Bull Enter New Quarters on Radio Row

PREPARING for postwar expansion, Smith & Bull Adv., Los Angeles agency, moved Aug. 12 into its own building on Hollywood's "radio row" at 6642 Sunset Blvd. In addition to complete production and merchandising facilities, new building is equipped with modern broadcast and recording studios, according to Haan J. Tyler, general manager.



Mr. Tyler

Agency studios are connected by direct wire with Radio Central in downtown Los Angeles. Announcers of the agency thus do their daily broadcasts direct from the new Hollywood building.

Of modern design, with glass brick front and pastel shade decorations throughout, new 1½-story building represents an investment of more than $50,000. Agency is headed by V. R. (Dick) Smith and Frank Bull, veteran West Coast advertising and radio executives.

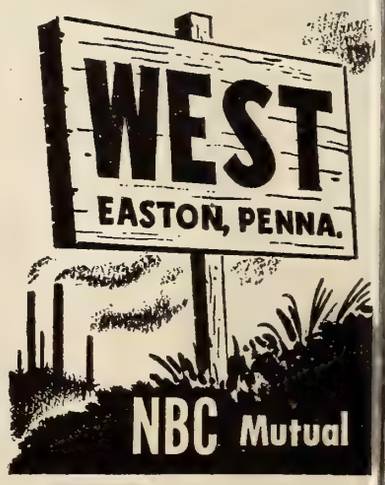
CAB Agency List

FORTY-FOUR advertising agencies throughout Canada, including six U. S. Agencies, have been enfranchised by the Canadian Assn. of Broadcasters. Agencies with head offices at Halifax, Montreal, Toronto, Winnipeg and Vancouver are included in the list. Canadian branches of United States advertising agencies enfranchised by the CAB are: Atherton & Currier, Toronto; D'Arcy Adv. Agency, Toronto; Ellis Adv. Co., Toronto; Ruthrauff & Ryan, Toronto; J. Walter Thompson Co., Montreal and Toronto; Young & Rubicam, Montreal and Toronto.

Mrs. Danker Succeeds

LORENA DANKER, widow of Daniel J. Danker, former Pacific Coast vice-president and a director of J. Walter Thompson Co., Hollywood, has joined that agency office in an executive capacity. Familiar with Mr. Danker's work in handling radio tie-ups with film studios and other outlets in connection with CBS *Lux Radio Theatre*, she has assumed those duties.

Cover the Rich Lehigh Valley



...ON SHAW RETURNS ...O AGENCY FIELD

...ONALD S. SHAW, since last ...ovember program sales manager of the Blue Network, last week resigned to re-enter the agency field as radio director of Geyer, Cornell & Newell, New York. Eleanor Larson, who has held that title, will continue with the agency as an associate of Mr. Shaw.



Mr. Shaw

Active in the agency field since ...920, Mr. Shaw left it in the early ...0s to spend three years as east...rn sales manager of NBC, returning to agency work in 1936 as assistant to the president and radio ...irector of McCann-Erickson, New ...ork. Before joining the Blue, he ...ad also served as vice-president ...nd general manager of WMCA ...ew York and as manager of the ...adio division of the Office of the ...oordinator of Inter-American Af...airs.

No successor had last week been ...amed by the Blue, whose advertising is handled by Geyer, Cor...ell & Newell.

Hastings Joins Agency

...ON HASTINGS, founder of the ...irst Radio Announcers School of America, in 1929, has joined the Roger Beane Advertising Agency, Indianapolis. His first radio job was with WFBM Indianapolis in 1926. He then became an announcer with WENR Chicago, where he originated the blackface skit *The Pair of Spades*. After a short time as program director of WBBM Chicago, he returned to Indianapolis to open an early morning program. Up until then, that city's stations opened at noon. Three years later, Mr. Hastings bought KUMA Yuma, Ariz., and after two years became director of special events for KFWB Hollywood. He is a director of the American Radio Academy, Indianapolis.



Mr. Hastings

Maj. Selby to Morse

MAJ. HERBERT G. SELBY, for two years on active duty with the Army Air Forces, has joined Morse International Inc., New York, as assistant to the president Mansfield F. House. Mr. Selby will supervise the media department. Prior to entering the service, he was for 12 years director of media for Maxon Inc., New York.



Maj. Selby

CHARLES WEIGERT, formerly with Best Foods, New York, has joined the account staff of Benton & Bowles, New York.

Mrs. Erma Perham Proetz

MRS. ERMA PERHAM PROETZ, 53, executive vice-president of Gardner Adv. Co., St. Louis and New York, died Aug. 7 in St. Louis after a long illness. Called by *Fortune* Magazine in 1937, one of "16 of America's most representative business women," Mrs. Proetz won the Harvard Advertising Award of 1924-25-27 for the Pet Milk Co. advertising. Among other affiliations she was a member of the War Advertising Council and former director of the AFA.

MARY D. CHASE, freelance producer and director, has opened radio-television production and sales offices under her own name at 234 W. 44th St., New York. She also maintains offices at 875 Fifth Ave., same city.

WJW's MR. FIEDBACH



Our Mr. Fiedbach lives in a deserted transcription crate back in the control room. Never leaves the place. He's the guy who counts the cue tracks on our commercial transcriptions, times our copy to the nth second, tests our announcers' reflexes and complexes (they're full of them) and generally keeps things in the groove.

It seems like a silly job, but Mr. Fiedbach doesn't think so. He thinks a fluffed transcription or a mispronounced word are crimes only mildly less reprehensible than eating one's young. We're inclined to agree with him. In fact, we're getting him a new transcription crate to live in.

WJW 850 CLEVELAND
BASIC Blue Network
850 KC 5000 Watts
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

AP
WLBC, Muncie, Indiana
. . . have subscribed to several other news services, but your AP radio wire is "tops."
W. F. Craig
Commercial Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

COLUMBIA NETWORK
WKBW
1520 K.C.
BUFFALO'S ONLY 50,000 WATT STATION
DAY and NIGHT
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representatives
FREE & PETERS, INC.

First
PAST
21 years of continuous leadership. Programs, public service, alertness . . . and of course . . . advertiser's preference.

First
PRESENT
All surveys agree WRC leads morning, afternoon and night.

First
FUTURE
Washington will have the first NBC television station to be constructed after the war.

But This is the Usual Story for WRC
We've Been FIRST Continuously Since 1923

WRC
NBC
Washington

Merchandising & Promotion

Baker Plan—Cousin Emmy—Drug Folder
WOW at War—KCKN Brochure

A BROCHURE composed of a letter from Walter Schwimmer to managers with an enclosed proof of an ad to be run in trade papers, and two presentation booklets, has been prepared by Schwimmer & Scott for *Tello-Test*, now sponsored by Hirsch Clothing Co. in the Chicago market over WGN Chicago, 6:15-6:30 p.m. (CWT) six nights a week. Brochure describes the money give-away show, as one that eliminates the lottery element because radio audiences do not have to listen to qualify for a prize, since it is merely a contest of skill. Presentation has instigated approximately 200 station inquiries, according to Mr. Schwimmer. *Tello-Test* show is owned by Schwimmer & Scott, Chicago.

* * *

Video Booklet

A BRIEF history of television from its official debut at the New York World's Fair in 1939 to the present, with a look ahead at its probable future, is given in "Television, Progress and Promise," 24-page booklet published by RCA.

* * *

Nunn Brochure

THE NUNN stations—KFDA Amarillo, Tex., WBIR Knoxville, Tenn., WLAP Lexington, Ky. and WCMI Ashland, Ky.—are issuing a market data brochure in loose-leaf form in the near future, complete with data on each station.

Baker Plan

EXTENSIVE promotion benefiting local bakers, station and advertiser stems from the New Jersey Flour Mills Co.'s sponsorship of *Music a la Mood*, hour-long Sunday program on WPAT Paterson, N. J. Commercials on each program are courtesy announcements for various local customer bakers, with buildup on the basis of the quality flour they use. In turn bakers promote the program through posters and other display material provided by the company. To 3,500 customers in New England, New York, New Jersey and Delaware the sponsor has mailed small folders announcing the new program and urging bakers to find out from company representatives how they can participate in the program.

* * *

Gas Co. Promotion

OKLAHOMA Natural Gas Co. has released a double fold promotion piece titled ". . . And Now Here's the Story of Women Commandos," designed to stimulate listening to the company's program conducted on WKY Oklahoma City by Julie Benell.

'WOW at War'

NEWEST promotion piece of WOW Omaha is a 40-page booklet, done in four colors, titled "WOW At War," designed to show the role WOW and NBC have been playing in wartime activities. An "Honor Role" shows the service records of members of the WOW family. Distributed to sponsors and advertising agencies, first edition copies of "WOW At War" will be given with the station's compliments to all new and renewal subscriptions to the "WOW News Tower," monthly magazine.

* * *

KCKN Folder

KCKN Kansas City has issued a folder on the mass market buying power of greater Kansas City "without the rate penalty of outstate coverage". The cover pictures are contrasting scenes of a sleepy corner of a small town and a crowded city street, with banner caption "Which would you rather sell to?" Inside copy, against a montage of a dense crowd, tells story of how KCKN aims its coverage at the Greater Kansas City market for best selling results.

* * *

Cousin Emmy

STORY of *Cousin Emmy*, KMOX St. Louis hill-billy songstress, has been prepared by the station in the form of a brochure entitled "It Don't Take Book Larnin' to Git Rich". Booklet gives brief synopsis of the radio career of Cousin Emmy (Joy May Creasy) and states that during 1943, for one sponsor she drew 36,888 pieces of mail (of which 28,365 were direct product inquiries and 8,523 personal fan letters).

* * *

Drug Folder

TO 2,500 druggists in metropolitan New York, WNEW New York is distributing a folder informing them of four products of E. Fougera & Co., New York, now promoted on the station, and urging retailers to "take advantage of this vast advertising campaign by following through in your own store" with proper displays and adequate stock.



1797
CORNER DRUG STORES...

. . . in the valuable $44,542,000 drug market of eastern and central New York and western New England, an area made up of 97 cities* with over 5000 population, which, brought together as they are by WGY, provide an essential single market.

And WGY is the ONLY station that can combine this vast market of 1,045,717 radio families into ONE coverage area—*the WGY Community.*

*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated cities and villages over 5000.

WGY
Schenectady, N. Y.
50,000 watts—NBC—22 years of service
Represented nationally by NBC Spot Sales
GENERAL ELECTRIC
WGY-190



Sen. Thomas Scoffs At Censor Charge

Has No Quarrel With CBS on Minor Changes in Speech

MUCH ADO about nothing was the manner in which Sen. Elbert D. Thomas (D-Utah) described a *New York Post* story of Aug. 9 that "three pertinent statements" of a speech he delivered on CBS from Washington, Aug. 8 had been censored by the network.

Although Sen. Thomas said he didn't think the portions he deleted were of controversial nature, he asserted: "I've never delivered a radio speech that I didn't change after the advance copies went out." He explained that advance copies of his speech were given the press for release after his broadcast, which originated at the CBS Washington station, WTOP.

CBS Offers Time

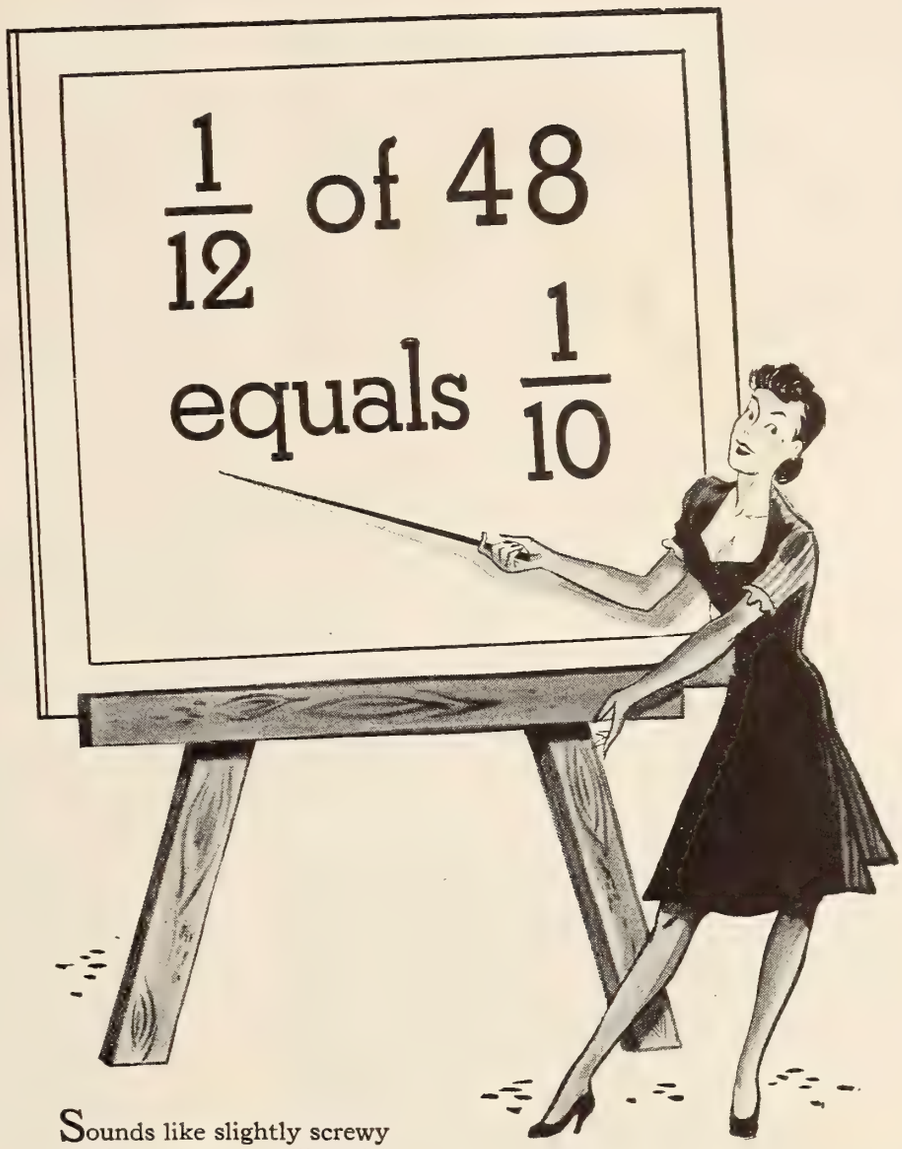
In a statement last Wednesday, following the *Post* story, Paul W. Kesten, executive vice-president of CBS, said: "We wish to point out that the *New York Post* story on Sen. Thomas' broadcast is in error in stating that CBS officials censored any part of the Senator's talk. A thorough check of the entire organization indicates that no CBS official had any knowledge of any changes which Sen. Thomas made in his speech.

"We have learned that one of our employes suggested certain changes, for reasons that are not clear. CBS profoundly regrets that any such suggestions were made, since our policy of presenting controversial public issues, in time provided at our own expense, prohibits censorship of any kind other than to delete slander, libel, obscenity or inciting to violence. We welcome the freest possible airing of all responsible points of view.

"CBS officially offers time to Sen. Thomas to repeat his broadcast and include any items he may have deleted at the suggestion of a CBS employe."

Sen. Thomas said he had no criticism of CBS or its employes and declared the deletion of the portion in question did not change the speech. "The big idea," he explained, "was setting up shelters and we got that across.

"All the stations and networks have been nice to me the last 20 years," he added. "I've grown up with them. Sometimes I've had 15 minutes to fill and find my speech takes 12 or 13 minutes. I've had to rewrite it to make it fit. Or maybe I've had too much and had to cut it some. I don't know who protested about my talk on Columbia. I didn't. I was a guest of the CBS, using free time. Some suggestion was made that a part of my remarks might be considered controversial. I made some changes. It was all very friendly and I am perfectly satisfied. No point would be served in repeating the original text. That would not be timely."



Sounds like slightly screwy mathematics, so we'll explain. The voice of station WENR reaches well into four states—Illinois, Michigan, Wisconsin and Indiana. Four states—one twelfth of the 48 that make up America.

But because of the happy circumstance of these states being thickly populated it adds up to 13,000,000 Americans—and that's One-Tenth of the Nation.

This may be news to you but it's practically legend to the host of new advertisers who have come into the WENR fold. And as far as we can make out, as happy and content a list of advertisers who ever spoke on the airways.

Why not? Besides spreading its voice to One-Tenth of the Nation WENR does so at the lowest rate per 1000 families.

Worth looking into, wouldn't you say?

Sell ONE-TENTH OF THE NATION...over WENR

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • CHICAGO • HOLLYWOOD • DETROIT • PITTSBURGH

Radio-Sponsored

FIRST organization of its kind to be sponsored by radio, the Western Montana Press-Radio Club is promoting a new era of closer co-operation between the two media. Organized last Fall by Art Mosby, general manager of KGVO Missoula, the Club was incorporated in February to admit to active membership personnel from daily and weekly newspapers and radio stations, with associate members available to business and professional men. Club facilities include a handsome lounge, private bar, lending library, speakers' hall and a game room.

Post-War Plan

MEISSNER MFG. Co., Mt. Carmel, Ill. and Chicago, has created a national sales organization to distribute the Meissner "super radio-phonograph" after the war and to give the company direct representation in the national market, it was announced by G. V. Rockey, executive vice-president. Ray R. Hutmacher has been named district manager, with headquarters at the Chicago headquarters of the Meissner organization.

Radio Wins Praise For Role in Strike

Phila. Stations All Lauded for Part in Getting City Rolling

WITH transportation operating at normal under Army supervision, Philadelphia stations last week returned to regular schedules after a week of public service broadcasts in which radio was credited with bringing about a return to work at midnight Aug. 6 of the city's striking transportation workers.

Maj. Gen. Philip Hayes, placed in command when President Roosevelt ordered the Army to take over the Philadelphia Transportation Co., issued an ultimatum to the striking CIO workers to return to their jobs by midnight Aug. 6. The ultimatum was transcribed and broadcast by all of Philadelphia's nine stations.

Radio Wins Praise

From the moment that WIP, a 24-hour station, broadcast the first strike bulletin at 5:30 a.m. Aug. 1, when the workers went out in protest to the upgrading of Negro employes, until after normal schedules were resumed by the city's trolley, bus and subway systems, Philadelphia's stations broke into programs with bulletins on developments, did special newscasts and carried interviews, winning the commendation of Mayor Bernard Samuel, Gen. Hayes, CIO leaders, Government officials and the President.

WCAU was given wide press commendation for its roundtable broadcast Aug. 2 by representatives of the conflicting parties. Participating in the program, which was handled by Katharine Clark, WCAU commentator, were Frank L. McNamee, War Manpower Commission regional director; James Fitzsimon, international vice-president of the Transport Workers Union (CIO); Mayor Samuel, Joseph Sharfsin, general counsel of the FEPC; the Rev. E. A. E. Palmquist, secretary, Federation of Churches; Mrs. Ruth Mayo, Red Cross Blood Donor Service regional director; Theodore Spaulding, president, Philadelphia Chapter, National Assn. for the Advancement of Colored People. Station officials said Dr. A. A. Mitten, chief of industrial relations for the PTC, declined to participate. WCAU also carried other broadcasts from both sides as well as news developments.

Benedict Gimbel Jr., president of WIP, obtained an exclusive interview with Guy E. Parsons, acting superintendent of police, at 1 a.m. Aug. 2. A transcription was rebroadcast several times during the day. WIP also carried other special interviews and developments, using its mobile unit for pickups and recordings.

WIBG installed microphones in the editorial room of the *Philadelphia Daily News* for strike development broadcasts by station announcers and commentators and *News* reporters.

WFIL mobile unit was used extensively for special pickups and recordings throughout the strike. KYW WPEN WHAT WDAS WTEL also gave complete news coverage. All of the stations offered their facilities to Gen. Hayes, when he took over, and previously to Mayor Samuel. Many workers were dependent entirely on radio during the transportation tieup. Philadelphia newspapers gave considerable space to radio's coverage and public service during the strike.

New KSTP Market

INMATE of the Stillwater, Minn., state penitentiary wrote KSTP St. Paul to add him to its mailing list for program notes. He is writing a radio column for the prison paper, *Minnesota Prisons Radio Reporter*. The request has been filled, but now the sales department is contemplating the coverage from a market standpoint.

2,590,000 RADIOS LISTED IN BRAZIL

AN ILLUSTRATED Brochure on Brazil, third in a series of studies on Latin American, market prepared by the Readers Digest Assn., Pleasantville, N. Y., with the assistance of Irwin Vladimir & Co., N. Y., reveals that radio sets in Brazil have increased from 200,000 in 1928 to 2,590,000 in 1940. According to the report, Brazil has 76 stations, but no networks.

Daily *Government Hour* broadcast, 8-9 p.m., which must be transmitted by all stations, is telephoned from Rio de Janeiro to Sao Paulo and thence is passed on by Radiobras, national cable company. In many small towns the receiving sets can pick up only local broadcasts. Most important stations in Rio and Sao Paulo are PRE-8, PRA-9, PRG-3, PRE-9, PRF-3 and PRG-2.

Although the total listening audience in Brazil has never been exactly measured, the report continued, it is known that it includes all classes, and that variance in living habits must be borne in mind when judging which broadcasting periods are most valuable to the advertiser. In Sao Paulo, the best broadcasting time is between 11 a.m. and 2 p.m., when workers are home lunching. At night, preferred broadcasting hours are from 9 p.m. to midnight.

Admiral to South America

PREPARING for an expected large export postwar trade in radios and other appliances, Admiral Corp., Chicago, is sending Dick Bohn, maanger of the export division, on an extended trip throughout South America to sign up Admiral distributors, according to Ross D. Siragusa, firm head. Mr. Bohn will take with him pictures and specifications of the export models designed to meet climatic conditions in South America. In conjunction, Admiral is starting a large advertising drive in Latin America and other foreign markets.

'Canteen' Earns $350,000

STARTING ITS third year on CBS, *Stage Door Canteen* has earned a total of $350,000 for the American Theatre Wing, under whose auspices the program is presented. The money, contributed by the program's sponsor, Corn Products Refining Co., New York, goes towards feeding and entertaining servicemen in canteens operated by the Theatre Wing in seven cities throughout the country. The half-hour variety program is heard Fridays at 10:30 p.m. Agency is C. L. Miller Co., New York.



Worcester's largest buyers of radio time, among them department stores, wholesale bakeries with distribution over the entire market area, a chain of super markets, five Savings Banks — all select WTAG — using 52 week programs — one of them in its fourteenth consecutive year. They know from repeated experience which station reaches the greater audience, because they can quickly measure the response to offerings of merchandise and services. Worcester merchants set an example easy to follow: when you buy time, buy an audience — the WTAG audience.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



SPORTS
WHN WHN WHN WHN
MUSIC
1050 1050 1050 1050
NEWS
WHN WHN WHN WHN
WHN
DIAL 1050-50,000 WATTS

ACCURACY
IS OUR BUSINESS

IN WAR . . .



. . . IN PEACE

CRYSTALS THAT FIGHT
Precision Crystal Grinding, Finishing and Assembly in Kansas City Plant . . . Important Part of CRECO'S War Job.

Production for War demands **PRECISION PERFORMANCE** *. . . our* **PEACETIME HERITAGE** *as well as our* **WARTIME COMMISSION** *. . . and Victory, to be sure, must come first. But, like charity, Preparedness for Peace begins at home and, when you are ready . . . we are ready . . . to prepare, for the time being, a limited number of Television, FM and Standard Applications.*

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

Evening Star Bldg.
WASHINGTON, D. C.

Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

WHBQ
Likes
TIME BUYERS

and time buyers like WHBQ

Thanks
ROSS METZGER
NORM HEYNE
KEN STEWART
of Ruthrauff and Ryan
for
placing business of
THE GOODALL CO.
on the station with the rising
Hooper

WHBQ

WE SELL NIGHT & DAY

DIXIE'S 24 hour station
Exclusive Memphis Station to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour
WHBQ
your MUTUAL friend
MEMPHIS, TENNESSEE
REPRESENTED BY RAMBEAU

Television Ready for Public Moment War Ends, Declares Philco Executive

UNLIKE radio, which required an entirely new structure of engineering, manufacturing, programming and networking, television is ready for the public the moment the war is over and peacetime manufacturing can begin, James H. Carmine, vice-president in charge of merchandising for Philco Corp., told last Thursday's session of the television seminar of the Radio Executives Club of New York.

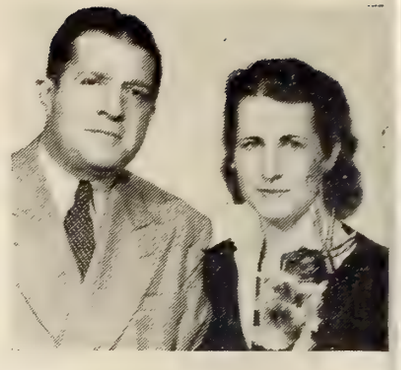
"Probably never before has the product of a great new industry been so completely planned and highly developed before it was offered to the public as has television," he declared, citing the $25,000,000 that has already been invested in television research and development.

20,000 Trained Experts

Stating that mass production facilities are available to bring television receivers to the public at low cost, he said that transmitters and receivers are already designed; advertisers, agencies and television broadcasters are experimenting with programming, in which the public has evinced a great interest; television networking by radio relays has been proved practical and inexpensive and coaxial cables for networking are being extended. The war's end will see 20,000 men with Army and Navy radio and high frequency training ready to handle the installation and service of television sets, he said.

Theodore Smith, sales manager of communications and scientific equipment of RCA's engineering products department, second guest expert, answered questions about equipment for video stations. Asked what a television station should cost, he replied by asking how much a house should cost, explaining that an exact answer is possible only when all conditions are known.

He pointed out that a station in New York might cost twice as much to construct and operate as a station of the same power in a smaller city. He also explained that its revenue might be twice as much, so that the extra investment would be justified, stating that the kind of service required to serve the community and the potential revenue for such service are often the most important factors in determining the type and cost of station construction.



OFFICE ROMANCE culminates in marriage. Mr. & Mrs. Paul White are pictured shortly after their marriage in Washington, Sunday, August 5 [BROADCASTING, Aug. 7] at the home of Mrs. Franklin Roudybush. Mrs. White, the former Margaret Miller, daughter of Mr. & Mrs. William B. Miller of San Diego, writes documentary news programs for CBS. Mr. White is director of CBS news broadcasts.

Two Promoted

TWO PROMOTIONS in the Radio Branch of the War Dept. BPR were announced last Wednesday. Albert M. Wharfield, officer in charge, overseas section of the Radio Branch, received his majority. Lansing Lindquist, field producer for the *Army Hour*, was made a first lieutenant. A holder of the Legion of Merit for his work as Communications Officer for the Mediterranean Theatre, Maj. Wharfield was manager of national ratings reports with C. E. Hooper Inc. before entering the service. Lt. Lindquist was formerly with WHO Des Moines, the Iowa Network and was program director of WSYR Syracuse.

Garment Video Show

INDUSTRIAL Undergarment Corp., Poughkeepsie, N. Y., makers of Stardust Fashion Products, has arranged for a video program on WABD, DuMont Studio in New York on Aug. 23. The telecast, based on astrology, will be directed and produced by Norman D. Waters & Assoc., New York agency for Industrial, and the Television Workshop, New York.

Willard Co. Sponsors

WILLARD TABLET Co., Chicago (stomach tablets), begins sponsorship October 2 of a series of five minute shows, three times weekly, on WWVA WMMN WROL KMA WALA KTUL WGBF WSGN. 26 week contracts placed through First United Broadcasters, Chicago.

ARCADY FARMS MILLING Co., Chicago, has begun sponsorship of thrice weekly, quarter-hour farm news periods, 6-6:15 a.m. on WLS Chicago, July 25, for 52 weeks. Agency is Presba Fellers & Presba Adv., Chicago.

Explains WOV Action

ALLEGED refusal of the New York Local (802) of the AFM to permit WOV New York to broadcast a *Broadway Barn Dance* program on cultural grounds was dismissed as "poppycock" by William Feinberg, secretary of the union, in a statement to BROADCASTING last Friday. "Hillbillies or symphony men, they're all musicians and they're all members of 802," Mr. Feinberg said, "and we welcome employment for all of them. Our reason for refusing to permit the WOV broadcasts is a basic union policy against broadcasts from miscellaneous engagements, such as dances, from outside of the station studios."

Paint Co. on WLS

AMERICAN CHEMICAL PAINT Co., Ambler, Pa., began sponsorship of a quarter-hour garden information program, Aug. 5, on WLS Chicago, 7:45-8 a.m., every Saturday. The 52-week contract was placed by Brennan-Margulis Adv., St. Louis.

Miles Renews

MILES LABS., Elkhart, Ind., renewed *Lum 'n Abner* in July for another 52 weeks on Keystone Broadcasting System coast to coast. Agency is Wade Adv., Chicago.

TBA Meeting Planned

TELEVISION Broadcasters Assn. board of directors will meet Aug. 25 in Schenectady, with visits to the General Electric video studios and transmitter also on the agenda.

A NEW broadcasting station has been authorized for Fort Francis, Ont., according to word from Walter A. Rush, Controller of Radio, Department of Transport, Ottawa.

Transfers of WMRN, WRNL Granted by FCC

CONSENT to transfer control of WRNL Richmond, Va., and its relays, WEOH and WAHM, and of WMRN Marion, O., was granted last Tuesday by the FCC en banc. All authorized, issued and outstanding common voting stock (500 sh.) of the Richmond Radio Corp., licensee of WRNL, is transferred by John Stewart Bryan (60%) and Douglas S. Freeman and D. Tennant Bryan (20% each) to the Richmond Newspapers Inc., publishers of the *Times-Dispatch* and *News Leader*, for cancellation of notes of the transferors aggregating $25,000, due to and held by the transferee. John S. Bryan is president-publisher of the newspapers and Mr. Freeman is editor. D. T. Bryan also is affiliated with them.

Through sale of 101 shares or 50.5% of the issued and outstanding capital stock of the Marion Broadcasting Co., licensee of WMRN, for $13,837, sole ownership is transferred to Robert T. Mason, president and general manager, by Howard F. Guthery and Florence Guthery. The transaction gives Mr. Mason all of the 200 shares of outstanding stock, 100 of which are to be retired, according to the petition.

KROD
CBS
The Voice
that's heard all over the important
EL PASO
Southwest
1000 Watts - 600 KC
Dorrance Roderick, Owner
Val Lawrence, Mgr.
NEW MEXICO EL PASO TEXAS
HOWARD H. WILSON CO.
National Representatives

NEW LETTER CONTEST for SERVICEMEN!



ELEVEN 1st PRIZE WINNERS IN 5 MONTHS IN CONTEST #1!

Yes sir, guys, the hundreds of letters received were so swell that *double* first prize winners had to be awarded each of the first four months and there were *triple* first prize winners the fifth and last month . . .

SO — HERE WE GO AGAIN!

Get in on this NEW letter contest — write and tell us your *first hand* experiences with *all* types of Radio Communications equipment built by Hallicrafters including the famous SCR-299!

RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of April, May, June, July and August. (Deadline: Received by midnight, the last day of each month.) . . . For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain. . . . Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-mail letters will do. . . . Military regulations prohibit the publication of winners' names and photos at present . . . monthly winners will be notified immediately upon judging.

hallicrafters RADIO

BUY A WAR BOND TODAY!

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

WHY PAY A GREAT PRICE FOR PEARL (Ky.)?

If you've been paying extra dough to reach a lot of little towns like Pearl (Ky.) you may be glad to know that, as a market, all such towns *together* are mere paste when compared with the Louisville Trading Area! The Louisville Area, for example, accounts for 17.1% *more* retail sales than the rest of Kentucky *combined!* . . . WAVE reaches every radio home in this area, *at lowest cost!* So why pay more for anything else?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

1000

watts effectively beam the message of WWNC's advertisers to the 17 counties in its primary and secondary listening area...17 counties walled in by the Great Smokies and the Blue Ridge mountains from outside radio influence. To reach the entire Western North Carolina market, use

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY
CBS

Hearing of CIO Protest Against WHKC Deferred to Wednesday; Egolf Quizzed

HEARING before the FCC of the UAW-CIO petition challenging operations of WHKC Columbus, originally scheduled for Tuesday, has been postponed to 10:30 a.m. Wednesday (Aug. 16), by agreement between Ernest Goodman, CIO general counsel, and Philip G. Loucks of Loucks & Scharfeld, Washington counsel for WHKC.

On Thursday the CIO filed petition with the FCC asking subpenas *duces tecum* for radio scripts of Boake Carter, Upton Close, Fulton Lewis Jr., Sheelah Carter, Col. Robert McCormick, publisher of the *Chicago Tribune*, DeWitt Emery, president of the National Small Businessmen's Assn., and others, broadcast over the Columbus station.

Understanding Cited.

Meantime the CIO last Wednesday took depositions of Willard Egolf, NAB director of public relations, on the NAB Code, which the CIO has attacked. Carl M. Everson, vice-president and general manager of WHKC, in a statement of fact filed with the Commission, categorically denied the CIO allegations.

In his examination of Mr. Egolf, Mr. Goodman indicated that he felt violations of the NAB Code, which was adopted "in the public interest," would be grounds for revocation of a license or refusal of renewal by the FCC. He asked Mr. Egolf if the NAB planned to repudiate a 13-weeks series of transcriptions, offered by the National Assn. of Manufacturers, as it did a series of proposed spot announcements tendered radio a year ago by the CIO. The NAB witness said the series had not been submitted to the Code Committee. Mr. Egolf testified that the Code Committee had never received any complaints about WHKC.

In his statement of fact Mr. Everson said the WHKC-CIO contract for 52 weeks was signed June 1, 1943, only after conferences with CIO and station officials, "with the distinct understanding that the main purpose of the programs would be to foster better relations between management and labor, the public and labor, and members of Local 927 UAW-CIO, and with the further understanding that the programs would not be used to solicit memberships, to discuss race, religion and politics or controversial subjects."

The contract contained the clause, "All program materials prepared by the sponsor are subject to the approval of the station management, both as to artists and as to program content," the statement continued. With reference to an Aug. 8 speech of Richard T. Frankensteen, vice-president of the UAW-CIO, over which the union has filed protest, Mr. Everson's statement said it was rewritten by the union through mutual consent.

"The policy under which the station refused to permit specific references to Sen. Robert A. Taft of Ohio, Sen. Burton K. Wheeler of Montana, Sen. Gerald Nye of North Dakota, Congressman John Voorhees of Columbus, O., has been followed generally by the station with respect to all local non-political broadcasts and is not a policy invoked specifically against any labor organization," said the statement.

Mr. Everson, denying discrimination against Mr. Frankensteen, said, "I did not at the time think it proper, code or no code, to permit such utterances on a commercial program unless made by a candidate running for public office and speaking in his own behalf or on a roundtable sustaining program where all parties concerned would have equal opportunity of expression."

The CIO had contended it cancelled its program because of the station censorship. Mr. Everson's statement said the local CIO office informed WHKC's bookkeeping department that the show was cancelled because the Curtiss-Wright Corp. was no longer on the air. In the final broadcast Nov. 28 the CIO script said, the statement added, "At our last membership meeting the decision was made and voted upon by those present that Local 927's radio program to be discontinued for the time being. And since the voice of the membership is the ruling power we are now adhering to this decision."

Mr. Everson declared that although the CIO series began June 6, 1943, and continued until Nov. 28, "I have searched the files and was unable to find a single letter of complaint or commendation with respect to these programs."

Mr. Everson submitted scripts of Mr. Lewis' broadcasts of March 6, 7, 13, 21, 22 and 27, 1944, which had been attacked by the CIO petition and pointed out that they were presented four months after the Frankensteen broadcast. He also explained that under network operations "known by both the petitioner and the Commission," stations affiliated with networks "must rely upon the originating station's compliance with the laws and regulations".



77 AND STILL carrying the ball That's Ben Wolff of the WEMP Milwaukee sales staff, who just had a birthday. The staff held a party for the occasion and gave Mr Wolff a gift of a $100 War Bond

'Hot Shots' 13th Year

THE HOOSIER Hot Shots have signed their 13th consecutive 52 week contract with Wade Adv. Chicago, for *National Barn Dance* sponsored by Alka-Seltzer on NBC 9 p.m. (EWT) Saturdays. Contract provides that, besides their weekly broadcasts, the Hoosier Hot Shots may fulfill recording commitments make eight pictures for Columbia Pictures Corp., and make a stipulated number of personal appearances. Act will appear soon on the screen in Paramount's *National Barn Dance.*

KYW
PHILADELPHIA
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc



That's what you buy
and that's what you get
when you use...

WSPD
TOLEDO, OHIO
5,000 WATTS
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

TOLEDO'S NBC STATION

WCBM blue

A QUALITY STATION

with MASS APPEAL

in a

RICH MARKET

WCBM

BALTIMORE

The BLUE Network Station

John Elmer
President

Geo. H. Roeder
Gen. Manager

FREE & PETERS, INC.
Exclusive National Representatives

WLB Scores AFM Defiance

(*Continued from page 11*)

intervenor companies to the case as well as representatives of the AFM. Ordered to appear also were J. W. Murray, general manager, RCA Victor Division, RCA; Robert F. Myers, counsel, NBC; C. Lloyd Egner, vice-president of NBC Recording Corp.; Mr. Padway and Henry A. Friedman, AFM counsel.

The telegram follows:

Re: Electrical Manufacturers and AFM (AFL), Case no. 111-2499-D. The National War Labor Board hereby summons the parties to the aforementioned case to a public hearing to be held before the NWLB in Room 5341, Department of Labor Building, 14th Street and Constitution Avenue, Washington, D. C., on Thursday, April 17, 1944 at 10:30 a.m. to show cause why the union has not complied with the provisions of the June 15, 1944 order in the aforementioned case.

Events Reviewed

Mr. Padway appeared in response to a telegram Monday from Mr. Davis advising him that he had ordered George Murk, president of Local 73, AFM, Minneapolis, to come before the Board to explain why the strike had not been terminated. Neither Mr. Murk nor any other members of the Minneapolis local appeared.

Also present from the AFM were Harry J. Steeper, assistant to the president; and Clair E. Meeder. Appearing for KSTP were Sam J. Levy and Paul D. P. Spearman, attorneys.

Mr. Davis opened the hearing by reviewing the action taken by the Board early in May [BROADCASTING, May 8] when it directed that a strike of musicians at the Minneapolis studios of the station be terminated.

He traced the sequence of events since that directive: the compliance of the union by returning to work, a subsequent poll by the National Labor Relations Board showing the musicians voting 8 to 6 against resuming the strike, the issuance of a restraining order by the District Court to prevent the union from holding a meeting to continue the strike, an order by Mr. Petrillo to the local to go back on strike, the dismissal of court proceedings by the station, a request by the Chicago regional WLB to return to work, and a similar order by the national Board to Petrillo which the AFM leader referred to Mr. Padway.

Mr. Davis pointed out that the panel appointed by the regional Board was prepared to issue its report on the dispute when the strike was resumed, interrupting the orderly proceedings under which the Board operates and to which labor organizations have pledged themselves to adhere regardless of the provocations of the dispute. He demanded to know why the men were not ordered to return to work.

Mr. Padway contended that the union is not striking and that the whole case before the Board is based on a "technical twist" involving the transfer of musicians from the St. Paul studios of the station to the Minneapolis studios. He asserted that the musicians are still at work in St. Paul but that the owner of the station has been trying to make them work in Minneapolis, where the wage scale is higher, at the St. Paul rates.

Eloquent, But!

Mr. Davis interrupted Mr. Padway to remark: "You're making an eloquent argument but I want the facts". He asked how long prior to the original strike the contractual arrangements under which the musicians were employed had existed.

Mr. Padway replied that the station had been sending its musicians to Minneapolis for occasional broadcasts for many years but that this practice had been growing in recent years, reaching its highest point with the development of KSTP's Radio City studios. "This man (Mr. Hubbard) is trying to establish himself in Minneapolis on a St. Paul basis", he said. "Do we have to work for him? We say no!"

Mr. Levy testified that Mr. Padway had given a "garbled" statement on the situation. He said that KSTP has operated on a joint contract with the Minneapolis and St. Paul unions covering employment in both cities and cited sections of the contract in support of his testimony. He said the union wanted a separate contract for Minneapolis and demanded that the station employ eight musicians in Minneapolis and be paid for 22 hours a week and also three platter turners and a librarian. He said the station did not have sufficient work for these men.

Mr. Davis then turned to Mr. Padway and said he had not yet been given a satisfactory explanation as to why these differences over wage rates and employment could not be settled under the orderly procedures of the Board.

Mr. Padway said the strike was renewed because the employer "irritated" the union by taking the case to the courts, issuing press releases, spending money, etc. The union felt, he said, that if Mr. Hubbard would handle the dispute in this fashion it would "take him on".

Mr. Davis replied that there was "no reason in the world" why the union should not present the justice of their case in an orderly way before the Board. He said the court proceedings were "over the dam" in that it was "incredible" to him that the strike should be renewed after the union had originally complied with the Board's order to return to work.

"There's no reason on earth why the orderly procedures of this Board cannot be continued", he added.

O'Dea Motion Granted

MOTION by Richard E. O'Dea minority stockholder in Wodaam Corp., licensee of WOV New York to take depositions in connection with the application of Arde Bulova and Maj. Harry D. Henshel to transfer control of Wodaam Corp to Murray and Meyer Mester was granted last Wednesday by Commissioner C. J. Durr, sitting as motions chairman of the FCC. Mr O'Dea, through his attorneys, Warren & McGroddy, New York, filed petition to intervene in the proposed transfer, hearing for which was held July 6. The Mester Brothers, through Segal, Smith & Hennessey, Washington counsel, previously had been granted motion to take depositions of character witnesses.

WMPS-Plough Deal

CONTRACT provisions were being completed last week for sale of WMPS Memphis, by Memphis Broadcasting Co., Scripps-Howard subsidiary, to Plough Inc., pharmaceutical manufacturers. The price is understood to be approximately $350,000, with $50,000 of the price representing adjustments on receivables. Plough Inc., is forming a new corporation to take over the regional [BROADCASTING, July 17].

KFJI Sold to Miller

SALE of KFJI Klamath Falls Ore., by George and Rachel Kincaid to Williard D. Miller of that city for approximately $110,000 was effected last week, subject to FCC approval. Mr. Miller is head of a contracting firm and lumber yard and owns the Willard Hotel in Klamath Falls, KFJI operates on 1240 kc. with 100 w.

NORTH EAST WEST SOUTH

The Texas Rangers

SELL MANY PRODUCTS FOR MANY ADVERTISERS

NOW ON

KWFC

Hot Springs, Ark.

Participating

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.

SAN ARTHUR B. CHURCH PRODUCTION

1480 Kilocycles — Full Time Operation

WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

AGAIN AVAILABLE



ADAPTERS *Any of your microphones can be attached easily to this Boom without purchasing additional fittings. No tools are necessary because all the adapters are threaded in order that they can be screwed together. The fitting attached to the clevis on the end of the boom fits a 5/8 x 24 thread which is the thread for all W. E. Microphones. An adapter for microphones using 1/2 inch thread; one for 5/8 x 27; and a hook complete the adapters normally supplied.*

CASTINGS *All castings, except base and counterweight (cast iron), are strong aluminum alloy, Alumilited.*

TUBING *All tubing 18 gauge aluminum alloy finished by the Alumilite Process — a hard, oxide coating.*

HANDWHEELS *All hand wheels are knurled and polished aluminum alloy, 2½ inches in diameter. Operated easily. Will turn without muscle strain or injury to your hands.*

CASTERS *Three inch double ball bearing, rubber tired Darnell Casters.*

COLOR *All castings platinum gray. Baked enamel.*

GUARANTEE *Workmanship and materials fully guaranteed.*

RECENT priority rulings have made George A. Starbird Microphone Booms again available to qualified buyers. Radio stations, commercial sound studios, advertising agencies and others entitled to maintenance, repair and operating preference ratings may secure these booms. Long the standard of this type, and widely used by leading radio stations and networks, these microphone booms will deliver years of trouble-free service . . . and will reduce set-up time. Absolutely silent in operation.

*GraybaR QUALITY SINCE 1869 *REG. U.S. PAT. OFF. Distributed by *GraybaR ELECTRIC COMPANY

See your Graybar representative for descriptive folder and details on priority requirements.

GEORGE A. STARBIRD MICROPHONE BOOMS

950 NORTH HIGHLAND AVENUE, LOS ANGELES 38, CALIFORNIA

SERVICE
on all
RECORDING
PROBLEMS
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COMPLETE FACILITIES FOR . . .
• Spot Announcements
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STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
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FOUR TOP MARKETS!
• Central Kentucky
WLAP Lexington, Ky.
• Amarillo
KFDA Amarillo, Tex.
• The Tri-State
WCMI Ashland, Ky.-Huntington, W. Va.
• Knoxville
WBIR Knoxville, Tenn.
All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

WRGA
MUTUAL
Rome
GEORGIA

Phones on Penn. R. R.

TRAIN TELEPHONES, combining the principles of radio and telephone are to be installed on the two mainline four track divisions of the Pennsylvania Railroad between Pittsburgh and Harrisburg, Lew Henderson, Railroad Regional Publicity Director, announced last week. Contact wll be maintained via phone between moving passenger and freight trains, wayside towers, and between moving trains themselves.

Approximately 300 passenger and freight locomotives, 90 freight cars and six wayside towers along the track will be equipped with the phones. New system, costing $1,000,000, was developed by the Union Switch & Signal Co., and the General Electric Company's research department. Device has been in experimental use on the Trenton-Phillipsburg branch of the road in New Jersey since 1942.

'Real Romance' Series

HILLMAN PERIODICALS, New York, and Kasper-Gordon, Boston recording studios, last week signed a two and a half-year agreement for the production of a series of transcribed quarter-hour programs based on material taken from Hillman's *Real Romance* magazine. Recorded dramatization, under the supervision of Jerry Law, radio director of Hillman Periodicals, will be made available to stations throughout the country for local sponsorship. Starting in September, a series of one-minute transcribed announcements will be used on stations three times weekly in some 75 markets to promote *Pageant*, a Hillman monthly which will make its debut in October. It will be an illustrated general news magazine. Agency handling the latter is Erwin, Wasey & Co., New York.

'Hidden Enemy' Drive

CAMPAIGN booklet entitled *Hidden Enemy*, enlisting advertising support to spread public knowledge regarding veneral diseases, has been released by the War Advertising Council, in cooperation with the Office of War Information and the U. S. Public Health Service. Booklet, prepared by Warwick & Legler, volunteer council agency, gives information on background of the problem and offers specific suggestions for advertising cooperation including radio. Sample of 30 and 45-second and one-minute spot announcements are included. Council advises, however, that all radio announcements should be cleared with the OWI and USPHS.

Red Cross Honored

AS A SPECIAL contribution to the Red Cross, Cresta Blanca Wine Co., New York, is presenting a series of five broadcasts on Mutual, 12:15-12:20 p.m., each Wednesday during August. Titled *Red Cross in Action*, series describes the activities of that organization on world battlefronts. Five-minute programs contain no selling talk for the sponsor's products, but are devoted entirely to the Red Cross except for a credit line of sponsor identification. Series was placed by William H. Weintraub & Co., New York.



"HERE'S YOUR OFFICE," explains Hugh Feltis, KFAB Omaha general manager, as he shows the staff plans of the new studies at Lincoln. The KFAB branch has just moved from the Lincoln Hotel to the Sharp Building. Discussing the layout are (l to r, seated): Bill Dietz, salesman; Earl Williams, station manager; Mr. Feltis; Paul Dodd, accountant and office manager. Standing: Don Showmaker, promotion; Bill Macdonald, farm editor and program director; Mark Bullock, chief engineer; Jigg Miller, continuity editor, all of the Lincoln office.

OWI Returns to Program Production Assuming OCD 'Hasten the Day' Series

SLIGHTLY altered to allow time for commercial sponsorship, the Office of Civilian Defense transcribed program, *Hasten the Day*, will be taken over beginning Sept. 10 by the OWI Domestic Radio Bureau, John D. Hymes, deputy chief of the Bureau, advised stations last week.

Now used by approximately 320 stations, the program, a 15-minute once a week daytime serial on the life of the Tucker Family and its part in the war effort, will have its final broadcast under OCD auspices during the week of Sept. 3. Suspension was made necessary by a reduction in OCD appropriations.

OWI will continue the program on the same stations but may offer it to other stations later, Mr. Hymes said. Beginning Sept. 10 the program will be cut to 13 minutes and 15 seconds with one minute and 15 seconds allowed for sponsor announcements. Stations now carrying it may offer it for sale subject to the usual Government regulations, which exclude liquor or proprietary medicine sponsorship.

The use of disclaimers will be unnecessary where the program is sold, Mr. Hymes said, but commercial announcements must be worded to avoid any suggestion that the OWI endorses the product or the business of the sponsor.

Presentation of *Hasten the Day* by OWI marks the agency's first program production since the old *Uncle Sam* series which was canceled in May 1943, causing many protests from stations which had sold the program to sponsors. *Hasten the Day* will continue to be written by Pauline Gilsdorf and directed by Charles A. Schenck Jr.

Cost of the program, which incorporates the use of various home front messages, will be borne by several Government agencies.

WILLIAM G. RAMBEAU Co., Chicago radio representative, as of Aug. 1 will represent WCLO Janesville, Wis. Station operates with 250 w on 1230 kc.

Do You Know
Ultra low-drift Crystals
are now available for prompt
shipment to Broadcasters
HOLLISTER CRYSTAL CO.
Boulder Colorado

ve Billions in Surplus quipment Is Reported

TIMATE was made last week t with the end of European hos- ties, Government-owned war end plus materials will include $3,- .000,000 in radio equipment and 200,000,000 in radar equipment the Army alone, out of a total mated material surplus of $103,- 3,000,000. This total includes in- strial facilities, aircraft, ships, ential civilian raw materials finished products, according to July 28 report of the Senate mmittee on Small Business. Communications equipment and ctronic devices valued at $1,159,- had been acquired up through y 15 by the Defense Supplies rp., it was reported. It was phasized, however, that while rpluses were mounting at a fast te now because of termin- d contracts and obsolescence, gi- ntic quanties will not be built up til the end of the war in Europe.

ducation Office to Air eries of 8 Broadcasts

GHT weekly half-hour broad- sts on critical issues in Amer- n education will be aired under e title "Pursuit of Learning" on e NBC *University of the Air*, 30 p.m. Sundays. Series began ug. 13, according to John W. udebaker, U. S. Commissioner of ducation.

Under joint sponsorship of the S. Office of Education, the Na- nal Education Assn., the Amer- an Vocational Assn., and NBC, e series will bring Government d civic leaders to the micro- one to exchange opinions on stwar educational problems. he initial broadcast will feature aj. Gen. Walter L. Weible, Di- ctor of Military Training, ASF, d Vice Adm. Randall Jacobs, hief of the Bureau of Personnel, avy Dept.

U. S. Manual

UMMER 1944 edition of the U. Government Manual, official andbook of the Government, will available for distribution after ept. 21 from the Superintendent Documents, Government Print- g Office, Washington 25, D. C. ost is $1 a copy with 25% dis- unt on orders of 100 copies or ore delivered to one address. Or- rs should be placed in advance.



USUALLY impeccably attired O. L. (Ted) Taylor, general manager of the Taylor-Howe-Snowden stations and owner of KTOK Oklahoma City, was snapped informally during his recent initiation into the Shriners at Amarillo, Texas.

'Cross Town' Winner

WINNING 30-minute radio play, *Cross Town*, written by Chandler Harris in contest conducted by NBC-UCLA Radio Institute, was announced by Jennings Pierce, network western division public service director, in charge of the institute, and presented on NBC stations Aug. 5. Confined to students enrolled in institute radio writing course, all entries were themed to the recruitment of blood plasma for the war. Scripts were judged by Radio Institute faculty. Winner also received $100 War Bond contributed annonymously. Similar contest will be concluded at NBC-Standard (Cal.) Radio Institute on Sept. 2.

Lingerie Series

MISS SWANK, New York, manufacturer of lingerie in a test campaign to start in September, will use radio for the first time, with a quarter-hour transcribed series of weekly programs in some 15 markets throughout the country. Station list may be increased at a later date. Contact for the musical series is for 13 weeks. Agency is Hirshon-Garfield, New York.

Potent News

THAT German soldiers on the Normandy front tune in on BBC broadcasts has long been recognized, but David Anderson of the BBC found a Nazi who surrendered because of a newscast. A Nazi in his foxhole heard via BBC that he was surrounded, so he climbed out, walked into the Allied lines and surrendered.

RMA Advertising Group To Witness Video Show

A TWO-HOUR television program was arranged by James H. Carmine, Philco vice-president in charge of merchandising, for a meeting of the Radio Manufacturers Assn. Advertising Committee at Huntingdon Valley Country Club, Philadelphia, on Aug. 9. A progress report was presented by Theodore R. Sills & Co., Chicago public relations agency, handling an extensive promotion program for RMA on the industry's wartime accomplishments and to dispel misconceptions that postwar receivers will accomplish "miracles".

Members of the committee, headed by John S. Garceau of the Farnsworth Television & Radio Corp., Fort Wayne, Ind., are: Mr. Carmine; Charles B. Brown, RCA Victor Division of RCA, Camden; John Porter, General Electric Co., Schenectady; Seymour Mintz, Admiral Corp., Chicago; S. D. Mahan, Crosley Corp., Cincinnati; Edgar Herrmann, Zenith Radio Corp., Chicago; Victor Irvine, Galvin Mfg. Corp., Chicago; Stanley H. Manson, Stromberg-Carlson Co., Rochester, N. Y., and P. G. Gillig, Emerson Radio & Phonograph Corp., New York.

New Rome Service

NEW program transmission service, linking New York directly with Rome and enabling American radio networks and stations to receive reports directly from the Italian war theatre, has been established by RCA Communications in cooperation with United States military authorities. Service, which began Aug. 5 with the broadcast of a commercial network program is made possible by RCAC's direct radiotelegraph circuit which has been transmitting press dispatches, government information, military and personal messages from Italy since June 13.

Louis Gilman

LOUIS GILMAN, 58, president of Gilman, Nicoll & Ruthman, newspaper representative firm, died last week at Stanford U. Hospital, after a three-week illness. Mr. Gilman was on a business trip to the Pacific Coast when he was taken ill. He was a member of Temple Emanu-El of Yonkers, and of Dinwoodie Lodge, F. & A. M.

Games Sponsored

CHICAGO MOTOR CO., Chicago, will start sponsorship of series of 10 football games late in September on WGN Chicago, with Jack Brickhouse announcing. Agency is Agency Service Corp., Chicago.

History Repeats!

WAIR has not just one but hundreds of outstanding successes to its credit. WAIR's great popularity is due to its ability to sense and meet public demand. A rare station in a rare market.

WAIR

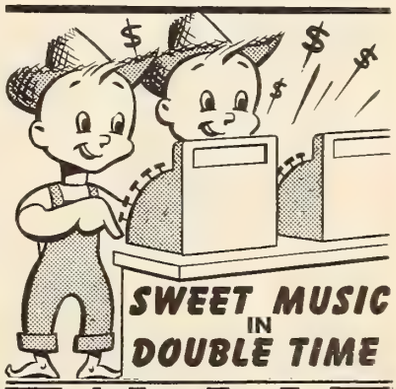
Winston - Salem, North Carolina

Representative: The Walker Company

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press



KTFI

TWIN FALLS · IDAHO

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & CO.

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own hurches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333

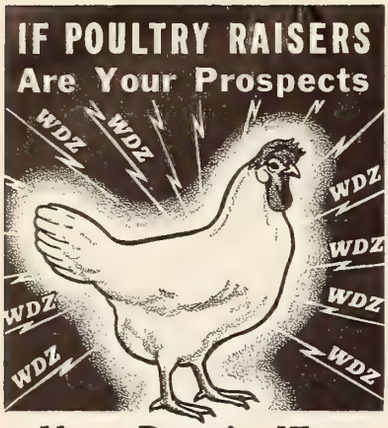
IN WBNX SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station



You Reach 'Em Through WDZ

There are 3 times as many chickens in Illinois as there are people . . . this state ranks 3rd in poultry population.

Of the 26 million poultry in Illinois, nearly half are located in WDZ's primary area . . . covered effectively by this result-getting station. WDZ's "directional" programs appeal to these average folks. They listen . . . and respond! Let us show you past results . . . to guide your future success. Write . . .

HOWARD H. WILSON CO., New York, Chicago, San Francisco, Hollywood, Seattle

WDZ 1000 WATTS 1050 KC. TUSCOLA, ILL.



"But we have six better ways to get Atlanta folks to tune to WAGA!"

* CAR CARDS, BILLBOARDS, ANNOUNCEMENTS, NEWSPAPER ADVERTISING AND PUBLICITY AND THE WA-GAZETTE

Planners Omit International Shortwave

(*Continued from page 11*)

between 450 and 1000 mc for high definition television. Beyond that, it proposes that if 20 mc channels are required, the ultimate allocation be extended to 960 mc which would permit twenty-five 20 mc channels.

No suggestions as to television standards were made by IRAC but it stated it believed the plan sufficiently flexible to permit decisions to be made as to standards and methods of their establishment. Thus, the suggested allocation would permit continuation of television on prewar standards until such time as new ones are established. It also would permit operation on a dual standard basis heretofore suggested by certain manufacturers and broadcasters and espoused by Commissioner E. K. Jett of the FCC, when he was chief engineer of that agency.

The committee expressed a preference for a single standard basis but concluded that existing factors dictated flexibility.

Taking into account the claims of FM and television for the lower portion of the spectrum, IRAC concluded that the requirements of both services could be met and the conflict resolved by allocation of spectrum space between 42 and 54 mc for FM. Should technical studies now being made indicate that FM is too low in the spectrum, the committee said a shift could be made between FM and television without seriously disturbing either and without effect to other services.

Point-to-Point Suggested

The space proposed by IRAC for FM would permit sixty 200 kc channels, eighty 150 kc channels or one hundred twenty 100 kc channels, as against forty 200 kc channels now provided. Decisions concerning the width of the FM broadcast channels could be made later. If more than 60 channels are required, IRAC concluded that there are distinct advantages in utilizing narrow channel widths rather than more spectrum space.

Failure to provide space for international broadcasting caused considerable speculation. It was believed that IRAC was motivated by conflicts as to how the service should be carried on in the postwar world and that ultimately provisions can be made through reassignment of other services. The IRAC suggestion was that programs be transmitted by point-to-point relay for broadcast on the domestic systems of the world—a proposal that drew the fire of Messrs. Lemmon and Cohan.

IRAC pointed out that it recognized the present international broadcast system is engineeringly unsound because of the crowding of stations in a minimum of space. An effective international broadcast service free of interference, it said, would require an inordinate amount of spectrum space. Instead of about 7%, probably more than 50% of the spectrum between 4 and 20 mc would have to be allocated for adequate international service which would impinge upon space available for aviation, maritime, fixed and other international communications of the world.

It was pointed out that about 40% of the space between 4 and 20 mc would be required if Great Britain, Russia and the United States should operate only 18 transmitters each simultaneously whereas the United States and Great Britain now have 36 each. Then 30 of the larger nations would have only two transmitters each and 30 smaller nations would use only one. Four channels would have to be assigned to each transmitter because of the variation in propagation conditions in the high-frequency spectrum. In suggesting that programs be transmitted by point-to-point relay for rebroadcast, IRAC held that it was unable to effect an allocation for the direct international broadcast service and that pending a decision as to the policy to be adopted, it had to assume that the relay method would be employed.

Rapid Work Urged

In opening the Friday sessions, Mr. deWolf explained that about a year and a half ago President Roosevelt had asked Secretary Hull to look into postwar reconstruction.

The Department has prepared every five years for a world telecommunications conference. None has been held in eight years, he pointed out, because of the war. This country must be prepared to go to the next telecommunications conference at the earlest possible date with an integrated plan. Acting Secretary of State Stettinius, he said, has urged all committees to work as rapidly as possible.

Aside from the IRAC allocations report, Mr. deWolf alluded to the need for "traffic control in world radio and pointed to the proposal on radio regulations which would create a central frequency registration board. This board would be composed of five members of different nationalities elected at the next telecommunications conference and to serve as custodians of an international public trust. It would provide for systematic registration of frequencies by all nations and each Government, to obtain international priority for the use of frequencies upon assignment or change of assignment, would notify the new board, according to a prescribed procedure.

A 'Working Instrument'

He pointed out that the existing notification method is based on an agreement originally reached in Berlin in 1903, setting up the Bern bureau.

Alluding to the IRAC recommendations on allocations, Mr. deWolf said it was to be used purely as a working intrument and was "almost like doodling". In shooting for a December deadline on American proposals, Mr. deWolf declared an international conference may well be called by next spring.

At such a conference, he said this country will insist that English be placed on a par with French as the official language, unlike past sessions. Calling for a unanimous argeement of the planning committees, Mr. deWolf said sacrifices inevitably will have to be made, because only limited facilities are available and the demand far exceeds the supply. The report then will go to the postwar planning committee of the State Dept. headed by Secretary Hull.

Upon approval of that committee, the plan will become official and ready for the international conference. It is hoped to get the United Nations behind the plan and he thought it was better to come too early with too much rather than too late with too little.

Dr. Dellings said postwar planning can no longer be safely deferred as to communications. World organization of telecommunications and particularly radio is extremely delicate and complicated, he said.

CBS Position 'Different'

Preparations for the next conference may present the last op-

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rtunity to make major improvements in allocations, Dr. Dellinger inted out. So much has happened at a substantially improved communications structure may be desed.

CBS Engineering Director Lodge inted out that his company wholeartedly endorsed that bearing on levision allocations, calling it a rogressive and practical solution f a most difficult and complex prob-m.

He reiterated Columbia's posi-on for wider band color television nd pointed out that his network is w negotiating with three major ransmitter manufacturers to de-gn and build television transmit-rs between 400 and 900 mc. They ill have power between 1 and 5 w, which, he pointed out, is equivlent to considerably greater power n the lower frequencies. One manfacturer says he can complete he job six months after the war.

On FM, Mr. Lodge said that this nproved system of transmission, allowed to develop without unecessary restraints, will permit greatly expanded broadcast serice. The IRAC proposal to extend he band to include frequencies rom 42 to 54 mc was hailed as ost desirable but only a partial olution.

Pointing out this would provide nly sixty 200 kc channels or eighy 150 kc channels, he said that in iew of the congestion in New York nd other metropolitan areas, in ddition to the requirements of edcational broadcasters, he believed substantial increase in channels s required for comprehensive naional FM service. An obvious way o accomplish this, he said, is to eserve adjacent channels assigned o lower frequency television staions until such time as television s firmly established in the higher requencies.

Mr. Lodge also alluded to data ndicating that FM channels may e too low in the spectrum (see ylined article, page 13). He exressed the hope that studies by he FCC, Bureau of Standards and he industry will throw additional ight on this subject before the alocation plan is frozen.

On international shortwave roadcasting. Mr. Lodge said his company believed the postwar world should see a free interchange of news and information across national borders and that international stations in this country should remain under private ownership and control, even though the Government operates one or more shortwave stations for its official utterances.

Unless other nations of the world are willing to forego international broadcasting, he said, his company believed the United States must maintain adequate facilities in this field.

Mr. Lodge also commended the IRAC proposal to extend the standard broadcast band downward by adding the additional channel 540 kc. KMBC Kansas City is applying for that frequency, already assigned in Canada. Stations constructed in this country to operate on 540, he said, will undoubtedly provide additional and improved radio service. He pointed out, however, that possible restrictions on use of this channel within this country may limit its full utilization. He suggested discussion with Canada on the possibility of relaxing these restrictions and advanced the proposal that American stations be placed on the frequency with appropriate directional antennas and without regard to the distance from the boundary.

Mr. Lemmon, in attacking the IRAC proposal on international broadcasting, said the United States should be a leader in enlarging and expanding, rather than doing away with this great force. He explained the work done during the last decade by World Wide in building up a "world radio university." He said he did not think the proposed relaying of international broadcasts for local station distribution was feasible.

Stations in other countries are largely controlled by national governments and such programs would be subject to their whim and censorship. Doing away with direct international broadcasts would be a challenge to international free press and free speech, he said.

Urging that the whole question be reopened, Mr. Lemmon said he thought that there should be assigned to international broadcasting in the postwar structure as many frequencies as were used befor the war. It is possible also to multiplex other services on these channels without interference. Moreover, he said, Axis facilities would be available after the war.

Mr. Cohan, former engineering director of CBS and with World Wide for the last three months, said the IRAC report was considerate of amateurs, who have 60,000 well organized members, whereas the seven private licensees of unorganized international broadcasting are considered unnecessary evils to be dealt with by Government confiscation after the war. The inevitable conclusion is that IRAC feels that amateurs perform more vital functions than international broadcasting. He belittled the importance of amateurs.

Mr. Cohan was critical of the practical judgment of IRAC, pointing out that it constitutes a group of competent Government engineers who spend their lives on theory and research but have little imagination or practical experiences in the operation of international broadcasting.

Branding the relay method wholly impractical, he said that aside from the censorship aspect, it is practically impossible to beg, borrow, steal, lease or buy enough good listening hours a day on a good local station in a foreign country. Moreover, he said, no foreign country would permit us to literally take over their local station for six choice hours a night.

OWI and CIAA have invested millions of dollars of taxpayers' money in the operation and expansion of privately owned plants during the two years of Government programming, Mr. Cohan pointed out. He supported Mr. Lemmon's proposal that prewar facilities be made available for direct international broadcasting, and said that by means of a technical development, known as "frequency shift," several different types of comunications can be transmitted and received simultaneously on the same wavelength with speech and music.

Alluding to the allocation of 300 mc to the amateur services, Maj. Armstrong asked that perhaps 10 or 20 of those frequencies might be provided for FM relay after the war. As it now stands, he said, there is no provision for relay service to FM stations around the country. His concluding note was that the conferees avoid putting themselves in a straightjacket and leave themselves free to take advantage of scientific advantages that are sure to come.

AFL, Networks Discuss Plans for Radio Series

PRELIMINARY conference to discuss formation of an AFL radio plan was held last Friday in Washington between William Green, AFL president, and officials of the four major networks. The meeting was described as "cordial". Each of the networks would contribute 13 weeks during 1945 for AFL broadcasts. AFM opposed continuance of AFL-CIO participation in the *Labor for Victory* series carried until recently by NBC.

Representing the Blue were Mark Woods, president; Chester La Roche, chairman of the executive committee, and Kenneth Berkeley, Washington director. Present from NBC were Frank E. Mullen, vice-president and general manager, and Frank M. Russell, Washington v.-p. From CBS were Lyman Bryson, director of education; and Earl H. Gammons, director of Washington office. Mutual was represented by Madeline Ensign, Washington program director, and Louis G. Caldwell, Washington counsel. Also present from the AFL was Philip Pearl, public relations director.



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Actions of the FEDERAL COMMUNICATIONS COMMISSION

AUGUST 5 TO AUGUST 11 INCLUSIVE

Decisions . . .

AUGUST 7

KORE Eugene, Ore.—Granted additional 30-day extension for filing application for involuntary assignment of license.

Birney Imes Jr., Meridian, Miss.—Continued hearing until Sept. 8 on application for CP for new station.

AUGUST 8

Birney Imes Jr., Meridian, Miss.—Granted petition amend application for CP to change answers as to type of equipment proposed.

WGST Atlanta—Granted CP authorizing changes in transmitting equipmet.

W9XEK Louisville, Ky.—Granted CP for new developmental station, experimental basis, 45,500 kc, 1 kw.

KGHF Pueblo, Colo.—Granted CP authorizing power increase from 500 w D/N to 1 kw D, 500 w N and changes in transmitting equipment.

WHLN Harlan, Ky.—Granted CP authorizing change in frequency from 1450 to 1230 kc.

Crosley Corp., Columbus, O.—Placed in pending file application for CP for new hf station in accordance with FCC policy adopted 2-23-43.

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Tentative Calendar . . .

WHKC Columbus, O.—Petition of Local 927, UAW-CIO Columbus, O., set for Aug. 16.

WORL Boston, Mass.—License renewal, hearing set for Aug. 17.

State of West Va., Dept. of Public Safety, Stollings, W. Va.—hearing for CP new land stations set for Aug. 16.

West Va. Radio Corp., Morgantown, W. Va.—Same.

Wooster Republican Ptg. Co., Wooster, O.—Same.

Nevada Broadcasting Co., Las Vegas, Nev.—Same.

Fetzer Broadcasting Co., Grand Rapids, Mich.—Same.

Doughty & Welch Elec. Co. Inc., Fall River, Mass.—Same.

Warner Bros. Broadcasting Corp., Hollywood, Calif.—Placed in pending file application for commercial television station in accordance with FCC policy 2-23-43.

United Detroit Theatres Corp., Detroit—Same.

WFSM Inc., Indianapolis—Same.

KNET Palestine, Tex.—Granted mod. CP to change hours of operation from D to unlimited.

WRNL Richmond — Granted transfer control Richmond Radio Corp. and relay stations WEOH and WAHM from J. S. Bryan, Douglas S. Freeman and D. Tennant Bryan to Richmond Newspapers, Inc., representing 500 sh (100%) of all outstanding common voting stock for cancellation of notes of the transferors aggregating $25,000.

WMRN Marion, O.—Granted transfer control of Marion Broadcasting Co. from H. F. Guthrey and Florence Guthrey to R. T. Mason for 101 sh (50.5%) of issued and outstanding capital stock for $13,837.

WDEF Chattanooga, Tenn.—Granted assign. license from Joe W. Engel to WDEF Broadcasting Co. involving transfer from an individual to a corporation controlled by him.

KLBM La Grande, Ore.—Granted assgn. license from Ben E. Stone to Inland Radio Inc. for $15,000.

KTAR Phoenix, Ariz.—Granted reg. license renewal.

KTW Seattle, Wash.—Granted license renewal for period ending 5-1-47.

WJAX Jacksonville, Fla.—Same.

WSAP Portsmouth, Va.—Granted motion to dismiss without prejudice application for CP to change from 1490 to 1240 kc.

KCRJ Jerome, Ariz.—Granted permission cancel outstanding license, delete call signal and close records of station. Denied request to reserve call signal.

W2XWG National Broadcasting Co. N. Y.—Granted license change temporary class 2 experimental from hf from experimental tto commercial FM operation.

WNBZ Saranac Lake, N. Y.—Commission on own motion postponed for 30 days hearing scheduled for Aug. 11. on application renewal.

AUGUST 9

WHKC Columbus, O.—On its own motion continued hearing on application for license renewal scheduled for Aug. 15 to Aug. 16, 10:30 a.m.

AUGUST 11

KRNR Roseburg, Ore.—Granted CP move transmitter and studio from Oak & Johnson St. to 136 N. Jackson St.

Applications . . .

AUGUST 7

Binghamton Press Co. Inc., Binghamton, N. Y.—CP new standard station, 1490 kc, 250 w unlimited.

Alexandria Broadcasting Co. Inc., Alexandria, La.—Mod. CP for change in transmitter's DA.

Ernest E. Forbes Jr.,—CP for new standard station, 1490 kc, 250 w unlimited, d/b Magic City Broadcasting Co., Birmingham, Ala.

Donald A. Burton, Muncie, Ind.—CP for new FM station, 46,500 kc, 9,600 sq. mi.

State Teachers College West Chester, Pa.—CP for new non-commercial, educational station, 42,100 kc, 1 kw and special emission, (returned, incomplete).

New York Times Co., N. Y.—CP for new FM station, 45,500 kc, 8,250 sq. mi. (dismissed at request of applicant).

AUGUST 8

WDOD Chattanooga, Tenn.—Authority determine operating power by direct measurement antenna power, 1310 kc.

KOMO Seattle, Wash.—Mod. CP authorizing power increase to 50 kw for approval of DA system and transmitter site amended.

NBC Inc., New York—Extension of authority transmit programs to CMX Havana, beginning 8-20-44.

A. G. Beaman and T. B. Baker Jr., a partnership d/b Capitol Broadcasting Co., Nashville, Tenn.—CP new standard station, 1450 kc, 250 w unlimited.

AUGUST 11

Central Louisiana Broadcasting Corp., Alexandria, La.—CP for new standard station, 1490 kc, 250 w unlimited.

A Frank Katzentine, Orlando, Fla.—CP for new standard station, 1400 kc, 250 w unlimited.

STORE TAKES MORE
Georgia Chain Gives Radio 70% of Ad Budget

FAITH in radio advertising has been proven by Belk-Gallant Co. department stores of LaGrange, West Point, and Newnan, Ga. by their contract with WLAG LaGrange allocating approximately 70% of the store's annual advertising appropriation to radio. The contract includes sponsorship of Arthur Gaeth's daily MBS commentaries, a daily UP newscast, plus 56 spots weekly. Company also holds an option on the holiday season *Santa Claus Mailbag* program.

Belk-Gallant Co. has used WLAG for more than three years. "Radio has proven to us its ability to make actual sales, and lots of them," James Gallant, head of firm, said in signing the contract with Edwin Mullinax, WLAG station manager. "We find a combination of good spot copy and news broadcasts unsurpassed."

FCC Availability List

LIST of 158 holders of first and second class radiotelephone licenses who have indicated they are available for employment since last month was released by the Federal Communications Commission last week. Both lists 3 and 4 have been drawn up to alleviate the current shortage of radio operators in the industry.

Ferry-Morse on Coast

FERRY-MORSE SEED Co., Detroit, began sponsorship of a quarter-hour audience participation program titled *Cabbages and Queens*, conducted by Rollie Langley, Aug. 4, on the Don Lee California network, 2:30-2:45 (PWT) every Friday. The 13-week contract was placed by MacManus, John & Adams, Detroit, Mich.

WJMC Joins MBS

WJMC Rice Lake, Wis., on Aug. 8 joined MBS as a fulltime affiliate bringing the total number of stations to 233. WJMC, owned and operated by W. H. McGenty, operates with 250 w on 1240 kc.

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Help Wanted

anted—Combination first-class engineer-announcer, for southern CBS station; non-defense area. $50.00. Write Box 527, BROADCASTING.

nouncer—Experienced newscaster, also capable of routine studio work. 5 KW network affiliate, major midwestern market. Opportunity for advancement. Salary commensurate with ability. Include all data in first letter. Reply confidential, Box 540, BROADCASTING.

ansmitter and control operator for 250-watt station located in Indiana. Salary open. State education, experience and enclose a snapshot. Box 544, BROADCASTING.

ansmitter Engineer for 5 KW Midwest station. Must hold Radiotelephone First Class license. Salary, $45.00 per week. Also, control room operator. Salary $40 per week. State experience and education, and enclose a snapshot. Box 546, BROADCASTING.

ief Engineer for 250-watt Midwest station. Must hold a Radio-telephone first license, and be capable of assuming complete responsibility for technical operations. Salary $60.00 per week. Enclose a snapshot, and complete information on experience and education. Box 543 BROADCASTING.

you are a mail-pull announcer and want a position with a Midwest NBC station handling some of the better mail accounts here is an opportunity to secure a permanent position with opportunity for advancement. Applicant must be experienced in handling talent and ad-lib shows. All replies confidential. Write full information concerning background experience, draft status and salary expected to Box 558, BROADCASTING.

anted—First and third operators, local southern station with extensive post-war plans. Permanent positions. Give full details, references, etc. Box 562, BROADCASTING.

perator, first-class license. Experience with Western Electric 5 KW, directional preferred. Permanent. Give experience. Draft status and salary requirements. Gene O'Fallon, KFEL, Denver, Colo.

anted—Engineer with first-class papers. Also an announcer. Give starting salary expected in first letter. Regular job. Contact Manager Radio Station WBRW, Welsh, West Virginia.

ducational station needs chief engineer, production manager and script editor by September 1st. Chief engineer must be experienced. Others, minimum of one year's experience. WNAD, Norman, Oklahoma.

anted—Experienced announcer who can handle news. Will consider training inexperienced man with possibilities. Excellent opportunity. Advise draft status and salary expected to start. WTJS, Jackson, Tenn.

hief Engineer—State age, experience, qualifications and salary expected. WMIS, Natchez, Miss.

anted—Chief announcer for Texas. Blue-Mutual station. Send complete details immediately. Patt McDonald, Gen. Mgr., KPLT, Paris, Tex.

horoughly Good Deal—For two mail-pull announcers. Good pay. Non-defense area. Short hours. Pleasant working schedule. KFNF, Shenandoah, Iowa.

KW Midwest NBC station has opening for experienced announcer capable handling newscasts as well as straight commercial. Applicant must be draft deferred. This is a permanent position with going concern under good management and with excellent post-war opportunity for advancement. Salary approximately $200 per month. Send transcription as well as letter with full information concerning background and experience to KSOO, Sioux Falls, South Dakota. All replies considered confidential.

Help Wanted (Cont'd)

Announcer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Wanted—Chief Engineer for 250-watt Blue Network station. Good salary. State salary and experience. Address F. C. Ewing, WGRM, Greenwood, Miss.

Wanted — Experienced announcer. News and ad-lib necessary. Location Ohio. Combined salary and extra. Consistently average better than $220. per month. Opportunities for advancement. Give complete details first letter. Box 563, BROADCASTING.

Assistant Farm Editor. To help present farm news, market and other agricultural broadcasts. Must be of high character. General knowledge of agriculture necessary. Farm background, agricultural college training and journalism experience desirable. Prefer midwestern man with family. Send qualifications, references, details of experience, picture, and if possible, voice transcription to Herb Plambeck, WHO, Des Moines, Iowa.

Situations Wanted

Do you need an experienced dramatic script writer with fresh ideas and unusual talent? Write Box 444, BROADCASTING.

Station Manager—Eleven years' experience all phases broadcasting. Excellent references, good record. Now employed. Available thirty to sixty days' notice. Prefer operating agreement with salary and bonus. Will give your station smooth operation with maximum profit. South or southeast preferred. Write Box 515, BROADCASTING.

Sports Announcer available—College graduate, (4F), now working key station regional network. Three years NBC, CBS, Blue. Proven ability all sports; exceptionally good football. Desire to locate in some collegiate sports center. Will go almost anywhere. Available three weeks. Box 541, BROADCASTING.

Announcer—Graduate of radio announcing school. Have had announcing experience, can be ready immediately. $40 a week, 4F. Photo and audition record available. Good references and recommendations. Box 542, BROADCASTING.

Position chief engineer 1 KW or over, or transmitter engineer 5 KW to 50 KW. 26, experienced construction, operation and 4F. Details first letter. Box 545, BROADCASTING.

Chief Engineer desires permanent position, will make good. Married, draft deferred. First phone, can get second telegraph. Prefer broadcast or aircraft. Reply Box 549, BROADCASTING.

Program Director—Assistant Manager, presently employed desires change to permanent connection with progressive local or regional station. Twelve years' experience in programming, traffic, production, public relation, promotion and management. Complete musical background. Family man. If you want a man that will produce, show results and give honest, courageous service in fulfilling his obligation and stick with you, write Box 550, BROADCASTING.

Program Director—Announcer. 8 years in radio; married, 4F; programming-announcing, all phases. Sober, talented. Salary $50 weekly. Box 551, BROADCASTING.

Program director, announcer-newscaster. Experienced. capable, reliable. Box 553, BROADCASTING.

Thoroughly experienced, dependable announcer-newscaster. Satisfaction guaranteed. Box 554, BROADCASTING.

Situations Wanted (Cont'd)

Seasoned newscaster available. Any location considered. Telephone nights. Reading 2-3106 (Pa.), or write Box 556, BROADCASTING.

Smart girl, with broadcasting and public relations experience wants new post. Box 557, BROADCASTING.

Chief Engineer desires change in South or Southwest. Over five years experience in construction and maintenance. Prefer station with living quarters. Box 560, BROADCASTING.

Program Director with musical background. Network experience. Available for interview at NAB convention. Box 561, BROADCASTING.

Experienced Sports Announcer—Baseball, football, basketball, boxing plus 50 KW staff exerience. Age 28, 4F. Will go anywhere. State salary. Room 625, Hotel Sharon, 227 W. 46th St., New York City.

Wanted to Buy

Wanted to buy either 250-, 500- or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

250-watt equipment, complete with all accessories. Cash. All replies answered. Box 488, BROADCASTING.

Wanted: 1 KW transmitter, late model or old model capable of modernization; directional phasing and coupling equipment or parts for three element system; state details and price. Box 510, BROADCASTING.

Wanted to Buy—Have cash for 100- or 250-watt station. Any location considered. Box 533, BROADCASTING.

Cash for one frequency monitor and one modulation monitor for 250-watt station. Box 548, BROADCASTING.

Wanted—Any type vertical antenna Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted—Fairchild cutting turntable or what have you. Wire full particulars to WSAM, Saginaw, Michigan.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

For Sale

FOR SALE—MIDWESTERN REGIONAL, FULL-TIME, PROFITABLE, EXCELLENT MARKET. STATE WHOM YOU REPRESENT, INDICATING ABILITY TO FINANCE. BOX 559. BROADCASTING.

For Sale—One 250-watt transmitter. FCC approved. Nathan Frank, Radio Station WCBT, Roanoke Rapids, N. C.

FOR SALE—250-WATT TRANSMITTER, COMPLETE WITH TUBES. AVAILABLE IMMEDIATELY. CALL, WIRE OR WRITE, JAMES DUFF, CHIEF ENGINEER, WITH, BALTIMORE, MD.

For Sale (Cont'd)

For Sale—250-watt late model broadcast transmitter. Cash. Box 552, BROADCASTING.

For Sale—Brand new five kilowatt broadcast transmitter. Military operations have made impractical install it at our station. What will you give for it? Box 555, BROADCASTING.

For Sale: Marconi B 100-Plate Modulator Type 88617. This modulator is capable of providing a high quality audio output in excess of 250 watts. Nearly new, in excellent condition. Box 539, BROADCASTING.

AUDIENCE PROMOTION MAN

Progressive independent station N. Y. Metropolitan area has immediate vacancy for experienced promotion man capable of doing an outstanding job in programming and audience relations. Prefer man over 30 or draft exempt. Salary commensurate with ability. Write full details. Reply to Broadcasting, Box 564, 250 Park Ave., N. Y. C.

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BUY WAR BONDS

WBT-KFAB Deal Ordered Dismissed

Opposition of Several FCC Members to Plan Cited

OPPOSITION on the part of several Commissioners to portions of a deal whereby WBT Charlotte, N. C., would have been sold by CBS for approximately a half-million dollars to KFAB Broadcasting Co., Lincoln, Neb., and CBS in turn would have acquired 45% interest in the KFAB company, was reported last week as influencing a joint motion for dismissal without prejudice, which was granted [BROADCASTING, Aug. 7].

The Commission in June, however, granted technical aspects of the project whereby KFAB moves its frequency from the 780 kc channel to 1110 kc, same as WBT, thereby declaring the 780 kc channel for WBBM Chicago [BROADCASTING, June 12]. KFAB now synchronizes with WBBM. WJAG, Norfolk, Neb., operating limited time on 1090 kc, was given a construction permit to shift to limited time on 780 kc with WBBM. Commissioners C. J. Durr and Paul A. Walker dissented from the technical authorizations.

Question CBS' 45%

Other Commissioners are understood to have questioned the proposed financial arangements whereby ownership of the KFAB company would have been as follows: CBS 45%; Sidles Co. 27.5%; Star Printing Co. and State Journal Printing Co., Lincoln, each 13.75%. They felt, it was reported, that the network would have exerted control in the operations of both KFAB and WBT under the proposed agreement. Some of the Commissioners are said to have felt that the CBS interest in the KFAB company should have been no more than one-third.

Announcement of the proposed three-way project was made by the FCC Jan. 29 after principals in the transaction had conferred with Chairman James Lawrence Fly [BROADCASTING, Feb. 7]. Whether announced intentions of the House Select Committee to Investigate the FCC to probe thoroughly into station transfers had any bearing on Commission opposition to the proposed deal could not be ascertained, but it was learned that the proposed transaction was among those slated for official scanning by Committee investigators.

Withdrawal of the petition to transfer leaves CBS faced with the necessity of disposing of WBT otherwise under the FCC network monopoly regulations, which prohibits a network from owning facilities in other than key station cities or where other stations cannot acquire facilities in competition with the network-owned station. WBT is one of three stations serving Charlotte.

Meantime KFAB is going ahead with construction work for operation on 1110 kc with directional antenna.



INTERESTED executives of the Blue Network and Time Inc. peer intently at the television demonstration staged by WRGB Schenectady. Left to right are: Richard de Rochemont, producer of the March of Time motion pictures; Mark Woods, president of the Blue Network; Roy E. Larsen, president of Time Inc.; Chester J. LaRoche, chairman of the executive committee of the Blue; Robert S. Peare, vice-president of General Electric Co. in charge of advertising, publicity and radio. The three girls operate the controls from the projection booth.

Executives of Blue and 'Time' Witness WRGB Video and FM Demonstration

WRGB, the General Electric television station at Schenectady, N. Y., was host July 28-29 to 18 leading executives of the Blue Network and 5 officials of *Time* magazine when the guests witnessed a television and FM demonstration. The WRGB studios were turned over to the visitors while the regular Friday night program was given. Following the demonstration, talks on video programming were given by GE Vice-President Robert S. Peare and on video equipment by Vice-President W. R. G. Baker.

Many Attend

On Saturday the visitors were taken to the GE broadcasting station in South Schenectady, and later to the television and FM transmitters, located in the Helderberg mountains. Acting as host was Owen D. Young, chairman of the board of GE, along with Mr. Peare and Dr. Butler. The Blue Network delegation was headed by E. J. Noble, chairman of the board, and included Mark Woods, president; Edgard Kobak, executive vice-president; Chester J. La Roche, chairman of the executive committee; Phillips Carlin, vice-president in charge of programs; E. R. Borroff, vice-president in charge of the Chicago division; Keith Kiggins, vice-president in charge of stations; Robert Swezey, legal counsel and secretary; Charles E. Rynd, treasurer and assistant secretary; George Milne, chief engineer; Earle Anderson, F. S. Wood, members of the board; C. P. Jaeger, national sales manager; John H. Norton, stations manager; Benjamin Adler, Rene Brugnoni, facilities engineers, Frank Marx, technical engineering adviser; and M. L. Shoenfeld, assistant to Mr. Borroff.

From *Time* came Roy E. Larsen, president; Charles Stillman, vice-president and treasurer; James W. Pope, assistant to Mr. Stillman; Frank Norris, head of radio programs department; and Richard de Rochemont, poducer of "March of Time" motion pictures.

In addition to the representatives from the Blue Network and *Time* other guests were: Harold B. Johnson, publisher of the *Watertown Times*, and R. P. Noble, vice-president of Life Savers Corp.

From General Electric, in addition to Mr. Young, Mr. Peare, and Dr. Baker were: Paul Chamberlain, manager of sales, transmitter division of the electronics department; W. R. David, sales manager of broadcast equipment; J. D. McLean, television equipment sales in the transmitter division; W. J. Purcell, engineer in charge of broadcast operations; B. W. Cruger, assistant to Mr. Purcell; R. L. Gibson, assistant to Mr. Peare; C. D. Wagoner, news bureau; J. J. Farrell, engineer of the transmitter division; and C. A. Priest, manager of the transmitter division.



Drawn for BROADCASTING by Sid Hix

"Good Morning, Miss Nelson—I Heard You Wanted More Station Data!"

Civilian Receivers Put Under GMPR

REVOCATION OF the price schedule governing manufacturers' maximum prices for consumer radio receivers and phonographs and transfer of the articles to coverage by the regulation affecting most other consumers' durable goods, was announced by the OPA last week.

This transfer to coverage, which becomes effective Aug. 16, was made because previous regulation covering the articles (Revised Price Schedule 83) dealt only with price control problems that were acute in 1942 before civilian production was completely shut off, and is not suited to present conditions. In particular, it does not provide a method for pricing new models of radio sets and phonographs.

Now that some manufacturers are contemplating resumption of civilian production at an undetermined date, OPA felt it necessary to provide a category into which new models could fit under the price ceilings. Placement of any future civilian sets under the General Maximum Price Regulation does this, according to the OPA.

Pending formation of an industry advisory committee to assist OPA in formulating a new specific regulation covering consumer type sets and phonographs, the pricing formulas of Maximum Price Regulation 188 will be in effect. These are considered more adequately suited, the OPA believes, to pricing these articles than either Revised Price Schedule 83 or General Maximum Price Regulation. By this action, the OPA establishes what it believes is a satisfactory interim method for pricing any new models that may be manufactured.

An industry advisory committee meeting will be held sometime within the next 10 days to discuss all phases of the problem, the OPA revealed.



VEVAY, INDIANA . . . "*Spot of Earth*"

Calm, unhurried, quiescent, serene . . .
These are the words for Vevay,
Dozing in her rocker on Indiana's back porch,
Reliving, in reverie, the days of her youth.

Oh, those were days of gaiety,
When vineyards graced these rolling hills,
And their fine Swiss wine flowed from the casks
At old Swiss Inn,
To thrill the palates of distinguished pioneers;
Or, when the Chapmans brought their floating show
Downstream, a century ago;
Or when the old "Sensation" or the "Golden Rod"
Tied up at the landing, to regale the town
With feasts of song and stirring melodrama;
Or when folks came from miles around
To hear aristocratic Mary Wright's recitals every week.

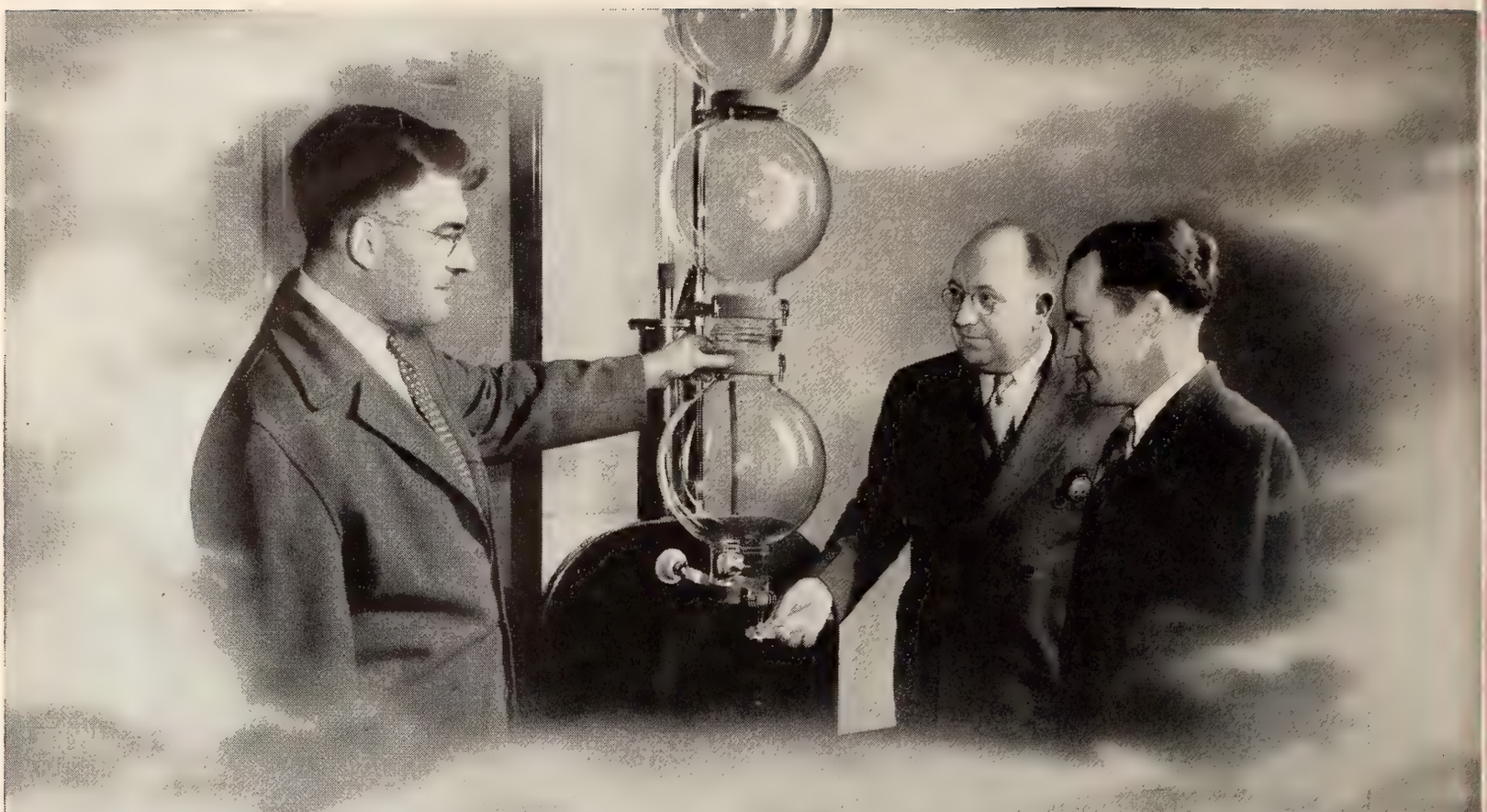
But now, Vevay is growing old;
She loves to close her eyes and dream.
She wears her years with pleasant grace,
A homespun garment, woven of memories
As imperishable as the stone-walled ferry house
Which has withstood a century's floods;
As enduring as the stately sycamores,
Gleaming white along the river bank.

Here is a spot of earth so unimportant to the rest
That not a foot of railroad ever has been laid
In all of Switzerland County;
Yet immeasurably important to those who live here,
To hundreds fighting that they might come back,
And to us.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION



New RCA Penicillin Process Speeds Production!

• TODAY, when the wonder drug penicillin is so vitally needed on the fighting fronts and in home-front sickrooms, the Radio Corporation of America reveals that a revolutionary method of production has been perfected in RCA Laboratories.

Tests at the new Squibb penicillin production center at New Brunswick, N. J., show that a single RCA electronic installation can concentrate 2,000,000,000 Oxford units of penicillin in a 24-hour period—enough for 100,000 individual cases. This represents a considerable reduction in total production time.

Besides streamlining the elaborate evaporation method, the RCA electronic system includes these important advantages: reduction of operating costs, lowered maintenance costs, less possibility of mechanical difficulties and production delays, great savings in floor space, and impressive reduction in initial equipment costs.

The new RCA electronic dehydrator of penicillin is shown here in operation at E. R. Squibb & Sons. This apparatus may be purchased from the RCA Victor Division, Radio Corporation of America, Camden, N.J.



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RCA LABORATORIES · PRINCETON · NEW JERSEY

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leads the way in
radio—television—
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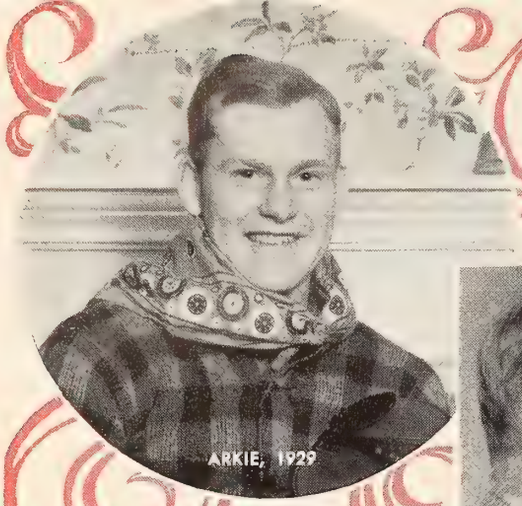
If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to the facts mentioned above.

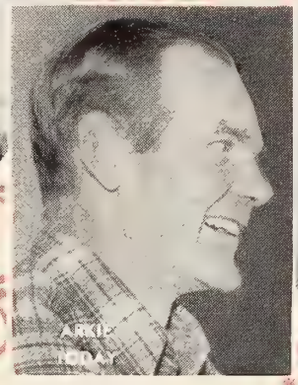
For you can rest assured that a station which creates shows that ring up audiences like these, has also proven repeatedly that it is equally successful in building unusually high sales for the advertisers who sponsor a majority of the shows.

WOR now has available a wide selection of dramatic, personality, variety, news and participating programs which are skillfully tailored to entertain, inform and sell thousands of people in the most densely-populated territory on the Eastern Seaboard.

WOR . . . *that power-full station at 1440 Broadway, in New York*

**according to the Crossley Continuing Study of Radio Listening in New York.*











OLDTIMERS

And How WLS Listeners Love Them!

Old friends are the best friends . . . and that's just the way radio listeners in Midwest America feel about WLS. For 20 years WLS has been giving them the entertainment and friendly counsel they like and need. For that entire 20 years, listeners have been hearing some of the same folks; many more of the staff are ten- and fifteen-year veterans.

The Arkansas Woodchopper (Arkie to millions of radio listeners) has been singing on WLS since 1929—15 years! Ramblin' Red Foley, movie as well as radio star, first came to WLS in 1931, is still with us. That same year saw Mac and Bob, blind singers, start at WLS. Through the years, listeners have learned to love them and know them as personal friends. Naturally, such friendly listeners are loyal to the station . . . loyal and responsive. That's why *WLS Gets Results!*

Advertisement number 8 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

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50,000 WATTS
BLUE NETWORK

WLS
CHICAGO 7

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BURRIDGE D. BUTLER
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REPRESENTED BY
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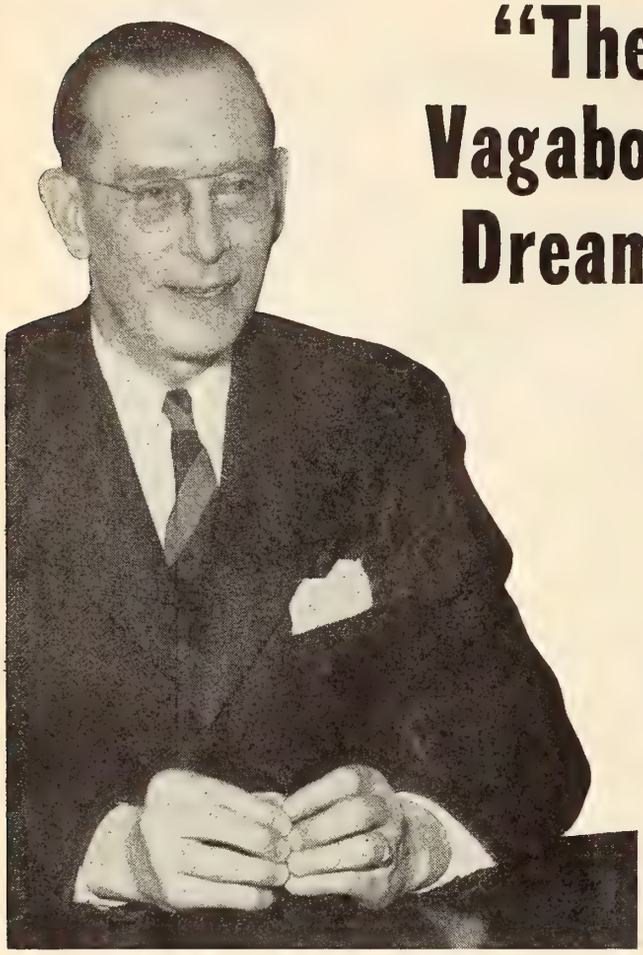
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The Weekly Newsmagazine of Radio Broadcast Advertising

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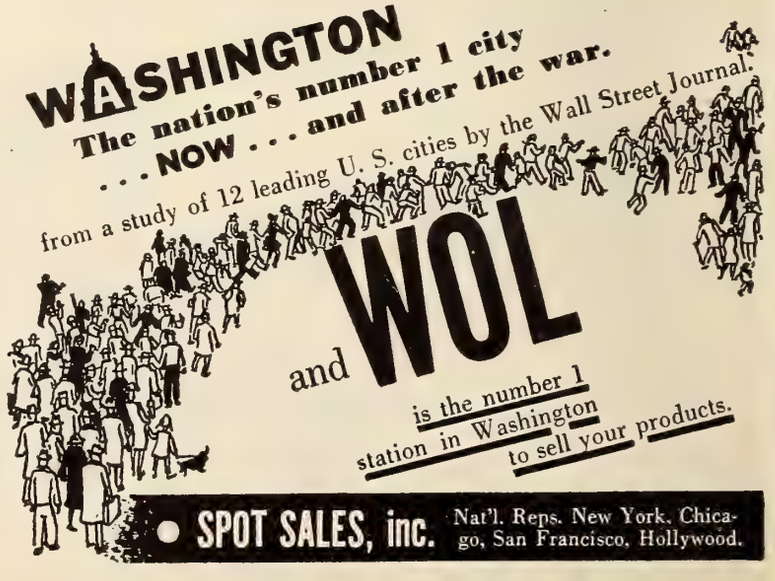
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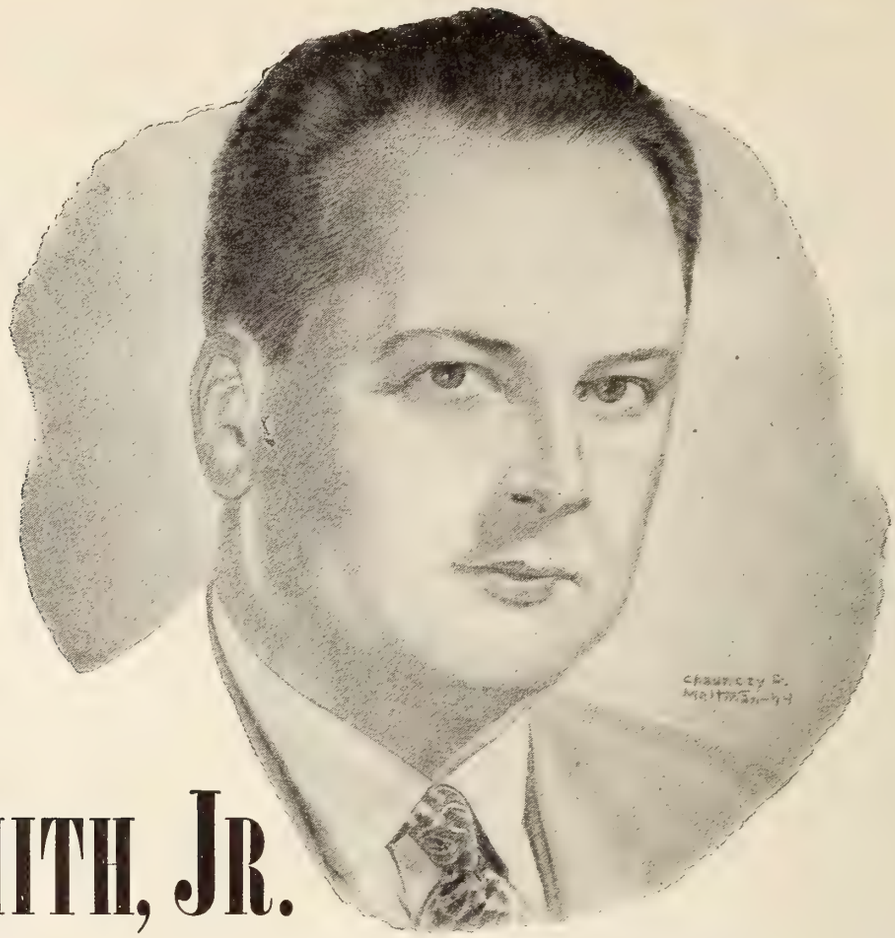
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In Charge of Advertising, The Grove Laboratories, Inc.

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●No, nor even *approach* it, Mr. Goldsmith! And considering all the successful spot broadcasting your company is doing, we suspect you could tell some interesting stories about the *sales* it produces, too!

●As a matter of fact, we've got some pretty good stories, ourselves, here at F&P. We've been "in attendance" when some of the nation's biggest advertisers were *born*, so far as radio was concerned. And we remember the times when we helped literally dozens of today's good spot broadcasters to select their first one or two-station "list"!

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and
Broadcast Advertising

VOL. 27, NO. 8 WASHINGTON, D. C., AUGUST 21, 1944 $5.00 A YEAR—15c A COPY

Allocations Hearings Ordered by FCC

Sweeping Revision Of Spectrum Foreseen

PROCEEDINGS which will shape the postwar allocations for all broadcast services—present and impending—have been called by the FCC to begin Sept. 28 in what may go down in radio annals as the most sweeping revision of the radio spectrum since the art began.

Hard on the heels of the State Dept. preparatory conference last week on postwar allocations, the FCC last Wednesday issued its order for the hearings, in keeping with its legislative mandate to devise frequency allocations for non-governmental radio services. The hearings, which may run several weeks, come as a sequel to the State Dept's. inauguration of discussions Aug. 11-12 for proposals on world allocations to be considered at the forthcoming international conferences on radio.

AM Also on Agenda

The Commission's order, followed last Friday by a public notice on procedure and scope, came just four days after the State Dept's. sessions. All broadcast services—standard, FM, television, international broadcast, facsimile, non-commercial educational and associated relay services—are specified in the orders as subject to review. The entire spectrum, ranging from 10 to 30,000,000 kc. will be covered.

Not only the conflicts for spectrum space in the ultra-high frequencies, in which such services as FM, television and international broadcasting are involved, but the existing standard (AM) broadcast allocations will be covered, with a view toward establishment of new policies. Extension of the existing broadcast band below the present 550 kc. limit possibly down to 520 kc., which would provide three additional 10 kc. channels in the most desirable end of the band, may be considered.

In the standard band a revival of the issue over duplication of clear channels on the two coasts may evolve. It has been an open secret that FCC thinking has veered in that direction, although this has been somewhat offset by the postwar blooming of FM for urban service which would augur for use of clear channels with high power to serve rural and remote areas.

Not since the FCC was created has there been considered, in a single proceeding, all allocations in the spectrum. There were the 1936 hearings on the ultra-high frequency allocations and subsequent hearings on other separate allocation phases, but never one running the full extent of the radio spectrum up to 30,000,000 kc.

In its Wednesday order the Commission stated that it, other Government agencies and the radio industry "all recognize that a complete review of present allocations of bands of frequencies in the radio spectrum is necessary as a result of the important advances in the radio art which have been made during the war and the greatly increased demands for the use of radio". Persons and organizations desiring to testify are to notify the Commission by Sept. 11, giving the names of witnesses, the topic each will discuss and the time expected to be required for testimony. Exhibits showing requirements for frequencies are to be supplied by Sept. 20.

FCC Order (Docket No. 6651) calling Allocations Hearings on Page 44. FCC Public Notice specifying procedure and scope on Page 54.

17 Groups to Participate

Despite the speed with which the FCC prepared its hearing call, it was evident that the Commission feels it should formulate allocation policies with utmost dispatch, so that the State Dept. charged with the handling of the international conferences, can have the benefit of its judgment. The Department has established a deadline of Dec. 1 on its preparatory sessions, and its subcommittee now is functioning, using as its nucleus for allocations discussion the report of the Interdepartmental Radio Advisory Committee, made up of Government radio experts.

It is expected that all branches of radio and communications will participate in the FCC proceedings. Broadcast services head the list of the 17 different groups to be heard, following only the presentations by the Radio Technical Planning Board, created last September to formulate plans for future allocations. It is presumed that each of the RTPB panel chairmen will be called upon to testify.

First on the list of services to be heard is standard broadcast, followed by FM, educational FM, television, facsimile, international broadcast and then other broadcast services. The IRAC report, submitted at the State Dept. conference, had evoked the dissatisfaction of a number of groups, including television and international broadcast, because of failure to provide what they regarded as adequate space in the desirable portions of the spectrum for their respective services. The IRAC report made no provision whatever for direct international broadcasting, and the FM allotments were not as great as FM proponents had sought.

In its order, the FCC said one of the prime purposes will be to

(*Continued on page 18*)

Four-Week WAC Spot Drive Planned

Army Approves Project; Stations Asked for Availabilities

ARRANGEMENTS to spend up to $500,000 for a four-week spot radio campaign for WAC recruiting have been approved by the War Dept., Young & Rubicam, agency handling the account, announced last Friday (text of Young & Rubicam telegram on page 52).

Future Undecided.

The agency sent out telegrams to all stations in the country asking for evening time availabilities for one-minute and station break transcribed announcements to be run five days a week for four weeks beginning Sept. 4, tying in closely with advertising in other media.

In announcing the War Dept. approval of its recommendations, Y & R stated that "the introduction of radio into the WAC program during the first four months of the campaign completes the original recommendation of Young & Rubicam." Future recommendations for radio time, it was indicated, will depend on overall media needs for WAC recruiting.

It is expected that radio will figure prominently in whatever recommendations may be submitted for subsequent WAC advertising, which will likely be determined by military developments.

Y & R officials were unable to specify the exact dollar outlay which will be represented in the radio campaign, pending answers from stations. However, it was estimated, should all stations offer availabilities the total outlay would approximate a half million dollars. About 700 stations have already indicated to the NAB they would accept WAC advertising.

Y & R said its action in recommending use of radio in WAC recruiting followed the determination by NAB that "a substantial number" of stations is prepared to accept paid WAC advertising.

Apprised of the Y & R announcement, OWI officials stated that the action of the War Dept. in approving recommendations for use of radio means that the WAC campaign can now be considered in the light of OWI's overall media plans for recruiting. It was emphasized, however, that no action with respect to radio allocations can be taken until more information is available on the extent of radio coverage to be obtained.

OWI cancelled radio schedules for network allocations and station announcements tentatively set for the weeks of Aug. 28 and Sept. 4 when the initial outlays for WAC advertising excluded radio. The Radio Bureau has since committed these dates to

(*Continued on page 52*)

WLB Refers Petrillo Defiance to OES

AFM Bucks Board Twice Within A Week

AFTER exhausting all efforts to obtain voluntary compliance, the War Labor Board last Friday voted 10 to 2 to refer its directives in the recording and KSTP disputes to Director of Economics Stabilization Fred M. Vinson for enforcement. Four public, four industry and two CIO members of the Board voted affirmitively while the two AFL members dissented.

It is expected that the cases will reach Director Vinson's office this week.

Possible Directives

Under Executive Order 9370 which provides that the WLB may report cases of non-compliance to the Office of Economic Stabilization, the OES director may issue directives:

1. Against employers—cancellation of Government contracts and priorities, until compliance is secured;

2. Against the unions—withdrawals of privileges, benefits, or rights, as by holding of check-off dues in escrow, pending compliance.

3. Against individuals—modification or cancellation of draft deferments or employment privileges or both.

The Board's action was taken following a "show cause" hearing Thursday in which Joseph A. Padway, counsel for the American Federation of Musicians, said his organization would not comply with the Board's directive to withdraw the ban on the making of recordings "because the war effort is not involved".

His defiance of the Board's authority—the second within a week—drew sharp censure from Dr. George W. Taylor, acting chairman, and Frank V. Morley, both public members, who charged the union with failure to cooperate in the Board's efforts to prevent strikes. Mr. Padway's position was supported by the two AFL members of the Board.

Legitimate Strike?

"We are a War Labor Board," said Mr. Morley, "and we find that in time of war there is no dividing line between legitimate strikes and illegitimate strikes. We find there is no dividing line—you just can't separate them—and we find equally that there is no dividing line between compliance and non-compliance.

"You claim that you are not going to comply because it has no effect on the war effort, but that is a claim which we find cannot be substantiated. That problem of a dividing line is one that I think the Board is pretty clear about. The point there is really that trouble spreads, Mr. Padway, and it spreads by example."

When Mr. Morley addressed the chair to inquire "whether there is any point in proceeding further on that line", Dr. Taylor referred to Mr. Padway's terse statement of defiance on grounds of jurisdiction:

"I don't think the case can be summarily disposed of by a statement that you determine, Mr. Padway, that it doesn't affect the war effort and therefore there will be no compliance. As I understand it, this was a dispute certified to the Board. The Board by unanimous action decided to set up a panel—that it was a dispute within the jurisdiction of the Board—and an order was issued. The Board itself has determined that action on this case was necessary so that it is a matter of defiance of a Board order, which the Board has ruled was within its jurisdiction."

Mr. Padway observed that it would serve no purpose for him to reiterate the arguments made on previous occasions inasmuch as the Board has ruled otherwise. "We disagree with all the conclusions that you arrived at," he said, "so there is nothing else we are confronted with this morning but to answer your question.

"You asked us to come here and show cause or answer why we do not comply or will we comply, and the only answer I am authorized to make or can make, and which we think is logical and complies with the law, at least as we interpret it, is the one I made."

At this point, George Meany, AFL member of the Board, broke in to say: "I want to state for the record that the American Federation of Labor members do not agree with the public members on that score—that we do not think that this affects the war effort.

"We think this is a case of a group of employers attempting to use the war to determine a commercial dispute that they have with the musicians. We think that the duties of the War Labor Board have been perverted by taking this case in any shape whatsoever. We think it is utterly ridiculous to make the statement that the playing of these records, these transcriptions, affects the war effort in any way."

AFL Fought Case

Dr. Taylor pointed out that the dispute was brought under the jurisdiction of the Board by the unanimous action of July 23, 1943 in which it was directed that a tripartite panel be appointed to hear the merits of the dispute. When he conceded to Mr. Meany that the AFL members fought the case from the very start on the ground it did not involve the war, Mathew Woll, vice-president of the AFL, and labor member of the Board, declared:

"Might I add just this. This Board appointed a panel; the panel exercised its authority in bringing about agreements between the contending parties. It succeeded so well that approximately 80 agreements have been entered into. The Board in passing judgment upon those 80 agreements stated that it had no jurisdiction to pass upon those agreements because the subject involved was not a proper subject for consideration by the War Labor Board.

"Thus the Board itself by its own action has annulled any jurisdiction it has over this particular phase of the controversy because it is not a wage dispute but a commercial dispute and hence we feel, regardless of what may have transpired before—although I support the contention of Mr. Meany that we oppose jurisdiction being taken over by the War Labor Board—but even though the majority may hold otherwise, the very fact that the Board itself on these agreements and in the particular point at issue has ruled that it has no authority to act upon it—it is a matter of negotiation entirely within their discretion, without restriction upon the War Labor Board—therefore they have no jurisdiction over that particular phase of the controversy."

Issue Is Compliance

Dr. Taylor said the public members of the Board did not want to discuss the merits of the case, that the issue here is one of compliance with a majority decision which, he pointed out, has never been considered as other than the decision of "the whole Board". He said the Board recognizes the "great support" given its decisions by management and labor, that there have been "really very few non-compliance cases", and that there has been "a great cooperation" in voluntarily accepting the decisions of the Board.

"There is a very small company of people," he added, "who have seen fit not to follow that course of action. I think it is cause for concern to the Board, and I say that

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NAB War Conference To Stress Postwar Service Allocations

SENSITIVE to heightened interest in postwar radio development, accented by the swift allocations pace set by the State Department and the FCC, the NAB Executives War Conference in Chicago, Aug. 28-31, will be highlighted by a panel discussion on all postwar services.

Final plans for the technical symposium on the closing day, Aug. 31, will cover all broadcast services—AM, FM, television and facsimile. Chairman of the panel will be Comdr. T. A. M. Craven, former member of the FCC and former chairman of the Interdepartmental Radio Advisory Committee, which drafted the State Department's postwar allocations plan [BROADCASTING, Aug. 14]. Participating will be such figures as Maj. E. H. Armstrong, FM inventor; Niles Trammell president, or Frank Mullen, vice-president and general manager, NBC; William B. Lodge, acting director of engineering, CBS; Paul F. Godley, consulting radio engineer and pioneer in FM; John V. L. Hogan, director of WQXR and WQXQ (FM), New York, consulting engineer, radio inventor and facsimile expert; and George Carpenter, GE director of television sales.

The war conference will be minus all frills and furbelows and will be geared to radio problems affected with the war interest, as well as to postwar considerations. Key luncheon speakers will be Robert A. Lovett, Assistant Secretary of War for Air, on Tuesday, Aug. 29, who will discuss *The Air Forces Look to the Future;* James Lawrence Fly, FCC chairman, on Wednesday, whose topic presumably will be radio's future and its relationship with Government; and C. Scott Flatcher, director of field development, Committee for Economic Development, on Thursday, Aug. 30, who will deal with the postwar business outlook.

It is expected that the conference will be opened with a message of greeting from President Roosevelt, who traditionally greets the NAB at its annual foregatherings. Gov. Thomas E. Dewey, Republican Presidential nominee, also is expected to send a message.

For the pre-convention session, Aug. 28, sixteen NAB committee meetings, as well as a meeting of the board, have been scheduled. In addition, NBC, Blue and Mutual have scheduled Monday meetings with their affiliates, to be followed by cocktail parties. The Clear Channel Broadcasting Service also meets Monday. Keystone Broadcasting System has called a dinner meeting of its affiliates on Tuesday.

Advance registrations, according to C. E. Arney Jr., are in the neighborhood of 700. This compares to attendance of as many as 1250 at prewar conventions. NAB headquarters has sought to discourage attendance, urging members and associates to send only those who will actively participate in the proceedings.

Radio stations or allied interests eligible for membership, but who are not members, will not be admitted to the sessions, under the announced plans. Those affiliated groups, such as agencies, station representatives, attorneys and en-

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What Kind of Listening Does Money Buy

CBS Listener Diary Technique Gives Picture of Audience Habits

By CHARLES HARRIMAN SMITH
Supervisor of Research, CBS Owned Stations



MR. SMITH

MEASURING the patterns of listening to money giveaway shows fits neatly into Mr. Smith's background. Coming to CBS in 1939 after several years with commercial research houses and an independent station, he worked almost exclusively on the problems of getting more and better information about listening habits. The Listener Diary technique has been Mr. Smith's principal concern for nearly four years. At the suggestion of several broadcasters who saw this part of the Diary Study, Mr. Smith presents it herewith for their information.

A FRIEND of mine in a nearby office—and many like him in this part of the city—has made a habit of saving scraps of bread and rolls which he puts on his window-sill each day at the same hour. And each day at the same hour, four pigeons call on him for a free lunch. They are always, he says, the same pigeons, and he rarely sees them except at lunch time, although there are days when they arrive a few minutes ahead of feeding.

Whenever the subject of money giveaway radio programs is raised —and it has been raised rather often in recent weeks—I find myself thinking of my friend and his pigeons. Who listens to these programs? What are their listening habits, as compared with those of other audiences? Can stations build audiences and loyalty through this type of program? The standard "program ratings" cannot answer such questions. C. E. Hooper has, himself, publicly expressed dissatisfaction with ratings which he finds for money giveaway programs. And for good reasons.

Giveaway Weakness

The coincidental telephone method of measuring audience size, which is the technique used by Hooper, is by its very nature almost certain to produce a distorted report on programs that offer money or prizes for listening. In the first place, people living in non-telephone homes never get prizes, since the awards are made through phone calls.

In the second place, most prize-winners are drawn from the local directory of the city where the program originates. Listeners living outside the five-cent toll limit, whether they have a phone or not, are automatically eliminated from the ranks of "lucky people". There are, of course, some listeners in non-telephone homes and in suburban-rural areas, just as there are always a certain number of kibitzers around a man playing a slot machine, but a technique that covers only telephone homes within the city limits is bound to produce inflated figures for this kind of program. Mr. Hooper believes additional error may be traced to the fact that most of these programs award prizes to people who, when called, only need to say they are tuned to the proper station. People can fib and, undoubtedly, some do.

Columbia, through an independent research organization, has conducted radio audience studies which yield more information and more valid information on this particular type of programming than is available anywhere else. Briefly, Columbia's Listener Diary technique consists in getting a carefully selected cross-section sample of families throughout a station's listening area to keep a record of their listening, quarter-hour by quarter-hour, 24 hours a day for seven consecutive days. Thus, it is possible to analyze station audiences and listening habits among all classes of people, in city and country, in telephone and in non-telephone homes.

From these records, a number of interesting facts are revealed concerning the audience who listened to three money give away programs broadcast in an eastern city during a week in mid-November, 1943. These programs were (and we use fictitious names):

Smile of Fortune, Station C, Monday through Friday, 10:15 to 11:00 a.m.

Bonanza Bill, Station D, Monday through Saturday, 10:15 to 10:30 a.m. and Sunday, 1 to 1:30 p.m.

Dollars on the Hour, Station E, Monday through Friday, every hour on the hour 13 times a day from 8 a.m. through 8 p.m.

The CBS Listener Diary Study made in the area this week shows, as does Hooper, that each of these programs has a sizeable audience in terms of other daytime audiences on the same stations. *Bonanza Bill* gives Station D the largest audience for its quarter-hour on weekdays. *Smile of Fortune* plays to an increasingly larger audience in each of its three quarter-hours on the air, with the third, or "pay-off," quarter-hour leading all other stations in listeners. Station E ratings across the day trace a saw-tooth pattern, with "peaks" every hour on the hour.

Type of Audience

Since the Diary gathers data from the *same* families for seven consecutive days, it provides a record of repeat listening and audience turnover that can be used to determine whether an audience is habitual or casual in its listening through the week. Dividing the average daily audience of the three programs under discussion into their net weekly audiences, we find:

Weekly Turnover

Smile of Fortune, 1st quarter-hour, 2.3; 2d quarter-hour 2.3; 3d quarter-hour, 2.3.

Bonanza Bill, 1.7.

Dollars on the Hour, highest, 2.4; lowest, 1.9.

Turnover tells us how much greater than the average daily audience is the net audience reached in a week. A turnover ratio of 1.7 says that 70% more families than listened on the average day heard the program sometime during the week.

Weekly turnover of 2.5 or less indicates an habitual audience—one that tunes to a program consistently day after day. (Serial-drama figures range between 1.9 and 2.3). Very few programs on these stations have turnover figures as low as shown for the money giveaways. There is little doubt that any single quarter-hour of these shows is heard by substantially the same people every day.

But how do they listen from hour to hour? Where does the "money" audience come from, and where does it go? Again, Diary records supply the answers, which may be studied in the two accompanying charts. Let's look first as *Bonanza Bill's* [See Chart I.].

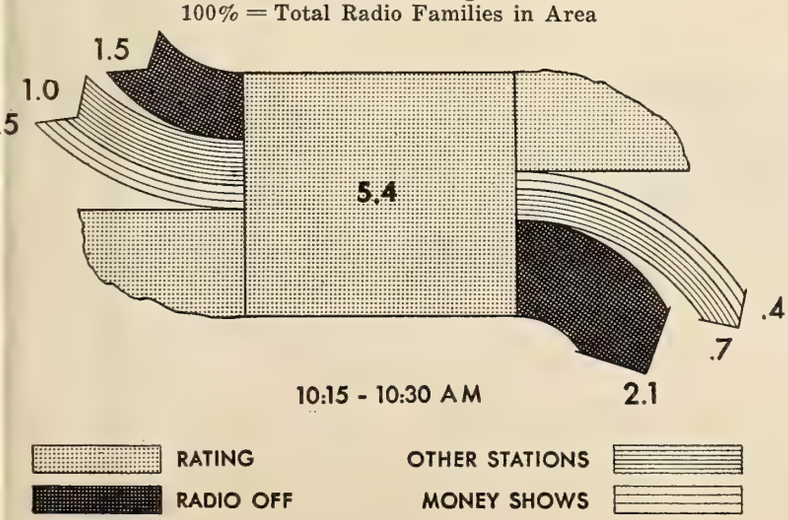
Chart I clearly shows the character of the *Bonanza Bill* audience. Only 2.4 was "inherited" from the preceding program on the station. Of the new audience, half was not listening to any station in the preceding quarter-hour; half came from competing stations. About one-tenth had been listening to *Dollars on the Hour* at 10 o'clock on station E. The right-hand side of the chart shows what happens after the money has been given away. About 40% turns off the radio; the remainder tunes to other stations, 7% going to *Smile of Fortune* at 10:30.

Chart II pictures the "average hour" of station E's 8 a.m. to 8 p.m. schedule. Note that the audience in the first quarter-hour is nearly twice the size of the audience in the third quarter-hour. The 2.2 rating is one-half inherited from the preceding quarter-hour, with .8 coming from "radio off" and the

(*Continued on page 58*)

CHART I

Source and Destination of *Bonanza Bill's* Audience
Station D
Mon.-Sat. Average
100% = Total Radio Families in Area



CIO Launches Attack on NAB and Code

NAM Also Target As FCC Opens Hearings

FIRST SALVO in a nationwide battle inspired by the CIO Political Action Committee to "obliterate" the NAB and curb the National Assn. of Manufacturers, with radio as the intermediate target and the FCC as arbiter, was fired last week as hearings got underway before Commissioner Ray C. Wakefield in the petition of Columbus, O., Local 927, UAW-CIO, charging that WHKC is not operating in the public interest.

Although the petition specifically charged that WHKC "censored" portions of dramatic skits and speeches prepared for broadcast on the Local 927 sponsored program on that station, while permitting Fulton Lewis jr., Boake Carter and other Mutual commentators to discuss topics forbidden in the CIO scripts, an official of the union told the Commission that he felt badly when Richard T. Frankensteen, UAW-CIO vice-president, filed charges against WHKC.

'Bound' by Code

"I would rather have him go after the NAB Code and obliterate that thing—or try to—rather than have any trouble with the station," declared Richard E. Evans, educational director of the Local. He asserted that he "never had any idea" that Carl M. Everson, vice-president of United Broadcasting Co. and general manager of WHKC, and John Moses, program director, "had any ill-feeling toward the union." He expressed the opinion that they were "bound" by the NAB Code.

Hearings were adjourned late Friday until 10:30 a.m. Aug. 23. Maurice Sugar, general counsel of the UAW-CIO, attended last week's hearings but did not participate, except in an advisory capacity.

Ernest Goodman, associate counsel of the UAW-CIO, who is handling the case, opened the hearing Wednesday by demanding subpenas for three NAM officials. He charged NAM slants broadcasts against organized labor and that it "slants broadcasts in favor of the Republican candidate for President and against the Democratic candidate." The context of NAM programs are, he asserted, "almost identical with the Republican platform."

Philip G. Loucks of the Washington law firm Loucks & Scharfeld, appearing for WHKC, in his opening statement reserved the right to challenge the Commission's jurisdiction in the complaint, holding that under the Communications Act the FCC shall exercise no censorship over programs. Mr. Loucks said the law specifically makes station licensees responsible for material broadcast.

Representing the Commission are Rosel Hyde, assistant general counsel in charge of broadcasting; Leonard Marks, senior attorney, and A. Harry Becker, attorney-investigator with headquarters in Chicago. Witnesses last week included Mr. Everson, who outlined conferences with CIO officials regarding the program, which began June 6, 1943, and was cancelled the following Nov. 28, and gave other detailed information.

Testifying out of turn, that they might return to Columbus and their jobs, were Mr. Evans and Harold J. Cabus, acting financial secretary of Local 927, who succeeded Mr. Evans temporarily as educational director of the local from last September until a short time ago.

Code Problems

Under re-direct examination Friday afternoon Mr. Everson testified that Local 927 had never sent news releases to WHKC and that the union had never sought to place news items of its activities with the station. Neither has the CIO requested free time, he added. He said he had "felt for some time it was unfair to make local sponsors adhere to something the network sponsors don't have to do," when Mr. Loucks questioned him about difficulties over controversial matters. He referred to the station's adherence to the NAB code, whereas Mutual is not a member of NAB.

Mr. Everson told, however, that the AFL, American Civil Liberties Union and other widely-known organizations had endorsed the NAB code. He enumerated his station's future operating policy with reference to handling controversial issues and balance of programs.

Cross-examined by Mr. Goodman, Mr. Everson said his station was programmed by types as outlined in the FCC application forms. Requests for free time are 'so numerous", he asserted, that the station does not solicit organizations to broadcast. Mr. Goodman, by cross-examination, inferred that stations not only should give free time to labor unions but should solicit the unions to put programs on the air.

"You think labor should be represented on the air," said Mr. Everson. "So do I." He explained that in programming WHKC he had in mind people rather than specific organizations and said 186 various groups are heard from time to time on the station, thus the whole of WHKC's area, which he estimated at 1½-2 million population, was reached.

'Friendly' Relations

Mr. Evans, under cross examination, testified that changes in some of the scripts made by Mr. Moses didn't affect the general theme, while others he said did. With reference to the Frankensteen speech, which was the basis of the original complaint filed last August against WHKC, Mr. Evans said he rewrote it after the station had turned it down as "controversial". He admitted that when he was notified the original speech could not go on the air he remarked to Mr. Moses that he "didn't think" it would "get by." Pressed by Mr. Goodman, the witness said he based his conclusion on "previous experience" with the station.

Mr. Evans said the UAW-CIO asked three stations to submit rates and coverage when the union decided to go on the air. WHKC was selected, he added, but admitted under cross examination that WOSU was not approached. He declared that his relations with station officials were "very friendly and courteous" but not "harmonious," although he testified that he did not object strenuously to proposed script changes.

He said, also, he thought Mr. Moses was "sincere" when the program director suggested and made script changes on the grounds that the original continuities would not help labor-management relations at the Curtiss-Wright plant. He said he understood that "if we didn't agree to abide by the Code there wouldn't be any program".

Mr. Hyde questioned the witness as to the relationship between a Curtiss-Wright program on WHKC prior to the CIO program, but Mr. Evans said the Curtiss-Wright broadcast had no bearing on the union's decision to go on the air. He said he and "several others" suggested it. He testified that for

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MBS MAPS V-DAY BROADCAST PLANS

MUTUAL has announced preliminary broadcast plans for "V-Day" when the Allied forces will have marched into Berlin. Seven or more musical, dramatic, narrative and religious programs have already been lined up with the overall aim to describe the effects of the Allied victory on both soldiers and civilians.

Features will originate from various points throughout the nation and will include Surrender Day at an Army camp, from Fort Sheridan, Ill. and Main Street, U. S. A., bringing pick-ups of mass demonstrations from seven American cities. There will be a special memorial service broadcast, conducted by a minister, a rabbi and a priest.

WHK-WCLE Engineers Sign NABET Contract

TECHNICIANS at WHK-WCLE Cleveland have served notice with the IBEW that they have severed relations with the union and have signed NLRB cards certifying NABET as their bargaining representative. Allan T. Powley, NABET president, has served notice on the station to negotiate a new contract beginning Sept. 1.

Inclusion of WHK-WCLE in NABET ranks adds approximately 25 technicians to the organization. It is believed that the action of the national IBEW headquarters in joining with James C. Petrillo, AFM president, last May in a plan to surrender platter turning jurisdiction to the musicians at all network-owned stations and to force NABET into IBEW precipitated the desertion of IBEW technicians from WHK-WCLE.



FRIENDSHIPS WERE RENEWED when Leonard Callahan, newly-appointed chief of West Coast office, Radio Branch, Bureau of Public Relations, War Dept., took lunch with Pacific Coast vice-presidents of the four major networks and OWI executives. Welcoming party are (l to r): Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood; Don E. Gilman, Blue Western division vice-president; Mr. Callahan; Sidney N. Strotz, NBC Western division vice-president; Donald W Thornburgh, CBS Pacific Coast v-p; T. C. Jackson, Hollywood deputy chief of OWI Domestic Radio Bureau.

Can Institute Promotes Industry on Broadcasts

CAN MANUFACTURERS Institute, New York, is making its first use of radio in a long-range advertising and public relations program with participations on Martha Deane's program on WOR New York for 39 weeks effective Aug. 7, and on the *Pure Food Hour* on the same station, starting Oct. 2.

Commercials tie in with the institute's campaign to make American consumers more aware of the part the steel and tin can industry can play in the nation's life in war and peace. Test is designed to determine how effectively the story can be told on the air. Agency is Benton & Bowles, New York.



Like the rushing of mighty waters

Three years ago, when W-I-T-H was founded, there were four radio stations in Baltimore. All four had network affiliations.

In three short years, here's the radio daytime picture of W-I-T-H listening audience based on The Robinson Radio Reckoner's common denominator of *Coverage—Popularity—Cost:*

W-I-T-H leads Station A 25 to 3

W-I-T-H leads Station B 25 to 3

W-I-T-H leads Station C 25 to 3

W-I-T-H leads Station D 17 to 11

W-I-T-H leads Station D 25 to 3 in trading area.

W-I-T-H leads all stations on Sundays—noon to six o'clock, except one period—5:30 to six.

Few stations in radio have come so far, so fast. If you want your dollar to work more efficiently in Baltimore . . . W-I-T-H is your buy.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Easing of Disc Announcement Rule Is Rejected by FCC Vote

Commission Adds Subsection Warning Against Creating Impression Program Is 'Live'

HOPES OF broadcasters for liberalization of the transcription announcement requirement to permit identification at one-hour intervals went aglimmering when the FCC last Thursday announced rejection of a proposed change in rules offered last May. Chairman Fly and Commissioner Jett dissented from the dismissal, with Commissioners Case, Wakefield, Walker and Durr voting to retain the existing rule. Then by unanimous vote the Commission added a new subsection to the existing rules specifying that "a licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent". The Commission declared this subsection merely emphasizes a principle which has always been implicit in the rules.

Favorable Statements

Liberalization of the announcement requirement apparently went almost by default. Seven parties submitted comments. While these statements generally favored relaxation of the requirement in some instances the proposed one hour "round up" identification was regarded as cumbersome and "unworkable". Presumably because no better plan was submitted, the Commission's majority, over the Fly and Jett dissents, voted to retain the present regulation.

Comments on the proposed rule were submitted by the NAB, which strongly favored the modification, Zenith Radio Corp., KLUF Galveston, through Lee Clough, manager, Longines-Wittnauer Watch Co., a major user of transcriptions; WTMJ Milwaukee through Walter J. Damm, director; Z-Bar Network, through E. B. Craney, general manager, and KOY Phoenix through Albert Johnson, manager. The FCC had set June 16 as the deadline for statements and commitments in opposition to the rule.

The FCC on May 16 released its proposed amended regulation and served notice that interested parties could file statements or briefs in opposition. It added that requests for oral arguments would be considered.

The rule was designed to eliminate the constant repetition of the recording announcement. For example, in the case of transcribed spots at station breaks or in participating programs, no announcement would have to be made except at the end of the one-hour period. Then the only announcement required would be a recapitulation such as:

"During the past hour you have heard recordings, except for two five-minute news broadcasts."

FCC Announcement

Following is the Aug. 17 announcement of the FCC on its action in connection with the transcription rule:

(RULES AND REGULATIONS)

The FCC on August 15, upon consideration of Order No. 120 (Docket No. 6600) proposing to amend Section 3.407 of its Rules and Regulations governing the announcement of mechanical records, adopted a resolution rejecting the proposed amendment (Chairman Fly and Commissioner Jett dissenting).

At the same time, the Commission unanimously voted to clarify the existing section by adding a new sub-section (f) thereto as follows:

"Section 3,407(f): A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent."

The Commission declared this subsection merely emphasizes a principle which has always been implicit in Section 3.407.

Home Products' Change

FIVE subsidiaries of the Packaged Drug Division of American Home Products Corp. have been brought into a single operating unit named Whitehall Pharmacal Co. General advertising and the network shows sponsored by the company will continue. They are: *Easy Aces, Front Page Farrell, Our Gal Sunday, Just Plain Bill, Friday on Broadway, Romance of Helen Trent, Mr. Keen, Tracer of Lost Persons.*

A WAC From NAB

BONNIE June Hathaway, 21-year-old daughter of Mrs. M. O. Hathaway, NAB auditor, has enlisted in the WAC, making the Hathaway children 100% in the military services. One son is in the Army and the other in the Navy. Bonnie's choice of the WAC, NAB officials say, proves the Association has no hard feelings against the War Department.

Grove Labs Adds MBS Increasing Net Shows

GROVE LABS, St. Louis, drug manufacturer, has ordered the full MBS network Monday, Wednesday and Friday, 11:55-12 noon effective Oct. 2 for a program featuring the singing team of *Lanny & Ginger.* Products have not been announced. Business was placed by Russell M. Seeds Co., Chicago.

Grove will have a total of six separate network shows on the air, continuing Ray Dady, and Cedric Foster as two separate five-times weekly programs on Mutual in addition to Leland Stowe, on the Blue, and *Reveille Round-up* and *Okay for Release* on NBC. Donahue & Coe shares the account with Seeds on both spot and network radio.

Safeway Operas

SAFEWAY STORES, Oakland, Cal. (grocery chain), on Sept. 25 start 60-minute broadcasts of the San Francisco opera season on 36 Don Lee Pacific stations. Placement is through Foote, Cone & Belding, San Francisco.

KQV Sold to Pittsburgh Businessmen; WFEA Manchester Is Sold to Bitner

COMPLETION of arrangements for sale of KQV Pittsburgh by Hugh J. Brennen to four Pittsburgh businessmen for a net figure, after adjustment of cash assets and receivables, of approximately $575,000, was accomplished last week, subject to FCC approval. The action is the result of the FCC's duopoly order, since Mr. Brennen also owns WJAS Pittsburgh and WHJB Greensburg.

Another transaction completed last week and dependent upon FCC approval was sale of WFEA Manchester, N. H., by Mrs. Adeline Rines to Harry F. Bitner, principal owner of WFBM Indianapolis and publisher of the *Pittsburgh Sun-Telegraph,* for $150,00 net, after adjustment of cash in bank and accounts receivable. The station operates on 1370 kc with 5,000 w and is an NBC, Yankee and New England Network outlet.

Pittsburgh Sale

The KQV transaction involves transfer of the capital stock of KQV Broadcasting Co., in 25% blocks, to the four Pittsburgh individuals. They are William S. Walker, president, Walker & Downing, advertising agency; Irwin Wolf, vice-president of Kaufman's Department Store; Earl F. Reed, attorney; Charles T. Campbell, businessman and former head of a ship transportation company. Mr. Walker was formerly identified with the Walker & Downing Radio Corp., once the licensee of WWSW, now owned by the *Post-Gazette.* Kaufman's once owned WCAE Pittsburgh. KQV operates on 1410 kc with 1,000 w is a Blue outlet.

In another transaction which came to light last week Clifford M. Chafey, president and general manager of WEEU and WRAW Reading, disposed of his 42½% interest in the latter station to Col. J. Hale Steinman, recently appointed director of the WPB Printing & Publishing Division and head of Lancaster Newspapers Inc., and his brother John F. Steinman. The transaction is understood to have involved $62,500. Mr. Chafey's associates in WRAW, H. S. Kraumer, attorney; Raymond A. Gaul, station manager; and Howard O. Landis, chief engineer, retain interests.

WEEU has been sold, subject to FCC approval, to George J. Feinberg, textile manufacturer; Joseph M. Nassau, broadcaster; and Milton J. Hinlein, owner of KDRO Sedalia, Mo., for $210,000 [BROADCASTING, July 31]. The Chafey transaction on WRAW was reported to the FCC but does not require Commission approval.

SCHENLEY PLACING NEW WINE SERIES

CRESTA BLANCA Wine Co., Los Angeles (wines), subsidiary of Schenley Distillers Corp., on Sept. 5 starts for 52 weeks, sponsoring a weekly half-hour program, *This Is My Best,* on CBS stations, Tuesday, 9:30-10 p.m. (EWT). Series takes over time of the 13-week summer run of Schenley's Penicillin show, *The Doctor Fights,* which ends Aug. 29.

New series will be built around America's greatest stories by America's greatest writers. DuBonnet Corp. (wines) also a division of Schenley's on Sept. 6 starts a studio audience musical-comedy quiz tentatively titled *Stop That Villain,* on Mutual-Don Lee, Wednesday, 8:30-9 p.m. (EWT) with repeat Thursday, 8:30-9 p.m. (PWT). Joe Reichman's orchestra has been signed for latter program. BBDO, New York sevices the two accounts. Roma Wine Co., San Fancisco, another subsidiary of Schenley, through The Biow Co., Hollywood, sponsors the mystery drama, *Suspense,* on 78 CBS stations, Thursday 8-8:30 p.m. (EWT), with West Coast repeat, Monday 9-9:30 p.m. (PWT).

Lt. Ben Orr of KTRH Is Missing in Action

FIRST LT. BEN F. ORR Jr., former KTRH Houston announcer, and son of the manager of the KTRH Broadcasting Co., has been reported missing over France since Aug. 2, according to word received last week from the War Dept. by his parents.

Both script writer and announcer, Lt. Orr left KTRH to join the Air Forces in November, 1943. He has completed more than 175 hours of combat duty since he arrived overseas March 9, and has been awarded the Air Medal with two oak leaf clusters. Lt. Orr's recent letter to his parents advising how to regard a "missing in action" telegram has been published, and with War Dept. permission was used on the *Fighting Words* program of the Texas Quality Network.

Wallpaper Sponsors

UNITED WALLPAPER Factories, Chicago, will sponsor a series of programs, 5 and 15 minutes and one-minute spot announcements, Sept. 4 for 52 weeks on the following stations: WEEI WFBR WGR WBBM WLW WTAM KLZ KOA KRNT WTIC WPRC WFBM WPDQ KMBC KFAB KNX WAGE WQAM WTMJ WOWO WWL KOMA KOIL KDKA KGW WEAN WRNL WHBF WHAM KPO WGY KIRO KFPY KMOX KTUL WMAL WNAX KOB. Effective Sept. 6, on KYW WFIL; Aug. 15, WOR; Aug. 30, KSL; Aug. 21, WJR. Contracts were placed by MacFarland, Aveyard, Chicago.

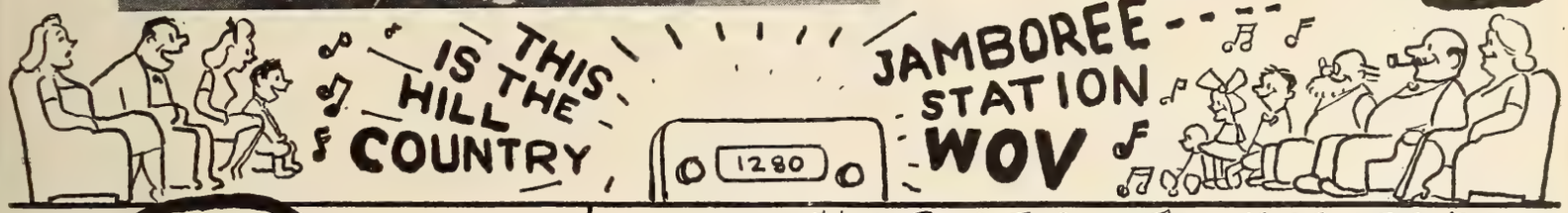
Coal Co. Newscasts

FREEMAN COAL Co., Chicago, will begin a series of five and ten-minute newscasts Sept. 15 from three to six times weekly on WOC KBUR WMT WMRO WGIL KFVS WROK WHO. Contract for 13 weeks, was placed by Goldman & Gross, Chicago.

'TAINT CULTURAL...









..BUT IT'S SURE COMMERCIAL!

IT sells goods • The "HILL COUNTRY JAMBOREE" on WOV nightly, Monday thru Saturday, was never intended to be high brow, but experience (of satisfied sponsors) proves that this program sells *hard* and *fast* . . . that this program is New York's best dollar for dollar buy • A few participating periods are yet available, three or six days per week • For pleasing results, buy a strip in the "HILL COUNTRY JAMBOREE" . . . buy it today!

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L REP.



Television Called Powerful Medium

But It's Got to Be Good to Realize Potentialities

TELEVISION is a "unique combination of sight, sound, motion and immediacy," J. A. Miller, advertising manager of the Standard Oil Co. of New Jersey, told last Thursday's concluding session of the Summer Television Seminar conducted by the Radio Executives Club of New York. Citing demonstration as the basis of salesmanship, he declared that "true demonstration is composed of these same elements and demonstration is what can make television sell".

In a presentation that included a spiel by an oldtime pitchman, a laboratory demonstration of the making of synthetic rubber and the modeling of a girdle by a shapely blonde, Mr. Miller showed films of his company's early experiments with television advertising.

"These commercials were rough experiments, to be sure," he said, "but when an independent investigator, Sam Gill, made a merchandising effectiveness survey, the results showed that the effectiveness of television in getting across a sales message was something between 10 and 11 times more than all the other media combined."

Franco's Views

Carlos Franco, manager of the station relations department of Young & Rubicam, declared that "in order to compete with sound radio, television must offer a quality of picture finer than a four-color job in *Life* or a Norman Rockwell poster, in action a better job than any average movie, in sound and intellectual content a better job than FM at its best.

"The interests of the advertiser and the interests of the public are identical in their demand for the first quality of television picture that the combined ingenuity of the whole industry, including advertising, can perfect," he stated. "This means first, plenty of wider channels in the upper megacycle roads of the air because they are the only channels that can carry fine-screen quality. It means the set makers have got to concentrate on a set that will receive fine quality, price it within the means of the average family and install it in a majority of the 35,000,000 homes in America."

WKY SERVES BIGGER AUDIENCE

Adds Punch-Packing Farm Program to Reach Thousands of New Southwest Listeners

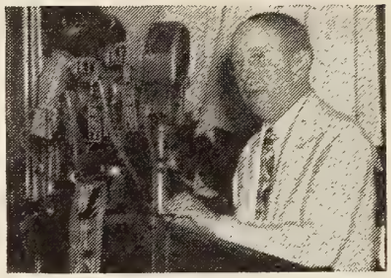
WITH its new $250,000 transmitter building and 915-foot tower in operation, WKY Oklahoma City will start operation this autumn with 5,000 w power and an increased audience of thousands of farm families.

To serve the needs of these new listeners, WKY had Dr. F. L. Whan of the U. of Oklahoma conduct a survey to determine (1) what the people listen to, (2) what they like, (3) what they would like, need, but don't get, (4) the time they listen.

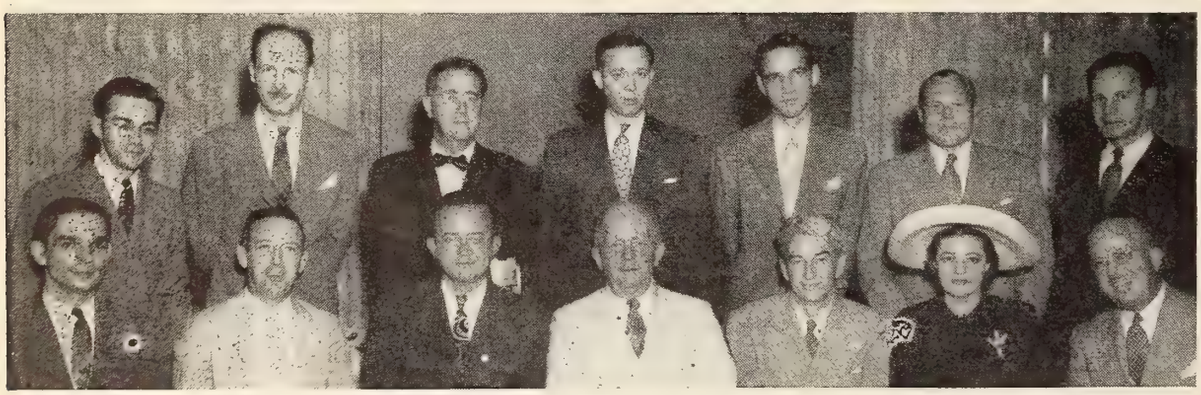
Out of this survey has come WKY's *Farm Reporter*, a practical, hard punching program which takes the listener to the dirt farms, the cattle ranches, the state and county fairs, and the agricultural centers of Oklahoma and tells him how to get the job done.

Among the many tributes to WKY's new farm program is one from Wallace L. Kadderly, chief of radio service, Dept. of Agriculture, who wrote the station: "If we were to prepare a plan for the operation of the *ideal* radio station farm service department, we couldn't improve on the layout you are setting up. You haven't overlooked a single important detail".

WKY secured the services of Ed Lemons as its *Farm Reporter*. The station feels he has the ideal background for the job—experience in radio and newspaper work and former executive secretary of Oklahoma's Future Farmers of America organization. He is intimately acquainted with hundreds of dirt farmers and their sons and daughters and has many friends among Oklahoma's agricultural officialdom.



NOTABLES from Federal and State government were honored speakers at banquet celebrating inauguration of new Farm Service Department of WKY Oklahoma City which was attended by nearly 700 Oklahoma officials, farm and livestock leaders, educators and county agents of the Southwest. Edgar T. Bell, WKY general manager, officially launched new service in introducing Ed Lemons, WKY farm reporter. Addresses were given by Secretary of Agriculture Claude W. Wickard, Governor Kerr of Oklahoma, Undersecretary of Agriculture Grover Hill, and Dr. H. G. Bennett, president of Oklahoma A & M College.



WASHINGTON RADIO PERSONNEL formally met Henry R. Turnbull, radio director of the Republican National Committee, at a cocktail party last Monday at Washington's Statler hotel. Lower row (l to r): William Vaughan, acting superintendent of the House Radio Gallery; Leland Chesley, newly-appointed Washington radio director of the GOP Committee; Mr. Turnbull; Earl Godwin, Blue commentator and president of the Radio Correspondents Assn.; Wells (Ted) Church, who shares the Republican radio responsibilities with Mr. Turnbull; Madeline Ensign, program director, WOL, representing MBS; Earl Gammons, CBS Washington director. Top row (l to r): Robert Sterling, Washington manager, UP Radio News; Bill Costello, CBS commentator and treasurer of the Correspondents Assn.; Joe Torbett, Washington manager, Press Assn.; Don Pryor, Tris Coffin, WTOP-CBS newscasters; Ken Banghart, WRC-NBC announcer-newscaster; Leif Eid, NBC Washington commentator. Present but not in the picture were: Richard Harkness, NBC commentator and vice-president of the Correspondents Assn.; William R. McAndrew, NBC Washington news director; Robert Wood, CBS Washington news director; Theodore Granik, *American Forum of the Air*, MBS; D. Harold McGrath, superintendent, Senate Radio Gallery; Mildred Phillips, executive assistant, Republican National Committee publicity; Percy Graves, research.

GOP to Use Radio In Opening Salvo

Dewey, Bricker to Start Drive With Series of Talks Sept. 7

REPUBLICAN RADIO campaign for the election of Thomas E. Dewey and John W. Bricker will get underway with three coast-to-coast network broadcasts on Sept. 7, 8 and 9, the Thursday, Friday and Saturday following Labor Day, which has generally been understood to mark the beginning of the formal campaign.

Gov. Dewey will make the opening broadcast from a rally in Convention Hall, Philadelphia, on Sept. 7, with his address to be broadcast on CBS, 10-10:30 p.m. EWT. The following night Gov. Dewey will speak from Louisville as the final feature of the two-day convention of the National Federation of Republican Women's Clubs. NBC will broadcast this speech, 9:30-10 p.m. EWT. On Sept. 9, Gov. Bricker's address before the Indiana Republican Editorial Assn. at French Lick Springs will be carried by NBC, 9-9:30 p.m.

On Thursday, Gov. Dewey's talk will take over the time of the Wrigley *First Line* program on 134 stations and on Friday the Brown & Williamson show, *People Are Funny*, will relinquish its time on 121 NBC stations. The Bricker address on Saturday will take the *National Barn Dance* period, usually sponsored by Miles Labs. for Alka Seltzer on NBC. Time was placed through Duane Jones Co., New York.

Henry R. Turnbull, radio director of the Republican National Committee, announced last week that Leland Chesley, former news editor of KWK St. Louis and veteran newspaperman, has been appointed radio director of the Washington GOP office. During the pre-Convention period Mr. Chesley was assigned to the puglicity staff. Eugene Carr, assistant to G. W. (Dick) Richards, President of WJR WGAR KMPC, is radio director for the West Coast.

At a cocktail party for Mr. Turnbull in the Statler hotel, Washington, Aug. 14, the radio director and his co-worker, Wells (Ted) Church, disclosed plans for close cooperation with newsmen and commentators. A series of news conferences at which Gov. Dewey and Gov. Bricker will participate, are to be set up.

Rockwood Placing

ROCKWOOD & Co., Brooklyn, will resume its regular fall and winter spot radio promotion around Sept. 15 with participations on women's interest programs on 26 stations on a 26-week basis. Commercials will promote Chocloat chocolate bits and their various uses in cooking, and will offer recipe booklets in some instances. Agency is Federal Adv., New York.



OMIT THE FLOWERS-

...but remember, **WWJ,** *America's Pioneer Broadcasting Station is beginning its* **25th YEAR** *as Detroit's First Station*

{EST. AUGUST 20, 1920}

WWJ

America's Pioneer Broadcasting Station — First in Detroit
Owned and Operated by The Detroit News

950 KILOCYCLES — 5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY

National Representatives

NBC Basic Network

Associate FM Station WENA

Room for Internationals Seen Before Allocation Is Finished

Few Departures Expected, However, From Plan Of IRAC Presented at State Dept. Session

WHILE few radical departures from the postwar allocations plan of the Interdepartment Radio Advisory Committee of Government experts are foreseen following its presentation Aug. 11-12 to a preparatory conference of Government and industry representatives, there were indications last week that provision would be made for some form of direct international shortwave broadcast service before final approval is given to U. S. recommendations for the next international telecommunications conference.

Following the organization meeting Aug. 11 of the preparatory conferences for the international radio and communications meetings, the important Allocations Committee met Aug. 12 in Washington under State Dept. auspices to consider in greater detail the IRAC proposals. While the plan proposed increased spectrum space for both FM and television, several industry spokesmen deprecated the proposed video allocations in the lower portion of the spectrum, on the ground that it would retard introduction of the medium after the war. There was no recorded complaint, however, in regard to the proposals for FM.

International Plan

The television proposal would provide nine channels of 6 mc each in the lower portion of the band between 54 and 108 mc, with provision made for 31 channels of 16 mc width between 450 and 1000 mc. This looked toward high-fidelity and color television after the war in the upper end of the band.

Failure of the IRAC plan to provide for international shortwave broadcasting on a direct basis evoked considerable discussion. Aside from the bitterly critical statements of Walter S. Lemmon, president, and E. K. Cohan, chief engineer, of World Wide Broadcasting Foundation [BROADCASTING, Aug. 14], others in Government and industry commented on that arbitrary finding. The IRAC committee, however, took the position that the question of national and international policy regarding direct international shortwave broadcasting should be established prior to any provision of facilities. Spectrum space assigned for relay broadcasting could be diverted for the shortwave service when policy is established, it was pointed out.

Also evident following the preliminary sessions was a strained attitude between the FCC and the State Dept. Planning Committee over the IRAC report. While there was no open comment, the FCC refrained from direct participation in the initial committee deliberations, although FCC personnel did participate in subcommittee activities Aug. 12.

It was reported that FCC Chairman James Lawrence Fly, who is also chairman of the Board of War Communications, felt that the allocations structure should have been drafted by the FCC, rather than IRAC. In the final analysis, the FCC will handle the allocations to domestic services, though the broad world plan must be established by international conference, with American participation under State Dept. auspices.

Microwave Progress

The effort of the State Dept. is to have the preparatory conferences completed by Dec. 1 so that final plans may be formulated promptly. An international telecommunications conference will be scheduled as soon as war conditions permit. The last conference was held eight years ago and its provisions are outmoded because of the advances made in the microwaves since the war.

Before such an international conference, an inter-American session will be held at Rio de Janeiro early next year. Upon completion of the preparatory committee studies, the State Dept. special committee on communications, headed by Assistant Secretary Adolf A. Berle Jr., will submit its recommendations to the Postwar Planning Committee of which Secretary Cordell Hull is chairman. Dr. J. H. Dellinger, radio chief of the Bureau of Standards, is chairman of the technical subcommittee. The preparatory work is being carried on under the direction of Francis Colt deWolf, chief, and Harvey B. Otterman, assistant chief, respectively, of the State Dept. Telecommunications Division.

Following the Aug. 11 opening session, attended by nearly 300 Government and industry representatives, the preparatory group was divided into three committees. Committee 1, designated to deal with revision of the Madrid conference and certain articles of the radio regulations, is headed by Mr. Otterman. Another meeting will be held in mid-September, it is understood.

Committee 2, the most important, handles allocations and is headed by Dr. Dellinger. It met on the afternoon of Aug. 11 and 12, and it was at this session that questions arose regarding the television allocations and the absence of provisions for international broadcast facilities. Dr. Dellinger indicated the committee would meet shortly after Labor Day to ressume its deliberations.

Committee 3, headed by Capt. E. M. Webster, communications chief of the Coast Guard and assistant chief engineer of the FCC on leave, deals with the operational phases of the international radio regulations, largely devoted to safety of life services. He has called another meeting of that group for Aug. 23.

At the Allocations Committee meeting Aug. 12, former Commissioner T. A. M. Craven, who left the FCC July 1 to become vice-president of the Iowa Broadcasting Co., provided some of the background on the IRAC plan. He had headed the IRAC Committee on Allocations and was instrumental in drafting of the original plan. In describing, percentage-wise, the breakdowns for each class of service in the high-frequency spectrum, Comdr. Craven stressed that maxi-

(*Continued on page 44*)

FM Jurisdictional Dispute in RTPB

Jansky Charges Overlapping Authority of Panels 1, 5

A JURISDICTIONAL dispute within the Radio Technical Planning Board, created a year ago to formulate plans for the technical future of radio, alleging usurpation of the functions of the FM Panel (Panel 5) by the Spectrum Utilization Panel (Panel 1) was opened last week by C. M. Jansky Jr., consulting engineer of Washington, chairman of Panel 5.

In a letter last Wednesday to W. R. G. Baker, vice-president of General Electric Co. and general chairman of RTPB, Dr. Jansky, senior member of the firm of Jansky & Bailey, pointed out that his panel had completed its first report dealing with standards for FM broadcasting and that his panel had agreed to retain the 200 kc band width.

He said it was "with considerable surprise" that he found that Panel 1 had devoted much attention to the FM allocation matter, which Dr. Jansky described as an issue "which is one clearly and strictly within the jurisdiction of Panel 5".

Such study as he had made of the minutes of Panel 1, Dr. Jansky said, show that the width of channel issue is not only undergoing extensive discussion but that the panel "contemplates arriving at its own decision on the matter. Whether or not this decision is in accordance with that reached by Panel 5 is immaterial. The basic question which I am raising is one of jurisdiction with respect to the right to formulate a decision to be reported to RTPB".

He requested that Dr. Baker consider the question at the earliest possible date and a decision rendered on the question of jurisdiction.

FCC Orders Allocations Hearings

(*Continued from page 9*)

secure "a clear understanding of the conflicting problems which confront the industry and the regulatory body in the application of frequencies to the services of the public". It will consider the recommendations both of RTPB and IRAC and make recommendations to the latter with respect "to possible conflicts between the requirements of the non-governmental radio services and the proposed Interdepartmental Radio Advisory Committee allocations to Government radio services".

Observer From Congress

Finally, the order said the FCC would determine whether to make recommendations to Congress for "enactment of additional legislation on the matters covered by this order". In this respect it was anticipated that the Commission would invite both the Senate and House Interstate Commerce committees, in which radio legislation originates, to have observers attend the hearings.

The proceedings will be formal, with the FCC sitting en banc. It is presumed FCC General Counsel Charles R. Denny will direct the Commission's examination of witnesses, assisted in the broadcast fields by Rosel Hyde, and in the common carrier fields by Benedict P. Cottone, assistant general counsel. Chief Engineer George P. Adair also will participate in the proceedings, and probably will testify as the Commission's chief technical witness.

As soon as notices of appearances are received from persons and organizations desiring to testify, the FCC said it will issue a further notice indicating the order in which the requirements of the various services will be considered. An effort will be made, it said, to arrange the order of appearances to permit all related services to be heard as nearly as possible at the same period of the hearings.

Dependence of the service on radio rather than wire lines was the first of the seven criteria specified. Then came the number of people to benefit; relative social and economic importance of the service; probability of practical establishment and degree of public support; degree to which the service should be made available to the public; areas in which service should be provided.

There also are eight technical specifications to be met, such as: frequency bands required and exact space in spectrum sought, along with the width of bands; suitability and necessity for particular portions of the spectrum for the service; field intensity required; number of stations required; distances over which communication must be maintained.



"Over 1½ Billion Dollars Coverage in 200 Counties"★

"That's the annual effective buying income of folks out here in this vast KFAB area. It's solid income, too...it's based on cattle, sheep, hogs, poultry, grains, as well as many large industrial plants.

"Folks out here, with all this tremendous buying power, are only a step away from the BIG FARMER STATION. If there's a product you would like to tell us about, you can reach us through our friendly neighbor, KFAB."

★ *Sales Management, 1944 and CBS Listening Areas Series 6, 1943*



"The **BIG** *Farmer of the Central States"*

KFAB



LINCOLN, OMAHA

780 KC-10,000 WATTS BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY

New Radio Sets for Christmas Unlikely Despite WPB Rule Easing Priorities

DESPITE sweeping reconversion plans for most industries announced last week by the War Production Board, it is extremely unlikely that radio set manufacturers will be permitted to produce "new sets for Christmas", according to John Creutz, chief of the WPB's Radio & Radar Division. In line with general reconversion plans, Ray C. Ellis, Director of the Radio & Radar Division, last week indicated that the next two or three months in fact will be more critical than any period previously faced by the electronics industry, and that the WPB must effect the maximum cooperation on all problems.

Scheduled production and required deliveries are greater than ever before, the WPB revealed, even when cancellation of contracts, reconversion and labor problems are taken into consideration. Mr. Ellis pointed out that July 1944 showed an increase of approximately 16.4% over July 1943 in the production of electronic products.

Priorities Ruling

Government representatives advised the Industrial Instrument Advisory Committee meeting last week that they realized the reconversion problems of the industrial instrument manufacturers included problems inherent in other industries served by them. It was announced that the committee would probably meet again within the next month to discuss future contract terminations with Government officials.

With the issuance of Priorities Regulation 25, it appears that the only item falling under the jurisdiction of the Radio & Radar Division is domestic watthour meters. Priorities Regulation 25, issued Aug. 15, is designed to provide "a way by which manufacturers may be authorized to make articles which are otherwise restricted or prohibited by orders of the War Production Board, but only when they have labor and facilities available which are no longer needed for essential purposes."

Some of the products covered under Regulation 25 and subject to the "spot" authorization procedure, whereby WPB field offices will be in a position to authorize production of civilian goods now, provided the materials, manpower and facilities are available, are refrigerators, vacuum cleaners, automatic phonographs, electrical appliances, electric irons, fountain pens, typewriters, and alarm clocks.

The so-called "spot" authorization procedure is aimed at preventing unemployment and idleness of facilities which might result from termination or reduction of war contracts, it was pointed out. It is also designed to assist the movement and use of idle and excess material inventories, which has been done to some extent as far as broadcasting equipment has been concerned [BROADCASTING, Aug. 14].

A manufacturer who wants to produce any of the 79 items on the list must show: 1, that he has manpower available for this production without interfering with any other production in the plant; or 2, that he has access to manpower that is not required for essential production elsewhere.

As Mr. Creutz indicated last month, however, before the actual reconversion order was issued [BROADCASTING, July 24], the new regulation will have little effect on making available civilian radio equipment inasmuch as radio and radar goods are still vitally needed by the armed forces.

Survey Shows Listening Interest Low in Summer

SURVEYS on the extent to which listeners grasp the meaning of what they hear on the air, and on listening to summer replacement programs highlight the Aug. 15 issue of the *Radio Audience*, monthly news letter published by the Pulse Inc., New York.

Pulse states that the listeners' recall to a political forum was poorer than the usual recall of audiences concerning sponsor identification and commercials. A survey of audience response to summer replacements for ten major programs off the air in July shows that the usual seasonal decrease is sharply accentuated by the interest decrease in the substitute, according to the news letter.

New 'Time' Series

A SERIES of 52 quarter-hour recorded programs *The World & America*, prepared by the radio programs department of Time Inc., and distributed exclusively through Harry S. Goodman Radio Productions, New York, will be available for local sponsorship Sept. 1. Heard initially over WQXR New York under sponsorship of Eagle Pencil Co., New York, the series presents U. S. history in conversational form. Merchandising will include distribution to schools of history tests based on the program material.

WGGA Gainesville, Ga., has become a fulltime MBS affiliate. Owned by the Blue Ridge Broadcasting Co., WGGA operates with 250 w on 1240 kc.

New Guinea Station

THE NEW Guinea station WVTC of the Armed Forces Radio Service has recently been set up as one of the series of informative and morale-building stations of the South Pacific area. Director of WVTC is Lt. Graf A. Boepple, former advertising man from St. Louis. Newswriter is Pvt. John Steuben, who was a news correspondent in the Far East and previously an announcer with WEMP Milwaukee and WINN Louisville.

WESTINGHOUSE CO. TO MAKE RECEIVERS

WESTINGHOUSE Electric & Manufacturing Co. has just formed a Radio Receiver Division for the manufacture of home radio receivers. Harold W. Schaefer, a veteran of 18 years radio and engineering experience, heads the new division.

Although Westinghouse has not manufactured such receivers since 1928, the company believes the postwar period offers an opportunity to use the 24 years of experience of the pioneering firm.

"Because of wartime manufacturing restrictions," Walter Evans, vice-president, said, "a large portion of the approximately 50,000,000 sets in use at the start of the war are either wearing out or becoming obsolete, and postwar demand will offer a market far above the industry's prewar volume."

KSTP Petitions NAB

AN APPLICATION for reinstatement in NAB was filed last week by Stanley E. Hubbard, executive head of KSTP St. Paul-Minneapolis. The station resigned from the trade association in May 1941, following the celebrated St. Louis convention. The application must be acted upon by the NAB Board, which will meet prior to the opening of the Executives War Conference Aug. 28-31 in Chicago. KSTP at present is embroiled in a union controversy with AFM and its president, James C. Petrillo, which has been carried through the courts and to the War Labor Board and appears earmarked for White House intercession.

JOHN E. PEARSON Co., Chicago, station representative, has moved to larger quarters, effective Aug. 21, from the 7th floor to the 6th floor, suite number 618 in the 360 N. Michigan Bldg., Chicago.



WESTERN GLAMOUR came to light at KLZ Denver during the station's program, *Highlights of the Rockies*, celebrating Cheyenne Frontier Days. Left to right are: Katherine Smith, Barbara Burton, Lois Hoffman, whose father pioneered Cheyenne's Frontier Days, and Orlene Merritt, Lady-in-Waiting to Miss Frontier. In the background is Hugh B. Terry, KLZ manager, with Pete Smythe, production manager, on the right, getting a few phone numbers. Sponsor of the half-hour show, *Highlights of the Rockies*, was the Public Service Company of Colorado.

WMAM Is Granted Increase in Power

Vote of 3-1 Decides Boost To 100-250 w on 570 kc.

BY AN UNUSUAL vote of 3 to 1, with Commissioner Jett dissenting and Commissioners Case and Wakefield not participating, the FCC last Wednesday announced it had granted the application of WMAM Marinette, Wis., to operate fulltime on 570 kc with 250 w day and 100 w local sunset. The action was unusual in that WMAM is a local (Class IV) station assigned to a regional (Class III) channel. The station heretofore has operated with 100 w daytime on the frequency.

The action came following public hearing and oral argument before the Commission en banc, with WNAX Yankton, protesting the grant on interference grounds. The majority, comprising Commissioners Fly, Walker and Durr, however, held that the action will provide a primary nighttime service to the area in and around Marinette and Menominee, Mich., which presently receives "no such service" from existing stations.

There is one vacancy on the Commission and the vote of 3 to 1 was unusual in that last week a majority of the Commission's normal complement (four members) sanctioned the grant.

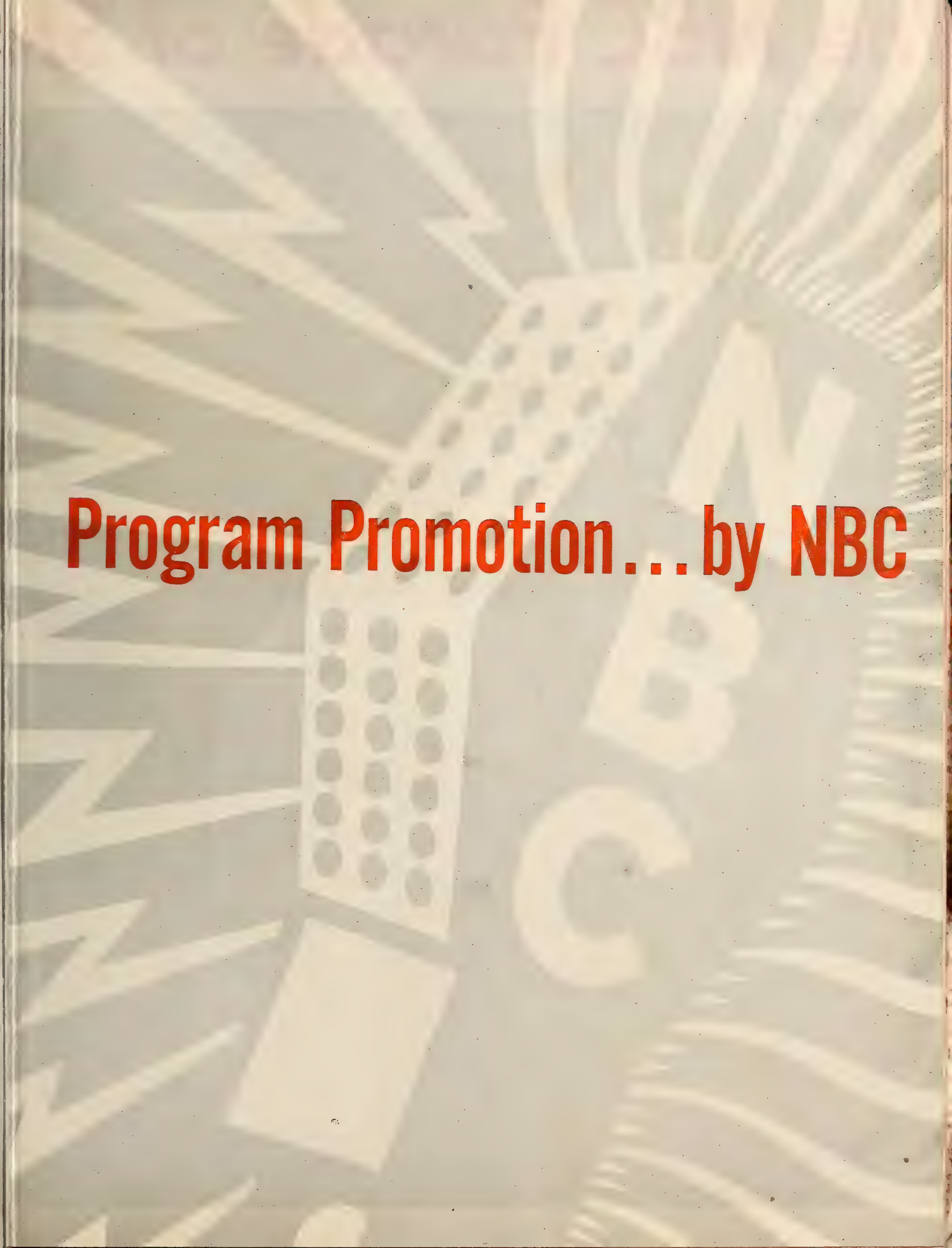
Night Service

The Commission stated in its conclusions that operation of WMAM as proposed would provide a nighttime primary service to 25,042 people not now receiving such service. Although WMAM would be limited to its 15.8 mv/m contour, it would provide adequate service to the two cities, it said. The proposed operation would cause an individual limitation to the 1.35 mv/m contour of WNAX involving a loss to that station of 106,283 persons in an area of 1720 square miles. Although no single station renders primary nighttime service to this entire area, portions receive primary service from six existing stations other than WNAX, the Commission contended.

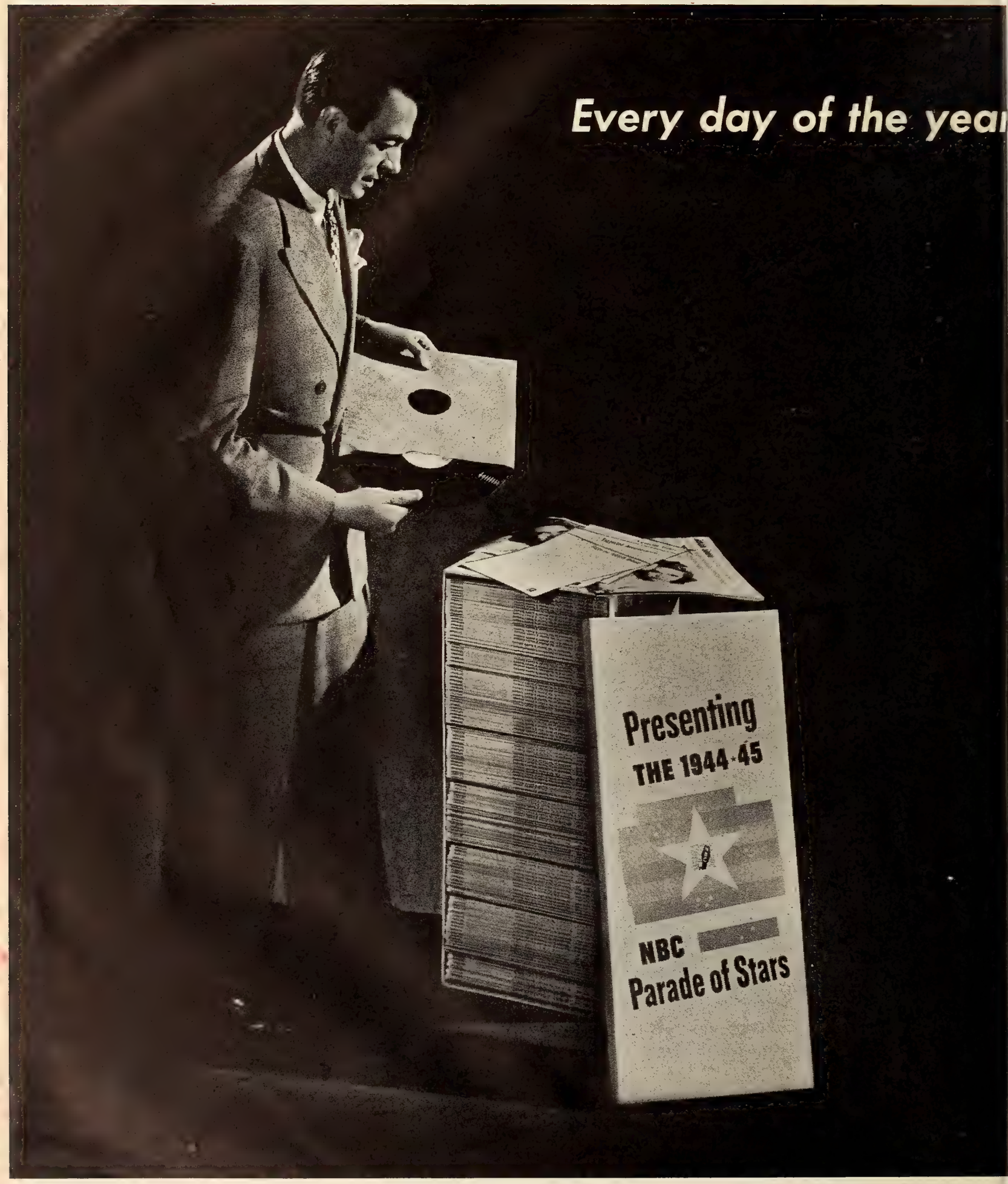
The majority held that no local channel assignment is available for WMAM without reducing its daytime service area and that since the station is presently assigned on 570 kc, granting of the application would not create a situation which of itself would prevent establishment of any Class III station on that channel or an adjacent channel.

Retailing Tips

DESCRIPTION and sample script of *Kitty Kay*, broadcast as a shoppers' guide for a quarter-hour each morning and again each afternoon by J. A. Kirvin Co., Columbus, Ga., and the text of a talk, "Department Store Selling via Television", delivered by Sam Cuff, general manager of the DuMont television station, WABD, before the National Assn. of Display Industries [BROADCASTING, July 3], are included in the September issue of *Promotion Exchange*, monthly publication of the National Retail Dry Goods Assn.


Program Promotion...by NBC

The NBC Parade of Sta



...s . . . 365 days long

...he NBC Parade of Stars is building larger, more faithful audiences for the greatest programs in radio

THIS WEEK 143 Parade of Stars Bandboxes are arriving at NBC stations from coast to coast. The Bandboxes contain, and stations will use, 90 program promotion folders (one for every sponsored NBC program) . . . 65,100 recorded star spots . . . 44,785 live announcements . . . 14,815 newspaper ad and photo mats . . . thousands of car cards, display posters, publicity releases and photos. Once again radio's GREATEST programs* launch the fall season backed by radio's most effective program promotion campaign . . . the NBC Parade of Stars.

For the first time, the "Parade" becomes a continuing operation . . . designed to add a 365-day-a-year impetus to the already well-established habit of tuning to NBC.

This year and next, and the year after that, too, more people will listen to *"The Network Most People Listen to Most."*

**Made even greater this fall by the addition of Duffy's Tavern, the new Rudy Vallee show, Dinah Shore and The Music America Loves Best.*

National Broadcasting Company

America's No. 1 Network



A Service of Radio Corporation of America

The NBC stations which will again make the Parade of Stars radio's most effective program promotion:



WALA	WGY	WRAW	KGNC
WAML	WHAM	WRC	KGW
WAPO	WHIS	WRDO	KHQ
WAVE	WHIZ	WROL	KIDO
WAZL	WHLB	WSAM	KMED
WBAL	WHO	WSAN	KMJ
WBAP	WIBA	WSAV	KOA
WBEN	WIOD	WSB	KOAM
WBLK	WIRE	WSFA	KOB
WBOW	WIS	WSJS	KODY
WBRC	WISE	WSM	KOMO
WBRE	WJAC	WSMB	KPFA
WBZ	WJAR	WSOC	KPLC
WBZA	WJAX	WSPD	KPO
WCOA	WJDX	WSYR	KPRC
WCRS	WKBH	WTAM	KRBM
WCSH	WKBO	WTAR	KRGV
WDAF	WKPT	WTBO	KRIS
WDAY	WKY	WTIC	KROC
WDEL	WLAK	WTMA	KSD
WEAF	WLBZ	WTMJ	KSEI
WEAU	WLOK	WTTM	KSOO
WEBC	WLW	WWJ	KSTP
WEEU	WMAQ	KANS	KTAR
WENY	WMBG	KARK	KTBS
WEST	WMC	KDKA	KTFI
WFAA	WMFG	KDYL	KTSM
WFBC	WMRF	KELO	KVOA
WFBG	WMVA	KFAM	KVOL
WFEA	WOAI	KFI	KVOO
WFLA	WOOD	KFSD	KWBW
WFOR	WOPI	KFYR	KWJB
WGAL	WORK	KGBX	KYCA
WGBF	WOW	KGHL	KYSM
WGKV	WPTF	KGIR	KYUM
WGL	WRAK	KGLU	KYW

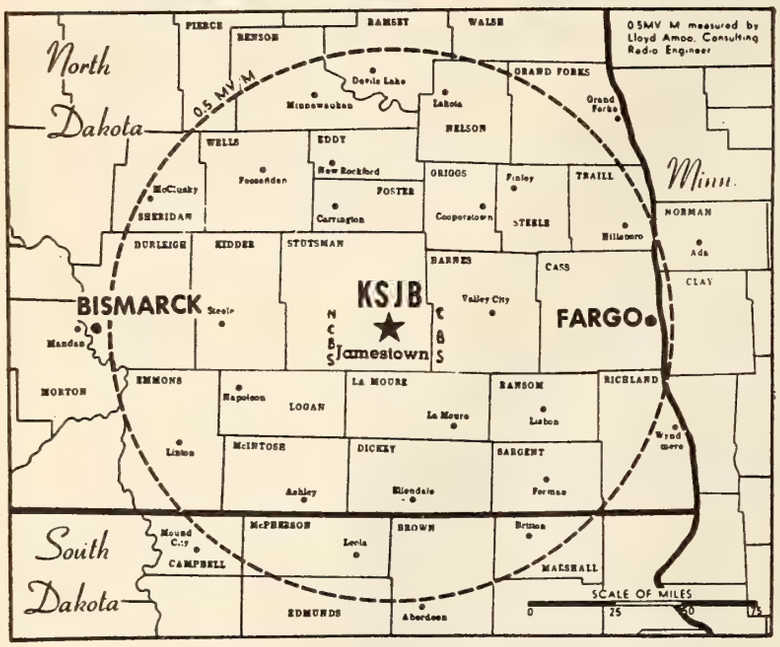


WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

BALTIMORE

CBS

MBS **600** KC NCBS



"600" — the magic number that will help you build more sales in North Dakota

KSJB (Jamestown) is now on 600 kilocycles. From Fargo to Bismarck, a rural population of 250,000 plus almost 100,000 town dwellers (80,000 families) do their shopping in 4,477 stores for a total of more than $91,000,000! 90% of these homes are radio homes and 46% of them are located in the KSJB primary area! Music and variety shows in the mornings and afternoons endear KSJB to the farm wives of this territory; development of local talent and use of every available farm service and information make these listeners loyal to KSJB — and loyal to the sponsors of its programs. And . . . effective, comprehensive merchandising cooperation assures dealer support.

KSJB is affiliated with the CBS, and is part of the North Central Broadcasting System

KSJB
JAMESTOWN NORTH DAKOTA

Pepper Introducs Resolution to Air Important Sessions of Senate, House

A NEW PLAN to have both House and Senate wired for radio to permit the broadcast of proceedings by networks and, via transcription by independent stations, was proposed last Tuesday in joint resolution introduced by Sen. Pepper (D.-Fla.), New Deal stalwart and a champion of labor.

Sen. Pepper's proposal would authorize the broadcast of proceedings on the floor of either House, but no station or network would be "required" to do so. Either House would be authorized to withhold broadcasting privileges.

No Connection With Labor

The resolution would authorize the architect of the Capitol to make arrangements for such broadcasts and to install recording or transcription equipment necessary to make a continuous recording of the proceedings. Copies of recordings would be made available at cost to stations and networks desiring to broadcast them. The resolution requires action by both the Senate and the House Rules committees before consideration in the respective House.

On Sen. Pepper's behalf, it was stated his resolution had no connection with petitions submitted to Congress by both AFL and CIO labor unions seeking nationwide broadcast of Congressional proceedings. Some 25 labor unions had adopted such resolutions and submitted copy to the Senate Rules Committee, the purport of which was to have Congress enact the necessary measures required for the broadcast of "important debates". Sen. Pepper's proposal would leave up to the networks and stations the desirability of such broadcasts.

In introducing his resolution, Sen. Pepper told the Senate his plan does not contemplate the setting up of any Government-owned facilities. He said he had been impressed by the number of people who had told him of their interest in the broadcast of the political conventions and that millions remained close to their radios to hear the proceedings. He said the resolution was not in perfect form but that he desired to have it considered.

Following is the text of the resolution.

WHEREAS during the coming months and years most of the major social, economic, and political issues of the United States and of the world will be debated by the Congress of the United States; and

WHEREAS the interests of every citizen are vitally affected by these proceedings and their outcome; and

WHEREAS there has been mounting public interest throughout the country in the proceedings of the Senate and the House of Representatives; and

WHEREAS the proceedings of the Senate and the House of Representatives are of necessity presented only in brief extracts or summaries by newspapers and news broadcasters, with the result that issues and the stands taken by Senators and Representatives are frequently misunderstood; and

WHEEREAS radio broadcasting makes it possible to bring the proceedings of the Senate and the House of Representatives directly to the people of the United States; Therefore be it

RESOLVED by the Senate and House of Representatives of the United States of America in Congress assembled: That radio broadcasting stations and radio broadcasting networks are hereby authorized to broadcast any proceedings on the floor of the Senate or of the House of Representatives, *provided, however*, that no station and no network shall be required to broadcast any proceeding, nor shall any proceedings of either House be broadcast when such House otherwise orders;

That the Architect of the Capitol is authorized and directed to make such arrangements as may be necessary to make available the proceedings of the Senate and the House of Representatives for broadcasting by stations and networks; and

That the Architect of the Capitol is further authorized and directed to install such recording or transcribing equipment as may be necessary to make a complete and continuous mechanical recording of the proceedings; and

That the Architect of the Capitol is further authorized and directed to make available at cost copies of such mechanical recordings to broadcasting stations and networks desiring to broadcast them.

Mutual Acquires Two New Mexico Affiliates

MUTUAL on Aug. 15 acquired two affiliates in New Mexico, the network's only stations in that State, and effective Sept. 1 adds four members of the North Central Broadcasting System, making a total MBS network of 239 stations. Included in the North Central group joining MBS are the following 250 watt stations—KOVC Valley City, N. D., operated with 1490 kc by KOVC Inc.; WHDF Calumet, 1400 kc (Upper Michigan Broadcasting Co.); WDBC Escanaba, 1490 kc (Delta Broadcasting Co.) and WDMJ Marquette, 1340 kc (Lake Superior Broadcasting Co.) The latter three, all in Michigan, are switching from the Blue to full-time MBS stations.

In New Mexico, MBS has added KICA Clovis, operated by H. D. Landis with 250 watts on 1240 kc, and KTNM Tucumcari, operated by Krasin-Krutzner Broadcasting Co. with 250 watts on 1400 kt.

WTCN Football

WTCN Minneapolis-St. Paul has sold its pre-game and post-game football broadcasts, representing a full hour-and-a-quarter under sponsorship of Superior Products, of the Twin Cities. Rollie Johnson, WTCN sportscaster, Al Gowans, football coach and band music will highlight the show.

A GOOD TIP FROM A NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1324 • MEXICO, D. F.

Toward resumption of normalcy

There can be little doubt that a sizeable swing to civilian production will follow the collapse of Germany. Most-needed types of consumers' goods will reappear in the marts of the Nation.

Broadcasting is the most direct and effective way of announcing the advent of new products, or the re-availability of old and accepted lines. All the big and little things, the common and uncommon things, that the people long have lacked in their daily lives, and in their homes.

America needs them, and needs to be told about them.. that they are obtainable, what they're like, what they'll do, what they cost. The stations of Westinghouse are primed for this job at a moment's notice.. ready to tell, and *sell,* the 18,000,000 commodity-hungry Americans in their primary areas. Consult NBC Spot Sales on ways and means.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WBZ • WBZA • WOWO • WGL • KYW



Food Test

LIVE FOOD PRODUCTS., Burbank, Cal. (health foods), in a 13-week test campaign on Oct. 2 starts sponsoring a twice-weekly quarter-hour transcribed program featuring Paul C. Bragg, traveler, author, and lecturer on WXYZ Detroit, WOL Washington, KYA San Francisco. Firm will also sponsor thrice-weekly participation in Ruth Thompson program on latter station with similar schedule in *Lady of Charm* on WXYZ. Agency is the Mayers Co., Los Angeles.

Book Test

GREENBERG PUBLISHERS, New York, has appointed Blaine-Thompson Co., New York, to handle its advertising. Spot radio test campaign for *Your Daddy Did Not Die* by Daniel Poling starts Sept. 17 in Atlanta and Nashville.



PUBLIC SERVICE through the WSRR Stamford, Conn., *American Veteran Hour* Sundays has been recognized by the Connecticut Dept., American Legion, which presented the Legion's Distinguished Service Citation to Harold Meyer, WSRR general manager. Taking part in presentation broadcast are (l to r): Hollis Cook, as Mr. Legionnaire; State Comdr. Herbert Emanuelson; Mr. Meyer.

Differences Within Union on Banning Of WOV Hillbilly Broadcast Explained

Differences between union officials of Local 802, AFM, on reasons for banning a broadcast by WOV New York of a Broadway Barn Dance program are set forth in a letter received last week from Ralph Weil, general manager of the station, clarifying a story appearing in the Aug. 14 issue of BROADCASTING. *Mr. Weil's letter follows:*

The Aug. 14 issue of BROADCASTING carried an item quoting William Feinberg, Executive Secretary of Local 802 of AFM, on the subject of the union's refusal to permit WOV to broadcast its Saturday night *Broadway Barn Dance*. Mr. Feinberg dismisses as "poppycock" the union's refusal to permit the broadcast on the grounds that it isn't "cultural."

For the record, WOV would like BROADCASTING to have a full and accurate account of events.

On July 27, Arnold Hartley, director of programs, and I appeared before the Executive Board of Local 802 to obtain permission to broadcast the *WOV Broadway Barn Dance* from Palm Garden on Saturday nights. Mr. Jack Rosenberg, President of Local 802, was present at the meeting; Mr. Feinberg was not.

Larger Studio Needed

Mr. Hartley and I repeated the request we had previously made in writing: that WOV wished to develop greater interest in hillbilly and western music among New York audiences, thus enhancing its commercial value as sponsorable radio entertainment, and that it had no studio big enough to accommodate a large audience. Local 802 had advised the station that union policy could not permit such broadcasts except for regular dance remotes and broadcasts from regular theatre studios. At the meeting Mr. Hartley and I enumerated various broadcasts corresponding to the category of the *Broadway Barn Dance* —the New York Philharmonic from Carnegie Hall by CBS, the Metropolitan Opera from the Metropolitan by NBC and the Busch Quartette from Town Hall by WQXR —none of them "dance remotes" and none "broadcasts from regular theatre studios".

Mr. Rosenberg stated with some heat that there was no parallel, since these were "cultural" events. We replied that, granting that there were vast differences between classical and hillbilly music, nevertheless hillbilly musicians were members of Local 802 and should not be discriminated against.

Mr. Rosenberg replied to this precisely as follows: Hillbillies cannot be considered real musicians. The only reason they are admitted into Local 802 is so that the union can maintain a closed shop in New York.

Before leaving the Board room, we requested that we be informed as to the Board's decision on two questions:

(1) Whether Local 802 would permit the broadcast of the WOV *Broadway Barn Dance* from Palm Garden as it was being run before a paid audience.

(2) Whether Local 802 would permit the broadcast from Palm Garden if the audience were admitted free and dancing discontinued.

Are Hillbillies Musicians?

The reply came by mail within a few days. The Board unconditionally refused permission.

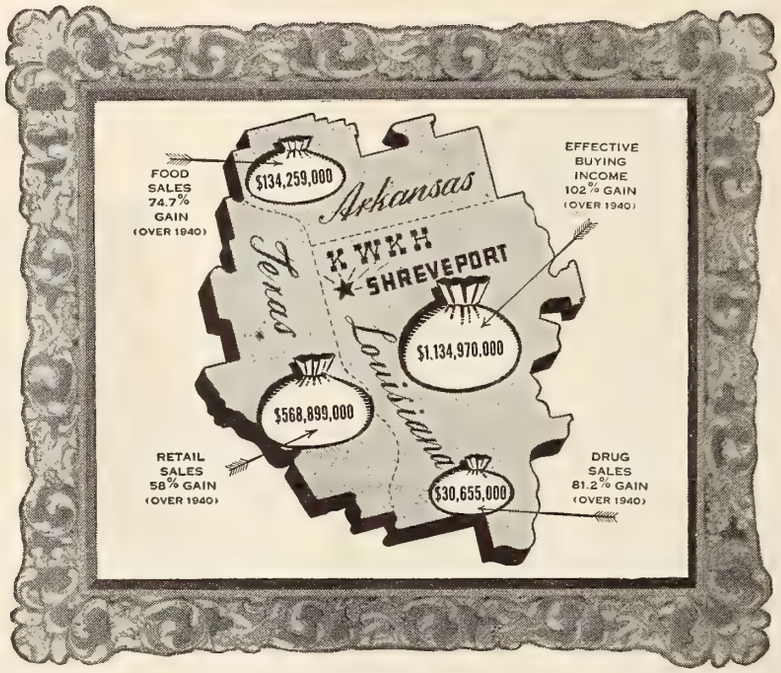
It is patent that Mr. Feinberg and Mr. Rosenberg, both of Local 802, do not see eye to eye. Not only are they in conflict with each other, but they are in conflict with the facts.

To sum up:

1. Mr. Feinberg insists that refusal by Local 802 to permit WOV to broadcast the *Barn Dance* on "cultural" grounds is so much "poppycock." Mr. Rosenberg stated explicitly that a pick-up of hillbilly music could not be compared to a pick-up of classical music, because the former was not "cultural". The word "cultural" is Mr. Rosenberg's.

2. Mr. Feinberg states: "Hillbillies or symphony men, they're all musicians and all members of Local 802." Mr. Rosenberg doesn't appear to think so, since he stated that hillbillies are not musicians; they are permitted to join Local 802 only to "maintain the closed shop for the union".

3. Mr. Feinberg states that the reason for refusing WOV permission to broadcast is union policy. It was called to the attention of the union, however, that WHN broadcasts the *Gloom Dodgers* from the Hotel Edison every Saturday morning before an audience, and WJZ broadcasts the Eddie Condon jazz session from Town Hall every Saturday afternoon. Neither of these broadcasts could be classified as "cultural" in the Local 802 sense of the word.



PORTRAIT OF A

Prosperous MARKET

● This great East Texas-North Louisiana-South Arkansas area, year after year, has shown a steady, rising prosperity. Therefore these figures do not represent a wartime financial fantasy, that will disappear with the coming of Victory. For after that great day, its rich resources will continue to make it a prosperous market... one in which your advertising dollars will pay added dividends. For further details, contact KWKH directly, or... ask a Branham Man!

(The above figures were compiled from Sales Management's 1944 "Survey of Buying Power.")

KWKH

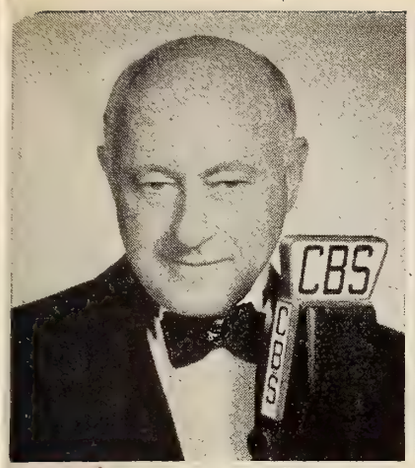
50,000 WATTS

A Shreveport Times Station CBS Represented by the Branham Co.

THE *SELLING* POWER IN THE *BUYING* MARKET

ATS Expands Awards

EXPANDING its award schedule, American Television Society will consider awards to outstanding individuals participating in television broadcasts, organizations producing outstanding video programs, and scientists, Government officials and others contributing to the development of television facilities or the improvement of its structure, in addition to its station awards and the Award of Service, it was announced by J. Raymond Hutchinson, chairman of the ATS awards committee.



17% The Lux Radio Theatre on WRVA is 17% *above* the national average Hooperating.



92.6% The "Dr. Christian" program on WRVA is 92.6% *above* the national average Hooperating.



23% "Take It or Leave It" on WRVA is 23% *above* the national average Hooperating.



75% Vox Pop on WRVA is 75% *above* the national average Hooperating.

WRVA UPS THE % IN RICHMOND, VA.



10.3% Burns and Allen on WRVA is 10.3% *above* the national average Hooperating.



73.2% "Crime Doctor" on WRVA is 73.2% *above* the national average Hooperating.

WHAT'S the percentage in Richmond? The answer is 'way UP if your program is on "Virginia's Premier Radio Station," WRVA!

These percentages, from the Hooper Survey for October 1943 through February 1944, are typical of WRVA's loyal listening audience....typical of the PLUS which is yours on WRVA, serving Virginia from Richmond.



39.8% The Kate Smith Hour on WRVA is 39.8% *above* the national average Hooperating.



8.2% The Hit Parade on WRVA is 8.2% *above* the national average Hooperating.

WRVA



50,000 WATTS NIGHT & DAY

Studios in Richmond and Norfolk, Va.

Nationally represented by Raymer

"Virginia's Premier Radio Station"



58.8% The Gay 90's Revue on WRVA is 58.8% *above* the national average Hooperating.

How to Concentrate on a Million

From Nashville, center of a trade area of over a million listeners, WSIX broadcasts to a big, loyal listening audience that's ready to hear what you, Mr. National Advertiser, have to say.

Carrying the featured programs of both Mutual and Blue networks, this station has the power and frequency to deliver its signal effectively to this entire territory.

If you want to *concentrate* your radio efforts in this booming Nashville area, and at a coverage cost that will show *bigger profits*, we will be glad to show you what WSIX can do.

The Katz Agency, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX "The Voice of Nashville"

NASHVILLE, TENN.

OWI PACKET, WEEK SEPT. 11

Check the list below to find the war message announcements you will broadcast during the week beginning Sept. 11. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Christmas Mail	X	—	—	—	—	X	X
War Bonds	X	—	—	—	—	X	X
New Car Pooling Rules	X	—	—	—	—	—	—
Home Front Pledge	—	X	X	X	X	—	—
WAVES	—	X	X	X	X	—	—
Crop Corps	—	—	X	—	X	—	—
Careless Talk	—	—	—	—	—	X	—

See OWI Schedule of War Messages 125 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Petition to Intervene Is Denied Rev. Morris

PETITION of Rev. Sam Morris, Baptist minister and associate editor of the *National Voice*, prohibition journal, to intervene in hearings on applications for license renewals of WFAA Dallas, and KGKO and WBAP Fort Worth, on grounds of failure to serve public interest, was denied last Wednesday by Commissioner Ray C. Wakefield sitting as Motions Commissioner.

The denial was without prejudice to the right of the minister to appear at the hearing scheduled on Sept. 9 and give any "relevant, material and competent testimony he may desire to present, and without prejudice to the right of petitioner to file within five days a motion to enlarge the issues in these cases." Rev. Morris had sought to buy time on the stations in furtherance of the prohibition campaign, on the grounds that the stations accepted beer and wine advertising and that therefore a controversial issue had been provoked [BROADCASTING, Aug. 14].

Vitrophane Expands

VITROPHANE Corp., Brooklyn, following a year of spot radio tests, is starting a spot drive on more than 14 stations in selected major markets on a 52-week basis for its household decorating papers. Campaign calls for live announcements in Italian and Polish on foreign language stations, and transcribed one-minute straight copy commercials in English.

Placed adjacent to popular music daytime programs directed at women listeners, the announcements will run at the rate of about 100 a week on all outlets in markets which will include New York, New Jersey, Boston, Philadelphia, Pittsburgh, Washington, Detroit, Chicago, St. Louis, Minneapolis, St. Paul, Wheeling, Los Angles and Milwaukee. Agency is Rubin & Lesser Adv., New York.

Movies Promoted

BALABAN & KATZ Corp., Chicago, began sponsorship of 13 transcribed one-minute announcements, Aug. 14, promoting two motion pictures, "The Hitler Gang" and "The Angels Sing," to be shown in Chicago theaters, on WMAQ WENR WAIT WJJD WIND, all of Chicago. Agency is M. M. Fisher Assoc., Chicago.

FCC Awards

FELLOWSHIP awards for 11 months' study in the U. S. under guidance of the FCC in the operating and regulating fields of radio communications were made last week by the FCC. Award winners were: Ezequiel Martins da Silva of Brazil and Daniel Sage Mora of Chile. Mr. Martins is Chief of Radio Escuta of Brazil, their equivalent of the FCC's Radio Intelligence Division and Mr. Sage, a resident of Santiago, has charge of radio broadcasts and amateurs in the Dept. of Radio Communications in Chile. These are the first awards made in the FCC project under the Interdepartmental Committee on Cooperation with the American Republics.

Walgreen Spots

WALGREEN Co., Chicago, will begin Oct. 2 sponsorship of a series of one-minute spot announcements six times a day seven days a week, on KOY KTUC KLRA KFEL KLZ WJAX WQAM WFLA WDSU WFBR WJIM WLAV WTOL KOCY KFBI KXYZ KTSA KPAC WRAL WDNC WGBG WIS WFBC WTCN. The 26-week contracts were placed by Schwimmer & Scott, Chicago.

Television Guidebook

CALDWELL-CLEMENTS, Inc., publisher of *Radio & Television Retailing* and *Electronic Industries*, have issued "Get Ready Now to Sell Television", a 196-page guidebook for retailers and distributors.

Sell the Booming Hard Coal Region!

WAZL

Hazleton, Pa.

NBC Mutual

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW



COLONEL B. H. HENSLEY

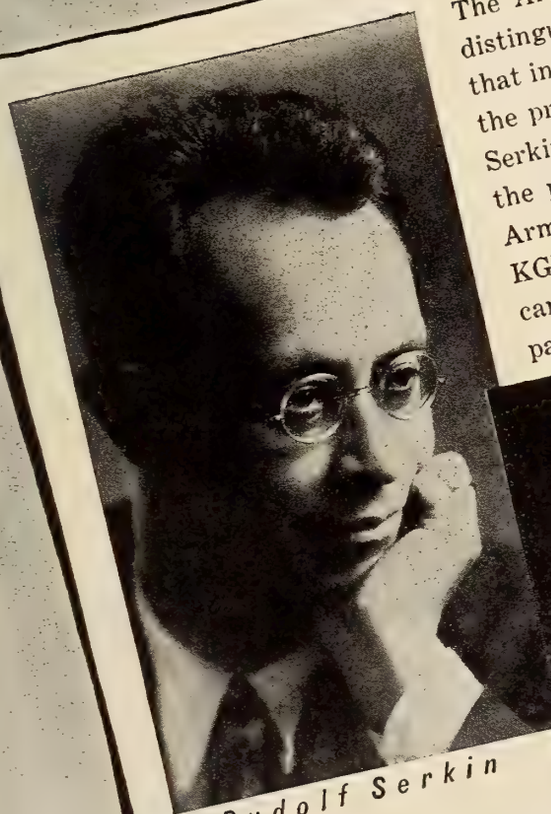
INFANTRY COMMANDING OFFICER

SAYS . . . "During the past two years, through tumultuous months of intensive military recruiting for all branches of the Army, radio station KGW has keynoted our urgent appeals. The unstinted co-operation, the generous contribution of ideas and time and the participation by station personnel on our various Army shows has been a vital factor in the achieving of our recruiting quotas and in the maintenance of a spirit of understanding with the general public."

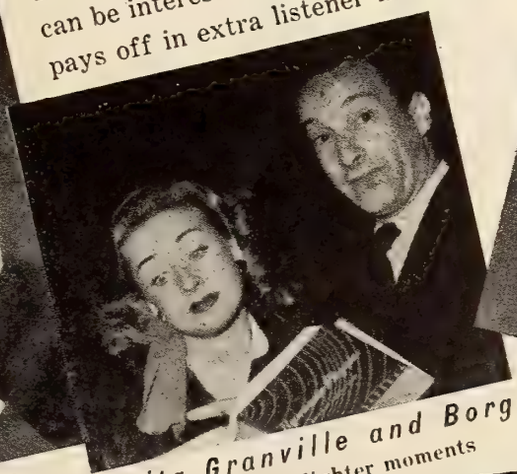


COLONEL HENSLEY

The Army Variety show, which originated on KGW, has featured a distinguished list of guest-star celebrities. Noteworthy is the fact that instead of merely giving interviews, these stars did the things on the program for which they were famous. For instance, Rudolph Serkin, internationally-known pianist, actually performed on the piano. Bonita Granville and Victor Borge guested on the Army Variety show and gave outstanding performances. KGW continues to prove that public service radio programs can be interesting and entertaining—a policy that pays off in extra listener interest.



Rudolf Serkin



Bonita Granville and Borge in one of their lighter moments



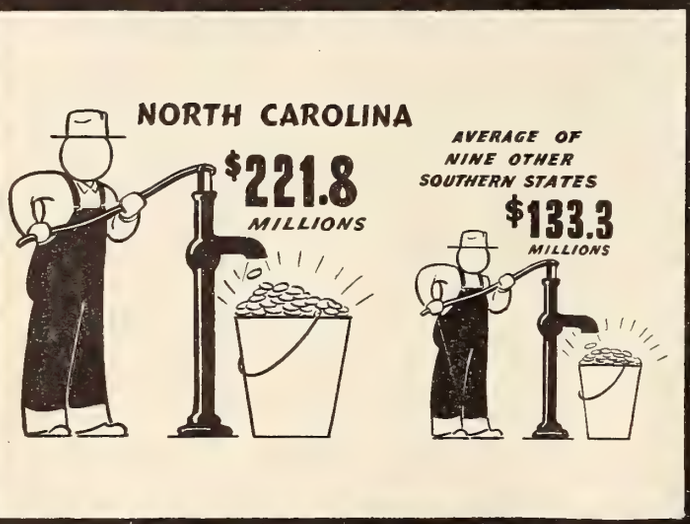
Victor Borge

THE STATION WITH EAR APPEAL

KGW PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

NORTH CAROLINA
IS THE SOUTH'S
No.1 AGRICULTURAL
STATE



WPTF
(CARRYING N.B.C.
WITH 50,000 WATTS
AT 680 K C)
IS NORTH CAROLINA'S
No.1 SALESMAN

WPTF • RALEIGH



FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Purely PROGRAMS

DRUG STORE Cowboy of WFBL Syracuse, feature personality on a program of that name and aired Monday through Friday at 4:30 p.m., visits a local drug store each day before his broadcast and selects a neighborhood youngster from whom he obtains the names of ten other children. Names are read on the program with an invitation to visit the drug store within a half hour for "treats on WFBL". Audience response to date has been 100%.

* * *

Food Show

IN COOPERATION with the National Wartime Nutrition program, Standard Brands and the Red Cross, KROW Oakland, Cal. now carries a weekly quarter-hour feature, *Food for All.* Standard Brands supplies most of the merchandising and promotional material, through a large window card distributed to all bakeries and grocery outlets in the Oakland-San Francisco area. The Red Cross has placed the cards in banks and department stores. Program is heard Tuesday, 6:15-6:30 p.m.

* * *

WIP Salute

SALUTING war plants in its area, WIP Philadelphia last week began a new weekly program entitled *Gimbel's Victory Caravan,* using talent comprised exclusively of plant employes screened by the station's program production staff. A comprehensive promotional plan, including the use of payroll envelope stuffers, announcements over plant public address systems, store displays, and newspaper advertisements, is employed to attract listeners.

* * *

United Nations Series

HOW OCCUPIED countries are fighting common enemies is told in a new series of programs titled *We Will Never Forget,* started on WNEW New York Aug. 6, 9:45-10 p.m. Weekly program is presented in cooperation with the United Nations Information Office and features interviews with three representatives of occupied countries, each contributing a four-minute account of the winning battle against the enemy.

* * *

Capital Interviews

NEW SERIES of transcribed quarter-hour programs entitled *Washington Views and Interviews* with Barnet Nover, *Washington Post* columnist, has been prepared by Frederic W. Ziv Co., New York. Program, which will be made available to stations throughout the country for local sponsorship, will feature the columnist viewing his opinions and interviewing prominent American statesmen.

* * *

WNEW Dramatizations

USING material supplied by the U. S. Marine Corps, WNEW New York now presents a weekly quarter-hour program dramatizing the adventures of combat correspondents, largely newspaper and radio men from the New York area.

CBC Sports

SPORTS show titled *Sports College of the Air* has been started by the Canadian Broadcasting Corp. in conjunction with the YMCA as a Saturday noon-hour network program, with famous Canadian athletes as guest "professors". Any Canadian youth may enroll as radio member and receive literature distributed on various sports matters. Program includes a sports clinic to examine questions sent in by members, a department for sports contests between members, and the study of events famous in the sports world.

* * *

New WAVES Series

NEW transcription series to recruit WAVES, entitled *Something for the Girls,* has been started on KMOX St. Louis. Prepared by CBS in New York and featuring outstanding radio entertainers, the programs are carried on Saturdays at 5:30 p.m. under the direction of Jerry Hoekstra, KMOX War Productions Manager.

* * *

KTOK Audience Show

QUESTION and answer audience participation show, entitled *Passing the Buck,* is making a hit with listeners of KTOK Oklahoma City. Emanating alternately from Tulsa's Air Transport Command and Oklahoma City's Tinker Field. Frank Lynch, m.c., passes out the dollars. Sponsored by Zales Jewelry Stores which operate in 18 Southwestern cities, it is the only commercially sponsored GI show in Oklahoma.

* * *

Old Facts

WEEKLY TOUR through the Prince Albert Museum, reviving the early days of the Old West, is the basis of the new *Forgotten Facts* program on CKBI Prince Albert, Sask.

* * *

Old Records

BORROWED ancient recordings are heard on CJOR Vancouver on a Sunday evening program titled *Remember When?.* Listeners from nearby localities send recordings of old songs to Billy Browne, producer of the program.

SERVICE
on all
RECORDING
PROBLEMS
local or national

COMPLETE
FACILITIES
FOR . . .
• Spot
Announcements
• Remote
Pick-ups
• Full
Air Check
Service

U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.



JOE DINEEN

BOSTON GLOBE COLUMNIST

Exclusive WORL commentator
noted author and reporter

WORL

BOSTON, MASS.



Rex Davis



L. B. Wilson

WC

FIFTY GRAND I



FOUR QUALITIES FOR A SUCCESSFUL RADIO PROGRAM

. . . and WMFM gives you all of them

The sales-stimulating, prestige-building qualities of WMFM programs are due to the four qualities you must have for a top-flight program.

1—Technical Facilities

WMFM is housed in Milwaukee's ultra-modern Radio City, America's finest local radio plant.

2—Appealing Talent

Radio City talent includes a large, versatile staff of musicians, soloists and actors.

3—Exacting Production

The WMFM production staff is composed of FM program pioneers who know how to produce a show that creates maximum effectiveness.

4—Listenership

The people of Wisconsin have eagerly accepted WMFM and superior FM reception. They are an audience that listens and responds.

Put WMFM to work for you. Plan now on including WMFM in your fall schedule. One of the current WMFM programs may exactly fit your needs. If not, our facilities are at your disposal in planning the program you need. Call, write or wire.



WMFM

THE MILWAUKEE JOURNAL FM STATION

Are you taking Advantage of Washington's Greater Market?

Population of the District of Columbia and immediate surrounding counties--1,228,456.*

Federal employees in Washington--270,042.**

Others gainfully employed--306,689.**

NOW take a look at your Standard Rate & Data Book and study the WINX rate card.

Where else can you buy *so much for so little?*

That is the reason that most local advertisers have selected WINX.

Isn't it logical to follow the habit of *the man on the ground floor?*

* Official Census Estimate of Civilian Population Nov. 1943.

** Estimated D. C. Metropolitan Area March 1944.

The Best Test Market at MINIMUM COST

WINX

Washington 1, D. C.

Represented Nationally by FORJOE & COMPANY

Our Respects to

(*Continued from page 36*)

the first commercial program of this type in America.

In 1934 transferred to the station relations department of NBC in New York, but found himself "just plain homesick" and returned to California.

He teamed up with Ralph Brunton, president of the Pacific Agricultural Foundation, then operating KQW San Jose as an independent, along with KJBS, San Francisco, which recently was sold. Mac rolled up his sleeves and went to work.

Within a relatively short time he had established KQW as the spot on the dial for sports listening. Associated Oil Co. was sponsoring the football and basketball games, and General Mills was putting on baseball broadcasts. Football games of St. Mary's, Santa Clara and the other parochial schools in the vicinity were heard exclusively on KQW.

Mac's initiative was rewarded in January 1942 when KQW became the CBS affiliate in the San Francisco Bay area and he was named KQW's vice-president and manager.

The over six-foot Westerner's pet hate is red tape; his pet hobby is boats. Although he calls California home, Milton, N. D., is his birthplace, where he first saw the light Jan. 30, 1899. He now lives in San Leandro with his wife Rozella and their four youngsters.

CRAIG LAWRENCE TAKES WHOM POST

IOWA BROADCASTING Co., which has acquired WHOM as one of a group of five stations in the East and Midwest, to comprise the reorganized Cowles radio group officially took over operation of the New York-Jersey City station last week, with the arrival of Craig Lawrence to start his duties as general manager, and as vice-president of New Jersey Broadcasting Corp., licensee.

Mr. Lawrence will not take up permanent headquarters at WHOM's New York office, 29 West 57th St., until early September, having returned last weekend to Des Moines where he is winding up his business affairs as vice-president and manager of KSO and KRNT. The WHOM office will also be the headquarters of Ted Enns, who will come east at the same time, as representative of all Cowles stations on national sales.

Appointments of Mr. Lawrence to succeed Joe Lang as general manager and of Karl Haase, assistant Treasurer of Iowa Broadcasting Co., as treasurer of New Jersey Broadcasting Corp. are the only personnel changes indicated. Jack Compter, commercial manager, Charles Baltin, program manager, and West W. Willcox, assistant manager, continuing in their posts. According to Mr. Lawrence, the program policy will remain substantially the same.

Personal NOTES

JOHN H. STEINMAN, president of Lancaster Newspapers Inc. and of the Mason Dixon Radio Group (WDEL and WILM Wilmington; WORK York, Pa.; WGAL Lancaster; WAZL Hazelton; WEST Easton; WKBO Harrisburg), has assumed his new duties as director of the Printing & Publishing Division of WPB. He succeeds Arthur R. Treanor, who has resigned to return to the Booth Newspapers in Michigan.

DONALD W. THORNBURGH, CBS Pacific Coast vice-president and a board director of Los Angeles War Chest, has been appointed radio division chairman of Hollywood War Chest campaign.

GEORGE R. JENESON, former member of the sales staff of WSAI Cincinnati, has been named commercial traffic manager at WLW Cincinnati, succeeding Herbert Flaig, who transferred to the WLW Chicago office a short time ago.

DR. JAMES F. BENDER, author of *NBC Handbook of Pronunciation* and director of the National Institute for Human Relations is conducting a regular feature in *Forbes Magazine* titled "Your Human Relations."

DONALD W. CRAIG, formerly salesman of WCLS Joliet, Ill., joined the sales department of KMOX St. Louis.

ROBERT J. CLARKSON, New York manager of the transcription division of Columbia Recording Corp., is the father of a boy.

FORSTER M. COOPER, for the past year sales manager of WOSH Oskkosh, Wis., has resigned to accept an executive position with WOMT Manitowoc, Wis.

WILLIAM S. HEDGES, NBC vice-president in charge of stations, Aug. 13 became the grandfather of a girl, born to his daughter, Mrs. Donald M. Kidder.

DON SEARLE, manager of KGO San Francisco, was married Aug. 8 in Reno to Mrs. Dorothy Wilcox Williamson, his second marriage.

WESTMORE WILCOX Jr., formerly a director of the British War Materials Mission, Washington, has been elected a director of the American Overseas Advertising Service, New York.

MRS. FRED WEBER, wife of the general manager of WDSU New Orleans, is at St. Luke's Hospital, Chicago, recuperating from recent surgery.

CLAIR CHAMBERS, formerly manager of CKSO Sudbury, Ont., has been appointed manager of CJKL Kirkland Lake, Ont. Mr. Chambers started his radio career nine years ago on CJRM, now CKRM Regina, as salesman, announcer and relief operator. In 1937 he was transferred to CKRC Winnipeg, and in 1939 resigned to join CKSO Sudbury. After a year there he moved to CKCW Moncton.

DR. AUGUSTIN FRIGON, acting general manager of the Canadian Broadcasting Corp., Ottawa, is on a tour of western Canadian stations to discuss network problems with private broadcasting station operators.

G. R. A. RICE, CFRN Edmonton, was re-elected president of the Canadian Western Assn. of Broadcasters for the third time at the 10th annual meeting at Banff this month. Directors elected were Gerry Gaetz, CKRC Winnipeg; A. A. Murphy, CFQC Saskatoon; and F. H. Elphicke, CKWX Vancouver.

LESLIE CHOYCE, formerly of McColl Frontenac Oil Co., Montreal (Canadian subsidiary of Texas Co.) is understood to have been appointed general manager of the new 1 kw broadcasting station applied for by the *Halifax Chronicle*. He was for some years a director of the Assn. of Canadian Advertisers.

C. E. HOOPER, head of C. E. Hooper Inc., Aug. 11 conducted a class on the commercial uses of radio audience measurements at the NBC-Northwestern Radio Institute.

EUGENE S. THOMAS, general manager, WOR New York, has been appointed to serve on the Advertising and Selling Course Committee, for the 21st year of the course under the auspices of the Advertising Club of New York. Herbert L. Stephen, news editor, *Printers' Ink*, will serve as chairman for the fourth consecutive year.

HOWARD N. GREENLEE, general manager of WAOV Vincennes, Ind. and Victor H. Lund, manager, have been appointed re-employment committeemen for Knox County Draft Board No. 1.

BIRNEY IMES Jr., owner of WELO Tupelo, Miss. and WCBI Columbus, Miss., has been promoted to Major in the Air Corps, stationed at Key Field, Meridian, Miss. as liaison officer.

BYRON NELSON, account executive of KGO San Francisco, has been appointed sales representative for the Blue network in that city, replacing Gene Grant who has been assigned to the Hollywood office.

NORMAN OSTBY, of the Blue's station relations department, returned to his desk last Monday, following his recovery from an appendectomy.

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station



WGN's FUNNY PAPER PARTY—

a kid show that has stood the test of time

WGN's Funny Paper Party is one of the oldest children's shows on the air, but so excellent is its material that it has never lost its freshness.

Since 1924 the reading of the Chicago Sunday Tribune comics section has been broadcast over WGN. The characters are world famous—Dick Tracy, Orphan Annie, Terry and the Pirates and a host of others.

This program holds a tremendous appeal for the thousands of children throughout WGN's listening area who make the Funny Paper Party a regular Sunday habit.

The Funny Paper Party is another example of WGN's program building resourcefulness and policy of bringing the best in all types of radio entertainment to Chicago and the middle west.

A Clear Channel Station

CHICAGO
50,000 WATTS



ILLINOIS
720 KILOCYCLES

EASTERN SALES OFFICE
220 East 42nd Street
New York 17, N. Y.

WGN

PAUL H. RAYMER CO.
Los Angeles 14, Cal.
San Francisco, Cal.

MUTUAL BROADCASTING SYSTEM

COL. WATSON, ON LEAVE, AT WMBD

LT. COL. BROOKS WATSON, former chief of the Radio Branch, Public Relations, European Theatre of Operations, has returned from London on terminal leave and is serving WMBD Peoria as consultant. He is scheduled to revert to inactive status in October.

Col. Watson, former program director of WMBD, joined the Radio Branch, War Dept. Bureau of Public Relations, Washington, in April 1941, shortly after its organization. He resigned the following October to return to WMBD but at the outbreak of war he was recalled to Washington by Col. E. M. Kirby, chief of the Radio Branch.

In late 1942 Col. Watson was appointed major in the Army Specialist Corps. When that branch was absorbed by the Army he was given similar rank in the service. A short time later he went to London on the radio staff of the ETO. He was promoted to lieutenant colonel and made chief of the ETO Radio Branch early this year. Col. Watson handled the NBC *Army Hour* originations from London.

Col. Watson has made no definite future plans, pending his retirement from active duty. Until then he will serve WMBD as special consultant, according to Edgar L. Bill, station president.

Capt. Guthrie Missing

CAPT. WALTER RUSSELL GUTHRIE, son of Frederick P. Guthrie, the Washington manager of the Radio Corporation of America, has been reported missing in action. Capt. Guthrie was en route to an assignment in the Asiatic Theatre when his ship was torpedoed in the Indian Ocean.

ARTURO TOSCANNINI will interrupt his summer vacation to conduct two concerts of the General Motors Symphony of the Air on NBC Sunday, 5-6 p.m. in honor of the Allied forces overseas. Broadcasts are scheduled for Aug. 27 and Sept. 3.

BEHIND the MIKE

CLARA CROSS, secretary to Helen Sioussat, CBS director of talks for the past two years, has been named assistant to Miss Sioussat. Lucille Van Urgg, formerly with *Look* magazine as associate editor and more recently as picture editor, has joined CBS as assistant producer in the network's television station, WCBW.

ALLAN BLACK, announcer at WEVD New York, has joined WQXR New York.

TERESA MORGAN, formerly script writer for Harry Jacobs Productions, New York, is serving with the American Red Cross in the China-Burma-India theatre.

CHARLES HERBERT, CBS producer, is joining N. W. Ayer & Son, to produce from Hollywood *The Electric Hour* on CBS under sponsorship of a group of utility concerns.

Joseph Sampietro

JOSEPH SAMPIETRO, veteran radio musician and musical director of KOIN Portland, Ore., since 1930, died of a heart attack Aug. 9 in Portland. Mr. Sampietro was born in Wellington, B. C. and came to Portland early in life. Later he studied in Turin, Italy. A veteran of the first World War, Mr. Sampietro served in the Navy as a musician.

LES DAMON, formerly the detective in *The Adventures of the Thin Man* on CBS, now a private in the Army, is serving as m.c. on the Army's *Visiting Hour* program on CBS, broadcasting from service hospitals is this country.

DICK DeFORRESTO, former NBC production man, has succeeded Vincent Pote as assistant night manager at WHN New York. Mr. Pote has joined WMCA New York as assistant program manager.

HELEN TAYLOR, who has been heard on WOR and WHN New York, has joined WPAT Paterson, N. J. as director of Women's activities. She conducts a daily program *Luncheon With Helen*, formerly conducted by Helen Leighton.

MAC BUSCH, formerly with WAIR Winston-Salem, has joined the announcing staff of WPTF Raleigh, N. C., replacing Phil Smith, resigned.

STANLEY LONERGAN, formerly of WAAF and WGN Chicago as junior announcer, has rejoined the WGN staff as announcer.

DALE MORGAN, announcer at KRNT-KSO Des Moines is to transfer to the New York headquarters of the Cowles organization, where he will be an announcer and handle special events at WHOM Jersey City.

CHARLES D. MILLER, former program director at KFAB KFOR Lincoln and at WING Dayton, has been named program director of KRNT Des Moines, replacing Edmund Linehan, who has resigned to join KSO Des Moines.

VIRGINIA WEST has been named press department head of KECA Los Angeles recently acquired by Blue Network. Additional appointments include Katherine Calvert, continuity editor and Dorothy Haugh, commercial traffic manager.

JACK CLEARY, Melvin Stewart, Leigh Hunt and Bill Reynolds comprise the new announcing staff of WHAT Philadelphia.

MARGARET LABBITT, former announcer of WSUI U. of Iowa, has joined WFIL Philadelphia, to take charge of music programming.

ARCHIE HALL, released by the Army Air Forces, has rejoined KMPC Hollywood as writer and newscaster.

CAPT. TOM McKNIGHT, after nearly two years with Armed Forces Radio Service, Hollywood, is on terminal leave until Sept. 5 when he returns to civilian radio production.

JOHN ZOLLER, NBC Hollywood producer, is the father of a boy.

DON MURPHY, Mutual commentator, interviews Lefty Gomez, baseball star, and Lt. Denny Leonard, Marines, in a film short titled "G. I. Sports" which will be released the last of August.

BILL ARRINGTON, formerly program director at WGBR Goldsboro, N. C. has been promoted to pharmacist mate, 2/c in the Navy, attached to the Marine Corps overseas.

RAY OLSON, WOW Omaha production manager, is the father of a girl.

BILL BURNETT, formerly at WHAS Louisville, has joined the annuoncing staff of WIS Columbia, S. C. Miss Maryland Wilson is another new member of the WIS staff.

ALL RECORDS IN THIS ALBUM MAY BE PERFORMED UNDER BMI LICENSE

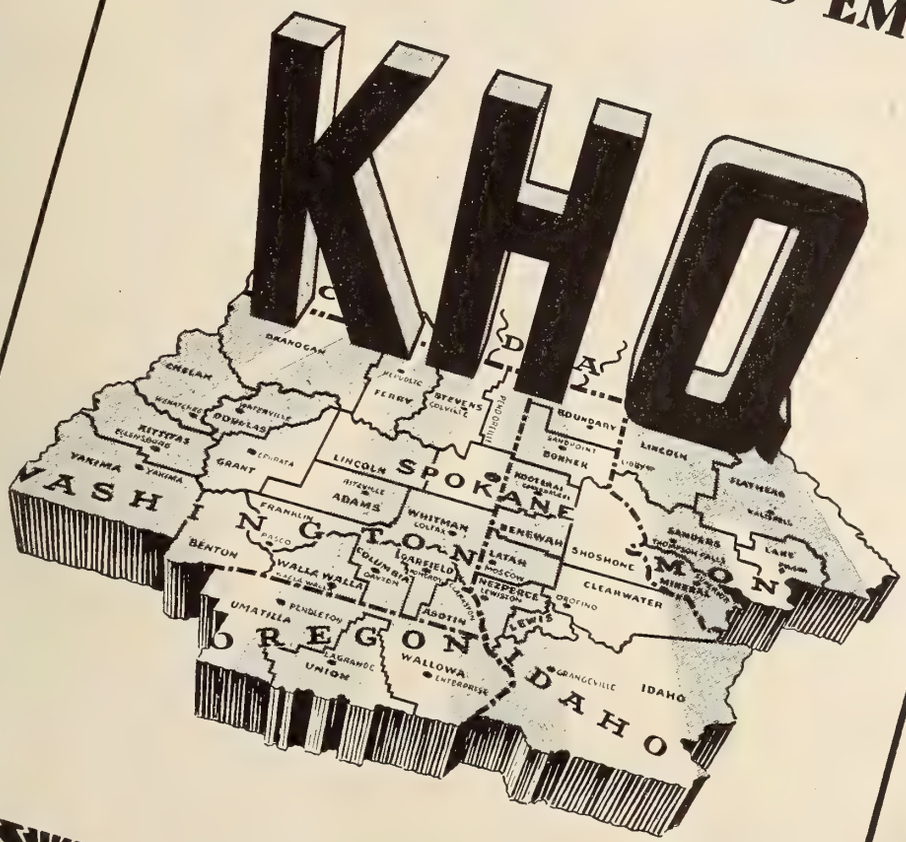


BMI

NEW YORK CHICAGO HOLLYWOOD

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE

KHQ



5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Blankets "in the rough." Grown in the Inland Empire, they're bound to be good. Such resources, plus cheap, hydro-electric power, make manufacturing increasingly important, attracting new capital and people in this area. Spokane's population alone has grown more in the last 20 months than it had in 30 years. KHQ's importance, too, is growing because of its *complete* coverage at a cost of just one medium.

NBC BASIC STATION
WDEL
1150 KC
Wilmington, Delaware
5000
WATTS
DAY & NIGHT
REPRESENTED BY
RAYMER

ARTHUR MUTH and Gene Martin are two new writers in the WLW Cincinnati news room. Mr. Muth was formerly with the *Cincinnati Post*, while Mr. Martin comes from WFAA Dallas where he was news editor.

HERB (Happy) HAYWORTH, announcer at WOWO-WGL Ft. Wayne, Ind. in September celebrates his 14th year with the stations.

MAC PREUSCH is new program director at KSAL Salina, Kans., replacing Herb Clark who has left to join WSAI Cincinnati.

KEITH SANDY, new to radio, has joined CKWS Kingston, Ont.

RON DEACON has rejoined CKY Winnipeg, as announcer, after being released by the Canadian Army for medical reasons.

FLIGHT LT. CALVIN PEPPLER, Royal Canadian Air Force, formerly of CKY Winnipeg, has been reported a prisoner of war, following air operations in northern Italy.

MARY WILSON, former assistant, has been named head of the WBBM Chicago FM transcription department.

JERRY SAXON, former announcer at WAIT Chicago, has joined WJJD Chicago.

FRANK KORCH, released by the Army, has joined the WBBM Chicago news writing staff. Prior to his army career, Mr. Korch was sports editor of *Collier's* news bureau in Chicago.

DONALD MacLEAN, formerly writer-producer of NBC, has joined Visual Education Film Productions as director of its newly organized branch, Hollywood Screen Test Bureau, 1717 N. Vine St., Hollywood.

BETTY LAWTON, formerly in the advertising department of the J. C. Penney & Co. has joined the continuity staff of KDYL Salt Lake City, Utah.

JIM KELLY, announcer at KWIL Albany, Ore. has been inducted into the Army.

Miss Gertrude Scanlon
Batten, Barton, Durstine & Osborn, Inc.
New York, N. Y.

Dear Gert:

There's no doubt about it, Gert! Having our own war correspondent in the European Theater is the "mightiest" thing this network has ever done. I just wish you could listen in on our switchboards after Howard Chernoff has completed one of his trans-Atlantic broadcasts, or after one of his recorded interviews with West Virginians over there has been broadcast. The calls "roll" in expressing appreciation, eagerly seeking the time of the next broadcast, or giving us further names for Chernoff to contact in England or France. It's the "jack-pot" of goodwill we've hit with this promotion—it's tops in public service!



Regards
Yours,
Algy

The W. Va. Network
WCHS Charleston WPAR Parkersburg
WSAZ Huntington WBLK Clarksburg

Ervin Lewis in Britain As Radio Correspondent

ERVIN LEWIS, associate news editor WLS Chicago, arrived last week in Great Britain, where he will serve as a special correspondent for WLS Chicago, KTUC Tucson, KSUN Bisbee-Lowell, KOY Phoenix.



Mr. Lewis

Mr. Lewis will interview servicemen and women from the West and Midwest, via shortwave and transcription for WLS and the Arizona Network. He also will write for the *Arizona Farmer & Prairie Farmer.*

Mr. Lewis formerly was city editor of the *Daily Current-Argus*, Carlsbad, N. M. and for four years was news editor and announcer at KTUL Tulsa, before joining WLS in 1938.

Lt. Charles Swallow

LT. CHARLES SWALLOW, 21, son of John W. Swallow, head of Television Enterprises Inc., Hollywood, and former NBC western division program director, was killed Aug. 9 in crash of a B-24 near Kiowa, Col.

ROBERT PETRANOFF, Indiana U. student announcer at WAOV Vincennes, Ind., left Aug. 15 to return to college.

TOM LANGAN, formerly in NBC's script department, has joined Foote, Cone & Belding, New York, as a continuity writer.

JOHN SCOTT, announcer, of WOR New York, and Frances Allen, editorial writer of the *Ladies Home Journal*, will be married in New York Sept. 10.

BILL TAYLOR has been transferred from the engineering staff of WOR New York to the production department as late night supervisor and news editor.

JOHANNES STEEL, WMAC New York commentator, will go to Washington this week to cover the four-power conference, Aug. 23-25 in his regular broadcast period 7:30 p.m.

JULES ALBERTI, managing director of Constance Bennett's business and professional activities, has been appointed director of National Radio Actitives for National Dog Week, Sept. 17-23.

Cassidy Pickups

IN THE European Theater of Operations as a WLW war correspondent, James Cassidy is now being heard Mondays through Fridays at 10:30 a.m. (EWT) over the Cincinnati station in programs of special interest to midwestern listeners. Cassidy, director of international broadcasts and special events for WLW, is discussing such things as civilian morale and robot bombings on the broadcasts, which are being shortwaved to WLW by the BBC.

BILL BALDWIN, special features reporter of KGO San Francisco, has been assigned to the overseas staff of the Blue's news and special features division for service in the Pacific.

CARYL COLEMAN, effective with appointment of a successor, has resigned as Blue western division assistant program director and will establish his own Hollywood radio production unit.

PETER HARKINS, writer and producer, has joined the script division of NBC as comedy writer. He was at one time with the Office of Education in Washington.

ARNOLD LOWE, formerly at WWRL Woodside, L. I., has joined the announcing staff of WNOX Knoxville, Tenn.

THERESA WATSON, formerly with Ruthrauff & Ryan in Houston, Texas, has joined the publicity staff of WFBL Syracuse.

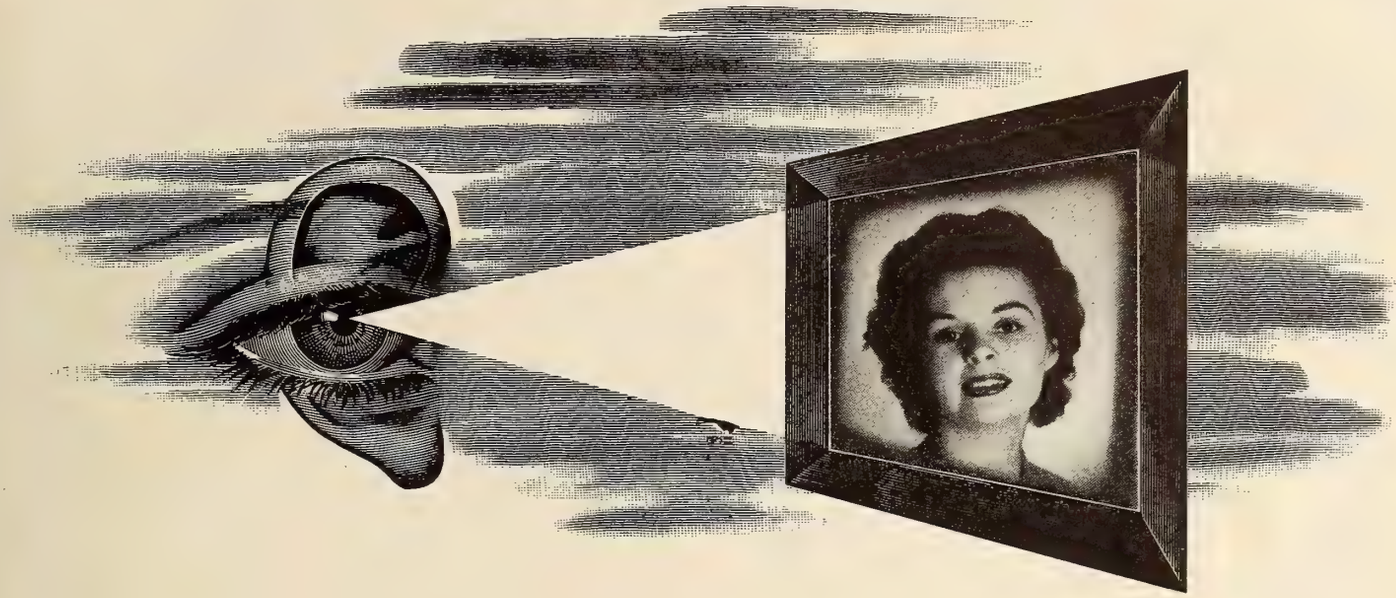
JIM DeLINE, chief announcer at WFBL Syracuse, has been promoted to assistant program director.

JAMES H. GARRETT, announcer of WDRC Hartford, married Helen Dessereau of New Haven on Aug. 1. Rev. Charles Graves, WDRC public service counsellor officiated.

WLW Names Two

MAJ. GEN. E. Edmonds (Ret.) and former managing editor of the New Orleans *Times-Picayune* has been added to the staff of WLW Cincinnati, as military news analysis, conducting the weekly Sunday evening feature, *It Happened There.* Robert Parker, European war correspondent, author of *Headquarters Budapest*, is another newcomer to the WLW news commentator staff. Mr. Parker will be heard on the WLW-NBC *World Front* news discussion Sundays at noon and on his own program Mondays through Fridays, 7:15 p.m. and Saturdays 5:30 p.m.

WAKR
TOWERS OVER AKRON
Basic Blue Network
5000 WATTS · DAY & NIGHT
WEED & CO., National Representatives



S + S = $

The dollar sign is the answer. It completes the well-used television formula S + S, or Sight plus Sound, and it's a rather dramatic way of saying that television will bring profit to you.

S + S = $ has been just a promise for a long time. But it's due to become a reality now.

You're informed on television, of course, or you wouldn't be reading this publication. But is "being informed" enough? Isn't it high time for action... for constructive planning?

DuMont will fill this need for planning—with the DuMont Equipment Reservation Plan. There are other prospective telecasters in your area, so send for this plan. It contains cost estimates... offers our arrangement for *reserving* your equipment, custom-building your transmitting set-up and training your personnel.

The demand for television time will soar after victory. There'll be a peacetime scramble to be "first with television," because S + S = $.

DuMont's extensive specialized experience in precision electronics, in television station construction and management is at your command... in the DuMont Equipment Reservation Plan.

Copyright Allen B. DuMont Laboratories, Inc., 1944

DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

FCC Orders Allocation Study

(*Continued from page 18*)

mum demands or requirements of the various radio services could not be met through allocation of the present usable spectrum.

He reiterated reasons cited by IRAC for elimination of direct shortwave broadcasting in the plan, pointing out that in the 3.5 to 18 mc range, useful for long distance communication, the present assignments of the United States, Great Britain and Russia would absorb most of that span. He thought that from 18 to 25 mc might be assigned for shortwave if engineers felt efficient operation could be maintained.

Apropos of television, Comdr. Craven thought the IRAC plan of providing nine 6 mc channels between 54 and 108 mc was adequate, in view of the proposal that thirty 16 mc channels between 460 and 956 mc are provided for color television and that eventual use of an additional 16 mc channel between 508 and 524 mc is indicated when that band no longer is required for navigational aid. He asserted that the lower portion of the spectrum was only temporarily earmarked for television and that the RTPB panel expects video to go to the higher ranges.

Dr. B. E. Shakelford, of RCA, and Robert Shelby, of NBC, commented that the meager space allotted to television in the lower portion might tend to prevent introduction of full-scale television after the war. Previously William B. Lodge, acting director of engineering of CBS, had applauded the IRAC plan, pointing out that his company was interested in development of high-definition color television in the upper portion of the spectrum.

Mr. Cohan, who had vehemently protested the IRAC plan because of failure to provide for direct international broadcasting, stated following the Aug. 11-12 sessions that in his judgment IRAC 'not only fell down dangerously on its job, but if its report had been accepted by broadcasters without the strong arguments of only two of them (Mr. Lemmon and himself), IRAC would have caused the confiscation and wreckage of a ten million dollar, ten-year-old potent and forceful industry."

Text of the FCC order follows:

WHEREAS, the Commission is authorized and required by Section 303(c) of the Communications Act of 1934, as amended, to "assign bands of frequencies to the various classes of stations"; and

WHEREAS, the Commission is further authorized and required by Section 4 and 303 of the Communication Act of 1934, as amended, to "classify radio stations" and "prescribe the nature of the service to be rendered by each class of licensed stations"; "assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate"; "determine the location of classes of stations or individual stations"; "regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station"; "make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations"; "study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest"; "establish areas or zones to be served by any station"; "make such rules and regulations and prescribe such restrictions and conditions * * * as may be necessary to carry out the provisions of" the Communications Act, "or any international radio or wire communications treaty or convention"; and, "for the purpose of obtaining maximum effectiveness from the use of radio * * * in connection with safety of life and property * * * investigate and study all phases of the problem and the best methods of obtaining the cooperation and coordination of these systems"; and

WHEREAS, the Commission, the other interested Government departments, and the radio industry all recognize that a complete review of present allocations of bands of frequencies in the radio spectrum is necessary as a result of the important advances in the radio art which have been made during the war and the greatly increased demands for the use of radio; and

WHEREAS, it is essential in the interest of orderly planning that frequency allocations be determined before the manpower, materials and manufacturing facilities now devoted to war production become available for the production of civilian equipment; and

WHEREAS, the Commission, the Interdepartmental Radio Advisory Committee, and the radio industry, represented chiefly and the Radio Technical Planning Board, have for some time been conducting studies looking toward the reallocation of frequencies to the various services operating in the radio spectrum; and

WHEREAS, the Department of State has recently held conferences with interested agencies and parties and has announced that it desires that recommendations with respect to international agreement for the allocation of radio frequencies be available by December 1, 1944; and

WHEREAS, it is essential that the frequency requirements of the United States be determined before appropriate recommendations can be made looking toward international agreements; and

WHEREAS, the Commission is of the opinion that the most effective manner of discharging its responsibility for securing the data necessary to determine the frequency requirements of the United States non-governmental radio services is to hold formal hearings at which all interested persons may present their views;

NOW, THEREFORE, IT IS ORDERED this 15th day of August, 1944, that a hearing be held before the Commission *en banc* commencing at 10:30 a.m. on September 28, 1944, at the offices of the Commission in Washington, D. C. for the purpose of:

(1) Determining the present and future needs of the various classes of non-governmental services for frequencies in the radio spectrum from 10 kilocycles to 30,000,000 kilocycles with the view of ultimately assigning bands of frequencies to such services;

(2) Securing for the public and the Commission a clear understanding of the conflicting problems which confront the industry and the regulatory body in the application of frequencies to the service of the public;

(3) Encouraging experimentation along such lines as may be justified from the evidence presented at the hearing;

(4) Considering the allocation of frequencies to be proposed by the Radio Technical Planning Board;

(5) Considering the proposed allocation of the Interdepartmental Radio Advisory Committee dated June 15, 1944, insofar as it pertains to allocations to non-governmental services; and to obtain full information as to what recommendations the Commission should make to the Interdepartmental Radio Advisory Committee with respect to possible conflicts between the requirements of the non-governmental radio services and the proposed Interdepartmental Radio Advisory Committee allocations to the Government radio services;

(6) Assisting the Government in its preparations for future International Conferences;

(7) Determining what recommendations, if any, the Commission should make to the Congress for the enactment of additional legislation on the matters covered by this order.

IT IS FURTHER ORDERED, that persons or organizations desiring to appear and testify shall notify the Commission of such intention on or before September 11, 1944, stating the names of all witnesses who will appear, the topic each will discuss and the time expected to be required for the testimony. Persons who intend to testify at the hearing should prepare exhibits which show the requirements for frequency bands and positions in the frequency spectrum for the service to which their testimony is directed and five copies of each exhibit should be furnished the Commission on or before Sept. 20, 1944.



DIXIE'S 24 hour station

Exclusive Memphis Station to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour

WHBQ

your MUTUAL friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

TRI-CITIES



One Market...200,000 Pop.!

Just as the fingers form the hand to make one unit, Rock Island, Moline, and Davenport, joined together, form one big market . . . larger than Nashville, Des Moines, or Grand Rapids! TRI-CITIES is a sales leader, too . . . here families spend 23% more than the U. S. average . . . factory payrolls total nearly a BILLION dollars annually. So get "next" to these prosperous people with your sales message. Call on this popular "right-at-home" salesman. . . .

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

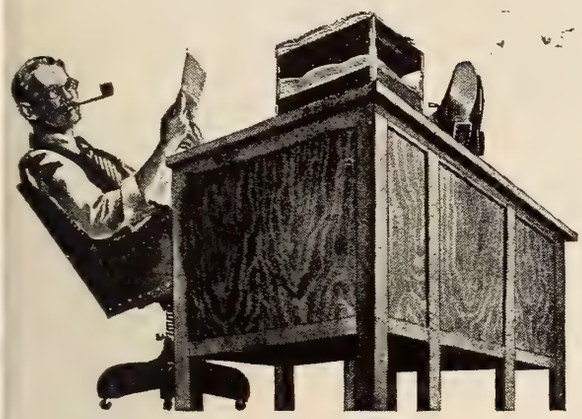
NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS

IT'S A WIZE ADVERTISER WHO USES THE SPRINGFIELD, O. MARKET



THIS ONE DID!

THE GILBERT SHOE COMPANY
210 EAST TOWN STREET
COLUMBUS 15, OHIO

May 25, 1944

Mr. Reggie Martin
Radio Station WIZE
Springfield, Ohio

Dear Mr. Martin:

Having been a consistent user of radio time for many years for our five stores, we thought we had achieved a knowledge of just how effective this medium was ... that is until we started using your station.

As you know, we have increased the number of spots from time to time to the place where almost all of our promotion effort in the Springfield market is confined to radio.

Although the past two years have been rather difficult due to shoe ration, we can truthfully say the results achieved through our spot announcements have been outstanding.

Very truly yours,

Sam Sherman

Sam Sherman
District Manager

SS:rd

★ *Blue Network* ★

WIZE
Springfield, Ohio

WEED & CO., NATIONAL REPRESENTATIVES

The above letter is typical of many we have in our files telling of the performance of WIZE as an advertising medium. Stories of advertisers using WIZE exclusively and doing an outstanding job economically and effectively. Remember, WIZE, is the advertising voice of Springfield . . . no other medium or outside station can fully reach this market.

Write today for availabilities.

FIRST
with NATIONAL SPOT and LOCAL TIME BUYERS
Not just this year— But, every year, Continuously
WRC
Represented by NBC Spot Sales
Washington

Radio Advertisers

LITTLE CROW MILLING Co., Warsaw, Ind., will begin sponsoring quarter-hour program, *Ol' Timers*, featuring Hal O'Halloran and Joe Rockhold, Oct. 2, five times weekly, 7:45-8 a.m., on WLS Chicago. Contract, for 26 weeks, was placed through Rogers & Smith Adv., Chicago.

ATLANTIC BREWING Co., Chicago (Tavern Pale Beer), renewed sponsorship of thrice-weekly, quarter-hour program, *Just for Fun*, featuring the Vagabonds, for 13 weeks, effective Aug. 7, on WMAQ Chicago. Agency is Campbell-Mithum, Chicago.

EMBASSY DAIRY Co., Washington, has renewed *Once Upon a Time*, live dramatic children's show, on WINX Washington for 13 weeks. Program is heard Saturdays 12:45-1 p.m. Agency is Lewis Ryan Adv., Washington.

COOLERATOR Co., Duluth, Minn. (refrigerators) has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Radio plans are said to be considered.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
N. B. C.
MISSISSIPPI
BUSINESS UP
223%

Using 1939-40 as 100 per cent, or normal, Mississippi business is up 223 per cent—averaging 13 per cent better each month during the 12-month period ending June 30, 1944.*

There are many reasons behind this constant upward trend of business in the "Magnolia State". Three of them are: Increased agricultural production, industrial activity, and the new sensational oil development. This latter promises to make Mississippi one of the greatest oil producing states in the Union.

Business in Mississippi will continue good, during and after the war. And WJDX—"the voice of Mississippi"—continues to DOMINATE this profitable and growing market.

*Mississippi Business Review.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Omit Flowers

"OMIT THE flowers . . . but remember, WWJ, America's pioneer broadcasting station, is beginning its 25th year as Detroit's first station," runs copy of an ad of WWJ Detroit, which shows a basket of flowers with a congratulatory card attached. George P. Hollingbery Co., advertising representative for WWJ, also is mentioned in the copy.

WESTERN UNITED DAIRY, Chicago, started sponsoring 39 time signals, thrice-weekly, Aug. 14, for 52 weeks on WMAQ WGN Chicago. Agency is Olian Adv., Chicago.

CHICAGO BOARD OF Underwriters, Chicago, on July 29 began one 25-word announcement, Saturdays 6:30 p.m. (CWT) on WLS Chicago. Contract, for 26 weeks was placed by Cunnyngham Adv. Co., Chicago.

CAL-WESTERN MFRS., Los Angeles (liquid cleaner), in a test campaign, on Aug. 8 started using weekly station break announcements on KECA Los Angeles. Agency is Pacific Adv. Service, Los Angeles.

HIRAM WALKER Inc., Detroit (Imperial whisky) has appointed Foote, Cone & Belding, Chicago, to handle its advertising as of August 4th. No radio is planned at present.

SERVEL INC. has appointed Gilbert Schade to the advertising and sales promotion department. Mr. Schade was formerly with United Aircraft, Silex Coffeemaker Co. and the John B. Fairbairn Agency of Hartford.

BRYS, Memphis department store is sponsoring two programs, *Spotlight on Rhythm* heard Monday through Friday and a weekly evening show, *Wednesday Evening at Home* on WHBQ Memphis. Perel & Lowensteen, Memphis jewelers, is sponsoring the *Voice of Experience* weekly quarter-hour transcribed show and J. Goldsmith & Sons is sponsoring *Betty & Bob*.

M. LOUIS PRODUCTS Co., New York (Eggnog Shampoo), has named Hirshon-Garfield, Inc., New York as advertising representatives. Plans are said to include radio.

STANDARD RADIO, Hollywood, arranged 1177 transcriptions of animated cartoon artist, Walt Disney's musical score, *"The Three Caballeros* for distribution to radio stations throughout North and South America, and versions in English, Spanish and Portuguese, are being shipped to England, Australia, India, Spain and Portugal.

General Foods Lineup

GENERAL FOODS Corp., New York, in resuming *Maxwell House Coffee Time* on NBC Thursday, 8-8:30 p.m. Aug. 31, with Frank Morgan as star will present a show built around "The Mighty House of Morgan," with Robert Young as m.c. and supporting cast including Cass Daley, as Morgan's niece, Eric Blore, as butler, and Carlos Ramirez, baritone, as a Latin-American protege. Al Sack's orchestra will supply the music, with Miss Daley and Mr. Ramirez doing the vocals. Harlow Wilcox continues as announcer. Title of General Foods new CBS program featuring Fanny Brice, formerly starred with Frank Morgan on NBC will be *Toasties Time*, and will be heard on CBS 6:30-7 p.m., starting Sept. 17. Agency is Benton & Bowles, N. Y.

HISTEX Corp., Chicago, on Aug. 14 started 46 spot announcements for three weeks on WLS Chicago through Roche, Williams & Cleary, Chicago.

PABST SALES Co., Chicago, has changed the title of its CBS program from *Blue Ribbon Town* to *The Kenny Baker Program*, following selection of the singer as star of the show to succeed Groucho Marx.

ORANGE CRUSH Co., Chicago, has named J. Walter Thompson Co.'s office in Santiago, Chile, to handle advertising in that country for Orange Crush, soft drink.

FORD MOTOR Co., Detroit, has appointed the Buenos Aires office of J. Walter Thompson Co., New York, to handle its Argentinian advertising, effective Oct. 1.

CALTEX KNITTING MILLS, Los Angeles, has appointed John H. Riordan Co., Los Angeles, to direct its advertising.

McCALL Corp., New York, has appointed Grant Adv., New York, to handle advertising for *Redbook*.

CAMPBELL SOUP Co., Camden N. J., as part of a spot campaign for its soup products, has signed a 52-week contract with WQXR New York for a total of 63 station breaks weekly, effective Oct. 1. Agency is Ward Wheelock Co., Philadelphia.

GENERAL FOODS Corp., New York, has signed a contract with WQXR New York for a thrice-weekly quarter-hour luncheon concert to promote Bakers Cocoa starting Oct. 30. Future radio advertising plans for the product have not been determined.

SHART & SHEARER, Reading, Pa., has appointed Blaine Thompson Co., New York, to handle advertising for Sharp's Cough Drops. National Spot campaign starts Oct. 21.

1480 Kilocycles
Full Time Operation
WHOM
FOR BETTER THAN AVERAGE RESULTS
Joseph Lang, Gen. Mgr.
New York Studios: 29 West 57th Street, New York City



YOU CAN BE "TOP KICK" IN A MARKET OF A MILLION!*

There is an easy way to get the kind of rating you like with the kind of audience you want. Use WFBR . . . with confidence!

Our solid standing with the Baltimore radio audience wasn't handed to us on a silver platter. 22 years of sincere public service did it . . . and the kind of programming that makes Baltimoreans feel that WFBR is their own station.

But that isn't all . . . our audience has also come to know the station *personally*. Over 75,000 visit our big, comfortable, modern studios every year. *No other Baltimore station can make this statement!*

Our public relations job is tops, too. So good that Baltimore Radio Editors and "Billboard" magazine recently rated us *first* in Baltimore! Yes, our audience believes in us. That is why you can be "top kick" in this market of a million . . . when you use WFBR.

•

RADIO CENTRE, BALTIMORE-2, MARYLAND
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!



NOT THIS!

Time is not bought by the flip of a coin, nor do listeners tune in their radio programs by that method. It's the flip of the dial, rather than the coin, that makes or breaks radio campaigns.

SO WHAT?

Just this! That experience, rather than chance, has made WMMN the favorite radio station among a million or more people who make up one of America's Greatest Direct Response Audiences.

WE GET RESULTS!

ASK A BLAIR MAN

Columbia Network

5,000 WATTS — A FORT INDUSTRY STATION

WMMN

FAIRMONT, W. VA.

Agencies

E. L. BAUMILLER, assistant media director of Pedlar, Ryan & Lusk, New York, for the past two years, has been appointed media director, in charge of all radio and publication media buying. Before joining PR&L, Mr. Baumiller was associated for 11 years with McCann-Erickson Inc., New York, where he spent most of his time as buyer in the media department. Agency's radio executive setup now includes, in addition to Mr. Baumiller, Ted Sisson, as radio director, and Mary Dunlavey, as chief timebuyer.

MIGUEL DE LA CRUZ, formerly a writer at NBC and associated at one time with the Chilean Line, has joined J. Walter Thompson Co., New York. He has left for the agency's Chilean office where he will serve as assistant manager. Robert T. Lund, account representative in the agency's international department, left last week for Cuba and Central America, where he will confer with distributors of products handled by JWT on advertising activities, and will make a general survey of markets and media including radio.

PERSONAL PRODUCTS Corp., New York, has appointed N. W. Ayer & Son, New York, to handle advertising for Loress Facial Tisues.

NEG MOONETT, former San Francisco writer-producer, has joined Dan B. Miner Co., Los Angeles agency, as continuity head and producer.

LYNNE IVERSON CARNELL, formerly with Donald K. Morrison and J. R. Hamilton agencies, Chicago, recently joined the copy staff of Lawrence I. Everling, Philadelphia.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER April-May, 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

TAKE A LOOK AT THE RECORD
That's All We Ask!

WGRC Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith • National Representatives



PORING OVER promotion presentations submitted by Blue Network stations for the *Breakfast Club* contest, in which first prize of $500 in war bonds was awarded to WISH Indianapolis, are (l to r) judges John Urice, account executive of J. Walter Thompson Co.; E. J. Huber, sales promotion manager of the Blue central division; William Kutsch, advertising manager of the Hammond, Ind. bacon division of Swift & Co.; Don McNeill, m.c. of the *Breakfast Club*; E. R. Borroff, vice-president in charge of the Blue central division; Merritt R. Schoenfeld, assistant general manager of the Blue central division; Joe Hartenbower, sales manager of central division of the Blue Network.

WINIFRED LENIHAN, producer at the Blue Network, is joining the daytime radio program division of Young & Rubicam, New York, in a story-editor capacity. She will serve as assistant to Car Irwin, director of daytime radio.

ROBERT NYE, Hollywood producer of Foote, Cone & Belding and son of Senator Gerald Nye, married Betty Brewster of that agency in Glendale, Cal., Aug. 11.

NEAL NYLAND, formerly advertising manager of Nash Motors Corp., previously in charge of advertising and public relations of the Plymouth division of Chrysler Corp., has joined Benton & Bowles, New York, as an account executive. He will work on the Bituminous Coal Institute account.

ERIC AINSWORTH, formerly in charge of merchandising and research operations of Benton & Bowles, New York, more recently associate advertising manager of Schenley Distillers Corp., New York, has joined Duane Jones Co., New York, as merchandising director.

EDWARD M. CHAFFEE, representative of N. W. Ayer & Son, has transferred from the agency's Philadelphia office to the Detroit office.

ART DALY, West Coast manager of William H. Weintraub & Co., is the father of a boy.

DONN DeESSEE has succeeded Jay Hulbert as account executive of McCann-Erickson, Portland, Ore. Latter resigned to become associated with advertising department of Safeway Stores Inc.

Y & R Names Two

YOUNG & RUBICAM, New York has named Harold E. Weinholtz, formerly in the Philadelphia office of N. W. Ayer & Son, as space buyer and forwarder. In his new post Mr. Weinholtz will devote his entire efforts to handling and placing of export advertising. At the same time, Young & Rubicam appointed William D. McCuaig to the international division as contact man and consultant on Latin American radio. Mr. McCuaig comes directly from the Algiers outpost of the OWI.

KANSAS CITY branch of Abbott Kimball Co., New York, which took over the David B. Mindlin Advertising Agency [BROADCASTING, July 17], will be known as the Abbott Kimball Co. Inc. of Missouri, with Mr. Mindlin serving as president. Accounts and personnel of the Kansas City agency remain the same. Abbott Kimball moves its Chicago offices from 1443 Merchandise Mart to 333 N. Michigan Ave.

MRS. PEARL B. CAMERON, formerly in charge of all advertising production for Union Oil Co. of California, has been appointed production manager of West-Marquis, Los Angeles agency. She succeeds Dorothy Freeman, now production manager of Hillman-Shane-Breyer.

JOHN M. LUPTON, formerly advertising and sales promotion manager of Associated Business Papers, has organized the John Mather Lupton Co. as an agency specializing in industrial accounts.

JOHN PEARSON Co., Chicago, has assumed representation of KWNO Winona, Minn., 250 w, 1230 kc, and KWLM Willmar, Minn., 250 w., 1340 kc.

WWL NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK

Represented Nationally by John BLAIR & CO.

KXOK

ST. LOUIS, MISSOURI

Philip Laeser Is Named To New WMFM Post

PLANNING for Postwar television, the *Milwaukee Journal* has appointed Philip Laeser as FM-Television Engineering Supervisor. Mr. Laeser is a former WMFM transmitter supervisor for the Journal. Alva Van Alstyne, who was previously a WMFM transmitter engineer is now WMFM chief transmitter engineer.

The *Journal* started experiments with television in 1931, on the top floor of a Milwaukee hotel. In February, 1941, an experimental television license, W9XMJ was granted. A television tower was added to the Journal's Radio City in 1942, with complete facilities for control room and studios.



DONALD I. MASSEY, formerly of the transmitter maintenance staff of WPTF Raleigh, N. C., has been added to the station's control room staff.

JULIAN BRUCE MYERS, for the past several years a monitoring officer for the FCC, has joined CBS technical operations department as a maintenance and construction technician. He was formerly with the U. S. Army Signal Corps, from which he received an honorable discharge.

WILLIAM VASSAR, for three years with Crosley Corp., Cincinnati, as supplier contact engineer and more recently as chief engineer of engineering services, has returned to Emerson Radio & Phonograph Corp., New York, as administrative assistant to Dorman D. Israel, vice-president in charge of engineering and production.

MILTON BRITTAIN, formerly with the Indiana Highway Comm., has joined WAOV Vincennes, Ind. as transmitter operator. Jack Flory of the transmitter staff expects to be inducted shortly.

CLARK SANDERS field engineer of KGO San Francisco has been appointed to the Blue Network's overseas staff. He will leave shortly for duties in the Pacific.

BILL HANSON, operator-announcer at KWIL Albany, Ore. has taken over the duties of Herb Davidson, chief engineer, who has left to enter the Navy.

DIBBS WOODS, formerly control operator of CKY Winnipeg, is now with the Canadian Army Overseas.

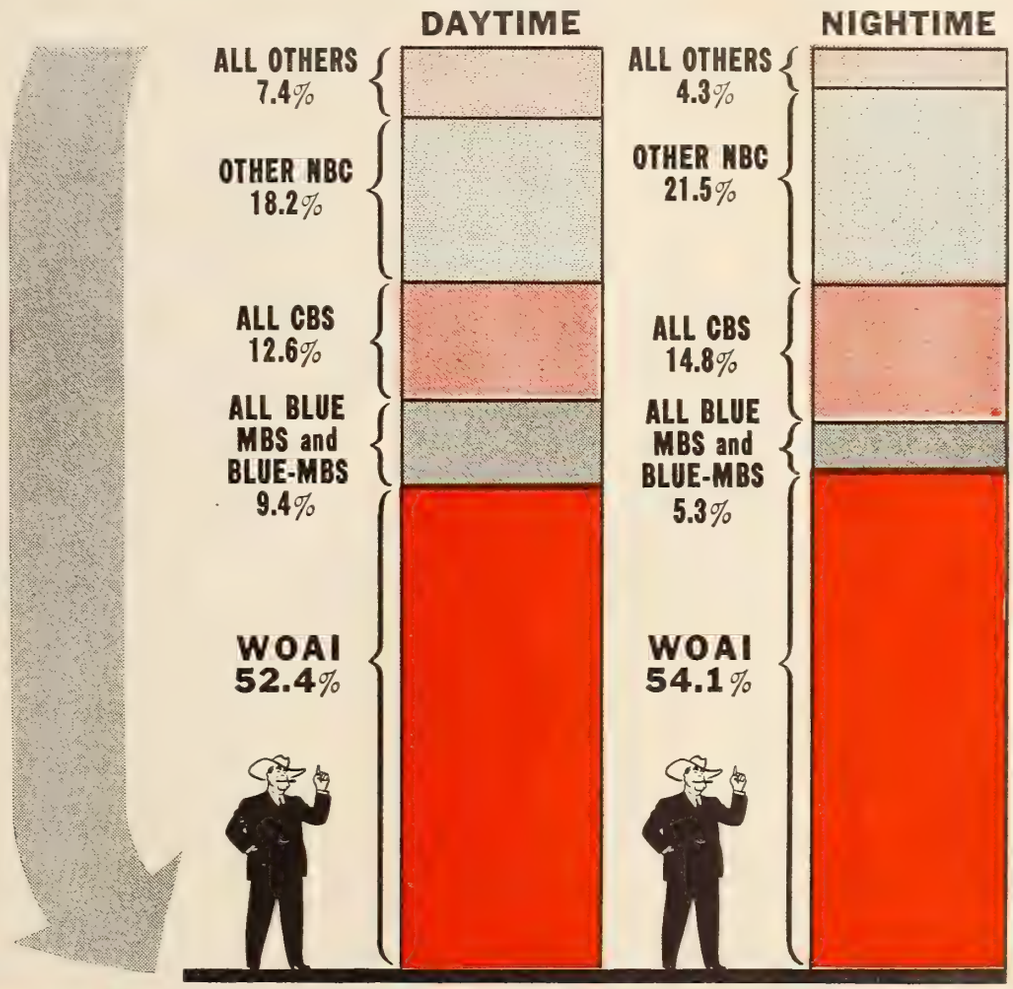
NEPHI SORENSEN and Jim McGraw, technicians at KDYL Salt Lake City, Utah have formed their own firm, Radio & Television Engineering Co., Salt Lake City, with a view to alleviating the radio service situation there.

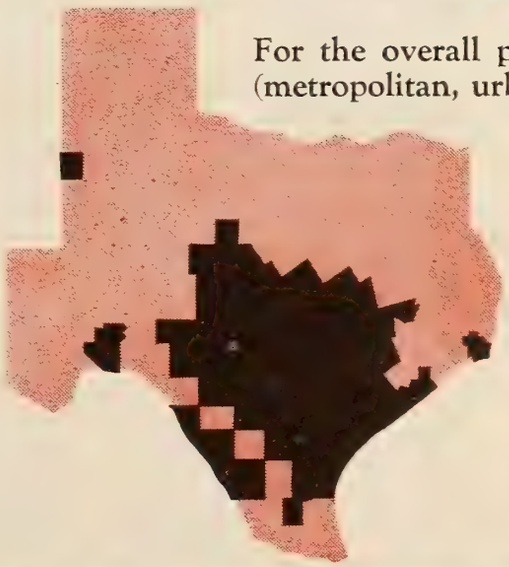
New Zealand Scheme

ADVERTISING agencies and national advertisers of New Zealand are expressing alarm over the plan of the Government controlled broadcasting service (commercial division) to purchase direct from the producers all transcribed features to be broadcast over the Government controlled networks. It is assumed that the Service is building up an extensive library of features to be available to sell to sponsors, and simultaneously, to reduce sponsor costs by eliminating agency commissions. New Zealand agencies and advertisers fear a monopoly will grow out of the plan.

Dominant
IN THE RURAL MARKET

Both day and night, WOAI is first preference with more than 50% of the rural audience, in 78 counties in the station's primary area. Percentages are from a postcard-questionnaire survey conducted by Ernst & Ernst - Spring, 1944.





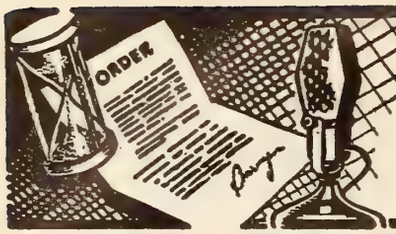
For the overall picture of WOAI's dominance of its market (metropolitan, urban and rural) be sure to see next week's issue of Broadcasting. These charts make it crystal-clear why, year after year, WOAI sells more merchandise to more people in Central and South Texas than any other station - at a lower cost per sale!

WOAI 50,000 WATTS CLEAR CHANNEL

NBC - TQN *San Antonio*

Represented Nationally by EDWARD PETRY & COMPANY

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WPTF Raleigh, N. C.

Wm. B. Reilly Co., New Orleans (Luzianne Coffee), 9 *sa* weekly, 52 weeks, thru Walker-Saussy, New Orleans.

Southern Bell Telephone Co., Atlanta, 5 *sa* weekly, 52 weeks, thru Robert H. Scott Co., Atlanta.

W. B. Caldwell Co., Monticello, Ill. (syrup of pepsin), 10 *ta* weekly, 52 weeks, thru Sherman & Marquette, Chicago.

Brock Candy Co., Chattanooga, Tenn. (candy bars), 7 *sa* weekly, 52 weeks, thru Liller, Neal & Battle, Atlanta.

Mentho-Mulsion Co., Atlanta (mentho-mulsion), 3 *t* weekly, 26 weeks, thru Dillard E. Jacobs Agency, Atlanta.

Progressive Farmer Ruralist & Publishing Co., Birmingham (magazine), 5 *t* weekly, thru Albert Sidney Noble Inc., N. Y.

Vick Chemical Co., Greensboro, N. C., 5 *ne* weekly, 26 weeks, thru Morse International, N. Y.

Smith-Douglas Co., Norfolk, Va. (fertilizer), 5 *ne*, 39 weeks, thru Courtland D. Ferguson Inc., Richmond.

WFIL Philadelphia

Brentwood Sportswear Co., Philadelphia (sportswear), 3 *sa* weekly, thru Harry Feigenbaum, Philadelphia.

Winfield Donat Co., Philadelphia (Zenith Hearing Aid), 7 *sa* weekly, 13 weeks, thru Charles Cassidy, Philadelphia.

Swift & Co., Chicago (Bland Lard), 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.

General Electric Co., Cleveland (Mazda lamps), 2 *sa* weekly, 52 weeks, thru BBDO, N. Y.

United Wallpaper Industries, Chicago (Trimz), 3 *sa* weekly, 52 weeks, thru MacFarland-Aveyard, Chicago.

MacDonald & Campbell, Philadelphia (men's store), *sa* weekly, 52 weeks, thru H. M. Dittman, Philadelphia.

Blauner's, Philadelphia (department store), 3 *sa* weekly, 13 weeks, thru Stewart-Jordan, Philadelphia.

Dr. D. Jayne & Son, Philadelphia (Dr. Jayne's Cough Syrup), 6 *ne* weekly, 26 weeks, thru J. M. Korn, Philadelphia.

Erlanger Brewing Co., Philadelphia, 3 *sp* weekly, 52 weeks, thru J. M. Korn, Philadelphia.

WOAI San Antonio

Crowell Publishing Co., New York (*Collier's*), *sa*, thru Arthur Kudner Inc., N. Y.

Marlin Firearms Co., New Haven (razor blades) *t* weekly, 13 weeks, thru Craven & Hedrick, N. Y.

Rit Products, Chicago (dye), *t* weekly, 26 weeks, thru Earle Ludgin & Co., Chicago.

Campbell Cereal Co., Minneapolis (Maltomeal), *sp*, thru Campbell-Mithun, Minneapolis.

Byer-Rolnick Co., Garland, Tex. (hats), *sa*, 39 weeks, direct.

Planters Nut Co., Wilkes-Barre, Pa. (peanuts), *ne*, 52 weeks, thru Goodkind, Joice & Morgan, Chicago.

Humble Oil & Refining Co., Houston, *sp*, thru Franke-Wilkinson-Schiwetz, Houston.

KHJ Hollywood

Sweets Co. of America, New York (Tootsie Rolls), 5 *sp* weekly, 52 weeks, thru Duane Jones Co., N. Y.

Wilbert's Products, New York (floor wax), 3 *sp* weekly, 13 weeks, thru Duane Jones Co., N. Y.

Colonial Dames Corp., Los Angeles (cosmetics) 2 *sa* weekly, 52 weeks, thru Glasser-Gailey & Co., Los Angeles.

Telex California Co., Los Angeles (hearing aids), *sp* weekly, 26 weeks, thru Henry W. Welch Adv., Los Angeles.

Victory Packing Co., Los Angeles (Meat-Y-Fresh dog food), 5 *sp* weekly, 13 weeks, thru David Dans, Los Angeles.

KNX Hollywood

Bekins Van & Storage Co., Los Angeles (moving, storage), *sa*, 52 weeks, thru Brooks Adv., Los Angeles.

Fox West Coast Theatres, Los Angeles (motion pictures), *sa*, 52 weeks, thru Western Adv., Los Angeles.

Kerr Glass Mfg. Corp., Los Angeles (Mason jars), 6 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.

KECA Los Angeles

Cal-Western Mfgrs., Los Angeles (cleaner), *sa* weekly, 13 weeks, thru Pacific Adv., Los Angeles.

Daily Made Pet Food Mfg. Co., Los Angeles (dog food), 2 *sa* weekly, 13 weeks, thru Pacific Adv., Los Angeles.

Loew's Inc., New York (institutional), 13 *sa* weekly, 52 weeks, thru Donahue & Coe, N. Y.

KRGV Weslaco, Tex.

H. L. Shaw & Sons, New York (soapless suds), 9 *sa*, thru L. H. Hartman Co., N. Y.

Rath Packing Co., Waterloo, Ia. (luncheon meat), 18 *ta*, thru Young & Rubicam, Chicago.

KYW Philadelphia

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 416 *ta* yearly to May 31, 1946, and 156 *t*, thru MacFarland-Aveyard, N. Y.

Morton Salt Co., Chicago (Morton Salt), 5 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

Musterole Co., Cleveland (Musterole), 30 *sa*, thru Erwin, Wasey & Co., N. Y.

Crowell-Collier Publishing Corp., New York (*Collier's*), 39 *ta*, 130 *sa*, 13 weeks, thru Arthur Kudner Inc., N. Y.

Appalachian Peach Council, Washington, D. C., 2 *ta* weekly, thru Lewis Edwin Ryan, Washington, D. C.

Lever Bros, Cambridge, Mass. (Rinso), 8 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

Great Atlantic & Pacific Tea Co., New York (peaches), 14 *sa*, thru Paris & Peart, N. Y.

Taylor Reed Corp., Mamaroneck, N. Y. (Coco-Marsh Chocolate Mix), *sp* weekly, thru Ruthrauff & Ryan, N. Y.

United Wall Paper Factories, Chicago (Trimz), 3 *sa* weekly, 52 weeks, thru MacFarland, Aveyard, Chicago.

KGER Long Beach, Cal.

Crowell Publishing Co., New York (*Collier's*), 52 *sa*, thru Arthur Kudner Inc., N. Y.

Chattanooga Medical Co., Chattanooga (Black Draught), 65 *sa*, thru Nelson Chesman Agency, Chattanooga.

William Wrigley Co., Chicago (chewing gum), 192 *sa*, thru Ruthrauff & Ryan, Chicago.

KFI Los Angeles

Food Service Management Co., Los Angeles (ice cream), 5 *sp* weekly, 52 weeks, thru Advertising Arts Agency, Los Angeles.

RCA Honored

RCA LABS at Princeton were honored by the Industrial Incentive Division of the Navy last week for their development of radio devices which "at first checked and then started the enemy down the road to total defeat". Ceremonies were broadcast on WCAU Philadelphia during *A Salute to Uncle Sam's Industries* program. Representing RCA were E. W. Engstrom, research director of the RCA Labs; Dr. W. D. Hershberger, shortwave radio and radar expert; John Evans, radar division.

CHICAGO RESUMING FM SCHOOL OUTLET

WBEZ, FM station owned and operated by the Radio Council of the Chicago Public Schools, returns to the air Sept. 18, operating from 9:30 a.m. to 3:15 p.m. each school day, according to George Jennings, station manager and acting director of the Radio Council.

Programs are designed for general and classroom listening. Broadcasts will be released over WIND and WJJD Chicago for the eighth consecutive year. Transcriptions will be made for later broadcasts throughout the day on WBEZ. News commentators from Mutual, schooltime programs from WLS Chicago, selected shows from the Blue, NBC, CBS, BBC will supplement the Council broadcasts.

Audiences of 230,000 children listen to the station in the classrooms of the Chicago schools during an average week of the school year. The station's staff under the direction of George Jennings is comprised of Elizabeth E. Marshall, program director; Robert R. Miller, production head; Emil H. Andersen, chief engineer.

Luft Co. Sponsors Shows On Blue, Mutual Nets

GEORGE W. LUFT Co., New York, manufacturers of Tangee cosmetics, will sponsor Paul Winchell, ventriloquist, and his dummy "Jerry Mahoney" as co-star with Sammy Kaye, band leader, in a new program starting Aug. 24 on 80 MBS stations Thursday, 8:30-9 p.m. Company will be directing its sales messages through two separate programs, both featuring the same star, with *Sammy Kaye's Tangee Serenade* continuing for Luft on 171 Blue stations, Sunday, 1:55-2 p.m.

As a variety show the Mutual program will aim at a different audience from the Blue Sunday period of popular music. Top satisfaction with Kaye was said to be the reason for doubling up on talent for two network audiences. Talent on the *Tangee Program* on MBS will include a quartet, the Kaye Choir, and the "Three Kaydets". Tangee satin-finish lipstick will receive primary promotion on the Mutual series, while Tangee petal-finish face powders will continue to be highlighted on the Blue. Agency is Warwick & Legler, New York.

Blue Denies Libel

BLUE NETWORK Co. filed an answer in the United States District Court last week, denying it had committed libel or slander against George Washington Robnett, executive secretary of the Church League of America, who had filed a $1,000,000 libel suit against the network naming the Andrew Jergens Co. and Walter Winchell. The answer also contended that Robnett had not requested a retraction of the alleged libel or slander, and therefore is not entitled to maintain his court action. The network stated the broadcasts were transmitting "a fair and accurate report of facts and conditions that had already taken place and with no intent of libeling or slandering Robnett." Suit was based on Mr. Winchell's broadcast on the book *Under Cover*.



Have you Explored CANADA?



AT the dawn of Canada's history, dreams of wealth brought trappers and fur-traders who scoured this vast new territory. They coursed unmapped waterways, trod uncharted land, opening up new frontiers of trade and commerce. And so was passed the first milestone on Canada's road to industrial prominence.

Today, Canada ranks high in the world of business—her natural and financial resources are almost unlimited. In peacetime tomorrow will come developments beyond any yet dreamed of. Those who lay the foundation now will reap the greatest rewards in the years to come.

Canada's richest market can best be reached through CFRB, Toronto. This station has a listenership that is consistently higher, on a daily average, than any of the three other stations in this important area. Those who know Canada select CFRB—basing their choice on *results*.

CFRB

T O R O N T O 8 6 0 K C

it's cheaper to sell Durham★ with WDNC

COLUMBIA NETWORK

★NORTH CAROLINA

Represented by Howard H. Wilson Co.

WAC Drive

(*Continued from page 9*)

other campaigns but other allocations will likely be arranged should War Dept. needs justify them.

News of the War Dept. action was greeted with expressions of delight in broadcasting circles, the consensus of opinion being that in obtaining a slice of the WAC advertising budget radio was given its proper and deserved recognition as a major advertising medium. Particular satisfaction was felt in many quarters that small stations especially will benefit from purchase of time by the Government.

Lewis H. Avery, NAB Director of Broadcast Advertising, whose efforts to have radio included in the WAC advertising program received wholehearted support of stations, told BROADCASTING he wanted to be "among the first to urge all radio stations to support this important Government program as they have never supported it before—regardless of how well they have previously cooperated.

"There is a big job to be done," he added, "and I know that radio can do it."

EXPERIENCES on battlefronts throughout the world are related by Tom Treaner, NBC war correspondent, in a new book entitled *One Damn Thing After Another*. [Doubleday, Doran & Co., New York, $2.50].

WCBM BLUE

A Quality Station with MASS APPEAL in a RICH MARKET

WCBM

BALTIMORE

The BLUE NETWORK Station

JOHN ELMER, President — GEO. H. ROEDER, General Manager

FREE & PETERS, INC.

Exclusive Nat'l Representatives

TEXT OF Y&R STATEMENT

YOUNG & RUBICAM is today (Aug. 18) sending the following telegram to all radio stations in the United States:

"War Dept. approved Young & Rubicam WAC recommendation for four weeks schedule starting Sept. 4 for one one-minute and one station break transcribed announcement between 6 and 10 p.m. local time five days per week Mondays through Fridays cancellable on two weeks notice. If you accept paid Government advertising please wire us today best times you can make available with preceding and following programs and hold pending our selection. Representatives being told about this wire sent you in interest of speedy action required." Carlos A. Franco, Young & Rubicam.

The schedule was approved by the War Dept. following recommendations made by Young & Rubicam.

Under the plans one 15-second break and one one-minute spot announcement, five days a week, Monday through Friday, will be scheduled for a period of four weeks beginning Sept. 4. The spots and breaks are recorded and tie in closely with newspaper, magazine and outdoor advertising already announced.

The introduction of radio into the WAC program during the first four months of the campaign completes the original recommendation of Young & Rubicam. The action follows the finding that a substantial number of broadcasters are ready to accept paid Government advertising. No curtailment of advertising in other media is contemplated.

HEARINGS AUG. 28 ON DISC TURNERS

THE NATIONAL Labor Relations Board will begin hearings Aug. 24 in New York to determine the question of jurisdiction over platter turners in NBC and Blue owned stations by the National Assn. of Broadcast Engineers & Technicians. Sessions will take place at 120 Wall Street. James Paradise, examiner, will preside.

NLRB will inquire into NABET's jurisdictional claims in two network-owned stations in Chicago where members of the AFM are now operating turntables. NABET contends the networks violated their contracts with the technicians in giving platter turner functions to the musicians.

It is expected that officials of the networks, the AFM and the IBEW, which has jurisdiction over turntables at CBS owned stations, will be called to the hearings.

Blue Affiliates Meet

EDWARD J. NOBLE, board chairman, Blue Network; Mark Woods, president; Chester J. Laroche, chairman of the executive committee; and Edgar Kobak, executive vice-president, will address the meeting of Blue affiliates to be held at the Palmer House, Chicago, Aug. 28. In the morning the Blue station planning and advisory committee will meet and in the evening Mr. Noble will entertain the network's affiliates at a dinner.

CHNS

HALIFAX

NOVIA SCOTIA

The Busiest Commercial Radio Station of the Maritimes

JOS. WEED & CO.

350 Madison Avenue, New York

Stringer Honored

THE CERTIFICATE of Appreciation of the Chief Signal Officer will be awarded Arthur Stringer of the NAB headquarters staff at the NAB Executives War Conference in Chicago next week for his efforts in recruiting Signal Corps Reserves. A citation was received from Maj. Gen. H. C. Ingles, Chief Signal Officer. The Certificate will be formally awarded Mr. Stringer by Col. Leland H. Stanford, Chief Signal Officer, 6th Service Command.

Fly to Address AFRA

FCC CHAIRMAN James Lawrence Fly on Aug. 26 will address a dinner meeting of the Annual Convention of the American Federation of Radio Artists to be held Aug. 25-27 at the Hotel Collier, Cleveland. Chief convention business will be a discussion of the unions' codes for network commercial and sustaining programs and for transcriptions, all of which will come up for renewal Nov. 1.

U. S. Steel Considers

U. S. STEEL Corp., New York, is negotiating for a network program featuring past and current productions of the Theatre Guild, New York, according to the theatrical production organization. Neither U. S. Steel nor BBDO, New York, agency in charge, would comment on the report, however.

RADIOMARINE Corp. of America has received from the Maritime Commission a third gold star to be added to its maritime "M" pennant, for continued achievement in production. Charles J. Pannill, president, was notified of the award last week.

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

what makes a . . .



EXCLUSIVE

SHOWIEST gadabout of the insect domain, the Butterfly is EXCLUSIVE because of its brilliant coloring . . . and because of its variety of appearance. Its rainbow hues are due to a covering of scales, overlapping like shingles on a roof, protecting as well as beautifying. Flying by day, with wings held vertically, the Butterfly lays claim to 10,000 species in the United States alone.

CONSTANT champion of FM . . . the Voice of Tomorrow Today . . . in the Kansas City Area, K-O-Z-Y is EXCLUSIVE because it is an "already-tested" outlet, in a top market, capable now of proving that . . . FM-wise . . . "Everything is KOZY in Kansas City". Do you want PLUS COVERAGE of people who think in terms of PLUS VALUES? Write for Rate Card 3!

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station

PORTER BUILDING • KANSAS CITY, MISSOURI

KOZY

FM Pioneer in the Kansas City Area

Duncan to WLW

J. R. DUNCAN, television engineer since 1931, has rejoined the staff of WLW Cincinnati as chief television engineer. Shortly after graduation from Oklahoma A&M College he was employed by RCA Camden engineering laboratories. He is the inventor of the blocking tube oscillator. He later worked with Philco Radio & Television Corp., and the Midland Television Co., of Kansas City as chief television engineer.

KEYSTONE Broadcasting System has acquired three additional affiliates, KPLT Paris, Tex., KRIC Beaumont, Tex., and WDWS Champaign, Ill.—making a total of 206 KBS stations.

Public Notice on Sept. 28 Hearing

FOLLOWING is the full text of the FCC's Public Notice on procedure to be followed at the Sept. 28 hearing of frequency allocation:

No. 77289
PUBLIC NOTICE

Docket No. 6651. August 17, 1944

In the Matter of allocation of Frequencies to the Various Classes of Non-governmental services in the radio spectrum from 10 kc, to 30,000,000 kc:

Notice is hereby given of the procedure to be followed at the hearing of the Commission to be held in the offices of the Commission in Washington, D. C., beginning at 10:30 a.m. Sept. 28, 1944, pursuant to the order of the Commission dated Aug. 15, 1944, in Docket No. 6651.

1. As stated in the Commission's order of Aug. 15, persons or organizations desiring to appear and testify at the hearing shall notify the Commission of such intention on or before Sept. 11, 1944, stating the names of all witnesses who will appear, the topic each will discuss and the time expected to be required for the testimony. Persons who intend to testify at the hearing should prepare exhibits which show the requirements for frequency bands and positions in the frequency spectrum for the service to which their testimony is directed and five copies of each exhibit should be furnished the Commission on or before Sept. 20, 1944. In addition, parties should be prepared to present 20 additional copies of all exhibits at the time when they are offered for the record.

2. The Commission will first receive testimony from the Radio Technical Planning Board as to its proposal for the allocation of frequencies to the non-governmental radio services.

3. The Commission will then proceed to receive testimony with respect to the needs of the various individual services both from the Radio Technical Planning Board representatives and from all interested parties. For purposes of convenience of presentation only, the radio services are divided as follows:

(1) Standard Broadcast
(2) High Frequency (FM) Broadcast
(3) Non-Commercial Educational Broadcast
(4) Television Broadcast
(5) Facsimile Broadcast
(6) International Broadcast
(7) Other Broadcast Services (including relay, pick-up, and studio-transmitter-link)
(8) Fixed Public Services (other than Alaskan)
(9) Coastal, Marine Relay, Ship, Mobile Press, and Fixed Public Service in Alaska
(10) Aviation Services
(11) Police, Fire and Forestry Services
(12) Special Emergency, Provisional and Motion Picture Services
(13) Special Services (geophysical, relay press)
(14) Amateur
(15) Industrial, Scientific, and Medical Services
(16) Relay System (Program and Public and Private Communication)
(17) New Radio Services—In addition to receiving testimony on the above established radio services, the Commission will receive testimony on the question of whether any new radio services not heretofore recognized should be provided for in any frequency allocation.

4. As soon as notices of appearances are received from persons and organizations desiring to present testimony, the Commission will issue a further notice indicating the order in which the requirements of the various above-named services will be considered. An effort will be made to arrange the order of appearances so as to permit all related services to be heard as nearly as possible at the same period of the hearing.

5. Persons appearing before the Commission at the hearing in behalf of a particular service should be prepared to furnish information at least on the following subjects:

Evaluation of Services from the Standpoint of Public Need and Benefit

(a) The dependence of the service on radio rather than wire lines.
(b) The probable number of people who will receive benefits from the service.
(c) The relative social and economic importance of the service, including safety of life and protection of property factors.
(d) The probability of practical establishment of the service and the degree of public support which it is likely to receive.
(e) The degree to which the service should be made available to the public, that is, whether on a limited scale or on an extended competitive scale.
(f) Areas in which service should be provided and, in general, the points to which communication must be maintained.
(g) When it is proposed to shift a service from its present location in the spectrum, data should be presented showing the feasibility and cost of the shift, particularly with respect to the technical, economic and other considerations involved, and the length of time and manner for completing the shift.

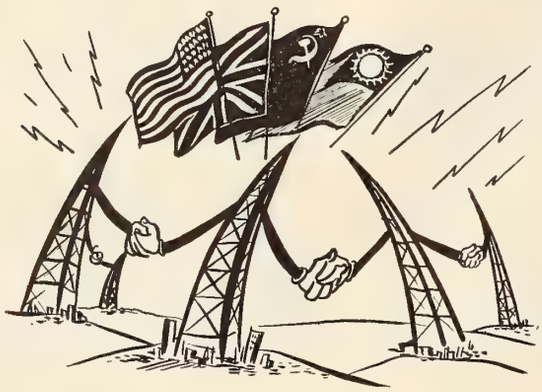
Technical

(a) The frequency bands required for a given service and the exact position thereof in the radio frequency spectrum; also the width of communication bands or channels within each portion required for station frequency assignments.
(b) Suitability and necessity for particular portions of the spectrum for the service involved. This includes propagation characteristics and reliable range data.
(c) Field intensity required for reliable service.
(d) The number of stations required to enable efficient service to be rendered.
(e) The distance over which communication must be maintained.
(f) The relative amount of radio and other electrical interference likely to be encountered.
(g) The relative amount of noise which may be tolerated in the rendering of service.
(h) Apparatus Limitations, both transmitter and receiver.

6. The Commission will endeavor to make available through its own witnesses any information, particularly of a technical nature, which may be helpful in connection with the proposed use of particular frequencies by specific services.

'Post' Takes Over WINX

CONTROL of WINX Washington was assumed on Aug. 1 by the *Washington Post*. The management contemplates no changes in station personnel or in its national representative, Forjoe & Co.



UNITED NATIONS - UNITED STATIONS

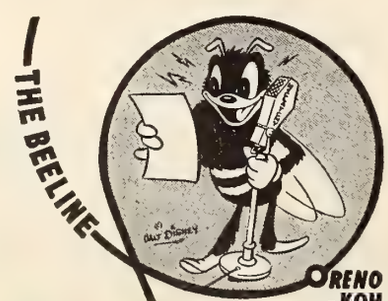
In today's far flung conflict, many nations had to combine to prosecute a global war. In California's extensive *Central Valleys and Western Nevada* it takes five stations to achieve efficient radio coverage.

The *Beeline* takes the responsibility for keeping this *41 county area* properly instructed, properly advised.

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

**See McClatchy Beeline rate listing first under California in Standard Rate and Data.*



McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO. National Representative



The Texas Rangers

Now Back Again On

WGBI
Scranton, Pa.

Selling Dairy Products

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

No. 1 Station in a No. 1 Market

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS · National Representatives

NBC PLANS RADIO LABS IN CHICAGO

NBC RADIO laboratory, designed to investigate new channels of broadcasting, and television techniques is planned to start in about a month in Chicago, according to Harry C. Kopf, NBC vice-president and general manager of the central division.

The lab will work out experimental ideas and provide the local network staff with a "showcase" of actual productions for prospective clients. Presentations will be aired before station executives, writers, production men, agency radio personnel and representative listeners.

Included in the set-up are plans to train casts and production men for television. NBC engineers are already attending the television course given in Chicago.

Spot Campaign Promotes Fastop Reclosures Co.

TO PROMOTE "Fastop Reclosures", sanitary bottle caps for use after removal of the original tops, Fastop Inc., New York, a new company, on Sept. 12 starts a spot radio campaign which will include 24 stations in the New England and Eastern Seaboard area by late October or early November. Fastop will use participations on women's interest programs three to four times weekly on independent, non-network stations only. Advertising will extend to other areas as fast as distribution is achieved. In addition to radio, which is the primary medium, Fastop will use newspaper advertising directed at consumers, and grocers and independent dealers. Space will be used in part to promote the local programs carrying Fastop commercials. Agency is F. J. Low Inc., New York.

WJNO Staff Changes

SEVERAL staff changes have been made at WJNO West Palm Beach, Fla. Whitt MacDowell, chief engineer, has resigned to devote full time to his own business and has been succeeded by Otis Wright, veteran member of the WJNO engineering staff. Frank Browne, former program director of KTHS Hot Springs, Ark., recently recovered fom a long illness, has been appointed promotion and publicity director. Rebecca Frazier of the production staff, is now program director.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NO FOOLIN'

It's already later than you think for placing Fall and Winter spot schedules. Don't mark time—if you want time on WDRC. Write Wm. Malo, Commercial Mgr., W D C R, Hartford 4. Represented by Raymer.

USE WDRC TO CONNECT IN CONNECTICUT

CBS

YOU WON'T BE STUCK IF YOU BUY THIS BROOKLYN BRIDGE!



Those "in the know" have found the way to "bridge" Brooklyn. A population almost as big as Detroit and Boston together—certainly bigger than Los Angeles or Philadelphia—it deserves a most thorough radio coverage. The one bridge that gives you access to all of Brooklyn is WBYN — Brooklyn's only full time radio station. WBYN also gives you added coverage by reaching out to all the other boroughs, too.

Its unique "minute programming" assures a listenership that includes all the family!

WHY IS "MINUTE PROGRAMMING" SO POPULAR?

Because of the minute spotting of A.P. and I.N.S. war news — exclusive racing results — late sports — local news between pleasant music all day long.

WBYN TELLS ITS STORY TO NEW YORKERS IN A BIG WAY!
On the sports and radio pages of daily papers WBYN tells its "Minute Station" story daily through its ads.

For Availabilities: WLLIAM NORINS
Gen. Mgr. WBYN, 1 Nevins St., Bklyn.

THE MINUTE STATION

WBYN

BROOKLYN'S ONLY FULL TIME RADIO STATION

Write for our 1944 Brochure! You'll be surprised at the coverage per dollar!

THREE APPLICANTS ASK NEW OUTLETS

APPLICATIONS for three new local outlets were filed last week with the FCC. Herbert Kendrick, former general manager of WJLS Beckley, W. Va., and G. L. Hash, a partnership doing business as Harrisburg Broadcasting Co., seek the 1400 kc facilities for a 250 w fulltime outlet in Harrisburg, Pa.

Glens Falls Broadcasting Corp. seeks a fulltime station of 250 w on 1230 kc at Glens Falls, N. Y. Officers are Lt. H. Scott Kilgore, now on Navy duty, president; William F. Rust Jr., Leesburg, Va., vice-president; E. Arthur Hungerford Jr., also on duty in the Navy, treasurer; L. B. Griffin, president of the Griffin Lumber Co., Glens Falls, director; Alfred D. Clark, attorney, secretary. Each has one share of stock and each will acquire 29 additional shares, according to the application.

Dixie Broadcasting Co. seeks a 250 w fulltime station on 1400 kc at Montgomery, Ala. Officers are Dr. S. B. Shuggs, physician, president (135 sh); Thomas W. Sewell, secretary-treasurer (65 sh); Frances Shugg Sewell, his wife, vice-president (50 sh).

New Englander Show

ENGLANDER Co., Brooklyn, effective Sept. 15 will replace *How We Dream* on CBS Friday, 7:15-7:30 with a mystery program centering around a member of the police undercover squad. Max Marcin, who originated the program, will direct and produce. Agency is Biow Co., New York.

NO RADIO CHANGES IN TREASURY SHIFT

DESPITE a sweeping reorganization of the Treasury's War Finance Division, the radio section under the direction of Robert J. Smith remains unchanged, according to an announcement last week by Thomas H. Lane, director of advertising, press and radio activities, WFD. The organizational changes involve the newspaper section and outdoor and graphics section.

While plans for the Sixth Loan are underway, the latest interim drive promotion via radio is a program scheduled for Sept. 2 over WEEI Boston, titled *Youth on Parade*, which will be carried on 71 CBS stations.

Part of the program, aired from 10-10:30 a.m., will be dramatization of a presentation to Phillip Weaver, 9, son of Mr. and Mrs. G. E. Weaver of Whiteville, N. C., who will receive an award for offering his cocker spaniel in a Bond auction. The puppy, which was bought by Josiah Maultsby, for $50,000 in War Bonds, was returned to Phillip by Mr. Maultsby. The broadcast will be in the nature of a special salute by CBS to the *Schools-at-War Program*, and will be directed by Dolphe Martin.

Correction

WJMC Rice Lake, Wis., which recently became affiliated with MBS, also is a member of the Arrowhead Network which comprises, in addition, WEBC WMFG WHLB WEAU. The Rice Lake station is licensed to Walter C. Bridges and is operated under the name of the Indianhead Broadcasting Co. H. E. Westmoreland is director of operations of WJMC and the Arrowhead Network. Leonard G. Anderson is local manager of WJMC. In the Aug. 14 BROADCASTING it was erroneously reported that WJMC was operated by W. H. McGenty. Control passed to Mr. Bridges last April 18.

Cities Service Audition

CITIES SERVICE Co., New York, is auditioning a program with Lawrence Tibbett, Lynn Murray and Chorus as a possible successor to the current *Cities Service Concert* heard on NBC Fri., 8-8:30 p.m. New show would probably be moved in at the start of the next 13-week cycle for the time in October. Agency is Foote, Cone & Belding, New York.



"He says whatever WFDF Flint is broadcasting—I should be listening."

Frank J. Miller Sr.

FRANK J. MILLER Sr., 54, secretary-treasurer of the Augusta Broadcasting Co., which owns and operates WRDW, died Aug. 11 at the University Hospital in Augusta, Ga. after an illness of several weeks.

President and general manager of Augusta Amusements, Inc., in addition to his radio affiliations, Mr. Miller's forte was the entertainment of others. He started his career as a program boy in Augusta where he was born on Dec. 23, 1889. From there he went up both sides of the ladder to the top, both as head of his own vaudeville show and as theatre owner. He and his associates opened four theatres in Augusta, one of which is the Miller Theatre, named for him.

Mr. Miller was also active in civic affairs, being a past director of the Augusta Chamber of Commerce, and the Y.M.C.A., past president of the Augusta Rotary Club, vice-president of the Augusta-Richmond Tuberculosis Assn., director of the Salvation Army, member of the advisory board of the Wilhenford Children's Hospital, and member of the Civil Service Commission.

Col. Burn Returns

COL. WALTER P. BURN, president of Walter P. Burn & Assoc., New York, will soon resume active participation in the research firm, following his retirement from active Army service. Col. Burn was awarded the Legion of Merit for his work as chief of Training, Office of Civilian Defense. At his request he was later transferred to the II Corps as Chemical Officer. He received the Bronze Star Medal and a second Legion of Merit for his combat record in Algeria, Tunisia, Sicily and Italy. Col. Burn was called to active duty in 1941.



Col. Burn.

Katzentine Seeks Second

APPLICATION for a new local at Orlando, Fla., to operate on 1400 kc with 250 w fulltime was sought last week by Lt. Col. A. Frank Katzentine, owner of WKAT Miami Beach. Col. Katzentine now is on active duty in the Army.

CONSTABLE, WE'RE TRYIN' NOT TO ZAG (Ky.)!

Parm ush, offisher, but if we landed up in Zag, Kentucky, it wasn't intended. All we want is just to get home to the Louisville Trading Area where folks know us and like us and want us around practically all the time on account of we're NBC and nobody else around there is NBC loud enough to be heard sashfactorly and that's practically a million—hic—no not hic they're mostly city people.

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

In Southern New England People are in the Habit of Listening to WTIC

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

NAB War Conference Plans

(*Continued from page 10*)

gineers who are not eligible for membership will be admitted.

Considerable attention will attach to the activities of the NAB Code Committee, in view of the all-out attack by CIO on the code at the FCC proceedings involving the renewal of the license of WHKC Columbus. This proceeding is regarded simply as a symbol of CIO's quest for free time on stations to present what it portrays as the labor viewpoint. The voluntary code bars sale of time to labor unions for membership campaigns or solicitation of funds.

The formal conference gets under way Tuesday morning at the Palmer House. The morning session will be highlighted by a broadcast advertising clinic, which will cover, among other things, the highly significant retail promotion plan. Participants include Dietrich Dirks, KTRI, chairman, NAB Sales Managers Executive Committee, who will preside; Paul W. Morency, WTIC, chairman, Retail Promotion Committee; Llewellyn Harries, sales promotion manager, NRDGA; Paul McCarthy, advertising and promotion director, J. N. Adam & Co., Buffalo; John M. Outler Jr., WSB, who will discuss participation in the Proprietary Assn. advertising clinic; and Lewis H. Avery, Director of Broadcast Advertising of the NAB, who will cover future plans on industry advertising exploitation, with particular reference to the building and housing industries.

Study Public Relations

At the afternoon session Tuesday, a public relations clinic will be opened by Edgar Bill, WMBD, chairman of the NAB's Public Relations Executive Committee. Speakers include Charles Francis Coe, vice-president and general counsel, Motion Picture Theatre Owners of America; Dorothy Lewis, NAB Coordinator of Listener Activity; Gov. Bourke B. Hickenlooper, of Iowa; Karl Koerper, KMBC; Fred S. Siebert, U. of Illinois, who will discuss the Council on Radio Journalism; Miss Ruth Chilton, WCAU, president; NAB Assn. of Women Directors; Harold Fair, WHO; Clarence Menser, NBC vice-president; E. L. Hayek, KATE, director of the NAB 11th district; John J. Gillin Jr., WOW, director of the NAB 10th district; William B. Quarton, WMT, chairman, NAB Code Compliance Committee; Kolin Hager, WGY, director, 2nd NAB district; and F. C. Sowell, WLAC, who will discuss "Youth Interests."

The Wednesday morning session will be devoted to station coverage methods. This will be highlighted by a report of Hugh M. Feltis, KFAB, chairman, NAB Research Committee, along with a report of the sales managers by Mr. Dirks. Principal speaker will be Frederic R. Gamble, president of the AAAA who will project the advertising agency view. Presented will be the NAB proposals for a bureau of standards for audience measurement, to be followed by a panel discussion.

Small Markets

Concluding the NAB business session Wednesday morning will be the nomination and election of directors-at-large, along with consideration of three proposed amendments to the by-laws having to do with nomination of directors-at-large by individual ballot as well as from the floor, to permit elections by mail referendum, and to classification of dues by station income.

Following the luncheon address Wednesday by Chairman Fly, the conference will take up small market station problems. Marshall Pengra, KRNR Roseburg, Ore., chairman of the special NAB committee, will open the discussion, with other aspects of station coverage to be covered by Howard S. Frazier, NAB director of engineering, and Paul F. Peter, NAB director of research. Mr. Avery will discuss group selling and William B. Smullin, KIEM, will speak on the small market station as a training ground.

Winding up the Wednesday session will be a discussion of the music situation by Campbell Arnoux, chairman, NAB Music Committee, and the status of BMI by Merritt Tompkins, vice-president and general manager.

The Thursday morning session will be given over to the labor front. John Morgan Davis, recently appointed NAB general counsel for labor relations, will lead the discussion. The AFM recording ban, still in force with respect to RCA, NBC and Columbia Recording Corp., will be covered by Sydney M. Kaye, NAB special counsel. There will be a report on the AFM platter turner situation. William J. Friedman, Chicago attorney prominent in radio matters, will discuss the AFRA "Pay-Within-Pay" plan.

A report of the NAB Legislative Committee will be given by Don S. Elias, WWNC, chairman. He is expected to project plans looking to the remedial legislation at the next session of Congress. The closing session Thursday will cover the "Postwar Future of Broadcasting" to be led by Comdr. Craven.

From Labrador

FIRST broadcast from Goose Bay, Labrador was heard on the *Army Hour* Sunday, Aug. 20. Goose Bay is an anchor of the North Atlantic Wing of the Air Transport Command. Personnel there, including WACs were on the program.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

The SCHOOL *of* RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

6 Weeks' Day Course
SEPTEMBER 5

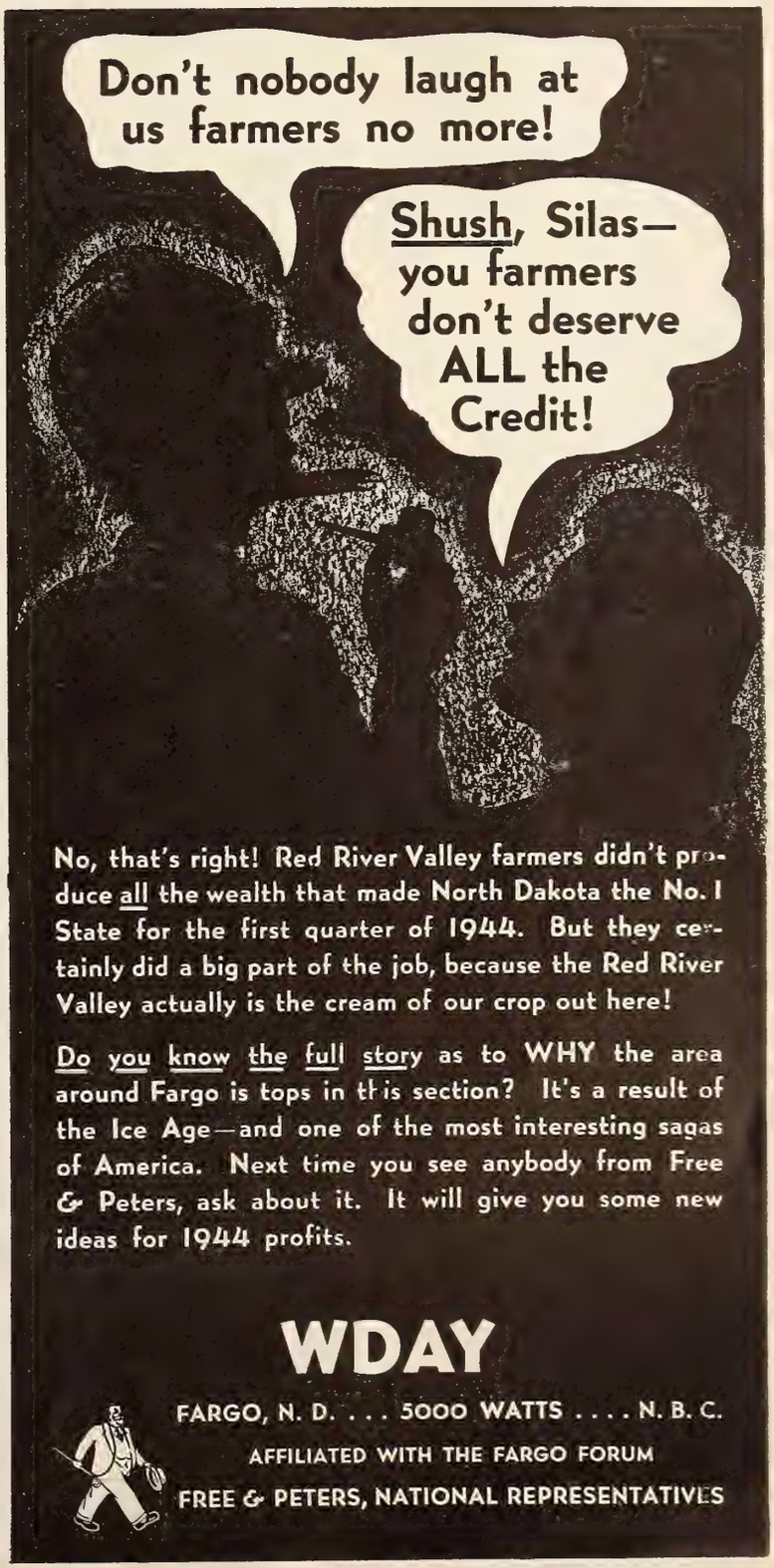
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- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
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- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193



No, that's right! Red River Valley farmers didn't produce all the wealth that made North Dakota the No. 1 State for the first quarter of 1944. But they certainly did a big part of the job, because the Red River Valley actually is the cream of our crop out here!

Do you know the full story as to WHY the area around Fargo is tops in this section? It's a result of the Ice Age—and one of the most interesting sagas of America. Next time you see anybody from Free & Peters, ask about it. It will give you some new ideas for 1944 profits.

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

IT TAKES
POWER to Propel
the USS North Carolina



IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Listening

(*Continued from Page 11*)

remainder from competing stations. After the money is given away, the station holds 60% of its audience, with a third turning off the radio, and the remainder tuning to other programs. No particular activity is found during the other three quarter-hours. The relatively high level of the fourth quarter-hour is probably brought about by people anticipating the next money giveaway, when the cycle begins all over again.

Traffic Created

Thus, money giveaways seem to create very considerable "traffic" through their something-for-nothing appeal. A large part of the audience turns *on* its radios to hear the show; a large part turns them *off* after the show. This is not true of programs broadcast during these hours on other stations, where audiences tend to continue listening, either to the same station or to competing stations.

Just how large a total audience do these programs reach? The three examples, during the week under discussion, were on the air for a total of 22 hours. Diary records show that only 36.1% of all families in this area heard any part of them. This is a smaller audience than listens to such once-a-week shows as Jack Benny or Fanny Brice, and only slightly larger than the net weekly Lowell Thomas audience.

Thus it appears that in this area it is entirely possible to "buy" a fair-sized rating, consistently recruited from about one-third of the total families in the area. These families will stay with the station just as long as the money stays. It is largely a non-competitive audience in that few of these families tune from other stations when the cash register rings, but rather had been in the "radio off" group and nobody's audience.

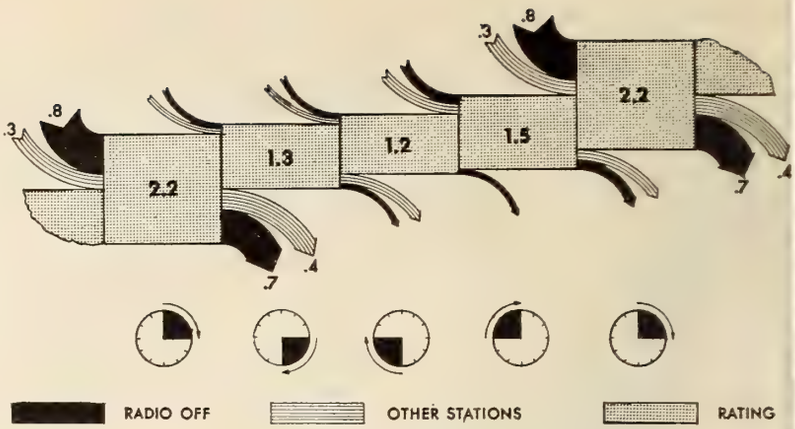


CHART II

Source and Destination of *Dollars on the Hour* Audience
Station E
Average Hour Monday-Friday
100% = Total Radio Families in Area

Stan-B Account To Shift To H. W. Kastor in Fall

STANDARD BRANDS, New York, which has placed advertising for its two vitamin products, Stams and Stan-B through Ted Bates Inc., New York, since their introduction last year, will shift the Stan-B account to H. W. Kastor & Sons, Chicago, Oct. 1. The change is in line with a plan to use different agencies for the products as soon as both attain national distribution and become in effect competitors.

Present radio plans call for continuation of current advertising which is limited to a cut-in announced on *This Changing World*, five-times weekly program sponsored on CBS for Standard Brands Coffee, and Royal Desserts. Series is handled by Ted Bates Inc. Radio promotion for Stams includes network program cut-ins and spot advertising.

Cough Drop Spots

SHARP & SHEARER, Reading, Pa., through its newly-appointed agency, Blaine-Thompson Co., New York, on Oct. 21 starts a spot campaign on 26 stations to promote Sharp's Cough Drops, using transcribed musical jingles from five to seven times weekly. Product is said to be new to radio.



FOUR TOP MARKETS!

- Central Kentucky — WLAP Lexington, Ky.
- Amarillo — KFDA Amarillo, Tex.
- The Tri-State — WCMI Ashland, Ky.-Huntington, W. Va.
- Knoxville — WBIR Knoxville, Tenn.

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

Transmitter Accompanies First Wave Of Allied Troops in Southern France

NEWS of the second European D-Day was sped to this country in record time by means of the portable transmitter and its crew that went in among the first waves of Allied troops reaching the beaches along the Southern Coast of France.

Announcement of the Allied landings was broadcast simultaneously by the four nationwide networks at 6:10 Tuesday morning in a pooled broadcast in which Chester Morrison, NBC correspondent, reported from one of the landing craft, his words being relayed via Rome and Algiers. From then on all the networks broadcast frequent news bulletins, commentaries and special pick-ups from the European theatres, but with little interruption of normal commercial schedules.

Experienced Crews

Following their experience of D-Day, just 10 weeks before, the networks handled the second invasion story smoothly and without undue excitement. Newsroom crews, summoned after the receipt of information that an important military announcement was imminent, put in an all-night vigil before the news broke, and CBS, NBC and the Blue kept their networks open through the night. Mutual shut down at its usual time but reopened at 6 a.m. EWT, four hours earlier than usual, to carry the 6:10 pooled broadcast.

At 8:51 a.m. Merrill Mueller, NBC correspondent attached to Gen. Eisenhower's headquarters in Normandy, was heard in a pooled broadcast, at 10:38 a.m. BBC Correspondent Geoffrey Talbot, who had been in the plane towing gliders of invasion troops, reported from Algiers in another pooled broadcast, and still another at 12:30 p.m. brought eyewitness invasion accounts from Eric Sevareid of CBS and Vaughn Thomas of BBC. Each network also broadcast individually reports of its own correspondents abroad.

BBC service to independent American stations as well as the networks is continuing on a regular five-times-a-day schedule, with an eyewitness report from Mr. Talbot included in the BBC morning special at 10:30 a.m., being broadcast by many U. S. stations a few minutes before his report on the pooled broadcast went out over the networks. Networks all signed off at their usual time Tuesday night (Wednesday morning) in the absence of news of sufficient volume or importance to warrant night-through operation.

First direct radio program transmission service from France to the American network audience since the beginning of the invasion in June occurred Aug. 14, when John McVane reported on NBC's *News of the World* program, sponsored by Miles Labs., for Alka-Seltzer, 7:15-7:30 p.m. This broadcast inaugurated direct program service to the United States from France via Press Wireless station PX, whose mobile transmitter has been sending news dispatches direct from battle line areas since June 13.

CBS is resuming this fall its policy of using the 11 p.m. to 12 midnight period as a show-case for sustaining programs of all types. During the summer the sustainers are moved into various earlier spots as replacements.

MBS Chicago Meeting

MUTUAL directors, shareholders and executive committee will hold their third meeting of the year at the Drake Hotel, Chicago, beginning Aug. 25, with network officials remaining in Chicago for the NAB War Conference the following week. Executive committee, chairmanned by W. E. MacFarlane, WGN, will meet Friday. Directors and shareholders will hold their meeting on Saturday, and on Sunday network and affiliate executives will gather at the network's convention headquarters at the Palmer House, where the NAB sessions will be held. Immediately following the NAB business meeting on Monday (Aug. 28) Mutual will hold an affiliates meeting in the Palmer House, to be followed by a cocktail party for MBS stations.

New Campbell Show

CAMPBELL SOUP Co., Camden, N. J. is signing up Olsen & Johnson for a network program which will go into one of the company's two CBS periods. Final deal, however, is contingent on whether program and time are mutually satisfactory to both sponsor and talent, with the comedy team willing to conform their humor to the tastes of the sponsor. Tentative starting date has been set for Sunday, Dec. 10, indicating that the new show will probably replace *Radio Reader's Digest*, sponsored by Campbell 9-9:30 p.m., rather than the *Jack Carson Show*, heard Wednesday, 9:30-10 p.m. Agency is Ward Wheelock Co., Philadelphia.



Represented Nationally by HEADLEY-REED CO.

THE BRANHAM COMPANY
IS PLEASED TO ANNOUNCE
THE APPOINTMENT OF

Joseph F. Timlin

AS MANAGER OF THE RADIO
DEPARTMENT OF THE NEW YORK OFFICE

THE BRANHAM COMPANY
CHICAGO NEW YORK DETROIT
ATLANTA DALLAS CHARLOTTE
ST. LOUIS MEMPHIS KANSAS CITY
SAN FRANCISCO LOS ANGELES
SEATTLE

Reach the ACTIVE SALT LAKE MARKET



Utah has one of the highest per capita ratings as a radio listening market.

●

National Representative
JOHN BLAIR & CO.

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

SPORTS MUSIC NEWS
W ★ H ★ N
50,000 WATTS
DIAL 1050

AP
KLX, Oakland, California
. . . May I commend you on the excellent idea of individual sales presentations for AP Telescripts.
Adriel Fried
General Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

CIO Attacks NAB and Code

(*Continued from page 12*)

two years he had conducted a CIO program on WPAY Portsmouth, O., and had "difficulty" because of script changes.

"We didn't do anything about it," he explained. "I didn't even know at that time there was a Commission."

Mr. Cabus testified that "the idea of a radio program was encouraged by our president, Winfield Hutchinson". He said the union made no attempt to get free time because its officials didn't know stations had "free time for educational programs".

He told the Commission that Albert J. Lussheim, former labor leader in Germany and a native of Germany, took over the program when Mr. Evans went to the Army last September, but that members objected to Lussheim's programs because they dealt with "international" problems.

That WHKC is the "guinea pig" of the CIO campaign against the NAB Code and against station operations in general was indicated in a letter from the Political Action Committee to all PAC regional directors, instructing all local unions to "immediately apply for radio time needed between now and November" and to report to the National HDG PAC "all refusals to grant or sell the PAC a fair share of time and also to report all cases of censorship". The avowed purpose, as set forth in the *Helldiver*, Local 927 publication, was "to coordinate all such cases as may arise" with last week's hearing.

NAM Attacked

Commissioner Wakefield denied a petition filed by Mr. Goodman on behalf of Mr. Frankensteen, as the hearing opened Wednesday, to subpena Alfred P. Sloan Jr., chairman of the board of General Motors and a director of the Dupont interests; James S. Adams, president of Standard Brands, and William S. Rainey, radio director of the NAM. When Commissioner Wakefield inquired as to how the CIO proposed to "bring this home to WHKC", Mr. Goodman said "WHKC has accepted three programs of NAM members".

He charged that the NAM broadcasts are "slanted against organized labor" and "in favor of the Republican candidate for President and against the Democratic candidate". Louis G. Caldwell, Washington counsel for WGN and Mutual, delivered several scripts of Fulton Lewis jr., Boake Carter and Col. Robert McCormick, publisher of the *Chicago Tribune*, who participated in *Chicagoland*, a Mutual program originating at WGN. He said other scripts, subpenaed by the CIO, were "on the way".

Although Mutual and WGN were not involved in any of the issues, Mr. Caldwell said he wanted to make it plain that he felt the "'issues being raised are in flat contradiction of Section 326 of the Communications Act and in violation of the first amendment to the Constitution, which prohibit the Commission from exercising censorship."

Opening for WHKC Mr. Loucks declared that "'both the order itself and the procedure are unusual". Mr. Everson told of a conference on June 1, 1943, with CIO officials at which time a contract was signed for the 52-week series and an amicable agreement was reached as to the type of program to be presented. He said the UAW-CIO program was the first ever sold to a labor organization by the station.

Denies Station Deleted

He denied that the station deleted any portions of Mr. Frankensteen's speech, but that the UAW-CIO had been notified that the speech, as submitted, would have to be rewritten. "We, ourselves, did not delete these," said Mr. Everson, referring to portions of the original speech which the CIO had charged were deleted by the station. "We hadn't the slightest idea what was taken out until 10 days later. I objected to the general tenor of the speech."

Mr. Everson, manager of WHKC since 1935, declared that the present protest was the only criticism the station had heard in the nine years he had guided it. He said that "up to Frankensteen the programs were constructive and informative. Frankensteen came to town and wanted to do just the opposite."

He asserted that Mr. Frankensteen had never asked for free time to discuss controversial issues. He testified that the programs of Messrs. Lewis, Carter, Close and McCormick, to which the CIO has objected as being "biased" and "one-sided", were network originations.

Mr. Everson opposed any rule which would require stations to provide "equal time" to answer so-called controversial issues on the grounds that it would disrupt pro-

Kintner Honored

LT. COL ROBERT E. KINTNER, who becomes Blue v-p Sept. 15, on terminal leave from the Army, was awarded the Legion of Merit last week for "outstanding ability and devotion to duty in interpreting the mission of the Army" in his assignment with the War Dept. Bureau of Public Relations. The citation further stated, "His sympathetic and cooperative attitude toward representatives of the press . . . contributed materially to the prestige of the Army." Col. Kintner was in the Bureau of Public Relations from late 1942 to May 28, 1944.



Col. Kintner

W. A. WINTERBOTTOM, vice-president and general manager of RCA Communications, Inc., New York, who died July 8, on Aug. 1 was posthumously awarded the Signal Corps' Certificate of Appreciation and cited for "services of immense value" to the Army Signal Corps.

THE MIRAGE OF MONEY PROGRAMS

Here are Hooperatings for the 8:00-12:00 AM, Monday through Friday period before and during the WSAI "Man With the Money" program.

BEFORE "MONEY MAN"		DURING "MONEY MAN"	
STATION	RATING	STATION	RATING
WSAI	24.0	WSAI	31.8
A	16.5	A	17.8
B	13.0	B	13.3
C	12.2	C	10.9

WSAI believes today, as it always has, that only sound programming can produce sound station ratings. Figures like the above, plus the report of Dr. Herman S. Hettinger in our brochure "The Mirage of Money Programs" substantiate our point of view.

WSAI
Division of the Crosley Corp.
CINCINNATI 2, OHIO

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK, CHICAGO, SAN FRANCISCO

ram service and result in nothing
t speeches on the air.

"We do not seek the right to an-
wer," interposed Mr. Goodman.
We contend we were refused time
speak on a subject which Lewis
as permitted to speak on. We
ake no objection or opposition to
ewis even now. We refer to his
scrimination with reference to la-
or."

Mr. Everson testified that WHKC
as never refused time, commercial
sustaining, to any labor organi-
tion. He added that between July
1943, and June 30, 1944, WHKC
ave time to 186 civic and kindred
ganizations which "represent the
hole population of Columbus".

Using a copy of the station's log
or the week of June 1, Mr. Ever-
on cited what he termed a "typi-
al" week's program, which in-
uded four morning religious
oadcasts, several of the same
pe on Sundays, a dozen or more
-called public service features in
hich various civic organizations
ok part, and several children's
ograms. He mentioned one par-
cular broadcast in which the CIO
as represented along with the
FL and other organizations.

Mr. Everson asserted that all
ewscasters on WHKC were in-
ructed to read the news as it came
on the special radio wire which
rves the station without "inter-
olation, comment or analysis".
cripts of many Mutual commen-
tors and newscasters carried by
WHKC were submitted, although
me of them had not been sub-
enaed by the CIO. Under direct
xamination by Mr. Loucks, Mr.
verson asserted:

Friend of Labor

"I can truthfully say my atti-
ude towards organized labor has
een very friendly. I have never
rned down a labor organization
n my station since I have been
anager." He mentioned that the
tation carried a portion of the
nited Shoe Workers of America
CIO) convention last May 14 as
sponsored program at the request
f the union.

Mr. Evans, testified out of turn
hursday afternoon in order to re-
rn to his work at the Curtiss-

WHAS Scholarship

MUSICAL scholarship contest is being conducted by WHAS Louisville, opening Aug. 21, to determine the best young voice in Kentucky or Southern Indiana. The winner will get a four-year scholarship to the U. of Louisville, plus a paid job on a regular program on WHAS. The contest, in cooperation with the Rotary Club, is open to graduates of high schools in 1942, '43, or '44. The finals will be broadcast over WHAS during the week of Oct. 9.

Wright Corp. Columbus plant as soon as possible. He identified various scripts which had been changed before broadcast and in each instance he said the changes were suggested by station officials on the "general" ground that they were controversial and might not be good relations between management and labor at the Curtiss-Wright plant.

Loucks Objects

He also said station officials had told him that certain speeches and parts of dramatic skits were controversial and couldn't be broadcast under the station's standards. At one point Mr. Loucks objected to CIO counsel's questioning which the station attorney termed "leading questions". Mr. Goodman admitted they might be leading, but also said Mr. Loucks had used similar tactics with Mr. Everson.

Mr. Evans testified that the purpose of the dramatic skits was "to illustrate to the public the underhanded methods of some employers to undermine unions". He said the dramatizations were "imaginary" but that Mr. Moses had pointed out "they would not be conducive to good management-labor relations at Curtiss-Wright".

When Mr. Loucks asked the witness to state the general objections by WHKC to his scripts, Mr. Evans replied: "Mr. Moses said relations between the union and Curtiss-Wright at that time were good, and if, by this program, we accused the company of these kind of tactics, it would, in effect, constitute an accusation against Curtiss-Wright."

Mr. Loucks objected to an "apparent discrepancy" between the scripts identified by Mr. Evans and submitted by Mr. Goodman and those submitted from the station's files which, he said, were "scripts used in the production" of the programs.





R. H. C. CADENA AZUL *is to Cuba*

what CBS *is to the United States*

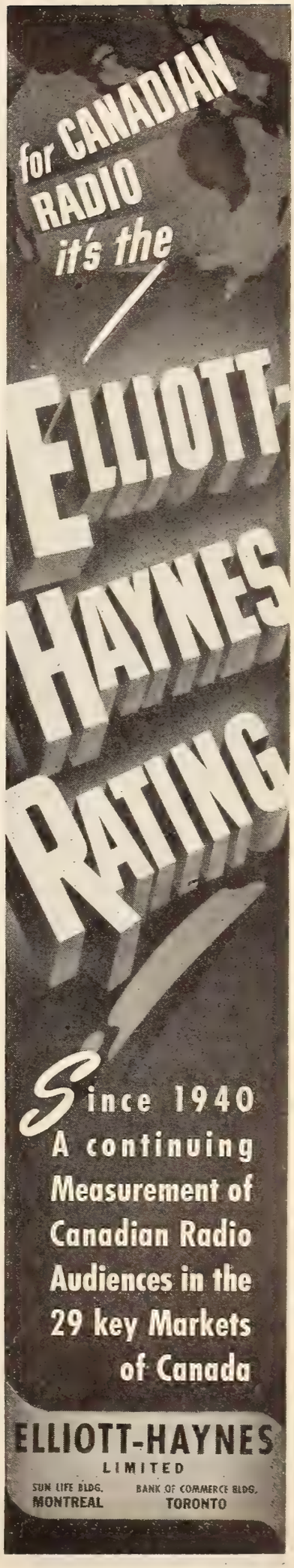
Yes, Cadena Azul is the network which Cuban listeners tune to for Columbia Broadcasting System programs, and for the best in local programming as well! And they tune to Cadena Azul programs in overwhelming numbers! An impartial survey proves it: A Cuban affiliate of a prominent U. S. manufacturer found that 65% of all Cuban listeners tuned to Cadena Azul . . . its nearest competitor had only 15% of all Cuban listeners. Your product can be most effectively sold in Cuba through Cadena Azul!

RHC CADENA AZUL

RADIO RHC HABANA CUBA Cadena Azul

Cuba's only network affiliated with **CBS**

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
WIsconsin 7-1166



WLB Refers Petrillo Defiance to OES

(*Continued from page 10*)

very sincerely, that your organization, Mr. Padway, has seen fit to join that very small company of those who have not accepted the decisions of the War Labor Board."

Mr. Padway argued that the present case is not the same one which was before the Board when it voted to appoint a panel, that the transcription companies who were the only employers before the Board at that time are now out entirely, and that the recording companies came into the case later. "We don't consider ourselves bound", he said, "by the inferences of implications contained in your first vote to set up a panel, that that determined jurisdiction".

He said the Board took the case on *prima facie* showing that it was a labor dispute but that the record now shows that it was improper for the Conciliation Service on the basis of law to transfer the case to the Board. He contended that in order to take jurisdiction the Board must have a dispute involving an employer-employe relationship but that there is no employment relationship in this case.

"You have designated something to be a strike which isn't a strike", he asserted, and he reminded the Board that at the outset of the case he told William H. Davis, its chairman, that "we don't care if we never make another record for these or any other employers. We don't want employment with them now or at any time".

" I repeat that statement to you now", he continued, "in case there may have been any misunderstanding respecting it, that we do not want to work for RCA or Columbia in the making of records. We don't want to work for them under any terms or under any conditions. We want it considered that there is a complete severance of relationship and will not exert any economic pressure upon these companies at all. We want this Board to let us alone. . . .

"You are putting us in the position of saying, 'Lift your ban, the effect of which is that your people go back to work. If they dont, we will transfer the case, in all probability, I presume, to the President and he will make you go back to work'.

"In other words, you are starting in motion the train of events that would impose upon us involuntary servitude."

He said that the decision in this case was "one of the worst that has been rendered by the Board, wholly outside your powers, not within your jurisdiction, and doing something which Congress has refused to do; namely, conscript manpower".

Simple Issue

Lloyd K. Garrison, public member, reminded Mr. Padway that his arguments on the merits of the case were fully explored by the panel and that "the question is purely and simply whether your organization is going to abide by the decision of the Board. You told us that it is not, and I think myself that that is about all we need to hear".

Mr. Padway replied that he went into the merits of the case "because jurisdiction runs like a thread throughout every proceeding from its commencement to the end". He said the panel 'pushed and pushed and pushed and got us to make contracts" with Decca and the transcription companies and that if the AFM gives anyone a better contract it will have to change the 80 contracts it now has to conform to the new contract.

He said the Board was putting his organization in the position of working for an employer for $25 even though 80 other companies are paying $35. "'I don't think there is any moral right in any tribunal to subject us to that position, and I don't think the AFM should treat the 80 employers in a matter of competitive advantage in that sort of commercial dispute and give them the better break; and I don't think you by your order should ask them to weigh the terms in 80 contracts to yield to the whim or the desire of two companies who are living in the pre-Victorian age with respect to what constitutes good labor relations".

Representing the AFM, in addition to Mr. Padway, were A. Rex Riccardi and Harry J. Steeper, assistants to the president.

Attending for the companies were Ralph F. Colin, general counsel, Columbia Recording Corp.; C. Lloyd Egner, vice- president, NBC; J. H. McConnell, general counsel, RCA Victor Division of RCA; Robert P. Myers, assistant general counsel, RCA and NBC; J. W. Murray, general manager, Record Division, RCA; Edward Wallerstein, president, CRC; and Frank White, in capacity as vice-president and treasurer of CRC.

KJAN to NBC

KJAN Monroe, La., owned by KNOW Inc., and operating with 250 w on 1,450 kc., about Oct. 1 will become affiliated with NBC as a supplementary station to the southwestern group.

ELECTRICAL AND RADIO ENGINEER OR PHYSICIST for TELEVISION WORK

LARGE AMUSEMENT ENTERPRISE requires the services of electrical engineer with knowledge high frequency and electronic circuits. Location New York but must be free to travel to carry on field tests.
EXCELLENT PRESENT AND POST WAR OPPORTUNITY. Give complete details and if now employed in war industry state condition of availability Our organization knows of this ad and replies will be strictly confidential.
Box 592, BROADCASTING

LOOKING FOR YOUNG ENERGETIC GENERAL MANAGER? PROGRAM DIRECTOR?

LARGE NET OUTLET, MAJOR MARKET MAN IS LOOKING FOR YOU. PERSONAL CONTACT NAB CONVENTION.

Box 566, BROADCASTING

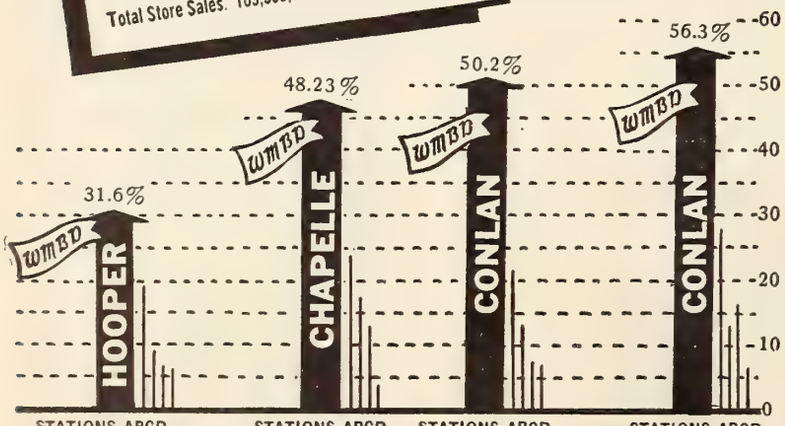
WMBD DOMINATES PEORIAREA

MARKET DATA

	Primary	Secondary	Total
Population	444,500	169,700	614,200
Families	126,809	48,179	174,988
Radio Homes	115,629	43,546	159,175
Total Retail Stores	6,179	2,704	8,883
Total Retail Sales	149,470,000	46,514,000	195,984,000
Total Food Stores	1,682	629	2,311
Total Food Sales	35,016,000	10,085,000	45,101,000
Total Drug Stores	185	81	266
Total Drug Sales	5,090,000	1,414,000	6,504,000
Total Other Stores	4,358	1,994	6,353
Total Store Sales	109,383,000	35,015,000	114,398,000



Successive surveys prove the ever-increasing popularity of WMBD. You *need* WMBD in Peoriarea —heart of rich Illinois —a *good* market now . . . a *better* market after the war. Get more facts.





NATIONAL REPRESENTATIVES
FREE and PETERS

PEORIA BROADCASTING CO. • PEORIA, ILLINOIS

SERVICE DIRECTORY

FRITZ BLOCKI PRODUCTIONS
Writer-Producer-Director
420 Madison Ave., Plaza 9-6180
New York City

United Manufacturing Corp.
Division of U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., N.W., Wash. 6, D. C.
District 1640

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Washington, D. C. Kansas City, Mo. Hollywood, Cal.

BUY WAR BONDS

Network Accounts

All time Eastern Wartime unless indicated

New Business

AMPBELL CEREAL Co., Minneapolis, h Sept. 12 starts for 52 weeks, *Graham letcher—News*, on 7 NBC stations, Mon., ed., Fri., 7-7:15 a.m. (PWT). Agency: aymond R. Morgan Co., Hollywood.

OLGATE-PALMOLIVE-PEET Co., Jer- y City (Super Suds), on Aug. 13 started *londie* on 131 CBS stations Sun., 8-8:30 m. and Oct. 13 discontinues *Blondie* on 1 Blue stations Fri., 7-7:30 p.m. Agency: m. Esty & Co., N. Y.

EVER BROS., Cambridge (Swan Soap), resuming *George Burns & Gracie Allen* ug. 15, Tues., 9-9:30 p.m., will add 8 CBS ations (WFMD WJLS KTBC KEYS GBS WSAU KSJB KTTS), making a tal of 137 CBS stations. Agency: Young Rubicam, N. Y.

ENERAL FOODS Corp., New York Post Toasties), on Sept. 17 starts Fanny rice in *Toasties Time* on 113 CBS sta- ons, Sun., 6:15-7 p.m. Agency: Benton & owles, N. Y.

ROWN SHOE Co., St. Louis, on Sept. 2 egins *Smilin Ed McConnell* and his uster Brown Gang on 52 NBC stations, at., 10-10:30 a.m. Agency: Leo Burnett o., Chicago.

ORDEN Co., Sales division, New York dealers, distributors), on Sept. 8 starts *appy Island* on 182 Blue stations, Fri., 7:30 p.m. Agency: Young & Rubicam, Y.

EORGE W. LUFT Co., New York (Tan- ee Lipstick), on Aug. 24 starts *Tangee rogram* with Sammy Kaye and Paul inchell on 80 MBS stations, Thurs., 8:30-9 m. Agency: Warwick & Legler Inc., N. Y.

RED HOUSER FOR SENATOR, Los ngeles (political), on Sept. 11 starts for weeks, *Political Talk*, on 16 Don Lee Cal. tations, Mon., 6:45-7 p.m. (PWT). gency: Lockwood-Shackelford Adv., Los ngeles.

ELAWARE Lackawanna & Western oal Co., New York (blue coal) on Sept. resumes for about 26 weeks *The Shad- w* on 29 MBS stations Sun., 5:30-6 p.m. gency: Ruthrauff & Ryan, N. Y.

ENERAL FOODS Corp., New York Maxwell House Coffee), on Aug. 31 re- mes *Maxwell House Coffee Time*, with rank Morgan on 130 NBC stations, hurs., 8-8:30 p.m. Agency: Benton & owles, N. Y.

ROCTER & GAMBLE Co., Cincinnati Duz), on Sept. 9 resumes *Truth or Con- equences* on 129 NBC stations, Sat., 8:30-9 m. Agency: Compton Adv., N. Y.

EVER BROS., Cambridge, Mass. Vimms), on Aug. 16 resumes *The Frank inatra Show* on 132 CBS stations, Wed., 9:30 p.m. Agency: J. Walter Thompson o., N. Y.

ROVE LABS., St. Louis (drugs), on ct. 2 starts *Lanny & Ginger* on approxi- ately 220 MBS stations Mon., Wed. & ri., 11:55 a.m. to 12 noon. Agency: Rus- l M. Seeds Co., Chicago.

MERSON RADIO & Phonograph Corp., lew York, on Aug. 27 replaces *Green Vil- e, USA*, on 63 MBS stations, Sun., 5-5:30 m. with *You Can't Take it With You*. gency: William H. Weintraub & Co., . Y.

U.P.

THE MARK OF ACCURACY,

SPEED AND INDEPENDENCE IN

WORLD WIDE NEWS COVERAGE

UNITED PRESS

Balliett to Retire

CARL J. BALLIETT retires this week as active chairman of the board of Morse International Inc., New York, and is moving his residence to Pennsylvania. He will retain his present title and will participate in certain agency business. Russell Wertz, sales manager of the printing division, C. E. Sheppard Co. has been named chairman of the war activities council of the Advertising Club of New York, position formerly held by Mr. Balliett.

Network Changes

P. LORILLARD Co., New York (Old Gold cigarettes), on Aug. 13 shifted *Old Gold Show* on 126 NBC stations, Sun., 10:30-11 p.m., from Hollywood to New York. Agency: J. Walter Thompson Co., New York.

AMERICAN DAIRY Assn., Chicago (butter & dairy products), has added KOA Denver, KDYL Salt Lake City, KSEI Pocatello, Ida., KTFI Twin Falls, Ida., to the approximate 50 NBC stations broadcasting *Voice of the Dairy Farmer*, a quarter hour news show featuring Clifton Utley and Everett Mitchell, heard on Sundays. Agency: Campbell-Mithun, Chicago.

EVERSHARP Inc., Chicago (pens, pencils), on Aug. 13 added to *Take it or Leave It* Sun., 10-10:30 p.m., 17 CBS stations (WJLS WDWS WDAN WSOY WTAX WFMD WENT WWNY WHOP WPAD WLBC KTBC KEYS KGBS KSJB WSAU WHUB), making a total of 141 CBS stations. Agency: Biow Co., N. Y.

GULF OIL Corp., Pittsburgh (motor oil, gas), has added to *We, the People*, Sun., 10:30-11 p.m., 6 CBS stations (KGGM KVSF WJLS WHUB WERC WMBC), making a total of 102 CBS stations. Agency: Young & Rubicam, N. Y.

STANDARD BRANDS, New York (Tenderleaf Tea), on Sept. 4 will add to *Mary Marlin*, Mon. thru Fri., 3-3:15 p.m., 8 CBS stations (KSJB WKMO KTTS KGBS KEYS WHUB WENT WSAU), making a total of 141 CBS stations. Agency: J. Walter Thompson Co., N. Y.

J-W-T PRODUCERS SHIFTED ON COAST

ROBERT BREWSTER, Hollywood producer of J. Walter Thompson Co. on NBC *Kraft Music Hall*, has been shifted to CBS *Frank Sinatra Show* succeeding Earl Ebi. Writing staff under direction of Hendrick Vollaerts consists of Bill Telack, Jerry Gollard and Virginia Radcliffe.

Mr. Ebi takes over production of NBC *Chase & Sanborn Show* when the program resumes on Sept. 3. He succeeds Tony Stanford. Under Vic McLeod, writers of that program are Alfred Johansen, Alan Smith and Bob Mosher. Al Rinker, former Hollywood producer of NBC *Old Gold Show* assumes that post on NBC *Kraft Music Hall*, with Dave Gregory as chief writer, assisted by Stanley Davis, Elon Packard, Chet Castellaw, Fred Fox, Rupert Prey and Leo (Ukie) Sherin.

With no successor named for the late Daniel J. Danker, vice-president, who died on July 5, Norman Blackburn is handling talent buying for all programs and administrative end of the agency's Hollywood radio business. Anthony Stanford, as senior producer, will act in a supervisory capacity on programs originating from Hollywood and New York.

Carroll Carroll, withdrawing as writer on NBC *Kraft Music Hall*, will supervise writers and create new program ideas. Stanford and Carroll will be on a shuttle basis between the agency's New York and Hollywood offices. Evelyn Finnie, for many years secretary to Mr. Danker, and for the last six months handling contacts on CBS *Lux Radio Theatre*, will continue to book talent for that program.

FIRST direct radio-telegraph service between New York and Bombay, said to be the longest direct circuit in the world, was put into operation by RCA Communications Inc., last Tuesday at 12:01 a.m.

Lowest New York Rate Card

WLIB's rate is from 60% to 310% less than that of any other New York independent station on a dollar basis.

Projected against Hooperatings, WLIB compares most favorably with the other stations purely on a cost-per-listener basis. But when the quality of the WLIB audience is considered simultaneously with the cost-per-listener, WLIB stands out as a "must" to complete your coverage of the New York market.

WLIB

"THE VOICE OF LIBERTY"

Clear Channel - 1190 on your dial

RKO BUILDING - RADIO CITY - NEW YORK

$15,000.00 AND UP RADIO SALES MANAGER

WANTED

The man we want is a most unusual guy. He's never made $4,000 a year. He's never been an executive. He probably doesn't know all the best New York Agency people.

The guy we want is probably between 20 and 30 years of age and until recently at least he had a patch in his pants. He may be working at some jerkwater station or on starvation salary at some high class network outlet. Or he may have had that experience before he went into Uncle Sam's Army or war work. If so, he's now released and ready to go.

He's got to know radio and how radio is sold. He's got to know he's the best damn Salesman that ever lived. He's got to have the ants in his pants that will make him work from 24 to 48 hours a day till he gets what he wants . . . till HE GETS IT! . . . and not on any silver platter.

HERE'S THE SET-UP

The station that wants this man is one of the smartest run, 250-watt, full-time independent stations in the country, owned and operated by two guys who came up in radio the hard way. The station is located in a top eastern, metropolitan county of 250,000 population. There is no competition for the local retail merchants' radio dollars.

The station has been successful from its start two years ago. Now making good gross and net profits. Only a guy with the "itch" can take it a lot higher.

HERE'S THE PAY-OFF

The guy we want will come in first as a salesman on straight commission . . . no drawing account. He'll only get 15% of total sales until his weekly billings go to $300. Then he'll get 20%. When his sales are up to $600 per week, he'll get 25% overall and on everything over.

That plan is based on the conviction of the guys who run the station that the man who won't get off his fanny isn't worth much but that the guy who'll get out and slug deserves a break . . with NO ceiling on earnings.

The man who proves himself in this way can have just about anything he wants including the sales-managership and a swell job for life under friendly, ideal working conditions. (We don't believe in driving . . . just paying off to the man who drives himself.)

HOW TO GET THE JOB

Just write for traveling directions and come on if you can tell by this ad that we're not kidding. If you want more facts and details you're probably not the man. However, if you've got a family and just want to be sure we're on the level, then write and ask us. We'll give you a guarantee that the opportunity is just as stated. YOU'LL have to figure out what you can do with it.

IF INTERESTED JUST WRITE Box 590, BROADCASTING

Actions of the FEDERAL COMMUNICATIONS COMMISSION

AUGUST 12 TO AUGUST 18 INCLUSIVE

Decisions . . .

AUGUST 14

WFOR Hattiesburg, Miss.—Granted consent assign. license of WFOR from Forrest Broadcasting Co. to C. J. Wright, B. M. Wright, and C. J. Wright Jr., partnership d/b as Forrest Broadcasting Co. No money involved.

U. of Southern California, Los Angeles, Calif.—Granted CP, for new non-commercial, educational station operate on 42,900 kc, 1 kw, special emission for FM, subject approval of site by CAA.

WGTC Greenville, N. C.—Granted renewal license for period ending 12-1-45.

KIUL Garden City, Kans.—Granted CP to increase power from 100 to 250 w and make changes in transmitting equipment, subject condition that permittee will install antenna which will comply with regulations when materials become available and subject FCC Supplemental Statement of Policy of 1-26-44.

Elm City Broadcasting Corp., New Haven, Conn.—Granted CP, for new station to operate on 1340 kc, 250 w unlimited, subject approval of transmitter site, antenna by CAA and in accordnce with FCC procedure under 1-26-44 policy.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank M. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

AUGUST 15

Air Waves, Inc. and Louisiana Communications, Inc., Baton Rouge, La.—Granted petitions permit reinstatement applications for CPs for new stations and ordered applications be designated for further consolidated hearing, both applications request 1400 kc, 250 w unlimited.

WCLE Cleveland—Granted 30 days additional time satisfy cond. grant of May 16 authorizing frequency change, increase in power and hours of operations and move of station from Cleveland to Akron.

KFXD Nampa, Ida.; Queen City Broadcasting Co., Boise, Ida.; Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Idaho Broadcasting Co., Boise—Designated for consolidated hearing application of KFXD for CP change from 1230 to 580 kc, from 250 w to 1 kw, install new transmitter and DA, move transmitter site and establish main studio at Boise, with application of Queen City Broadcast Co. for new station on 600 kc, 1 kw, DA-N, unlimited, and application of Idaho Broadcasting Co. for new station 1340 kc, 250 w, unlimited.

WGKV Charleston, W. Va.—Granted petition for order to take depositions re application for license renewal and relinquishment of control. Hearing postponed to Sept. 15.

WJLS Beckley, W. Va.—Granted motion change date of oral argument from Aug. 30 to Sept. 6 re application for CP.

Sam Morris, San Antonio, Tex.—Denied petition intervene in hearing on applications of KGKO and WBAP Ft. Worth and WFAA Dallas for license renewal, without prejudice to right of petitioner to appear at hearing Sept. 9 to give any testimony he may desire.

WORL Boston—Continued to Aug. 24 hearing scheduled for Aug. 17 on application re license renewal.

WMAM Marinette, Wis.—Granted CP change hours on 570 kc from 250 w D, to 100 w N, 250 w LS.

KWG Stockton, Calif.—Granted CP authorizing power increase from 100 to 250 w and changes in transmitter and antenna.

KOW San Jose, Calif.—Granted CP authorizing installation of new ground system.

KROY Sacramento, Calif.—Granted CP authorizing power increase to 250 w and installation of new transmitter.

WDAK Columbus, Ga.—Granted CP authorizing move of studio and transmitter and installation of new antenna.

WOOD Grand Rapids, Mich.—Granted CP authorizing move of 500 w transmitter to site of present main transmitter to be operated as auxiliary transmitter with 500 w, DA, nght.

WXYZ Detroit—Granted CP authorizing move of auxiliary transmitter to site of main transmitter with DA, night.

AUGUST 16

WGKV Charleston, W. Va.—Deferred consideration on petition amend application for transfer control in Doc. No. 6581 until consideration of said applications on their merits, and ordered that hearing notice re above be amended to add an additional issue.

Applications . . .

AUGUST 14

WTEL Philadelphia—License for CP increased power and change equipment.

KASA Oklahoma City—Vol. assign. license to Southwest Broadcasting Co.

Greenville News, Greenville, S C.—CP for new hf station on 44,100 kc with coverage of 23,687 sq. mi.

KFJI Klamath Falls, Ore.—Transfer control of licensee corporation from George Kincaid and Rachel J. Kincaid to Willard D. Miller, 100%.

Granite District Radio Broadcasting Co., Salt Lake City—CP for new standard station 1400 kc, 250 w, unlimited, amended re change in transmitter site.

AUGUST 17

Connecticut Television Co., Greenfield Hill, Conn.—CP for new commercial television station on channel 8, 162,000-168,000 kc.

NBC, Bound Brook, N. J.—CP for new international station.

Glens Falls Broadcasting Corp., Glens Falls, N. Y.—CP for new standard station, 1230 kc, 250 w, unlimited.

WCMI Ashland, Ky.—Authority determine operating power by direct measurement antenna power, 1340 kc.

Herbert Kendrick and G. L. Hash, partnership d/b Harrisburg Broadcasting Co., Harrisburg, Pa.—CP for new standard station on 1400 kc, 250 w, unlimited.

Dixie Broadcasting Co., Montgomery, Ala.—Same.

WATW Ashland, Wis.—CP change transmitter type, increase power from 100 to 250 w.

KONP Port Anteles, Wash.—Mod. CP for new standard station for change in transmitter, antenna, and approval of transmitter and studio sites.

DC&S Changes

VELMA COATES, for more than seven years in charge of radio commercial traffic of Benton & Bowles, New York, has been appointed to a similar post at Doherty, Clifford & Shenfield, New York. Ruth Loveaire, with Benton & Bowles the last three years, and previously with MacFadden Publications, has been appointed radio commercial writer at DC&S. Agency has named Marie L. Brennan, assistant account executive on Bristol-Myers at Pedlar, Ryan & Lusk, New York, for the past 19 years, as assistant secretary of the corporation.

AUGUST 18

CBS, New York—CP for new experimental television station on 470,000-486,000 kc, 1 kw and special emission change frequencies to 460,000 to 476,000 kc.

The Philadelphia Inquirer, div. of Triangle Publications Inc., Philadelphia, Pa.—CP for new FM station on 48,100 kc, 15,500 sq. mi. coverage amended change coverage to 12,850 sq. mi. and changes in antenna.

WHB Kansas City, Mo.—CP new FM station on 46,900 kc, 9,200 sq. mi.

KGY Olympia, Wash.—Vol. assgn. license to Tom Olsen from corporation to individual to simplify administration of station by eliminating formal board meetings and other details. No money involved.

Calendar . . .

WORL Boston—License renewal, hearing set for Aug. 24.

Sick's on NBC-Coast

SEATTLE BREWING & Malting Co., Seattle, has started a weekly 15-minute news period, Sat. 10-10:15 p.m. (PWT) on NBC-Pacific Coast chain for Sick's Beer. Contract is for 52 weeks. Placed through Pacific National Adv. Agency, Seattle.

"Now, if we were only staying at THE ROOSEVELT"



When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager
Other Hilton Hotels From Coast to Coast
TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

anted—Combination first-class engineer-nnouncer, for southern CBS station, non-defense area. $50. Write Box 527, BROADCASTING.

nouncer. Experienced newscaster, also apable of routine studio work. 5 KW etwork affiliate, major midwestern mar-ket. Opportunity for advancement. Sal-ry commensurate with ability. Include ll data in first letter. Reply confiden-ial. Box 540, BROADCASTING.

ief Engineer for 250-watt Midwest sta-ion. Must hold a Radio-telephone first license, and be capable of assuming complete responsibility for technical op-erations. Salary $60.00 per week. En-close a snapshot, and complete informa-ion on experience and education. Box 543, BROADCASTING.

ansmitter and control operator for 250-watt station located in Indiana. Salary pen. State education, experience and nclose a snapshot. Box 544, BROAD-CASTING.

ansmitter Engineer for 5 KW Midwest station. Must hold Radiotelephone First Class license. Salary, $45.00 per week. Also, control room operator. Salary $40 per week. State experience and educa-tion, and enclose a snapshot. Box 546, BROADCASTING.

you are a mail pull announcer and want a position with a Midwest NBC station handling some of the better mail ac-counts here is an opportunity to secure a permanent position with opportunity for advancement. Applicant must be expe-rienced in handling talent and ad-lib shows. All replies confidential. Write full information concerning background experience, draft status and salary ex-pected to Box 559, BROADCASTING.

anted—First and third operators, local Southern station with extensive post-war plans. Permanent positions. Give full de-tails, references, etc. Box 562, BROAD-CASTING.

anted—Chief engineer 250 watt midwest station Mutual affiliate. Cost of liv-ing low. Permanent position for draft exempt man. Box 574, BROADCAST-ING.

anted—Top-flight announcer for 5,000 W New York state NBC station. Good basic and unusual talent opportunities. Fine opportunity of announcing with this progressive key station. Apply now to Box 576, BROADCASTING.

anted—Radio engineers with experience in frequency modulation transmitting and receiving equipment. Familiarity with FCC rules and field operation of equipment desirable. Please give complete experience and education in letter of application, and state salary desired. Com-pany located in the midwest where liv-ing conditions are good, and expenses below average. Box 578, BROADCAST-ING.

anted—Experienced radio salesman, also capable of assuming local sales manager-ship. Permanent position with an NBC affiliate in a Western State. Furnish ref-erences and background in first letter. Box 581, BROADCASTING.

anted—Man experienced in radio pro-motional and publicity work for an NBC affiliate in a Western state. Furnish ref-erences and background in first letter. Box 582, BROADCASTING.

anted—Two first class transmitter engi-neers. Modern living quarters furnished permanent operators. Write, giving full details, family, affiliations and history of employment. Box 588, BROADCASTING.

anted—Salesman with "ants in his pants" to become salesmanager. See full col-umn ad, page 63 this issue.

ief Engineer. State age, experience, qualifications and salary expected. WMIS, Natchez, Mississippi.

oroughly good deal. Wanted two first or second class engineers. Good pay. Short hours. Pleasant working schedule. KFNF, Shenandoah, Iowa.

pening for capable young lady. Combina-tion program and mike work. WEGO, Concord, N. C.

nnouncer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and com-mercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

perienced announcer wanted. All around man for permanent position with good opportunity. KILO, Grand Forks, N. D.

Help Wanted (Cont'd)

Announcer—Must have experience. State complete qualifications and salary expected. Write or phone Radio Station WSAM, Saginaw, Michigan.

Busy WHEB seeks qualified, all-around announcer, preferably discharged veteran, with good voice, good nature and gumption. Progressive management, with sound ideas both today and tomorrow. Transcription, and your story, please. Wire or write Program Director, WHEB, Portsmouth, New Hampshire.

News Editor-Newscaster. Opening for qualified man with experience and background for dominant news station in central Kansas. Good salary and working conditions. Permanent. Wire collect your qualifications. KFH, Wichita, Kansas.

Wanted—Transmitter engineer for five kilowatt regional. Must have first phone license. Permanent position not draft vacancy. Anyone without previous broadcast experience need not apply. Give complete details first letter. Harold Beckholt, Chief Engineer, WSPA, Spartanburg, South Carolina.

Excellent positions open for electrical, electronic engineers; first, second, third class radio engineers; production men; junior, senior announcers; station executives; news editors; time salesmen; radio telephone, telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Wanted—Experienced, capable first class engineer. Give full particulars. KTHS, Hot Springs, Arkansas.

Wanted at Once. Operator or operator-announcer holding restricted telephone permit. Give experience, draft status and salary required in first letter. WPAD, Paducah, Kentucky.

Wanted—Chief Engineer for 250 watt Blue Network station. Good salary. State salary and experience. Address F. C. Ewing, WGRM, Greenwood, Miss.

Wanted—Engineer with first class papers. Also an announcer. Give starting salary expected in first letter. Regular job. Contact Manager, Radio Station WBRW, Welch, West Virginia.

5 KW Midwest NBC station has opening for experienced announcer capable handling newscasts as well as straight commercial. Applicant must be draft deferred. This is a permanent position with going concern under good management and with excellent post-war opportunity for advancement. Salary approximately $200.00 per month. Send transcriptions as well at letter with full information concerning background and experience to KSOO, Sioux Falls, South Dakota. All replies considered confidential.

Salesman who can make $15,000 and up. Turn to page 63 this issue.

Large Washington, D. C. advertising agency has an opening in radio department for experienced copy writer. In applying, state age, experience, and background. Salary of $200 monthly to start. Excellent opportunity. Box 593, BROADCASTING.

Situations Wanted

Do you need an experienced dramatic script writer with fresh ideas and unusual talent? Write Box 444, BROADCASTING.

Station Manager—Eleven years experience all phases broadcasting. Excellent references, good record. Now employed. Available thirty to sixty days notice. Prefer operating agreement with salary and bonus. Will give your station smooth operation with maximum profit. South or southeast preferred. Write Box 515, BROADCASTING.

Newspaperman seeks position with radio news department. Radio experience limited. Forceful writer who can put pep into newscasts. Years of experience in judging news values. Box 567, BROADCASTING.

Situations Wanted (Cont'd)

Script Writer—Young woman, college graduate, ambitious, imaginative, hard working. Box 586, BROADCASTING.

Station Manager or commercial manager. Excellent management record with local independent and with network affiliate. Desires change. 6 years radio, 6 years newspaper, sales representative national concerns 5 years. Available for interview at N.A.B. Convention. Box 656, BROADCASTING.

Announcer—Chief announcer of large midwestern station desires a change to a more progressive organization. Box 568, BROADCASTING.

Newsman—Seven years' broadcasting experience, network for two years. College graduate, extensive historical background, lecturer. Desires affiliation with east or west coast station as news editor, newscaster, and commentator. Must be good proposition. Box 569, BROADCASTING.

Radio Engineer age 34 with over a years' experience as chief engineer of a 5 kw broadcast station, one year as chief engineer of 500 W police radio station and several years design and development work, wants position on west coast. Is able to do design work for new construction including antennas. Box 571, BROADCASTING.

Young man, 28, draft exempt, six years' announcing and sales experience. Single, sober, and interested in best offer anywhere in United States. Audition transcription. Available one week's notice. Address Box 572, BROADCASTING.

Salesman — Desires change permanent managerial future. Young, experienced national, regional accounts, background announcing production. "Plugger", married, non-drinker, civic activities. Box 575, BROADCASTING.

Program Director—Honorably discharged Marine with six years programming-announcing-writing wishes permanent PD position. Network experience. Now with 5 kw Ohio station. Will go anywhere but south. Available for interview at NAB Convention in Chicago latter part of month. Box 577, BROADCASTING.

General or sales manager. Eleven years local, regional and clear channel station operation, writing, announcing, production, programming, selling and management. Will be at NAB Convention. Inquire at BROADCASTING suite or write Box 579, BROADCASTING.

Read this if you want someone with real experience in writing, producing, programming promotion and publicity. Draft exempt married man with family desires permanent position with progressive eastern station. Eight years experience. Executive ability. Plenty of ideas to boost station and sales. Complete information on request. Box 583, BROADCASTING.

Newscaster-Commentator—Must also have opportunity serve in executive capacity, public relations. Box 584, BROADCASTING.

Transmitter Engineer—First class license. Five years experience. Will only accept permanent position. Box 585, BROADCASTING.

Engineer available November 1. Will receive B.S. degree in Electrical Engineering from Ga. Tech. Oct. 23, majoring in radio. Have had special courses in Ultra-High-Frequency Techniques and Telephony in addition to regular Radio Curriculum. Have been broadcast operator since 1938 at WTOC, WSAV, WILL, WATL, and now at WGST. Ham, W4EST, since 1936. Also have 2nd Telegraph Ticket. Well-versed in design, installation, and maintenance. Age 25, 4F in selective. Your correspondence is invited. William E. Behnken, 727 Williams St., N. W., Atlanta, Georgia.

Situations Wanted (Cont'd)

Commentator in farm field, news analyst. Wide farm and newspaper experience. Box 570, BROADCASTING.

Draft or no draft, run-of-the-mill help is still the ten-cent class. But if you are looking for a star-bright combination of brains, personality, and down-to-earth business and radio experience, featuring writing and secretarial background, write today to Box 587, BROADCASTING.

Program Director—Production, promotion and musical background. Ten years network experience. Want smaller station. Available for interview at NAB Convention. Box 591, BROADCASTING.

Wanted to Buy

Wanted—Hammond organ. Must be in good condition. Wire price and full particulars to WBIG, Greensboro, North Carolina.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted to Buy—Have cash for 100 or 250 watt station. Any location considered. Box 533, BROADCASTING.

Cash for one frequency monitor and one modulation monitor for 250 watt station. Box 548, BROADCASTING.

Wanted—Full or part interest in local station. Box 589, BROADCASTING.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

For Sale

For Sale: Marconi B 100 Plate Modulator Type 88617. This modulator is capable of providing a high quality audio output in excess of 250 watts. Nearly new, in excellent condition. Box 539, BROADCASTING.

RCA 72A Recording attachment with inside out and outside in head screws. $95.00. Box 580, BROADCASTING.

1,000 watt Western Electric Transmitter complete with spares. Box 602, Church Street Annex, New York.

For sale: Will sell my interest in WJBK, Detroit. For full particulars write Arthur H. Croghan.

For immediate sale—1 kw REL AM transmitter, excellent condition. Humberto D. Gonzalez, 220 W. 42nd St., New York City, Wisconsin 7-1166.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

Two broadcasters, young, aggressive, with $10,000, desire additional financial backing in application for new station, rural area 200,000 population. One, manager; other, chief engineer. Reply stating full details yourself, financial status. Confidential. Box 573, BROADCASTING.

Adv.

CROGHAN'S INTEREST IN WJBK DETROIT FOR SALE

Determined to leave Detroit in a year to make his home near Los Angeles where he will try to secure controlling interest in an independent station, Art Croghan, vice-president in charge of sales at WJBK, is offering his minority interest for sale. The station is reputed to do a larger volume of business than any 250-watter in the country. For full particulars write Arthur H. Croghan.

Adv.

FCC Grants FM, Standard Permits

Also Allows Power Increase, Transfer of License

CONSTRUCTION permit for a new standard outlet in New Haven, Conn., another for a non-commercial educational FM station in Los Angeles, an increase in power for a western Kansas station and voluntary transfer of license, one in Mississippi were granted last week by the FCC.

Patrick Goode Director

The Elm City Broadcasting Corp., New Haven, of which Patrick J. Goode, New Haven postmaster and former stockholder of WELI New Haven and WNBC Hartford, is a director, was granted a construction permit for a new local in New Haven to operate on 1340 kc with 250 w power unlimited time, subject to approval of the transmitter site and antenna system by the Civil Aeronautics Authority and in accordance with the Commission's Jan. 26 policy on critical materials.

Officers of the Elm City corporation, in addition to Mr. Goode, who holds 40% of the stock, are: Perlie H. Vining, sales manager of the New Haven Tobacco Co., president (10%); Capt. Garo W. Ray, now on duty with the Signal Corps, vice-president (10%); Aldo DeDominicis, salesman of WELI, secretary-treasurer (40%).

Mr. Goode, with William J. Sanders, owned controlling interests in WELI and WNBC until a year ago when they sold their interests to Arde Bulova.

Consent for voluntary assignment of the license of WFOR Hattiesburg, Miss., from the Forrest Broadcasting Co., to C. J. Wright, B. M. Wright and C. J. Wright Jr., as a partnership doing business as Forrest Broadcasting Co., was granted. No money was involved, the change being from a corporation to partnership.

Other Grants

Frank D. Conard, trading as Radio Station KIUL, licensee of KIUL Garden City, Kan., was granted a construction permit to increase power from 100 to 250 w and make changes in transmitting equipment, subject to the condition that permittee will install antenna that complies with regulations when materials become available, and subject to the FCC Supplemental Statement of Policy, Jan. 26.

The U. of Southern California was granted a CP for a non-commercial educational FM outlet in Los Angeles, to operate on 42,900 kc with 1 kw power, subject to approval of the proposed site by the CAA and compliance with marking specifications, and subject to procedure announced in the FCC April 27, 1942, Memo Opinion.

Chicago Radio Group Writes NAB On Minute Announcements, Surveys

IN TWO letters addressed to the NAB last week, the Chicago Radio Management Club, composed of radio, agency and station executives, sought the Association's assistance in investigating the problem of a standard for the "one minute" live and transcribed announcement, and in the second letter, asking for research on an acceptable standard of both rural and urban audience measurement. The letters were sent to the NAB through Harry Gilman, secretary of the Chicago Radio Management Club. Following are the texts of the two letters:

At the present time there is much variation and confusion concerning the length of spot announcements, especially for the so-called "one-minute" announcements, on the different stations. "One-minute" live announcements may vary as much as 50% in the number of words allowed by different stations. Even on "one-minute" transcribed announcements that are carefully timed, some stations count the words and refuse to use the announcements unless the "number of words" are cut to their arbitrary requirements.

This situation causes needless confusion and unnecessary expense to both advertiser and agency. Therefore, the Chicago Radio Management Club requests that this matter be taken up with the members of your association, and that they set up standards for spot announcements, especially on what constitutes a "one-minute" live and "one-minute" transcribed announcement, and that such standards be indicated in the station's rate card.

The second letter to the NAB follows:

Realizing that there are certain inadequacies and shortcomings in present radio survey material, especially with those applying to listening audiences in individual markets, the members of the Chicago Radio Management Club feel that now is the advantageous time for the NAB seriously to consider the problem.

It is our recommendation that your association appoint a joint committee to represent stations, agencies and advertisers to review the situation. Suggest acceptable standards of audience measurement for both city and rural markets and make due recommendations.

In Washington it was indicated by an NAB spokesman that the question posed in the first letter is being studied by the sales management executive committee, and the problem raised in the second is under study by the NAB research committee. Both questions will probably be taken up at next week's War Conference, NAB said.

Trimount Resumes

TRIMOUNT Clothing Co., Roxbury, for Clipper Craft Clothes will resume sponsorship of Dorothy Thompson on the Blue Network Sept. 24 following a 13-week layoff. Miss Thompson will be heard Sunday, 8:15-8:30 p.m. (repeat 11:15 p.m.), her former period Sunday, 7:15 p.m., having been taken by Serutan Co. Trimount agency is Emil Mogul Co., New York.

Manhattan Names Jones

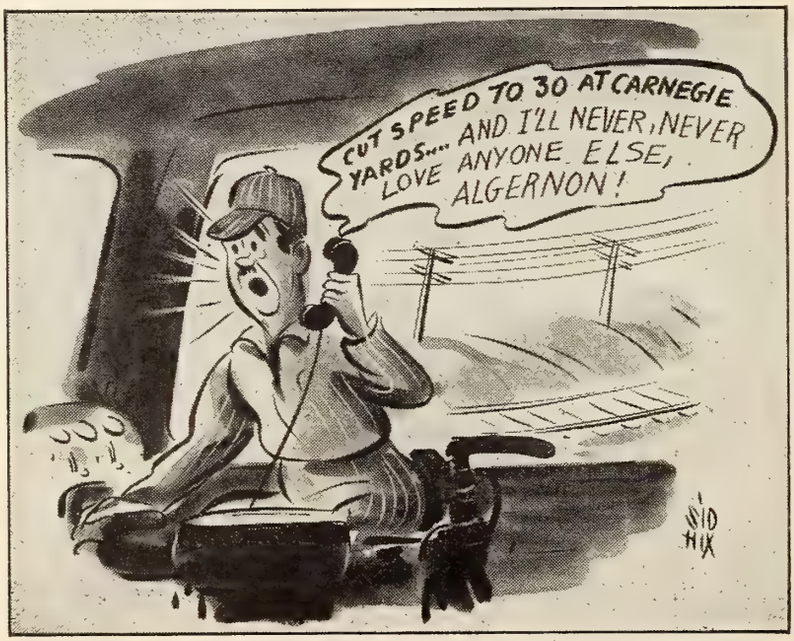
MANHATTAN SOAP Co., New York, manufacturer of Sweetheart Soap, has appointed Duane Jones Co., New York, effective Sept. 1 to handle advertising, which includes at present *Scramby Amby*, weekly half-hour on 169 Blue stations, and an extensive spot radio schedule on over 100 outlets. Future media plans have not been determined.

Bob Lewis to Navy

BOB LEWIS, WTOP-CBS Washington newscaster heard on the CBS 8 a.m. *World News* for the last two years, leaves the air this week for a brief rest before reporting Aug. 28 to Ft. Schuyler, N. Y., as Ens. Lewis W. Shollenberger (his real name) USNR. He will be assigned to communications duty. Before joining CBS two years ago he was with the UP Washington bureau.

Loewi Joins DuMont

COMDR. Mortimer W. Loewi, former vice-president of Allen B. DuMont Labs., who has been on leave of absence for three years to serve with the Navy, has rejoined DuMont as assistant to the president, in charge of the licensing division.



Drawn for BROADCASTING by Sid Hix

"This New-Fangled Radio Signaling 'll Drive Me Nuts!"

Evening Net Show Ratings Are Down

August Average 5.3; Leader Is 'Mr. District Attorney'

AVERAGE rating of evening network shows for the first week of August is 5.3, down 0.3 from a month ago and down 0.9 from a year ago, according to the Aug. 15 Hooper ratings. Report shows average sets-in-use during evening hours of 18.8, down 0.4 from a month ago and down 0.8 from a year ago. Average available audience is 71.3, up 1.1 from last month, down 2.1 from last year.

Most listened to program was *Mr. District Attorney*, followed by *Your Hit Parade, Screen Guild Players*, Phil Harris (second half-hour), *Mr. and Mrs. North, Man Called X*, Gabriel Heatter (MWF), Walter Winchell, *Take It or Leave It*, Phil Harris (first half-hour), *Thanks to the Yanks, Dr. I. Q., Album of Familiar Music*, Gabriel Heatter (Sunday).

Guy Lombardo had the most listeners per set, 3.14, with *Palmolive Party* second, 2.77, and *Your All-Time Hit Parade* and the *Telephone Hour* tied for third with 2.76 each.

Highest sponsor identification rating of any subscriber program was that of *Your Hit Parade*, with 83.6. Lowest figure in this classification was that of *Take It or Leave It*, with 13.6.

Smith to Hollingbery

LOUIS A. SMITH, formerly manager of KOWH Omaha, and for the past year Plough Inc. account-man for Lake-Spiro-Shurman Adv. Memphis has joined the George P. Hollinbery Co., station representatives, as director of FM and television. Mr. Smith will act in an advisory capacity to all radio stations represented nationally by the Hollingbery Co., and at present is studying operational methods at Balaban & Katz television studios Chicago, and plans further studies at the GE Labs. Schenectady, before joining the company in New York.

Storm Interruptions

A SEVERE electrical storm in Texas caused several momentary interruptions in the American Tobacco Co. *College of Musical Knowledge* on NBC last Wednesday, 10-10:30 p.m. The same evening lightning hit the tower of WEAF New York inflicting no permanent damage but producing interruptions in Dr. Hollenbeck's 6-6:15 p.m. news cast on WEAF and to *Serenade to America*, 6:15-6:40 p.m., NBC sustainer.

KGHF Power Increase

KGHF Pueblo, Colo., is now operating on 1,000 w day, 500 night, an increase from 500 w day and night which was granted by the FCC effective Aug. 7. Station had been operating on increased power by temporary permit since July 13.



Secretary

and Advertising Assistant of Sears Roebuck & Company in Kansas City. Geneva Drotts says of Radio, "I'm just one of a thousand girls with husbands overseas in the armed forces. I know that I speak for all of them when I thank radio most sincerely for what it means to us. Through radio's informative war programs I am brought closer to him. Yes, even though we're separated by thousands of miles, I am still at his side trying to contribute what I can here on the home front—thanks to radio."

The Shape of Things To Come Rests On Accomplishments Today

Widely acclaimed is radio's procedure to maximum effectiveness in support of this nation's war effort. KMBC as one component part of America's great broadcasting system has accepted each responsibility, large or small, first finding out for itself the needs of its peoples, of its communities and of its industries—*then doing something about it!* The reputation of KMBC has been wholehearted cooperation with all deserving home front projects and constant striving for the betterment of radio's service in behalf of all mankind.

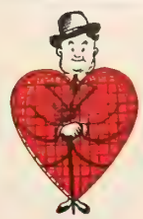
Of course—

K M B C - F M *An extra service at no extra cost.*

DEDICATED
IN BEHALF OF
AMERICAN
BROADCASTING
TO THE HOME AND THE COMMUNITY

KMBC

OF KANSAS CITY
FREE & PETERS, INC.



SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS

OUT SOON

86 PAGES OF FACTS AND DATA



BY THE AUTHOR OF THE WELL KNOWN IOWA AND KANSAS RADIO STUDIES

An Encyclopedia of Oklahoma Listening Information for Radio People, Time Buyers

● It's on the press now . . . the first statewide radio audience survey, covering cities, villages and farms, ever made in Oklahoma. It follows the pattern set by two separate series of studies in Iowa and in Kansas, begun by Dr. H. B. Summers of Kansas State College and carried on in recent years by Dr. F. L. Whan of the University of Wichita.

In its 86 pages are the facts and figures gathered from Oklahoma's 77 counties on what stations people listen to morning, afternoon and night; when they listen; what type of programs they like best; the effect of age, place of residence, education and standard of living on listening hours and habits; and dozens of other important facts of interest to radio people and time buyers.

If you are on WKY's mailing list, you'll receive a copy. If not, mail your request for a copy at once. The supply is limited.

WKY
OKLAHOMA CITY

REPRESENTED BY THE KATZ AGENCY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: The Daily Oklahoman and The ... KVOR, Colorado Springs ... KLZ, Denver (Affiliated ...

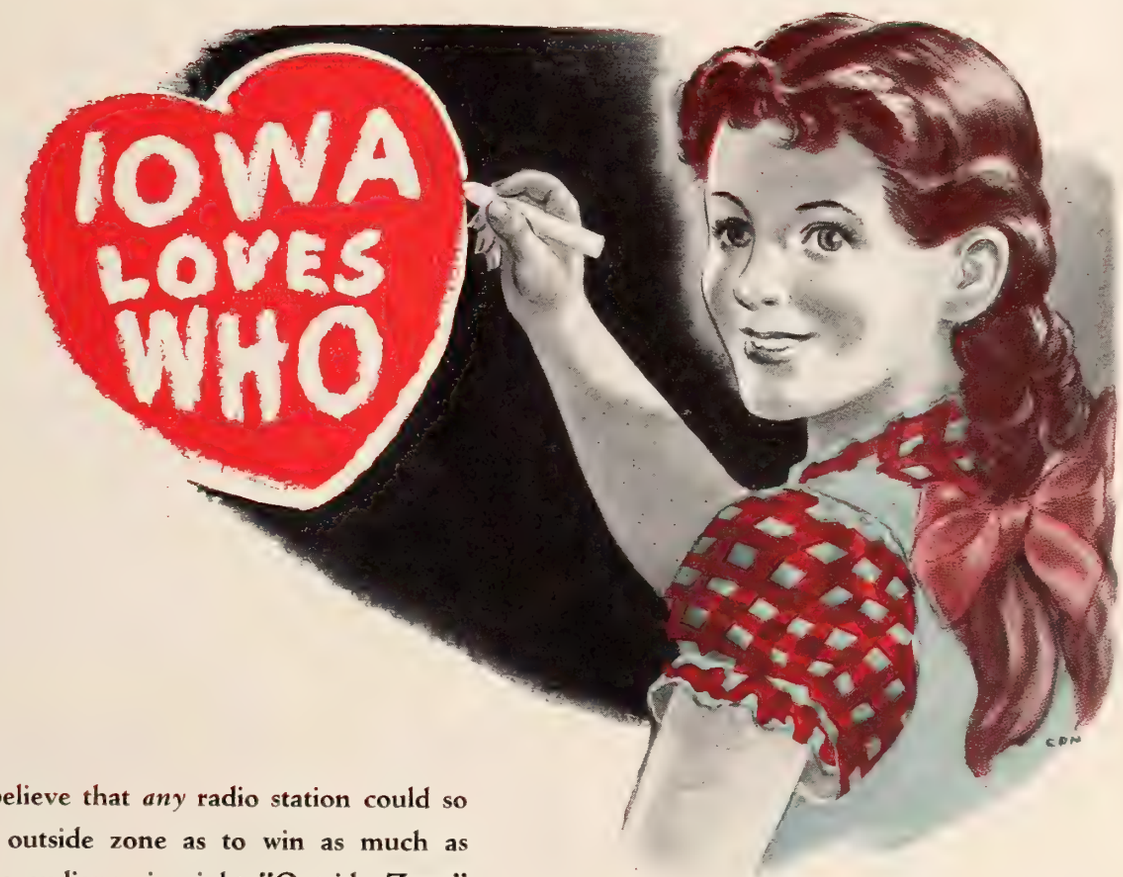
AUGUST 28, 1944

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



Would you believe that *any* radio station could so dominate its outside zone as to win as much as 66.9% of the audience in eight "Outside Zone" cities ranging from 30 to 115 airline miles away?

That's what WHO does! From 8 a.m. to 6 p.m. (Monday through Friday) the figure is 60.0%. From 6 to 10 p.m. (Sunday through Saturday) it's 66.9%! And those figures aren't "blue sky"—they're from an actual Hooper Survey!

Space on this front cover doesn't permit tabulation of the details. But either we or Free & Peters would be glad to show you the full report. You'll be *missing something* if you don't see it. Write or telephone for the proof that "Iowa loves WHO"!

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

NAB WAR CONFERENCE NUMBER

4 SIGNIFICANT Awards

RECEIVED BY KLZ DURING THE FIRST 7 MONTHS OF 1944

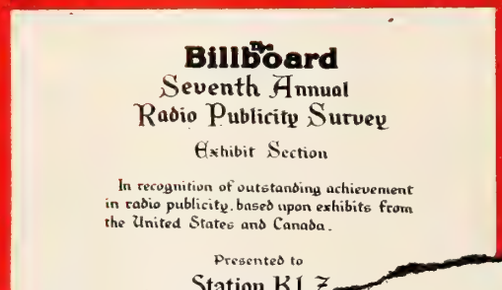
• We've been busy here at KLZ . . . busy with business . . . busy with all the familiar wartime operational problems . . . busy with questionnaires and reports . . . busy . . . busy. Yet, not too busy to fulfill our obligation as a public servant . . . not too busy to continue creating good programs of local flavor and interest . . . not too busy to keep promoting KLZ programs among Rocky Mountain listeners . . . not too busy to attend to our public relations in this area . . . not too busy to continue making friends and influencing people.

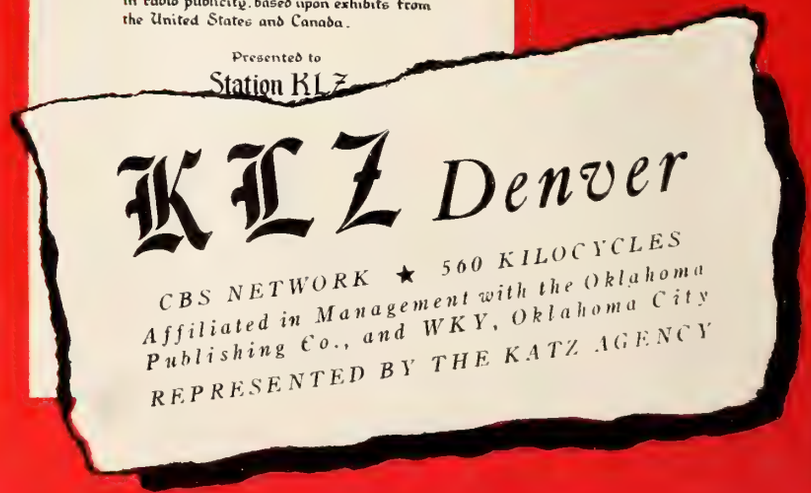
It is satisfying and encouraging, therefore, that four times in recent months impressive recognition has rewarded our efforts in these fields. It is indicative, too, of the kind of station KLZ is, and the job it is doing for advertisers as well as for listeners.











STATIONS FLOCKING TO "TELLO-TEST," RADIO'S MOST SENSATIONAL LOCAL SHOW!

rogram's Freedom from Lottery Angle, ligh Hooper Rating and Big Results for ponsor Stimulate Terrific Station Response

ECENT ANNOUNCEMENT that "Tello-Test" was for sale to one station in each market s brought a flood of requests from broadcasters all over the country. During the first eek, over 150 stations wired or wrote Schwimmer & Scott, many urgently asking for tions pending sale to a local sponsor. Many inquiries were expected, but response has en far beyond our highest expectations. Quick action is urged if you want to secure clusive rights to this remarkably successful program.

re is a resumé of "Tello-Test" facts for those o missed our first advertisement:

"TELLO-TEST" is a telephone quiz money give-ay program with a unique formula that insures mendous audience appeal without lottery head-ne for the station.

Originated and produced by Schwimmer & ott for their client, the Hirsch Clothing Com-ny, operators of a chain of neighborhood stores, 'ELLO-TEST" went on the air for the first ne last November.

Phenomenal Listener Interest

ie program proved a smashing success almost ernight—not only in audience appeal but in es results for the sponsor.

Its rating has been climbing steadily ever since. three months' average, just completed, gives the ogram an amazing 10.3 Hooper! This, mind u, for a local program facing stiff competition m three other major stations—two of them th excellent network shows.

Here's the breakdown:

Comparative Hooper Ratings—Chicago—6:15-6:30 P. M.

GN—HIRSCH *TELLO-TEST* (MBS Local) . . . 10.3*
MAQ—NEWS OF THE WORLD (NBC COM.) . 4.7
BBM—NESBITT PASSING PARADE (CBS COM.) 4.5
ENR—HAPPY JACK TURNER (BN Local) . . 1.4

*.8% of all radio sets are in use at this time. Based on this fig-e, the program has 41.5% of all listeners tuned in at 6:15.

Unlike Any Other Money Give-Away Program Idea

Basically, "TELLO-TEST" seems like all the old sure-fire money give-away telephone quiz programs. But don't confuse it with any other program of this type. It is absolutely *original, unique, different!* The idea may be the same. But the *method* makes the BIG DIFFERENCE!

"TELLO-TEST" differs from all others in three important respects:

1. Nobody has to listen in order to qualify for a prize. No consideration is involved. That makes it entirely a *contest of skill.* Therefore . . .

2. The lottery angle is eliminated.

3. A smart "gimmick," deftly planted in the program, impels the audience to tune in even though listening is not necessary or required. What this is, how it operates and other confidential production details will be revealed only to interested prospective purchasers.

Most programs of this type offer little of interest aside from the lure of the money give-away. At last here is one so smartly produced, so packed with showmanship, so interesting *as a quiz alone,* that thousands listen to it for *entertainment.* Proof of this is the flood of letters received from outside of Chicago where no one can hope to win a prize because telephone calls are not made there.

A Package of Sales Dynamite for Sponsor!

The Hirsch Clothing Company has long been one of Chicago's leading local radio advertisers. But nothing they have ever sponsored approaches "TELLO-TEST" in results.

The selling impact of this program is so immediate, so terrific, that Hirsch seldom dare advertise their usual special sales events over the air. Almost every such announcement has resulted in long lines waiting to get into the stores; entire stocks have been cleaned out before noon. The power of the program to bring people from all over the city and suburbs flocking to the three Hirsch neighborhood stores is something that has to be seen to be believed!

Act Fast if You Want "Tello-Test" for Your Station!

What it has done in Chicago—as a station listenership booster, as a powerful sales producer for the sponsor—can easily be duplicated in your market.

The "TELLO-TEST" program, with all rights fully protected, is owned by Schwimmer & Scott. It is for sale to one station in each market throughout the United States on an exclusive franchise basis.

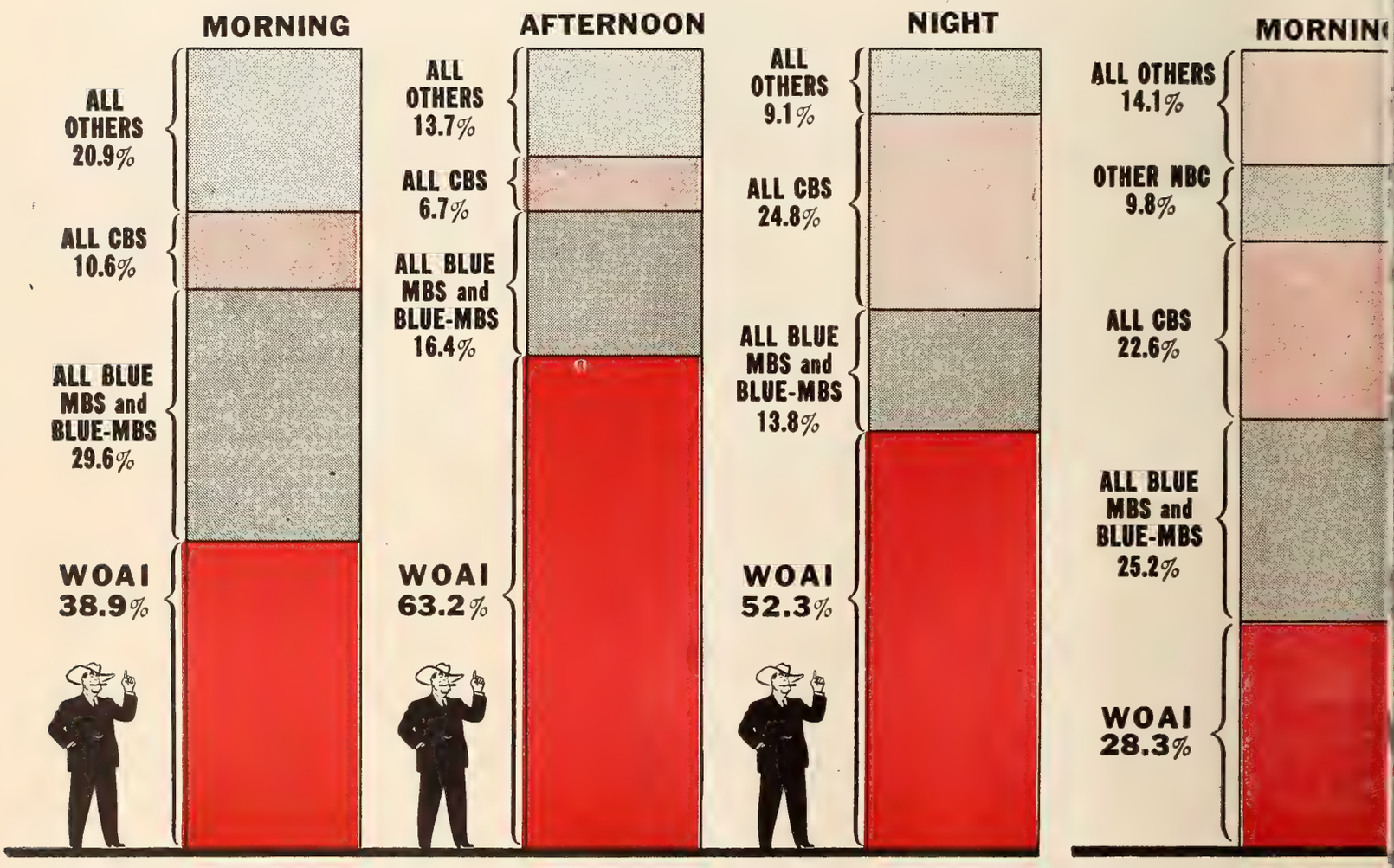
With the program rights go complete production instructions, the benefit of Schwimmer & Scott's experience and all other assistance necessary to insure resale to a local sponsor and immediate success on your station.

For Price and Further Details, Including a Sample Recording of an Actual Broadcast, Wire or Write—(Don't Phone)

SCHWIMMER & SCOTT
Advertising Agency
75 East Wacker Drive · Chicago

Dominant

SAN ANTONIO



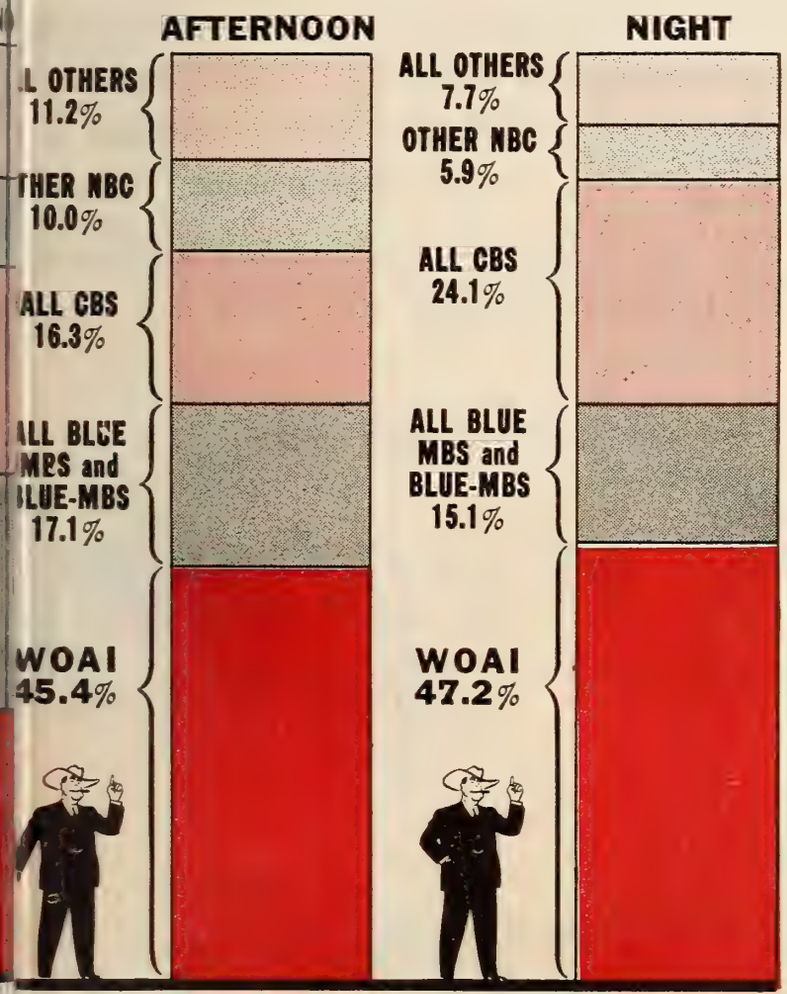
With these charts before you, it is easy to see why—year in and year out—WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

"THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST"

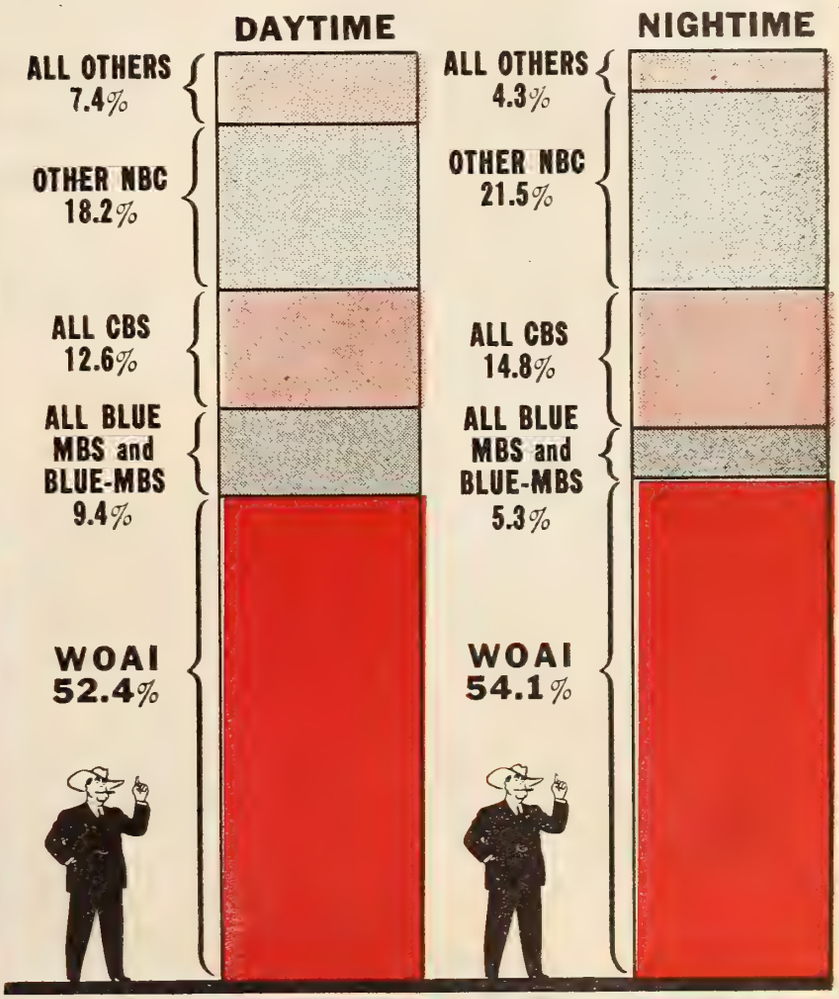
N CENTRAL AND SOUTH TEXAS

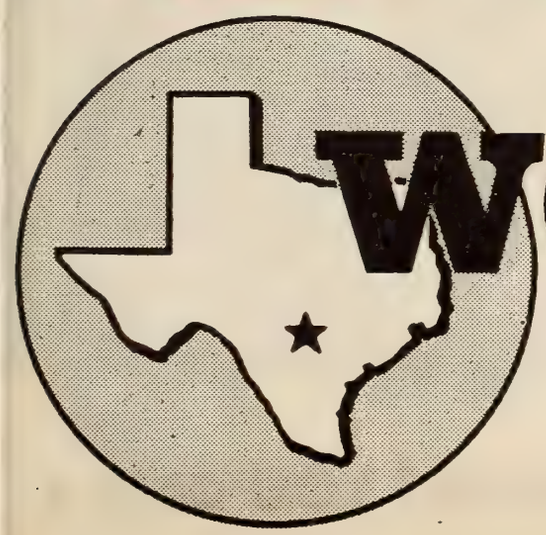
VOAI's enviable position in its market is graphically portrayed by the three sets of charts below. ercentages for San Antonio (left) and for San Antonio and eight other cities within a radius of 54 miles (center) are from the C. E. Hooper survey—Spring, 1944. Percentages for the rural field right) were compiled from a postcard-questionnaire survey covering 78 counties, which was con-ucted by Ernst & Ernst—Spring, 1944.

URBAN CENTERS



RURAL FIELD





WOAI 50,000 WATTS CLEAR CHANNEL

NBC-TQN *San Antonio*

Represented Nationally by EDWARD PETRY & COMPANY





Through the pages of the past...

and the record

Western Electric looks to the future! Out of its wartime job as the nation's largest producer of communications equipment for the armed forces, has come an invaluable storehouse of experience in electronic research and development.

This knowledge plus improved manufacturing techniques and increased production facilities will assure still finer



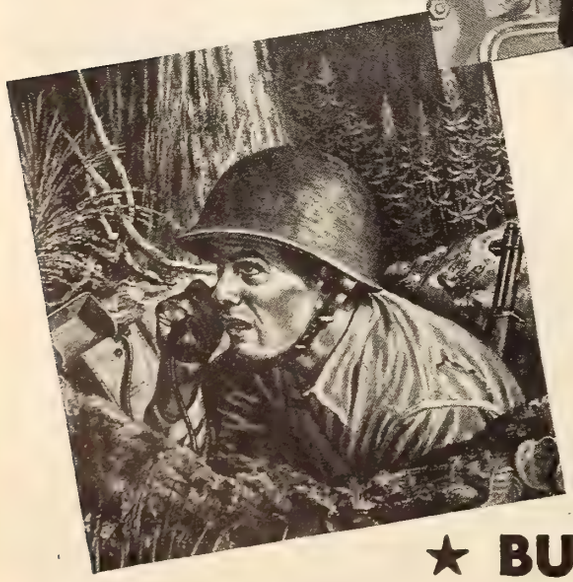




75TH ANNIVERSARY

Western

ARSENAL OF COMMUNICATIONS



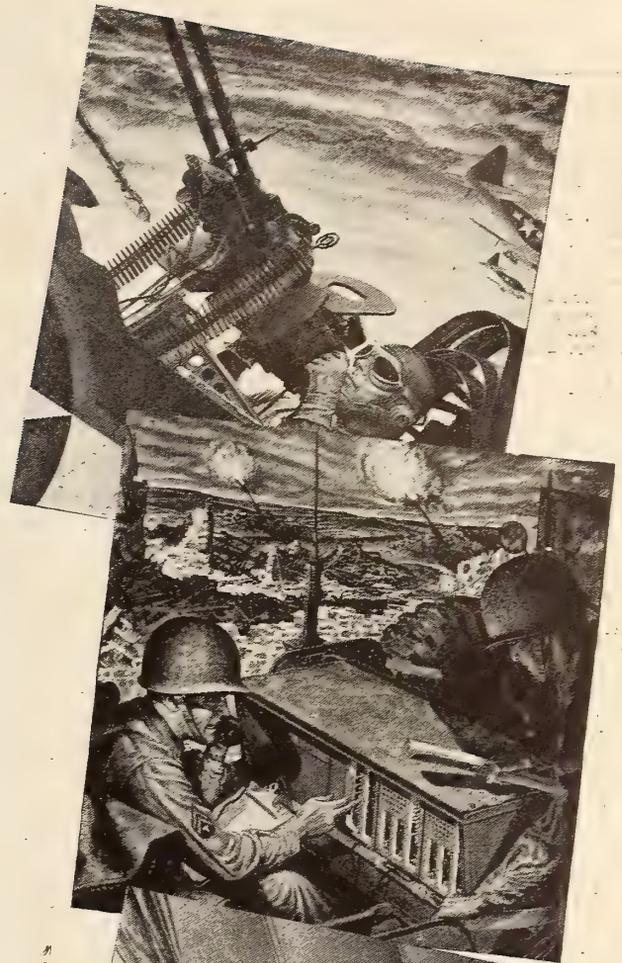


★ BUY ALL THE WAR BONDS YOU CAN ★

of the present

apparatus for *your* use in the broadcasting field tomorrow.

Full application of our new knowledge to peacetime products will take time. However, in the orderly, post-war progress that lies ahead, count on Bell Laboratories development and Western Electric manufacture to continue to lead the way!





Electric

EQUIPMENT





★ KEEP ALL THE WAR BONDS YOU BUY ★

ADVANCE REGISTRATION FOR NAB WAR CONFERENCE

Registrations at Palmer House unless otherwise specified.

A

Adams, Ernest, WHIO Dayton.
Adams, Mort, Keystone Broadcasting System.
Alburty, Mr. & Mrs. E. A., WHBQ Memphis.
Alexander, John, KODY North Platte, Neb.
Allman, Frederick L., WSVA Harrisonburg, Va.
Arney Jr., Mr. & Mrs. C. E., NAB.
Aschenhurst, John, Edward Petry & Co.
Ashby, A. L., NBC New York.
Atteberry, Ellis, KCKN Kansas City, Kan.

B

Backer, Lyle, Fed. Tel. & Radio Corp., Newark.
Bailey, Bill, BROADCASTING, Washington.
Balch, Owen H., KSAL Salina, Kan.
Baldwin, John M., KDYL Salt Lake City.
Ballard, John G., WLAP Lexington.
Baltimore, A. C., WBRE Wilkes-Barre, Pa.
Bannerman, Glenn, Canadian Assn. of Broadcasters, Toronto.
Barbe, Charles, SESAC, New York.
Barnes, John L., WGAC Augusta, Ga.
Barnes, Wade, NBC Radio Recording Div., New York.
Barrere, Claude, NBC Radio Recording Div., New York.
Bartley, Robert T., NAB.
Bateman, Ralph, Katz Agency, Detroit.
Beaver, C. K., KARK Little Rock.
Beavers, Wally, WCOL Columbus, O.
Becker, Mrs. Aurelia S., WTBO Cumberland, Md.
Beier, Leroy W., Presto Recording Corp., Chicago.
Bell, John C., WBRC Birmingham.
Bennett, Andrew W., WWPG Palm Beach.
Berk, Mr. & Mrs. Bernard, WAKR Akron.
Berr, Edwin, WHB Kansas City.
Bill, Mr. & and Mrs. Edgar L., WMBD Peoria.
Binne, F. D., WLAC Nashville.
Bishop, Frank, KFEL Denver.
Blair, John P., John Blair & Co., Chicago.
Blink, Milton, Standard Radio, Chicago.
Bochman, W. C., WCOS Columbia, S. C.
Bockhoven, L. F., Western Elec.
Boice Jr., Hugh K., WMBD Peoria.
Bolling, George W., John Blair & Co., New York.
Bondurant, Hale, WHO Des Moines.
Born, H. H., WHBL Sheboygan, Wis.
Borton, Mr. & Mrs. F. W., WQAM Miami.
Bowie, G. D., WLAP Lexington.
Bowles, R. L., WGKV Charleston, W. Va.
Brackett, Quincy A., WSPR Springfield, Mass.
Bradham, Mr. & Mrs. Robert E., WTMA Charleston, S. C.
Brazeal, R. W., KFPY Spokane.
Brett, George, Katz Agency, New York.
Broderick, Mrs. Gertrude G., Fed. Radio Educ. Committee, Washington.
Brown Jr., Foster H., KFRU Columbia, Mo.
Brown, Thomas L., WHDL Allegany, N. Y.
Brown, Kenyon, KOMA Oklahoma City.
Bruce, Charles, WSOY Decatur, Ill.
Brunton, Ralph R., KQW San Jose, Cal.
Buckley, Richard, John Blair & Co.
Buford, Paschal, KHBG Okmulgee, Okla.
Bullan, Reed, KVNU Logan, Utah.
Burbach, Mr. & Mrs. George M., KSD St. Louis.
Burke, Charles, WJR Detroit.
Burke, Frank, *Radio Daily*, New York.
Burton, Mr. & Mrs. Don, WLBC Muncie, Ind.
Burwell, Joseph C., WMBS Uniontown, Pa.

C

Cagle, Gene L., KFJZ Fort Worth.
Caldwell, R. W., Graybar Elec. Co., Kansas City.
Camp, Harry, WGAR Cleveland.
Campbell, Don. D., WBRC Birmingham.
Campbell, Martin, WFAA-KGKO Dallas-Fort Worth.
Cannan, Mrs. Charles C., WOW Omaha.
Cannan, Luella Ruth, WOW Omaha.
Carlson, Leonard T., WKBB Dubuque.
Carpenter, David, WKNE Keene, N. H.
Carpenter, H. K., WHK Cleveland.
Carpenter, Mr. & Mrs. James D., WKBB Dubuque.
Carpenter, Ollie L., WPTF Raleigh, N. C.
Carr, Eugene, KMPC Hollywood.
Carrigan, Joe B., KWFT Wichita Falls, Tex.
Carter, Hervey, WMUR Manchester, N. H.
Carter, N. L., WSMB New Orleans.
Case, E. M., WRAK Williamsport, Pa.
Cashman, L. P., WQBC Vicksburg, Miss.
Cate, Mr. & Mrs. William H. & daughter, KBTM Jonesboro, Ark.
Chafey, Mr. & Mrs. Clifford N., WEEU Reading, Pa.
Chamberlin, Paul R., GE, Schenectady.
Chapean, Ted, WJHP Jacksonville, Fla.
Chilton, Ruth, WCAU Philadelphia.
Clark, Plez, KFH Wichita.
Clayton, Donn, KSJB Jamestown, N. D.
Clifford, Marie E., WHFC Cicero, Ill.
Clipp, Roger W., WFIL Philadelphia.
Clough, Reginald, *Tide*, New York.
Cobb, W. E., WMAZ Macon, Ga.
Coffman, L. Dale, WGY Schenectady.
Cohen, I. T., ASCAP, Atlanta.
Cole, Herbert, Fed. Tel. & Radio Corp., Newark.
Coleman, George D., WGBI Scranton.
Collins, Sam, WCED DuBois, Pa.
Cook, Nathan W., WIBX Utica.
Coon, Richard B., WKIP Poughkeepsie, N. Y.
Cote, Emile, Lang-Worth Transcriptions, New York.
Cottington, C. H., Erwin, Wasey & Co., New York.
Craig, Edwin W., WSM Nashville.
Craig, W. F., WLBC Muncie, Ind.
Crandall, Mark, KFEL Denver.
Cranston, George, WBAP-KGKO Dallas-Fort Worth.
Crecelius, Mr. & Mrs. Guy., WGBF Evansville, Ind.
Crew, S. E., WCBT Roanoke Rapids, N. C.
Cribb, Wayne W., KHMO Hannibal, Mo.
Croft, John M., WJPA Washington, Pa.
Crowther, Frank, WMAZ, Macon, Ga.
Culmer, Claude C. J., SESAC, New York.
Cushing, George, WJR Detroit.

D

Dahl, Mr. & Mrs. Howard, WKBH La-Crosse, Wis.
Daniel, Harben, WSAV Savannah.
Davenport, J. A., WATL Atlanta.
David, W. R., GE, Schenectady.
Davis, Donald D., WHB Kansas City.
Davis, Mr. & Mrs. John M. and daughter, NAB.
Dean, Lorraine, *Advertiser*, Cincinnati.
Decker, R. R., GE, Schenectady.
Denny, Mr. & Mrs. Herbert, Standard Radio, Dallas.
DePue, George, World Broadcasting System, New York.
Dettman, Robert, KDAL Duluth.
Devine, Ottis, WSM Nashville.
Dirks, Dietrich, KTRI Sioux City.
Dobyns, Merwin, KGER Long Beach, Cal.
Doheny, C. W., Standard Rate & Data, Chicago.
Doran, Dorothy, WAKR Akron.
Dorrell, W. Ward, C. E. Hooper Inc., New York.
Dorman, Wm. K., WJHP Jacksonville, WCOA Pensacola.
Drake, Melvin, KFOR Lincoln, Neb.
Dunbar, Willis, WKZO Kalamazoo.
Duvall, T. W., KGBX Springfield, Mo.

E

Eddy, Maxine, KGFF Shawnee, Okla.
Edholm, W. O., KOIL Omaha.
Egner, Lloyd, NBC Radio Recording Div. New York.
Egolf, Willard, NAB.
Ekrem, T. C., KVOD Denver.
Elias, Don S., WWNC Asheville, N. C.
Elmer, John, WCBM Baltimore.
Elvin, Ralph G., WSPD Toledo.
Elwood, John, KPO, San Francisco.
Enns, Ted, KRNT Des Moines, WNAX Yankton, S. D.
Esau, John, KTUL Tulsa.
Etherton, James, WCBI Columbus, Miss.
Evans, C. Arthur, Canadian Assn. of Broadcasters, Toronto.
Evans, Haydn R., WHBY Green Bay, Wis.
Everson, Carl M., WHKC Columbus, O.

F

Fair, Harold, WHO Des Moines.
Fantle, Mr. & Mrs. Sam, KSOO Sioux Falls, S. D.
Fay, William, WHAM Rochester, N. Y.
Feltis, Mr. & Mrs. Hugh M., KFAB Lincoln, Neb.
Fetzer, John E., WKZO Kalamazoo.
Fifer, C. Arthur, WTAD Quincy, Ill.
Fishman, Milton, Transradio-Press, New York.
Fitzpatrick, Leo, WJR Detroit.
Fitzsimonds, F. E., KFYR Bismarck, N. D.
Flanigan, E. Y., WSPD Toledo.
Fontelieu, T. J., WSMB New Orleans.
Foster, Ralph D., KWTO Springfield, Mo.
Fox, S. S., KDYL Salt Lake City.
Frazier, Howard, NAB.
Friedenthal, Andrew, WJR Detroit.
Fritschel, E. H., GE, Schenectady.
Fuller, Mrs. Mildred, KFXJ Grand Junction, Colo.
Fulton, John, WGST Atlanta.
Fuqua, J. B., WGAC Augusta, Ga.

G

Gaines, James, NBC New York.
Gaither, Frank, WGST Atlanta.
Gallagher, J. L., WHBY Green Bay, Wis.
Garber, Milton B., KCRC Enid, Okla.
Gaul, Mr. & Mrs. Raymond A., WRAW Reading, Pa.
Gaynor, Sims, Transradio-Press, New York.
Gentling, David G., KROC Rochester, Minn.
Gentling, Mrs. G. P., KROC Rochester, Minn.
George, Carl, WGAR Cleveland.
Gerbel Jr., Arthur, KJR Seattle.
Gilchrest, Marjorie L., Treasury Dept., Boston.
Giles, Ted, WMBD Peoria.
Given, Mr. & Mrs. Ken, WLBJ Bowling Green, Ky.
Glasgow, Lee, KABC San Antonio.
Gleeson, W. L., KPRO Riverside, Cal.
Goan, W. H., WAYS Charlotte, N. C.
Godwin, Charles, MBS New York.
Gordon, Mr. & Mrs. James, WNOE New Orleans.
Gough, E. J., SESAC, New York.
Graham, Walter, WMAZ Macon, Ga.
Grant, Mr. & Mrs. Douglas B., WMT Cedar Rapids, Ia.
Gray, Gordon, KOIL Omaha.
Green, Abel, *Variety*, New York.
Green, Ken, NBC New York.
Gregory, Sherman D., Schenley Distillers Corp.
Grimes, Mr. & Mrs. Harold, KOME Tulsa.
Grubb, Gayle V., WKY Oklahoma City.
Gunst, Gerald, Katz Agency, Chicago.
Guyer, R. Sanford, WBTM Danville, Va.

H

Haas, Frank, Erwin, Wasey & Co., New York.
Hackathorn, K. K., WHK Cleveland.
Hagenah, Gus, Standard Radio, Chicago.
Hager, Kolin, WGY Schenectady.
Hagman, C. T., WTCN Minneapolis.
Hahn, George, KSOO Sioux Falls, S. D.
Haid, Allen, WHIZ Zanesville, O.
Hallett, A. W., Graybar Elec. Co., Cincinnati.
Hammond, Charles, NBC New York.
Hanna, Michael R., WHCU Ithaca, N. Y.
Hanson, Elmer, KDAL Duluth.
Harris, H. H., Graybar Elec. Co., St. Louis.
Harris, Lt. Col. Jack W., War Dept., Washington.
Harris, Wiley P., WJDX Jackson, Miss.
Hart, John P., WLAP Lexington.
Hartley, Arnold, WCOP Boston.
Harvey, Hardy, KABC San Antonio, KNOW Austin, Tex.
Hathaway, Mrs. M. O., NAB.
Havens, Wilbur, WMBG Richmond, Va.
Haverlin, Carl, MBS New York.
Hayek, E. L., KATE Albert Lea, Minn.
Hayford, Beecher, WJHP Jacksonville, Fla.
Hecker, Con, KVOD Denver.
Hedges, William S., NBC New York.
Heinecke, Paul, SESAC, New York.
Henkin, Ruth, KSOO Sioux Falls, S. D.
Henkin, Joseph, KSOO Sioux Falls, S. D.
Henkin, Mr. & Mrs. Morton, KSOO Sioux Falls, S. D.
Herdti, L. A., KVNU Logan, Utah, KID Idaho Falls, Ida.
Herman, A. W., WBAP-KGKO Fort Worth.
Herrin, Weldon, WRBL Columbus, Ga.
Heslop, Stanley N., WNBF Binghamton, N. Y.
Heyer, Clair, Armour's Livestock Bur., Chicago.
Hickox, Sheldon, NBC New York.
Hill, Edward E., WTAG Worcester, Mass.
Hinkle, Mr. & Mrs. Felix, WHBC Canton, O.
Hirsch, Oscar C., KFVS Cape Girardeau, Mo.
Hoffman, Philip, KRNT Des Moines, WNAX Yankton, S. D.
Hollingsworth, Raymond, KGNC, Amarillo, Tex.
Hollister, Herb, KANS Wichita.
Holt, Thad, WAPI Birmingham.
Hooper, C. E., C. E. Hooper Inc., New York.
Hough, Harold, WBAP-KGKO Dallas-Fort Worth
Howell, Rex G., KFXJ Grand Junction, Colo.
Hunt, William, *Variety*, Chicago.
Hyatt, F. Marion, WJHO Opelika, Ala.

I

Irvin, Bill, *Radio Daily*, Chicago.

J

Jackson, A. H., Blaw-Knox Co.
Jackson, George M., WBOW Terre Haute, Ind.
Jackson, Lowell, Katz Agency, Chicago.
Jadassohn, K. A., SESAC, New York.
Jarman, J. Frank, WDNC Durham, N. C.
Jaspert, George H., WLAW Lawrence, Mass.
Jayne, Dan E., WELL Battle Creek.
Jeffrey John Carl, WKMO Kokomo, Ind.
Johnson, Mr. & Mrs. Albert, KOY Phoenix, Ariz.
Johnson, Jay A., WTAX Springfield, Ill.
Johnson, Leslie C., WHBF Rock Island, Ill.
Johnson, Walter C., WTIC Hartford, Conn.
Johnston, George, SESAC, New York.
Jones, B. N., WBAP-KGKO Fort Worth.
Jones, Frank, WCOL Columbus, O.
Jones, Mr. & Mrs. Hugh O., WGCM Gulfport, Miss.
Jones, Richard E., CKLW Detroit-Windsor.
Jonker, W. E., Western Elec.
Jordan, C. B., KFJZ-WRR Fort Worth-Dallas.
Joy, George E., WRAK Williamsport, Pa.

K

Kane, Harold P., WJTN Jamestown, N. Y.
Kaye, Sydney M., BMI New York.
Katz, Eugene, Katz Agency, New York.
Keith, Maxine, Caples Co., Chicago.
Kellam, Mr. & Mrs. K. K., KTHS Hot Springs, Ark.
Kelley Jr., George F., WCSH Portland, Me.
Kelly, Jack, WCOL Columbus, O.
Kenkel, Fred H., C. E. Hooper Inc., New York.
Kennon, Leslie L., KWTO Springfield, Mo.
Kesler, Frank E., WDBJ Roanoke, Va.
Kettler, Stanton P., WMMN Fairmont, W. Va.
Kiggins, Keith, Blue Network, New York.
King, Gerry, Standard Radio, Hollywood.
King, Mr. & Mrs. Frank M., WMBR Jacksonville, Fla.
Kirsch, Marvin, *Radio Daily*, New York.
Knodel, J. W., Free & Peters.
Koenig, Albert A., KFOR Lincoln, Neb.
Krelstein, Harold R., WMPS Memphis.
Kroen, Edward J., WKPA New Kensington, Pa.
Krueger, Herbert L., WTAG Worcester, Mass.

L

Lackey, F. E., WPAD Paducah, Ky.
Lackey, P. E., WPAD Paducah, Ky.
Lacy, C. A., WJDX Jackson, Miss.
Lafount, Harold A., WCOP Boston.
Laird, Ben A., WOSH Oshkosh, Wis.
La Marque, J. W., Graybar Elec. Co., New York.
Lancaster, W. Emery, WTAD Quincy, Ill.
Landis, De Witt, KFYO Lubbock, Tex.
Lane, Tom, Treasury Dept., Washington.
Lanford, Mr. & Mrs. T. B., KRMD Shreveport, La.
Langlois, C. O., Lang-Worth Transcriptions, New York.
Laub, H. F., KID Idaho Falls, Ida.
Laubengayer, R. J., KSAL Salina, Kan.
Laux, John J., WJPA Washington, Pa.
Lawrence, Craig, KRNT Des Moines, WNAX Yankton, S. D.
LeGate, James M., WIOD Miami.
Leich, Clarence, WGBF Evansville, Ind.
LeMasurier, Dalton, KDAL, Duluth.
Levy, Jack, BROADCASTING, Washington.
Lewis, C. M., RCA Victor Div. RCA. Camden, N. J.
Lewis, Mrs. Dorothy, NAB.
Linder, Harry W., KWLM Willmar, Minn.
Lindsay, Edward, WSOY Decatur, Ill.
Lindsey, Lou, KCRC Enid, Okla.
Lindsley, R. K., KFBI Wichita.

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NAB CONVENTION DATA

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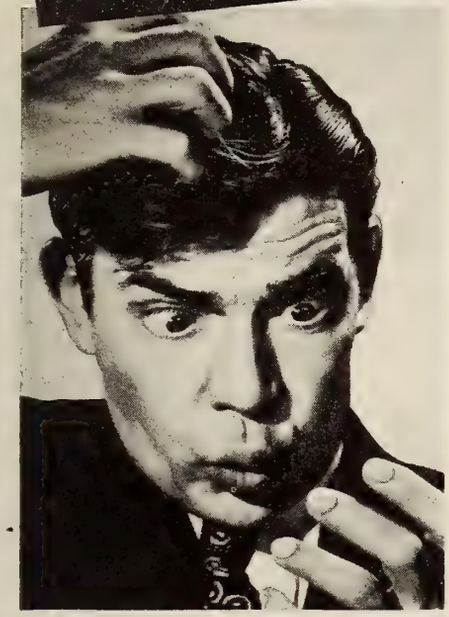
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BBDO Newsletter

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
Advertising
NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH
MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT



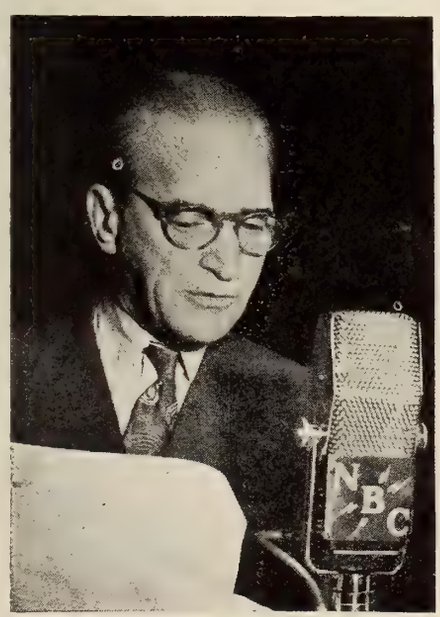
SOME PEOPLE MAY NOT LIKE IT but the "Finger Nail Test" developed for Wildroot is a tested theme that helps sell new Wildroot Cream-Oil to an awful lot of people. Incidentally, Wildroot is one of the fastest growing national advertisers.



WHAT COLORS are best for 3-sheet posters? Should copy balloons be used? Should a product's trade-mark be used in motion? The answers to these and other important questions help make Bond Bread 3-sheets, posted outside 1090 groceries, do a last-minute selling job that pays off!



ACCIDENTS COST AMERICA enough working time to build 60 battleships each year. To destroy this home front enemy, Liberty Mutual has campaigned steadily against the "7th Column of Carelessness" ...earned the respect of millions of insurance buyers...won two wartime advertising awards.



CURRENT RATINGS show that Du Pont's Cavalcade of America out-ranks nineteen other radio programs which have a similar institutional job to do. Same show...same advertiser...same agency for 10 consecutive years. That's the record of Cavalcade!



"WHY DOESN'T SOMEBODY do something about automobile advertising?" (This chorus of groans has been heard for years.) Now De Soto does something. They can't show post-war cars...but they can show pre-war De Sotos, many of which have run up 200,000 miles without a whimper. A refreshing change among the "nothing to sell" group.



MAKE-UP MEN CAN'T BURY these 140-line ads for Wings cigarettes no matter where they put them on a newspaper page. These ads put across their story aloud anywhere. Just another example of how small space can be made to work.

848 NEW TUNES
since
NOVEMBER '43

From November '43 through September '44 (11 months), Lang-Worth will have produced and released to its affiliates 848 NEWLY RECORDED musical selections—an average of 77 NEW tunes per month.

Breakdown of these 848 tunes, together with contributing artists, follows:

•

NAME DANCE BANDS: 400 selections, together with opening and closing themes, featuring the 15 NAME bands listed in right-hand column. NOTE: Basic Library contains over 300 additional dance tunes featuring Charlie Barnet, Neil Bondshu, Larry Clinton, Del Courtney, Ray Herbeck, Harry Horlick, John Kirby, Johnny Long, Russ Morgan, Tony Pastor, Teddy Powell, Joe Reichman and Tommy Tucker.

LIGHT RHYTHM UNITS: 114 selections featuring Merle Pitt's "5 Shades Of Blue," "The 4 Aces," Evalyn Tyner and "Sweet Corn Combo." NOTE: Basic Library contains over 200 additional light rhythm selections.

SONG STYLISTS: 63 selections featuring Dick Brown, Lanny and Ginger, Jean Collins, and Cliff Edwards. NOTE: Basic Library contains 64 additional cuts of Joan Brooks, Gertrude Niesen and others.

CONCERT MUSIC: 36 selections featuring 60-piece Symphony Orchestra, under the direction of Erno Rapee; Szath-Myri's "Symphonic Swing" Orchestra and the Lang-Worth Concert Orchestra. NOTE: Basic Library contains 326 additional full concert selections.

DINNER MUSIC: 104 selections featuring Lew White (pipe organ); Bertrand Hirsch (violin); Maurice Brown's string ensemble; Al and Lee Reiser (piano); Harp and Piano Interludes. NOTE: Basic Library contains 300 additional selections of the same and similar artists.

VOCAL CHORUS: 30 separate selections by the Emile Cote Glee Club. NOTE: Basic Library contains 136 additional selections by the Emile Cote Glee Club and the Lang-Worth Choristers.

HILLBILLY AND WESTERN: 41 selections featuring Elton Britt and Dickson's Melody Mustangs. NOTE: 160 additional Hillbilly and Western tunes in the Basic.

CHURCH MUSIC: 23 hymns by Leonard Stokes (baritone), accompanied by pipe organ. NOTE: Basic Library contains 120 additional hymns featuring Lew White on pipe organ and vocal groups.

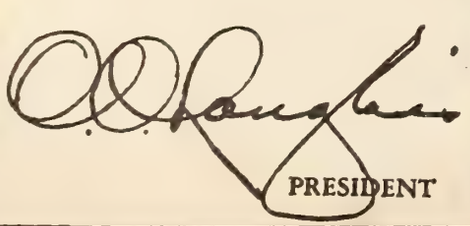
MOOD MUSIC: 34 original compositions featuring Jack Shaindlin and his "March Of Time" Concert Orchestra. NOTE: Basic Library contains 163 additional selections especially composed, arranged and produced for Studio Production aids —fanfares, openings, closings, bridges, neutrals, battle music, etc., etc.

The Full Basic Library has been "streamlined" to 3000 separate selections. "Dated" dance tunes, harmonicas, ukuleles, etc., have been eliminated. Besides the 2600 selections in the departments listed above, the Basic Library contains additional music by Military Bands, Hawaiian groups, Latin American, Novelty bands, Vocal Rhythm groups, Negro Quartette, Vocal and Instrumental solos.

•

If you are attending the NAB War Conference, drop into Lang-Worth's headquarters (Palmer House) and hear these new tunes by Tommy Dorsey, Vaughn Monroe, Russ Morgan, Frankie Carle, Count Basie and other Lang-Worth artists. If you are not attending the Conference, write our New York office for full details.

•



PRESIDENT

THE DANCE PARADE OF 1944

TOMMY DORSEY
VAUGHN MONROE
RUSS MORGAN
FRANKIE CARLE
COUNT BASIE
TOMMY TUCKER
TONY PASTOR
BOBBY SHERWOOD
SONNY DUNHAM
JAN GARBER
AL TRACE
DEL COURTNEY
DEAN HUDSON
NEIL BONDSHU
BOYD RAEBURN

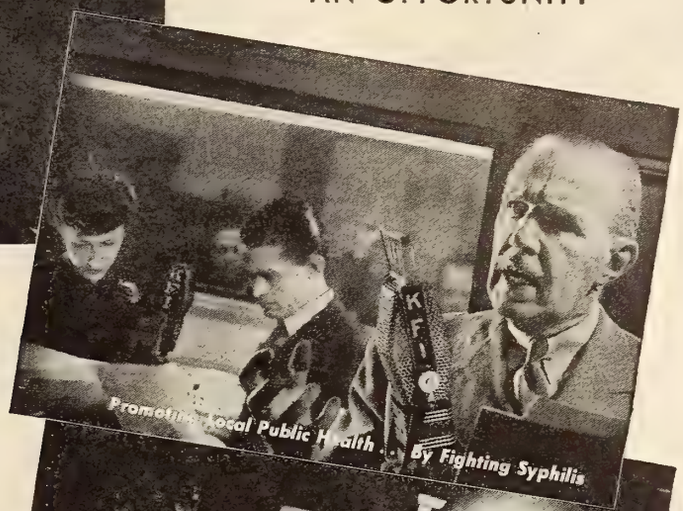
From November '43 through September '44 (11 months), Lang-Worth will have delivered 400 NEW recordings of the 15 Name Bands listed above. Also 114 NEW tunes by light rhythm groups—an average of nearly 47 dance tunes per month.

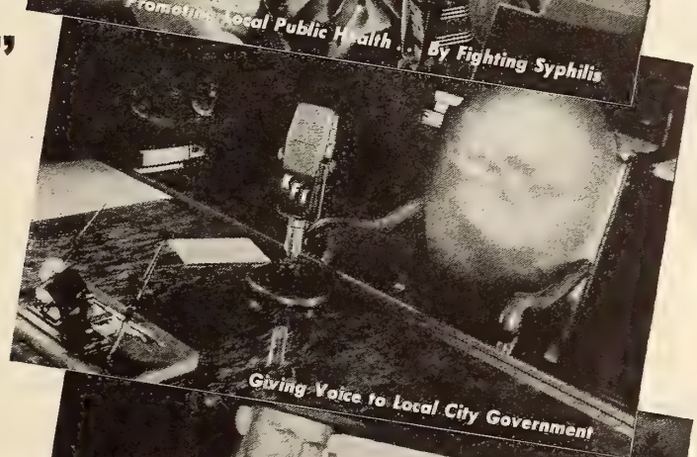
LANG-WORTH, Inc.

113 WEST 57th STREET (Steinway Hall) NEW YORK 19, N. Y.

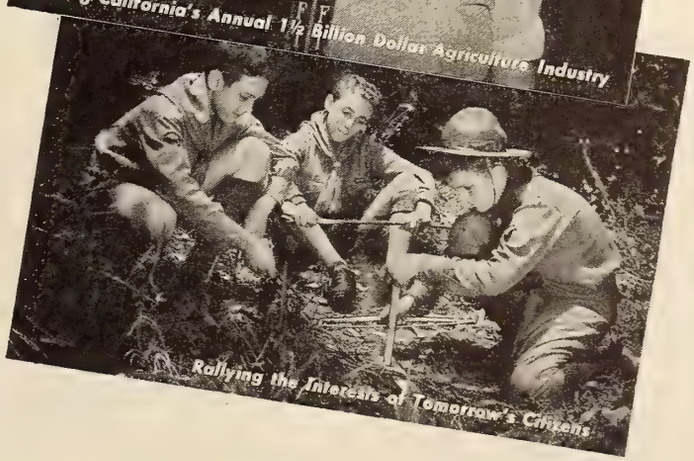


PUBLIC SERVICE...
AN OBLIGATION
A PRIVILEGE
AN OPPORTUNITY









Only
"HOME CREDITS"
count

When "HOME CREDITS" run high a station attracts both listeners and advertisers. For, radio, after all, is a local medium—a part of the local community throughout which its signal is heard. And in spite of the great attraction of its network programming, it can be a complete success only if it is united with its listeners in a common bond of local community interests.

Without exception, the nation's great stations can attribute their greatness to the esteem with which they are regarded in their own community.

Leadership in purposeful local programming plus its NBC affiliation accounts for KFI's dominant position in the Los Angeles Market.

KFI...NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES



DIXIE'S 24 hour station

Exclusive Memphis Station to Present

ASSOCIATED PRESS NEWS

News Every Hour on the Hour

WHBQ

your MUTUAL friend

MEMPHIS, TENNESSEE

REPRESENTED BY RAMBEAU

ADVANCE REGISTRATIONS FOR WAR CONFERENCE

(*Continued from page 8*)

Little, Lee, KTUC Tucson, Ariz.
Locke, C. B., KFDM Beaumont, Tex.
Loeb, Mr. & Mrs. Howard M., WFDF Flint, Mich.
Long, Maury, BROADCASTING, Washington.
Lord, Mr. & Mrs. Nathan and three sons, WAVE Louisville.
Lottridge, Mr. & Mrs. Buryl, WOC Davenport, Ia.
Lowe, Alfred, WBML Macon, Ga.
Loyet, Paul, WHO Des Moines.
Lucy, C. T., WRVA Richmond, Va.
Luther, Clark, KFH Wichita.
Lynch, J. P., Graybar Elec. Co. Boston.

M

MacGregor, C. P., Los Angeles.
MacPherson, James, KOA Denver.
McAlister, R. B., KICA Clovis, N. M.
McConnell, James, NBC New York.
McCreery, Walter, KFAC Los Angeles.
McCullough, T. O., WIOD Miami.
McDermott, J. A., WDWS Champaign, Ill.
McDermott, Mr. & Mrs. G. B., KBUR Burlington, Ia.
McDonnell, Mrs. Jean, WSPD Toledo.
McGillvra, Mr. & Mrs. Jos. H., KVOD Denver.
McKechnie, Mr., Fed. Tel. & Radio Corp., Newark.
McLean, J. D., GE.
McMurry, Emmet H., WJPR Greenville, Miss.
McRaney, Bob, WCBI-WELO Columbus-Tupelo, Miss.
Mackin, Robert L., WHLS Port Huron, Mich.
Madson, Arch L., KSL Salt Lake City.
Maland, J. O., WHO Des Moines.
Mangold, Mary, KBUR Burlington, Ia.
Marget, Manuel M., KVOX Moorhead, Minn.
Marshall Jr., Glenn, WMBR Jacksonville, Fla.
Mason, Richard H., WPTF Raleigh, N. C.
Mason, Robert T., WMRN Marion, O.
Massie, William S., WRBL Columbus, Ga.
Mastin, Cecil D., WNBF Binghamton, N. Y.
Mathews, Frank, KFH Wichita.
Matthews, J. B., WGKV Charleston, W. Va.
Meagher, John F., KYSM Mankato, Minn.
Mendelsohn, Ray, WAKR Akron.
Merdian, Jack, WJPA Washington, Pa.
Metzger, Thomas W., WMRF Lewistown, Pa.
Meyer, Harold H., WSRR Stamford, Conn.
Meyer, P. J., KFYR Bismarck, N. D.
Myerson, James I., WKY Oklahoma City.
Michaels, Bill, KABC San Antonio.
Miller, Mr. & Mrs. Allen H., Allen H. Miller Prods., Toledo.
Mills, Frank R., WDWS Champaign, Ill.
Milsten, David R., KOME Tulsa.
Mitchell, Franklin, WJR Detroit.
Mitchell, M. R., WJR Detroit.
Mitchell, R. E., WMBG Richmond, Va.
Molohon, Barney, Treasury Dept., Washington.
Moody, Robert H., WHIO Dayton.
Moore, Herbert, Transradio-Press, New York.
Moore, James H., WSLS Roanoke.
Morency, Paul W., WTIC Hartford.
Morgan, Clem, KVGB Great Bend, Kan.
Moroney, Jim, WFAA-KGKO Dallas-Ft. Worth.
Mosby, A. J., KGVO Missoula, Mont.
Muschany, Elmer, KXOX Sweetwater, Tex.
Myers, Frank O., KCMC Texarkana, Tex.

N

Nance Jr., Oran, C. P. MacGregor, Los Angeles.
Nax, Mr. & Mrs. Charles W., *Globe-Democrat*, St. Louis.
Nelson, Mrs. Ella, NAB.
Nelson, Linnea, J. Walter Thompson Co., New York.
Newman, L. D., WLAP Lexington.
Nimmons, Ralph, WFAA-KGKO Dallas-Ft. Worth.
Nolte, Vernon, WMBD Peoria.
Norton, Ed, WAPI Birmingham.
Norton, John, Blue Network, New York.
Nunn, J. Lindsay, WLAP Lexington.

O

O'Fallon, Gene, KFEL Denver.
O'Harrow, John W., WKZO Kalamazoo.
Olin Jr., Bruff W., WKIP Poughkeepsie, N. Y.
Outler Jr., John M., WSB Atlanta.
Ownby, James T., WJHO Opelika, Ala.

P

Palmer, Fred A., WCKY Cincinnati.
Palmer, Mrs. George B., Minneapolis.
Parham, Carter M., WDOD Chattanooga.
Parish, Howard, GE.
Parsons, Willis B., NBC Radio Recording Div. New York.
Patt, John F., WGAR Cleveland.
Paul, Sol, BROADCASTING, New York.
Pengra, Marshall, KRNR Roseburg, Ore.
Perdue, Howard, GE.
Peter, Paul F. NAB.
Peterson, G. S., GE, Chicago.
Peterson, Maj. Howard O., AUS.
Pickens, William, Transradio-Press, Washington.
Pittman, Charles W., WBML Macon, Ga.
Pixley, L. A., WCOL Columbus, O.
Platt Bernard, BROADCASTING, Washington.
Porter, J. G., GE.
Powell, C. S., Graybar Elec. Co.
Powell, Ralph C., Presto Recording Corp., New York.
Pratt, Stanley R., WSOO Sault Ste. Marie, Mich.
Pribble, Vernon, WTAM-NBC Cleveland.
Price, Thomas, WWSW Pittsburgh.
Prosser, Mr. & Mrs. John I., WKAT Miami Beach.
Provol, George A., KDYL Salt Lake City.
Pryor, E. J., WRRN Warren, O.
Pugliese, Norma, BROADCASTING, Washington.
Purcell, W. J., WGY Schenectady.
Pyle, K. W., KFBI Wichita.
Pyle, W. D., KVOD Denver.

Q

Quentin, Charles, KRNT Des Moines, WNAX Yankton, S. D.

R

Ramsland, Odin, KDAL Duluth.
Rapp, J. C., KMA Shenandoah, Ia.
Rathbun, Mr. & Mrs. Jack, WCOA Pensacola.
Reed, Vernon, KFH Wichita.
Reed, W. L., IBEW Washington.
Rees, E. J., Transradio-Press, New York.
Reinsch, J. Leonard, WSB Atlanta.
Revercomb, Everett E., NAB.
Reynolds, George, WSM Nashville.
Reynolds, R. O., KMPC Los Angeles.
Rheinhardt Jr., Paul C., Fed. Tel. & Radio Corp., Newark.
Richards, E. V., WSMB New Orleans.
Richards, G. A., WJR Detroit.
Richardson, Jack, Standard Radio.
Richmond, R. W., WHK Cleveland.
Rine, William E., WWVA Wheeling.
Rines, William H., WRDO Augusta, Me.
Rintoul, Steve, Katz Agency, New York.
Ripley, Fred R., WPRO Providence, R. I.
Rivers, John M., WCSC Charleston, S. C.
Roberson, Howard, WLAP Lexington.
Robinson, E. L., GE.
Roeder, George H., WCBM Baltimore.
Rogers, Joy, KADA Ada, Okla.
Rosen, George, *Variety*, New York.
Rosenblum, Mr. & Mrs. Davis, WISR Butler, Pa.
Ross, Cecil C., Western Elec.
Roth, Mr. & Mrs. Eugene J., KONO San Antonio.
Rothschild, Walten J., WTAD Quincy, Ill.
Rowan, B. J., WGY Schenectady.
Rumple, Barry, NBC New York.
Runchey, Oliver, KOL Seattle.
Rupard, J. Nelson, KTSW Emporia, Kan.
Ryan, J. H., WSPD Toledo.
Ryan, Mr. & Mrs. William B., KFI Los Angeles.
Ryder, Les, WCED DuBois, Pa.

S

Saddler, Owen, KMA Shenandoah, Ia.
Sanders, Wayne, KTUC Tucson.
Saumenig, J. D., WIS Columbia, S. C.
Scarr, H. F., Western Elec.
Schilling, John T., WHB Kansas City.
Schilplin, Fred, KFAM, St. Cloud, Minn.
Sepaugh, L. M., WSLI Jackson, Miss.
Seville, Mr. & Mrs. H. A., WJEJ Hagerstown, Md.
Shaffer, C. W., Pittsburgh Convention Bur., Pittsburgh.
Shafto, G. Richard, WIS Columbia, S. C.
Sharp, Ivor, KSL Salt Lake City.
Sharp, Thomas E., KFSD San Diego.
Shaw, Glenn C., KLX Oakland.
Shawd, Mr. & Mrs. Arch, WTOL Toledo.
Sherwood, Alex, Standard Radio.
Shouse, James D., WLW Cincinnati.
Sillerman, Michael M., Keystone Broadcasting System.
Slaybaugh, Chester C., Morse International.
Smith, Calvin J., KFAC Los Angeles.
Smith, Frank R., WWSW Pittsburgh.
Smith, George W., WWVA Wheeling.
Smith, Robert, Treasury Dept., Washington.
Smith, T. A., RCA, Camden, N. J.
Smithgall, Charles A., WAGA Atlanta.
Smullen, William B., KIEM Eureka, Cal.
Sowell, F. C., WLAC Nashville.
Soule, O. P., KTFI Twin Falls, Ida.
Sparks, E. L., KHMO Hannibal, Mo.
Spence, Harry R., KXRO Aberdeen, Wash.
Sperry, E. J., WLAY Muscle Shoals City, Ala.
Spight, Lindsey, John Blair & Co., San Francisco.
Spokes, A. E., WJTN Jamestown, N. Y.
Springgate, Vess N., KXOX Sweetwater, Tex.
Stamps, Mr. & Mrs. Weldon, KADA Ada, Okla.
Staubitz, E. J., Blaw-Knox Co., Pittsburgh.
Steere, Howard, CKLW Windsor-Detroit.
Stevens, Mr. & Mrs. Harmon L., WHLS Port Huron, Mich.
Stewart, Elliott, WIBX Utica, N. Y.
Stone, Harry, WSM Nashville.
Stringer, Arthur W., NAB.
Stuart, Charles T., KFOR Lincoln, Neb.
Stubbs, T. Frank, KFNF Shenandoah, Ia.
Stuht, W. B., KOMO Seattle.
Surrick, Jack, WFIL Philadelphia.
Sylvester, R., WJDX Jackson, Miss.

T

Taishoff, Sol, BROADCASTING, Washington.
Taylor, Archie J., KRGV Weslaco, Tex.
Taylor, Dale, WENY Elmira, N. Y.
Thomas, C. L., KXOK St. Louis.
Thomas, P. M., WJR Detroit.
Thomason, Mims, UP Assns., Chicago.
Thompson, Roy F., WFBG Altoona, Pa.
Thoms, Harold H., WISE Asheville, N. C.
Thornley, Mr. & Mrs. Howard W., WFCI Pawtucket, R. I.
Tibbett, Gene, WELO Tupelo, Miss.
Tippett, Marvilyn, WMAZ Macon, Ga.
Tips, Kern, KPRC Houston.
Todd, Jack, KANS Wichita.
Tolboe, Clifton A., KOVO Provo, Utah.
Tompkins, Merritt, E., BMI New York.
Trenkmann, R. A., Standard Rate & Data.
Tully, J. C., WJAC Johnstown, Pa.

U

Ulmer, Dr. James G., KGKB Tyler, Tex.
Upson, Dean R., WSM Nashville.
Uridge, Owen, WJR Detroit.

V

Vadeboncoeur, E. R., WSYR Syracuse.
Vance, H. C., RCA Victor Div., RCA Camden.
Van Konynenburg, F., WTCN Minneapolis.
Van Person, W., WRAK Williamsport, Pa.
Venn, Robert G., WAGA Atlanta.
Vogeler, Mr., Fed. Tel. & Radio Corp., Newark.

W

Wagner, Rev. James A., WHBY Green Bay, Wis.
Wagner, Paul, WPAY Portsmouth, O.
Wagstaff, Walter, KIDO Boise, Ida.
Walker, Sidney C., KMBC Kansas City.
Walker, Wallace A., WFCI Pawtucket, R. I.
Walsh, Don, *Variety*, New York.
Wardell, J. Gordon, KGBX Springfield Mo.
Ware, Mr. & Mrs. William E., KWFC Hot Springs, Ark.
Watson, Lt. Col. & Mrs. Brooks, WMBD Peoria.
Watson, Loren L., Spot Sales, New York
Watson, M. V., WMBD Peoria.
Way, William B., KVOO Tulsa.
Weaver, Arthur J., Arthur J. Weaver Adv. Agency.
Weed, J. J., Weed & Co., New York.
Weil, Paul S., Bryan Davis Pub. Co.
Weintz, Jacob F., *Tide*, New York.
Wentworth, Col. Ed, Armour's Livestock Bur., Chicago.
Werner, A. Matt, WHBL Sheboygan, Wis.
Westlund, Arthur, KRE Berkeley, Cal.
Wheelahan, Harold M., WSMB New Orleans.
Wheeler, Chet, KWIL Albany, Ore.
Wheeler, Clarence, WHEC Rochester, N. Y.
Whitehead, Elizabeth, KOZY Kansas City
Whiting, Lee L., WDGY Minneapolis.
Whitmire, Bevo, WFBC Greenville, S. C.
Whitmore, W., Western Elec. Co.
Whitten, L. H., Graybar Elec. Co.
Wilkins, J. P., KFBB Great Falls, Mont.
Willets, H. N., Western Elec. Co.
Williamson Jr., Warren P., WKBN Youngstown, O.
Willis, J. E., WLAP Lexington.
Willson, Early, KABC San Antonio.
Wilson, Howard H., Howard H. Wilson Co., Chicago.
Wilson, L. B., WCKY Cincinnati.
Wilson, W. A., WOPI Bristol, Tenn.
Wing Jr., A. K., Fed. Tel. & Radio Corp. Newark.
Wing, Jerry, KROC Rochester, Minn.
Wingard, Lloyd, WGAR Cleveland.
Winger, Earl W., WDOD Chattanooga.
Winner, Mr. & Mrs. Lewis, *Communications Magazine*, New York.
Woods, James S., WMRF Lewistown, Pa.
Woods, Woody, WHO Des Moines.
Worden, Ralph, WGAR Cleveland.
Wright, Mr. & Mrs. C. J., WFOR Hattiesburg, Miss.
Wright, O. R., KOZY Kansas City.
Wylie, Margaret, J. Walter Thompson Co.
Wynn, Lee, KGER Long Beach, Cal.
Wyse, William, KWBW, Hutchinson, Kan.

Y

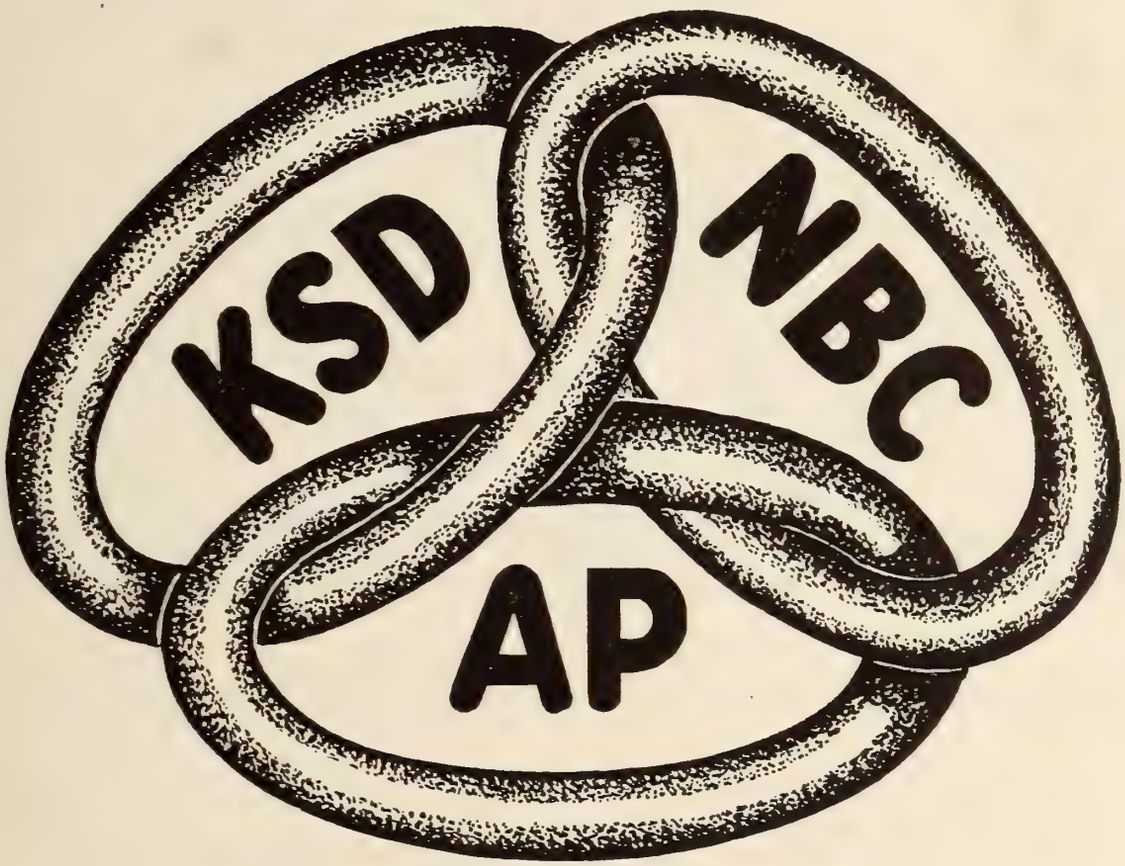
Young, C. S., WBZ-WBZA Boston-Springfield.
Young, Dr. George W., WDGY Minneapolis

Z

Zimmerman, G. E., KARK Little Rock.

INVINCIBLE

IN ST. LOUIS



A DISTINGUISHED TRIO

which combines America's No. 1 Network and St. Louis' distinguished broadcasting station with the world's greatest news gathering organization.

RADIO STATION KSD

OWNED AND OPERATED BY THE

ST. LOUIS POST-DISPATCH

"End of the Line" is only the Beginning



• This is the end of the Sylvania Radio Tube production line.

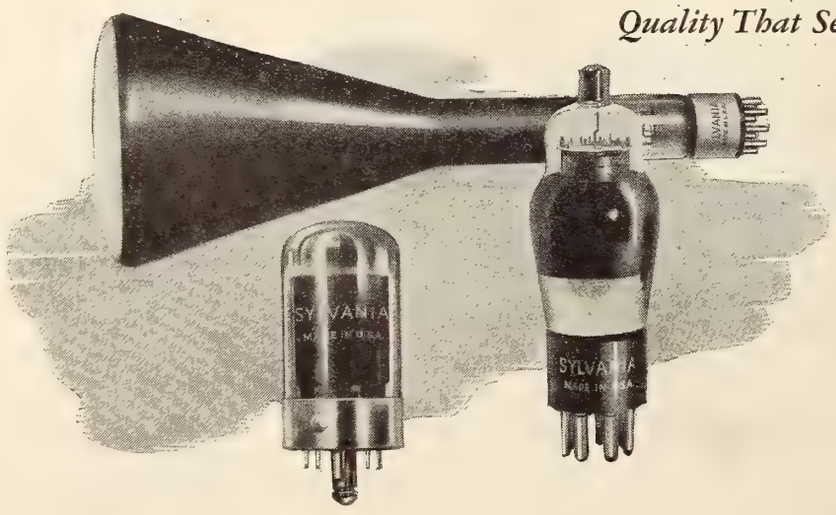
Here trained operators begin a series of tests designed to safeguard high-quality manufacture from any bit of human error.

Standardized precision testing instruments enable them quickly to determine basic radio tube fitness. The slightest defect dooms a tube to instant destruction.

Then come more exhaustive and specialized tests for any deviation at all from specification in the quality inspection and customer inspection departments.

Every Sylvania Radio Tube must pass these rigorous tests — and pass them with a perfect score — before shipment from the factory. This painstaking precision test system is your insurance for Sylvania quality that you can sell with complete confidence.

Quality That Serves the War Shall Serve the Peace



RADIO DIVISION EMPORIUM, PENNSYLVANIA

SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES

OPERA IN BED

The finest operas presented in their entirety to a ready-made music hungry audience . . . at an hour when they are completely relaxed... and in a listening, fully receptive mood. An ideal program opportunity for a wide-awake sponsor. For further information regarding "OPERA IN BED", contact . . .

WBNX

NEW YORK 51, N. Y.
MElrose 5-0333



"OPERA IN BED" IS CURRENTLY HEARD MONDAY THRU SATURDAY FROM 11 PM TO MIDNIGHT

BMI

IS *MORE* THAN FULFILLING THE INDUSTRY'S MANDATE

Because the radio industry needed an unrestricted reservoir of copyrighted music to insure free competition in the field of performing rights, BMI was instituted.

Today more than 600,000 titles are available under BMI license. More than 30,000 records may be used. Scores of thousands of titles are included in the libraries of the electrical transcription companies.

But BMI has gone farther!

In addition to the mighty catalog of music now available through BMI, your company provides an outstanding script service, a research department, friendly counsel of field representatives, and many other services not originally contemplated.

AND YET THE COST OF MUSIC TO THE INDUSTRY TODAY — INCLUDING ALL SOURCES — IS LESS THAN BEFORE THE INAUGURATION OF BMI!

Yes, BMI is doing an infinitely greater job than was ever dreamed for it by its founders!

RECORDS GALORE!



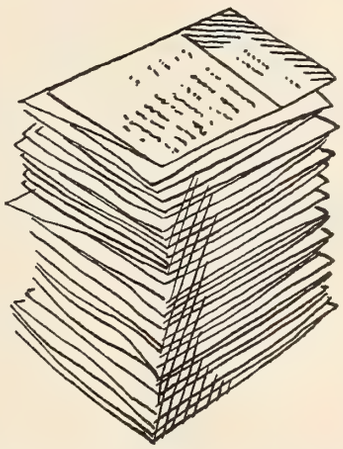
In addition to the numerous albums available under your BMI license, there are more than 30,000 listed recordings which you may perform. These range from hottest swing to great classical works. BMI music on record will fill your every programming need.

MUSIC . . . AND MORE MUSIC!



According to a station's needs, it regularly receives popular, concert, hillbilly and other music for its library. Under the recently-signed agreement with the American Composers Alliance, the scores and parts of contemporary serious music may be obtained without fee. BMI is currently conducting a contest for writers of serious music. The winning works, written especially for radio, will add to the industry's store of superb music.

SCRIPTS THAT SELL!



Scripts to fill every need are produced by the BMI script department. Stations coast to coast find that sponsors snap up these shows. Whether you want a five-minute program or a 30-minute production, you'll find precisely the thing you need in the BMI script service. Enthusiastic letters from station managers attest the commercial value of these scripts.

AND THAT'S NOT ALL!



To keep station and program managers abreast of the latest tunes, to help them make the most of their BMI license, field representatives cover the country. It is our intention personally to cover every station at least once a year.

The PIN UP SHEET belongs in every music library. Monthly it shows top tunes and coming tunes. By referring to it, every station can know what tunes are "hot" and deserve heavy scheduling.

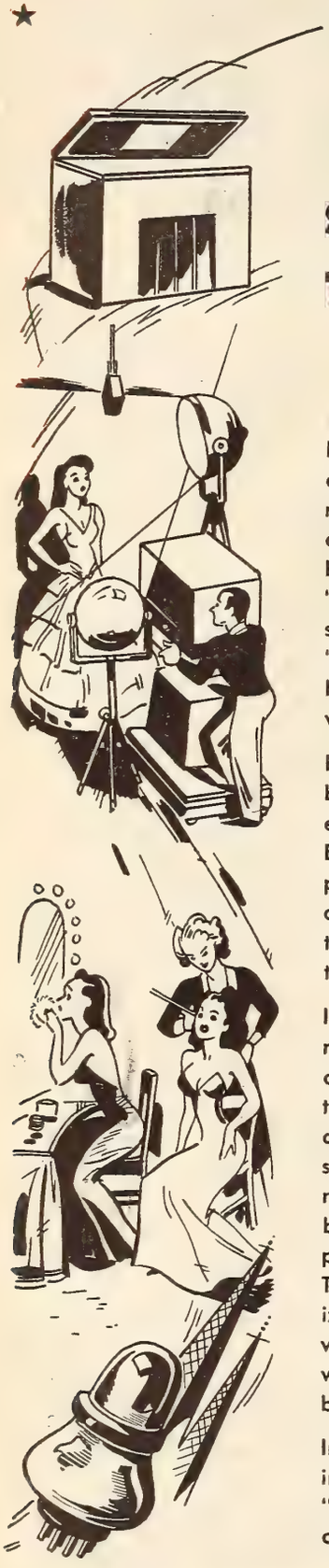
The ALMANAC is a chatty forecaster produced chiefly to assist those concerned with planning recorded programs. It's packed with tips on forthcoming tunes and suggestions for emphasizing those presently on top.

The NEWSLETTER is planned to keep station managers and program directors aware of what BMI can do for them. Music trends of particular interest to the program director and musical director are emphasized in this.

THESE, AND ALL OTHER BMI SERVICES, ARE YOURS WITHOUT ADDITIONAL COST UNDER YOUR BMI LICENSE

BMI

NEW YORK CHICAGO HOLLYWOOD



SEEMS LIKE TELEVISION IS HERE

People in our program and production departments walk around our studios muttering strange new terms. Now we're quite used to the usual radio language but when we hear "camera angles" . . . "mercury vapor lamps" . . . "strike the set" . . . "move in for a close-up" . . . "more eye shadow on the ingenue" we begin wondering if we are in Hollywood or in Philadelphia.

But it seems that the television bug has bitten these good people—and they're eating it . . . sleeping it . . . drinking it. Even the engineering department reports that they can't keep any books on the technical side of this new art . . . the programeers take them as soon as they come in.

It all started when WFIL made an arrangement to broadcast from the Plays and Players Playhouse. This is the first time in Philadelphia radio history that a station has originated a regularly scheduled series of broadcasts from a real theatre stage. And we're doing it because the folks who run WFIL are a progressive, forward-looking group. They are doing this because they realize that in this way many problems in visual presentation will be solved before we actually go on the air with a video broadcast.

In "telecasting," as in audio broadcasting, Philadelphians will refer to WFIL as "Philadelphia's Most Progressive 'Telecasting' Station."

A BLUE NETWORK AFFILIATE

Philadelphia's Most Progressive Radio Station

WFIL

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Television Stations Authorized by the FCC

(As of August 15, 1944 in accordance with Rules 4.61-4.79)

CHANNELING SYSTEM

GROUP A

Chanel No.		Channel No.		Channel No.	
1	50,000–56,000 kc.	3	66,000–72,000 kc.	6	96,000–102,000 kc.
2	60,000–66,000 kc.	4	78,000–84,000 kc.	7	102,000–108,000 kc.
		5	84,000–90,000 kc.		

GROUP B

Channel No.		Channel No.		Channel No.	
8	162,000–168,000 kc.	12	210,000–216,000 kc.	15	258,000–264,000 kc.
9	180,000–186,000 kc.	13	230,000–236,000 kc.	16	264,000–270,000 kc.
10	186,000–192,000 kc.	14	236,000–242,000 kc.	17	282,000–288,000 kc.
11	204,000–210,000 kc.			18	288,000–294,000 kc.

GROUP C

Any 6,000 kc. band above 300,000 kc., excluding band 400,000–401,000 kc.

COMMERCIAL

Licensee and Location	Call Letters	Channel No.	Effective Signal Radiated
Balaban & Katz Corp., Chicago, Ill.	WBKB	2	550
Columbia Broadcasting System Inc., New York City	WCBW	2	1,000
Don Lee Broadcasting System, Hollywood, Cal.	†KTSL	1	5,600
Allen B. DuMont Laboratories, Inc., New York, N. Y.	WABD	4	.....
General Electric Co., Schenectady, N. Y.	WRGB	3	3,100
The Journal Co., Milwaukee, Wis.	†WMJT	3	1,200
National Broadcasting Co. Inc. New York City	WNBT	1	1,800
Philco Radio & Television Corp., Philadelphia, Pa.	WPTZ	3	500
Zenith Radio Corp., Chicago, Ill.	†WTZR	1	1,270

———— † Under construction.

EXPERIMENTAL

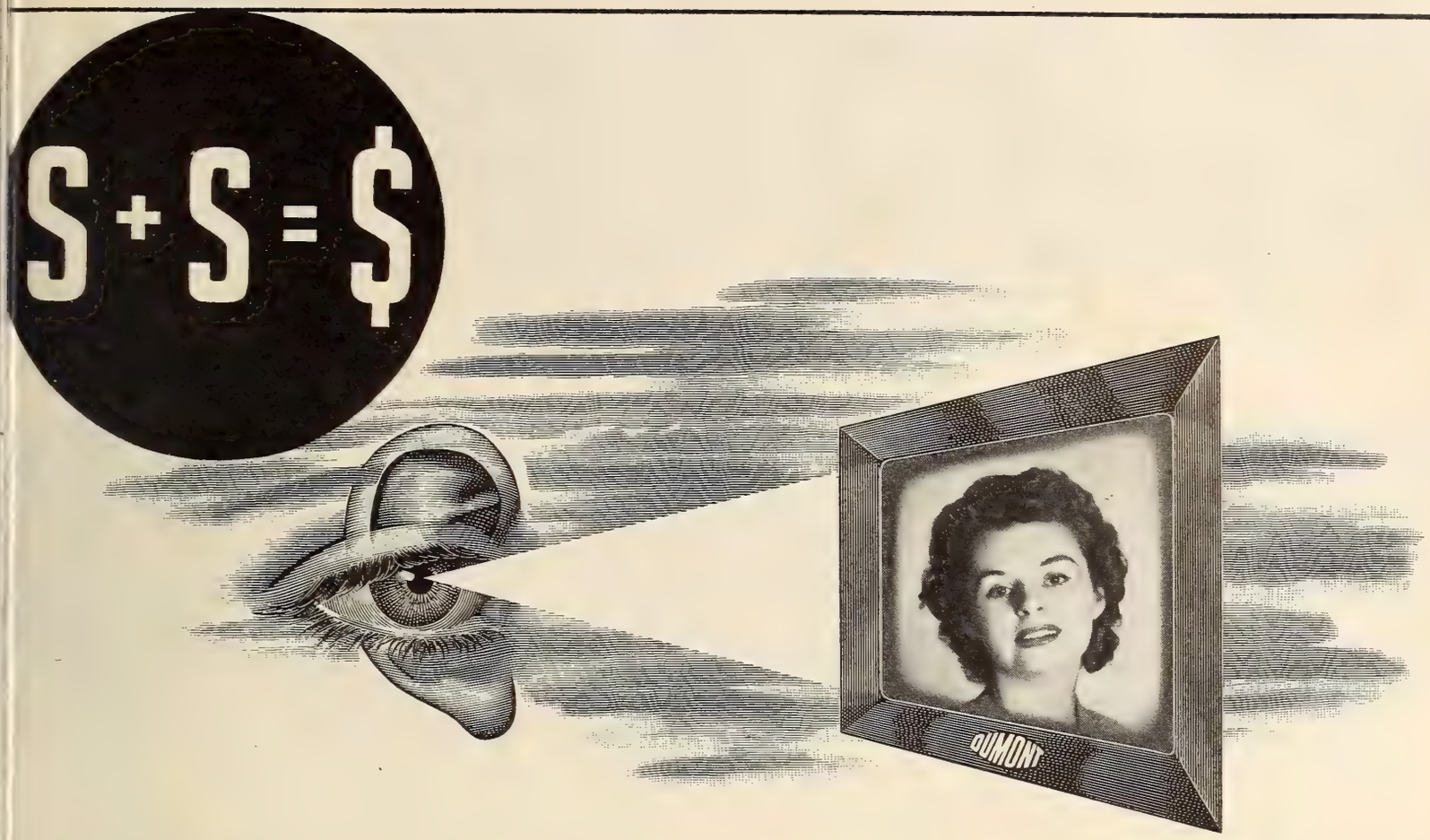
Licensee and Location	Call Letters	Channel No.	Power in Watts Visual	Power in Watts Aural
Balaban & Katz Corp., Chicago, Ill.	W9XBK	2	4,000	2,000
Balaban & Katz Corp., Chicago, Ill.	W9XPR	Group C	10	.....
The Crosley Corp., Cincinnati, Ohio	†W8XCT	1	1,000	1,000
Allen B. DuMont Laboratories, Inc., Passaic, N. J.	W2XVT	4	50	50
Allen B. DuMont Laboratories, Inc., New York, N. Y.	W2XWV	4	1,000	1,000
Allen B. DuMont Laboratories, Inc., Washington, D. C.	†W3XWT	1	1,000	1,000
Don Lee Broadcasting System, Los Angeles, Cal.	W6XAO	1	1,000	150
Metropolitan Television, Inc., New York, N. Y.	W2XMT	8	50	50
Philco Radio & Television Corp., Philadelphia, Pa.	W3XE	3	10,000	11,000
Purdue University, West Lafayette, Ind.	†W9XG	3	750	750
State University of Iowa, Iowa City, Iowa	W9XUI	1 & 12	100	.....
Wm. B. Still, tr/as Jamaica Radio Television Co., Jamaica, L. I., N. Y.	†W2XJT	13	400	100
Television Productions, Inc., Los Angeles, Cal.	W6XYZ	4	4,000	1,000
Gus Zaharis, South Charleston, W. Va.	†W8XGZ	1	200	110
Zenith Radio Corp., Chicago, Ill.	W9XZV	1	1,000	1,000

———— † Under construction.

Pending Applications for Experimental Television Broadcast Stations

(*As of August* 15, 1944)

Location	Applicant	Channel No.	Power Visual	Power Aural
Illinois Chicago.....	Columbia Bcstg. System, Inc. (WBBM)	4	1kw	1kw
Indiana Indianapolis.....	P. R. Mallory & Co., Inc.	2	150w (600w peak)	100w
Massachusetts Boston.....	General Television Corp.	1	400w (peak)	200w
Minnesota Minneapolis.....	Industrial Tool & Die Works, Inc.	4	5kw (peak)	3kw
New Jersey Camden.....	Radio Corp. of America	5	30kw	30kw
New York New York.....	Columbia Bcstg.-System, Inc. (WABC)	Group C	....	1kw
Utah Salt Lake City...	Intermountain Bcstg. Corp. (KDYL)	1	100w (400w) (peak)	200w



The dollar sign is the answer. It completes the well-used television formula S + S, or Sight plus Sound, and it's a rather dramatic way of saying that television will bring profit to you.

S + S = $ has been just a promise for a long time. But it's due to become a reality shortly after victory.

Television is "personal call" salesmanship...showing your actual merchandise in its most favorable light to small family groups at home...demonstrating your products in use while the persuasive voice of a master salesman delivers a polished and perfected sales talk. This is the most successful selling known. And you'll be using it—not in one home at a time—but in millions!

Enterprising, quick-acting advertisers and their agencies are now learning the technique and the tremendous potential of television by producing their experimental programs at DuMont's pioneer Television Station—WABD.

DuMont Television Studios and Telecasting Equipment Department of Allen B. DuMont Laboratories, Inc., Station WABD, 515 Madison Ave., New York 22, N. Y. General Offices and Plant, 2 Main Ave., Passaic, N. J.

Copyright Allen B. DuMont Laboratories, Inc., 1944

DUMONT
TELEVISION
STATION WABD



KATE SMITH HOUR
34.3



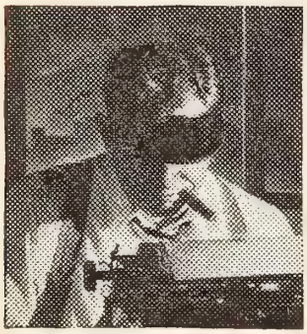
VOX POP
33.3



DR. CHRISTIAN
31.8



BURNS AND ALLEN
31.0



BIG TOWN
27.4



CRIME DOCTOR
25.1



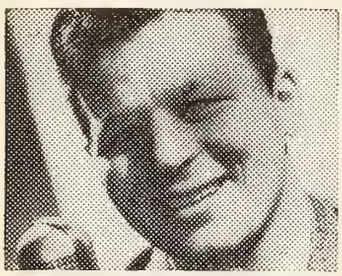
THANKS TO THE YANKS
24.5



BLUE RIBBON TOWN
23.6



WE THE PEOPLE
23.4



JACK CARSON SHOW
21.2



I LOVE A MYSTERY
20.8



MAJOR BOWES
20.2

Check This

10 MORE for GOOD MEASURE

★ Lux Radio Theatre	36.0	★ Death Valley Days	20.0
★ Texaco Star Theatre	25.1	★ Dinah Shore Show	20.0
★ Helen Trent	24.6	★ Easy Aces	19.9
★ Big Sister	21.3	★ Inner Sanctum	19.9
★ American Melody Hour	20.5	★ Suspense	19.4

And of course the NEWS!
1 P.M. 24.7 6 P.M. 26.7



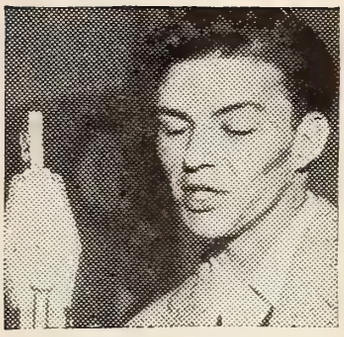
All Hooper Ratings from Winter-Spring Index 1943-1944



UDY CANOVA SHOW
30.7



BLONDIE
30.7



HIT PARADE
29.1



GAY NINETIES REVUE
28.7



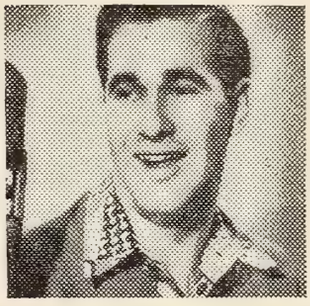
ATE SMITH SPEAKS
23.3



OUR GAL SUNDAY
22.6



MR. KEENE
22.4

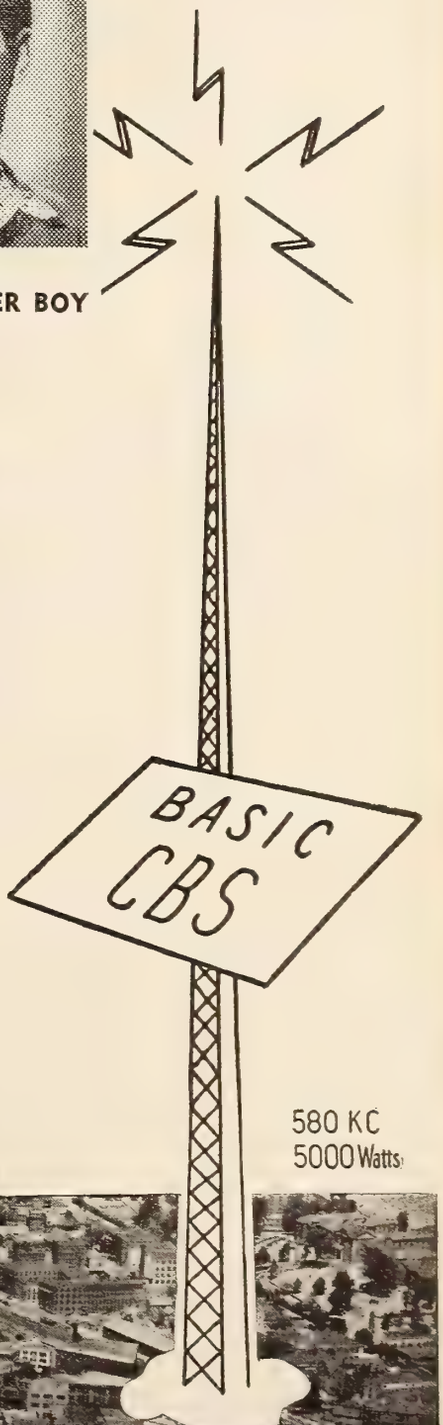


THAT BREWSTER BOY
22.2

WTAG "RATE CARD"

Sure, these Hooper ratings are terrific — but WTAG, in a big market, does things in a big way! — Remember? Most advertisers know the advantages of covering (and we do mean covering) Central New England from the inside.

After reading this advertisement, you too, must realize that the one sure way to this big, high-wage-level audience is through the station with the local appeal and the high Hoopers — WTAG.

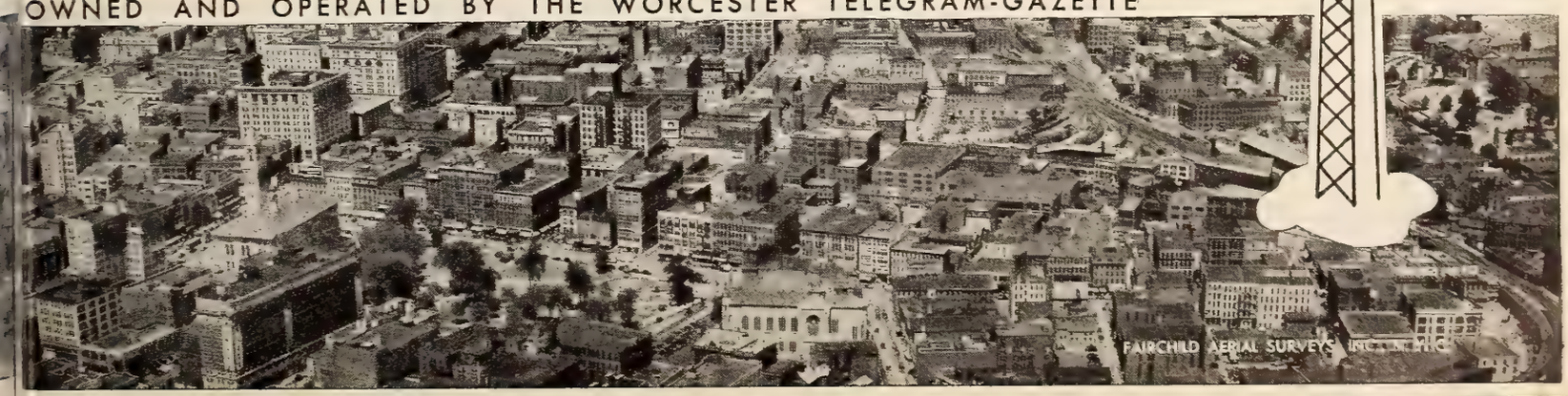


PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM **WORCESTER**

580 KC
5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



REVIEW OF 1943-1944 ACTIVITIES OF THE NAB

SECRETARY-TREASURER

C. E. Arney Jr.

PREPARATION of this report is made somewhat complicated by events which have occurred since the War Conference in Chicago in April 1943. The complications arise out of changes which have taken place within the organization, resulting in the assumption of addititonal duties by the Secretary-Treasurer's office.

Chronologically, changes are as follows: On June 1, 1943, Russell Place, Director of the Legal Dept., resigned to accept an important civilian post with the Office of Strategic Services. Since that time the bulk of the legal work has devolved upon the Secretary-Treasurer. On Jan. 1, 1944, Joseph L. Miller, Director of Labor Relations, became a lieutenant in the Navy. Since that time the labor relations work has been handled in the office of the Secretary-Treasurer.

Supreme Court Decision

On March 1, 1944, Neville Miller terminated his presidency and for the period from March 1-April 15, when Harold Ryan assumed his presidential duties, the Secretary-Treasurer, as Acting Managing Director, discharged some of the duties of the presidency. To further complicate the situation Neville Miller left for his new duties abroad without having had time to prepare a report of the presidential activities from May 1, 1943, until his departure on March 1, 1944.

The Supreme Court on May 10 handed down the decision upholding the right of the FCC to enforce the so-called network rules. The broad language used by the Court in sustaining the Commission's position aroused intense feeling throughout the industry. There was spontaneous editorial comment in the press calling for revision of the law in the interests of preservation of free speech.

There was a very definite feeling of anxiety that the law, as interpreted by the Court, gave to the Commission powers over the operation of licensees, including programs and business policies, which would lead ultimately to the serious impairment of the American System of Broadcasting. Efforts were immediately undertaken to hasten consideration of the legislation then pending in Congress.

WAR SERVICES: Throughout the entire period, the major portion of NAB staff's time has been devoted to cooperative activity with the many governmental agencies which deal directly with our war effort. All stations have been kept abreast of developments in selective service procedure directly affecting their interests.

As a further aid to broadcasters in meeting personnel problems arising out of withdawals of technical personnel by the armed services, NAB cooperated with the FCC in compiling a list of technicians available for employment and many of these were placed.

Action of James C. Petrillo AFM president, in continuing his ban on recordings has caused a considerable amount of activity on the part of NAB. At the instance of some of the recording companies the matter was taken before the War Labor Board and referred to a panel which held a long series of hearings. All of these developments were followed very closely by NAB and a full report of them will be made at this Conference by our special counsel, Sydney Kaye.

The activity of the American Federation of Radio Artists in seeking an extension of the principle of assigned announcers fees has caused considerable concern and a great deal of our time has been devoted to that development. The WMAL case now pending before the War Labor Board for final decision is of extreme importance and has been carefully watched and appropriate assistance has been rendered counsel representing the station in that case. Likewise, we have conferred with the attorneys representing the Class B stations in Chicago with reference to their case which involves this principle and a full report of that will be made before this Conference.

Prior to his departure from the NAB staff, Joseph L. Miller compiled and made available to all broadcasters the Decisions of the National Labor Relations Board. This document is of great value to all broadcasters.

In many individual cases assistance has been rendered to stations in connection with the negotiation of labor contracts and in interpreting provisions of the Wage Stabilization formula and Wage and Hour Act. The War Manpower Commission rules and regulations respecting job referral and employment ceilings have been interpreted upon individual request and made available through the *Reports*.

Code and Programming

Considerable time has been devoted to bringing about better understanding of the NAB Code and the basic concepts which underlie its provisions. Serious attacks have been made upon the Code by certain organized groups and NAB has sought constructively to meet this challenge. As another means of aiding the broadcasters in more adequately and completely serving the public, a Program Director's Committee was organized and has functioned effectively in laying the foundation work for constructive improvement in the programming field.

Broadcast Advertising

The work of the Dept. of Broadcast Advertising has been outstanding. Under the chairmanship of Paul W. Morency the Retail Promotion Committee carried through a project conceived by the Dept. of Broadcast Advertising and approved by the Board in 1942. We believe this particular activity is one of the really outstanding efforts made by a trade association as a measure of direct service to its membership.

Pursuant to the action of the membership at the 1943 meeting a Small Market Stations Committee was created.

The increase in the number of questionnaires sent out by the various Government departments to industries of all kinds resulted in the creation early in 1943 of the Committee on Government Questionnaires, upon which all important industries are represented.

RADIO NEWS: The Radio News Committee of NAB was created with the primary purpose of bringing about better trained personnel to prepare and broadcast radio news. As a first step a cooperative enterprise has been undertaken with the American Assn. of Schools and departments of journalism looking to the establishment of standard curriculum of radio journalism.

TECHNICAL DEVELOPMENTS: In the fall of 1943 President Miller with the Director of Engineering met with representatives of technical organizations such as the Institute of Radio Engineers, Radio Manufacturers Assn. and others and perfected the organization and financing of the Radio Technical Planning Board. This Board is one of the most important agencies in the field of postwar planning for out of it will come the basic recommendations which will govern technical standards for the broadcast

(*Continued on page 26*)

NAB Membership Totals 624, Largest In History; Income Over Half-Million

AN INCREASE of 98 members since April 15, 1943, has brought the total NAB membership, as of Aug. 8, to 624, largest in its history, the annual report of C. E. Arney Jr., secretary-treasurer, to be presented to the NAB War Conference this week, disclosed. Of the total membership, greatest since May 1, 1941, when it was 547, standard stations comprise 592, FM outlets 4, networks 2 and associate members 26.

Station membership now totals 64.1% of the 924 standard stations in the U. S. and territories. Of a total of 656 network affiliates, 484 or 73.8% are members, as compared to 370, or 54.7% of the network affiliates in April 1943. Mutual has the largest number of affiliates carrying membership in the NAB, with 147 or 65.9% of the 223 MBS stations. The Blue is next with 140 or 71.8% of its 195 affiliates; NBC is third with 118 of its 142 stations belonging, while of the 142 CBS stations, 115 are NAB members.

District 13 Leads

Of the total network affiliate members, 36 are duplicates, leaving a grand total of 448 network affiliates. A total of 26 of the 31 stations carrying both Blue and MBS are NAB members; five are affiliates of NBC and MBS; 4 of CBS and MBS and 1 of the Blue and NBC. Of the 268 stations without network affiliation, 108 or 40.3% are members of NAB.

District 13 (Texas), of which Hugh A. L. Halff of WOAI San Antonio, is director, since the 1943 War Conference has turned in 17 new members, the largest increase of any district. Second was District 7 (Kentucky and Ohio), headed by Nathan Lord of WAVE Louisville, with 10 new members, while District 3 (Delaware, Pennsylvania and Maryland), under the leadership of Roy F. Thompson of WFBG Altoona, listed nine additional members. Membership in District 8 (Indiana and Michigan excluding Ontonagon and Gogebic counties) and District 15 (California, excluding 10 counties) remained static. All other districts showed increases from one up.

NAB membership is divided as follows: In U. S., 579 commercial stations, 2 non-commercial stations; territories 7; construction permit stations 4; networks, CBS, NBC; associate members 26, an increase of 7 since April 1943.

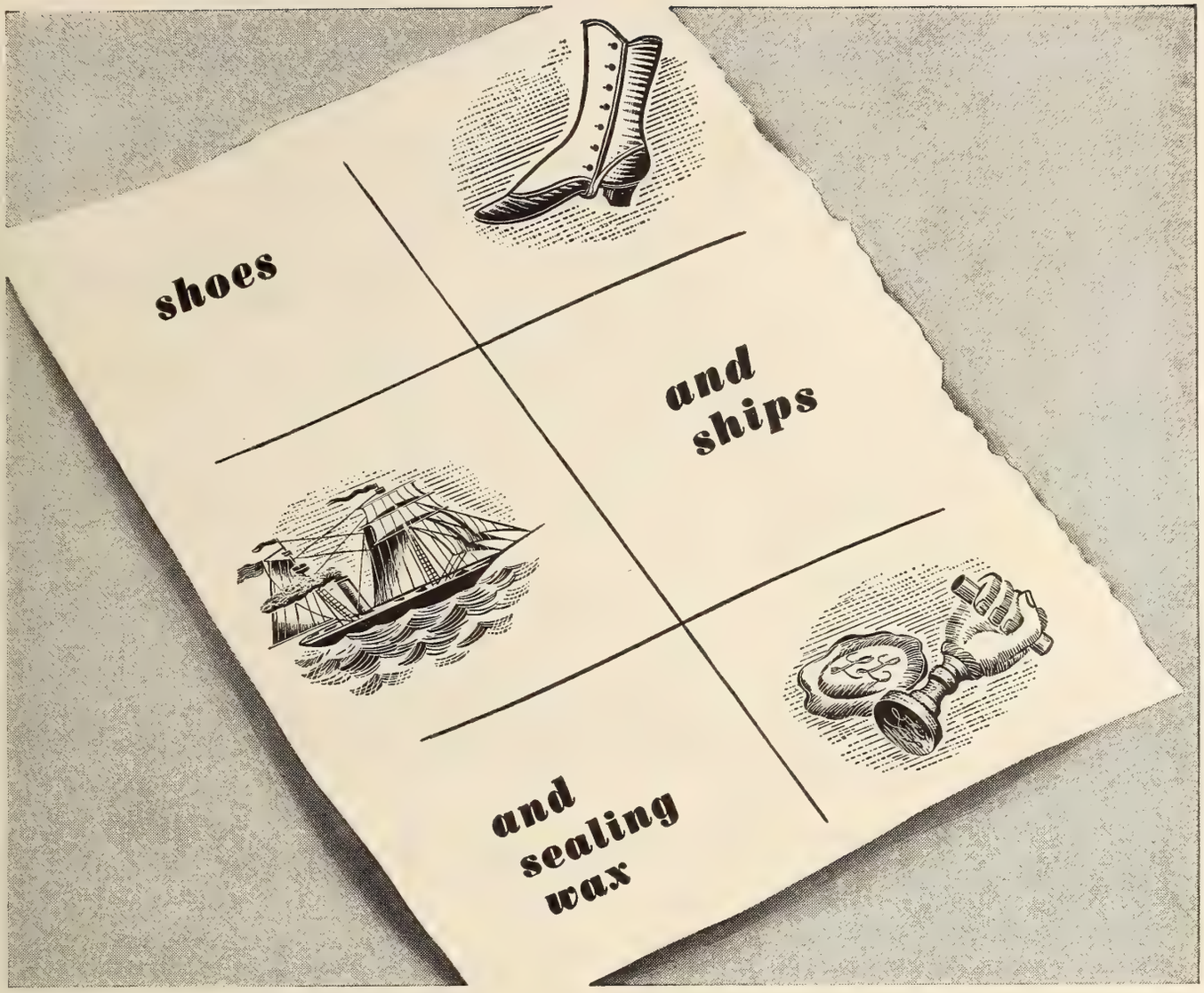
Income Half Million

On the financial side Mr. Arney reported a total income, between April 1, 1943, and June 30, 1944, of $526,587.67, including $27,363.80 cash on hand April 1, 1943. Total receipts for the previous period, April 1, 1942, to March 31, 1943, were $315,628.55.

Cash on hand as of June 30, plus accounts payable on the same date totaled $85,784.75, as compared to $36,998.49 as of April 1, 1943.

Expenses for the NAB from April 1943 to June 30, 1944, aggregated $448,300.30, of which the largest item of $175,377.43 was for general administration. Second largest expenditure of $66,340.75 was for the New York office, while the President's Dept. listed expenses of $57,774.96. Following is a tabulation of expenses for the period April 1, 1943, to June 30, 1944:

President's Dept.	$ 57,774.96
Treasurer's Dept.	31,556.17
Research	21,532.28
Public Relations	25,644.16
Labor Relations	6,720.58
Legislative	24,644.35
Engineering	10,419.14
Broadcast Advertising	16,933.65
Promotion	11,356.83
New York Office	66,340.75
General Administrative	175,377.43
	$448,300.30
Balance	$ 78,287.37
Add: Accounts Payable, June 30, 1944	7,497.38
Cash on Hand, June 30, 1944	$ 85,784.75



Of these, the interest of Brockton, Mass., is centered principally on shoes.. manufacturing shoes. Likewise, skilled, highly paid workers build ships in Quincy, make wax in Framingham. Dozens of similar towns, diverse as to their industries, uniformly prosperous, are tucked into the primary areas of WBZ, Boston, and WBZA, Springfield.

The needs of the folks in these towns are as varied as the things they manufacture. They, as well as the rural population of New England from Martha's Vineyard to Canada, look chiefly to WBZ and WBZA for their radio entertainment.

The NBC Parade of Stars, and meritorious local programs, projected with the power of 50,000 watts, will not be denied. Your message is assured of this vast receptive audience, at single-station cost. Consult NBC Spot Sales for availabilities.

WBZ
WBZA
BOSTON – SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • KYW • KDKA • WBZ • WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES

WESTINGHOUSE PRESENTS . . . *John Charles Thomas on Sun. 2:30 EWT., NBC.; also "Top of the Evening" on Mon., Wed., Fri., 10:15 EWT., Blue Network.*



NO BIGGER THAN A MINUTE

Extraordinary power takes the familiar bumblebee over a wide area, across fields and hills, to every flower that has what it takes to make honey. Though "no bigger than a minute," the bumblebee does a tremendous job.

Power (over three times that of any other combination here) makes NERN stations familiar to . . . and strongest in the receivers of . . . over 8 million New Englanders who have what it takes to make sales.

Top-rated programs (all NERN stations are NBC affiliates) turn this power into a honey-gathering proboscis for NERN advertisers, who find that a commercial message "no bigger than a minute" does a tremendous job on NERN. A 15-minute daytime period that carries such a message over the entire New England Regional Network costs only $312 at the one-time rate. When you buy NERN, you buy a network.

NERN STATIONS

	Frequency	*Watts*	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WTIC	1080	50,000	Hartford, Conn.
WFEA	1370	5,000	Manchester, N. H.
WRDO	1400	250	Augusta, Maine

Nationally represented by

WEED & COMPANY

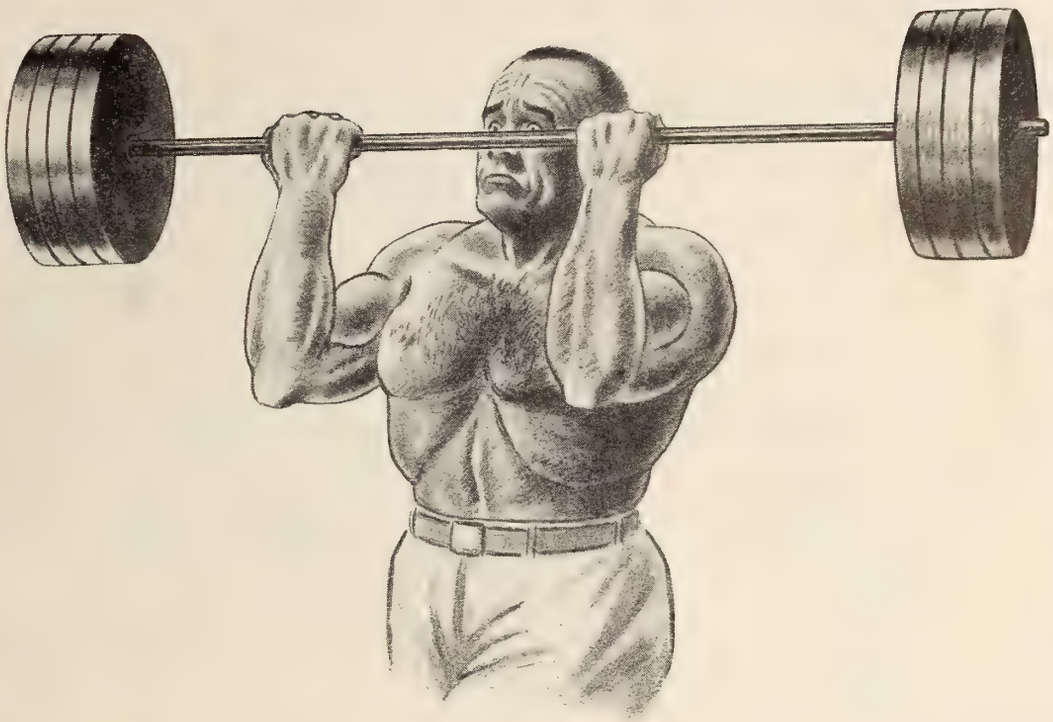
New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

YOU MAY BE ABLE TO LIFT 370 POUNDS*—



BUT—YOU CAN'T THROW A RADIO CAMPAIGN INTO WESTERN MICHIGAN FROM "OUTSIDE"!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED. The latest Hooper Special Report (made in the autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the Friday evening figures, 7 P. M. to 10 P. M.:

WKZO	59.3%
STATION B	13.5%
SIX OTHERS	26.6%
MISC.	0.6%

Many a radio advertiser draws a 200 or 300-mile circle around Chicago or Detroit—and kids himself that he is getting full coverage throughout that circle.

But no user of any "outside" station gets even *adequate* coverage in Western Michigan. We won't go into the technical reasons here—it's just that "outside" stations fade too much for satisfactory listenership.

If you *really want* to cover Western Michigan, the answer is WKZO. Recent Hooper Surveys—an excerpt from which is at the left—prove that WKZO is by long, long odds the most popular station in this territory. Write for all the facts—or ask Free & Peters.

* An Estonian named Lubaar set the world's record at that weight—"two hands clean and jerk."

WKZO

5000 Watts
590 KC
CBS

Strongest selling force in Western Michigan

Owned and Operated by Fetzer Broadcasting Company

KALAMAZOO and GRAND RAPIDS



FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Don't Trust Luck



Get valuable, experienced help in selecting your

MARKETS
STATIONS
TIME and
PROGRAMS



Yours for the asking is 14 years intimate, personal knowledge of U. S. and Canadian markets, stations, distribution facilities and buying power.

Take the guesswork out of your next campaign by getting in touch with the nearest office shown below.

HOWARD H. WILSON CO.

NEW YORK
551 Fifth Avenue
Murray Hill 6-1230

CHICAGO
75 East Wacker Drive
Central 8744

HOLLYWOOD
6362 Hollywood Blvd.
Granite 6113

SAN FRANCISCO
681 Market Street
Douglas 4475

SEATTLE
2102 Smith Tower
Elliott 7417

(*Continued from page 22*)

ing industry in the years lying ahead. Howard Frazier, NAB Director of Engineering, serves on all panels of the Board and is chairman of the Standard Broadcasting Panel.

RESEARCH: In the field of research. NAB activities during the past several months have been many. A special committee was created to give preliminary study to an industry formula for station coverage. Following this the Research Committee perfected the plan and the industry seems finally to be in a position to adopt a uniform standard for station coverage maps and presentations. Audience measurement has also been given a great deal of attention and a program for future activity will be submitted.

MUSIC COMMITTEE: Following a year and a half of operation under the revised ASCAP contracts which grew out of the consent decree, it became quite apparent that some steps to protect the interest of per-program licensees was necessary. A strong committee was created in the fall of 1943 headed by Campbell Arnoux. Too much credit cannot be given this committee for the splendid results which it has accomplished in clarifying the respective rights and obligations of ASCAP and the broadcasters.

Educational Activities

FREC has been constructively active. The previous quarterly meetings which the committee had held were abandoned and semi-annual meetings were substituted.

The NAB staff has been represented at meetings of the School Broadcast Conference at Ohio State U. and at the conference of the Assn. for Education by Radio.

DISTRICT MEETINGS: Since our last report a total of 15 District meetings has been held at all of which one or more members of the NAB staff were present. In addition officials from various Government agencies and associate members also attended. These District meetings have grown to be increasingly important as a means whereby members of the staff may obtain a better perspective; acquaint themselves with the industry's thinking and bring home to broadcasters the importance of the work which NAB is doing. All meetings have been well attended and the discussions have been constructive. Dates and places of these meetings follows:

District 7—July 23, 1943, Cincinnati; 11—Aug 4-5, 1943, Minneapolis; 15—Aug. 6, 1943, San Francisco; 4—Sept. 3, 1943, Asheville, N. C.; 2—Aug. 24, 1943, Syracuse; 5—Sept. 10, 1943, Atlanta; 8—Feb. 1, 1944, Indianapolis.

District 10—Feb. 4-5, Omaha; 14—Feb. 7-8, Denver; 16—Feb. 11, Los Angeles; 13—Feb. 13, Dallas; 12—Feb. 21, Tulsa; 6—Feb. 24-25, Memphis; 2—March 2-3, New York; 3—March 6-7, Pittsburgh.

Contact With Membership

The weekly *NAB Reports* constitute the principal medium through which NAB maintains general and regular contact with the membership. In addition to these *Reports* many special bulletins have been issued—to carry to broadcasters complete information on important developments in the many fields in which the Association is active.

RESIGNATIONS: We have previously indicated the resignations of Russell Place, Director of the Legal Department; Joseph L. Miller, Director of Labor Relations; and the leave-taking of Neville Miller. In addition, Everett E. Revercomb, who in point of service was the veteran on the NAB staff and served as auditor and comptroller, resigned on June 1, 1943, to accept a commission as Ensign in the Navy. He is now serving with the Division of Naval Communications in Washington. Walt Dennis, who served from March 1943 as Chief of the NAB News Bureau, resigned in November to become Public Relations Director of WHN New York.

REPLACEMENT AND ADDITIONS: The task of replacing these efficient and experienced staff executives in normal times would have presented a problem of major proportion, but under wartime conditions it proved to be an almost impossible task. No replacement was obtained for either Mr. Place or Joseph Miller until almost coincident with this writing, when John Morgan Davis was named by President Ryan to the position of General Counsel with specific authority over labor relations. In September 1943 Robert T. Bartley joined the NAB staff as Director of War Activities. Mr. Bartley acts as liaison between the NAB and the several departments of Government and acts as secretary to the Legislative Committee. Harold Ryan succeeded Neville Miller as President effective April 15. Mrs. M. O. Hathaway became auditor on June 1, 1943. No replacement was secured for Mr. Dennis.

DEPARTMENT OF BROADCAST ADVERTISING

Lewis H. Avery, Director

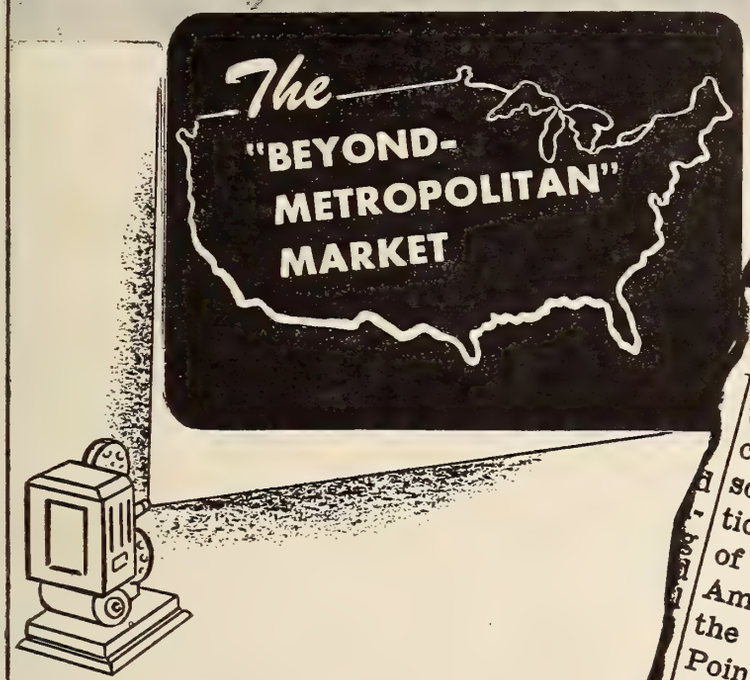
Quite properly, a review of the Dept. of Broadcast Advertising begins with a report of the Retail Promotion Plan. But, with equal propriety, no report on this activity can begin without a tribute to the untiring energy and unselfish work of the chairman of the Retail Promotion Committee. Despite a maze of complications and difficulties, he steered the project to completion and through 117 showings before nearly 25,000 retailers. The whole industry owes an exceptional debt of gratitude to Paul W. Morency, who devoted more than half of his time, without thought of compensation or reward, to the stewardship of the pledges of subscribing stations and the funds loaned by NAB. From early May to mid-December 1943 Mr. Morency carried the major burden of the greatest promotion ever undertaken by any advertising medium.

Mr. Morency appointed the following Committee in 1942, which carried through to the completion of the project: Robert E. Bausman, WISH Indianapolis; Gene L. Cagle, KFJZ Ft. Worth; William Crawford, WOR New York; Dietrich Dirks, KTRI Sioux City; John Esau, KTUL Tulsa; Kenneth K. Hackathorn, WHK-WCLE Cleveland; Arthur Hull Hayes, WABC New York; Walter Johnson, WTIC Hartford; C. L. McCarthy, KQW San Francisco; James V. McConnell, WEAF New

(*Continued on page 30*)

"FEATURE ATTRACTION"

Say the Experts . . . for Now and Post-war



Department of Commerce Chief Miller warns marketers to bring "Beyond-Metropolitan" areas actively into marketing plans before post-war race starts. Bring these important, remote, hard-to-get-at areas into your "main show" with the KEYSTONE coast-to-coast transcription network.

Advertising News

Manufacturers who were content to concentrate on cities during the war will have to overhaul their selling practices in the post-war period to include stores in small towns which account for 43 per cent of the nation's business, Nelson A. Miller, chief of the distribution management unit, Department of Commerce, told members of the American Marketing Association at the Hotel Sheraton yesterday. Pointing out that 97 per cent of all general stores, 66 per cent of hardware stores, 73 per cent of filling stations and 76 per cent of new-car dealers operate in small towns, Mr. Miller predicted that many other types of stores would increase in number when the war ends.

New York Times
June 24, 1944

COMING ATTRACTION!

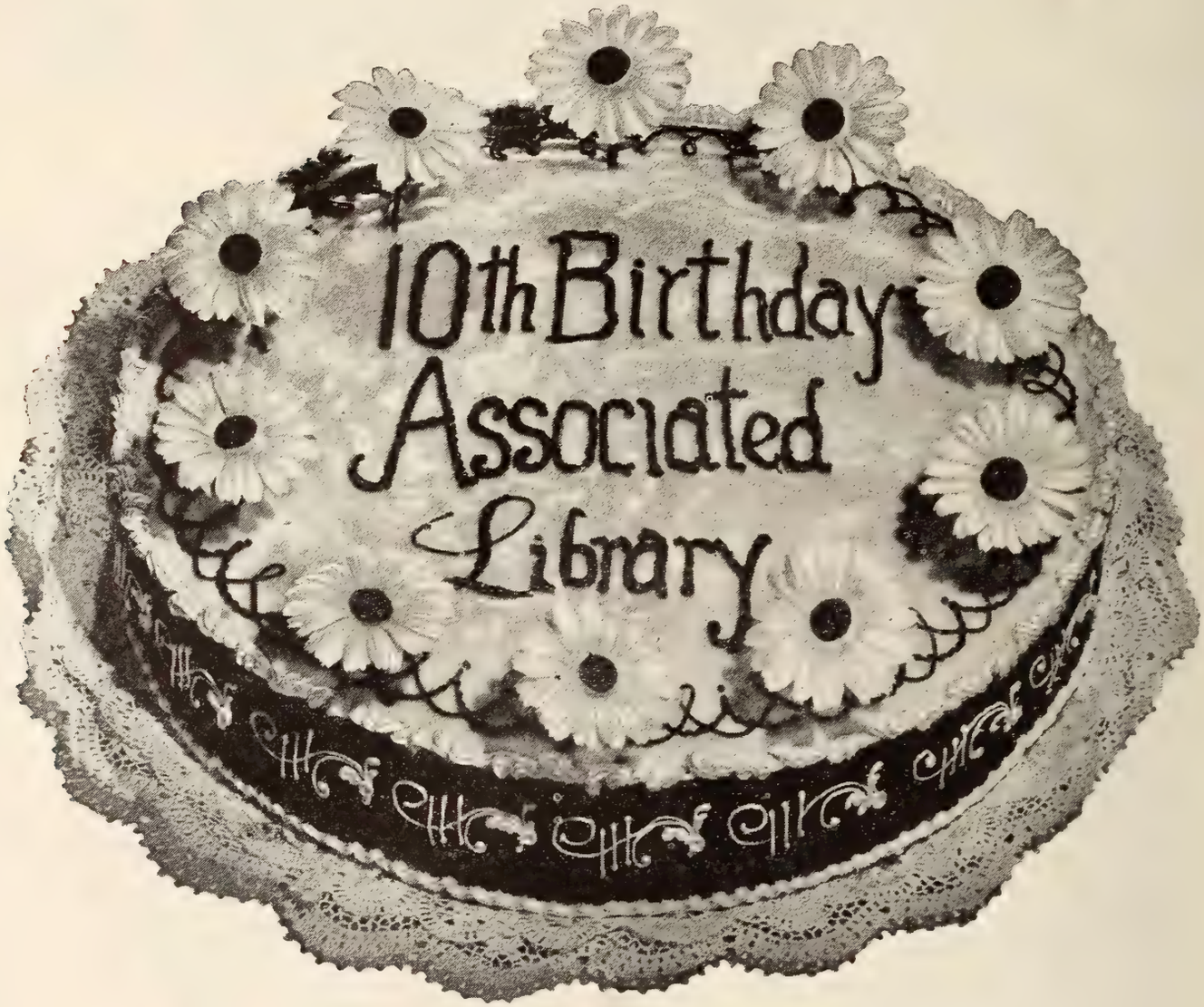
"HOOPER Reveals Something SUPER"

Send for new Hooper Survey of significant Keystone "Beyond-Metropolitan" markets. It proves conclusively that the vast majority of people in these markets listen predominantly to their own local stations, rather than to stations coming in from the outside.

KEYSTONE BROADCASTING SYSTEM, INC.

580 Fifth Avenue, New York 19, N. Y. • 134 N. LaSalle Street, Chicago 2, Ill. • 6331 Hollywood Blvd., Hollywood 28, Cal.

What happened to the Candles?



THE baker was surprised too. A birthday cake with *daisies* instead of candles? What's the idea?

It's *freshness*, Alphonse. The freshness of the big time program material that's getting more listeners and clients for ASSOCIATED subscribers.

The news is getting around . . . fast.

ASSOCIATED has gained more new subscribers in the past few months than in any comparable period in its history!

Ten years old this month, the ASSOCIATED LIBRARY has been kept excitingly, usefully *new*.

Selections that have gone stale are constantly deleted —to make room for the new hits, new arrangements of the old favorites, *today's* top radio talent.

Unlike any other library, *over 85%* of our original basic library has been refreshed this way — replaced with sparkling, timely *program power*. . . an investment of more than $1,000,000!

Investigate ASSOCIATED now. Comparison proves it's America's finest, most useful program service!

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented Nationally by SPOT SALES, Inc.



This little budget went to WORL, Boston



(*Continued from page 26*)

York; John M. Outler Jr., WSB Atlanta; Oliver Runchey, KOL Seattle.

Preliminary discussions and investigations revealed two factors that retarded the increased use of broadcast advertising by department stores and other leading retailers; (1) A definite lack of understanding of the retailers' problems on the part of broadcasters. (2) Too little knowledge of the uses of broadcast advertising on the part of retailers.

Sheldon Coons Retained

Need for outside, professional counsel became apparent. After a careful examination of the field, Sheldon R. Coons, nationally famous retailer and business counsel, was selected. Mr. Coons worked with Dr. Julius Hirsch, senior consultant to OPA and former price administrator for the German Reich.

Dr. Paul F. Lazarsfeld, Office of Radio Research, Columbia U., was retained to make a new and original analysis of the use of broadcast advertising by retailers. He and his staff prepared the most complete study that has ever been undertaken in this field. The planning and production of the presentation in its final dramatic form was supervised by W. H. Knowles, vice-president of the Jam Handy organization.

The so-called Master Showing of the Retail Promotion Plan was presented in five parts: "Air Force and the Retailer", "Looking Forward", "America Takes to the Air", "Why Radio Works", "The Commercial". While the Master Showing was in production, the Director undertook the preparation of the *How To Do It* booklets, designed to supplement the presentation. These booklets included *Radio and Retailing in 1943, How To Buy Radio Time, The Elements of A Successful Radio Program, How To Measure Radio Audiences.* The concluding booklet, *How To Promote Your Program*, will be issued shortly.

Volunteer M. C.'s

During production of the Plan, C. E. Arney Jr., NAB secretary-treasurer, prepared the tour schedules and handled the thousand and one details of the showings in 111 cities. As the presentation neared completion, 14 leaders in the broadcasting industry were seselected to act as masters of ceremonies at the showings throughout the country. They included: M. F. (Chick) Allison, WLW Cincinnati (now Lieut., j.g., USNR); Mr. Arney; Lewis H. Avery, NAB Washington; Harry Burke, WOW Omaha; James Gaines, NBC New York; Arthur Hull Hayes, CBS New York; Kingsley F. Horton, WEEI Boston; Walter Johnson, WTIC Hartford; Robert T. Mason, WMRN Marion, O.; John M. Outler Jr., WSB Atlanta; Clyde Pemberton, KFJZ Fort Worth; William C. Roux, NBC New York; Frank V. Webb, KDKA Pittsburgh; Frank Parke Wright, San Francisco Retail Radio Bureau.

Starting at the Hotel Statler in Washington on Oct. 12, 1943, the Plan was shown in 111 cities before more than 23,000 retailers up to and including the presentation in Detroit on Dec. 7, 1943. Since Jan. 1, 1944, it has been presented in six additional cities, so that it has now been seen by nearly 25,000 retailers in 117 cities. One additional showing is even now booked for sometime after Sept. 1.

Sales Managers

Under the vigorous leadership of Dietrich Dirks of KTRI Sioux City, the Sales Managers Executive Committee, selected following the NAB War Conference in Chicago in April 1943, proved to be one of the strongest and most productive committees in the history of the Sales Managers Division. Since the last convention, the Committee has held five meetings, two of which were booked in conjunction with conventions of the National Retail Dry Goods Assn. and the Proprietary Assn. of America, providing excellent representation for the broadcasting industry at those meetings. Members of the Sales Managers Executive Committee, in addition to Chairman Dirks: C. K. Beaver, KARK Little Rock; Sam H. Bennett, KMBC Kansas City; Arthur Hull Hayes, CBS New York; Walter Johnson, WTIC Hartford; James V. McConnell, NBC New York; John M. Outler Jr., WSB Atlanta; W. B. Stuht, KOMO-KJR Seattle; John E. Surrick, WFIL Philadelphia.

Through presentation of the Retail Promotion Plan in San Antonio the broadcasting industry had been offered an opportunity to conduct a clinical test of retail advertising with Joske's of Texas, leading San Antonio department store and a unit of Allied Stores Corp. Plans are now in preparation for a comprehensive study of the application and use of broadcast advertising to every phase of department store advertising and merchandising.

NRDGA SALES PROMOTION CLINIC: The National Retail Dry Goods Asso. invited NAB to participate in its Sales Promotion Clinic at the Netherland Plaza Hotel, Cincinnati, on April 4-6, 1944. The first day was devoted to general advertising and newspapers, the second to display and the third to radio advertising. On Thursday, April 6, Broadcast Advertising Day, panel discussion of advantages and use of broadcast advertising by retailers was led by Dietrich Dirks, KRTI Sioux City, and B. Lewis Posen, Publicity and Sales Director, Hochschild, Kohn & Co., Baltimore, co-chairman. Panel members were: Thomas D. Connolly, CBS New York; Walter Johnson, WTIC Hartford; John M. Outler Jr., WSB Atlanta; Paul McCarthy, Publicity Director, J. N. Adams Co., Buffalo; E. Davis McCutchon, Publicity Director, D. H. Holmes Co., New Orleans; Richard G. Maybohm, Publicity Director, J. W. Robinson Co., Los Angeles.

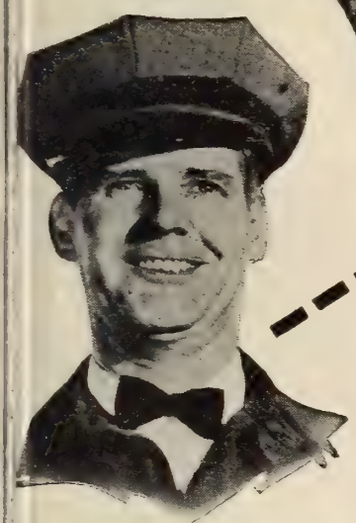
PROPRIETARY ASSN. ADVERTISING CLINIC: At the invitation of the Proprietary Assn. of America, the Committee prepared a combination talking motion picture and transcribed presentation. The Committee feels that this presentation to the PAA should be the forerunner of like promotions by the broadcasting in-

(*Continued on page 172*)

SELL THE *People*

AND YOU'LL ALWAYS SELL

THE *Market*









Regardless of whether you employ television, FM or AM transmission to tell your story in the postwar years, one fact will remain the same. Markets will still be comprised of people . . . people you will have to convince; people who will decide to buy or not to buy your product.

In the Southern New England market, dominated by WTIC's 50,000 WATTS, there are 3,500,000 people who possess a buying income that is more than 60% in excess of the national average. For more than 19 years, these people have relied upon WTIC for their radio entertainment and enlightenment. The sales results of advertisers using WTIC's facilities prove the responsiveness of these friendly listeners.

Increase *your* sales in Southern New England. Reach people by using WTIC . . . both now and in the post-war future.

IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

WTIC
US 1
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

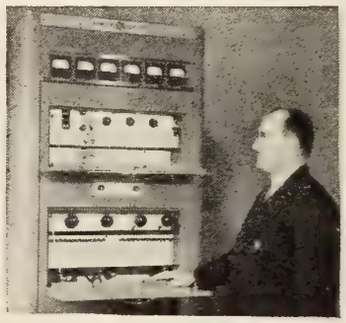
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

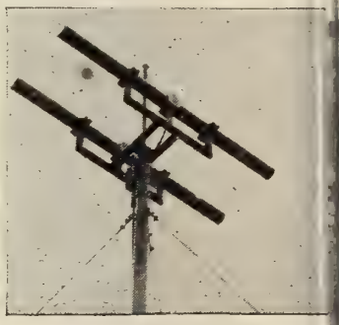
Come to the world's

for FM—Television—AM

The various G-E studios, stations, equipment and regularly scheduled broadcasts represent the greatest concentration of proving-ground activities in the world for the development and demonstration of FM, television, and standard and shortwave AM. All are located in the Schenectady area—and virtually next door to the engineering laboratories and fac-





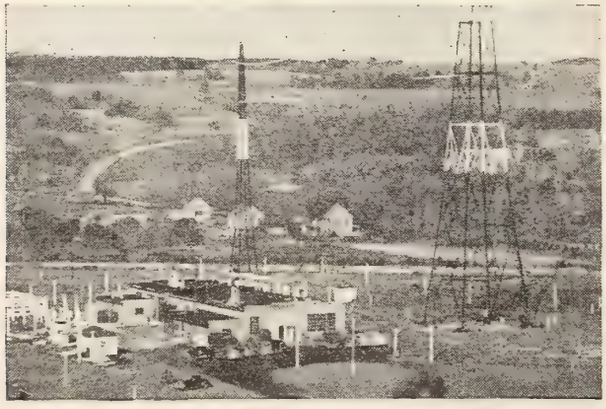


WGFM . . . .





WRGB . . . .





WGEO and WGEA

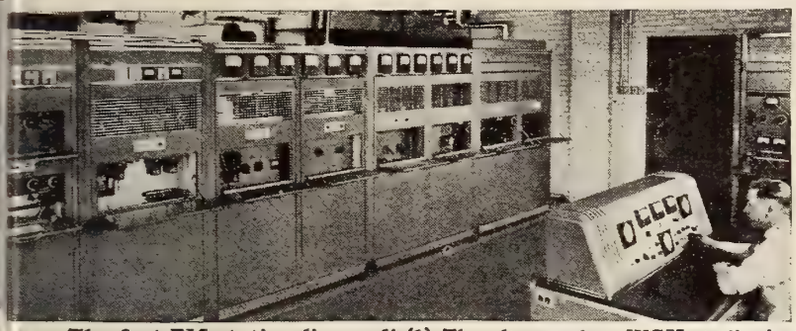
• *Tune in General Electric's* "The World Today" *and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E* "All Girl Orchestra" *at 10 E.W.T. over N.B.C.*

STATION AND STUDIO EQUIPMENT
TRANSMITTERS • ANTENNAS
ELECTRONIC TUBES • RECEIVERS

largest proving ground

See G.E. for all three!

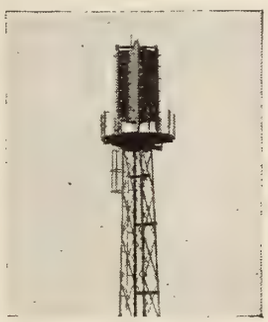
tories in which most of the equipment has been designed and built. So, make it a point to come to General Electric at Schenectady. . . . Here is the place to study the newest methods and equipment; to get a picture of the future of commercial broadcasting—in all three fields; and to plan soundly for post-war station operation.★

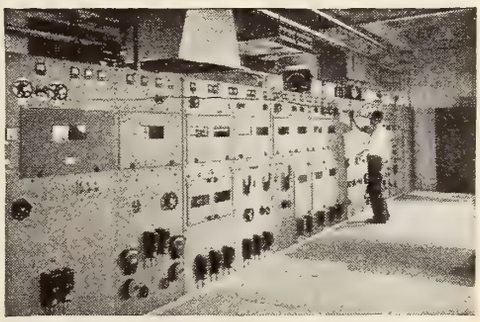




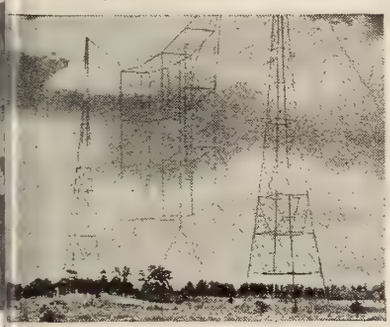
The first FM station licensed! (1) The ultra-modern WGY studio, in Schenectady, where WGFM also is located and from which programs are relayed—*without wires*—to the FM transmitter atop the Helderberg Mountains 12 miles away. (2) G-E *S-T* transmitter. (3) G-E high-gain *S-T* relay antenna. (4) FM broadcast transmitter at right, and 50-kw experimental transmitter. (5) G-E FM circular broadcast antenna.

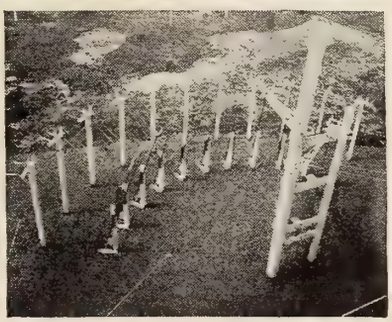






Most powerful and best equipped television station in the world! (1) G-E workshop television studio in Schenectady. From here, through G-E television relay equipment, programs are beamed to the giant transmitter on a mountain-top 12 miles away. (2) A studio interior view. (3) G.E.'s pioneer television relay station which picks up programs from New York City and relays them to the main transmitter. (4) G-E directional relay antenna. (5) The G-E 40-kw television transmitter.





Two of the most powerful international shortwave broadcast stations! (1) Aerial view of transmitter station, and partial view of antenna arrays. (2) G-E high-powered AM transmitter and control console. (3) G-E shortwave broadcast panel antenna. (4) G-E antenna switchyard for the selection of beam antennas for broadcasts to different parts of the world.



★ Write for any of this informative printed material: Book, *"Radio Broadcasting Post-war"*; book, *"Television Broadcasting Post-war"*; pamphlets on *FM systems and equipment* . . . as well as the *"G-E Equipment Reservation Plan"* which will enable you to obtain quick post-war delivery on equipment you need. Write also for any special information desired; or to make a date to come to Schenectady for a tour of inspection and study of G-E facilities. Address *Electronics Department, General Electric, Schenectady, New York.*

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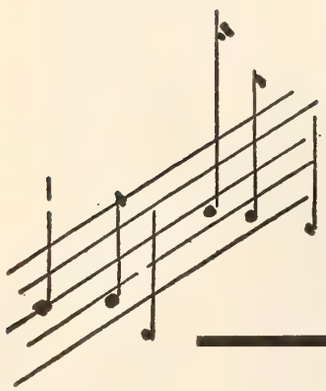
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"The Road Ahead" - - - -

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WBIR
KNOXVILLE, TENNESSEE

WCMI
ASHLAND, KENTUCKY
HUNTINGTON, W. VA.

KFDA
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WWL Advt.
Feb. 1, 1941

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When You Think of

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. . . You Think of

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FLYING IN FROM LATIN AMERICA

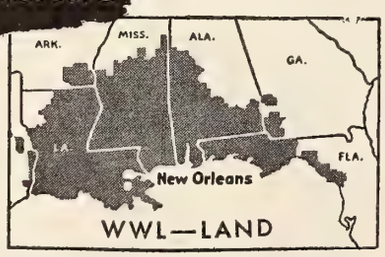


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Headed for PERMANENT Prosperity

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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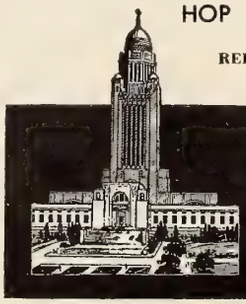
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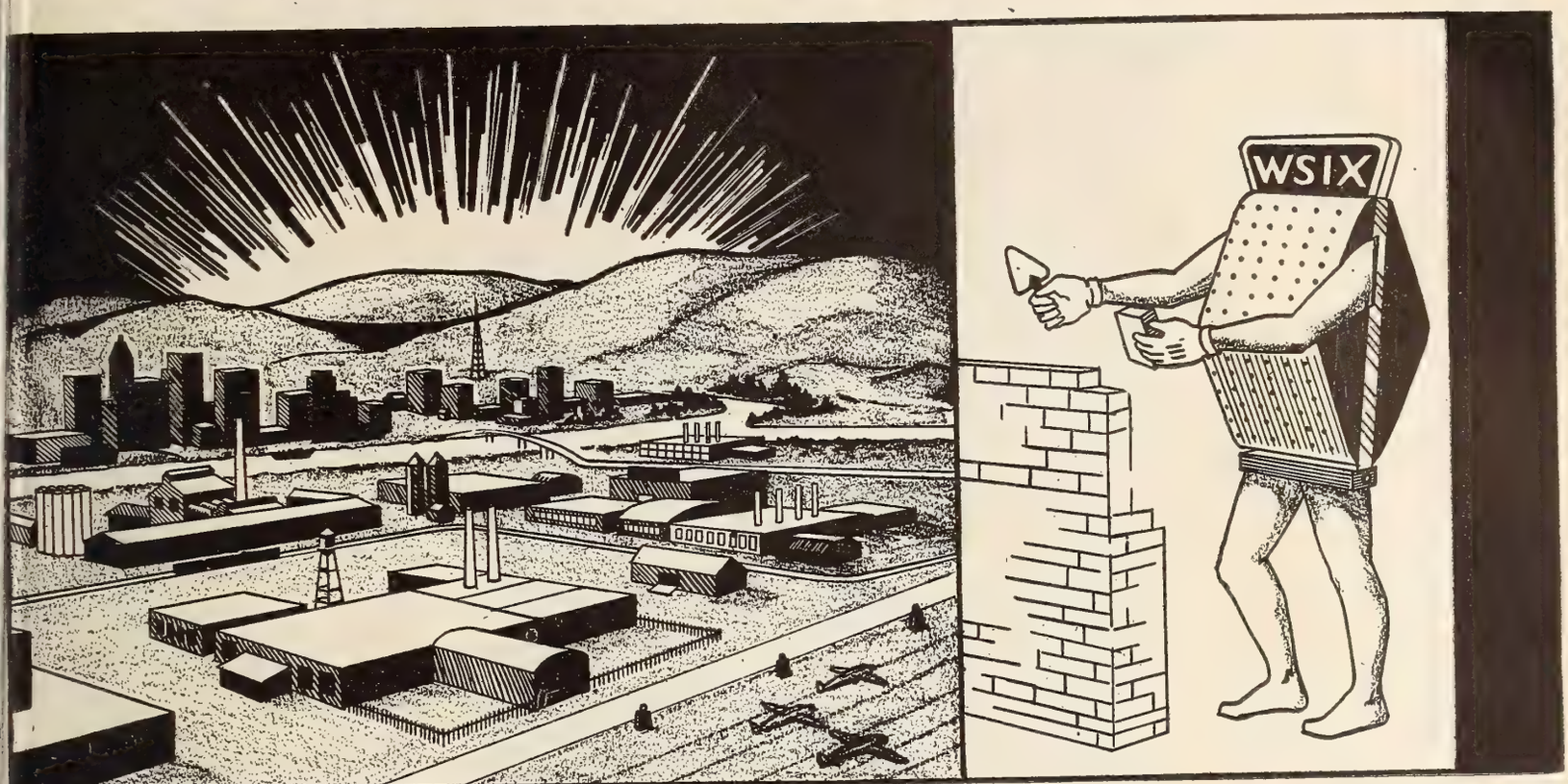


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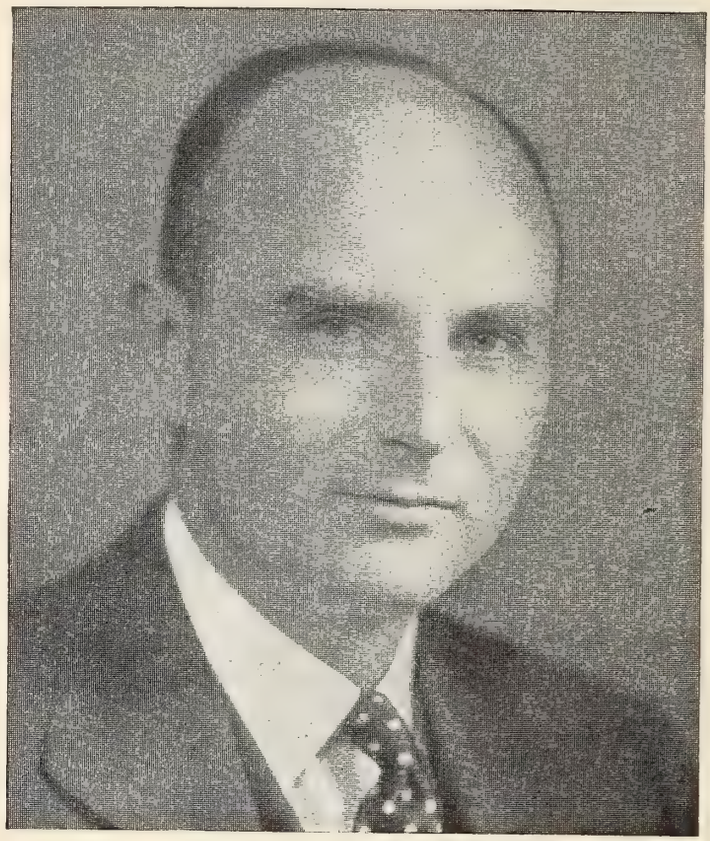
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"The Voice of Nashville"
NASHVILLE, TENN.

980 KILOCYCLES

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
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One year, Georgetown University
Two years, New York Sun
Three years, New York Times
Five years, Parish-Burnham Advertising Agency
Two years, The Sportsman Magazine
Four years, Advertising Manager, The Druggists' Circular
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Yes, with Frank as with all the rest of our "F&P Colonels", *work* is the answer. Most of us can always find time for a lot of fun in our jobs, and none of us, we hope, is a sour-puss. But search as you will, we think you'll not find many organizations in which honest-to-goodness *hard work* is more vigorously or consistently practiced.

That, we think is one of our "priceless ingredients", here in this group of pioneer radio-station representatives.

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WMBD	PEORIA
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BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 9 WASHINGTON, D. C., AUGUST 28, 1944 $5.00 A YEAR—15c A COPY

FDR and Dewey Hail Radio's War Service

Tell NAB FM, Video Promise Bright Future; 1,000 Register at Chicago

(*Messages from President Roosevelt and Gov. Dewey on Pages 40 & 41*)

By SOL TAISHOFF

ENCOURAGED by messages from President Roosevelt and Gov. Dewey commending radio for its superb war job, and inspired by the imminent European victory and the brilliant successes in the Pacific, some 1,000 broadcaster-delegates to the NAB Executives War Conference in Chicago this week will blue-print their postwar plans, but only after they have devised means of pressing every watt of energy they possess in the drive toward victory.

From President Roosevelt came something more than a pro forma greeting. In a letter to President J. Harold Ryan he envisioned a future for broadcasting "as bright as its past has been distinguished". He pointed to FM, television and facsimile broadcasting as offering great fields for developments which will enable radio not only to hold its own "but rather to expand and flourish".

Gov. Dewey, in his first public utterance on radio since his nomination at the Republican Convention last June, stood solidly behind the "free radio" plank in the Republican platform, and lashed out against "unnecessary governmental domination". He lauded radio not only for its "valiant war service", but for its "equally valiant fight against those in our midst who would subordinate American radio to Federal wish. . . ."

Any misgivings broadcasters may have had about holding the war sessions in lieu of their 22nd convention, because of transportation and housing conditions, were dispelled with the Aug. 16 action of the FCC in calling spectrum-wide hearings beginning Sept. 28 to shape new allocations. These hearings, the most momentous since radio began, will supply the broad technical base upon which standard, FM, television and facsimile broadcasting ultimately will stand. The FCC hearing call catapulted technical radio into the forefront of conference topics.

The Aug. 28-31 sessions, however, run the whole course of broadcast operations—in a wartime as well as in a peacetime economy. Anticipating the war's end before another membership meeting is held, President J. Harold Ryan developed a program which covers the return toward more normal operations, the reintroduction of competitive selling, and the lifting of war-imposed freezes, which will open the floodgates to establishment of scores, if not hundreds, of additional stations in all classes during the next year, along with the concomitant problems of returning military personnel and broadening of the radio operating base.

Last week advance registrations had reached approximately 800 at the Palmer House, War Conference headquarters, and it was estimated that possibly a gross attendance of 1,000 would be recorded, with a minimum of 200 of the registrants Chicago residents in station, agency or advertiser fields. In keeping with the war tempo, there will be no equipment or merchandising displays, but companies in the manufacturing field will be represented, anticipating substantial business in new standard equipment, as well as in FM and television.

Geared to Business

There was considerable reaction against holding of a conference this year—the third in wartime—because of the attitude of the Office of Defense Transportation against such meetings. This feeling, however, appeared to evaporate as the war picture in the European theatre brightened and as Government, as well as industry, fostered planning toward reconversion and return to peacetime pursuits.

As at the past two conferences, broadcasters will talk shop with Washington officials identified with the war effort, to learn at first hand how they can best aid in the job immediately ahead. While the war flavor will be present throughout the sessions, postwar planning and development will constitute the primary topic. The entire agenda is geared to radio business—minus frills or entertainment.

Kudos for the job radio has done can be expected—possibly direct from the fighting fronts.

Heading the list of speakers will be FCC Chairman James Lawrence Fly, who has selected as his topic "Broadcasting Faces the Future". A speaker at every annual assembly save one since he assumed the FCC helm in 1939, Chairman Fly's appearance has aroused interest, because of the significance of impending postwar allocations and the hearings ahead. He will address the second day's luncheon session—on Wednesday.

The first day's luncheon speaker will be Assistant Secretary of War Robert A. Lovett, whose topic is "The Air Forces Look to the Future". Aviation as an industrial twin of radio, both having had their commercial onsets in the same generation, will be covered.

Ryan In First Appearance

Headlining the third day's luncheon session will be Paul G. Hoffman, president of the Studebaker Corp. and chairman of the Committee for Economic Development, and C. Scott Fletcher, director of field development of CED, who will deal with "The Challenge to Postwar Broadcasting". An inspirational speaker, Mr. Hoffman's economic prognostications have become a byword in business.

Mr. Ryan, who makes his first appearance before a general NAB meeting since he assumed the presidency four months ago, will deliver a progress report covering the 16 months that have elapsed since the 1943 War Conference. Drafted for the NAB helm as the successor to Neville Miller, who had served since 1938, Mr. Ryan accepted the call to serve only until July 1, 1945. At that time he intends to return to his post as vice-president and operating head of the Fort Industry Co., and will return to his

(*Continued on page 164*)

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PROGRAM OF NAB EXECUTIVES WAR CONFERENCE

Palmer House, Chicago, Aug. 28-31

MONDAY, AUG. 28

9 a.m. to to 5 p.m. Registration, 4th Floor
10 a.m. to 12 noon Committee Meetings: Legislative Committee, Room 1. Sales Managers Committee, Room 17. Accounting Committee, Room 2. Public Relations Committee, Room 8. Engineering Committee, Room 7. Radio News Committee, Room 3.
11 a.m. Broadcast Music Inc. Board of Directors Meeting, Room 5
12:30 to 2 p.m. Committee Luncheon Meeting: Public Relations Executive and Code Compliance Committee, Room 11. Sales Managers Executive Committee, Room 6. Research Committee, Room 4. Clear Channel Group, Room 9. (Business session to follow)
2 to 5 p.m. Committee Meetings: Code Compliance Committee, Room 2. Labor Executive and AFM Steering Committees, Room 5. Music Committee, Room 1. Small Market Station Committee, Room 3
4 p.m. NAB Association of Women Directors, Room 7
7 p.m. Dinner Meetings. NAB Board of Directors, Rooms 8-9. Program Directors Committee, Room 4

TUESDAY, AUG. 29

9 a.m. Registration
9:30 a.m. to 12 noon General Session, Red Lacquer Room Call to Order. "Radio Broadcasting and the War Effort"—President Harold Ryan. Appointment of Conference Committees. Announcements

Broadcast Advertising Clinic

Dietrich Dirks, KTRI, Chairman, NAB Sales Managers' Executive Committee, Presiding.
Review of the Retail Promotion Plan, Paul W. Morency, WTIC, Chairman, Retail Promotion Committee.
What the Program Was Designed to Accomplish.
What It Has Achieved.
Subsequent Developments in Retail Radio Advertising. What NRDGA Is Doing, Llewellyn Harries, Sales Promotion Manager, National Retail Dry Goods Association, New York. Introduction of Assistant Director of Retail Radio Advertising. Clinical Test for Joske's of Texas, in San Antonio.
"If I Were Selling Department Stores"—Paul McCarthy, Advertising and Promotion Director, J. N. Adams & Co., Buffalo,
Participation in the Proprietary Association Advertising Clinic, Purpose of Presentation, John M. Outler, Jr., WSB Atlanta, Ga.
"Post War Opportunities and Problems"—T. A. M. Craven, Vice-President, Iowa Broadcasting System.
Future Plans of the Sales Managers' Executive Committee and the NAB Department of Broadcast Advertising. Study and Presentation to the Building and Housing Industries. Lewis H. Avery, NAB Director of Broadcast Advertising, General Discussion.
12 noon Recess
12:30 p.m. to 2 p.m. General Luncheon, Grand Ball Room. "The Air Forces Look to the Future"—Honorable Robert A. Lovett, Assistant Secretary of War for Air.
2:15 p.m. to 5 p.m. Public Relations Clinic.
Edgar Bill, WMBD, Chairman NAB Public Relations Executive Committee, Presiding.
Presentation of "Certificate of Appreciation" by the U. S. Signal Corps to Arthur Stringer, NAB director of promotion and circulation.
Colonel Leland H. Stanford, Signal Officer Sixth Service Command.
"Broadcasters' Public Relations"—Charles Francis Coe, Vice-President and General Counsel, Motion Picture Producers and Distributors of America, New York.
"Radio—Our Newest Freedom"—Honorable Bourke B. Hickenlooper, Governor of Iowa.
Report of NAB Radio News Committee—Karl Koerper, KMBC, Chairman.
"The Council on Radio Journalism"—Fred S. Siebert, President American Association of Schools and Departments of Journalism, University of Illinois.
"Women's Role in Radio"—Miss Ruth Chilton, WCAU, President NAB Association of Women Directors.
Report of NAB Program Directors Committee. Harold Fair, WHO, Chairman.
"Programming"—Clarence Menser, Vice President in charge of Programs, National Broadcasting Company.
"The Radio Council Plan"—A Symposium—Mrs. Dorothy Lewis, NAB Coordinator of Listener Activities, presiding. 'Prestige for Radio,' E. L. Hayek, KATE, Director NAB 11th District. W. O. Wiseman, WOW promotion director. 'Program Promotion,' 'Free Time Requests,' William B. Quarton, WMT, Chairman, NAB Code Compliance Committee. 'Radio Education,' Kolin Hager, WGY, Director NAB 2nd District. 'Youth Interests,' F. C. Sewell, WLAC. Resource Panel: C. S. Young, WBZ, Gene O'Fallon, KFEL, Ralph Hardy, KSL, I. R. Rosenhaus, WAAT, Craig Lawrence, WHOM.
5 p.m. Adjournment

WEDNESDAY, AUG. 30

9:30 to 11 a.m. Station Coverage Method: Report of NAB Research Committee, Hugh M. Feltis, KFAB, Chairman. Report of NAB Sales Managers Executive Committee, Dietrich Dirks, KTRI, Chairman. Advertising Agency View, Frederic R. Gamble, President, American Association of Advertising Agencies. Discussion: Panel of Radio Station and Advertising Agency Executives headed by Roger Clipp, WFIL, Bureau of Standards for Audience Measurement: Progress Report, Hugh M. Feltis, KFAB, Chairman NAB Research Committee. Discussion.
11 a.m. to 12 noon Business Session of National Association of Broadcasters: Nomination and Election of Directors at Large. Consideration of Proposed Amendments to NAB By Laws. Recess.
12:30 to 2 p.m. General Luncheon, Grand Ball Room. Honorable James Lawrence Fly, Chairman Federal Communications Commission—"Broadcasting Faces the Future."
2:15 to 3:15 p.m. Small Market Station Panel: "What We've Learned About the Problems and Possibilities of Small Market Stations" — Marshall Pengra, KENR, Chairman NAB Small Market Station Committee.
"What About National Spot Business," a Chart Presentation of the Coverage Study by the NAB Engineering and Research Departments.
"The Determination of ½ mmv Contour Lines,'" Howard S. Frazier, NAB Director of Engineering.
"The Estimation of Primary Coverage," Paul F. Peter, NAB Director of Research.
"Summary and Suggestions for Group Selling," Lewis H. Avery, NAB Director of Broadcast Advertising.
"A Small Market Station as a Training Ground," William B. Smullin, KIEM.
"The Opportunity and Responsibility of Small Market Station Managers," a Transcribed Presentation.
Discussion.
3:15 to 3:35 p.m. "The Sixth War Loan—What Radio Can Do to Better Help," Ted R. Gamble, National Director, War Finance Division, Treasury Dept.
3:35 to 4:50 p.m. Music Clinic: Report of the NAB Music Committee, Campbell Arnoux, WTAR, Chairman.
Broadcast Music Inc., Merritt Tompkins, Vice President and General Manager.
Discussion.
Adjournment

THURSDAY, AUG. 31

9:30 to 11 a.m. Labor Clinic: "NAB Labor Relations—A Look Ahead," John Morgan Davis, NAB General Counsel for Labor Relations.
"The AFM Recording Ban," Sydney Kaye, NAB Special Counsel.
"The AFM 'Platter-Turner' Situation," a Report.
"The AFRA 'Pay-Within-Pay' Principle," William J. Friedman, Attorney for Chicago Class B Stations.
Discussion.
11 a.m. to 12 noon Legislation: Report of the NAB Legislative Committee, Don S. Elias, WWNC, Chairman.
Recess
12:30 to 2 p.m. General Luncheon, Grand Ball Room. "The Challenge to Post-War Broadcasting." Paul G. Hoffman, Chairman, and C. Scott Fletcher, Director of Field Development, Committee for Economic Development, New York.
2:15 to 4:45 p.m. "The Post War Future of Broadcasting"—A Symposium: Commander T. A. M. Craven, Presiding.
A Factual Discussion of AM, FM, Television and Facsimile designed to bring before the broadcasters data which will be of value in determining post-war expansion.
Each of the following will speak for fifteen minutes: Paul Chamberlain, General Electric Co. Thomas F. Joyce, Radio Corporation of America. William B. Lodge, Columbia Broadcasting System. Frank E. Mullen, vice-president, NBC, "The Challenge of Post-War Broadcasting." Maj Edwin H. Armstrong. Paul F. Godley, Consulting Engineer. John V. L. Hogan.
General discussion: Any member of the panel is privileged to direct questions to any other member. Questions may be asked from the floor Statements from the floor shall not be longer than three (3) minutes.
Adjournment.

FRIDAY, SEPT. 1

10 a.m. NAB Board of Directors.

NAB DISPLAYS

ALTHOUGH there will be no formal displays at the NAB Executives War Conference, exhibitors assignments at the Palmer House are:

Amperex Electronic Corp.	704
Blaw-Knox Co.	701
BROADCASTING Magazine	728-729
Chicago Radio Executive Club	727
Federal Tel. & Radio Corp.	752-754
General Electric Co.	742-743-744
Keystone Broadcasting System	736
Langworth Recording	705
NBC Recording Co.	739-740
Presto Recording Co.	702-703
Radio Engineering Laboratories	706
RCA Mfg. Co.	733-734
Schwimmer & Scott	747-748
Standard Radio	731-732
Western Electric Co.	736-738

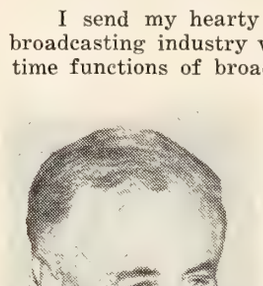
Headquarters of BROADCASTING Magazine will be maintained in the Palmer House during the NAB Executives War Conference. Suite 728-729.

Roosevelt Message to Ryan

Aug. 23, 1944

DEAR MR. RYAN:

I send my hearty greetings to the executives of the radio broadcasting industry who are conferring in Chicago on the wartime functions of broadcasting and on post-war plans. Certainly, broadcasting is to be congratulated on its contributions to the winning of the war, and I know that you will not diminish your efforts in even the slightest degree until the final victory is ours.



Careful planning, too, will ensure a future for broadcasting as bright as its past has been distinguished. Out of this war have come technical improvements, now being utilized by the armed forces, which will most favorably affect the peacetime broadcasting of the future. FM, television and facsimile broadcasting offer great fields for developments which will enable your industry not merely to hold its own during the period of conversion and demobilization, but rather to expand and flourish. I confidently trust that you will plan soundly for the maintenance of all broadcast services on a plane which will be beneficial to the public and successful for the industry.

Very sincerely yours,

/s/ FRANKLIN D. ROOSEVELT

Mr. J. H. Ryan,
National Association of
Broadcasters War Conference,
The Palmer House,
Chicago, Illinois.

Late Registrations

A

Ackerberg, Herb, CBS New York.
Adair, George P., FCC, Washington.
Adelman, Pat, KTBC Austin, Tex.
Andrew, Dr. Victor J., Victor J. Andrew Co., Chicago.
Allen, Walter H., KALB Alexandria, La.
Atlass, Leslie, WBBM Chicago.
Atlass, Ralph L., WIND Chicago.

B

Baillie, George, WSMB New Orleans.
Bartlett, Betty, KFRE Fresno, Cal.
Bartlett, Paul R., KFRE Fresno, Cal.
Bausman, Robert, WISH Indianapolis.
Baylor, Ben, WMAL Washington.
Bennett, Samuel H., KMBC Kansas City.
Blackwell, George, WBLK Clarksburg.
Boler, John W., North Central Broadcasting System, St. Paul.
Bookwalter, L. S., KOIN Portland, Ore.
Borrah, Judge Wayne G., WSMB New Orleans.
Bowman, Georgia, American Red Cross.
Brandborg, Gustav A., KVOO Tulsa.
Bratton, Verl, WREN Lawrence, Kan.
Burkland, Carl, WTOP Washington.

C

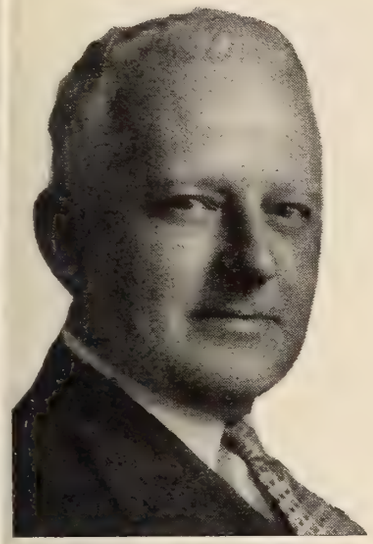
Caldwell, S. W., CVBC Toronto.
Campbell, Martin, WFAA Dallas.
Capellini, E. R., KALB Alexandria, La.
Carey, John T., WIND Chicago.
Chamberlain, Howard, WLW Cincinnati.
Chilton, A. L., KSKY Dallas.
Church, Arthur B., KMBC Kansas City.
Church, Wells (Ted), Republican National Committee.
Claringbull, D., Canadian Broadcasting Corp., Toronto.
Clinton, Mr. & Mrs. George, WPAR Parkersburg, W. Va.
Connolly, James, Blue New York.
Connolly, Tom, CBS New York.
Conrad, Frank, Blue New York.
Coombs, Clyde F., KARM Fresno, Cal.
Coulter, Douglas, CBS New York.
Coulson, Charles W. L., WHAS Louisville.
Crandall, George, CBS New York.
Curtis, James R., KFRO Longview, Tex.

D

Davis, Harold, WCAU New York.
Dawson, William M., WARM Scranton, Pa.
DeHority, W. C., WAML Laurel, Miss.
Denny, Charles R., Radio Engineering Labs., Chicago.
Diethert, R., Radio Engineering Labs., Chicago.

(Continued on page 41)

Radio's Crying Need Is New Law — Ryan



JOHN HAROLD RYAN

Future of American System Must Be Assured by Clarifying Rights

By J. HAROLD RYAN

President, National Association of Broadcasters

WHEN the war came to the United States it furnished the American System of Broadcasting an unequalled opportunity for service. American Radio accepted it as a command. The technique of radio news service had been steadily improving since its introduction a scant 10 years ago. Its expansion was most noticeable after America entered the war, culminating in the superb performance on the Normandy beachheads, wither, through radio the American public practically accompanied their forces as the invasion started and as it continued on its way.

Never before has the world been given such a closeup and veritable account of the progress of a battle as has been furnished in the course of the fighting in France. All the sounds of a modern battle have been brought home to the people in their horrible reality. Tales of heroism have been recounted before our very ears. It has been a wonderful job, superlatively done.

54 Billion Impressions

With the country at war, the Government had need to carry the story of its requirements to the people, and there again radio stepped in, and acquitted itself well. During the campaigns conducted by the Government covering recruitments of various kinds, Bond sales, conservation of many materials, explanations of regulations, etc., it is conservatively estimated that radio gave the American public over 54,000,000,000 listener-impressions—in other words, that it reached every person in the entire population 400 times with its war messages. In a monetary way, it is figured that in 1943 alone, advertisers over the air, plus networks and radio stations themselves, contributed over $200,000,000 worth of time on the air to war messages.

While covering these war phases, the American System of Broadcasting continued to furnish the best all-around radio programs in the

(*Continued on page 160*)

Late Registrations

(*Continued from page 40*)

Dillard, Everett L., Commercial Radio Equip. Co., Washington.
Dunn, Jack, WDAY Fargo, N. D.
Dunville, Robert E., WLW Cincinnati.

E

Eaton, Tom WTIC Hartford.
Endriss, Mr. & Mrs. Paul, WMAN Mansfield, O.
Ethridge, Mark, WHAS Louisville.
Evans, Edward, Blue New York.
Evans, Mr. & Mrs. Flem, WSAZ Huntington, W. Va.

F

Fellows, Harold, WEEI Boston.
Fletcher, Fred, WRAL Raleigh, N. C.
Floyd, Quinn, KFFA Helena, Ark.
Forster, Maj. Ralph, Joint Liaison Committee, British Embassy, Washington.
Frechette, George T., WFHR Wisconsin Rapids, Wis.

G

Gammons, Earl, WTOP-CBS Washington.
Grabhorn, M. B., Blue New York.
Grinalds, Archie, Blue New York.

H

Hance, Kenneth, KSTP Minneapolis-St. Paul.
Hanson, O. B., NBC New York.
Hardy, Ralph, KSL Salt Lake City.
Hawks, Stanley, KRNT Des Moines.
Hayes, Arthur Hull, CBS New York.
Heinecke, Paul, SESAC, New York.
Hillis, Mrs. Hazel, Radio Council, Des Moines.
Hover, Fred R., WFIN Findlay, O.
Huffman, W. F., WFHR Wisconsin Rapids, Wis.
Hutchinson, W. E., WAAF Chicago.

J

Jeffery, Kent L., WFIN Findlay, O.
Jones, Merle, KMOX St. Louis.
Joscelyn, Austin E., WCCO Minneapolis.

K

Karol, John, CBS New York.
Kean, Walter, Victor J. Andrew Co., Chicago.
Kendrick, Herbert, Beckley, W. Va.
Knight, Ivor, Blue New York.
Knight Jr., W. T., WTOC Savannah, Ga.
Knodel, J. W., Free & Peters, Chicago.
Koerper, Karl, KMBC Kansas City.

L

Lane, Mr. & Mrs. Howard, CBS New York.
Lodge, William, CBS New York.

M

Matison, D. A., WAML Laurel, Miss.
McBride, W. G., WDBO Orlando, Fla.
McCarty, Rhea, WCOL Columbus, O.
McConnell, Bruce, WISH Indianapolis.
Meighan, Howard, CBS New York.
Memolo, Martin F., WARM Scranton, Pa.
Midgley, Ned, CBS New York.
Milne, James, WATR Waterbury, Conn.
Morelock, Vernon, Anfenger Adv. Agency, St. Louis.
Morency, Paul, WTIC Hartford.
Moroney, Jim, WFAA Dallas.
Mullin, Earl, Blue New York.
Mullinax, Edwin, WLAG LaGrange, Ga.
Myers, C. W., KOIN Portland, Ore.

N

Nimmons, Ralph, WFAA Dallas.
Norris, S., Amperex Electronic Corp., Brooklyn.

O

O'Hara, Mr. & Mrs. J. M., WMAN Mansfield, O.

P

Park, Eldon, WLW Cincinnati.
Part, John, Mason United Advertisers, Toronto.
Powell, Hugh J., KGGF Coffeyville, Kan.

Q

Quarton, William B., WMT Cedar Rapids.

R

Ream, Joseph, CBS New York.
Ring, A. D., Ring & Clark, Washington.
Roberts, Don, CBS Chicago.
Rockwell, R. J., WLW Cincinnati.
Ross, Cecil C., Radio Research Lab., Cambridge, Mass.

S

Sample, H. Gene, Rich's, Atlanta.
Schloss, Pete, Blue New York.
Schudt, William, CBS New York.
Schwimmer, Walt, Schwimmer & Scott.
Shannon, Ray, WHAS Louisville.
Siegel, Walter, WTOP Washington.
Slates, Mr. & Mrs. William, KFPW Ft. Smith, Ark.
Smith, Harry M., WLW Cincinnati.
Stanton, Frank, CBS New York.
Street, R. A., McClatchy Stations, Sacramento.
Swezey, Robert, Blue New York.

T

Talbot, A. H., Times-Picayune Pub. Co., New Orleans.
Terry, Marshall, WLW Cincinnati.
Thompson, Dr. W. H., KFAB Omaha.
Thornturgh, Don, KNX Los Angeles.
Turnbull, Henry, Republican National Committee.

V

Van Volkenberg, J. L., WBBM Chicago
Vaughn, Carl, KPAC Port Arthur, Tex.
Vosse, Fred, Schwimmer & Scott, Chicago.

W

Wagman, Muriel, Sorenson & Co., Chicago.
Walker, L. E., Graybar Elec. Co., Richmond, Va.
Wehrmann, H. F., Times-Picayune Pub. Co., New Orleans.
Weiland, Jonas, WFTC Kinston, N. C.
Welsh, Josephine, WSAR Evanston, Ill.
White, Frank, CBS New York.
White, Paul, CBS New York.
Whitlock, E. S. WRNL Richmond, Va.
Willard Jr., A. D. (Jess), WBT Charlotte.
Williams, Benjamin B., WTOC Savannah, Ga.
Wirth, Don, WFHR Wisconsin Rapids, Wis.
Wiseman, William, WOW Omaha.
Wolfskill, Robert F., Commercial Radio Equip, Co., Kansas City.
Woodward, Milton W., Commercial Radio Equip. Co., Kansas City.

Y

Yarbrough, J. E., WDBO Orlando, Fla.
Yocum, Ed, KGHL Billings, Mont.

Z

Ziv, Mr. & Mrs. Frederic W., Frederic W. Ziv Co., Cincinnati.

Dewey Message to NAB

TO THE OFFICERS and membership of the National Assn. of Broadcasters:

American broadcasters in war conference in Chicago may, with full justification, look with pride upon the part they are playing in the winning of the war which now engages us.



From the commentator who speaks with mental caution into his microphone while under fire on the battlefields of France, to the hard-headed salesman who sells his client a war bond appeal announcement instead of a regular commercial appeal, you have all held the industry record high.

Your war service has been given under the banner of free radio, and radio in America must always be free of unnecessary governmental domination. Particularly your industry must be free of Administration interference so that you may carry out the modern form of the traditional town meeting. Just as political questions of early days were settled at town meetings, so the political questions of today must have full discussion on the air.

To that end, the Republican Party, in its platform adopted at Chicago last June, stands for freedom of radio.

That plank in my party's platform I heartily endorse.

On this occasion of your war conference, let me salute you of the radio industry for your valiant war service, for your equally valiant fight against those in our midst who would subordinate American radio to Federal wish, and for the part I know you will play in the future in the establishment of a truly great, new, peacetime America.

Albany, N. Y.
Aug. 23, 1944

/s/ THOMAS E. DEWEY

GROUP MEETINGS

MONDAY

2 p.m.—Blue Network affiliates business meeting. Red Lacquer Room.
3 p.m.—Columbia Broadcasting System districts 2 and 6 business meeting. Room 15-16.
4 p.m.—National Broadcasting Co. Parade of Stars meeting. Room 14. Mutual Broadcasting System affiliates business meeting. Crystal Ball Room.
5 p.m.—NBC affiliates cocktail party. Room 18. Blue Network affiliates cocktail party. Red Lacquer Room. CBS affiliates cocktail party. Grand Ball Room, Drake Hotel. Mutual Broadcasting System affiliates cocktail party. Crystal Ball Room.
7 p.m.—Blue Network affiliates dinner. Red Lacquer Room.

TUESDAY

4 p.m.—Keystone Broadcasting System affiliates business meeting. Room 17.
6 p.m.—Columbia Broadcasting System advisory board dinner. Rooms 8-9. Keystone Broadcasting system affiliates dinner. Crystal Ball Room.

Lea Urges Definitive Radio Legislation

Questions Supreme Court Decision; Advocates Longer Licenses

By REP. CLARENCE F. LEA

Chairman, House Interstate & Foreign Commerce Committee
Chairman, House Select Committee to Investigate the FCC

OUR ORIGINAL radio law was enacted in 1927; that Act was not substantially changed by the Communications Act of 1934. So in effect the Federal Communications Commission is operating under an Act passed 17 years ago.

Since that time revolutionary changes have occurred in the development and discovery of methods of radio transmission. We have also had 17 years of experience in governmental regulation.

FCC Powers Uncertain

It is my belief that our radio legislation needs reconsideration and revision to give it practical adaptation to the changed conditions and experience since the original Act was passed.

Experience has developed important uncertainties as to the powers and duties of the Commission. There has been widespread criticism of the Commission on the ground that it has unduly exercised powers of doubtful authority. In some instances, these powers were probably not in the contemplation of Congress when the original Act was passed. Proper disposal of the legislative problems as to such matters involves a consideration of not only what the present law may be but also what policy should be established by Congress in defining and limiting such powers in view of the developments and experiences of the last 17 years.

It is generally conceded that legislation is needed to improve the legal procedure for conducting hearings by the Commission and the disposal of applications by it.

The recent Supreme Court decision confirming the broad authority of the Commission to regulate the networks was contrary to a commonly accepted view of the powers of the Commission held by many members of the legal profession. In view of this definition of authority given by the Supreme Court, there is a necessity for Congress to consider, clarify and define the authority of the Commission in relation to this and other important activities of the Commission.

This decision leaves further doubts as to the powers of the Commission. I think experience shows that any Commission established by Congress should be reluctant to exercise powers of doubtful legal authority. In case of such doubts, the matter better be determined by recommendations to Congress for appropriate legislation to define the powers and duties of the Commission.



REP. LEA

There are also instances in which powers properly belonging to the Commission deserve to be definitely limited and restrained by legislative enactment.

Longer Licenses Needed

The broadcasting industry has become one of the great institutions of the country. It is now largely dependent for the continuation of its licenses or permits on the more o less undefined discretion of the Federal Communications Commission. This seems to be a proper subject for consideration and legislation with a view of more clearly defining the duties of the Commission as to the granting and regulation of licenses.

Consideration might also be given to the question of giving a greater degree of stability to the industry by the granting of more extended licenses and of establishing a more judicial system for disposing of complaints involving the penalization or revocation of licenses. The extent and purposes of regulatory controls might also be considered and defined.

The war period and its problems have laid heavy burdens upon the members of Congress. It has been a difficult, if not impractical, time to expect Congress to give proper attention to these subjects that have no direct relation to war problems.

I do believe that our military situation will be such that the next Congress should and will give that degree of attention to the need of improvement of our radio communication legislation that is necessary to meet the needs of the industry at this time; to provide proper methods of procedure before the Commission; and to define and limit the purposes and extent of its regulatory powers. This should be done.

DESPITE shattered hopes for radio legislation when the White-Wheeler Bill (S-814) died, Rep. Clarence F. Lea (D-Cal.) chairman of the House Interstate & Foreign Commerce Committee and the Select Committee to Investigate the FCC, is convinced it's time not only for a new radio law, but one that will define the FCC's powers, rights of broadcasters and stabilize radio through long-term licenses. A native Californian, the 70-year-old lawmaker has been in Congress since 1917 and 13 of 14 terms he was the nominee of both major parties from the First California District. As chairman of the standing committee since 1937 and as head of the Select Committee since last October, Mr. Lea studied the Communications Act; has watched radio's rapid growth. In light of the White-Wheeler Bill's demise, Rep. Lea's views give added importance to radio legislation prospects.

War Fund Drive To Utilize Radio

Committee Named Includes Ryan, Busk and Robinson

NATIONAL WAR FUND last week set in motion plans for radio support of the 1944 campaign. Jesse Butcher, radio director, distributed to networks, local stations and local community or war chests a radio kit, containing organization hints, station breaks, spot announcements, feature material and an outline of available recorded promotion. Drive starts Sept. 20 and will run for about seven weeks.

Early in the week, at a meeting of the New York War Fund, attended by representatives from the radio, advertising and entertainment fields, Harold A. Lafount, president, Atlantic Coast Network, and chairman of the NYWF radio division, said that he had received pledges of full industry participation in the local phases of the drive. Allen Roberts, assistant radio director of the New York War Finance Committee, Treasury Dept., is radio director for the New York campaign.

Committee Named

The radio kit was prepared in cooperation with the radio bureau of the Office of War Information and the NWF radio advertising committee, headed by Joseph R. Busk, of Ted Bates Inc., New York. Committee includes Hubbell Robinson, Young & Rubicam, New York; S. Caldwell Swanson, J. Walter Thompson Co.; S. Heagen Bayles, Ruthrauff & Ryan Inc., and Harold Wengler, Ted Bates Co. J. Harold Ryan, NAB president, heads the NWF's network and local stations committee, which comprises the presidents of the four major networks and 16 station executives. Included in the kit is a personal letter from Mr. Ryan to station operators, urging their support.

ARMY LIBERALIZES RADIO RESTRICTIONS

REVISED instructions have been issued by the War Dept. liberalizing the amendments to Title V of the Servicemen's Voting Law, concerning dissemination of radio programs, moving pictures, books, magazines, newspapers to the armed forces.

The only legal restriction placed on broadcasts or rebroadcasts is the stipulation that "if the Army rebroadcasts a 'political address' it must give equal time, if requested for such purpose, to representatives of each political party having a Presidential candidate in at least six States".

Educational programs of the Army are unrestricted. News programs originated by the Army must be "impartial and nonpartisan". However, if "time is allotted to editorials or columns supporting a political party which has a Presidential candidate in at least six States, an equal amount of space or time shall be allotted in the same . . . presentation to similar matter concerning each such other political party," according to the War Dept.

Morrell Continues

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), effective Sept. 30 renews sponsorship of quarter-hour news show, featuring Alex Dreier, on the full NBC network, Saturdays, 9:45-10 a.m. with a repeat 11-11:15 a.m. Contract is for 52 weeks through Henri, Hurst & McDonald, Chicago.

The Pattern of Postwar Broadcasting

FM, Television and Facsimile Offer Challenge to Stations, Networks

By BRUCE ROBERTSON

IN SCHEDULING a panel discussion of postwar problems as a major part of its War Conference, the NAB is displaying no lack of patriotism but is taking positive action in the public interest. The pattern of wartime broadcasting has long been set and successfully been followed; radio will continue to follow that pattern as long as it will contribute to an Allied victory over Germany and Japan.

Peace Problems

But the war will not last forever and the problems of peace are not so small that they can be settled in the few hours between V-day and the resumption of a peacetime economy. Like other great American arts and industries, broadcasting must be ready to provide jobs for its former employes returned from military service—about 25% of all radio station personnel—and to provide the public with the best possible program—aural programs by both AM and FM, picture service via television and facsimile, utilizing for all these services the improved equipment, skills and techniques developed for military purposes.

Already the War Production Board has indicated that if the war in Europe is pushed to a successful culmination this fall, materials will be released next year for full-scale production of radio receivers for civilian use.

Practically all receiver manufacturers are planning to provide for FM as well as AM reception in their postwar lines and many intend to produce television receivers as well. And already many broadcasters are planning to supply the services which will make the public want to own these new receivers. There are 46 FM stations now licensed and 210 applications before the FCC. In television, 24 stations are now licensed and 68 applications have been filed.

But before stations can be erected and sets built, standards must be set and allocations made. Industry, through the Radio Technical Planning Board, and Government, through the Interdepartment Radio Advisory Committee, have long been studying the many technical problems involved in providing for the best possible service in the immediate postwar era without blocking the way for the introduction of future improvements.

Channel Width

While some major considerations, such as the proper width of transmission channels for FM and television and the place of these services in the frequency spectrum, are still being hotly debated, definite and rapid progress has been made. It can be confidently expected that unless political considerations are allowed to supersede engineering knowledge the questions of standards and allocations will be settled in time to enable broadcasters and manufacturers to go ahead as soon and as rapidly as military considerations permit.

What About FM?

The settling of the technical problems, however, marks only the beginning of the questions which the broadcaster must answer. Should he devote himself exclusively to continuing his present AM service—a good service for public and advertiser and a profitable operation for the broadcaster—which now reaches more than 90% of the homes in the country?

Should he invest $30,000 (or $130,000) in an FM station, plus operating costs? If he does not enter this new field of broadcasting, will he be inviting competition utilizing a better technical service that may some day supplant AM entirely? If he does go into FM, is he prepared to provide good program service to the purchasers of FM receivers for an indeterminate period of operation at a loss?

Industry estimates indicate that FM sets will go into some 20,000,000 homes within five years after the resumption of manufacture, but as most of those will be combination AM-FM sets, AM will still at that time provide the major program service for the public and the major medium for national advertisers.

Costs Are Higher

Much the same type of questions must be answered about television, except that here the investment and operating costs are much higher than for FM, and a completely new type of program service must be developed. The selling force of television is such that commercial rates will undoubtedly be much higher per home than in sound broadcasting, but the higher price of receivers will probably make television a class rather than a mass medium for years to come.

Facsimile, Too

Facsimile is another new field available for exploitation by broadcasters in the postwar era, offering the public a text-and-picture service on paper, like a newspaper or magazine, but delivered by radio. The novelty appeal of facsimile and the anticipated low cost of receivers, plus its ability to provide a visual and permanent advertising medium, have already aroused the interest of a number of station operators.

Technically these new services are ready to go the minute the green light of Victory is flashed. But they represent opportunities which must be grapsed, not inherent rights which will automatically fall to the broadcasters just because they, like present day radio, are electrically transmitted through the air from station to home.

Newspaper publishers, ruefully recalling the missed opportunities to get in on the ground floor of radio 20 years ago; motion picture producers, determined not to allow others to control new forms of entertainment offering a potential threat to theater attendance; deparment store operators, visualizing the possibilities of displaying their merchandise in the home; other far-seeing business men, alert to new opportunities—all are eying FM, television, facsimile with more than casual interest.

Must Pioneer

If today's broadcasters are going to continue to supply the nation with its radio entertainment and information they must resume the pioneering role they fulfilled so successfully a score of years ago, when they took the radio developments of World War I and turned them from military communications into a great peacetime service.

BROADCASTING urges every broadcaster to read with care the articles in this special NAB War Conference edition, and to attend the postwar session of the Conference. Then start thinking, as well and as earnestly as you ever thought about anything else in your life, about your place in the postwar broadcasting picture. Don't delay. The time is now.



RADIO TECHNICAL PLANNING BOARD group which met at New York's Hotel Roosevelt July 27 [BROADCASTING, July 31] to study the possible reduction of the FM panel band are, clockwise around table (outside): D. J. MacFarlane, Herb A. Friede, Frank W. Walker, Capt. D. S. Leonard, George H. Osborne, E. K. Cohan, C. J. Young, C. W. Hansell, W. W. Markel, Comdr. A L. Budlong, Lt. Col. Alva G. Simson, Lt. Comdr. P. D. Miles, Austin Bailey, F. M. Ryan, C. B. Jolliffe, Mrs. Nina Harrison, W. C. Lent, Dr. A. N. Goldsmith, Dr. W. R. Baker, L. C. F. Horle, W. C. White, A. W. Baker, C. E. Pfautz, R. E. Shelby, W. B. Lodge. Inside table: L. J. Boss, E. C. Denstaedt, D. E. Noble, Donald Folland, D. G. Little, H. B. Marvin, J. P. Veatch, P. F. Siling, Haraden Pratt, Howard Frazier, P. D. Andrews; T. T. Goldsmith, A. F. Murray, Mr. Brown, Mr. Moore. Standing: (l to r), G. F. Leydorf, K. A. McKinnon, K. M. Hoover, G. Brown, K. B. Warner, Maj. Gen. J. O. Mauborgne, V. C. Chappell, J. L. Niesse, A. J. Costigan, B. E. Shackelford, L. J. A. van Lieshout, O. M. Black, J. E. McCormick, D. L. Christmal, A. C. Holt, Mr. Totterton, G. H. Underhill, Maj. C. M. Clothier, Maurice L. Levy, G. G. Langdon, H. E. Kent. The group discussed plans for development of FM broadcasting after the war.

Three-Fourths of All Stations Respond to WAC Air Schedule

BETWEEN 75 and 80% of the nation's stations have responded to the four-week ten-a-week announcement schedule for the Women's Army Corps offered last week to all stations and many contracts have been placed by Young & Rubicam, New York, agency in charge of WAC advertising, it was learned last week. Agency, however, up to the weekend declined to issue a box score of acceptances and refusals or a list of those stations which will definitely carry the spots, stating that this information will not be released until the placement is complete. Approximately $500,000 is earmarked for radio, if all stations should accept.

Carlos Franco, manager of the Y & R timebuying department, explained that a great many stations have complied with the original specifications drawn up by the agency and approved by the War Dept.—one one-minute recorded announcement and one station break, five night a week, Monday through Friday, between the hours of 6 and 10 p.m.—but others have not. Some stations, he said, quoted availabilities for station breaks but not for announcements. Others quoted them for announcements only. Some offered times after 10 p.m. or before 6 p.m. and some offered time on Saturday and Sunday. Some merely said they have no availabilities between 6 and 10 p.m. Some explained they are daytime stations which leave the air at sunset.

Some stations said they were unwilling to accept payment from the Government and certain of these offered to carry the WAC announcements on a sustaining basis. Many stations, Mr. Franco said, which had told the NAB they would accept the WAC advertising, said "no" to Young & Rubicam.

NBC and CBS reported that no Government advertising will be accepted on a commercial basis by their owned and operated stations. The same policy applies to Westinghouse stations. The Blue's four owned and operated stations will not accept payment for Government campaigns, but the network has notified Y & R that its stations will carry the WAC spots regularly on a sustaining basis. Blue also is planning to broadcast a special network program in support of the WAC enlistment drive.

Network Delegates

ALL FOUR networks will have large delegations at the NAB War Conference in Chicago this week.

NBC—Niles Trammell, president; Frank E. Mullen, vice-president and general manager; William S. Hedges, vice-president in charge of stations; James V. McConnell, manager of spot sales; Barry T. Rumple, head of research; Kenneth E. Greene, research; Clarence L. Menser, vice-president in charge of programs; O. B. Hanson, vice-president and chief engineer; Charles Hammond, director of advertising and promotion; James M. Gaines, assistant director of advertising and promotion; C. Lloyd Egner, vice-president in charge of radio recording; Sheldon B. Hickox Jr., manager of station relations; Carl Watson, station relations.

MUTUAL—Miller McClintock, president; Carl Haverlin, director station relations, and Charles Godwin, assistant; Adolph Opfinger, program director; Ed Wood, general sales manager; James E. Wallen, comptroller; Emmanuel Dannett, New York legal adviser; James O. Bryon, director of publicity, and Peter Zanthir, assistant director of sales promotion and research.

CBS—New York headquarters, Paul W. Kesten, executive vice-president; Joseph H. Ream, vice-president and secretary; Frank Stanton, vice-president; H. V. Akerberg, vice-president in charge of station relations; Douglas Coulter, vice-president in charge of programs; Thomas D. Connolly, director of program promotion; George Crandall, director of press information; Arthur Hull Hayes, general manager of WABC; John J. Karol, assistant sales manager and market research counsel; Robert L. Kennett, manager of program relations division; Howard Lane, director of station relations; William B. Lodge, acting director of engineering; Howard S. Meighan, manager of eastern division sales; Charles E. Midgley Jr., sales service manager; William A. Schudt Jr., eastern division manager of station relations; Walter Seigal, manager of photographic division; Paul W. White, director of public affairs and news broadcasts.

BLUE—Edward J. Noble, chairman of the board; Mark Woods, president; Chester J. La Roche, chairman of the executive committee; Edgar Kobak, executive vice-president; Keith Kiggins, vice-president; Robert Kintner, vice-president; Robert Swezey, secretary; John Norton, station relations manager; Edward Evans, research manager; Stanley Florsheim, manager of cooperative program division; Ivor Kenway, special assistant to the executive vice-president; Archie Grinalds, James Connolly, Oscar Schloss Jr., Frank Conrad, contact men for station relations.

ARC Radio Surveys

AUDIENCE RESEARCH Corp., New York, one of the Dr. George Gallup enterprises, already is servicing stations and agencies with data on the makeup of radio audiences in relation to programs and talent, it was learned last week. Applying the principle of its established method of analyzing movie-patron groups, ARC is set up to obtain qualitative as well as quantitative surveys of audiences broken down according to age, sex, economic status and other categories.

K & E Names Swallow

JOHN W. SWALLOW, president of Television Enterprises Inc., has been named director of West Coast radio operations for Kenyon & Eckhardt. He will divide his time between the two positions. J. A. Briggs continues as West Coast manager.

AFRA Loses Plea For Assigned Fees

NWLB Decision for WMAL Sets Industry Precedent

ASSIGNED FEES for announcers whose schedules include commercial broadcasts were ruled out by a National War Labor Board precedent-setting decision, released last Friday in the case of the American Federation of Radio Artists and WMAL Washington, owned by the Evening Star Broadcasting Co.

In its decision, reached on Aug. 10 but made public only last week, the NWLB approved a request of the station to increase announcers' salaries $50 per month, retroactive to Oct. 15, 1943, date when the case was certified to the Board. Request of AFRA for a schedule of fees for assigned commercial broadcasts was denied.

Berkeley Offered Increase

Scores of stations and the networks, whose contracts with AFRA are up for renewal, will be affected by the ruling. In many instances stations have bowed to AFRA's demands for the assigned fees. Kenneth Berkeley, manager of WMAL, however, refused to sign a contract beginning Aug. 22, 1943, and containing the assigned fee clause.

Instead he offered to increase the base pay of announcers from $200 per month to $250 per month. AFRA rejected that offer and the case went before a conciliator, who recommended it be certified to the NWLB. Both parties agreed to abide by the board's decision.

In a hearing before Royal Montgomery last December, WMAL challenged AFRA's demand on the grounds that announcers are paid to do their jobs and because one's assignment included some commercial announcements, he shouldn't be paid an extra bonus.

Mr. Montgomery recommended against the station and in favor of the assigned fee. Voting against the assigned fee were the public members, Lewis N. Gill and Frank P. Graham and the two industry representatives, Fred C. Climer and Charles S. Roberts. The labor members, J. A. Brownlow and Carl J. Shipley, dissented. Following is text of the directive order:

By virtue of and pursuant to the powers vested in it by Executive Order 9017 of Jan. 12, 1942, the Executive Orders, Directives and Regulations issued under the Act of Oct. 2, 1942, and the War Labor Disputes Act of June 25, 1943, the National War Labor Board hereby decides the dispute between the parties and orders that the following terms and conditions of employment shall govern the relations between the parties:

I. The base salary for staff announcers shall be increased by $50 per month, retroactive to Oct. 15, 1943.

II. The request of the Union for a schedule of fees for assigned commercial broadcasts is hereby denied.

The foregoing terms and conditions shall be incorporated in a signed agreement reciting the intention of the parties to have their relations governed thereby as ordered by the National War Labor Board.

FCC CHANGES RULE ON TRANSMITTERS

AMENDMENT of the rules governing standard broadcast stations to permit a station operating with different power day and night to obtain a license authorizing the use of alternate transmitters of different power was adopted by the FCC last Tuesday. Desirability of the change arose in the case of a station using 5000 w day and 1000 w night, and which desired to employ its 1000 w auxiliary transmitter for nighttime use because of greater efficiency. Heretofore, the rule has covered the use of identical transmitters and now is made more flexible to cover alternate transmitters. Following is the text of the amended rule:

Section 3.64, as amended reads:

Alternate main transmitters.—The licensee of a standard broadcast station may be licensed for alternate main transmitters provided that a technical need [21] for such alternate transmitters is shown and that the following conditions are met:

(a) Both transmitters are located at the same place.

(b) The transmitters have the same power rating except at stations operating with different daytime and nighttime power when it shall be permissible to employ transmitters of power ratings appropriate to either the licensed daytime or nighttime power.

(c) The external effects from both transmitters are substantially the same as to frequency stability, reliability of operation, radio harmonics and other spurious emissions, audio frequency range and audio harmonic generation in the transmitter.

[21] Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance, or where developmental work requires alternate operation.

Agency Executives Approve NAB Plan for Measurement

GENERAL acceptance of the NAB standard coverage plan was voiced by advertising agency executives last Friday, following a preview presentation of the plan to the radio, research and timebuyer committees of the American Assn. of Advertising Agencies at the Waldorf-Astoria, New York. Presentation was made by Hugh Feltis, KFAB Omaha, chairman of the NAB Research Committee, and Roger W. Clipp, WFIL Philadelphia, chairman of the Technical Subcommittee on Station Coverage.

Based on a controlled mail ballot, the plan will be presented to the NAB membership at the Wednesday morning session of the Executives War Conference in Chicago for consideration and adoption. Details of the organization and operation of the standard measurement system were withheld.

Present at the Friday session were: Frederic R. Gamble, Herald Beckjorden, AAAA; Leonard T. Bush, Frank Kemp, Compton Adv.; Linnea Nelson, Arno H. Johnson, J. Walter Thompson Co.; Beth Black, Joseph Katz, Co.; Richard Dunne, Kenyon & Eckhardt; Gordon Mills, Arthur Kudner Inc.; Harry Woodworth, BBDO; Carlos Franco, Young & Rubicam; Helen Wilbur, Doherty, Clifford & Shenfield; Frank Conrad, Ed Evans, Blue; Richard Puff, MBS; Barry Rumple, NBC; Frank Stanton, CBS; Paul Peter, Lewis H. Avery, Helen Cornelius, NAB.

ENGAGEMENT of Anne Davis, daughter of OWI Director Elmer Davis and Mrs. Davis, to Lt. Morris Kaplan, former WOR New York newswriter, was announced last week. Lt. Kaplan, now on terminal leave pending medical discharge, was with the Transportation Corps in England.



Poem courtesy—Macmillan Co.

Who has seen the wind?

A lovely old nursery rhyme, it seems to us, pictures the power and mystery of a "radio audience" far better than a slide rule calculation . . . a thumb-tack on a map . . . or what a time buyer reads in a data book.

The nursery rhyme goes like this:

Who has seen the wind?
Neither you nor I
But when the trees bow down their heads
The wind is passing by.

—Christina G. Rosetti

There's something about a "radio audience" that you can't pick up in your hands and examine under a microscope or with a micrometer.

It's an intangible made up of a lot of qualities. All we know for sure about our W-I-T-H audience is that it produces more results for advertisers at the lowest cost, than any other station in town. We have the facts on that!

It's not a slogan, but the truth, when we say, "W-I-T-H is the people's voice in Baltimore."

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

CIO May Foster Law for Free Time

Legislative Project Is Disclosed at FCC Hearing

By BILL BAILEY

DISCLOSURE that the CIO plans to revive a drive for legislation requiring a fixed percentage of time on all stations be allotted to organized labor should the FCC fail to provide relief was made last Thursday by Maurice Sugar, UAW-CIO general counsel, at the conclusion of Commission hearings in the CIO's protest against WHKC Columbus, O., at which Carl M. Everson, vice-president of United Broadcasting Co. and station general manager, repudiated the NAB Code with reference to the sale of time for controversial issues and solicitation of membership.

The UAW-CIO protest, admittedly a test case in the CIO Political Action Committee's campaign to give that labor union free time "between now and November" and to challenge every station which broadcasts anything deemed by the CIO as "unfavorable", was heard by Commissioner Ray C. Wakefield. Each side was granted 30 days in which to file briefs concurrently and leave to file reply briefs within an additional 10 days. Both Philip G. Loucks, Washington counsel for UBC, and Ernest Goodman, special counsel for the UAW-CIO, requested oral argument before the Commission *en banc*.

'Want Time on Air'

Mr. Sugar said his organization had no quarrel with WHKC but that inasmuch as Richard T. Frankensteen, vice-president, had given orders to "go after radio" and since Mr. Frankensteen's speech scheduled for delivery in August 1943 over WHKC was "censored" by the station, that incident presented a basis on which to open a test case.

"We want time on the air and we're going to get it," said the UAW-CIO general counsel. "If we can't get it here (the FCC) we'll get it elsewhere." He indicated the CIO's next move, if the Commission fails to acquiesce to its demands, would be legislation requiring stations to allot a certain portion of time to labor organizations.

A petition signed by 25 citizens of the 17th Michigan District (including Detroit) demanding that Congress enact legislation to "prevent the interference with the broadcasting of noncommercial programs" by educational institutions was presented in the House last Thursday by Rep. Dondero (R-Mich.), who said it was the sixth he had received. Whether they were sponsored by the CIO or citizens indignant because James Caesar Petrillo, AFM president, refused to permit broadcasts from the Interlochen Camp, could not be ascertained. The petition was referred to the Interstate & Foreign Commerce Committee.

Throughout his examination of witnesses, Mr. Goodman implied that the CIO wanted "equal time" to answer commentators and speakers whose views are not in sympathy with the union and that it felt stations should be required "in the public interest" to give time to organized labor as representative of a large segment of the people.

Under cross-examination last last Wednesday Mr. Everson told the FCC that his station would, in the future, "consider each request for time solely on its individual merits without discriminations". He elaborated on a statement of fact filed with the Commission before hearings opened on Aug. 16, which asserted: "With respect to public issues of the controversial nature the station's policy will be one of open-mindedness and impartiality."

Forbidden Programs

He said time would be made available "consistent with the present laws and regulations". Several CIO scripts which were changed by the station under provisions of the NAB Code relating to controversial issues now would be broadcast without change, Mr. Everson said. He denied, however, that the CIO did not have an opportunity to present its side under the Code. He reiterated that no request ever had been made for time by Local 927, UAW-CIO, in whose name the petition was filed.

Programs which the station will not accept under its new policy include lottery, obscene language, justice obstruction, offense to religious beliefs, those inspiring political district and civic discard, immorality, information inimical to the public health and safety, statements tending to provoke a breach of the peace or incite to riot, defamation of character, willful fraud o rdeceit through misrepresentation of material facts. those which disparage goods or services of a competitor.

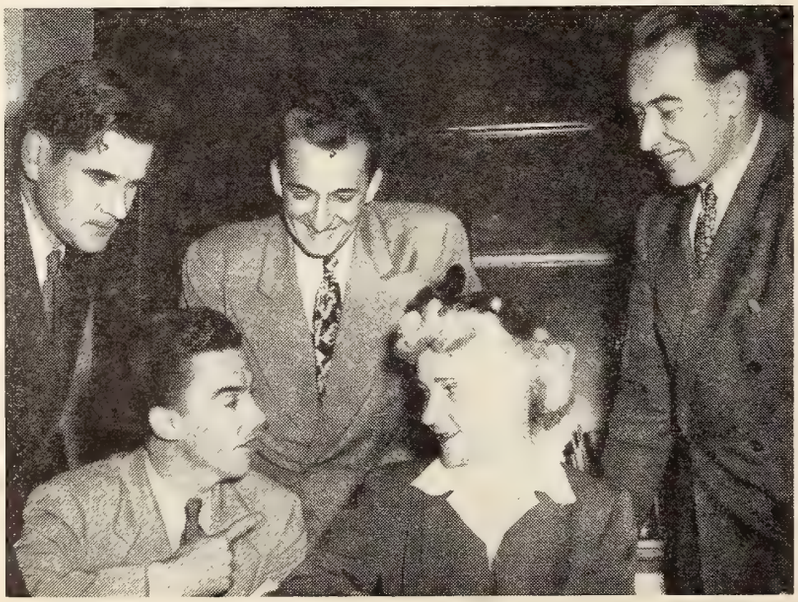
"We'll take anything that doesn't violate the law," said Mr. Everson.

John Moses, WHKC program director, told of conferences with Richard E. Evans, educational director of UAW-CIO Local 927 regarding proposed scripts in the series of commercial programs sponsored by the local on WHKC from June 6 to Nov. 28, 1943. He corroborated Mr. Evans testimony that he and the union leader at all times had been friendly. He explained why he had made several changes in scripts.

Milton Stewart, who identified himself as a "content analyst" of the Bureau of Applied Social Research, Columbia U., explained how he analyzed scripts of Fulton Lewis jr., Upton Close, Arthur Hale, Stanley Dixon, DeWitt Emery, Cedric Foster, Henry Gladstone, Ray Dady, Royal Arch Gunnison, Charles Hodges, Col. Robert R. McCormick, publisher of the *Chicago Tribune*, Billy Repaid, *World's Front Page, American Forum of the Air* and Walter Compton, all heard on Mutual and carried by WHKC.

His analysis showed, he said, that comments unfavorable to labor were predominant in several broadcasts. By "unfavorable" he said he included all remarks or comments not favorable to the CIO. He explained that should an issue arise between the AFL and CIO and an AFL statement criticized the CIO, that would be

(*Continued on page 165*)



CYNOSURE of four pairs of admiring eyes is Eleanor Lyons, advertising director of Roos Bros. (department store), sponsor of *Lies From Tokyo* as she met with representatives of sponsor, agency and KYA San Francisco. Seated beside Miss Lyons is Mark Buckley, account executive of Foote, Cone & Belding. Standing (l to r), Don Fedderson, KYA manager; Herb Reynolds, Bill Haberman of Foote, Cone & Belding.

License Hearings To Begin Sept. 5

Committee to Investigate FCC Alleged Abuse of Power

A THOROUGH inquiry into alleged abuse of its licensing powers by the FCC will be conducted by the House Select Committee to Investigate the Commission, with public hearings scheduled to begin Sept. 5, Chairman Clarence F. Lea (D-Cal.), announced late last week.

John J. Sirica, general counsel who was appointed last April two months after Eugene L. Garey resigned, will conduct the hearings, Mr. Lea said. The general counsel is assisted by Joseph Machugh, veteran Washington attorney-investigator, and Robert Barker, investigator.

Surprise Hearing Deferred

Since the FCC concluded its rebuttal to the first phase of the investigation last June, Mr. Sirica and his staff have been working on station transfers over the past. Chairman Lea said charges had been made that the FCC had abused its privilege of issuing licenses by favoritism in some instances and through political pressure in others.

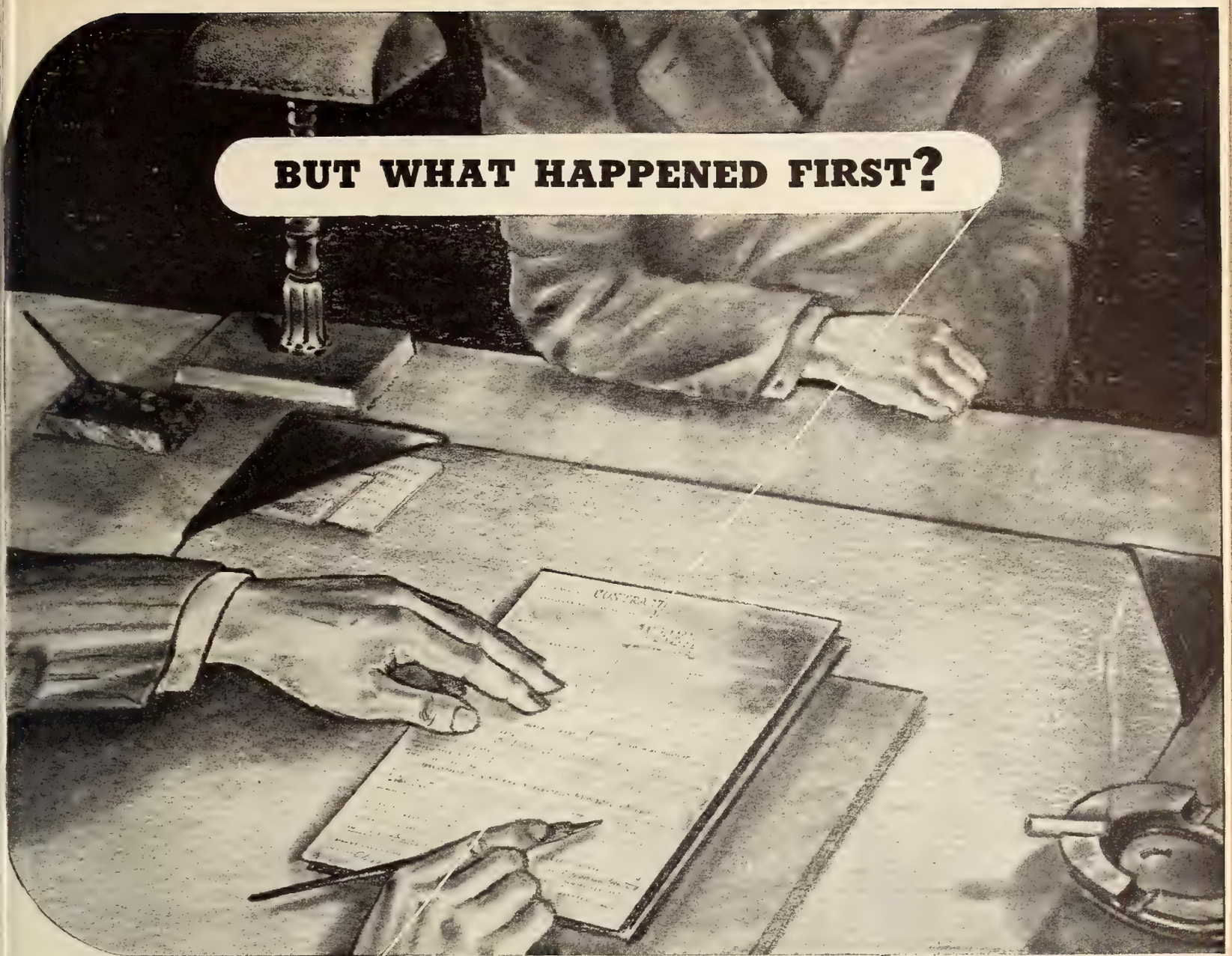
"We intend to go to the bottom of the entire license proceedings to determine whether the Commission has been adhering to the law," he asserted.

Meanwhile a surprise hearing called for 10 a.m. last Thursday was postponed indefinitely after a 45-minute wait when Chairman Lea announced that Rep. Louis E. Miller (R-Mo.), Committee member, had requested the hearing to question FCC Chairman James Lawrence Fly. Mr. Lea said that through a misunderstanding Rep. Miller was informed the hearing had been postponed.

Chairman Fly, flanked by Charles R. Denny Jr., FCC general counsel; Peter Shuebruk, assistant general counsel; Leonard Marks, chief of the new facilities section, and Earl Minderman, publicity director, was at the hearing chamber ahead of the appointed time. Rep. Lea planned to postpone the hearing until 9 a.m. Friday but Mr. Fly informed him he would be out of the city.

Theatre Returns

LEVER BROS. Co., Cambridge, Mass. (Lux soap), on Sept. 4 following an eight-week summer rest, resumes for eleventh consecutive season, *Lux Radio Theatre*, on 136 CBS and 26 CBC stations, Monday, 9-10 p.m. (EWT). Cecil B. DeMille continues as producer-director. Fred MacKaye is assigned Hollywood director of J. Walter Thompson Co. on the series. Sanford Barnett and Sam Carter write the radio adaptations of film plays and framework material. Louis Silvers has been re-signed as musical director, with John Kennedy, announcer.



First a Weed & Company man was there with data on the market, the station, and the time. And the Weed & Company man was there first, too. Put on your letterhead the line that advertisers and time buyers know means business — and that you know means more business — "Nationally represented by Weed & Company."

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

The Place of FM In Postwar Radio

New Medium Expected to Make Fast Growth When Bars Are Lifted

By MYLES L. LOUCKS
Managing Director, FM Broadcasters Inc.



Mr. Loucks

FM is the next big step in entertainment radio. The war, which interrupted the commercial development of this vastly improved system of broadcasting, has at the same time built up stores of planning and enthusiasm which, when released by the peace, are certain to sharply accelerate the tempo of the predicted AM-to-FM evolution.

Public acceptance of a radio system free from the technical handicaps tolerated in the past is a perfectly natural conclusion. Confidence that the return to civilian production will bring FM quickly to the front is apparent everywhere.

46 Licensed

Given an opportunity to develop on its merits, the Armstrong system of wide-band Frequency Modulation can bring to America, within a few short years, a broadcasting system befitting the greatest of nations.

FM has enjoyed some concrete expansion in the face of wartime restrictions. As this is written 46 FM stations are licensed and serving approximately 500,000 FM receivers known to be in the hands of the public. Four stations have been licensed this year. These were built before the war but were operating under authority other than commercial license.

The reaction of listeners to these stations is strong proof that the post-war receiver buying public will demand FM. This audience and those it has permitted to hear FM broadcast overwhelmingly declare that FM is a "must" in the receivers they will buy after the war.

Abstract expansion of FM during the war is best measured by the 210 requests for FM stations now on file with the FCC. These applications represent 141 different communities located in all but nine of the less-densely populated states. Their total coverage runs well over 2,000,000 square miles.

100,000,000 Potential

There has been no attempt to determine exactly the percentage of the population of the United States to which these applicants and the stations now on the air will bring FM service. But a rough check indicates strongly that the figure will pass 100,000,000. Certainly this promised FM expansion will cover a majority of the nation's buying power.

An indication of the seriousness with which the broadcast industry approaches the FM future is contained in the fact that all but a few of the applications are accompanied by engineering. This is true even though the FCC has been accepting FM requests in "skeleton" form.

An interesting comparison which denotes the strength of FM thinking may also be drawn from all requests for new broadcast services which have been reaching the FCC. On Jan. 1 there were 62 FM, 21 AM and 9 television applications on file. On Aug. 1 there were 210 FM, 67 AM and 59 television requests on record. The demand for FM has maintained a 3 to 1 ratio over the two other services in the time intervening.

It is natural that the commercial standard broadcasters have shown the way. More than half of the FM requests are from concerns already established in the field. But the list also includes publishers, department stores, universities and other groups not previously identified with the art. Labor unions and farmers cooperatives are showing interest. These latter groups are harbingers of the freer competition which the FM system makes possible.

Dependable Coverage

For these newcomers in broadcasting, FM is the wide-open portal to a better house just next door to the one that was closed. But the standard broadcaster goes FM for other reasons. He knows that, power-for-power, FM will give him a larger and more dependable day-night coverage which he can sell to the advertiser. He wants the satisfaction that comes with the realization that he is giving his listeners a better quality signal. He would be rid of the seasonal slashes in listening due to natural interference such as electrical storms. He seeks freedom from the man-made interference that turns off so many standard sets each morning and evening.

He has been watching with growing calm the technical advances that will solve FM problems. Economical transmission of high-fidelity FM network programs is about to be accomplished by radio relay circuits. American Telephone and Telegraph Company has permission to construct such a circuit between Boston and Washington. General Electric and International Business Machines jointly plan such circuits between Schenectady, New York and Washington.

Relay Projects

The present and future FM broadcaster may confidently watch experimentation with the use of economical, unattended satellite stations to assure and extend his coverage. He notes with interest the versatility of this new system as a West Virginia applicant proposes use of two "boosters" to assure dependable service to Pittsburgh and Wheeling inside a coverage area of 33,244 miles. The relaying possibilities of the clear FM signal presents numerous opportunities.

No radio frequencies are known to be entirely free from transmission vagaries. It naturally cannot be said that the FM band is the exception. But to date the record is quite clear of serious complaints from actual FM listeners concerning the propagation phenomena to which students of the ether waves have given some recent publicity.

There are other assurances that the disturbances are nothing to be excited about. The FCC, reporting on one type of phenomena, found that few of them were "sufficient to cause serious interference to a receiver operating within the protected area of an FM station under present FCC standards." Dr. J. H. Dellinger, radio chief of the National Bureau of Standards, assured RTPB Panel 5 that another variety was not "so great as to seriously impair the usefulness of these frequencies for broadcasting."

The arrival of 200 FM requests since the first of the year has had a marked reaction in related branches of the industry. This display of confidence on the part of the investor has had its effect upon manufacturers. Hardly a set manufacturer now speaks of the postwar market without revealing expanded FM plans. Equipment people need only to contemplate resultant files of reservations.

Agencies Interested

Advertising, life-blood of the art, is looking up. The agencies, their accounts currently cramped into a medium restricted both by dearth of channels and the minutes of the day, discern in the FM future a better choice of outlets, a sharper definition of coverage, a generally higher quality of programming and

(*Continued on page 154B*)

ESTIMATED CONSTRUCTION COSTS FOR FM STATIONS

(*As prepared by FM Broadcasters Inc.*)

ITEM	*1,000 w*	*3,000 w*	*10,000 w*	*50,000 w*
Filing	$ 2,500	$ 2,500	$ 2,500	$ 2,500
Transmitter	10,000	13,750	25,000	75,000
Antenna	6,000	7,500	12,500	17,000
Studio Control	4,000	5,000	5,000	10,000
Installation	2,500	3,000	7,500	15,000
Measuring Equipment	2,000	2,000	3,000	3,000
Proof of Performance	2,500	2,500	2,500	2,500
Miscellaneous	1,000	2,000	3,000	5,000
Totals	30,500	38,250	61,000	130,000

These average estimates assume that transmitter and antenna are located at the point from which programs originate, a condition which may well obtain up to ten kw. Where the locations differ it is necessary to rent high fidelity telephone lines or install an STL (studio-transmitter) link. Telephone rentals vary greatly but one 22-mile link, capable of 15,000-cycle transmission, costs approximately $345 per month. A complete STL link costs approximately $11,530 and can be remotely controlled, eliminating an extra operating staff. No provision has been made for control equipment such as microphone amplifiers. Pick-up equipment for programs outside the studio should cost approximately $800. Studio construction costs will depend upon whether a remodeling job or an entirely new structure is intended. The simplest kind of remodeling job, allowing for a minimum of studio, control and transmitter space (not over ten kw.) should cost approximately $12,000. This would cover some sound isolation and acoustical treatment.

ESTIMATED ANNUAL OPERATING COST

1,000 w FM Station
Six Hours Daily
(*As prepared by FM Broadcasters Inc.*)

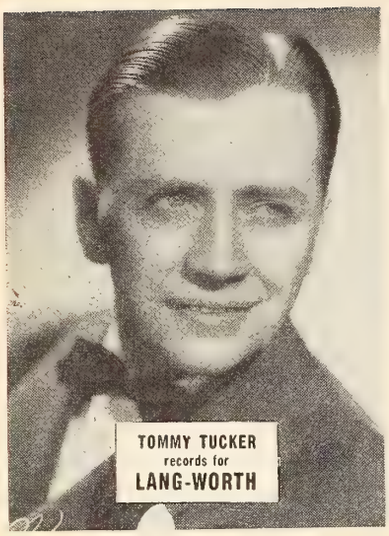
Rent	$6,000
Station Manager	5,000
Announcer	3,000
Stenographer	1,800
Telephone—Office Supplies	1,000
Operators (3)	8,500
Promotion	2,400
Power and Light	1,200
Tube Replacements	450
Social Security & Compensation Taxes	1,000
Apparatus Maintenance	750
Depreciation	6,000
Insurance	350
Taxes	???
Program Production	6,000
Transcription Service	2,500
News Service	3,335
FMBI Dues	300
Misc. Program Material	1,400
Copyright Fees	???
Transmitter Site Rent	???
Total	$52,585

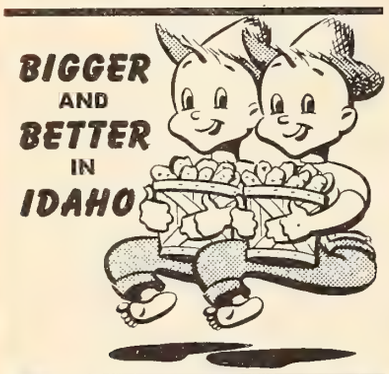
Above estimates assume operation from "scratch." If there is an existing operation certain costs naturally will be eliminated. Likewise as power increases items such as power, light, tube replacements, operator salaries and depreciation will grow. Other items such as rent, taxes, depreciation, insurance and transmitter site expense will depend upon the type of operation under consideration—whether studio and/or transmitter sites are leased or whether land is purchased and buildings constructed. The program production item is mainly coverage for transcription-library service and provides little for talent. Copyright fees are usually assessed on a percentage-of-station-revenue basis.

HEADLEY-REED COMPANY

Radio Station Representatives

NEW YORK · CHICAGO · DETROIT · ATLANTA · SAN FRANCISCO





KTFI
TWIN FALLS · IDAHO



50,000 WATTS C B S
HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....
WCKY
THE L. B. Wilson STATION

"A Good Place to Eat"
the static club
116 E. Walton
Chicago, Ill.
Bill Simmons, Mgr.

GOP Is Mapping State Radio Plans

Turnbull and State Directors In First Meeting of Series

HENRY R. TURNBULL, Radio Director, Republican National Committee, held a meeting last Thursday with the state radio directors in the New England and North Atlantic area to discuss radio plans for the forthcoming presidential campaign. Held at the Committee's New York headquarters, the meeting was the first of a series of such gatherings Mr. Turnbull hopes to hold with state radio directors early in the campaign.

Attending the session were: Jack Morgan, Bangor, Me.; Harold K. Davison, state chairman, Woodville, N. H.; John W. Queen, Boston; Milton Myers, Hartford, Conn.; Harold Adonis, Newark; Lee H. Greenhouse, Philadelphia; James F. Dewey, state chairman, Quechee, Vt.; C. J. Killoran, Wilmington, Del.; Galen L. Tait, state chairman, Baltimore; T. F. Allen, Providence.

Governors' Series

As a prelude to broadcasts by the Republican Presidential nominee, the party has a series of scheduled three quarter-hour nationwide broadcasts in which nine Republican governors will participate to present a "grass roots survey" of campaign issues. First broadcast, on the Blue, Aug. 29, 10:15-10:30 p.m. (EWT), will present Gov. Earle Warren of California, picked up from KFBK Sacramento; Gov. Raymond E. Baldwin of Connecticut, from WMAT Bridgeport.

Second of this series, on NBC, Sept. 1, 10:30-10:45 p.m., EWT, will include Gov. Edward Martin of Pennsylvania, from WJDO Harrisburg; Gov. Andrew Schoettel of Kansas, from WDAF Kansas City, and Gov. Edward J. Thye of Minnesota, from KAST Minneapolis. Third broadcast, with network and time as yet undetermined, will feature Gov. Leverett Saltonstall of Massachusetts, Gov. Harry F. Kelly of Michigan and Gov. Arthur B. Langlie of Washington.

Republicans will also present Rep. Everett Dirksen of Illinois on MBS, Aug. 30, 8:15-8:30 p.m., EWT. Retention of this period for regular weekly broadcasts by Republican spokesmen discussing current issues continuing up to election week, is under consideration by the committee. All broadcasts are placed through Duane Jones Co., New York. Virginia Butler is on loan from the agency to serve as timebuyer for the committee.

Mark Larkin, veteran radio and movie publicist, has been appointed radio publicity director for the Dewey-Bricker campaign, Mr. Turnbull has announced. Mr. Larkin, who resigned as field representative for the Hays office to accept his new post, has handled publicity for network programs and movie and radio personalities. He also served for three years as first press relations director for the motion picture industry.

Godfrey Hammond, president of Popular Science Publishing Co., publisher of *Outdoor Life* and *Popular Science Monthly*, has taken leave from those duties to accept the appointment of publicity director of the committee, in charge of press relations.

Emerson Shifts Agency

EMERSON DRUG Co., Baltimore, has named McCann-Erickson, New York, to handle its advertising. Appointment will entail the shift of the company's two network programs from Ruthrauff & Ryan, New York. Programs are sponsored on CBS in behalf of Bromo-Seltzer, and *Ellery Queen*, for the same product on NBC. Date for the transfer has not been disclosed.

ALLEGHENY STEEL SWITCHES TO MBS

ALLEGHENY Ludlum Steel Corp., Brackenridge, Pa., Oct. 1 will switch networks and change from daytime drama to music with the start of *Steel Horizons* on MBS Sunday, 9-9:30 p.m.

Borrowing its title from the company house organ, show will star John Baker, Met. baritone and Frederick Dvonch's orchestra. There will be a female guest vocalist each week, selected through auditions conducted locally by MBS stations, and brought to New York, with all expenses paid by the sponsor. Keyes Perrin, WOR New York, will announce and produce.

Show was tailor-made by WOR-Mutual to meet requirements outlined by the agency, Walker & Downing, Pittsburgh, on the basis of a survey of ALS dealers on what sort of program they would like. ALS discontinues Sept. 23 *Mother and Dad* on CBS Saturday, 5:30-6 p.m.

Televiewers Panel

CHARLES M. STORM Co., New York, is setting up a televiewers panel, comprising most television set-owners in the New York area, which will be polled by postcard for their reactions to the video programs broadcast in behalf of the agency's clients. Panel will be used for the first time in connection with the *Boys from Boise*, two-hour musical comedy to be broadcast Sept. 28 on WABD New York under the sponsorship of *Esquire* magazine.

Renoir Test

RENOIR PARFUMS Ltd., New York, makers of Chichi and My Alibi perfume, is entering radio for the first time with test campaigns beginning the week of Sept. 25 on WQXR New York, using five-times weekly quarter-hour concert programs, and on WCFL Chicago using three news shows weekly. Agency is Abbott Kimball Co., New York.

Blue West Coast Directed by Searle

Successor to Be Named for Gilman, Now at Oil Group

DON SEARLE, for a year-and-a-half general manager of KGO, Blue Network owned and operated station in San Francisco, has been appointed general manager of the network's western division. He will continue his supervision of KGO and add that of KECA Los Angeles, recently acquired by the Blue, as well as all network operations of the division.


Mr. Searle

Appointment was announced last week by Mark Woods, Blue president, as the first of a series of executive moves designed to strengthen the network's management and operation of the division. Next move, Mr. Woods stated, will be the appointment of a Pacific Coast vice-president to succeed Don E. Gilman, who has resigned that position to become executive vice-president of the California Gas & Oil Assn.

Veteran Broadcaster

Active in radio since 1924 when he became manager of KOIL Omaha, built by Mona Motor Oil Co., then owned by the Searles family, to promote its petroleum products, Don Searle was subsequently general manager of WIBW Topeka and KOIL-KFAB Omaha-Lincoln, leaving that position to join the Blue as general manager of KGO on April 5, 1943. With Herb Hollister he owns KANS Wichita and KMMJ Grand Island, Neb.

A pioneer in western radio, Mr. Gilman helped organize NBC on the West Coast. He was vice-president of NBC western division for 14 years and largely responsible for the development of Hollywood as a network center. During his long and successful term of office he guided the destinies of both the Red and Blue networks of NBC on the western slope. When the Blue separated from NBC Mr. Gilman was named to head the former network on the West Coast, taking over as western division vice-president in February 1942.

Scripto on Blue

SCRIPTO MFG. Co., Atlanta, manufacturers of pencils and pencil lead, will sponsor George Hicks, Blue network overseas war correspondent and manager of the London newsroom for the network. Program which starts Sept. 17 on 190 Blue stations, will be heard as a transcription Sundays, 1:15-1:30 p.m. With this program, Scripto, which has previously used spot radio, will venture into the network radio advertising for the first time. Agency is Tucker Wayne & Co., Atlanta.



NEW WKY TRANSMITTER NEARS COMPLETION

● Dominating the scene at WKY's new quarter-million dollar transmitter installation, shown in scale model photo above, is the vertical antenna whose breath-taking height is topped by only five other man-made structures in the known world today.

The signal from this radiator will also assuredly dominate the Oklahoma listening scene, adding substantially to the more than a million persons who now listen regularly to WKY morning, afternoon and night ("Oklahoma Radio Audience of 1944").

Included in the original blueprints for post-war completion, and even now getting the studied attention of WKY's engineering staff, is the addition of FM and television for which antennas will be located at the tip of the 915-foot antenna.

The same combination of foresightedness and enterprise which has kept WKY the foremost station in Oklahoma for more than two decades will keep it out in front in the years to come.

WKY
OKLAHOMA CITY

REPRESENTED BY
THE KATZ AGENCY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.

WORTH REPEATING

KXOK IS THE STATION TO WATCH . . . the station to LISTEN TO . . . the station to USE for economical and effective selling in St. Louis and surrounding territory. Sponsors say so. Listeners say so. Surveys prove their good judgment!

Surveys prove, too, that KXOX is growing fast. Furthermore, a well-balanced schedule and an unusually high percentage of contract renewals are testimonial to the success of KXOK which reaches more than 870,000 radio listening homes . . . an area where the population is more than 3,700,000 and retail sales exceed $1,000,000,000.00 annually.

Recognizing that it is the listeners who "make the station," KXOK's management and experienced staff members endeavor at all times to exercise constant vigilance in order that listeners may continue to enjoy both the outstanding local shows and the Blue Network programs brought to them regularly over KXOK.

In less than 6 years, KXOK listeners—the consumers you want to reach in this area—have helped to build KXOX to its present high competitive position in Greater St. Louis.

That's why we say again, that out this way KXOK IS THE STATION TO WATCH!

KXOK

SAINT LOUIS (1), MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

Affiliated With KFRU, Columbia, Missouri • Represented By John Blair and Co., New York • Chicago • St. Louis • Los Angeles


KXOK IS THE STATION TO WATCH
Francisco

Walter Damm Replies to Lodge Article

Head of FMBI Is Critical Of Attention Given Tiny Flaws

Editor's Note: Considerable discussion has been aroused in radio reports of long-distance skywave transmission in the UHF range, where FM, television and other post-war broadcast services aspire to operate. In the Aug. 14 issue William B. Lodge, acting director of engineering of CBS, reported on his findings. In this issue, the president of FM Broadcasters Inc., and head of radio operations of the *Milwaukee Journal's* stations (WTMJ & WMFM), answers. The writer is not only a pioneer standard broadcaster, but has been in the forefront of FM virtually from the day Maj. Edwin H. Armstrong pronounced it of age. He was president of the NAB in 1931-32, and always has been in the leadership of radio-newspaper affairs. He joined the *Journal* in 1916, and has been identified with its radio operations since 1923.



MR. DAMM

EDITOR BROADCASTING:

The prominent display you have given to Mr. Lodge's article, "Keeping FM Free From Interference" published in the Aug. 14 number of BROADCASTING, prompts me to suggest that you present to your readers more fully and completely the knowledge available with respect to any possible effect of skywaves upon FM broadcast service.

The writer is not an engineer, but it does not take an engineer to see through the desperate attempts of those who have a vested interest in the maintenance of the status quo in broadcasting to hamper the application of Major Armstrong's invention to the improvement of the broadcasting art. As the revolutionary effect of the noise and interference reducing properties of FM are gradually becoming apparent to those who sit in the seats of broadcasting's mighty, the attempts to produce smoke screens which prevent a proper view of the future become almost ludicrous.

Lodge Motion

Mr. Lodge is a member of Panel 5 on FM Broadcasting of the Radio Technical Planning Board. The writer, as President of FM Broadcasters Inc., is also a member of this panel. At the Chicago meeting of the Panel held on April 11, 1944, Mr. Lodge (who at an earlier meeting voted in favor of the present position in the radio spectrum for the FM broadcasting system) expressed much concern over the possible disastrous effects of developing FM broadcasting at that portion of the radio spectrum where it is now located, namely in the vicinity of 550 mc. The panel members listened with much respect to the fears of Mr. Lodge, whose earnest search for the truth was so evident. As a result of the discussions, Mr. Lodge made a motion which reads as follows:

I would like to move that the Chairman be requested to ask Dr. Dellinger to render an opinion as to the lowest frequency that can possibly be used with safety by FM, without danger of long-distance skywave interference.

The Panel's desire to accommodate Mr. Lodge in his obviously sincere desire to secure the facts resulted in the adoption of his motion by a vote of 20 to 4.

It is important to note the reason why this matter was referred to Dr. Dellinger. He happens to be Chief of the Interservice Radio Propogation Laboratory of the United States Government established under the joint Communications Board of the Joint Chiefs of Staff. In this capacity Dr. Dellinger had available to him all of the known information, both classified and unclassified, with respect to radio propagation phenomena. Therefore, Mr. Lodge very properly chose the highest authority not only in the United States but in the world.

Record Available

In following the wishes of the Panel, Mr. Jansky, its chairman, did not attempt to state the issue in his own words but sent to Dr. Dellinger the entire record of the Chicago meeting with the suggestion that Dr. Dellinger read those portions of the verbatim minutes which covered this issue, and, if possible, give the Panel the benefit of his advice. Therefore, Dr. Dellinger had available to him the complete record which led up to Mr. Lodge's motion.

Dr. Dellinger's reply [May 1] shows such thorough consideration of the issue referred to him and the opinion he gives is so positive that it should be printed in full:

Dear Mr. Jansky:

I have your letter of April 20 requesting any information I can give on item 2 of the agenda for the April 11 meeting of RTPB Panel 5. I read pages 13 to 60 of the proceedings of the meeting as you suggested, and noted in particular that the motion on page 44 read "I move you that subject to any information to the contrary from Dr. Dellinger, that this Panel adopt the recommendations of the Committee with respect to item 2 of this agenda." The Committee recommendation referred to was "Be it hereby Resolved that it is the consensus of this Committee that the present position of FM broadcasting in the spectrum should not be changed."

The point in question is that the frequencies concerned are sometimes affected by long-distance interference, contrary to an expectation that was widely held at one time, and there is a fear that this interference may be so great as to seriously impair the usefulness of those frequencies for broadcasting. Essentially the Panel appears to request that I inform it whether that fear is well founded. I believe I may with propriety respond to this request, and the answer is that the fear is not.

During certain years of the sunspot cycle F2-layer transmission at these frequencies occurs over long distances for short parts of the day, and sporadic-E transmission occurs at irregular times in

(*Continued on page 130*)

WHICH AUDIENCE WOULD YOU CHOOSE?



Supposin' you have two radio stations—one with four times as large a potential audience as the other, but which splits that audience with three other stations.

Which would you choose? We'd say the smaller—because using that one, you'll probably buy more listeners per dollar of time-cost.

Here in Southwest Virginia, WDBJ is the ONLY station that covers the entire market. You get 118,921 actual daytime *listening* homes, and the cost for a Class B quarter-hour, once, is actually only $30! How about talking it over with Free & Peters?

CBS • 5000 WATTS • 960 KC



Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.

CITATIONS FOR SERVICE..."IN THE PEOPLE'S CAUSE"





Dave Baylor of WGAR, first radio war correspondent representing a single, independent station to broadcast from the European theatre, faces the BBC North American mike several times weekly. More recently his broadcasts have come from France.



Top Officer of Ohio's "Fighting 37th" which later served at Guadalcanal, Bougainville and Munda, Major General Robert S. Beightler told WGAR listeners that "your boys are good soldiers."

A.P.O. CLEVELAND

Radio preserves personal touch between men in service and home through Cleveland's WGAR

WHEN Ohio's own 37th division joined the Louisiana maneuvers in 1941, WGAR staff men, transcription trucks and microphones went along. Before Pearl Harbor, special correspondents of Cleveland's Friendly Station had visited 13 army camps and naval bases, sending back stories of what hometown boys were doing, often transmitting their voices.

Today, the WGAR microphone brings messages from England, France, Australia, India, Hawaii, Alaska, Italy and many distant Pacific isles. It brings special direct broadcasts and interviews from Dave Baylor, the station's own war correspondent on the European front. It carries the voices of Ohio's fighting men back to their families and friends. Six special correspondents report for WGAR from the war fronts in more than fifteen weekly programs.

It has been WGAR'S aim to be a live link between the boys in service and the folks at home. And this all dates back to that day in 1941 when the station pledged itself "in service of home and nation".



Free-Speech Mike



Field Work by WGAR engineers and mikemen has created outstanding wartime programs for Cleveland's Friendly Station. Two of these five men now are in Europe.



Ohio gun crew welcomes the WGAR radio correspondent as he unlimbers the microphone to catch messages for friends and relatives back home, stages interviews behind gun breech.



Familiar voices came to families of men in Ohio's 37th when WGAR staged a get-together, by special permission played transcriptions of interviews made at an undisclosed Pacific base.



Potent Weapon the M-16 antiaircraft half-track first spoke over the radio through WGAR when former tankman, now announcer Arthur Hannes, covered initial firepower tests.



J. B. McGeachy, famed BBC commentator, featured daily on WGAR news broadcasts.



Mary Alice Collins transmits human interest interviews with Ohio boys to WGAR via BBC.



Herbert D. Laronge with Red Cross in the Pacific, reports on local boys through WGAR.



Florence M. Griffin, former Cleveland ad executive, sends news of Ohio men from India.

A.P.O. Cleveland—Tuesdays 10:30 P. M. Most every local family with a man in service has a date Tuesday night at WGAR's 1220 on the dial, for the program "A.P.O. Cleveland" is one of their closest contacts with the lads over there. Reports from WGAR correspondents, actual interviews with service men around the globe, features by Dave Baylor from France and a full orchestra make this program a WGAR schedule highlight.

London Column—Saturdays 10:45 P. M. The European war front comes to Cleveland every Saturday evening in WGAR's "London Column". In recent broadcasts, Ohio listeners have visited with American troops throughout the British countryside, gone to the spots where robot bombs have dropped, been there as men, supplies and fighting equipment set out for France. Many local families via this program have felt a bit closer to their sons, have come to know our British allies better, have heard authentic invasion news.

Mary Alice Collins—Sundays 1:15 P. M. Things that mothers and sweethearts back home would like to know are the things Mary Alice Collins, popular American-born BBC commentator, asks Ohio fighting men in her special interviews for WGAR.

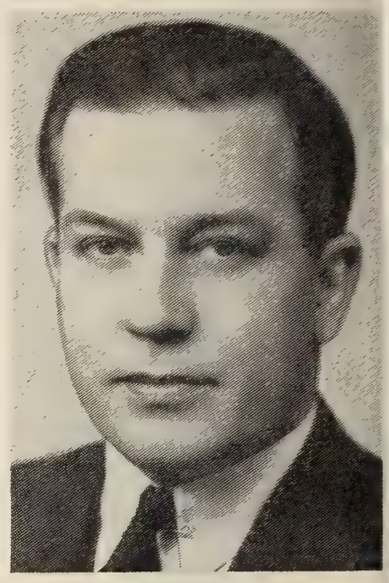
World-Wide Extra — Daily 5:30 P. M. Not simply another newscast, "World-Wide Extra" presents a roundup of global war news taken from WGAR's own wires, prepared by a full-time editorial staff, broadcast by newsman Bob Kelley. This program also features J. B. McGeachy in a daily pickup from BBC in London.

Dave Baylor's Commentaries—Mon. Wed. Fri. 6:05 P. M. One of the few independent U. S. radio stations to send its own war correspondent abroad, WGAR airs "Dave Baylor's Commentaries" from France three times weekly, gives home folks a vivid picture of Cleveland men in modern warfare.

Wanted—Experts to Sell Television

Missionary-Minded Men Needed to Do Job on Man Who Pays

By ROBERT S. PEARE
Vice-President
General Electric Co.



MR. PEARE

IT IS HIGHLY probable that coming months will witness a bumper crop of television "experts". And if there is anything that we who find ourselves in the television business, by virtue of our developmental and commercial activities, can do to condition the soil or advance the art of "experting", we should do it. For next year—right now, in fact—television has a great need for these experts—as hard-working, enthusiastic, and open-minded missionaries.

For several years General Electric Co. has operated its television transmitter WRGB in Schenectady as a proving-ground station. In the last 2 years we have telecast over 700 different live-talent programs in 30 some classifications. Our audience was necessarily small, because wartime restrictions on consumer goods were clamped down just when the demand for television receivers began to soar. But we have studied that audience, its preferences and prejudices, thoroughly.

Know About 'Nots'

In the end we have probably learned more about what television programs should *not* consist of than about the positive factors. It seems to us now that the most important faculty that any potential expert can bring to television programming is an open mind, completely innocent of preconceived notions stemming from radio, motion pictures, and the theatre.

This is no reflection on these longer-established entertainment fields; just the contrary. Television has drawn on them in the past, and will do so even more in the future. But because television combines elements of each, because it removes some of the traditional limitations, it provides them with a new starting point. And it should be approached without prejudice.

I could repeat here some of the facts elicited by surveys which we carry on continuously with our audience. They have appeared elsewhere. But more important to the problem of television programming are certain other conclusions that have grown upon us.

Up to Audience

We used to say that the future of television depended not on the engineers, who are far along on their job, but on the receiving audience. That is true as a generalization, but we are now past the generalizing stage. Technical progress is very important, but is definitely assured. Constant improvement in the forms of entertainment and education to be offered by television is very important, but in that field of development I belive we can expect great things.

There is a third and most important condition—the fact that there will be no opportunity for the engineer, the manufacturer, the station operator, or the entertainer to progress unless and until we have a telecasting system that can stand on its feet as a going business. That time will come only when advertisers recognize what television as a medium can do for their business, when they begin to use television as an advertising medium, and when this results in an assured revenue for the station.

Stations to Come

For that reason our interest goes far beyond WRGB and the other existing pioneer stations, which have a special reason for their existence, and whose support can be justified on experimental grounds. All of us have a vital interest in the many stations to come, stretching across the country, depending for their life on sound local support as a unique advertising medium. In this sense, then, television's future depends immediately on the efforts and knowledge of the experts and missionaries mentioned earlier. While it may not seem so at first glance, this is closely related to our present programming activities.

We must learn now not just what constitutes good television entertainment, and the technique of producing it in the studio. We must learn, too, the companion technique of making television a good selling medium—of blending with entertainment the science of selling and the commercial presentation, that highly important ingredient which is represented in radio by the "commercial". What a "commercial" will be in television we have only the faintest notion, but we are working on it.

Role of Films

We must consider that each individual home television audience is small, selective, and intense. Television, which is inherently more expensive than radio to produce, will have far fewer hours in a day in which to appeal to an audience that is essentially local in character, and that, while watching a program, cannot stray from the room in which the receiver is located. But to that smaller audience, in those fewer hours, television can present a story in a way that radio and motion pictures will never approach.

Those are parts of the problem to be faced by the advertiser, and his advertising agency. That problem cannot wait for its solution until the stage is set for network television. That stage will never be fully set until *afterwards*. The real customer in the television market is not the ultimate listener-seer—but the man with something to sell, whether it be goods or an idea.

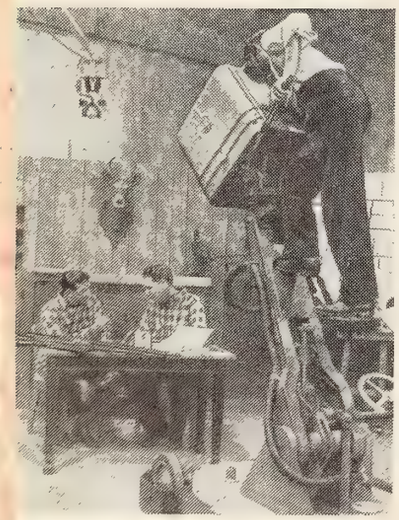
Extra Income

It is quite possible that specially produced short films will be to television what today's recorded programs and spots are to broadcasting—supplementary revenue—producing material which will in turn support more ambitious and more expensive presentations. We need no special talent today to produce a football game, or the opera, or a Broadway hit. Those exist. But they will exist in television only if the local advertisers in Dubuque or Altoona or Billings are enthusiastic users of their local television station.

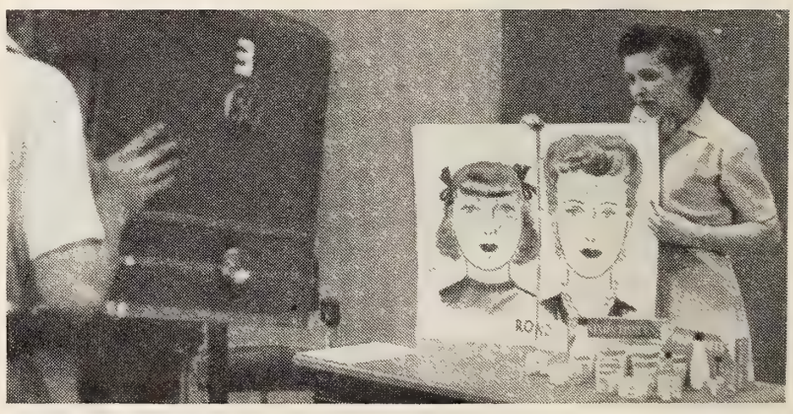
Agency Interest

There are great American industries that broadcasting has never adequately served, such as styles and fashions, fabrics and decorating, cosmetics and furniture. These are meat for television—when we learn how. Now is the time to learn.

Several advertising agencies and manufacturers have come to Schenectady in the past months because they recognized this problem. Others have shown an interest. We have welcomed them and will continue to do so, because General Electric wants to do everything in its power to help build the best television technique in the world.



GOING WAY UP to get an angle shot of sportsmen discussing Remington Arms cartridges during a commercial program on WRGB Schenectady, the cameraman beams his lens at Gail Evans (l) sportsman, and Oliver Rodman, publisher of *Outdoors* magazine. Note the guns on the table.



RIGHT AND WRONG way to apply makeup in a television production was demonstrated not long ago to the women in the Troy-Albany-Schenectady area over WRGB, General Electric's video station. Mary Stuyvesant, Pond's beauty expert, displays charts before the television camera—with plenty of Pond's products on the table in a video layout.

WDEL	WBAL	WRC	WGY	WIBA	WSYR	WKBH	KDKA	WIRE	WCSH
WTAM	WSPD	WWJ	WLW	WEAU	WENY	WOW	WAVE	WLOK	WKBO
WMAQ	WTMJ	KODY	KSTP	WSJS	WSAN	WBEN	WJAC	WGAL	WEBC
WMBG	WFEA	WLBZ	WRAK	WCRS	WBRE	WDAF	WMFG	WHLB	WJAR
WGKV	WEEU	WRAW	WRDO	WIOD	WHIZ	WSOC	KELO	WBLK	WSAM
WFBG	WMRF	WHIS	KOAM	KVOO	KFAM	WFBC	WTMA	WBOW	WTIC
WTBO	WGBF				KYUM	WSAV	WALA	KANS	WBZA
KROC	KYSM				KMED	WSM	WCOA	KWBW	WBZ
KGBX	WTAR				WTTM	WBRC	WMC	KGNC	WEAF
WISE	WOPI				WAZL	WSFA	WHAM	KGHL	WOAI
WJAX	WFLA				WEST	WFAA	WSB	KGIR	WPTF
WJDX	WAML				WMVA	WBAP	WORK	KPFA	WSMB
WAPO	WROL				KSD	WDAY	WIS	KRBM	WKPT
KARK	KPRC				KSOO	KRIS	KTBS	KYCA	WFOR
KFYR	KGU	WHO	WOOD	KIDO	KPO	KTAR	CBM	KGLU	WKY
KSEI	KTFI	KOB	KTSM	CBL	KFSD	KVOA	KYW	KWJB	WLAK
KMJ	KGW	KOMO	KHQ	KDYL	KOA	KFI	CBF	KRGV	WGL

What makes this network work?

- These 146 stations, woven into a blanket to cover the 3,026,789 square miles of the United States . . .
- These 146 stations, interlaced into an extensive pattern of clear channels, regionals and locals . . .
- These 146 stations, affiliates of the National Broadcasting Company . . . are what make this network *work*.

NBC salutes its associated stations for their individual and collective contributions to the war effort; salutes them for the role they are playing, both nationally and locally, in building morale, educating, informing and entertaining America's millions under stress of war; salutes them for their loyalty and belief in the American system of network broadcasting which is founded on the principle of free enterprise devoted to the service of a free people.

Their leadership in the past, their constant willingness and ability to render public service during the war, their keen awareness of the challenge of the future which promises newer and even greater service to the people, these are the most important factors which give NBC its leadership as a network, which make NBC "*The Network Most People Listen to Most.*"

A Service of Radio Corporation of America

National Broadcasting Company

America's No. 1 Network



Television, Combination AM-FM Sets Planned by Majority of Manufacturers

MOST of America's set manufacturers plan to make television sets and combination AM-FM receivers in the postwar period, a survey conducted by *Radio & Television Retailing Today* disclosed. Questionnaires went to 54 manufacturers. Only three didn't reply.

Television sets will range in price from $79 to $1,000, according to replies of 45 firms. Of that number 42 definitely plan to make video receivers, two do not and one was uncertain. Six failed to answer the question: "Do you expect to make television sets?" Average price will range between $175-$250, according to the survey. Andrea Radio Corp. quoted the lowest estimate, $79, while Fada estimated its top price at $1,000.

Of those planning television set manufacture, 22 said they will make projection type receivers. One answered "no"; one, "probably".

On broadcast sets 43 replied that standard receivers will include FM equipment. Five plan to make "some" combination sets, one is making plans for FM and television sets while another will turn out special FM sets.

Only 13 firms plan to manufacture auto radios, 34 answering "no". One will turn them out on a contract basis only and the other for manufacturers only.

There'll be more home recording sets after the war, the survey indicated. Of 34 manufacturers who have plans for making recording units, 24 will specialize in home sets. Two will handle only professional recording apparatus, while six other firms said they plan to make both professional and home sets. One replied recording sets would be made as required for combination units.

Types & Price Ranges of Postwar Receivers

(Compiled by Radio & Television Retailing Today)

Manufacturer's Name	Television			Radio		Recording	
	Do you expect to make television sets?	Estimated retail price range	Will you make projection type sets?	Will broadcast sets include FM?	Will you manufacture auto sets?	Will you manufacture recording equipment?	Professional or home recording
Admiral Corp.	yes	$175–$150	yes	yes	no	yes	pro.
Air King Products Co.	yes	$250–$750	yes	yes	no	yes	home
Andrea Radio Corp	yes	$79–$700	yes	yes	no	no	
Ansley Radio Corp.	yes			yes	no	no	
Automatic Radio Mfg. Co.	yes			yes	yes		
Belmont Radio Corp.	yes			yes	yes	yes	home
Browning Labs.				yes	no	no	
Colonial Radio Corp.	yes		yes	yes	yes	yes	home
Crosley Corp.	yes	$125–$200[1]	yes	some	no	yes	home
Delco-Radio				yes	yes		
DeWald Radio Mfg. Corp.	yes		probably	yes	no	yes	home
Allen B. DuMont Labs.	yes		yes	[2]	no	no	
Eckstein R. & Tele. Co.	no			some	yes	yes	home
Electrical Research Labs.	yes			yes	no		
Electronic Corp. of America				yes	no	yes	home
Emerson R. & Phono. Corp.	yes		yes	yes	no	yes	both
Espey Manufacturing Co.	yes	$200–$500		yes	no	yes	home
Fada Radio & Electric Co.	yes	$300–$1000	yes	[3]	no	[4]	[4]
Farnsworth Tele. & R. Corp.	yes		yes	yes	yes	probably	
Freed-Eisemann Radio	yes	$600 up	yes	yes	no	yes	home
Galvin Mfg. Corp.	yes			yes	yes	yes	home
Gared Radio Corp.	yes		yes	yes	no	yes	home
General Electric Co.	yes	$200 up	yes	yes	no	yes	both
General Tele. & R. Corp.*							
Gilfillan Bros., Inc.	yes	$375–$750	yes	yes	no	yes	home
Hallicrafters Co.	yes		no	yes	no	no	
Hamilton Radio Corp.	possibly	$400–$600	yes	yes	[5]		
Hammarlund Mfg. Co.*							
Hoffman Radio Corp.	yes			yes	no	yes	home
Howard Radio Co.	yes			yes	no	yes	home
International-Detrola Corp.	yes	$150–$300		some	yes		
Magnavox Co.	yes			yes	no	yes	both
Majestic R. & Tele. Corp.	yes	$200 up		yes	no	yes	home
Meissner Mfg. Co.	yes		yes	yes	no	yes	home
National Co. Inc.*							
Noblitt-Sparks Industries	yes			yes	no	no	
Packard-Bell Co.	yes	$200–$500	yes	yes	no	yes	home
Philco Corp.	yes	$125–$150[6]	yes	yes	yes	yes	home
Philharmonic Radio Corp.	yes			yes	no	yes	
Pilot Radio Corp.	yes	$500	yes	yes	no	no	no
RCA Victor Div., RCA.	yes	$200–$400	yes	yes	[7]	yes	pro.
Remler Co.	yes	$150–$300	yes	yes	no	yes	home
Setchell-Carlson Co.	yes			yes	yes	yes	
Sonora R. & Tele. Corp.				yes	yes	yes	home
Sparks-Withington Co.	yes			yes	yes	yes	home
Stewart-Warner Corp.	yes			yes	no	yes	home
Stromberg-Carlson Co.	yes		yes	some	no	yes	home
Templetone Radio Co.	yes	$125–$495	yes	yes	no	yes	both
Trav-Ler Karenola R. & T. Co.				yes	yes	yes	home
Warwick Mfg. Corp.	no			yes	no	no	
Watterson Radio Mfg. Co.	yes			some	no	yes	both
Westinghouse Elec. & Mfg.	yes			yes			
Wilcox-Gay Corp.				yes	no	yes	both
Zenith Radio Corp.	yes						

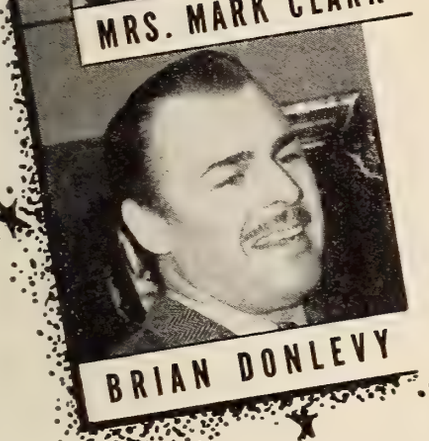
*Indicates that no reply to questionnaire was received at the time of going to press. [1] and up—[2] FM in Television Sets—[3] Special FM Sets—[4] Only as required for Combination units—[5] On contract basis—[6] Table Models—[7] for Manufacturers only—[8] Phono. Combination.

ANOTHER KGW ACHIEVEMENT IN PUBLIC SERVICE

Portland was one of 15 cities selected by the U.S. Treasury Department for the "Four Freedoms" War Bond show. The presentation was sponsored by the Meier & Frank department store of Portland. KGW was used exclusively for all radio promotion of the event. And Portland, the Meier & Frank Co. and KGW hung up War Bond sales of $31,242,326—nearly ten million dollars more than the next nearest of the 15 cities. The Portland showing also established a national WAC recruiting record. Pictured are some of the luminaries who made personal appearances.



MRS. MARK CLARK

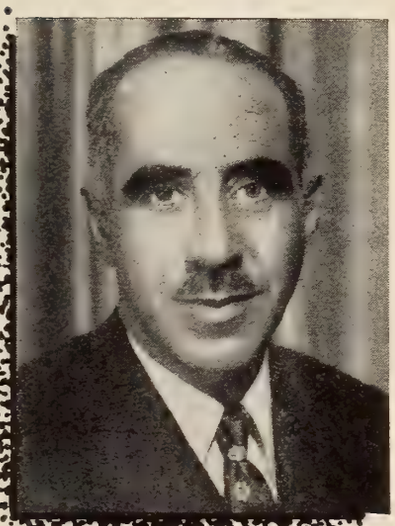


BRIAN DONLEVY

MAJOR ALLEN MARTINI AND ACTOR PHILIP DORN



AARON M. FRANK, PRESIDENT OF MEIER & FRANK CO.



SAYS... "While Portland has long had the reputation for all-out participation in furthering the war effort, the success of the Four Freedoms War Bond show has been a revelation. The whole-hearted co-operation of the staff of radio station KGW was an important factor in making possible the establishment of two national records in connection with the show. It is a pleasure to pay this tribute to KGW for the patriotic job in public service the station is doing for war effort."

THE STATION WITH EAR APPEAL
KGW
PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

The Role of a Film Company in Television

Medium Declared To Be Ready For Public

By RALPH B. AUSTRIAN
Executive Vice-President
RKO Television Corp.

"WHY is RKO interested in television?" The answer is simple, logical.

Television, an accomplished fact, is really talking pictures projected by a new and different means from that employed by the cinema. The business of RKO and its affiliated companies is the production, distribution and exhibition of talking pictures. The parallel is obvious.

The present talking motion picture is thrown upon the screen from film in a nearby projector. Television talking pictures are thrown on the screen of a home receiver from actual live events or films projected over the airwaves from a bradcasting station many miles distant. The result in either case is practically identical. The end product is a talking motion picture—and talking motion pictures of all kinds are RKO's business.

Has television reached a point in its development where it can be employed as a practical form of entertainment? As an advertising medium? As a public service medium? As an educational asset?

The answer is, yes. True, television today has not yet reached a state of perfection, but then the word perfection is only a relative term. Automobiles, electric refrigerators, radios are not yet perfect, but they do perform satisfactorily enough to afford untold convenience, comfort and entertainment for millions. The shortcomings any of these great modern inventions may have are more than offset by the fact that they do give the user *his money's worth.*

RKO believes that television has reached such a point in its development that today it stands at the very threshold of being able to place in the homes of America an entertainment and educational medium that will definitely give the user *his money's worth.*

While television is generally regarded as primarily the concern of radio broadcasting companies, it is most definitely a field which cannot be ignored by the motion picture industry.

Anything which bids for the leisure time of the public—from baseball to magazines—is in competition with the movies, but television, which has the appearance of "motion pictures in the home" may seem to be a potent threat to theatre exhibition.

It is believed that the most suitable types of television programs, as they are evolved through experience, will be far different in character from the feature motion pictures created in Hollywood for theatre exhibition. In the evolving of such programs, however, motion picture techniques may play an even greater part than existing radio techniques and the use of film will probably be more important in television broadcasting than the electrical transcription disc is today in radio.

Rather than stand aside while others preempt the field it would seem to be in the best interests of the entire motion picture industry that producer-distributor companies should participate in television, not only to protect themselves but the exhibitors as well, by directing television programming into fields which would be far removed from feature pictures created for the theatre. Unless this is done, there will be a tendency for television to become dependent upon the showing of feature pictures made primarily for theatre exhibition.

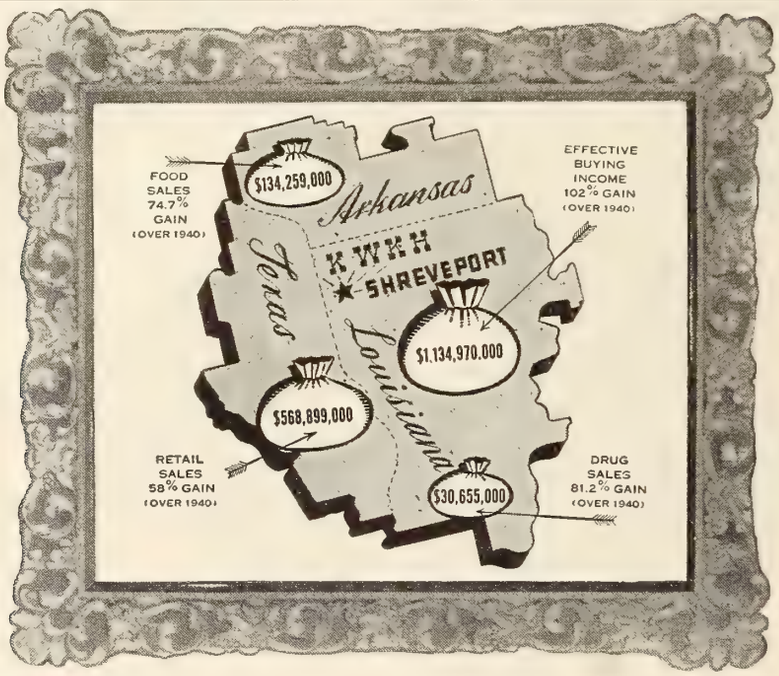
There are still those who believe that television will seriously hurt the motion picture business. It is now pretty well established that radio has not hurt the motion picture business and yet it *is* a device designed to keep people in their homes. Properly used, radio has helped the picture business.

During the past few months many inquiries from prospective advertisers and prospective telecasting station operators have been made which indicate that while they have great faith in the ultimate future of television, they are rather puzzled as to how they can program their stations in the early days. Sooner or later the discussion has veered to the use of programs on film or, as RKO refers to them, "Telereels" (trade-mark registered).

The average station operator, the word "average" here meaning one located at a distance from one of the major metropolitan districts, is now dependent upon programs that reach him from talent centers. Ordinary radio broadcasting has shown us that local talent cannot supply more than a fraction of the needed program material.

It is quite evident that telecasting stations will be in operation considerably sooner than network programs will become available and it is here that the film tran-

(*Continued on page 68*)



PORTRAIT OF A

Prosperous MARKET

• Spendable wealth is on the increase in this region today. Yet it is not merely prosperity accelerated by war for it has long been looked upon as a well-to-do market, showing steady gains year after year. And, after Victory is won, its rich resources such as oil and gas, lumber and minerals, agriculture and livestock, will continue to make it a prosperous market. It's an area worth investigating—to SELL now and BUILD sales for the future.

(The above figures were compiled from Sales Management's 1944 "Survey of Buying Power.")

KWKH

50,000 WATTS

A Shreveport Times Station CBS Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

FIRST

NBC TELEVISION STATION TO BE BUILT AFTER THE WAR !!



We welcome the opportunity to lead the way in Washington. Being first in Washington is an old WRC habit—21 years old. 21 years of continuous leadership. Programs, public service, alertness—and of course—advertisers' preference.

WRC

NBC

REPRESENTED BY NBC SPOT SALES

WASHINGTON

it works for me like MAGIC...



If you're like me, you're one of several hundred time buyers who are faced every day with buying stuff on stations where they get results fast—or else.

Maybe I'm prejudiced about WOR. You see, it was my first successful buy when I was just a raw recruit in this agency business. But in ten years I've placed more than $450,000 worth of business on WOR, and it let me down only once—That was when a client turned a blank ear on my recommendation that he should put more time into product development before having WOR start a stampede to dealers' stores.

I don't care whether it's a spot, a participation, or a WOR-created show I pick, that station works for me like magic. Sure, I know it's powerful, and that it covers 33 cities and trading areas of more than 100,000 people each. But let me tell you, WOR's got more than just these things.

For instance, it has a knack for creating shows that become sort of part of the family. Don't ask me how it's done. It's the sort of thing, I suppose that makes great magazines, movies, or song hits. Whatever it is, you can bet that when your message is piloted into hundreds of thousands of homes on shows run by WOR people like John Gambling, Pegeen Fitzgerald, Joe Bier, Uncle Don, Bessie Beatty, Stan Lomax, Martha Deane and others, you can just about estimate your sales increase before the orders start coming in.

Optimist? You mean me? Nothing of the kind. I've been too long on this side of the fence to lean hard on just guessing. Take it from me, WOR's got an uncanny way of packing sales dynamite into simple, sure-fire programs that keep hundreds of thousands of listeners close to where the sounds come from.

—that power-full station,
at 1440 Broadway
in New York

WOR

NOTE: We doubt whether anything could more emphatically underline the words above than the list which appears below and on the following pages. Here in black and white are the names of 262 sponsors who have used WOR during the first 6 months of 1944. The messages of the majority of them were carried on WOR-created shows.

COMPANY	PRODUCT
AMUSEMENTS	
Bamberger, Theron	*"Tomorrow The World"—show*
Columbia Pictures Corp.	*"None Shall Escape"—movie*
	"Cover Girl"—movie
	"Address Unknown"—movie
Loew's Inc.	*"Song of the Open Road"—movie*
Metro-Goldwyn-Mayer	*Pictures*
Metro-Goldwyn Picture Corp.	*"Madame Curie"—movie*
	"Bridge of San Luis Rey"—movie
	"Lost Angel"—movie
	"Lady and The Monster"—movie
	"See Here Private Hargrove"—movie
	"Tunisian Victory"—movie
	"Follow The Boys"—movie
	"White Cliffs of Dover"—movie
Meyer Davis	*"Wallflower"—show*
Paramount Pictures, Inc.	*"The Uninvited"—movie*
	"Standing Room Only"—movie
	"Lady in the Dark"—movie
	"For Whom The Bell Tolls"—movie
	"Dr. Wassell"—movie
Playland Holding Corp.	*Rockaway Playland Park*
Republic Pictures Corp.	*"Fighting Seabees"—movie*
Ringling Bros. & Barnum & Bailey	*Circus*
R.K.O. Pictures, Inc.	*"Higher and Higher"—movie*
	"Up In Arms"—movie
	"Snow White and the Seven Dwarfs" —movie
	"Desert Song"—movie
Select Theatres Corp.	*"Ziegfeld Follies"—show*
	"Mrs. January & Mr. X"—show
	"Ten Little Indians"—show
Twentieth Century Fox Film Corp.	*'Life Boat"—movie*
	"Song of Bernadette"—movie
	"The Sullivans"—movie
	"Purple Heart"—movie
	Film Productions
United Artists Corp.	*"A Voice in the Wind"—movie*
	"Up in Mabel's Room"—movie
	"Knickerbocker Holiday"—movie
	"Hairy Ape"—movie

COMPANY	PRODUCT
AMUSEMENTS *(Cont.)*	
Universal Pictures	*"Gung Ho"—movie*
	"Christmas Holiday"—movie
Warner Bros. Pictures, Inc.	*Film Productions*
	"Desert Song"—movie
	"Adventures of Mark Twain"—movie
AUTOMOBILES	
General Motors Corp.	*Institutional*
BEVERAGES	
Dubonnet Corp.	*Dubonnet Wine and Vermouth*
Edelbrau Brewery, Inc.	*Edelbrew Beer*
Gambarelli and Davitto	*Swiss Colony Wines and G&D Vermouth*
Great Northern Wine Co.	*Gallo Wines*
Hoffman Beverage Co.	*Hoffman Beer and other beverages*
Petri Wine Company	*Wine*
Piel Brothers	*Piel's Beer*
Renault and Sons, Inc., L. N.	*Wines, Champagne and Vermouth*
Ruppert Brewery, Jacob	*Ruppert's Beer and Ale*
Schaefer Brewing Co., F. & M.	*Schaefer Beer*
Trommer, Inc., John F.	*Trommer's White Label Beer*
CLOTHING AND APPAREL	
Bali Brassiere Co.	*Bali Brassieres*
Davidson Bros. Corp., The	*"Mary Barron" slips*
Douglas Shoe Co., W. L.	*Shoes*
Goodall Co., The	*Palm Beach Suits*
Gotham Hosiery Co.	*Hosiery*
Lee Co., The Frank W.	*Lee Hats*
Minor and Son, Inc., P. W.	*Treadeasy Shoes for Women*
CONFECTIONS AND SOFT DRINKS	
Abbott's Dairies, Inc.	*Jane Logan DeLuxe Ice Cream*
American Chicle Co.	*Chewing Gum*
Association of Manufacturers of Confectionery and Chocolates	*Confections*

VOR *sponsors (continued)*

COMPANY	PRODUCT
CONFECTIONS AND SOFT DRINKS *(Cont.)*	
Beech-Nut Packing Co.	*Gum and Confections*
Borden Co., Pioneer Brands Div. of The	*Horton's Ice Cream*
Breyer Ice Cream Co.	*Breyer's Ice Cream*
Clark Brothers Chewing Gum Co.	*Clark's Teaberry Gum*
Mason, Au and Magenheimer Confectionery Mfg. Co.	*"Dots" and "Black Crows" candy*
Paul Inc., Peter	*Candy and Chewing Gum*
Philadelphia Dairy Products	*Dolly Madison Ice Cream and Aristocrat Ice Cream*
Rockwood and Co.	*Rockwood's Chocolate Bits*
Wrigley, Jr. Co., William	*Gum*
DRUGS AND PHARMACEUTICALS	
B C Remedy Co.	*B C Remedy*
Bauer & Black Co.	*Blue Jay Foot Products*
Beaumont Co.	*Beaumont 4-Way Cold Tablets*
Block Drug Co.	*Gold Medal Capsules*
Briggs Co., C. A.	*H-B Cough Drops*
Carter Products, Inc.	*Carter's Little Liver Pills*
Ex-Lax, Inc.	*Ex-Lax and Jests*
Foster Milburn Co.	*Doan's Pills*
Grove Laboratories, Inc.	*Grove's Bromo-Quinine, Vitamins and Cold Tablets*
Humphrey's Homeopathic Medicine Co.	*Humphrey's "77", "15", or other acceptable product*
Lanteen Medical Laboratory	*Vi-Teens (vitamin tablets)*
Lever Brothers Co.	*Vimms*
Lewis-Howe Co.	*Tums and NR Remedy*
Luden's, Inc.	*Mentholated Cough Drops*
Maryland Pharmaceutical Co.	*Rem and Rel*
McKesson and Robbins, Inc.	*Bexel*
Mentholatum Co., The	*Mentholatum Salve*
Miles Laboratories, Inc.	*One-A-Day Vitamins and Nervine*
Musterole Co.	*Musterole*
Pfunder, Inc., F. H.	*Pfunder's Tablets*
Pharmaco, Inc.	*Feen-A-Mint and Chooz*
Pinex Co., The	*Pinex Cough Syrup*
Piso Co.	*Piso Cough Syrup*
Plough Inc.	*St. Joseph Aspirin and Penetro Nose Drops*
Purepac Corp.	*Flemex*
Serutan Co.	*V-Bev, Serutan and Nutrex*
Stanback Co., Ltd.	*Stanback Headache Powder*
Vick Chemical Co.	*All Vick Products*
FOODSTUFFS	
Agash Refining Co.	*Royal Cook Salad Oil*
American Dietaids Co.	*Souplets*
Ams, Inc., Max	*Airline Prune Juice*
Atlantic Macaroni Co.	*Caruso Brand Food Products*
Beardsley's Sons, J. W.	*Peanut Butter*
Best Foods, Inc., The	*Hellmann's Mayonnaise and Nucoa, Hecker's Flour, Force and Presto*
Blue Moon Foods Inc.	*Cheese Specialties*
Borden's Farm Products of N. Y.	*Milk*
Brick Oven Bakers, Inc.	*Brick Oven Bread and Rolls*
Brill Co., H. C.	*Spaghetti Sauce*
Campbell Soup Co., The	*Soup*
Chef Boy-Ar-Dee Quality Foods Inc.	*Spaghetti Dinner*
Continental Baking Co.	*Wonder Bread*
Dannon Milk Products, Inc.	*Dannon Yogurt Milk*
Davis Sales Co., R. B.	*Cocomalt*
Delapenha and Co., R. U.	*Marmalade*
Duff and Sons Inc., P.	*Duff's Waffle Mix and Muffin Mix*
Duffy-Mott Co., Inc.	*Mott Apple Prod. and Sunsweet Prune Juice*
Dugan Brothers, Inc.	*100% Whole Wheat Products*
Durkee Famous Foods	*Durkee Salad Dressing*
Eppens Smith Co., Inc	*Holland House Coffee and Challenge Tea*

COMPANY	PRODUCT
FOODSTUFFS *(Cont.)*	
Fischer Baking Co.	*Fischer Bread and Cake*
Flako Products Co.	*Flako Pie Crust, "Cuplets" and Flakorn Corn Muffin Mix*
Florida Citrus Exchange	*Oranges and Grapefruit*
General Baking Co.	*Bond Bread*
Goodman and Sons, Inc., A.	*Noodles, Vegetable Noodle Soup*
Grass Noodle Co., I. J.	*Mrs. Grass' Veg. Noodle Soup and Genuine Egg Noodles*
Grocery Store Products Sales Corp.	*Kitchen Bouquet*
Gulden Co., Inc., Charles	*Mustard*
Hansen's Laboratories, Inc., Chr.	*Junket Rennet Powder and Tablets*
Hawaiian Pineapple Co. Ltd.	*Dole Pineapple Products*
Heinz Co., H. J.	*Heinz Mustard & "57" Sauce*
Indian River Canners, Inc.	*Grapefruit Juice*
Isbrandtsen-Moller Co., Inc.	*"26" Coffee*
Kellogg Company	*Pep, "All-Bran"*
Lever Bros. Company	*Spry*
Maggi Co., Inc.	*Maggi Bouillon Cubes and Seasoning*
Maine Development Comm.	*Maine Potatoes*
Martinson and Co., Joseph	*Martinson's Coffee*
Mattlage Sales Co., C. F.	*You-All French Dressing*
Megowen Educator Food Co.	*Educator Crax*
National Oats Co.	*3-Minute Oat Flakes*
Newark Cheese Company	*Sante Cheese or other acceptable products*
Pan American Coffee Bureau	*Pan American Coffee*
Paton Company, John G.	*Golden Blossom Honey and Yuban Coffee*
Penick and Ford, Ltd., Inc.	*My-T-Fine Desserts*
Phillips Packing Co.	*Soups and Vegetables*
Pure Food Co.	*Herb-Ox-Bouillon Cubes*
Purity Bakeries Service Corp.	*Taystee Bread*
Quaker Oats Company	*Quaker Oats and Mother's Oats*
Ralston Purina Co.	*Cereal Foods*
Richmond-Chase Company	*Heart's Delight Canned Fruit (peaches, apricots, prunes and whole fruit nectars)*
Ritter Company, P. J.	*Tabasco Catsup*
S & W Fine Foods Inc.	*Apple Juice*
Schonbrunn and Co. Inc., S. A.	*Savarin Coffee*
Seeman Bros.	*White Rose Tea*
Sheffield Farms Co., Inc.	*Dairy Products*
Skinner Manufacturing Co.	*Raisin-Bran*
Smith Co., Allen B.	*Smith's Split Peas*
Soy Food Mills, Inc.	*Golden Mix for Griddle Cakes and Muffins*
Stahl-Meyer Inc.	*Meat Food Products*
Stokeley Inc.	*Tenderoni*
Straub & Co., William F.	*Lake Shore Prune Juice*
Swift and Co.	*All Sweet Margarine*
Taylor Reed Corp., The	*Tumbo Puddings*
Uco Food Corp.	*Uco Coffee*
Walker's Austex Chili Co.	*Maxene*
Wander Co., The	*Ovaltine*
Ward Baking Co.	*Tip-Top Bread*
Washington Coffee Refining Co., G.	*G. Washington Instant Coffee*
Wheatena Corp., The	*Wheatena*
Williams Co., R. C.	*Royal Scarlet Coffee*
GAS, OIL AND ACCESSORIES	
Richfield Oil Co. of N. Y.	*Gasoline and Oil*
Sinclair Refining Co.	*Gasoline and Oil*
HOUSEHOLD EQUIPMENT & FURNISHINGS	
General Electric Co.	*Mazda Lamps*
INSURANCE AND FINANCIAL	
Employers' Group Insurance Companies of Boston, The	*Insurance*
Loyal Order of Moose	*Insurance Benefits*
Lumberman's Mutual Casualty Co.	*Insurance*

COMPANY	PRODUCT
INSURANCE AND FINANCIAL *(Cont.)*	
Mutual Benefit Health & Accident Assoc.	*Insurance*
North American Accident Insurance Co.	*Accident Insurance*
Savings Banks Ass'n of N. Y. State	*Savings Banks*
RETAIL ESTABLISHMENTS	
Ackerman Clothes, Inc., Simon	*Men's Clothing*
Adam Hat Stores	*Men's Hats*
Bloomingdale Bros. Inc.	*Department Store*
Bond Stores, Inc.	*Men's Clothing Stores*
Cascade Laundry, Inc.	*Laundry Service*
Conformal Footwear Co.	*Women's and Men's Shoes*
Fox, Inc., I. J.	*Fur Storage and Furs*
Hearn Dept. Store	*Department Store*
Howard Clothes Corp.	*Howard Clothes*
Macy and Co., R. H.	*Department Store*
Lorstan Studios	*Photographic Studios*
McCue Brothers and Drummond, Inc.	*Men's Hats*
Shattuck Co., Frank G.	*Schrafft's Restaurants*
Willoughby Camera Stores, Inc.	*Cameras*
SOAP AND HOUSEHOLD SUPPLIES	
Armour Soap Works	*Chiffon Soap Flakes*
Automatic Paper Machinery Co.	*Cut-Rite Waxed Paper*
Barco Laboratories, Inc.	*Barcolene Household Cleanser*
Colgate-Palmolive-Peet Co.	*Palmolive Soap and Supersuds*
Coughlin Co., G. H.	*Chimney Sweep*
Glidden Co.	*Spred Paint*
Griffin Manufacturing Co., Inc.	*Griffin Shoe Polish*
Gulf Oil Corp.	*Gulf Spray*
Hudson Pulp and Paper Co., The	*Paper Towels and Facial Tissues*
Kirkman and Sons, Inc.	*Soap and Soap Flakes*
Larvex, Division of Zonite Products Corp.	*Larvex Moth Products*
Lever Bros. Co.	*Rinso, Lifebuoy*
O'Cedar Corp.	*Furniture Polish, etc.*
Opitz, Inc., John	*J-O-Insecticide*
Radbill Oil Co.	*Renuzit French Dry Cleaner*
Seeman Bros.	*Air Wick (deodorizer)*
Simoniz Co.	*Simoniz & Simoniz Kleener*
Wilbert Products Co.	*Wilbert's Floor Wax and Shoe Cleaner*
Williams Co., R. C.	*OD-30*
TOBACCO PRODUCTS	
American Cigarette and Cigar Co.	*Pall Mall Cigarettes*
Axton-Fisher Tobacco Co., The	*Fleetwood Cigarettes*
Bayuk Cigars, Inc.	*"Phillies" Cigars*
Benson and Hedges	*Virginia Round Cigarettes*
Consolidated Cigar Corp.	*Harvester Cigars*
Frieder & Sons, Co., S.	*Garcia Grande & Habanello Cigars*
General Cigar Company	*White Owl Cigars*
Morris and Company Ltd., Philip	*Dunhill and Philip Morris Cigarettes*
Waitt & Bond Inc.	*Blackstone Cigars*
TOILET GOODS AND COSMETICS	
Artra Cosmetics Inc.	*Sutra*
Barbasol Co.	*Barbasol Shaving Cream*
Campana Sales Co.	*Campana Balm, Hand Cream, Old South Toiletries, Dreskin Coolies*
Carter Products	*Arrid*
Colgate-Palmolive-Peet Co.	*Colgate Dental Cream*
Conti Products, Inc.	*Shampoo and Soap*
Gillette Safety Razor Co.	*Gillette Razors and Blades*

COMPANY	PRODUCT
TOILET GOODS AND COSMETICS *(Cont.)*	
Hudnut Sales Co., Richard	*Salon and Beauty Preparations*
Johnson and Johnson	*Tek Toothbrushes, Baby Powder and Red Cross Surgical Dressings*
Jordeau Inc., Jean	*Zip*
Lamont Corliss and Co.	*Pond's Cream*
Manhattan Soap Co.	*Sweetheart Soap*
Marlin Firearms Co.	*Marlin Razor Blades*
Noxzema Chemical Co.	*Noxzema, Shaving Cream and Sunburn Cream*
Potter Drug and Chemical Corp.	*Cuticura Soap and Ointment and Cuticura Preparations*
Resinol Chemical Co.	*Resinol Soap and Ointment*
Roger and Gallet	*Lip Pomade*
Semler, Inc., R. B.	*Kreml Hair Tonic and Shampoo*
Web Distributing Co.	*Pyrozide (toothpowder)*
Wildroot Co.	*Wildroot Cream Oil*
Zonite Products Corp.	*Forhan's Toothpaste*
MISCELLANEOUS	
American Express Co.	*Travelers' Cheques*
American School	*Correspondence Courses*
Boots Aircraft Nut Corp.	*Aircraft Parts*
Buknore Farm	*Grass Seed*
Bulova Watch Co., Inc.	*Bulova Watches*
Cafe Zanzibar	*Night Club*
Consolidated Products Co.	*Buttermilk and Vitamin Products "E" Emulsion and Chick Emulsion*
Coxhead Corp., Ralph	*Vari-Typer Composing Machine*
Curtis Publishing Co.	*Saturday Evening Post*
Delaware, Lackawanna and Western Coal Co.	*'blue coal'*
Dixon Crucible Co., Joseph	*Dixon Pencils*
Dumont Laboratories, Inc., Allen B.	*Army-Navy "E" Award*
Emerson Radio and Phonograph Corp.	*Radios*
Esquire Inc.	*Coronet Magazine*
Fada Radio and Electric Co.	*Fada Radios*
Fear and Co., Fred	*"Chick Chick" and "Presto" Easter Egg Dyes*
Flex-O-Glass Mfg. Co.	*Flex-O-Glass*
Grumman Aircraft Engineering Corp.	*Aircraft*
Hamilton Ross Industries	*Children's Book of Rhymes*
Hartz Mountain Products Co.	*Bird Food and Joy Dehydrated Dog Food*
Helbros Watch Co.	*Watches*
Hotel Stevens	*Institutional*
Kerr Chickeries, Inc.	*Baby Chicks*
Longines-Wittnauer Co., Inc.	*Longines Watches*
Long Island Acres Inc.	*Real Estate*
Look, Inc.	*Look Magazine*
National Radio Institute	*Radio Course*
National Small Business Men's Asso.	*Institutional*
New Jersey Council	*Real Estate*
New York Central System	*Help Wanted*
New York Herald Tribune	*Newspaper*
New York Journal American	*Newspaper*
New York Post	*Newspaper*
New York Telephone Co.	*Telephone Service*
Painters' Association	*Institutional*
Port of New York Authority, The	*Help Wanted*
Quaker Oats Co.	*Ful-O-Pep Feeds*
Resort Hotels of Sullivan County	*Hotels*
Salsbury Laboratory, Dr.	*Poultry Remedies*
Sperry Corp., The	*Institutional*
Thermoid Co.	*Help Wanted*
Vitality Mills Inc.	*Vita-Fier (poultry feed fortifier)*
Waste Paper Consuming Industries, The	*Campaign to Conserve Waste Paper*
Waterman Co., L. E.	*Ink, Pens and Pencils*
Western Electric Co.	*Institutional, Employee Solicitation*
Wilson Sporting Goods, Inc.	*Sports Equipment*
Wool Novelty Co., Inc.	*Woolfoam*
Wright Aeronautical Corp.	*Help Wanted*

The Present and Future of Broadcasting

New Developments Coming Out of War To Be Utilized by Stations

By RAY C. ELLIS
Director, Radio & Radar Division, War Production Board

RAY C. ELLIS is admirably suited by virtue of both business and Government background to talk authoritatively about postwar possibilities facing broadcasters. Mr. Ellis, who has completed two years of Government work as head of the Radio & Radar Division, in private life was manager of the Delco Division of General Motors Corp. Prior to his association with Delco and the WPB, Mr. Ellis did engineering and sales work with Midwest Engine Co., Anderson, Ind., following his graduation from Massachusetts Institute of Technology.

MUCH of the credit for maintaining civilian broadcasting under difficult wartime conditions must go to the broadcasting industry for its fine cooperation with the War Production Board in following the Government regulations and restrictions which have been made necessary by military requirements for electronic equipment. The WPB recognizes the fine spirit shown by broadcasters in maintaining a high level of service to the public under these difficult circumstances.

On the question of whether more equipment will be available for broadcasting stations in the near future, it must be recognized that the military electronics program being carried out by the WPB Radio & Radar Division, calls for a 50% increase in 1944 over the stupendous electronics production in 1943, and every effort is being expended toward the maintenance of existing radio broadcast stations. These stations have an AA-1 rating, which is on a par with the military, for maintenance purposes.

Recognition of the importance of meeting military requirements and maintaining existing broadcast stations does not yet allow the production of equipment for new stations, nor an increase in power for existing stations. The FCC and the WPB have jointly approved construction of a very small number of new stations where required equipment was on hand. These are of low power, mostly 250 w, and were deemed desirable in the public interest.



MR. ELLIS

A procedure segregating the functions of WPB and FCC in acting on applications for new or expanding facilities for radio broadcasting stations was announced on Jan. 26, 1944.

This procedure provides that upon approving an application FCC will give the applicant a conditional grant, subject to WPB approval, for construction or modification of facilities. A permit will be granted by FCC after WPB has reviewed and approved the application. The procedure defines more clearly the field of operation of the two agencies and is the product of mutual study of problems of handling applications for new facilities.

Concerning the types of equipment which have been made available in recent months for broadcast stations, it may be said that the tubes needed for broadcasting are more readily available than they were six months or a year ago. A few types are still in very tight supply, such as 893, 833-A, 862 and 810. Practically all of the other smaller tubes and rectifier tubes are more available for maintenance and repair purposes. These may be obtained on an AA-1 MRO rating, as provided by Preference Rating Order P-133.

Studio equipment has been in tight supply and is likely to con-

(*Continued on page 154*)

WROK
The Blue Network
ROCKFORD, ILLINOIS
NOW MORE THAN 111,000 METROPOLITAN POPULATION
NATIONAL REPRESENTATIVES:
HEADLEY-REED CO.

Announcing the forthcoming publication of

RADIO ADVERTISING FOR RETAILERS

by C. H. SANDAGE

Visiting Professor of Business Research, Harvard University Graduate School of Business Administration to be published by the Harvard University Press

The study which this report summarizes was undertaken in 1942 and continued through the first half of 1944. It is an impartial case-analysis of the experience of more than 1,000 typical local and regional business houses throughout the United States which have used radio advertising.

In the foreword, Professor Melvin T. Copeland, Director of Research of the Harvard Business School, says, in part:

"Radio advertising, as one of the newer developments in the field of business administration, presents a timely and fertile field for constructive research. This is particularly true of local radio advertising; although considerable research has been conducted on the use of radio for national advertising, heretofore few studies have been made of the problems and experience of local advertisers in the use of radio. It was with special interest, therefore, that the Harvard Business School accepted a grant from the Columbia Broadcasting System for a study of the use of radio advertising by retailers and other local advertisers.

"...When industry again becomes dependent on civilian demand...a large volume of production and a high degree of employment can be maintained only if distribution and sales promotion are effective. Then the result of such studies as this one on local advertising will be especially useful..."

The study and report were completed by Prof. Sandage und the guidance of an Advisory Committee consisting of Professo Neil H. Borden, Harry R. Tosdal, Malcolm P. McNair, and Stanl F. Teele, all of the Harvard Business School. The book will be pu lished about November 1. Its price will be between $4 and $ Printing conditions are such that it may be advisable for those wh wish early copies to write their reservations to Division of Researc Harvard Business School, Soldiers Field, Boston 63, Massachuset

The format and typography of the book have been conceiv and directed by Mr. W. A. Dwiggins. It is profusely illustrated wi charts which summarize the findings.

The topics discussed are implied in the following chapter-title Extent and Character of Radio Use by Local Business Firms ★ Rad as a Medium for Selling Specific Merchandise ★ Radio a Builder of Good Will and Store Traffic ★ Factors Maki for Success or Failure ★ The Radio Audience ★ The Rad Program ★ Spot Announcements ★ The Commercial Me sage ★ The Radio Station ★ Advertising Agencies a Other Service Organizations ★ The Regional Advertis

DIVISION OF RESEARCH

HARVARD UNIVERSITY GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

Boston, Massachusetts

WJW

HAS THE TOOTHPICKS



BIG
FREDDIE MILLER

Have you ever actually seen a person whose eyes were propped open with toothpicks? Neither have we---but we have seen the same purpose accomplished right here with air-fare that is made to order for the majority of dialers seeking their morning eye-opener in entertainment. More of them turn to WJW than to any other regional station in Ohio.

And this WJW audience picture is opening the eyes of advertisers who pride themselves on seeing clearly at any time of the day.

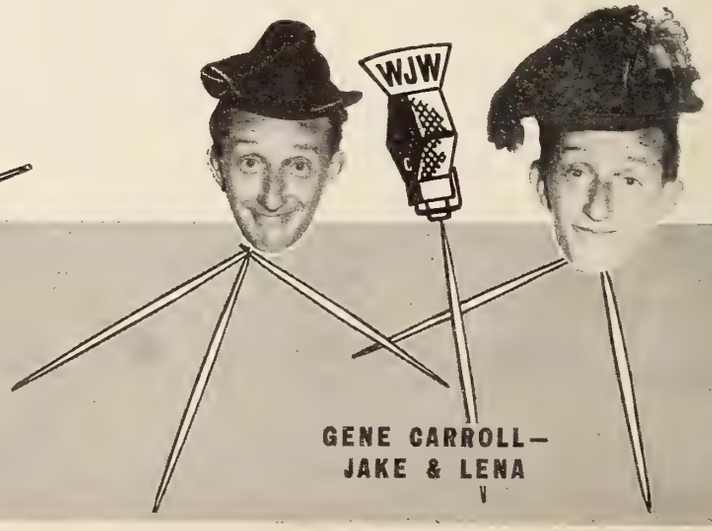
Biggest mo
of any region



BASHFUL
HARMONICA JOE



PIE PLANT PETE

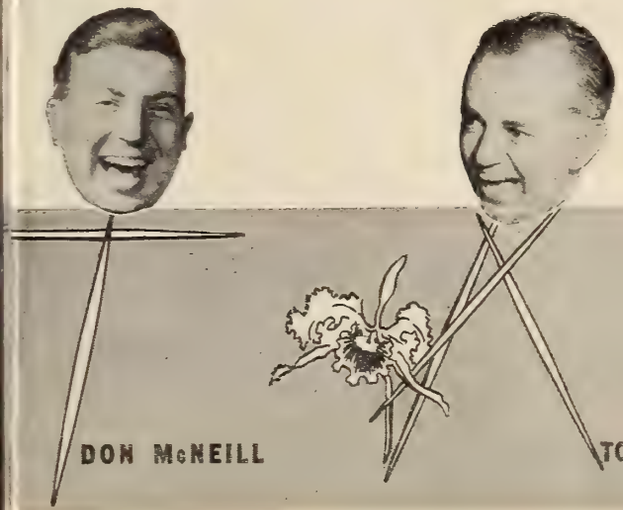


GENE CARROLL—
JAKE & LENA



rning audience
al station in Ohio

Ask Headley-Reed for evidence



BASIC BLUE

WJW 850

5000 WATTS

CLEVELAND



泐珀

CHINESE *HOOPER*-

(Free Translation):

"C. E. Hooper, Inc., has proved again and again that WMC, Memphis, Tenn., IS the station most people listen to most in the Memphis area."

★ 5000 WATTS DAY & NIGHT

★ NBC NETWORK

OWNED AND OPERATED BY

★ THE COMMERCIAL APPEAL

REPRESENTED NATIONALLY BY THE BRANHAM CO.

Film Company's Television Role

(*Continued from page 58*)

scription will prove to be the backbone of the programming system. Of course, when there are only one or two stations operating in the country, a live-talent program is the economical way to put on certain types of presentations, but simple mathematics will dictate when it becomes right and proper to film practically all programs. For example, if it costs $10,000 for a 15-minute film program for one station, the answer would undoubtedly be "No"; but if we have 100 stations—commercial applications for over 50 stations have already been filed—the cost per station is well within the bounds of good economic principles.

RKO is considering making syndicated sustaining programs available as soon as station construction starts.

Even after national or large regional networks are established, the film transcription will remain an important, if not *the* most important factor for all programs with the exception of course of sporting events and news events which are always hot flash news.

In the postwar period when television will flourish, the advertising dollar will be scrutinized more carefully than it is today and national advertisers will not be so ready to buy a 15-minute or half-hour spot on a network between the East and West Coasts and perhaps be in competition with a top-rating program carried by another network.

Advertising managers and market analysts will lean heavily on the spot type of telecasting. They



MR. AUSTRIAN

will pick the markets in order of their desirability, concentrate their appropriations on selected territories and make it a point to cover them at the best possible hours. Perhaps they might even give a repeat show.

Obvious, indeed, would be the great saving in land line charges and taxes by the use of film transcriptions, and obvious, too, how much greater a percentage of the rate card a local station operator would be able to retain by catering to this spot type of advertising.

U. S. SPONSORS EYE BRITAIN

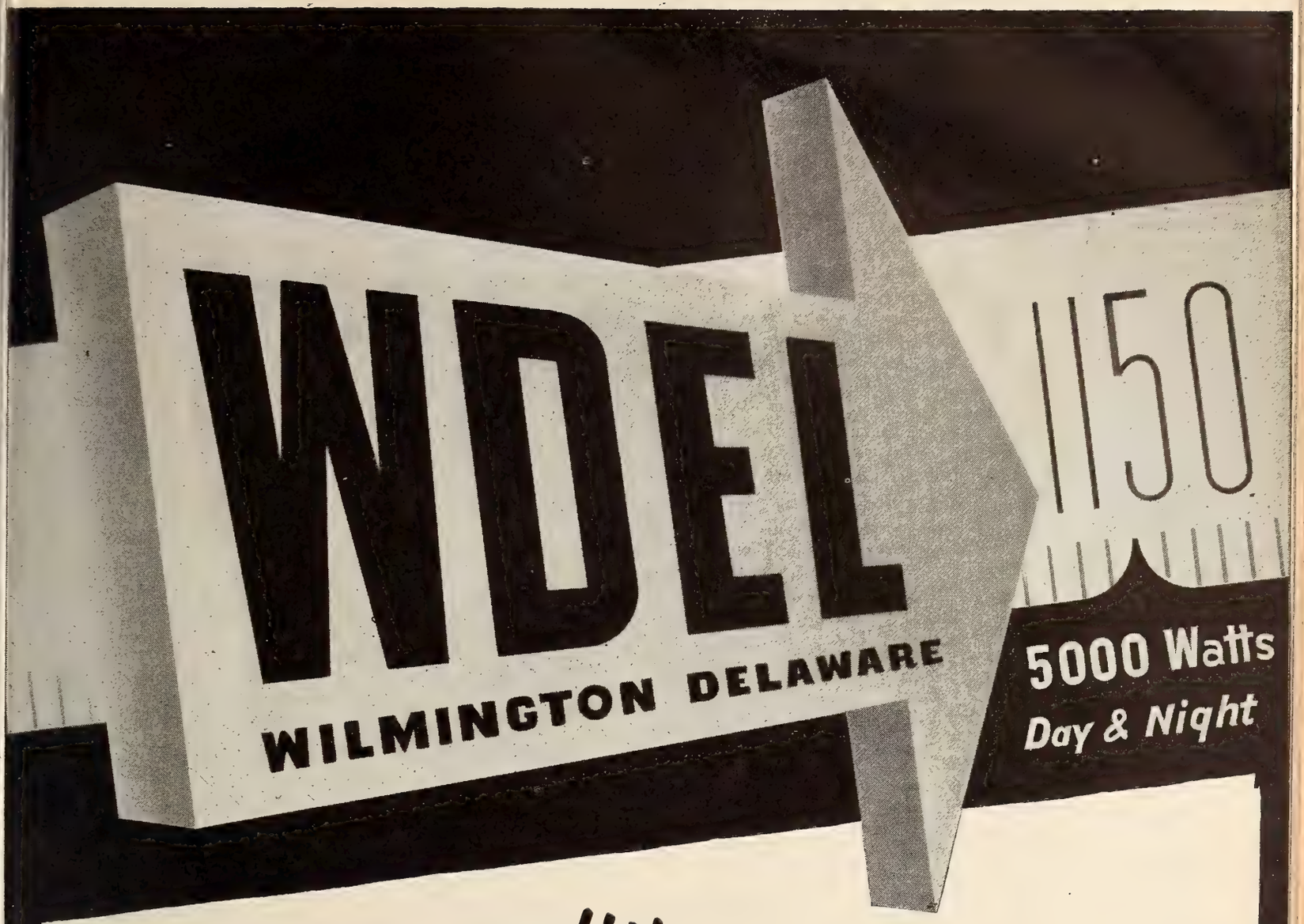
Commercial Radio, Television Chief London Topics; $100 Color Sets Predicted

DISCLOSURE that American manufacturers already have cabled their London agents to reserve time should Britain adopt a commercial system of broadcasting when the British Broadcasting Corp. charter expires in 1946, plus assurances that within a year after the war television sets will be available for 85% of British homes, are important topics of conversation and newspaper comment in London, according to Howard L. Chernoff, managing director of the West Virginia Network, now war correspondent in the European Theatre of Operations.

BBC recently began a survey of 500 persons to ascertain reactions to commercial broadcasting. That survey, writes a London newspaper correspondent, "was mysteriously cancelled". Advertisers already have held meetings looking to commercial radio, similar to the American system. Some favor retention of the Government-controlled BBC. Others want the commercial method, while still another group would introduce the Australian system, which has both a national, or Government-controlled network, and a commercial network.

Meantime the seven governors of BBC keep an ear attuned to both broadcasts and public reaction, Mr. Chernoff advised. He referred to a published story that the governors decided the broadcast of controversial questions would inject a new life into broadcasting. Tentative plans are to try it out in the fall.

A member of the British Institution of Radio Engineers was quoted in the *Sunday Graphic* as saying that Britain will have the finest television service of any country after the war and production will begin immediately on color receivers, to cost about 25 pounds ($100 American money). The screen, which will be "infinitely clearer than in the prewar days, will be about 12 inches square", said the engineer. He predicted sound films in the home in color within five years after the war and television newscasts in theatres.



Listener Loyalty

pays extra dividends to WDEL ADVERTISERS

WDEL has long been a potent force in the lives of the people living in the communities it serves. It covers a market that is normally one of America's wealthiest—now with sales soaring due to the greatly increased population brought here by its many war industries. Diversified, rich in industry and agriculture, WDEL's market includes Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

Your advertising dollars are well-spent on this vital station—whether you're advertising for more sales today or to build good-will and influence for tomorrow in the post war years.

WDEL

NBC BASIC NETWORK

REPRESENTED BY

RAYMER

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

What's Needed for a Television Station

Studio and Technical Facilities Must Be Adapted to Each Operation

By T. A. SMITH
Engineering Products Dept.
RCA Victor Division, RCA

WHAT SORT of station would I need to broadcast television? This is a question of considerable interest to those contemplating entering the visual broadcasting field. It is also a question which is not too easy to answer because of the multitude of factors which influence the layout and hence, the cost.

However, let's look for a moment at the standard broadcast situation and see what can be learned. It is obvious that no two of the 900-odd stations on the air are exact duplicates. There are stations designed to serve small communities, larger stations in metropolitan centers, and network origination stations in New York, Chicago and Los Angeles. Stations are equipped with transmitters ranging in power from 100 to 50,000 w. Stations have studios of various sizes, shapes and numbers.

Special Needs

If a station is to perform a public service, it must conform to the demands for service in its community and market. It is uneconomical to exceed the requirements by too wide a margin; it is short sighted to try to operate on a scale which will not permit adequate service. This means that facilities must be keyed to the particular situation. Over a period of time, most broadcast stations have attuned their facilities to the service requirements of their localities.

A good many broadcasting stations started with small installations. They grew as the demands for service grew, expanding their facilities to do the kind of job which was required. It is doubtful whether an independent station could have afforded five studios in 1923. Today many independent stations have at least this number.

Will it be possible for television to grow as sound broadcasting has grown, or will the public expect initial visual service at the same degree of perfection as 1944 broadcasting? This question must be answered if facilities are to fit the demands for service.

The answer, of course, involves economic problems. First, stations should have adequate facilities to do a first-rate job of entertainment for a limited number of hours weekly. As more transmitting time is required, the station should be prepared to expand its facilities to permit more service. In other words, television should put its best foot forward at the start, limiting the number of hours of programming which can be justified economically.

Experience has already shown that one hour of *good* program service per day is to be preferred to two or more hours of poor program service. High entertainment quality must be the television watchword. Secondly, stations should permit their facilities to expand and grow as the techniques of use are developed. At present, it is possible to produce interesting and entertaining programs without large costs, extensive lighting facilities or unusually complicated equipment layouts.

Need Not Be Fancy

Let's look at some parallel cases; for example, the summer circuit of "barn" theaters is able to present first-rate entertainment with excellent actors. They do not use a big chorus, extensive costuming or trick lighting effects. They are able to key their entertainment to their economic circumstances by selecting the proper vehicle for presentation.

In radio, for many years, Amos 'n' Andy were one of the most popular shows, yet they required no large casts or extensive production facilities. Similarly, television may present a good show by the use of ingenuity in programming. When economic conditions permit, stations should expand beyond the limitations imposed initially both as to hours of operation and scope of programs. It must, however, be emphasized again that television will have to entertain the audience or it cannot hope to succeed.

The suggestion is offered, therefore, that television stations grow with the art, doing a good job learning how to use the new medium and not attempting those things which cannot be done adequately. There are many program possibilities which fall within this field, including studio presentations, films and outside pickups of current events.

It is perhaps wise for the station to install simplified initial facilities which can be used to good advantage immediately, deliberately planning on a program of expansion over a period of years.

How would a medium power television station in a metropolitan area start operations? The studios could be located either in an existing building within the city limits or in a specially built structure on the outskirts of town. In either case, the one essential is plenty of area and height.

The more remote location will provide opportunities for expansion since land will not be expensive. The location should be chosen to avoid extraneous traffic or airplane noise. A relatively inexpensive construction can be used, still providing protection from the elements, with soundproofing and fireproof construction.

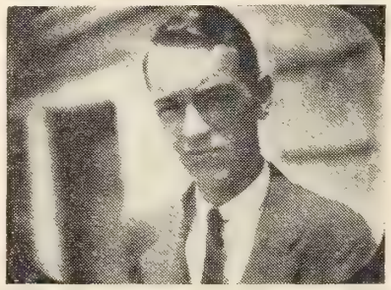
There is little necessity for elaborate treatment of the interior. At this point, a television studio had best be considered a workshop. Motion picture studio technique has demonstrated the flexibility of using "sets" within the studio rather than attempting formalized layouts.

Studio Equipment

Studios should, of course, be adequately equipped with lights and ventilating arrangements. Hollywood lighting fixtures which have been evolved over a period of time are also useful for television purposes. It may reasonably be expected that more sensitive television cameras will become available and naturally this factor will reduce the amount of light required in the studio as well as the ventilation problem.

Two studios would be desirable although one large studio together with a small "speaker's" room may suffice at the start. Two or three cameras can be used to advantage to present varied camera angles. A film projection booth containing 35 mm, 16 mm and slide projectors will be required. A single camera can be used in the "speaker's" room. Control room equipment must provide for handling of each camera, monitoring, switching and supervisory functions of the program director.

Sound equipment should include high output directional microphones mounted on boom stands or slung so as to be outside the picture. Separate control room sound apparatus will, of course, be needed.



THIS ISN'T a fuzzy picture or a bad engraving. It's a photograph of a television shot of the writer, made at Atlantic City in May 1939, during the NAB convention. At that time the writer was in charge of RCA television transmitter sales. That operation is still under his direction, in addition to his other duties.

Since field events offer unique and interesting program sources, without serious production problems and at relatively low cost, field pickup apparatus will form an important part of the station equipment. Such apparatus, built in suitcase form, has been used to good advantage by a number of the existing television stations. A light truck, equipped to carry the apparatus, is desirable.

Serious consideration has been given to the use of field equipment as initial studio apparatus. While this apparatus does not offer the flexibility of a standard layout of studio units, it will serve admirably during the period when techniques of use are being developed. Equipment can be mounted on a control desk in such a manner that monitors and controls are conveniently reached. The cameras are, of course, used in the studio in the conventional way.

At such time as the station is ready for the installation of permanent studio apparatus, the field equipment need not be discarded but can be used to supplement the remote pickup facilities.

Dual Transmitters

Television stations require transmission of both picture and sound. Hence dual transmitters are needed. The picture transmitter for a medium power station will probably be a 5 kw set. The transmitter location selected will depend upon the choice of a studio site. For example, if the studio is centrally located within the city, the transmitters may well be placed near the top of a tall building with the antenna on the roof.

If the studio is outside the city, the antenna may be supported by a steel tower to gain height, with the transmitters in a building at the base on the same plot as the studios. Of course, the studio and transmitters may be physically separated by greater distances although this will necessitate the use of either radio or cable links between.

To sum up, it would appear that a medium power television station, located in mid-city), should consist of a large studio, at least two stories tall, equipped with lighting and ventilation, sound treated but not necessarily with a decorative finish. A control room raised above the floor level would house the control equipment. Nearby, a projection studio would contain film and slide projectors. A small auxiliary studio would complete the initial facilities. The transmitters would be placed in a penthouse on the roof of the same or an adjacent tall building. The

(*Continued on page 124*)



"What's past is prologue"

SHAKESPEARE, THE TEMPEST, ACT II, SC. I

THE RECORDS OF THE PAST

ARE BUT A CHALLENGE FOR THE FUTURE,

TO RENDER AN EVEN GREATER SERVICE

TO WLW LISTENERS

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION

A Radio Audit Bureau of Circulations

Common Base to Give Answers Wanted By Advertisers Is Advocated

By FRANCIS N. McGEEHEE*

WITH increasing frequency one hears the comment, "Radio needs an Audit Bureau of Circulations".

There is no generally accepted method of identifying the areas within which individual stations can be heard. There is no equally acceptable system of measuring the relative popularity of programs broadcast to possible listeners residing in those areas.

And with the arrival of FM and television, and their radically different patterns of territorial coverage, the timebuyer's problem in ascertaining who *can* listen to a given program, or to a radio station, on AM and/or FM—to say nothing of the measurement of the number who do listen—will indeed be "something."

After the War?

In radio's adolescence the lack of exact information about its potential audience, and its actual audience, was forgiven.

It was enough to see sales curves zoom, to count the stacks of mail, box tops, coupons, and to note the other surface reactions to what was then a novel, dramatic, and sometimes highly productive form of advertising.

But it is now 20 years since the crystal set, and there are occasional indications that the law of diminishing returns is beginning to work against radio, that its phenomenal ability to produce results may not continue to skyrocket at its pre-Pearl Harbor rate after the war.

Neil McElroy, vice-pesident of Proctor & Gamble Co., alluded to a possible approaching saturation point in radio advertising productivity at a meeting of the New York Newspaper Representatives Assn. recently.

He said, "Radio advertising will doubtless continue to increase until the economics of the medium change either because of increased time and talent costs or because the increase in number of networks reduces the attainable coverage of any individual program."

Before that time arrives, or before radio's economic position is seriously or generally challenged, it is indeed advisable that the industry and its advertisers find a commonly acceptable statistical base for an accurate answer to these questions:

(a) What *are* justifiable time and talent costs in relation to the number of persons actually listening to the program?

(b) What *is* the *attainable* coverage of a program in relation to the *potential* coverage provided by radio stations?

(c) To what degree is the time seller (the station), and/or the timebuyer (the advertiser) responsible for the success or failure of a radio advertising effort?

In radio, possibly because of the intensity of competition, there seems to have grown up—deliberately or otherwise—a great confusion between cause and effect, between what circulates a program, and what makes interest in that program, between the basic function and responsibilties of program *broadcasters* and program *producers.*

Fact or Fiction

In 20 years practically every kind of research has been used in an effort to separate fact from fiction. There are those who say—and with some justification—that the medium is "over-researched", and there is a possibility that what radio needs is not more research but better research, a reorientation of thought on (a) what information is needed to make radio an even more effective sales instrument, (b) what is required to emphasize the advantages of radio advertising by putting it on a statistically comparable basis with other media, and (c) how to get it, at reasonable cost.

In all forms of advertising, there are two basic forces which produce an "audience" for visual or oral commercial announcements:

1. *Creation of an advertising message* interesting to those who have need for the product or service to be advertised. In newspaper, magazine, outdoor or other visual advertising this is called the "copy". In radio, it is the "program".

2. *Distribution of that message* in the areas where the goods are on sale, or where the advertiser wants to put them on sale.

The Audit Bureau of Circulations—and the Traffic Audit Bureau, in the outdoor advertising field—are concerned only with the *distribution of the message.*

The evaluation of advertising copy, the measurement—or supervision of the measurement—of copy efficiency, "observation", "readership", before or after it is distributed, is not a function of the ABC or TAB. That is the province of the Advertising Research Foundation, the Continuing Study of Newspaper Readership, the Starch or Clark Magazine Reports, and other private and commercial organizations specializing in the study of advertising copy.

If radio is ever to have an instrument comparable with the ABC or TAB, it must confine its function strictly to a measurement—or supervision and authentication of the measurement—of the facilities for the distribution, the "circulation", the "broadcasting" of the advertising message.

It must measure the *medium,* the advertising *vehicle,* the *carrier* of the advertising message—not the message itself.

What the ABC Shows

There is a popular misconception in the radio industry about the status of the ABC and what is contained in an ABC report.

The ABC measures nothing. Briefly, its function—and practically its only function—is to audit the circulation records of newspapers and magazines periodically (usually once a year) to substantiate the circulation statements of publishers, which in the newspaper field are released to advertisers, on forms provided by the ABC, twice a year.

The annual ABC newspaper Publishers Report, for instance, does not "guarantee" any specified number of *readers* of either the paper or any advertisement. It merely states that, in a period of 12 months, the publisher *sold* a specified number of copies on an average day. In substance, it implies that any advertisement which the paper publishes has an average daily expectancy of being distributed to—and therefore available to be read by—a specified number of newspaper purchasers in the territory in which the newspaper circulates.

There is no basic reason why a radio station cannot guarantee to make a radio program available to a specified number of possible listeners, within a specified area, on an average day.



MR. McGEEHEE

It is a radio station's (1) power, (2) frequency, (3) tone quality, (4) antenna location, and (5) reputation, or "listener popularity", which provide the facilities for the "circulation" of an advertising message.

It is fundamentally these facilities—and these facilities only—upon which time rates are or should be based. It is fundamentally the service which the station sells the advertiser. The program — the "copy"—is basically the advertiser's responsibility.

The Audit Bureau of Circulations certifies to the *average daily number of copies of the publication* able to be read by— aspecified num- *SOLD in 12 months.*

It does not attempt to report the number of *readers* of these publications.

It does not attempt to measure, study, record, certify or report the "observation" of advertising copy, or the "readership" thereof.

It is generally recognized that "ABC figures" are *averages.* It is known that newspaper circulations, like radio audience potentials, fluctuate (sometimes violently) day by day, week by week, season by season and that today's newspaper purchasers are not the same as tomorrow's purchasers.

Basis for Comparisons

The ABC is eminently satisfactory to most advertisers within the limits of its function, i.e., the certification of the average number of opportunities which the advertiser buys from the publisher to get his copy read.

It is satisfactory because practically every daily newspaper in the country is measured and can be compared on an identical and therefore, comparable basis, i. e., the ability of a newspaper to distribute an advertisement into a given area to a given average number of newspaper purchasers.

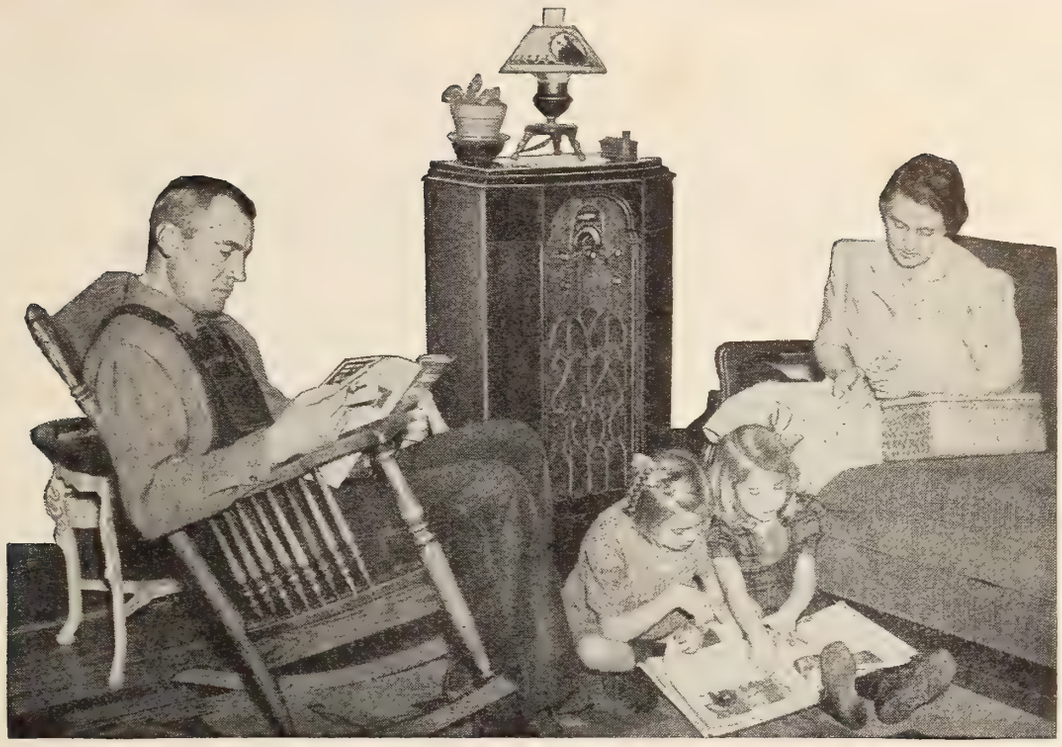
Why then should the radio industry continue to experiment with research methods in an effort to find a way to measure *simultaneously* (1) the number of potential listeners provided by each radio station, (2) the number of these listeners "available" in each hour of each day, of each of 52 weeks, and (3) the number of these who actually listen to each program?

Particularly, why should the industry attempt to cover so much ground at one time when all that is necessary to put radio broadcasting facilities on a comparable basis with publication facilities is to provide a simple, numerical count of the number of possible listeners to programs broadcast by a station within a defined signal area?

Why should the industry and advertisers not adopt a standard for the measurement, on an identical basis, of the areas in which

(*Continued on page 122*)

*Francis N. McGeehee for many years was connected with the Scripps-Howard newspapers in research, advertising sales, and executive capacities. As general sales manager of the principal sales organization in the outdoor advertising industry, he has had a unique experience in both systems of circulation measurement in the visual advertising field, the Audit Bureau of Circulations and the Traffic Audit Bureau. He is the originator of several research technics now used widely in advertising, three having won recognition in the Annual Advertising Awards. Recently associated with Crossley Inc., he is establishing his own business as a sales promotion consultant.



"KFAB is a Member of Our Family Circle"

"We are like most Nebraska farm families, I guess—depending on KFAB for both entertainment and instruction.

"I don't listen to *all* the programs, but I pay close attention to the news and the market reports especially. My wife works and listens at the same time—doing her mending while she listens to Jessie Young's home-making talks. And, of course the youngsters have *their* favorite programs which they always tune to.

"So it is no wonder that we use so many KFAB-advertised products. I use them in my work on the farm—and my wife uses them in her work around the house. That includes quite a variety of articles...everything from farm machinery to breakfast food...from hand lotion to seed corn...all the necessities and many of the luxuries the modern farm family requires.

"If you have a product you'd like for us to know about, you can advertise on KFAB with confidence that we'll hear what you have to say."



"The **BIG** *Farmer of the Central States"*

KFAB



LINCOLN, OMAHA

780 KC - 10,000 WATTS BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY

How Much Does a Television Station Cost?

Less Than $100,000 Needed if Care Is Used in Buying Equipment

By WILLIAM C. EDDY*
Director W9XBK
Balaban & Katz Television Station, Chicago

MANY station owners have of late been casting interested side glances at the video business as a possible line of postwar development. Logically they see in this business of "pictures through the air" a new and extremely important phase of broadcasting but in many cases, the reported price tag has left them in the category of window shoppers rather than customers.

I will not argue that it has not already cost large sums of money to develop and operate our present experimental outlets nor will I dispute the fact that television can continue to be expensive if the extravagances of the past are continued.

Integrated Units

Today it is possible for the potential video broadcaster to by-pass many of the expensive research and development costs of the past by buying packaged television equipment. These integrated units can be obtained in many combinations to fit the problems of each locality.

For instance, a complete camera chain with amplifiers, signal generators and control quipment can now be had for prices ranging upward of $20,000 with subsequent chains running somewhat cheaper. Likewise a video-audio transmitter capable of servicing the average local market with which television is concerned can be picked up for around $20,000.

The average studio must have at least two and preferably three camera chains which will list at around $50,000. Sound, lighting, and other contributory apparatus should be easily obtainable for under $10,000 providing the buyer knows what he wants and is willing to limit his purchases to a minimum.

A tele-film chain, equipped for both film and slide projection will probably cost another $20,000 and will be a necessity in the production of a balanced program. Allowing a generous $10,000 for installation and incidentals, the equipment cost of a two camera-one film studio and transmitter will run close to $80,000 installed and operating.

This combination at $80,000 would in all probability be the minimum required for successful operation. Variations of the basic selection can be had which will enlarge both the scope of the operation as well as the cost but it is generally conceded that a single studio station can be had for under $100,000.

Unluckily the average radio station owner who is today pricing television can be compared with the play-boy camper who goes to a sporting goods store and asks to be outfitted for a camping trip to the north woods. Besides the bare essentials he is generally billed for many interesting but extraneous prices of equipment which will later be discarded in the light of experience. Possibly this over-enthusiasm of the tele-salesman already has indicated a price tag of well over the hundred thousand mark for equipment.

Studio Problems

The equipment cost is above and beyond the expense of the property on which the station will be operated. Many radio broadcasters plan to convert existing studio space into television stages, a plan not without precedent and definitely the logical procedure if cost is to be considered.

The average radio studio with a ceiling height of better than 14 feet can handle better than 50% of all the shows that will be brought in for staging. In addition this space will normally be satisfactory from the acoustical standpoint and will be wired for the necessary sound channels. Control room space will also be available resulting in a further cut in cost of the installation.

Normally the transmitter for television will be located close to the center of the service area rather than in the outskirts of the city. This change in location is dictated by many factors among which is the necessity of creating maximum signal where the maximum local interference exists which is, of course, the downtown commercial section.

This will, no doubt, require a new transmitter site which may or may not add to the cost of operation. The practice today has been to locate the transmitter as close as possible to the studio to reduce both the cost of duplicate personnel and the extremely high expense of coaxial interconnections.

At WBKB in Chicago as well as WABD in New York, WPTZ in Philadelphia, and W6XAO and W6XYZ in Hollywood the transmitters are installed in the same space that houses the studio facilities. Experimentation has proved that the problems of shielding the cameras and studios from re-radiation is neither complex nor expensive.

In addition to the studio, space will be required for dressing rooms and prop storage. Apparently two dressing rooms for each studio in operation is a reasonable and workable standard. It is also a necessity to provide some space for pre-camera rehearsals. Radio stations can many times divert empty sound studios for this purpose and thus again reduce the overhead of operational costs.

The problem of manpower is one that will today vary from a minimum of 8 operators to well over 20 for each studio in work. It can be assumed, however, that eventually this wide variation will be reduced by reason of operational codes and that both the personnel and cost of operation will become standardized on a "per studio" basis.

Production Costs

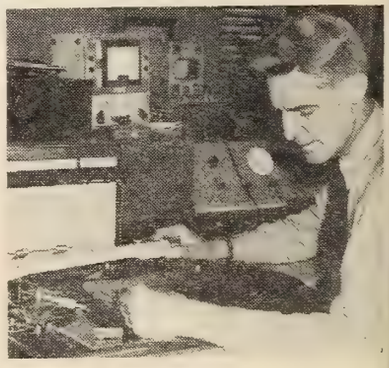
The cost of television programming remains the one variable that cannot be predicted. Above and beyond the cost of talent, a scale that has as yet not been set, is the production budget. This figure, which takes into consideration the procurement of story material for dramatic presentation and the costs of scenery, props, and effects, can vary between wide limits. The costs of simple programming, news, educational interviews, simple plays and novelty acts can, however, be covered with a reasonable operational budget. In many ways this problem is not as baffling as it may seem.

Like radio, a simple sustaining show will generally return its cost to the broadcaster and as the cost of production rises the value of the spot normally increases in direct

(*Continued on page 154A*)



Mr. Eddy Builds a Seacoast in Miniature



Eddy in Laboratory

* The opinions and views of the author expressed herein are personal, not official, and in no way represent the policies of the U. S. Navy Dept.

IN RADIO, he's Bill Eddy. In the Navy he's Comdr. William C. Eddy, USN (Retired), recalled to active duty, as commanding radio officer in the Chicago Naval District. A former submarine officer, he was retired physically because of deafness in 1934—the result of years of service in submersibles. Upon retirement he joined Philo T. Farnsworth in Philadelphia, pioneering in television. In 1937 came a tour with NBC's television department in New York, and in 1940 he journeyed to Chicago to head Balaban & Katz television. When the Japs committed the Pearl Harbor atrocity, he donned the Navy Blue again and transformed the B&K station into a school to train Navy radio technicians. He has to his credit numerous inventions related to video, such as a unique focusing device, a new camera design, the micrometer drop and a projection kaleidoscope.

NEVER TOO CLOSE TO THE TREES

TO SEE THE FOREST

Once upon a time there was a member of a great family whose fame traveled to the far corners of the land. Now it came to pass that one day he was beset upon every side by loud words of praise. His was a kingly influence among the peoples. Yet, in these days of plenty, he tried not to forget that in his family rested the true strength of his position. That family is broadcasting—that member of the family, KMBC. Through advertising columns KMBC is telling the story of this industry's service to a nation in war as in peace, bringing to American enterprise testimonials of those in all walks of life. Further evidence that KMBC seeks constantly a position of operation NEVER TOO CLOSE TO THE TREES TO SEE THE FOREST.



KMBC

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS

Of course—
KMBC-FM
An extra service
at no extra cost.

The New WDSU offers...

- 5000 Watts, delivering 20,000 Watts in the populated areas of South Louisiana
- Only New Orleans station with both PA and UP News Services
- Occupies a central dialing position
- Is affiliated with the Blue Network
- Emphasizes local programming

and

- Most Powerful Southern Station
- 24 Hour Operation

Ex-Commissioner Peers Into Future

Important Radio Role Seen in Postwar World

By HAROLD A. LAFOUNT

HAROLD A. LAFOUNT is one of four former members of the Federal Radio Commission and its successor FCC still active in radio. Others are Judge E. O. Sykes, practicing radio attorney in Washington; O. H. Caldwell, editor of *Electronics Industries*; and Comdr. T. A. M. Craven, who left last July to become vice-president of Iowa Broadcasting Co. All told, 19 men, aside from those now incumbent, have served on those Commissions since 1927. Mr. Lafount, named to the original FRC in 1927, served until 1934. He is now vice-president of WNEW and WOV New York, WPEN Philadelphia, and WNBC Hartford, and president of WCOP and WORL Boston —all identified with the Bulova radio interests. He was chairman of the Radio Committee of the New York City War Fund in 1943 and is chairman again this year. He is also a member of the National Radio Committee of the National War Fund.



Mr. Lafount

RADIO has a role in the postwar world that challenges the imagination. Along with television, motion pictures and the press, it is the instrument that will carry the messages of hope, reconstruction and democracy to men and women who are once more free. It can become a bond that will hold free peoples together in the pursuit of common aims. In a very real sense, therefore, the future of the world will be influenced by the development and control of these modern means of communication.

Used by Dictators

Looking backward, I sincerely believe that with free and intelligent use of radio this war might have been avoided. But we didn't have free and intelligent use of radio in the prewar years. The dictators prostituted radio to their own aggessive purposes. They prohibited free communication with the world beyond their own borders and used the ether waves to spread their vicious propaganda both at home and abroad. Radio was thus diverted from its great mission of spreading human understanding around the globe.

Likewise motion pictures and newspapers from democratic lands were excluded from the Fascist countries. There was no spontaneous and unbossed exchange of information and ideas. The Germans and Italians were not allowed to know what we were thinking and doing. If they had been well informed about our determination to remain free and to prevent the world from being overrun by dictators, I cannot believe that they would have acquiesced in the war-making policies of their leaders.

Nor should we forget that we, too, were poorly informed as to what was taking place in Germany, Italy and Japan. World-wide freedom of communications would have increased our awareness of the dangers growing out of the dictatorial systems that were determined to spread their vicious doctrines over the earth. It is an ironic thought that the very period which gave the world its most marvelous medium for the exchange of ideas also brought a global war because of hatred, suspicion, lack of information and lack of understanding among men.

Our peacemakers should be doubly impressed, therefore, by the necessity of insuring free radio, free television and free exchange of motion pictures in the postwar world. If we expect to attain lasting peace, we must put first things first. That means we must start by disarming the heart and the mind—by centering the energies of mankind on constructive enterprises and better ways of living in place of war.

We must help the peoples of all lands to see the advantages of the democratic way of life. Obviously this will entail a free flow of information and ideas. Our peace will rest on a very insecure basis indeed if free radio and free exchange of films are not made cardinal principles in the relations among all nations.

Adjustment Periods

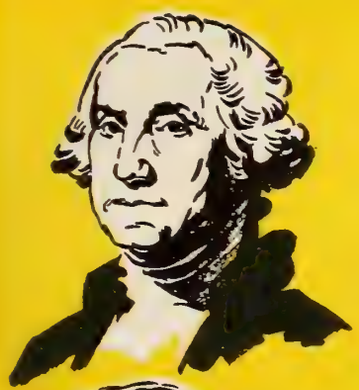
It is too much to expect that peace can be attained by merely signing peace treaties. Long periods of adjustment, gradual development of new institutions and extension of understandings between peoples will be necessary. If radio and television are to play their part in this process, the industry responsible for their development must also have opportunity to grow and expand and to improve its services. Much better radio service in many lands will be needed as well as constant enrichment of programs and improvement of techniques in our own country. The American genius for making an enterprise click will be in constant demand. For radio itself has to be progressive and successful before it can attain any great usefulness in the cause of peace and human advancement.

Now, of course, this relation of radio to world peace does not mean that the ether waves should be burdened with much oratory on how to avoid war, advice to our neighbors or propaganda about the glories of American democracy. Radio's contribution is much more basic than that. Radio is an instrument that enables people of different lands to share a laugh, to hear a concert or drama or listen in on advertising of innumerable products. Through its programs at almost every hour and every day of the year our neighbors come to know the things we eat and drink, the gadgets we use, the entertainment we have—in short, the way we live.

Such incidental information about American life stimulates the demand abroad for American goods. It tends to lift standards of living both here and abroad by promoting an exchange of products that each country is especially equipped to grow or make. It gives our neighbors an awareness of what our democratic civilization has been able to produce. Likewise it brings to us a keener appreciation of the music, customs and problems of other lands.

Perhaps the simplest way of putting it is to say that free radio promotes a reaching out to lands and peoples that have been virtually unknown to us. That reaching out creates new wants, new ideas, new opportunities and new understandings. It does not force the customs of one people on another, but it does give all a better chance to know the world in which they are living and more opportunity of moving toward ways of living that have proved to be the most satisfying.

In many respects, then, free radio becomes an expression of the dynamic age in which we are living. I find it impossible to visualize a peaceful world after the war has been won without widespread operation of this great medium of communications free from the influences that debauched it in some countries during the prewar years.



GEORGE WASHINGTON SAID—

"The spirit of encroachment tends to consolidate the powers of all (governmental) departments into one and thus create, whatever the form of government, a real despotism."



ABRAHAM LINCOLN SAID—

"I want every man to have the chance . . . in which he can better his condition."



BENJAMIN FRANKLIN SAID—

"Whoever would overthrow the liberty of a nation must begin by subduing the freeness of speech."

To avoid despotism . . . to give every man a fair chance . . . to maintain the "freeness of speech"—to these three golden goals WJR dedicates the vast power of "Michigan's greatest advertising medium" so that our returning heroes, their sons and their grandsons may glory in the fruits of democracy, which include *free speech through the free air of a free land.*



Listen to
"VICTORY F.O.B."
Every Saturday on
WJR—CBS Network
3:00 p.m. E.W.T.

WJR
THE GOODWILL STATION
50,000 WATTS · DETROIT
CBS

BASIC STATION, Columbia Broadcasting System . . . G. A. RICHARDS, Pres. . . . LEO J. FITZPATRICK, Vice-Pres. and Gen. Mgr. . . . EDWARD PETRY & CO., INC., National Representative

Are you getting that *extra* in this *all-important* market?

Many advertisers are adding WINX to their present schedules in Washington, D. C.

They appreciate the loyalty and confidence of the WINX listenership. The intimate, hometown relationship between station and public.

They feel that their product will find ready acceptance among this inspired audience. *And it will.*

Follow the lead of the local merchant. He is buying *Most on WINX.*

The Best Test Market at MINIMUM COST



WINX

Washington 1, D. C.

Represented Nationally by FORJOE & COMPANY

Extension of the Frequency Spectrum

New Services Foreseen From Allocation Revision

By C. B. JOLLIFFE

Chief Engineer
RCA Victor Division
Radio Corporation of America

SINCE 1920 there have been two major extensions of the frequency spectrum. Each has made possible the development of new services, and new industries have been created by provision of adequate and suitable frequency space.

In order to find room for broadcasting, it was necessary to use the part of the spectrum above 500 kc, in which previously the maritime services had used a few frequencies for spark transmitters. This extended the useful range of the spectrum to 1500 kc and by that means provided room for the development of the broadcast industry. This industry has flourished since sufficient space was allocated to provide a national service.

At about the same time exploration started in the frequencies above 1500 kc and it was found that frequencies in this part of the spectrum were suitable for long-distance communication services, also that the lower portion of this frequency spectrum was suitable for short-distance communication service. Out of this exploration there came an allocation which recognized the peculiarities of propagation and provided space for worldwide communication service and, later, short-distance communication service used largely by police departments to inaugurate police communications. This portion of the spectrum also provided safety communications for aircraft and made possible safety communications for this service during the early development of air transportation.

New Industries

This extension of the spectrum resulted in several new industries, for example, worldwide communications, international broadcasting, emergency services, aeronautical communications, and several others.

In general, these services grew without much planning of the frequency spectrum. It was not until late in the 1920's that this portion of the spectrum started to become crowded. Attention to this crowding of the spectrum was brought to a focus at the time of the International Radiotelegraph Convention of Washington, D. C., in 1927. During this convention worldwide agreement was obtained on an orderly allocation to services in the entire frequency band from 10 to 30,000 kc. This was a complete organization of allocation on the basis of which the new services obtained permanence and were able to develop with assurance of protection from interference throughout the world. Adequate frequency space permitted logical development of these services.

During the period since 1928 exploration of the possible use of frequencies above 30,000 kc has been going on, services have been developing using these frequencies, and information has been obtained on the propagation characteristics and possible uses of these frequencies. An allocation covering public services to be rendered in the band from 30,000 to 80,000 kc was adopted by the Federal Radio Commission in 1931. By 1937 this plan was outmoded due to the tremendous growth of domestic, emergency and miscellaneous broadcasting, including television services on frequencies above 30 mc.

Interference conditions and the needs of newly-developed radio services culminated in adoption by the FCC in 1939 of a revised allocation plan covering public service use of frequencies up to 300 mc. The orderly development of these services in accordance with this allocation set up by the FCC was interrupted by the war.

The rapid development of new services, new uses and new tools, brought about by the war, has extended the useful part of this frequency service far beyond anything that was contemplated a few years ago and much knowledge has been obtained concerning the uses to which these frequencies may be put when the war is concluded.

In the formation of the Radio Technical Planning Board, the FCC and the sponsors of RTPB recognized that the allocation that had been made prior to the war needed to have a complete review and a new allocation made which would recognize the information which had been accumulated during the war and carry the allocation to a much higher frequency.

Propagation in this part of the frequency spectrum limits the services in general to relatively short-distance communications, but it is recognized that these frequencies are extremely useful for such services as emergency communications, television, FM broadcasting, radio aids to aviation, radio instruments and many other services which now can only be considered to be in the formative stages.

The FCC has realized that the help of engineers working in the field would be useful in formulating a proper allocation for these frequencies and the work of Panel 2 of RTPB is designed to provide a recommendation which RTPB can make to the FCC concerning an orderly allocation to services of this band of frequencies.

As is now common in all parts of the spectrum there are more people who desire to use frequencies than there are frequencies available. It is also recognized that there is not complete information available on the propagation characteristics of these frequencies or sufficient information to determine which frequencies are most useful for a particular service. This is complicated by the fact that development of tubes and apparatus is not complete in the field, and study of the service and apparatus possibilities is not such that definite engineering determinations can be made.

Consequently, recommendations on frequency allocations in this

(*Continued on page 122*)

THE fundamental job of postwar allocations of new services, including FM and television, is in the hands of Panel 2 of the Radio Technical Planning Board, which will submit overall recommendations to the FCC. Chairman of the Panel is Dr. C. B. Jolliffe, engineer and allocations authority, now chief engineer of RCA Victor Division, Camden. From 1917 through 1922 he was an instructor at West Virginia U. and Cornell. He was a physicist in the Radio Section of the Bureau of Standards from 1922 to 1930, when he was named chief engineer of the Federal Radio Commission. When the FCC was created in 1934, he carried on and resigned in 1935 to become an engineering executive of RCA. He has attended many international radio conferences as a delegate or expert. From 1940 until last April he was chief, Electrical Communications Division of the National Defense Research Committee. He is secretary of Industry Advisory Committee of Board of War Communications.



Dr. Jolliffe

The Only SINGLE MEDIUM

KHQ



Completely COVERING THE INLAND EMPIRE

Covers Like a Gentle Rain

- **19** Counties in Eastern Washington
- **10** Counties in Northern Idaho
- **5** Counties in Western Montana
- **3** Counties in Northeastern Oregon

In Its Primary Coverage Area Alone

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

RADIO CENTRAL BUILDING

Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.


FIRST
FIRST PRIZE
Awarded by
THE
BLUE
NETWORK
WISH
NEVER
OUT-PROMISES
BUT ALWAYS
OUT-PERFORMS

PRIZE

. . . among all Blue Network Stations in the Nation (194 Blue affiliates and scores of others) to

WISH

for PROMOTION *and* MERCHANDISING

WISH wins FIRST PRIZE among *all* Blue stations for outstanding promotion and publicity in the recent BREAKFAST CLUB membership drive. This award is tangible evidence of the accuracy of the **WISH** creed, "**WISH** never Out-Promises but Always Out-Performs."

That is the way WISH will Merchandise and Publicize Your Programs in Indiana

WISH *Indianapolis*

Represented Nationally by Free and Peters, Inc.

How a Television Station Is Operated

Visual Medium More Complicated; Many Production Problems

By ALLEN B. DuMONT

President, Allen B. DuMont Laboratories Inc.
President, Television Broadcasters Assn.

ANY discussions on television station operation must necessarily be divided first into two main categories and then again into several sub-categories.

First of the two main categories is to differentiate between television station operation and radio station operation and to mark similarities and differences. In organizational setups, there are a large number of practices, standard in radio, which will be adopted by television. In this respect it might be said that television, unlike radio when it was launched, has certain precedents, standard practices, and trade terminology which gives it distinctive advantages.

Not as Simple

Apart, however, from the organizational setup, there is very little in television that is like radio. Radio is very much more simple to operate than television. To illustrate this, I select merely one point out of a basket full. Let us assume that on relatively short notice a certain sponsored program is cancelled. In radio, on network operation, a staff orchestra can be assembled and in a matter of an hour or so fill-in can be devised. This orchestra can rehearse anywhere—it walks into the studio for its broadcast, microphones are set up, and it's on the air.

In a local station operation it's even more simple than this. An announcer or production man reaches into the record library, pulls out an album of popular or classic music, and the program is ready. Timing is no problem because any general musical selection whether live or recorded can be faded off when the period is up.

Consider such an event however in television. In the first place, talent has to be cast and lines have to be memorized. Then rehearsal periods of at least four-to-one ratio have to be set up and every single one of these rehearsals has to be carried out in the studio and with the crew used for the telecast. Scenes and settings have to be devised, title cards, credits, etc., have to be drawn. Timing has to be more or less exact because you can't fade off a television show in the middle of anything, and, you can't stretch a television show by merely repeating a few bars of music.

Two Main Categories

Films, of course, can be used but until such time as films are made specifically for television, it's rather difficult to acquire any kind of film entertainment for emergency showing on short notice. It's possible however that special films will be made and held as standbys.

These then generally are the two main categories into which television programming falls. Foremost among the secondary categories are that in television programming extensive rehearsal periods are required, and most important, a four-to-one in air time ratio has to be maintained wherein the show must be rehearsed in the studio from which the telecast will take place and with the identical crew. In a television program it is just as important to rehearse the crew as it is to rehearse the cast.

REHEARSALS: Rehearsals for major television programs are a rather complicated affair. First there is the memorizing of the lines by the actors; then there are the settings; the effects; the plotting of the show, showing camera action with the proper distances to individual scenes for closeups and long shots, and the exits and entrances of the various actors onto the sets: then the costuming and finally the whole is put together into dress rehearsals.

Must Memorize Lines

Taking these various aspects of the rehearsal, one at a time, there is first the memorizing of the lines by the actors. This can be done anywhere and until it is completed and a few preliminary line rehearsals are held it is not necessary to come into the studio which will be used for airing the show. During this period the art director has set up his scenery and the show is plotted so that cameras can move about without getting in each other's way. Costumes, color, and design contrast are then set up and finally the program is ready for its first camera rehearsal.

It usually develops that during this first camera rehearsal a large number of changes are made in scenery and costumes so that there is the perfect color contrast. Various types of lights are used, each having their own color contrast effect. For example, when incandescent lights are used, reds become white; orange pink and kindred tints become gray; blue turns to black. When mercury vapor lights are used reds become black. With this lighting, red lipstick and ordinary makeup is satisfactory. With incandescent lights the lipstick has to be either brown or blue and rouge has to be eliminated and brown pancake makeup substituted.

In the show itself there is the "focal" problem. Greater light gives greater focal depth, thus strong light is very desirable. Yet regardless of the quantity of light all action has to be planned so that there is a relatively small amount of forward and backward movement on the part of the actors. And when this movement does occur it must be slow so that the camerman can keep his subject in constant clear focus. Motion picture technique in this respect is the proper one here. A certain amount of slightly out-of-focus "shooting" is permissible when panning, but in dolly shots the focus must be absolutely perfect.

EDITING SCRIPT: No standard practice has been adopted with regard to the editing of scripts but since television is like radio in that it is designed for home entertainment, scripts are edited down to radio standards. Language used on the legitimate stage and cabarets is definitely tabu for television. Even certain lines which might be satisfactory in the movies have to be deleted. There is however, this one point in television broadcasting which does not hold true in radio. Television has sight, and the language can be more elastic when it describes an action which the audience sees than would be the case when the audience, being blind, as it is in a radio program, is supposed to image the action that is taking place.

Actions, Too

Editing action and costumes in television are actually more important than editing the script itself—for a perfectly innocuous statement could conceivably be accompanied by a certain action which would give it an entirely different meaning. Likewise, costumes have to be carefully edited. We have found that when costumes fit naturally into the story almost any amount of undress is not objectionable. You can't do a strip-tease nor any suggestion thereof. Nor in fact can you put a singer in a bathing suit but you can display both bathing suit and hosiery with perfect grace.

It has been our observation at Station WABD that radio directors have very little trouble with editing because they are naturally conservative, having been basically trained in programming for home reception. Non-radio directors quite frequently have a great deal of trouble in editing and the station management has had to take a hand in this task. This has so far not been necessary when programs are directed by radio men.

HOW A SHOW IS PUT ON: It is not the purpose of this narration to discuss any of the engineering aspects of television broadcasting. Rather station management and a little bit of programming. Thus in describing the method in which a program is aired only the program aspects will be discussed.

Television, like radio has a studio control room except that in television the studio control room is much larger and contains very much more equipment. Television cameras, as the reader has probably observed, are always referred to as camera chains. The reason for this is that the studio television camera unlike the motion picture camera is not a complete unit in itself. Let me explain. The studio part of the television camera consists of a "dolly" upon which is mounted the camera head, lens, iconoscopes and a focusing screen.

Can Select Shots

DuMont cameras, unlike all others, are equipped with a miniature television receiver so that the cameramen constantly sees the picture from his camera as it actually goes on the air. The advantages of this are that the cameramen sees not the entire stage but only the exact portion that his own camera is picking up. He therefore can cut his lines both vertically and horizontally down to the finest point possible. He knows for example just exactly how much head room he has and just exactly how much space he's showing on the sides. Incidentally it is this aspect of the DuMont camera which has enabled directors to put on elaborate shows in a very small space. The cameraman can cut into his set without any fear of picking up anything else and sets can be arranged one right beside the other.

Stringing back from the studio portion of the camera is a heavy cable which extends back into the studio control room to the other end of the camera chain. Here, at the other, or rear end of the chain is a monitor mounted upon a rack over the control panel. Thus in a studio where there are two cameras the director can select his shots in advance. In such a setup there would be two monitors, one for each camera in the studio control room and then a third showing the picture which is on the air. Cameramen, light-men, microphones and studio directors and assistants all wear earphones.

The director sitting in the studio control room can see his studio and he can talk to every single person in the studio except the actors without being heard on the air. He thus previews his shot, tells camera exactly what he wants, and when camera has it to his complete satisfaction he puts it on the air. In the meantime camera which has been on the air previously is ordered to change position, focus on anything else, and then goes on the air and makes still further changes. The system, though it sounds complicated, in reality is relatively simple to operate and it is fool-proof in the sense that every picture is seen before it is aired. No picture

(*Continued on page 154D*)

To Time-Buyers Who Want

FACTS ...not Fantasy!

OMAHA (WOW) HOOPERATINGS COMPARED WITH NATIONAL HOOPERATINGS

PROGRAMS* (Nighttime—Mon. thru Sun.)	HOOPERATINGS Omaha** (WOW)	National*** (U. S. Urban)	PLUS Ratings of WOW
Bob Hope	44.6	33.0	11.6
Fibber McGee and Molly	48.1	32.9	15.2
Red Skelton	43.5	31.8	11.7
Abbott and Costello	31.4	22.9	8.5
Mr. District Attorney	33.2	22.7	10.5
Bing Crosby	30.7	22.5	8.2
Kay Kyser (10:00-10:30 PM E.S.T.)	30.4	21.6	8.8
Mr. and Mrs. North	22.5	14.6	7.9
Fitch Bandwagon	34.0	16.0	18.0
One Man's Family	23.0	15.7	7.3
People Are Funny	24.7	13.4	11.3
Million Dollar Band	21.5	11.9	9.6
Information Please	18.4	11.0	7.4
Date with Judy	22.0	11.2	10.8
Jimmy Fidler	18.5	8.9	9.6
(Daytime—Mon. thru Fri.)			
Right to Happiness	11.5	8.6	2.9
Ma Perkins	13.7	7.4	6.3
Light of the World	13.9	6.5	7.4
Road of Life	8.2	6.8	1.4
Today's Children	12.8	6.2	6.6
Guiding Light	16.0	6.1	9.9
(Daytime—Sunday)			
John Charles Thomas	11.1	9.0	2.1
Those We Love	13.6	7.7	5.9
World News Parade	12.9	7.7	5.2
NBC Symphony	6.7	5.1	1.6

* List includes 24 representative commercial programs carried by 100 or more stations, including WOW.

** From the Winter-Spring, 1943-1944 Continuing Measurement of Radio Listening. December, 1943 thru April, 1944. C. E. Hooper, Inc.

*** From the 1944 Mid-Winter Comprehensive Hooperatings, "U. S. Urban" Hooperatings based on interviews in 89 cities, a cross-section of all 412 U. S. cities over 25,000 population.

HOOPERATINGS PROVE that WOW has a larger percentage of the available Omaha audience than the average NBC station has of its audience.

SO WHAT?

There must be a reason. There IS —and it's a reason that's important to advertisers:

For 21 years Omaha listeners have *always* been able to get the "mostest of the bestest" in radio by tuning to WOW. They've got the WOW HABIT—a habit that pays off big to advertisers who want the most circulation for their money.

It is also important to note that the Hooper City Zone (Omaha) station listening index for May and June, 1944, gives WOW:

34.4% of the MORNING audience;

49.0% of the AFTERNOON audience;

52.6% of the EVENING audience.

RADIO STATION

WOW INC.

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

KODY NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.

JOHN BLAIR & CO., REPRESENTATIVES

Facsimile's Place In Postwar Picture

Improved Performance Achieved and Medium Is Ready for Go-Ahead

Based on an Interview With

JOHN V. L. HOGAN

Chairman of Panel 7, (Facsimile) Radio Technical Planning Board

THE NAME of John Vincent Lawless Hogan is one of the best-known in radio. An engineer, he was the inventor of the "gang condenser" or single dial control, which transformed the radio receiver in the 20's from a mass of tuning gadgets to a single operation. He was there with DeForest as far back as 1907 and in 1910 was with the great Fessenden. A pioneer also in facsimile, he developed his own system. An avocation was his establishment of WQXR in New York in 1927 as a high fidelity station. The station recently was sold by Mr. Hogan and his associates to the *New York Times*, but he remains with it under a five-year contract. Engineer Hogan has worked with the National Defense Research Committee, the Signal Corps and the Army Air Forces, and his laboratory in Long Island City is working fulltime on war communications developments. He is a director of FMBI and has filled the position of chairman of the Executive Engineering Committee of NAB.

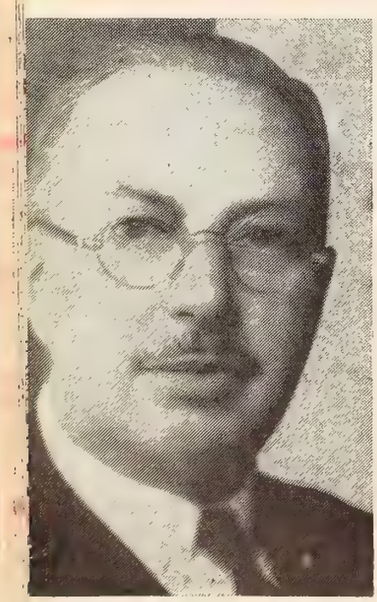
ACSIMILE, greatly improved er its prewar performance both as speed and definition, is ready ght now—or as soon as conditions ll permit the manufacture of ansmitters and receivers — to be- me a public service. At the touch a switch a facsimile recorder, obably housed in the same cabinet the sound radio receiver, will ovide news stories and pictures, cipes, road maps, comic strips, ort stories and serials, any and ery kind of printable material, in- ding advertising, which as in dio will undoubtedly pay the ight for the service rendered to e set owner.

But the field of facsimile is much ger than that of broadcasting. communications, facsimile will rve police, railroads, aviation, aritime and a wide variety of int-to-point services as well as oadcasting to the world at large. business, facsimile will offer a producing service of photostatic ality with far less expenditure of ne and money. In industry, it ll provide an immediate and con- uous record in an office of plant erations—the speed of a motor erating in a factory or the ount of liquid in a storage tank low ground.

Permanent Record

However, it is in broadcasting at facsimile will probably find its dest use and its greatest public rvice. Like television, facsimile n transmit pictures and text her as a purely visual service or companied by sound. Facsimile ks television's ability to trans- t motion, but it can provide a rmanent record of what it trans- ts, which television cannot, so at the two media will be comple- ntary rather than competitive.

Television, more spectacular, will obably get off to a head start in postwar era, but facsimile, able offer satisfactory service at modest cost from the outset, may be expected in a brief period to overtake and pass television on the basis of number of sets in homes and of service rendered.



MR. HOGAN

The home facsimile recorder, about the size of a typewriter and weighing five or six pounds, can receive copy eight inches wide (the paper is nine inches wide, allowing for a half-inch margin at either side, and the copy will probably be sent in four columns of slightly less than two inches each) at a speed of three to five inches a minute, well above good reading speed, but, when text and pictures are mixed, probably averaging a speed which the eye can comfortably follow.

This is a tremendous improvement over the half-inch-a-minute prewar transmission speed, which kept the observer constantly and annoyingly waiting for the next line to appear. The quality of the transmission has similarly improved, with recent samples showing none of the irregularities so common a few years ago. Costing hundreds of dollars to make on an individual custom-built basis, these recorders will be cut in cost to tens of dollars when mass production methods can be applied.

Will Use FM

Facsimile will be broadcast by FM, which has the same advantages for this service that it has for sound, providing clearer reception and permittting simultaneous transmission by a number of stations on the same frequency separated by relatively short distances. Question of band width has not yet been settled by the Facsimile Panel (7) of the Radio Technical Planning Board, which is still debating the comparative advantages of 40-kc (15-kc deviation and 10-kc guard band) and 200-kc (75-kc deviation and 50-kc guard band). The wider channel gives a better signal-to-noise ratio; the narrower one will permit more stations to operate in whatever space is allocated to facsimile.

Multiplexing of sound and facsimile simultaneously on the same channel is possible. but it is considered undesirable because it degrades the sound to some extent and because at present it is generally considered that it would necessitate equipping all sound receivers with filters to eliminate facsimile interference whether or not the set owners also own facsimile recorders.

Chicken and Egg

Because of the many advantages of coincidental facsimile and sound broadcasting, however, RTPB Panel 7 will probably request the FCC to permit facsimile to be broadcast in the regular FM band as well as in a special facsimile band of 20 continuous channels in the region between 100 and 200 mc. Transmission on both bands could be received in the same receiver with no more difficulty than standard and shortwave broadcasts are received on an all-wave AM set.

Since facsimile can be broadcast on any FM channel, the thought has been advanced that any FM licensee should be permitted to broadcast either sound or facsimile programs as he wishes, with no distinction made in the allocation or licensing. An objection raised to this plan is that in major metropolitan centers all of the available channels might be devoted to sound broadcasting as more immediately profitable, thus blocking the development of the newer service of facsimile in the places where it will otherwise have the best opportunity for rapid growth.

Faced with the chicken-egg problem of all new media—advertisers demanding circulation before purchasing the service, the public demanding program service before purchasing receivers, the broadcaster requiring advertising revenue to enable him to provide the program service—it is probable that facsimile will get its start through the pioneering efforts of a present broadcaster who is willing to risk some of his income from sound broadcasting in this new field.

A dozen or so broadcasters experimented with facsimile, chiefly in the early morning hours when they were not offering sound service, in the prewar days and response to a letter by RTPB Panel 7 sent to all broadcasters indicates a considerable interest in the field today.

In addition to his transmitter, which will cost approximately as much as a sound transmitter, the facsimile pioneer will also buy a number of recorders, which he will install in clubs, hotels and theatre lobbies and other places, where a lot of people congregate, as demonstration sets. He will then provide the best program service he can buy or create—for example, a good comic strip not carried in any local newspaper but available only by his facsimile service could create a juvenile demand that might force parent purchase.

Who Will Pay?

Set manufacturers can help by including facsimile recorders in their console sound receivers and by offering kits such as were marketed in the early years of radio, with which any man or boy at all handy with tools can construct his own receiver. And the first advertiser to offer a discount to any customer presenting a facsimile coupon would not only win many customers among facsimile set owners but would help to increase the sale of recorders as well.

To those who are worried as to whether the facsimile set owner will be able to insert a new roll of paper without calling in a serviceman the answer is that anyone who can put film into a camera can put paper in a facsimile receiver. And will he be willing to pay for the paper? Well, the paper cost might be in part defrayed by the set manufacturer or the broadcaster, or advertising might be sold along the margin of the paper, but the real answer will depend on what he thinks of the service he gets from his set.

"AS LONG as our government is administered for the good of the people, and is regulated by their will; as long as it secures to us the rights of persons and of property, liberty of conscience and of the press, it will be worth defending."

ANDREW JACKSON

FREE SPEECH
"MIKE"



HEAR
"VICTORY FOB"
CBS COAST TO COAST
Saturdays 3:00 PM E.W.T.

RADIO STATIONS

WJR ★ DETROIT
WGAR ★ CLEVELAND
KMPC ★ LOS ANGELES

Estimating Cost of Television Stations

Rough Figures on Needed Items Listed

By BRUCE ROBERTSON

HOW MUCH does a television station cost?

Any broadcaster knows that the cost of a radio station rendering satisfactory service in a city of 100,000 population is not the same as that of another station serving a city of 500,000 people, and that either of these approaches the cost of a network key station in New York or Hollywood.

The same variations are found in newspaper plants, in department stores and in other businesses and industries. And television is no exception. The cost of installing and operating a sight-and-sound broadcasting station depends largely upon the kind of service to be rendered and the size of the market to be served.

Taking Reservations

But with all these variables, there are still some figures which may be quoted to give the potential video broadcaster some basis for estimating his investment. Companies definitely planning to manufacture and sell television transmitting equipment as soon as the military situation will permit the resumption of peacetime manufacture for civilian use are already accepting reservations if not definite orders from prospective television broadcasters. These are DuMont, General Electric and RCA. Farnsworth and other companies may enter the field, but they have made no announcements to date.

Reservations are based on dollars-and-cents price schedules, although the companies emphasize that the prices are prewar figures and should be taken as estimates only, since at that time every video transmitter was a custom-built proposition while after the war quantity orders should permit some savings through quantity production methods. Postwar costs of material and labor will also affect the eventual prices of television station equipment, as of everything else.

With those factors understood, we are now ready to proceed with the problem of television station costs. While one could take almost any kind of station set-up as a hypothetical example, the easiest approach seems to be to start with the simplest type of video operation, what General Electric engineers call a "satellite" station.

This is a station which originates no programs of its own, but serves merely as an outlet for network programs received by radio relay or coaxial cable for local broadcast. It is a transmitter and little else, with its power—and price—dependent upon the area to be served.

This problem is simplified in that television will not duplicate, at least in the immediate postwar period, the wide range of sound broadcasting transmitters that run from 100 w to 50 kw. GE is offering only two transmitters, 4 kw and 40 kw. DuMont is concentrating on 5 kw and 25-kw models.

Those powers are for the visual transmitters; the aural transmitters in each instance have just half as much power.

Service area of the television transmitter depends on the location of the transmitting antenna—possibly atop a high office building in the center of town or on a hill or mountain outside the city—as much as it does on the station's power, which serves more to increase the strength of the signal laid down than to extend the range of the station. For satellite service, probably a 4 kw or 5 kw transmitter would be used, costing in the neighborhood of $50,000 for the sight and sound transmitters, monitors, antennas and the other apparatus necessary for the pick-up and rebroadcast of the network programs.

Higher powered transmitters would increase the cost radically—to about $80,000 for a 25 kw satellite station and $175,000 for a 40 kw setup. But since satellites will probably be chiefly used to serve markets too small to support a complete station operation, 25 kw or 40 kw stations of this type are improbable.

Other Equipment

Even a satellite station will probably be obliged to identify itself periodically with sight-and-sound announcements. This calls for a monoscope unit ($1,000), a synchronous pulse generator, mixer, amplifier and power suppliers ($4,500), and an audio amplifier, microphone, control panel, plugs and cables ($1,500), or an outlay of an additional $7,000 (GE figures).

Legal and engineering expenses in connection with filing an application with the FCC and other miscellaneous items bring the cost of a 4 kw or 5 kw satelite video station to roughly $60,000, not including erecting a transmitter house and running power lines to it, costs which vary too much with individual locations to be estimated on a general basis. Two engineers—three would be better—could operate such a station, which originates no programs locally. Their wages, which with power and replacement costs constitute the operating ex-

(*Continued on page 150*)

Leadership!

WEBR

MUTUAL NETWORK

FIRST IN BUFFALO

to apply for both TELEVISION and FM transmission licenses...

WEBR, the Courier Express station, has found that LEADERSHIP pays dividends in larger listening audiences, keener audience interest, and greater returns for its advertisers. WEBR's policy has been to offer the people of Buffalo the best things in radio FIRST. WEBR is the FIRST and ONLY radio station in Buffalo to apply for BOTH television and FM transmission licenses.



Nationally Represented by WEED AND COMPANY

. . . THEY LIKED THE IDEA

". . . this is characteristic of the fine spirit of progress and service which WLAC is manifesting from day to day".
W. H. Swiggart, Gen. Counsel
N. C. & St. L. Railway

★ ★

". . . congratulate you upon your very great piece of public relations work. This is the finest I've seen".
Charles Nelson, President
Nashville Trust Company

★ ★

"I thank you very much. It is a privilege to avail myself of your courteous offer"
Thos. L. Cummings, Mayor
City of Nashville

★ ★

"Congratulations to you for your very practical, imaginative and purposeful idea".
F. W. Ziegler, Dir. Public Relations
Chamber of Commerce

★ ★

". . . and we plan to put it on all our house radios immediately upon notification. It is a swell idea!"
Howard Baughman, Manager
Hotel Hermitage

★ ★

". . . this is a fine thing for you to do. It goes to show that you are thinking ahead of the hounds".
T. A. Springfield, Manager
Nashville Auto Club

★ ★

"I deeply appreciate this outstanding thing your station is doing."
Carlton Loser
District Attorney-General

★ ★

"I appreciate very much your suggestion of notification of news on the invasion. Thanks very much for this unusual service"
Maxey Jarman, President
General Shoe Corp.

★ ★

"This is a great service and I congratulate you and your station on this very forward step."
Litton Hickman
County Judge

★ ★

"I think your idea is swell and I would very much like to be one of those notified".
S. W. Berger, President
Loveman, Berger & Teitlebaum

★ ★

"I want to congratulate you upon this very thoughtful arrangement on your part"
F. M. Fariss, President
Third National Bank

★ ★

"I wish to commend your station on this special public service".
J. E. Carnes, Manager
Nashville Electric Service

★ ★

"May I compliment you for the service you are rendering at all times, a sample of which is your kind offer".
Wm. Gupton, Postmaster

★ ★

"I appreciate very much the service you have offered me, and would be grateful if you would call me".
Joel B. Fort, Mg. Director
Federal Reserve Bank

★ ★

"I am grateful to you for your letter in which you outline plans for your coverage of 'D' Day."
Bascom Jones, Exec. Secrty.
Tenn. R. R. Ass'n.

★ ★

"Thank you very much for your offer to call me when the news breaks—day or night".
Chas. Pearson, Dist. Mgr.
Southern Bell Tel. Co.

★ ★

"This is indeed an excellent plan. I appreciate you writing me."
T. P. Kennedy, Jr.,
O'Bryan Bros., Inc.

EVEN A 50,000 WATT WLAC STATION MUST RENDER *Community Service*

★

On April 21, 1944, WLAC dispatched the following "confidential" note to a highly-select list of Nashville business and professional men:

"The Columbia Broadcasting System has made elaborate plans to give American listeners full coverage of the 'Invasion.'

In anticipation of this important turn in the progress of the war, WLAC's engineering staff has been placed on 24-hour duty. Should the news break at a time when we are off the air, we shall resume broadcasting immediately.

Now when this happens, would you like for us to notify you by telephone?

. . . and in order that our system for handling the job may be completed just as quickly as possible, we must request an immediate reply."

More than 100 affirmative replies were received, and it is conservatively estimated that each of these people telephoned at least ten friends to tell them to "Tune in WLAC for the Invasion broadcast". From then on the news spread like wildfire and lights in thousands of Nashville homes blinked on during the early hours of dawn, June 7, 1944.

★

For this outstanding example of public service we are indebted to CBS—as well as all the other networks—without whose magnificent attention to the needs of the hour we could have not followed the Yanks to Normandy.

WLAC

"THE GATEWAY TO THE RICH TENNESSEE VALLEY"

Represented By Paul H. Raymer Co.

Ralston to Award Promotion Prizes

Exploiting of Youth Series by MBS Stations to Be Cited

PRIZES totaling $1,000 in War Bonds will be awarded by Ralston Purina Co., St. Louis, to Mutual network affiliate stations for the best promotion of juvenile programs between Sept. 1, 1944 and March 1, 1945.

Winners will be determined by a committee from the editorial staff of BROADCASTING.

Awards consist of a $500 War Bond first prize, $250 second, $100 third, $50 fourth, $25 for fifth, sixth, seventh and eighth prizes. The awards will be based on (a) the most effective, consistent and complete promotion of Mutual juvenile programs carried by Mutual stations throughout the six-month period, and (b) the greatest volume of promotion consistent with the size and population of the community in which the station is located.

Eligible to enter are any promotion manager, publicity director, station manager, program director or other individual employed by a Mutual affiliate station who has been entrusted by that station with the work of general program or merchandising promotion.

Entries are to be sent in the form of a scrapbook to Harold M. Coulter, manager, audience promotion, MBS, 1440 Broadway, New York 18, N. Y. Entries must be postmarked before midnight April 1, 1945, and become the property of Ralston Purina Co. No entries will be returned. Opinion of the judges will be final. Winners will be announced about July 1, 1945.

Representing Ralston Purina Co. in the contest is Hal Chase. Claire Cari-Cari represents the radio department of Gardner Adv. Co., Ralston Purina agency. Acting for Mutual are Robert Schmid, director of sales promotion, and Mr. Coulter.

Duffy's Shifts

BRISTOL-MYERS Co., New York (Ipana, Minit Rub), on Sept. 15, shifts *Duffy's Tavern* from Blue stations, Thursday, 8:30-9 p.m. (EWT), with West Coast repeat, to NBC stations, Friday, 8:30-9 p.m. (EWT), with West Coast repeat, 8:30-9 p.m. (PWT). With exception of Florence Robinson who will portray Miss Duffy, talent lineup remains the same. Ed Gardner continues as Archie, with Eddie Green and Charles Cantor, comedians. Jack Roche is producer of Young & Rubicam agency, servicing account.

Vets' Opportunity

SERVICEMEN returning to civilian life will have the opportunity of three programs of study offered to them by the Henry W. Grady School of Journalism, U. of Georgia. There will be a special one-year course, a four-year course leading to a B.A. in journalism, a graduate course for an M.A. The term "journalism' as used in the Grady School includes radio reporting as well as magazine and newspaper journalism.



BELIEVED TO BE LAST PHOTO of Tom Treanor, NBC war correspondent killed in France Aug. 19, is this picture of Mr. Treanor and radio co-workers, gathered around a camouflaged radio truck "somewhere in France". Top row are George Hicks, Blue (l); Frank McCall, NBC; (Standing, l to r): Charles Shaw, CBS, who suffered a fractured leg in the accident that took Mr. Treanor's life; Larry Lesueur, CBS; Mr. Treanor. Seated is Bill Chapman of NBC.

1908 Thomas Stanley Treanor 1944

THOMAS STANLEY TREANOR, 35, correspondent with Gen. Patton's Third Army for NBC and the *Los Angeles Times*, was fatally injured Aug. 19 in France when a jeep in which he was riding with Charles Shaw of CBS and another correspondent was crushed by an American tank. Mr. Treanor died 10 hours later in a front-line hospital. Mr. Shaw received a fractured leg.

News of his death was announced on NBC last Monday by John MacVane in a broadcast from the American sector in France. Mr. Treanor's ambition was to be the first radio correspondent to reach Paris and send the word back home, said Mr. MacVane. At the time of his death the correspondent was at the tip of American Third Army units, pushing toward Paris.

Enroute to Seine

"Tom's loss will be great," said MacVane, his voice breaking. "He was greatly loved by his fellow correspondents—ever ready and enthusiastic—ever ready to help." William F. Brooks, NBC's director of news and special events, also paid tribute to Mr. Treanor, who, true to the tradition of newsgathering, "sacrificed his life in the never-ending quest for news and in his desire to get it first."

Mr. Treanor was enroute to the Seine River front with two other correspondents (one whose name has not been disclosed). As their jeep swung out to pass a column of tanks, a Sherman tank also swung out and ran over the small car. The driver and three correspondents were injured. Mr. Treanor received severe scalp injuries, a crushed foot and internal injuries.

He was given 10 pints of blood. Until he became unconscious, he joked with the Army doctors and fellow correspondents. To a photographer he called out: "Did you get a picture of me under that tank?"

A native of Los Angeles, where he was born in 1908, Mr. Treanor was graduated from the U. of California. He worked for the *Los Angeles Express* and later the *Times*. He went overseas in 1940 and had covered the battlefronts in the Far East, Africa, Sicily and Italy. He went to England in March 1944 and, in addition to his newspaper work, was correspondent for NBC. He had written a book, *One Damn Thing After Another*, based on his experiences.

Tom Treanor was one of the first radio correspondents to cross the English Channel on D-Day, and was among the first to return to England with eye-witness stories of the early fighting. In recent weeks he had been assigned to Gen. Patton's Third Army.

Mr. Treanor leaves his widow, the former Eleanor Stimson, and three children. He was buried in an Army cemetery near LeMans.

DR. EDWARD J. BYNG, who set up the European continental services of the UP and served as general manager for a number of years has started a twice-weekly commentary on WEVD New York.



OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.



24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1



FLORAL PRESENTATION is made by G. Bennett Larson (r), manager of WWDC Washington, to Venus Ramey, winner of the "Miss Washington" contest sponsored locally by the station.

TELEVISION STIRS RETAILERS

Advertisers Display Keen Interest in WBAL Tests; Demonstrations Projected

By N. P. SULLIVAN

PIONEERING in the Baltimore area, WBAL Aug. 15-25 captured the interest of advertisers and agency executives in a 10-day studio clinic designed to bring forcefully to their attention the commercial potentialities of postwar television.

Daily demonstrations in WBAL's studios, where a tele-camera, control equipment and three receivers were set up, were well attended by department store advertising managers, agency representatives and others in the retail advertising field. Harold C. Burke, WBAL manager, arranged the tele show in cooperation with RCA and NBC, and as host to the advertisers received much favorable comment.

Advertisers Interested

The projections brought to the audience from an adjoining room where special backdrops were erected, the images and music of a pianist, vocalists and an accordionist. Later a narrated film depicting the development and the mechanics of television was run off in the studio.

The keen interest of advertisers was noted especially in a question and answer period during which Mr. Burke explained the limitations of prewar equipment with which the demonstration was made (8 by 10 inch pictures of the 441 line type) and outlined more recent developments and future possibilities. Asked about color in future projections, Mr. Burke said that color, just as in motion pictures, would require development, but undoubtedly would be a factor in television's future.

Queries concerning the necessity of darkening rooms for reception, the radius of projection and others further indicated the interest of the audience from the local advertising standpoint.

Many left the studios with the announced intention of preparing an act or skit for the presentation of their products over the television apparatus while it remains at the WBAL studios. Several such demonstrations were definitely scheduled during the week.

A large Baltimore department store, Hochschild, Kohn & Co., was among those who took advantage of the television facilities to stage a fashion show, gaining preliminary education in the art of producing effective television advertising and in its future possibilities and advantages.

The Baltimore demonstrations were the first of a series to be made with the apparatus which is on tour of various cities. One of these is Oklahoma City where station WKY will stage experiments.

The Baltimore clinic furnished advertisers their first, long-awaited opportunity to study radio's revolutionary advancement as a future advertising medium for the local retailer. The demonstrations were of particular significance to Baltimoreans because they are aware that their city is on the circuit of the coaxial cable for television which, by late 1945, is expected to be completed between New York and Washington.

WBAL already has made application to the FCC for permission to operate a television station.

TRANSFERS FILED FOR WORD, KEEW

TRANSFFR applications were filed with the FCC last week for KEEW Brownsville, Tex. and WORD Spartanburg, S. C., the latter resulting from the Commission ban on dual operation of standard stations in the same or over-lapping areas.

T. Frank Smith, manager of KXYZ Houston and KRIS Corpus Christi, joins the present operators of the Brownsville outlet in a partnership doing business as KEEW Ltd. Mr. Smith, to hold a 60% interest for which he agrees to pay approximately $8,500 plus other considerations, according to the application, would be general partner, with the other individuals as special partners, each with a 20% interest. Provision for adequate financing for future expansion was given as reason for shift.

Application was also filed to transfer WORD from the Spartanburg Adv. Co., which also operates WSPA Spartanburg, to J. M. Bryan, general manager of WBIG Greensboro, N. C., and Smith Davis, president and sole owner of Smith Davis & Co., Cleveland newspaper financing firm, doing business as Spartanburg Broadcasting Co., a partnership in which each has equal interest. Consideration is $58,500.

Truman on All Nets

ACCEPTANCE speech of Sen. Harry S. Truman of Missouri, Democratic Vice-Presidential nominee, will be broadcast on all four networks from Lamar, Mo., Sen Truman's birthplace, on Aug. 31, 10:30-11 p.m. EWT. Broadcast will be carried as a public service feature, in accordance with custom regarding the acceptance speeches of candidates for President and Vice-President, and not as a Democratic commercial program. Sen. Tom Connally of Texas will officially notify Sen. Truman of his nomination.

Survey Technique

TO DEMOSTRATE the technical handling of coincidental telephone interviews C. E. Hooper Inc. has prepared a transcription of 30 minutes of actual interviewing which will be played during the NAB War Conference.

'Collier's' in 53

CROWELL PUBLISHING Co., New York, on Aug. 4 started a 13-week spot campaign on behalf of *Collier's* magazine in 53 markets throughout the country. During the period, between 11,000 and 12,000 chain break and one-minute spot announcements will be used on 114 stations on Fridays and Saturdays only, with each station averaging some 10 announcements per day. Campaign may continue beyond the 13-week cycle. Agency is Arthur Kudner Inc., New York.

Borden Promotes

BORDEN CO. grocery products division, New York, on Sept. 11 (or 18) will start promotion of Starlac, a powdered skim milk, on the *Make Believe Ballroom* program on WNEW New York, Monday through Friday, 10-10:45 a.m. and Saturdays, 10:30 to 10:45 a.m. Product, new to the New York market, was previously promoted on radio in southern markets. Contract is for 26 weeks. Borden is also promoting Evaporated Milk thrice weekly on *Meet the Missus* on WBBM Chicago. Agency is Young & Rubicam, New York.

KRLD Agreement

A NEW WAGE contract has been approved by the War Labor Board between the local union and KRLD Dallas. Local Union 1257 IBEW has announced. Wage has been increased from $1.10 per hour to $1.25 for a 40-hour week, retroactive to June 4.

PHILIP M. PRITCHARD, salesman in the radio division of Sylvania Electric Products, has been promoted to manager of equipment tube sales for the east central division, with headquarters in New York.

IF YOU SELL

DRUGS



(OR DRILLS OR DYE)

ASK YOUR DISTRIBUTOR ABOUT

KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how much toothpaste and Tanglefoot that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL has more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows* — and ten to one he'll say "KDAL"!



1000 WATTS . 610 KC . CBS

FREE & PETERS, INC., Exclusive Representatives

Sponsors and Agencies Big Contributors in Blue's Growth to Man-Size in Three Years

Recent Mailing by Network Recounts 1944 Progress; Acknowledges Cooperation from Many Sources; Pledges to Make it Easier "To Do Business with Blue." Below are Excerpts from Letter by Edgar Kobak, Executive Vice-President

RIGHT after D-Day, Blue stations began wiring and writing us about the invasion news programs we were feeding them. One station, judging us from our service, said: "The Blue is now a mature network." Allowing for bias in our favor, we like to think our station is right—that *we are now man-size.*

Let us see how the Blue measures up to "man-size"—from all the aspects of broadcasting. We believe such a review will interest you, because if you are a sponsor it is good to know that the horse on which you put your money is paying out; and if you are not yet an advertiser, well—here's a medium that may soon fit into your marketing plans.

Big Handling of Big News

Man-size, we believe, describes the job we did on D-Day news: if you were tuned to a Blue station, we need not go into it. No one will forget that famous George Hicks broadcast from the gun-turret of a U. S. warship: Hicks emerged from it a "name," and now has a program of his own—Tuesdays and Thursdays at 10:15 P. M., EWT.

Memorable, too, was the work of our other foreign correspondents covering the invasion: Arthur Feldman, Thomas Grandin, Herbert Clark, Harold Peters and Ted Malone, all of whom turned in great stories. We want to thank the editors of *Time* and *Life* ("Time Views the News" program); AP, UP and INS; also BBC; and the Navy and War Departments—for their cooperation; and thanks to our contemporaries, NBC and CBS and MBS, for being together in the pool broadcasts.

Man-size was our coverage of the Republican National Convention in Chicago. Listeners to Blue stations got not merely the speeches; they got a running picture of proceedings from Ray Henle, on the speakers' platform; Martin Agronsky and Harry Wismer on the convention floor; William Hillman talking from the Blue booth; as well as Earl Godwin, Henry J. Taylor, Baukhage, Leon Henderson, Bryson Rash, Patricia Dougherty, and the editors of *Time* and *Life.* They also got a carefully reasoned summary every night by no less a personage than Mark Sullivan. No wonder *Variety* said that the Blue had the "best all-around coverage" of the Republican Convention of any network.

The Democratic Convention was covered with equal thoroughness and news-flair; not only was the same battery of Blue commentators again on hand, but their ranks were augmented by Walter Kiernan and by Clete Roberts, Blue war correspondent for the Southwest Pacific, attached to General MacArthur's headquarters—who served at the convention as a special roving reporter. Ernest K. Lindley, famed Washington correspondent for *Newsweek*, did the summary after each session exclusively for the Blue.

More Stations, More Coverage

From the viewpoint of stations and coverage, we believe the *man-size* fits. The most recent development has been, of course, the purchase by the Blue of Station KECA in Los Angeles. Other developments include the moving of WJZ to Lodi, N. J., so that this station now blankets the New York market; and the addition of 21 stations to the Blue since January 1, 1944.

Progress in Programming

Our Daytime Programming philosophy (based on survey findings that listeners want *more than* serials, they want variety) is proving out. We believe we are now man-size in *listening.* Hooper, who should know, says that taking the morning hours—9 to 12—the Blue has been in top position, i.e. ahead of all other networks, every month from January, 1944, on. *That* didn't happen by virtue of one program which pushed up the average, but by virtue of consistent performance all through the morning. (Incidentally, we do have the No. 1 rating morning program on the Blue—"Breakfast at Sardi's.")

And it begins to look as though in the afternoon, we are going to duplicate our morning performance.

Another program point: Since January, 1942, the Blue has originated, produced and sold more programs than any other network. We believe the reason is not that the Blue has a corner on program brains or ability or even money; but simply that we are honest enough to admit we haven't such a corner and welcome brains when they appear.

Advertisers Find Net Man-Size

Now comes the crucial question: do *advertisers* think we have grown to man-size? Let us judge what they think by what they do. When they bought BLUE, *part* of the reason may have been that there was no time elsewhere; but when they renew and stay on the Blue, then it must be because the Blue delivers audiences at a profitable figure.

In the period January-July, 1944, we added 23 new advertisers to our roster and have sold 11 new programs to old advertisers. When you turn to our list of new and old advertisers, we invite your attention to two factors:

1—the importance of the advertisers who are on the BLUE (figure for yourself whether they are the sort who would buy a network because they like the salesman's hair-cut, or because they want results)

2—the type of program and the caliber of the artists [(more and more, advertisers are investing enough money to insure good shows — knowing that people listen to programs, not to kilocycles)

Another important point about BLUE advertisers is the consistency with which they order the full BLUE. At this writing there are 36 sponsors whose 45 programs were so ordered. Man-size networks, so to speak.

Never Too Young or Too Old

In addition to all this we believe we are doing a man-size job of covering listeners' interest.

They are (almost) never too young or too old to get pleasure out of tuning to the BLUE.

For kids of pre-school and school age, we have the biggest block of children's programs of any network; for the "bobby sox" age we have the top name bands of the country, Spotlight Bands; for the serious minded we have the Metropolitan Opera, the Boston Symphony, and Town Meeting of the Air. Check the Blue's summer schedule—the new comedy shows make us perhaps the No. 1 comedy network in the summer with a challenge to old time comedy programs returning in the fall. Man-size? You be the judge.

Now, how about the part our network is playing in the industry: let us be content with citing the fact that at the Conference of Education by Radio, held in May at Columbus, O., our representatives were far from silent. We have also been vocal about the rating service picture. And we think that we were pioneering for all radio when we entered the International field through our affiliation with a group of leading stations in Brazil. Also, the Blue has its eyes and its mind on Television and FM.

An Industry Job

Our national advertising campaign is man-size, too, we think. We have long believed that the radio industry needed and would benefit from a broad-gauge advertising campaign—a year-round "listener-relations" project designed to dramatize for the people exactly what broadcasting was doing to serve them; what radio meant in terms that were at the same time broad and intimate. In other words, a job for the industry's leader. That job, we undertook.

The doing of so many things in ways bigger than we have ever done them before has required more people—we have more people. When we started out, February 1, 1942, we had 407 people. On July 1, 1944, our payroll totaled 769. Meantime, 138 of our men and women are in the Armed Forces of our country.

Living Up to A Slogan

One final remark: you might think from what we have said that we are pretty pleased with ourselves. *Well, we are not.* We aren't satisfied that we can't do better - and we are going to try and try hard. For example, we have under way a *Blueprint* of future operations—to assure the best possible all-round postwar service to listeners and advertisers. Our slogan is "It's easy to do business with the Blue." Sometimes, we are sure, it isn't so easy - and realizing the fault is ours, we are going to continue working and improving so that our slogan will be true in every sense of every word.

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.

NEW COAST-TO-COAST ADVERTISERS ON THE BLUE

(Added Since January 1, 1944)

EVENING

ADVERTISER	PROGRAM	DAY & TIME	
American Cyanamid Co.	The Doctor Talks It Over	Fri.	10:30-10:45
American Meat Institute	Life of Riley	Sun.	10:00-10:30
Borden Company	Ed Wynn	Fri.	7:00- 7:30
*Bristol-Myers	Nit Wit Court	Tues.	8:30- 9:00
*Cummer Products	My Best Girls	Wed.	8:30- 9:00
Elgin Watch Company	Keep Up With the World	Sun.	10:30-11:00
Esquire, Inc.	Coronet Story Teller	M-Fri.	9:55-10:00
	Coronet Quick Quiz	Sat.	9:55-10:00
Eversharp, Inc.	Let Yourself Go	Tues.	10:30-11:00
Falstaff Brewing Co.	Falstaff Show (central zone)	M-W-F	11:00-11:15
*Ford Motor Co.	Greenfield Chapel Service	Sun.	8:00- 8:15
	Early American Dance Music	Sat.	8:00- 8:30
Hastings Mfg. Co.	Earl Godwin	Fri.	10:00-10:15
Hires, The Chas. E. Co.	Heidt Time for Hires	Mon.	7:00- 7:30
Kem-Tone	Dunninger (formerly sust.)	Wed.	9:00- 9:30
Larus & Brother Co., Inc.	Musical Autographs	Sat.	10:00-10:30
Lockheed Aircraft	The Man Called X	Sat.	10:30-11:00
Manhattan Soap Company	Scramby Amby	Wed.	7:00- 7:30
McKesson & Robbins, Inc.	Joe E. Brown—Stop or Go	Thurs.	10:30-11:00
National Board of Fire Underwriters	Leland Stowe (formerly sust.)	Sat.	7:15- 7:30
Owens-Illinois Glass Co.	Fred Waring & His Pennsylvanians	Thurs.	7:00- 7:30
*Philco Corp.	Philco Summer Hour	Sun.	6:00- 7:00
Reader's Digest	America's Town Meeting of the Air (formerly sust.)	Thurs.	8:30- 9:30
**Serutan Company	Monday Morning Headlines	Sun.	7:15- 7:30
Westinghouse Electric	Ted Malone	M-W-F	10:15-10:30

DAYTIME

Aluminum Co. of America	Ethel Barrymore	Sun.	3:30- 4:00
Borden Company	Fannie Hurst Presents	Sat.	10:00-10:30
Chatham Blankets	(Women's Service Program)	Sat.	11:00-11:15
Chef Boy-Ar-Dee Foods	What's Cookin'?	Sat.	10:30-10:55
*Clark, D. L. Co.	Mary Small Revue	Sun.	5:00- 5:30
Curtis Publishing Co.	The Listening Post	Tu.-Fri.	10:45-11:00
General Foods	Hop Harrigan	M-F	4:45- 5:00
Grove Laboratories	Leland Stowe—Commentator	Sun.	1:55- 2:00
Libby, McNeill & Libby	My True Story (formerly sust.)	M-F	10:00-10:25
Luft Co., George W.	Sammy Kaye's Tangee Serenade	Sun.	1:30- 1:55
*Pepper, Dr., Co.	Darts for Dough	Sun.	4:00- 4:30
Procter & Gamble	Breakfast at Sardi's	M-F	11:00-11:15
	Glamour Manor	M-F	12:00-12:30
**Quaker Oats	The Aunt Jemima Show	M-F	10:25-10:30
RKO Radio Pictures, Inc.	Hollywood Star Time	M-F	3:15- 3:30
Scripto Mfg. Co.	George Hicks	Sun.	1:15- 1:30
*Sherwin Williams	World of Song	Sun.	4:30- 5:00
**Sweets Co. of America	Kiernan's News Corner (East-Central only)	M-W-F	2:00- 2:15
Welch Grape Juice Co.	Time Views the News (formerly sust.)	M-W-F	4:30- 4:45

*New program for old advertiser (change or replacement)
**Additional program for old advertiser

OLD BLUE ADVERTISERS CONTINUING

(Day and Evening)

ADVERTISER	PROGRAM	DAY & TIME		STARTED
Allis-Chalmers Mfg. Co.	The Boston Symphony	Sat.	8:30- 9:30 PM	Dec. 25, 1943
Bristol-Myers Co.	Parker Family	Fri.	8:15- 8:30 PM	Oct. 1, 1939
Carter Products	Keepsakes	Sun.	8:30- 9:00 PM	Sept. 5, 1943
	Deadline Dramas	Sun.	12:00-12:30 Mid.	Dec. 26, 1943
	Jimmie Fiddler	Sun.	9:45-10:00 PM	Mar. 2, 1942
Clipper Craft Clothes	Dorothy Thompson	Sun.	8:15- 8:30 PM	Mar. 19, 1942
Coca-Cola Co.	Spotlight Bands	M-Sat.	9:30- 9:55 PM	Sept. 21, 1942
	Morton Downey	M-Fri.	3:00- 3:15 PM	Feb. 8, 1943
Ford Motor Co.	Watch the World Go By	M-Fri.	8:00- 8:15 PM	July 12, 1942
General Mills, Inc.	Lone Ranger	M-W-F	7:30- 8:00 PM	May 4, 1942
	Jack Armstrong	M-W-F	5:30- 5:45 PM	Aug. 31, 1942
Gum Laboratories	Hello Sweetheart	Sat.	5:45- 6:00 PM	Dec. 18, 1943
Hall Brothers	Meet Your Navy	Fri.	8:30- 9:00 PM	Aug. 21, 1942
Harvel Watch Co.	John B. Kennedy	Sun.	1:00- 1:15 PM	Dec. 19, 1943
Jergens, Andrew, Co.	Walter Winchell	Sun.	9:00- 9:15 PM	Sept. 2, 1934
	Basin Street	Sun.	9:15- 9:45 PM	April 4, 1943
Kellogg Co.	Breakfast Club	M-Fri.	9:45-10:00 AM	July 5, 1943
	Breakfast at Sardi's	M-Fri.	11:15-11:30 AM	May 3, 1943
	Gil Martyn—News	M-Fri.	11:30-11:45 AM	Aug. 9, 1943
Lehn & Fink	Blind Date	Mon.	8:30- 9:00 PM	Oct. 25, 1943
Mail Pouch Tobacco Co.	Counterspy	Mon.	9:00- 9:30 PM	Sept. 28, 1942
Miles Laboratories, Inc.	Quiz Kids	Sun.	7:30- 8:00 PM	Sept. 4, 1940
	Lum 'N' Abner	M-Thurs.	8:15- 8:30 PM	Sept. 29, 1941
O'Cedar Corp.	Hot Copy	Sun.	5:30- 6:00 PM	Aug. 29, 1943
Quaker Oats Co.	Terry & the Pirates	M-Fri.	5:00- 5:15 PM	Feb. 1, 1943
Serutan Company	Drew Pearson	Sun.	7:00- 7:15 PM	Oct. 12, 1941
Sloan. Dr. Earle S., Inc.	Gangbusters	Fri.	9:00- 9:30 PM	Oct. 14, 1940
Socony Vacuum Oil Co.	Raymond Gram Swing	M-Thurs.	10:00-10:15 PM	Sept. 28, 1942
Sweets Co. of America	Dick Tracy	M-Fri.	5:15- 5:30 PM	Mar. 15, 1943
Swift & Company	Breakfast Club	M-Sat.	9:30- 9:45 AM	Feb. 8, 1941
Wander Co.	Capt. Midnight	M-Fri.	5:45- 6:00 PM	Sept. 28, 1942
Williamson Candy Co.	Famous Jury Trials	Tues.	9:00- 9:30 PM	Nov. 11, 1940

AP

KRLD, Dallas, Texas

. . . You have perfected AP to an all-time high in radio news service.

Clyde Rembert
Managing Director

available through
PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N. Y.

LOOK OVER . . .
NOT OVER LOOK
250,000 PROSPECTS
IN THE SABINE AREA OF TEXAS
KFDM
Blue Network, 560 K. C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS
Represented by the Howard H. Wilsen Company

OUT IN FRONT



CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA · MONTANA

WRGA
MUTUAL
Rome
GEORGIA

Peabody Awards Chairmen Chosen

NAB Releases List of Local Committee Heads for 1944

THE NAB, through Dorothy Lewis, coordinator of listener activity, last week released a list of the local chairmen, who will set up committees to select and bring radio programs to the attention of the 1944 Peabody Awards (National) Committee.

List of chairmen follows, with areas indicated in parenthesis:

George Jennings, director, Chicago Radio Council (Chicago); Mrs. G. B. Palmer, regional director, listener interests, Minnesota Radio Council, Minneapolis (Minn.); Mrs. Hazel Hillis, director, Des Moines Radio Council (Des Moines); Mrs. W. F. Ottman, pres. Omaha Radio Council (Omaha); Sherman Lawton, radio director, Stephens College (Columbia, Mo.); Mrs. R. O. Baker, pres. Kansas City Radio Council (Kansas City); Mrs. A. E. Galaway, American Legion Auxiliary (Tulsa); Mrs. N. B. Williams, League of Women Voters, Oklahoma City (Okla.); Mr. John Gunstream, director, radio-visual education, State Dept. of Education, Austin (Tex.); Mrs. M. T. Large, Intermountain Radio Council, Salt Lake City (Utah).

E. T. Anderson, Great Falls High School (Great Falls, Mont.); Mrs. D. J. Marble, Seattle Radio Council (Wash.); Mrs. A. V. Overman, pres., Spokane Radio Council (Spokane); Mrs. George Struve, pres., Sacramento Radio Council (Sacramento); Mrs. R. H. Marvin, regional director, NAB listener activity (Los Angeles); Mrs. Margaret Girdner, San Francisco Public Library (San Francisco).

Mrs. Clifford Weiden, Maine Federation of Women's Clubs (Me.); Mrs. Marguerit Clifford, Franklin (N. H.); Mrs. Dorothy Kraus, vice-pres., Boston Radio Council (Boston); Mrs. Edwin W. Malmros (Buffalo); Mrs. George Howard, national radio chairman, Daughters of the American Revolution (Rochester); Kenneth Bartlett, (Syracuse); Mrs. Adelaide Navais, Northeastern Radio Council (Schenectady); Mrs. Robert Cornelison, pres., N. J. Radio Council (N. J.); Prof. Herbert Olander, Pittsburgh U. (Pittsburgh); Mrs. F. H. Linkenberg, pres., Louisville Radio Council (Louisville); Mrs. Arch Trawick, pres., Middle Tennessee Radio Council (Nashville).

Mrs. Gertrude Broderick, sect., Federal Radio Education Committee, U. S. Office of Education (Washington); Mrs. J. D. Robinson, Federation of Women's Clubs, Wallace (Eastern N. C.); Mrs. Herman Warren, pres., Winston-Salem Radio Council (Winston-Salem, N. C.); Mrs. Paul M. Munro, Columbus Public Schools (Columbus, Ga.); Mr. Theodore R. Wright, Board of Education (Birmingham, Ala); Mrs. Henry C. Christian, pres., Radio Council, Greater Cleveland (Cleveland); Mrs. J. P. Duncan, Akron U. (Akron); Harry Lamb, radio division, Toledo Public Schools (Toledo); Mrs. F. L. Botkin, Indiana Federation of Women's Clubs (Muncie, Ind.); Blanche Young, radio director, Indianapolis Public Schools (Indianapolis); Mrs. C. C. Wiley, Parent-Teacher Assn., Champaign (Ill.).

710 kc Case Opened

TWO LONG pending applications for assignment on the 710 kc channel were reopened by the FCC last week on petitions from WHB Kansas City and WTCN Minneapolis. The Commission reopened the record for further hearing on the WHB request for a shift from 880 kc with 1,000 w daytime only, to 710 kc with 5,000 w fulltime, using a directional. The station has sought fulltime for a decade. WTCN has asked for further hearing on its application to change its frequency from 1280 kc with 5,000 w day, 1,000 w night, to 710 kc with 10,000 w fulltime, using a directional antenna at night.

WESTINGHOUSE RADIO WORKSHOPS

End of Second Year Training Sessions Finds Stations Ready to Expand Course



ON COMPLETION of the Workshop course offered by WBZ Boston in cooperation with the Boston U. Summer School, Ethel I. Parker, teacher of the blind employed by the Massachusetts Dept. of Education receives a certificate from C. S. Young, general manager of the Westinghouse station. Interested participants are W. B. McGill, supervisor of advertising for Westinghouse in Philadelphia, and Mrs. Doris Corwith assistant to the NBC Public Service Counselor.

AT THE CONCLUSION of its second year, plans are now being formulated in both Philadelphia and Boston for an extension of the course through the fall and winter months of the Westinghouse Radio Stations' "Radio Workshop", it was announced a short time ago after the testimonial dinner given station officials July 27 which brought to a close the second annual Westinghouse Summer Workshop at KYW Philadelphia. Special instruction by station personnel will be given in script writing and radio production methods this fall.

Tested Elsewhere

The workshop plan for training school teachers, principles and supervisors in the techniques, utilization and evaluation of radio for educational purposes was originated at KYW Philadelphia by Gordon Hawkins, program supervisor of Westinghouse Stations, in cooperation with the Philadelphia Board of Public Education. A number of universities have sent representatives to Philadelphia to study the plan which brings the educators into direct contact with professional workers in all phases of radio activities for demonstration and instructions in radio procedure and techniques.

Patterns evolved during 1943 at KYW were applied this year in the Pittsburgh and Boston Workshops. The Boston Radio Workshop, conducted by WBZ, was directed throughout its 11 sessions by George Slade of the station's staff, and ended Aug. 11. The KDKA Pittsburgh Workshop was directed by Robert White, program manager and ran through 10 sessions until Aug. 4.

An interesting experiment was conducted during the Workshop Session in Philadelphia with the addition to the adult classes of a special group of school pupils of varying ages taking a parallel course with the teachers. The group took part in actual educational broadcasts and served also to interpret to their school instructors the attitude and the needs of teen age students in relation to radio. Arrangements are made whereby Philadelphia school teachers attending these Workshop classes may elect to receive college credits for the work.

Guest speakers during the 1944 Philadelphia Workshop comprised the following:

L. W. Joy, KYW manager; J. E. Baudino, KDKA Pittsburgh manager; Donn Bennett, KYW; W. E. Galleher, KYW educational director; Joseph Derbyshire KYW; Robert Heckert, news commentator and foreign correspondent, KYW; Edward Skotch, program department, KYW; Mary Margaret Kearney, Philadelphia Catholic Schools; J. P. Begley, program manager, KYW; A. L. Boss, program department, KYW; Betty Jordan, home economist, KYW; Ernest Gager, chief engineer, KYW; James W. Gantz, publicity director, KYW; Eleanor Ulmer, promotion manager, KYW; Dorothy Lewis, coordinator of listener activities, NAB; Walter Evans, vice-president Westinghouse Electric & Mfg. Co.; B. A. McDonald, general sales manager, WRS Inc.; F. P. Nelson, manager shortwave and television, WRS Inc.; Don Lerch, U. S. Dept. of Agriculture; Ruth Wells, home economist, KYW; Gertrude Broderick, U. S. Dept. of Education; Gordon Hawkins, program supervisor, WRS Inc.; F. P. Nelson, shortwave and television manager, WRS Inc.; Lee B. Wailes, general manager, WRS Inc.; C. E. Arney, NAB; Doris Corwith, NBC; W. B. McGill, advertising and promotion manager, WRS Inc.; LeRoy Miller, KYW.

Satevepost on 70

CURTIS PUB. CO., Philadelphia, which recently added KYW Philadelphia to its list of stations promoting *Saturday Evening Post*, is using one-minute transcribed spot announcements at varying intervals on some 70 stations in 17 markets throughout the country. Promotion on these stations will extend through 1945. Curtis also sponsors *The Listening Post* on 77 Blue Network stations, Tuesdays and Fridays, 10:45-11 p.m. Agency is MacFarland, Aveyard & Co., New York.

national 'names' sponsored LOCALLY
...make WXYZ a great station!



Eddie Chase

First in California, then in Chicago, and now in Detroit . . . EDDIE CHASE and his phenomenally popular "Make Believe Ballroom" has the 'standing room only' sign up. Twelve hours a week he works for national clients such as A & P, Spur, Tootsie Rolls and some grand locals who know the selling power of Chase on Detroit ears.

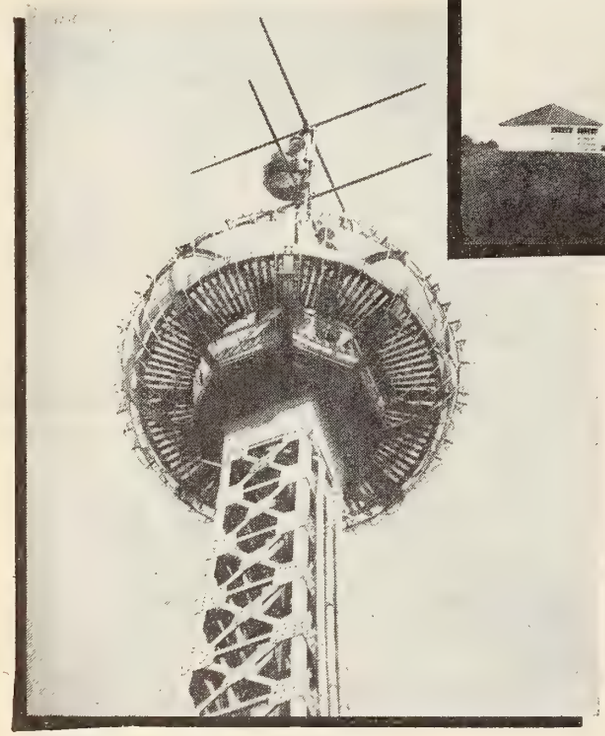
Broadcasting Leaders Use



WNBF-FM *(Binghamton, New York). Licensed to Wylie Jones Advertising Agency.*



WMFM *(Milwaukee). Licensed to the Journal Company (WTMJ).*



WENA *(Detroit) FM tower atop the Penobscot Building. Licensed to the Evening News Association (WWJ).*

IN 1938 when frequency modulation first caught the attention of the broadcasting field, Radio Engineering Laboratories had already collaborated with Major E. H. Armstrong, the inventor of FM, in installing the first FM transmitter (W2XMN, Alpine, N. J.).

Practically all the broadcasting leaders since 1938, to the advent of World War II, who were interested in FM, installed REL FM transmitters. Since the war, all FM transmitter orders for commercial use have been frozen, but when peace comes REL will be ready to serve the broadcasters in all their FM needs. REL has kept abreast of every FM development, and its war orders have added years of experience that will prove valuable to prospective owners of post-war FM stations.

RADIO ENGINEE

Long Islanc

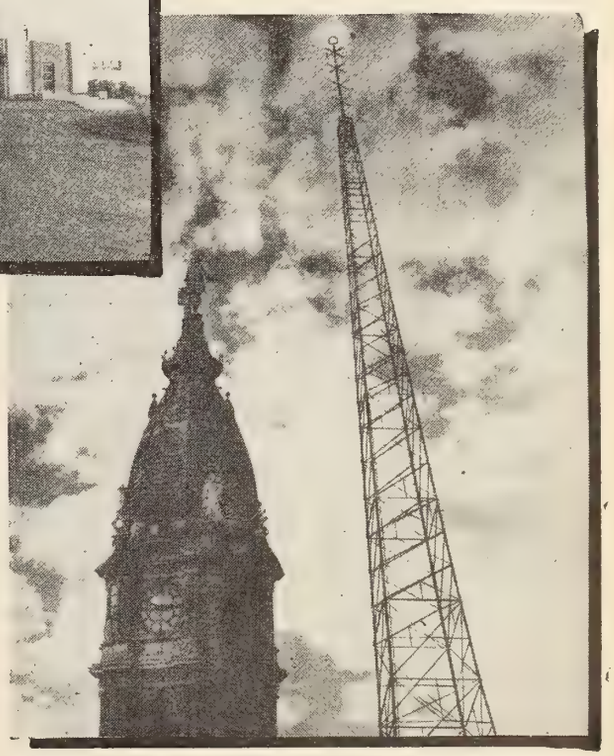
REL-FM EQUIPMENT



WMTW *(Mt. Washington-Boston). Licensed to the Yankee Network, Inc.*



WGTR *(Paxton-Boston). Licensed to the Yankee Network, Inc.*



WFIL-FM *(Philadelphia). Licensed to WFIL Broadcasting Company.*

REL INSTALLATIONS

W2XMN	50KW	Major Armstrong's Station (Alpine, N. J.)
WGTR	50KW	Yankee Network (Boston)
WENA	50KW	Evening News Assoc. (Detroit)
WMFM	50KW	Milwaukee Journal (Milwaukee)
WMTW	10KW	Yankee Network (Mt. Washington, N. H.)
WFIL-FM	10KW	WFIL Broadcasting Co. (Philadelphia)
WELD	10KW	WBNS Inc. (Columbus, O.)
WNBF-FM	3 KW	Wylie B. Jones Adv. (Binghampton, N. Y.)
WHFM	3 KW	Stromberg Carlson Co. (Rochester, N. Y.)
WHEF	3 KW	WHEC, Inc. (Rochester, N. Y.)
WQXQ	1 KW	N. Y. Times (New York City)
WNYE	1 KW	City of New York (Educational)
WBOE	1 KW	City of Cleveland (Educational)

RING LABS., INC.

City, N. Y.

Radio On-the-Spot Coverage Takes Long Stride Forward

Army's 299 Transmitter Is Used for Combined Network Broadcast of Landings in France

RAPID, on-the-spot war coverage by radio took a long stride forward last week when the initial announcement from Rome of Allied landings in Southern France was followed immediately by a brief broadcast from aboard a landing craft lying just a few hundred yards off the invasion shore.

The Army's public relations transmitter with the assault forces first contacted headquarters in Rome at 3:35 EWT Tuesday morning. Brief service messages were exchanged in which final plans for the dramatic announcement and broadcast were made.

Transmitter Moved Ashore

At 6:10 a.m. EWT the Army in Rome flashed the news of the landings and switched immediately to the beachhead from which point Correspondent Chester Morrison spoke, representing the combined American networks. The Army transmitter was operated with only a whip antenna, but the signal was picked up in Rome and relayed to New York.

At 11:30 the morning of D-Day, Capt. Frederick O. Wickham, Officer in Charge, moved the transmitter ashore. It was set up in a pine grove near the beach, a temporary double antenna erected in double time, and an hour and a half after the Army radio men first stepped ashore a broadcast began in which Eric Sevareid and Chester Morrison, U. S. network representatives, and Vaughn Thomas of the British Broadcasting Corp., voiced their eyewitness accounts of the invasion. The broadcasts were heard in America with almost perfect clarity.

The Army Public Relations transmitter which was moved in D-Day is a standard Army Signal Corps "299" transmitter, a small, compact, mobile 250-watter. It operates on either code or voice and is now being used for both—press copy is moved on CW and radio material by voice. Throughout D-Day morning and thereafter, the transmitter was sending press copy when not in use for voice.

Overall planning for the radio operation in Southern France was under the direction of Capt. Lawrence G. Hoover, Communications Officer for PRO AFHQ., and Lt. Robert Eckhouse, Radio Officer, PRO AFHQ. Both were in Rome "sweating out" the initial broadcasts from the Riviera.

The general plan for radio coverage of all important Army operations are coordinated by the theater public relations staff with Radio Branch, Bureau of Public Relations, War Dept., Washington. The Radio Branch then coordinates plans with the networks, giving them sufficient advance notice to make practicable broadcasting plans, but at the same time preserving the required security for the operations themselves.

Wire Recording Heard

In addition to the transmitter, portable wire recorders were carried in D-Day by three members of the public relations staff of Allied Force Headquarters for the Mediterranean. They were Lt. Carl Zimmerman, who was program director of WEMP Milwaukee; Lt. Daniel Sutter, former NBC producer; and Corp. Jay McMullen, previously with the Princeton U. station of "Gaspipe Network" fame.

Their job was to record graphic descriptions, interviews and impressions of the landing assault and subsequent operations.

A feature recorded by Lt. Zimmerman was used by the *Army Hour* Aug. 20, received by shortwave from Rome. In it Lt. Zimmerman did ad lib interviews with two parachutists who had participated in the assault. The recording was made on a hillside command post inside France just a few moments after the seaborne forces had broken thru to the area held by the airborne units. The participants had just captured 300 Germans.

The wire recorder permitted the interview to take place while scenes and impressions were still vivid in the minds of the parachutists.

This eyewitness coverage, by both direct shortwave and wire recorder, was the culmination of years of effort on the Army's part to speed news of new operations to the soldiers of the home front. With each succeeding campaign the radio reporters have spoken from points closer and closer to the battle front.

RCA Sets Up

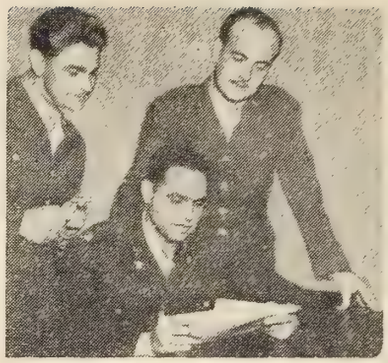
First successful broadcasts from Italy came from Naples, when the Allied armies were fighting just a few miles to the north. There a 1 kw transmitter was installed and operating a few days after the Nazis had been driven from the city. Naples was at that time the closest point to the land fighting from which radio men had spoken.

As the situation consolidated in Italy, RCA Communications installed a transmitter in Naples and opened a voice circuit direct to New York. Prior to that time all transmissions from Italy had been relayed through the Army-operated French transmitter in Algiers, a 10 kw shortwave station which had been taken over on Nov. 8, 1942. Before the Naples operation all voice transmissions from the Western Mediterranean had been of necessity restricted to Algiers origination.

After the opening of RCAC in Naples, the Army moved its operation forward, beginning transmission direct from the Anzio beachhead. That continued until the triumphant march into Rome.

In planning for the move into Rome Army radio men developed a means of broadcasting from the Italian capital the day of occupation. It was by use of Signal Corps 299 transmitter, same as the one which was used again last week in the Southern France operation. The transmitter was mounted in a 2½ ton truck, a collapsible antenna constructed for beaming either to Naples or Algiers, a GI generator mounted in a trailer attached to the truck, and the caravan moved off to join the spearhead for the attack toward Rome. With this transmitter radio correspondents broadcast from a hill on the outskirts of Rome a few hours before the city was actually occupied, and from within the city just a few hours later.

The Army transmitter which had been used in Naples first was then moved to Rome to establish a more satisfactory day-to-day circuit with New York via Algiers. Now RCAC is beginning operations in Rome and the Army transmitter is being freed for movement to forward areas where the correspondents speak simultaneously with the guns.



A SCRIPT for the Armed Forces Network, the broadcasting service designed to entertain and inform the European invasion forces [BROADCASTING, June 12] gets a last-minute check from (l to r, standing) Sgt. Vick Knight, former producer of the *Army Hour* and previous to that head of radio for Foote, Cone & Belding, and Sgt. Casper S. Kuhn, former NBC announcer known on the air as Dick Dudley. Maj. John S. Hayes (seated), was assistant director of program operations of Mutual, New York, before being called to duty.

FOR THE SECOND successive year Mutual will present weekly concerts by the Cleveland Symphony Orchestra from WHK during the fall and winter starting Oct. 15 in the Sunday 7-8 p.m. period.

Radio Installation Aid Pacific New

Navy Sets Up Pearl Harbo And Guam Facilities

INSTALLATION of radio facilities to expedite news from th Central Pacific was announce last week by the Navy Dept. Tw new studios will be erected, on at Makalapa, Pearl Harbor, usin the available RCA facilities, th other at Guam, where a Nav transmitter will form the base o operations for radio coverage.

The Pearl Harbor studio wi permit radio correspondents t broadcast the news immediatel after it has been received an passed on by the censor at head quarters. The studios will hav disc recording equipment and wil be prepared at all times to censo and edit film recordings as soo as they are received. Two pro grams can be fed simultaneousl over the RCA facilities.

Available to BBC

The first radio in the Centra Pacific designed specifically fo the conveyance of combat news the Guam transmitter can be use for voice broadcast, for filing pres copy and for radio picture trans mission. Its source of power is a Diesel generator. Facilities will b available to both American an BBC radio correspondents, an network recording teams will b based there. The station also make possible the immediate broadcas of Marine combat recordings, here tofore flown to the States.

Planes will be provided to fl back on-the-scene accounts of ac tion to be broadcast from the Guam station. The equipment will record film up to 5,000 cycles as compared with the 3,500 cycles used in European operations.

In addition to the two stations the Navy has agreed to allow live broadcasts to originate from flagships in the center of action, subject to the tactical commander's approval. From the ship's radio, the broadcasts will be shortwaved to Guam and relayed.

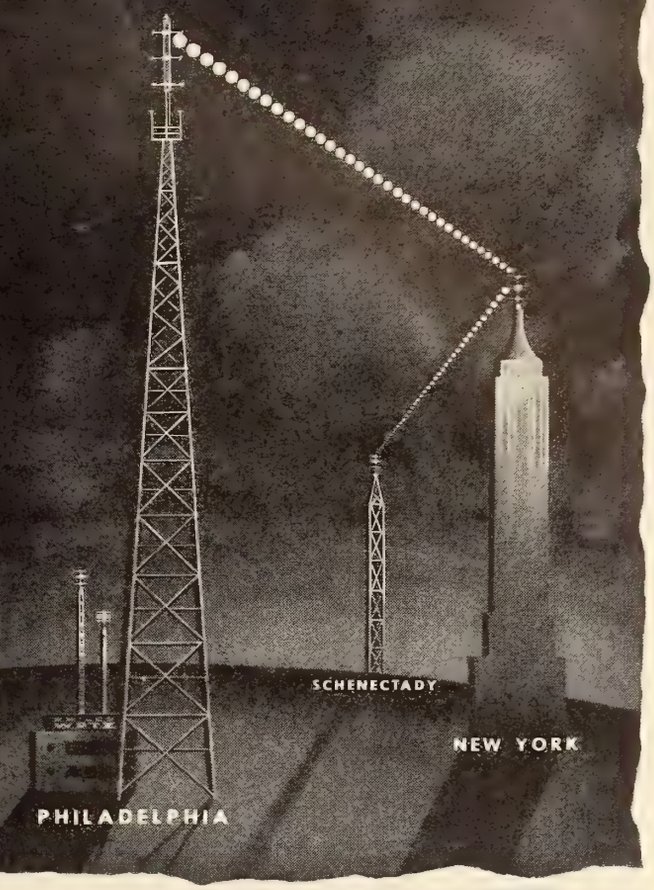
Staffing the Guam radio will be the team that handled the Navy radio coverage of the Normandy landings in June: Lieut. James C. Shattuck, USNR radio officer; Lt. Marvin F. Royston, USNR engineer in charge; Radio Technician 1st Class Charles Chrismon, assisted by other personnel. Lt. Comdr. J. Harrison Hartley, USNR Officer-in-Charge, Radio Section, Navy public relations will supervise installation and the start of operations.

Arrangements for the Pacific news coverage were made two weeks ago by Rear Adm. A. S. Merrill, USN, director of public relations, who made a tour of the area accompanied by Lt. Comdr. Hartley; Comdr. Walter Karig, USNR, officer in charge of the magazine and book section; Comdr. A. J. Bolton, USN (ret.), assistant director of public relations, West Coast; Maj. John H. Dillon, USMC, special assistant to the Secretary of the Navy; Lt. Royston; George W. Healy, OWI; Ray Mackland, *Life* Magazine, representing the Roto-Photo pool.

The First Network!

ANOTHER MILESTONE IN THE PROGRESS OF

TELEVISION



CHAIN television is here! With the recent dedication of the new Philco Relay Transmitter at Mt. Rose, N. J., the first Television Network, linking Philadelphia, New York and Schenectady, is in actual operation today. Now Philadelphians enjoy clear reception of programs from New York through their local Philco television station. Thus the first step has been taken through which millions will eventually witness events that take place thousands of miles away . . . *by television.*



HOW PHILCO RESEARCH SPEEDS THE ADVANCE OF TELEVISION

This first television network is an example of how Philco research is working to establish transmission principles which can extend chain television broadcasting from coast to coast. At the same time, Philco research is improving the clarity, sharpness and detail of the television picture . . . so that future television sets will have the greatest possible sales appeal. Thus in two ways . . . by helping to broaden the market for television, and by designing a more saleable product for that market . . . Philco leads toward the goal of television as tomorrow's "billion dollar industry."

Radio Hall of Fame Orchestra and Chorus.
Tune in Sundays, 6 P. M., E. W. T., Blue Network.

★

BACK THE ATTACK—BUY WAR BONDS

WITH PROGRAMS LIKE THESE,
PHILCO TELEVISION STATION WPTZ
HAS PIONEERED IN TELEVISION BROADCASTING

Since 1932, Philco has owned and operated its own television station, a rich laboratory of research and experience for television progress.





The Philco station has televised football, boxing, wrestling and other sports as well as news events direct from the scene of action.

Movies, variety acts, dramatic sketches, illustrated news talks and civic programs have been televised from the Philco studios.



PHILCO

THE OVERWHELMING LEADER IN RADIO FOR 12 STRAIGHT YEARS

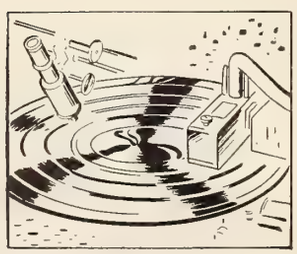


"Give them what they want"

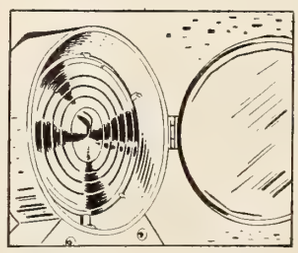
Ask a veteran showman how to attract audiences, and he'll probably answer, "Give them what they want!" But with radio audiences, that's a pretty big order. They want *everything*—and they want the *best*. Few stations could hope to fill this order without help. World Broadcasting gives them that help.

The World Library of electrical transcriptions puts into the hands of stations exactly what the public wants. The four thousand individual selections cover everything needed for balanced program-building. This basic library is constantly kept fresh by the addition of fifty or more new selections each month.

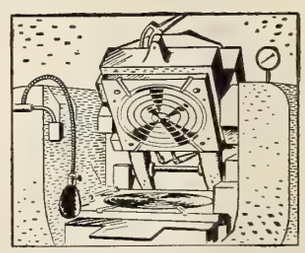
But variety is only the *first* requirement. Radio listeners want to hear the artists and orchestras they have voted tops. So World gives them such talent as Jimmy Dorsey, The Andrews Sisters, Duke



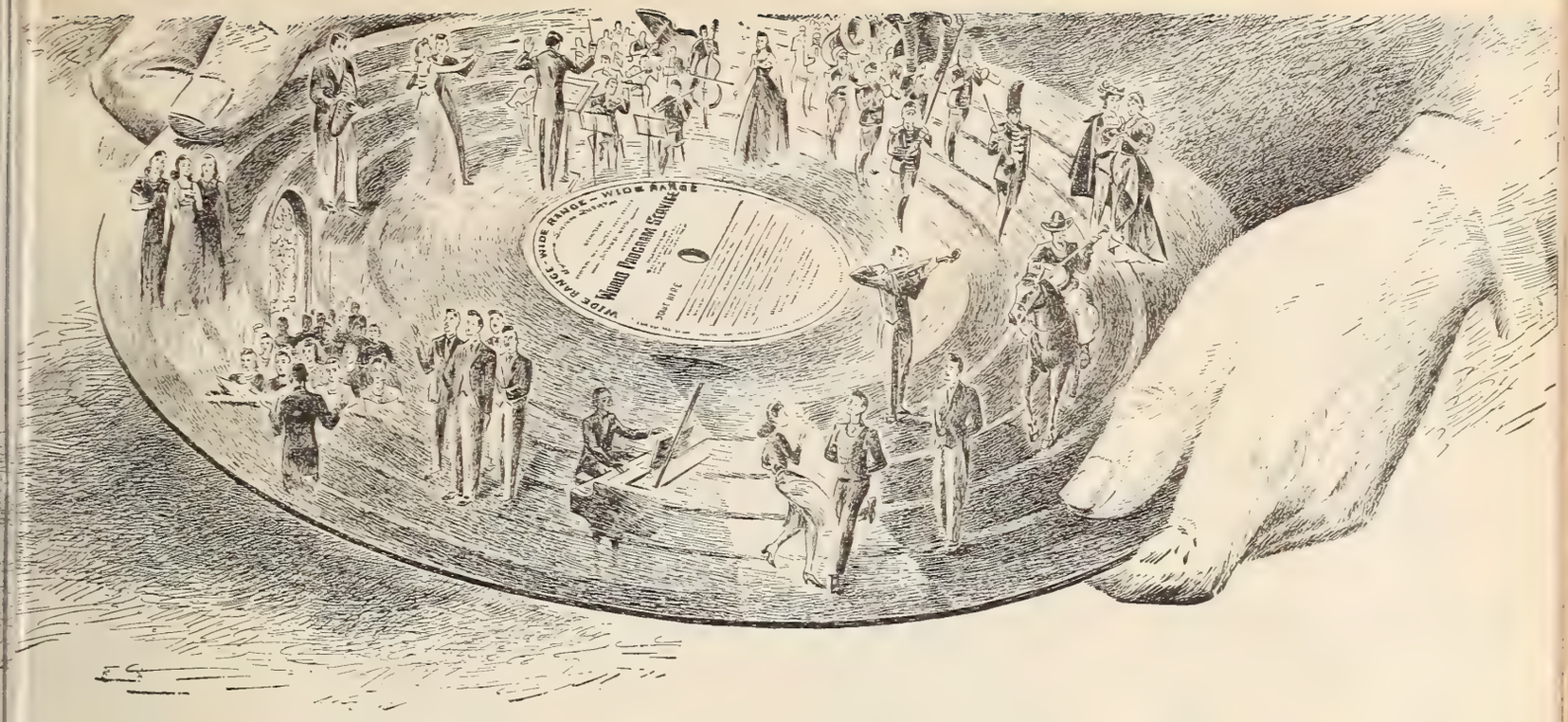
First, Western Electric Vertical Recording System—the most advanced equipment and recording technique—is used to produce the World wax master.



Then, the quality of the original recording is captured in metal by "sputtering" a gold surface only 2 one-millionths of an inch thick on the wax master.



Finally, each disc is molded in fine grained, flexible, moisture proof Vinylite, resulting in high fidelity, elimination of background noise, and long wear.



. . . A LARGE ORDER!

Ellington, Dorothy Lamour, Kenny Baker, Woody Herman—and scores of others with tremendous followings. In World's own studios, these stars have every advantage of sympathetic direction and the world's finest technical facilities.

World takes over a further part of the program manager's burden with the Continuity Service. This consists of seventy-eight complete continuities each week, in quarter- and half-hour periods. Written by World's staff of experts, these shows make first-class sustaining or sponsored programs.

The high fidelity of World recordings is famous among radio men. In a recent poll, a large majority of radio engineers voted the World Vertical-Cut Wide-Range transcriptions *the highest quality reproduction.*

* * *

For a detailed explanation of World services, write to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22. New York.

Transcription Headquarters

WORLD BROADCASTING
SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.

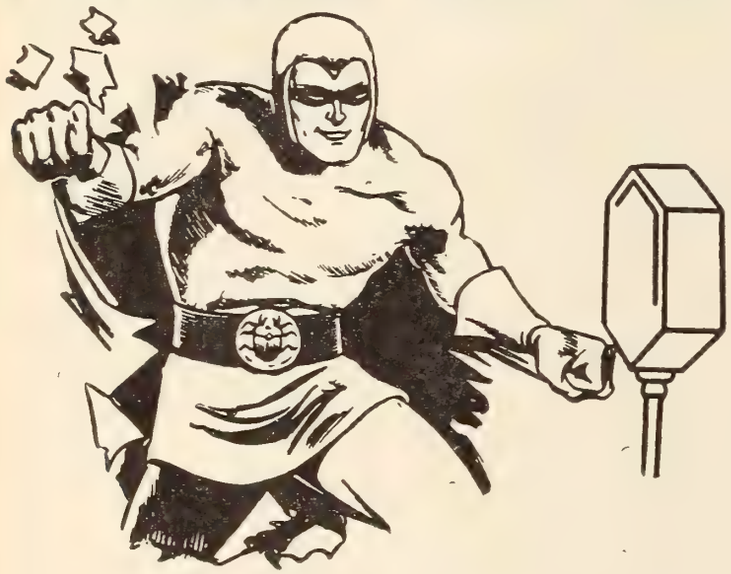
NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON

THE BLUE BEETLE

THRILLING DRAMA
OF THE
AVENGING GANG SMASHER

TWICE A WEEK--15 MINUTE
TRANSCRIBED RADIO PROGRAM

THE BLUE BEETLE



MERCHANDISING

1. Free promotion and publicity in Fox Comic Group Magazines with net paid circulation of 1,800,000.
2. Press releases—mats for newspaper ads, etc.
3. Tie-in with exclusive 16 page give-away booklet "Radio Comics."
4. Big time promotion ideas for listening audience.
5. Free distribution of truck banners, display cards, window and counter cards.

SEE HARRY S. GOODMAN
AT N. A. B. CONVENTION
HEADQUARTERS AT PALMER HOUSE

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

Merchandising & Promotion

Baker Brochure—Trade Deal—Tele Book
Tasty Promotion—Food Talks

A BROCHURE entitled *Men With Pians*, presented by Chapman & Smith Co., Chicago bakery supply house, inviting retail bakers all over the country to partake in a localized advertising and marketing program designed to help bakers retain the bulk of their wartime sales, describes a full year's product and sales promotion plan stressing the use of local radio station spots and newspaper ads. Campaign, to start in September, will be made available to retail bakers in three four-month units. A booklet presenting a specific product and sales plan will be sent out each month. John P. Garrow, vice-president and director of sales for Chapman & Smith, is the author of the plan. MacDonald-Cook Co., Chicago, is the agency.

* * *

Trade Deal

NORMAN DRAPER, public relations director of American Meat Institute, Chicago, is in Hollywood supervising details of trade deal involving United Artists film, "Abroad with Two Yanks", starring William Bendix, who is also featured in weekly Blue program, *The Life of Riley*. American Meat Institute sponsors the radio series. Motion picture trailer will carry credit lines advertising program, network and broadcast time. Promotion for the film will be inserted in forthcoming broadcasts.

* * *

Promotion Kit

TO ASSIST the more than 500 stations which have scheduled *Something for the Girls*, all-star Wave recruiting transcription series produced by the Navy for a mid-summer campaign begun in July [BROADCASTING, July 3], the Navy distributed press books including complete stories on each program, mats, thumbnail descriptions of programs and stars, newspaper ads, instruction sheets and provision for glossy photos.

* * *

Flour Promotion

BRIEF HISTORY of durum wheat produced in the United States and how Pillsbury, now celebrating its 75th anniversary year, through the enterprise of John S. Pillsbury, chairman of the board of directors, pioneered in finding an American market for durum wheat and its products, is told in a booklet titled *From Wheat Field to Macaroni Products*, published by Pillsbury Flour Mills Co., Minneapolis.

* * *

Grey Tele Book

GREY ADV., New York, to show its interest in television as an advertising medium, is distributing to prospective clients, station managers, and other radio executives *Television Grey Matter*, a monthly four-page bulletin showing how video is affecting advertising and merchandising. Booklet is edited by Stanley Graham, director of publications.

Tasty Promotion

SAMPLE jar of Ma Johnson's wild plum jelly along with a promotion letter boosting the farm family of Johnsons has been sent out by WBT Charlotte, from which station the Johnsons broadcast. The letter closes with "May a taste of the Carolina wild plum jelly forever remind you that Carolina radio tastes are just as different. Ask us . . . to tell you more about them."

* * *

WMCA Map

WMCA New York, in a brochure featuring a coverage map, includes data on population, number of families, telephone homes, passenger cars and annual retail sales, with the latter broken down according to various industry groups including drugs, food and "eating and drinking places." Map also indicates those cities and towns in the East where daily newspapers carry WMCA program schedules.

* * *

WBIG Chart

IN HONOR of the forthcoming political campaign, WBIG Greensboro, N. C., has issued a wall chart picturing past U. S. presidents and the present candidates, together with their biographies. Tabulation of past electoral votes is given, with resumes of both party platforms. Top of the chart is a picture of the White House, with an unfurled American flag in a montage effect, held by Columbia.

* * *

Video Brochure

HOW television tears a picture into 350,000 parts at the transmitter and puts them back together again at the receiver is told in words understandable to the non-scientific reader in a brochure, "The Story of Electronic Television," published by Farnsworth Television & Radio Corp. Booklet is illustrated with full-color photographs, drawings and diagrams.

* * *

KNX Booklet

DESIGNED to show that KNX Oakland will sell goods at any hour in Southern California, the station has issued a promotion piece in booklet form titled "Everybody Here Sees Kelley", which is the story of how one R. L. Kelley of Los Angeles, dealer in used cars, profited by using midnight and early morning hours on KNX to catch the swing shifters.

* * *

Food Talks

TEXT of Elizabeth J. Odames' talk during a panel discussion at the War Food Conference of the New York State Food Merchants Assn., Saratoga Springs, N. Y., Aug. 6-9, has been distributed by WIBX Utica. Miss Odames is a home economist, whose *Household Chats* program is heard Mondays, Wednesdays and Fridays on WIBX.

✳ *Time Buyers are sold on it!*



KRLD

does a BIG JOB in Texas!

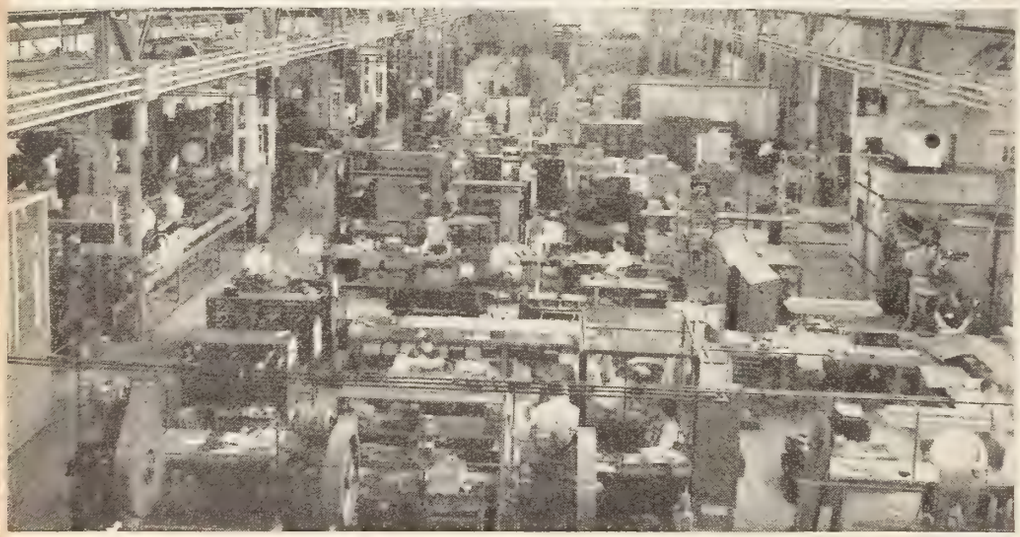
50 KW **KRLD** 1080 KC

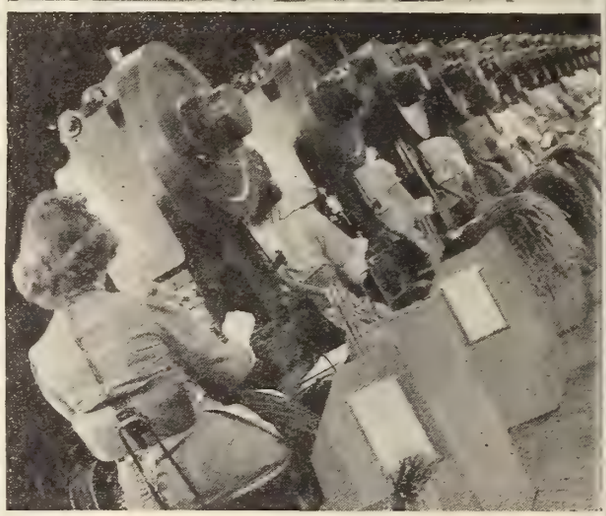
THE TIMES HERALD STATION, DALLAS
Represented by the Branham Co.

BALTIMORE: A
ELECTRONICS AND COM









BIG NAMES IN COMMUNICATIONS: WESTINGHOUSE, BENDIX, LOCKE INSULATOR, WESTERN ELECTRIC--ALL HAVE PLANTS IN BALTIMORE

Today these plants are engaged in vital and, in some cases, highly secret war work. But the very same type of operations can produce eagerly awaited peace time articles with practically no "time out" for conversion. When you enjoy television, frequency modulation, radar, electronics after the war, chances are that part or all of the equipment that contributes to your pleasure will be made in Baltimore.

REAT CENTER OF THE
MUNICATIONS INDUSTRY

You can't talk about life in post-war America without referring to radio, radar, electronics, frequency modulation, television, improved telephone and telegraph service and all the other wonders of electronics and communications.

And, in Baltimore, communications is represented by the factories and research laboratories of the leaders of the industry!

The growth of this new industry in Baltimore is typical of what is happening in more than 100 different industrial classifications in Baltimore—the fastest growing big city in the East. The present boom is simply continuing and accelerating the trend of the last 25 years—a steady growth, an expansion in industrial output, in wage earners and in payrolls. Baltimore's great diversification of industry insures continued progress. Now, and in the peace to come, Baltimore is one of America's great markets—and Baltimore's number one advertising medium is WBAL.

WBAL *means business in Baltimore*

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

Beyond Victory

RADIO GOES to its third annual meeting in wartime; its 22nd since the organization of the NAB. All signs are that it will be the last *war* conference and that when broadcasters foregather again in 1945, victory will have been won with the reconversion well under way.

That's why this meeting is transcendental. The agenda can't be trimmed to a single issue or to a group of related ones. Of topmost importance is how radio, in this home stretch toward victory, can contribute most by shortening the war a month, a day, an hour; by saving a life or helping avert a casualty. That, radio is poised to do.

Then broadcasters must peer beyond victory. There's FM and television and facsimile. There's the bid for business on a normal plane —when advertisers aren't spending institutionally. There's the regulatory tug-of-war which will be intensified in the new peacetime economy.

The pressure groups haven't waited for hostilities abroad to cease. They've already begun ring. Jimmy Petrillo had his campaign strategy all worked out by trying to invoke in wartime his private WPA for relief of nonexistent unemployment. CIO has unveiled its all-front campaign to cudgel radio into giving or selling time to labor unions and will ring station doorbells from now on demanding time to answer almost anybody on anything.

The broadcaster must deal in fundamentals. The basic ingredient with which he works is his franchise—his assignment in the ether. That assignment is dictated by the Congress, for it is the licensing authority. It can't burden itself with details of allocation and regulation, so it delegates that authority to an independent agency—the FCC.

Both of these fundamentals—allocation and legislation—are ahead. The FCC has called an all-encompassing allocations hearing Sept. 28. The State Dept., looking toward the imminent ending of the war, has begun its own preparatory sessions for world conferences. The second fundamental—new legislation—is ever-present. The latest expression is from Chairman Lea of the House committees charged with radio, in his article in this issue. He calls for revision of the existing law (see page 42).

On allocations for new services, there are undercurrents and travail. Much is being withheld about technical developments—because of war restrictions. Yet a sound allocation can't be projected without that knowledge. How FM and television should be accommodated in the ultra-high spectrum, and how much properly should be allotted each, requires full information as to the needs of other services, including Government departments.

The FCC wisely has called the allocations hearing. It has the responsibility under the law to devise the allocations. It is seeking information from every service and source to enable it better to reappraise the entire spectrum and determine the needs of non-governmental services. Broadcast services will be given a full hearing. But they are shooting in the dark because of the rigid restrictions placed upon wartime developments by the military.

The NAB agenda covers these postwar broadcast operations. All of them—FM, television and facsimile—are the heritage of the standard broadcaster. He is best equipped by experience, background, public service and know-how, to do the job. He knows the hazards, too.

A new law is the umbrella under which postwar radio can develop and thrive and continue to give to the American people the world's best broadcast service. All these problems can be met under a good statute—the kind Chairman Lea bespeaks.

The time to start the ball rolling is this week in Chicago.

Can Radio Sell Radio?

THERE IS something new under the sun. Enterprising Arden X. Pangborn, manager of KGW Portland, has launched a 13-week spot announcement campaign over WQXR New York and its FM affiliate WQXQ to acquaint sponsors, timebuyers and an exclusive eastern audience with the station and the Pacific Northwest area it serves.

The idea is new for radio, but not for other media. Newspapers advertise in other newspapers for the same business objectives. The experiment will be watched by others in the advertising field.

Radio sells everything from peanuts to politics. Then why can't it sell radio?

CIO's Heat Wave

RADIO has come to grips with the greatest pressure campaign in its short but turbulent history—against its own Code of Ethics.

CIO is forcing the issue. It has brought license renewal proceedings against WHKC Columbus, because the station edited its radio scripts, refusing to permit a labor spokesman to attack political candidates for public office. But that is only a test—the CIO goal is to "obliterate" the NAB Code and to force stations to carry its "educational" programs or face the alternative of revocation proceedings.

It is obvious, too, that this is only one facet of the all-out CIO campaign to toss about its political weight. The *Radio Handbook* of the Political Action Committee made that evident. Unions were told to shout to the high heavens in their quest for free radio time and report to Chairman Fly when stations refuse.

The NAB code inveighs against sale of time for controversial issues or for membership causes. That provision of the code largely was drafted to curb the Coughlins. It is a valid tenet of self-regulation.

But the code is not frozen. It can be changed by majority vote of the NAB's membership. If events indicate the desirability of change, the NAB membership can act. The opportunity is presented at the Executives War Conference this week.

The WHKC proceedings laid bare the CIO quest. It wants the Commission to force stations to carry CIO answers to programs sponsored by manufacturers where anything smacking of a labor issue is involved.

Since the Commission has no censorship power and proposes to assume none (according to its own statements), it seems to us CIO has gone to the wrong forum.

Our Respects To —



JAMES HALE STEINMAN

THROUGHOUT the wartime emergency, the Government has drawn heavily on radio and newspaper executives to fill key posts. The latest is James Hale Steinman of Lancaster, Pa., named Director of the Printing & Publishing Division, War Production Board, succeeding Arthur R. Treanor who resigned Aug. 5 to return to Saginaw, Mich., as vice-president of the Booth Newspapers.

Rated as one of the country's top newspaper and radio executives, Col. Steinman is head of the stations of the Mason Dixon Radio Group and the Lancaster Newspapers Inc., publishers of the Lancaster *New Era*, *Intelligencer-Journal* and *Sunday News*. In both enterprises he is 50% owner with his brother, John F. Steinman, holding the other 50%.

Three generations ago the Steinman brothers' grandfather was born in Lancaster in 1789, during Washington's first term as President. Their father, the late Andrew Jackson Steinman, was a native of Lancaster and the two boys also were born there—James Hale on Oct. 22, 1886, and John F. on Aug. 21, 1884.

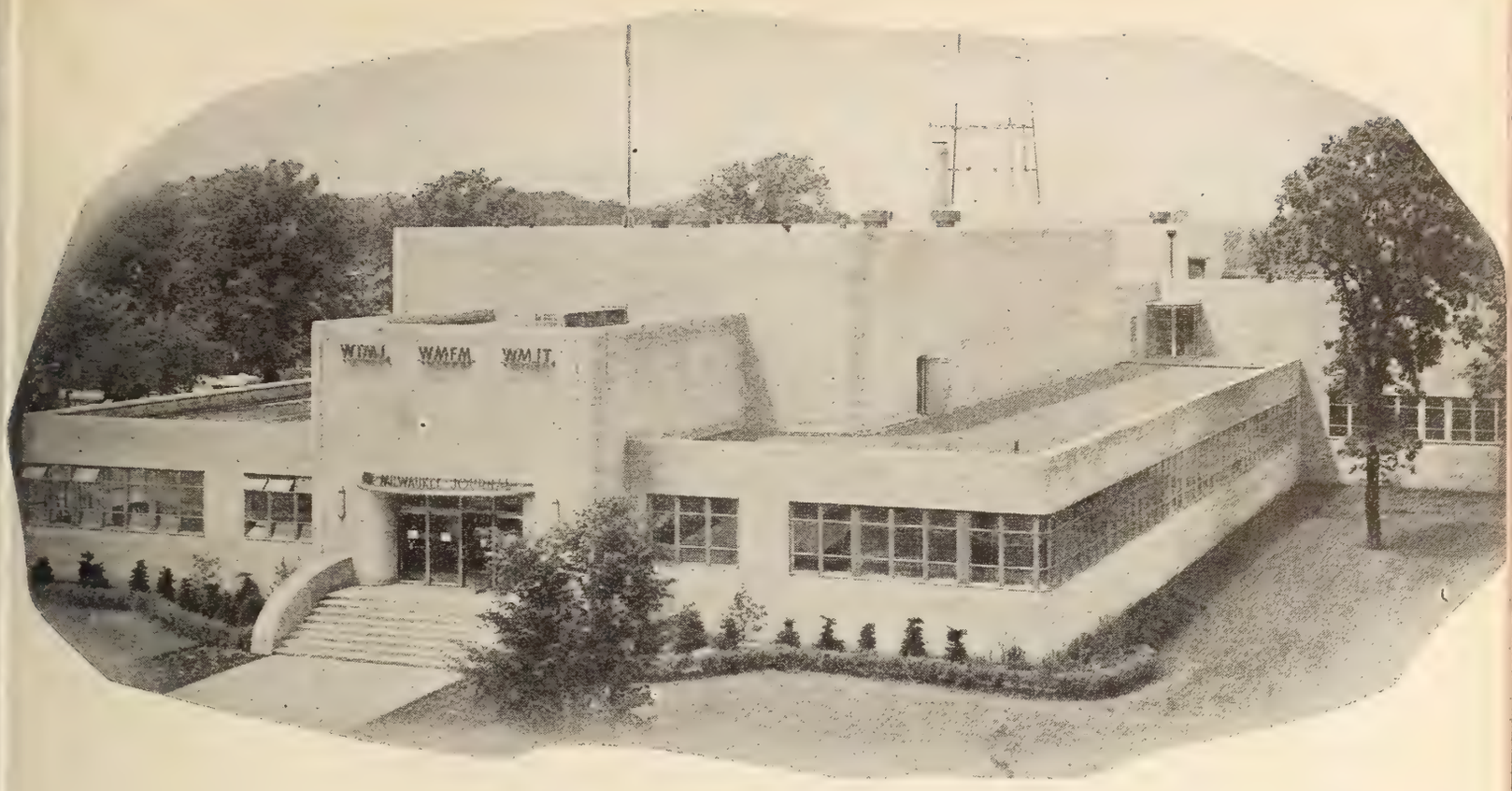
Andrew Jackson Steinman was in the iron business and a prominent lawyer, but in 1866 he was persuaded by his friends to take over operation of the *Daily Intelligencer*. At his death in 1917 his property went to his two sons and in 1921 they bought the interest of Charles Steinman Foltz, who had been their father's partner.

Hale studied to be a lawyer. He was graduated with an A.B. degree from Yale in 1908, in the same class with J. Harold Ryan, president of the NAB. Col. Steinman received his LL.B. from the U. of Pennsylvania in 1911. He was admitted to the Pennsylvania Bar soon after graduation, but he confesses that his prime interests were centered in journalism. That's why he rolled up his sleeves and went to work on the *Intelligencer*, which on June 17 was 150 years old.

Early in the First World War, Hale enlisted and subsequently served as assistant adjutant, division adjutant and lieutenant colonel, his rank at retirement. Col. Steinman was in France from July 1918 until August 1919. In 1922 he married Louise McClure Tinsley of Baltimore.

Meanwhile the world was hearing about "wireless" and the Steinman brothers decided they should do something to better serve their readers and community. In 1923 they started a 25 w station as the Voice of the *Intelligencer*. John Hale and John F. took turns at the microphone. They interspersed wisecracks, markets

(*Continued on page 108*)



Two Great Stations with One Single Purpose

. . . SERVING THE PEOPLE OF MILWAUKEE

WTMJ, The Milwaukee Journal Station, and WMFM, The Milwaukee Journal FM Station are different in many ways. They are programmed entirely separately and run independently. But both stations have one common denominator . . . serving the people of Wisconsin.

On the air since 1927*, WTMJ is unquestionably Wisconsin's number one radio station. It delivers a lion's share of the audience morning, noon and night. Its programming to local tastes, its dial position (620), its outstanding local and NBC network personalities, all contribute to WTMJ's overwhelming popularity.

WMFM, The Milwaukee Journal FM Station, is the first FM statior to be built west of the Alleghenies. Its four years of pioneering, o keen programming, have produced a schedule that is an integral par of the lives of thousands of Milwaukee and Wisconsin families.

As soon as equipment is available, WMJT, The Milwaukee Journa television station, will take to the air to add another link to the radi services of The Milwaukee Journal radio stations.

When planning your Wisconsn radio programs, remember the cal letters of WMFM and WTMJ . . . keys to success to Wisconsin.

**The Journal Company's Radio Service to Wisconsin People Began in 192*

THE MILWAUKEE JOURNAL STATIONS



WMFM WTMJ WMJT

"this . . . is MUTUAL"

More than a network signature . . . more than an engineer's cue . . . *"this . . . is MUTUAL"* . . . has come to mean exciting progress in programming for millions of listeners, profitably delivered by the largest number of stations ever affiliated with one network.

Here is an abbreviated cross-section of Mutual programming today:

news

GABRIEL HEATTER, top-rated commentator, heard six nights a week.

WORLD'S FRONT PAGE, with 850 world correspondents on daily call.

FULTON LEWIS, JR., most widely sponsored of all news analysts.

CECIL BROWN, veteran of many years' observation of overseas action.

CEDRIC FOSTER, and other aces on the largest news roster in radio.

quiz

DOUBLE OR NOTHING, perennial favorite of listening millions.

SKYRIDERS, novelty show for military personnel and the folks at home.

QUICK AS A FLASH, fastest-paced program on the airwaves today.

STOP THAT VILLAIN, uncorking a bright, new idea in quiz shows.

WHAT'S THE NAME OF THAT SONG? hilarious and nostalgic.

drama

THE SHADOW, most popular daytime show in radio, year after year.

WALTER HAMPDEN, veteran stage star in his first radio series.

YOU CAN'T TAKE IT WITH YOU, adapted from the great hit.

FIRST NIGHTER, presenting "The Little Theater off Times Square".

SHERLOCK HOLMES, the master-detective solves new mysteries.

BULLDOG DRUMMOND, another ageless character comes to life.

kid shows

SUPERMAN, super-enthralling the nation's young five nights a week.

TOM MIX, rides to new, straight-shooting conquests of all juveniles.

CHICK CARTER, protege of the immortal Nick, glues kids to the dial.

SAFETY LEGION, Colleen Moore's popular safety stories and songs.

plus

BOXING, from ringside seats in Madison Square Garden Friday nights.

GOOD WILL HOUR, radio's oldest program of friendly counsel.

JANE COWL, intimate daytime chats with the stage's first lady.

SCREEN TEST, unprecedented talent hunt by a top Hollywood studio.

AMERICAN WOMAN'S JURY, a women's panel rules on women's problems.

MEDIATION BOARD, featuring the original A. L. Alexander as conductor.

TANGEE VARIETIES, Sammy Kaye for music, Mahoney and Winchell for fun.

WORLD'S SERIES, in its sixth annual one-network triumph for MUTUAL.

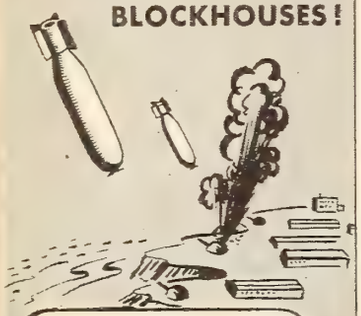
You can't compress all that Mutual offers into the space available here. So we close this tabulation with the simple statement that Mutual stations, Mutual listeners . . . and Mutual advertisers are happily in accord—they all approve our progress in programming.

We plan to perpetuate that approval.

THIS IS MUTUAL



IT TAKES a
2 TON
Block Buster to
smash enemy
BLOCKHOUSES!



IT TAKES A
50,000
watt station to
sell the Denver
market *and the*
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Our Respects to

(*Continued from page 104*)

and news with recordings.

"We didn't know what to do with a radio station, so we finally sold it," remarked Col. Steinman. Then followed radio's meteoric development and the Steinman brothers concluded they had made a mistake in letting their 25-watter go.

In 1929 they returned to radio when they established WGAL Lancaster, in what was the beginning of the Mason Dixon group. Two years later they bought, for $24,000, a struggling small outlet in Wilmington, Del., WILM. They planned to move it to Lancaster but the Federal Radio Commission wouldn't approve. So the Steinman brothers found themselves with stations in two communities, as well as their newspapers.

"We spent another $24,000 trying to make something out of WILM and finally concluded the only way to get back our investment was to buy the opposition," said Col. Steinman. They acquired WDEL also, in 1931. Wilmington didn't need two stations at the time, they thought, so they broadcast half the time with one station in Wilmington and half the time in Hazelton, Pa.

In March 1932 they built WORK York, Pa., and in December the same year they acquired the full-time WAZL Hazleton. Early in 1936 they bought a small outlet in Lancaster and moved it to Easton as WEST. Three years later the Steinman brothers acquired WKBO Harrisburg from the *Harrisburg Telegraph* and only a few weeks ago they bought a minority interest in WRAW Reading, Pa., [BROADCASTING, Aug. 21].

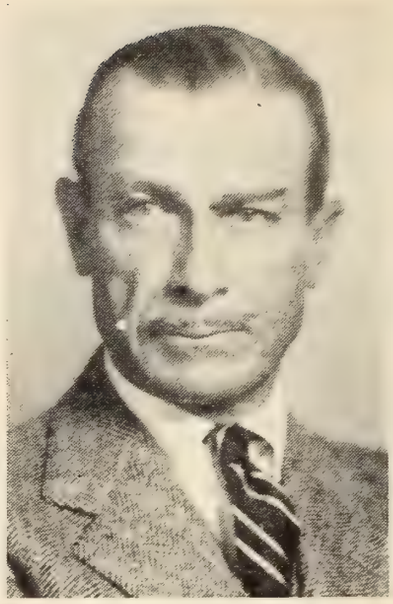
District Operations

When they started WGAL the Steinman brothers transferred Clair R. McCullough, who had been with the Steinman family in the newspaper field since 1915, to their radio interests. He is executive vice-president of each station and general manager of the Mason Dixon group.

Under the FCC duopoly rule the Steinmans had to dispose of WILM. They have sold two-thirds interest to the *Chester* (Pa.) *Times*, subject to FCC approval. Plans are to move WILM to Chester. In the meantime the Steinman brothers had built it from a struggling station to a thriving outlet.

In all their operations the Steinman brothers never have associated their newspaper and radio interests, believing each has a distinct field. Their newspapers and stations are operated as two entirely separate enterprises. They have always insisted that each station do a highly localized job and to that end the Mason Dixon outlets have gained nationwide reputations for public service.

In addition to their newspaper and radio interests the Steinman brothers own the Steinman Coal Corp. Col. Steinman also is director of the Hamilton Watch Co. Of all his business enterprises, he likes radio because, he said, "radio, as the newspaper, deals with human interests and the public". In the newspaper field he learned journalism. In radio he has learned a new type of journalism.



JOHN F. STEINMAN

"Newspapers and radio go hand in hand," philosophized Col. Steinman. "Newspapers are informative, educational and entertaining. So is radio. Both deal with the public."

Civic Activities

Mr. and Mrs. Steinman live with their three daughters, Louis Tinsley, Caroline Morgan Hale and Beverly Randolph, in a country home on Marietta Pike, just outside of Lancaster. They have leased a house in Washington, however, and plan to move to the capital in the fall for the duration.

When Col. Steinman isn't looking after his business interests and family he takes time out for horseback riding, duck shooting and bird hunting. He has six riding horses.

His interest in civic affairs is more than passing. He's a member of the Pennsylvania State Planning Board, is chairman of the Lancaster County Defense Council and commander of the Citizens Defense Corps. He is a member of the Society of Colonial Wars and the Pennsylvania Sons of the Revolution.

Col. Steinman maintains membership in the Lancaster Bar Assn. His fraternity is Psi Upsilon and his clubs include Yale, Racquet and Hamilton. He is president of the latter.

Zenith Preparing

ENGINEERING has been almost completed on post-war radio models for civilian use and the company has not encountered any reconversion problem, Comdr. E. F. McDonald, Jr., president of Zenith Radio Corp., said in a statement to stockholders last week. He added that production on the new models can be started in 60 days if materials are made available.

Personal NOTES

STEPHEN A. VETTER has left his post as general manager of WFTL Fort Lauderdale-Miami, Fla. Charles Smithgall, general manager of WAGA Atlanta, also in the Fort Industry group, temporarily is supervising operations.

WILLIAM B. YODER, assistant to the treasurer of the Philco Corp., Philadelphia, has been named controller of the company. Mr. Yoder was associated with Mathieson, Aitken & Co., Philadelphia public accountants, from 1929 to 1942 when he joined Philco.

HUGH KENDALL BOICE, vice-president in charge of sales of WQXR New York, is heading radio promotion for the Travelers Aid Society of New York in its current fund drive.

MRS. L. R. UPHAM of Minneapolis has been elected president of the Minnesota Radio Council which now has a representative membership of nearly 300,000.

LT. COL. KEN R. DYKE, former director of advertising and promotion of NBC, now is on duty in New Guinea as information and education officer, U. S. Army Forces in the Far East. Among other activities is the SWPA "Jungle Network," comprising stations in the area.

LT. THOMAS P. LITTLEPAGE Jr., on active duty in the Navy since November 1942, on Aug. 21 was honorably discharged at his own request and has returned to active radio legal practice with the law firm of Littlepage & Littlepage, Washington, in which he is a partner. An aviation volunteer specialist, Lt. Littlepage served in the Navy Bureau of Ships, Radio Division, Design Section, Airborne Radio & Radar.

FRANK FLYNN, salesman of KMYR Denver, and Jeanette Gross, of the station's traffic department, recently were married.

EVERETT PARKER, assistant manager of NBC's public service department, has been appointed by the Board of Missions of the Congregational Chirstian Churches, New York, to head a projected radio committee set up to work for the improvement of eligious broadcasting. He will assume his new post Oct. 1.

ALLEN B. DuMONT, president, Allen B. DuMont Labs., Passaic, N. J., on Aug. 20 received from the Rensselaer Polytechnic Institute the honorary degree of Doctor of Engineering, with a citation for his achievements in the science and art of television and in the development of the cathode-ray tube. Occasion was the 120th commencement ceremony of the Institute, of which Mr. DuMont is a graduate.

COMDR. F. O. WILLENBUCHER, chief of the Special Studies Section, Plans Division, Office of the Director of Naval Communications, last week passed the District of Columbia bar after having taken a competitive examination. He has been a member of the New York bar since 1934.

EDGAR KOBAK, executive vice-president of the Blue Network, following the NAB convention in Chicago, will leave on an extensive trip of the South and Southwest, returning around Sept. 13. Present plans call for visits to Blue affiliates and clients in St. Louis, Fort Worth, Dallas, New Orleans and Atlanta.

KEMPLER WILKENS, WOWO-WGL Fort Wayne salesman, is the father of a boy.

The Pacific Coast, too,

HAS TWO TO WOO!



The Pacific Coast is divided in half, and to successfully woo both halves with radio, you have to use the Don Lee Network. For half the retail sales are made OUTSIDE the counties containing Los Angeles, San Francisco, Oakland, Portland and Seattle, and only Don Lee completely covers this OUTSIDE HALF.

Most markets in the "outside half" are surrounded by mountains, and long-range broadcasting won't work. But Don Lee, *with* 36 *local stations*, broadcasts from within each of these mountain-surrounded markets. A special Hooper survey (276,019 calls in 33 cities) showed 60 to 100% of the listeners in many of these "outside" markets are tuned to Don Lee stations.

Here's some interesting "inside" information: When Jack Benny added a Don Lee release recently, he got a higher Hooper rating on Don Lee than on Network A, the network he's been on for years. Point Sublime's Hooper rating jumped from 8.9 to 12.4 since switching to Don Lee from Network B. When Lowell Thomas changed from Network C to Don Lee, he got a higher Hooper *in* 3 *weeks.*

If you want to woo and win both halves of the Pacific Coast, BUY DON LEE!

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.



ncreased Power (Effective Sep-
mber 1st 5000 Watts): In-
eased signal strength and cov-
age will give an additional
00,000 radio homes in Canada's
rgest and wealthiest buying
ea.

istener Promotion: Effective sta-
on promotion in Toronto and
strict . . . newspaper ads, street
r cards, signs . . . mike promo-
on . . . attracting attention to
ier block programming and cre-
ing more regular CJBC listeners.

Dominion Network: The KEY
ATION offering you the facil-
es of numerous studios, origin-
ing the majority of programmes
ard on the Dominion Network
roughout Canada.

Blue Network: "The Best From
e Blue" both sponsored and
staining—America's aggressive
etwork leaders.

News: Prompt, accurate and im-
rtial from the CBC newsroom
. . CP and BUP plus our over-
as units. Also news and fea-
res from BBC and U. S. network
porters.

NBC Features: Including such
ogrammes as Bob Hope, Infor-
ation Please, the Ronald Col-
an Show, Frank Morgan, Ser-
iade to America and many
hers.

CJBC COMMERCIAL DEPT.
55 York St., Toronto, Canada

CBC RADIO CANADA

CJBC
1010

JOE SMOCK, former assistant advertising manager of the *Times Recorder, Zanesville Signal, Zanesville Sunday Times Signal*, Zanesville, O. has joined the sales department of WWVA Wheeling, W. Va.

WILTON E. HALL, owner of WAIM Anderson, S.C. and publisher of the Anderson *Independent* and *Daily Mail*, has been elected to professional membership in Sigma Delta Chi, professional journalism fraternity, upon recommendation of the Henry W. Grady chapter, U. of Georgia.

JOHN SALT, North American director of the BBC, returned to his desk last week, having recovered from a serious illness.

DAVE ROBERTS, released by the Coast Guard and formerly with KGFW Kearney, Neb., has been added to the sales department of KVAK Atchison, Kans.

SHELTON EARP, former assistant manager of KROY Sacramento, Cal., has joined KECA Los Angeles, as account executive.

MILTON OTTE, formerly on the sales staff of F. S. Moseley Co., Chicago, has joined the sales staff of WJJD Chicago.

LT. M. K. VICKERY, USNR, in civilian life president and general manager of WMSL Decatur, Ala., returned home on leave last week and visited the station. Lt. Vickery has been in the Navy since the spring of 1942, serving in the South Pacific.

Stewart Leaves KCMO

JACK STEWART, general manager of KCMO Kansas City for five years, last week announced his resignation. He has not disclosed his future plans. Mr. Stewart, who joined KCMO on Aug. 8, 1939, previously had been national sales manager of WFIL Philadelphia, and prior to that had been manager of WCAE Pittsburgh, WFBR Baltimore, and WCAO Baltimore. Tom L. Evans, president of KCMO and of the Crown Drug Co., has not announced Mr. Stewart's successor.

Joseph Mansfield

JOSEPM (Joe) MANSFIELD, 23, announcer of WNBC Hartford, died of a heart attack late last month. Prior to his position with WNBC, he was an announcer-engineer of WBTA Batavia, N. Y., following his attendance at Clarkson College of Technology and the Blue Network's Announcers School. He is survived by his parents and a sister, living in West Hempstead, L. I.

Announcers' Fight

SAM BROWN, announcer of WINX Washington, last week was arrested and held for $1,000 bond on a charge of striking a fellow employe, Tony Wakeman, sportscaster, with the leg of a piano stool while the latter was on the air. Reportedly Mr. Brown "scooped" Mr. Wakefield by broadcasting race track results traditionally handled by the sportscaster, who showed his objection, it is said, by slapping the announcer just before the end of the program. Mr. Brown is then said to have returned the blow during Mr. Wakeman's sports program. Mr. Wakeman was taken to Emergency Hospital where ten sitiches were taken in his head wound. Hearing against Mr. Brown is scheduled Sept. 7.

BEHIND the MIKE

W. W. CHAPLIN, NBC correspondent who returned earlier this month from assignment in Normandy, beginning Aug. 28 takes over the *World News Round-up* on NBC Monday through Saturday, 8 a.m. Elmer Peterson, who has been handling the series, has been transferred to the West Coast, in line with expansion of NBC's offices there to handle anticipated increase in the volume of Pacific area news [BROADCASTING, Aug. 7]. Mr. Peterson will work out of KPO, NBC's San Francisco office.

MAJ. MEL WILLIAMSON, former chief of the West Coast office, radio branch, Bureau of Public Relations, War Dept., and now on terminal leave until Oct. 25, is to return to civilian radio production.

HENRY ORBACH, in charge of the KGO San Francisco news bureau, has been appointed Blue western division news and special events director effective Sept. 1. He replaces John C. Robb, resigned.

BOB HIESTAND, production manager of KFI Los Angeles, is the father of a boy.

JANE GLENN, of the CBS Hollywood publicity department, has been shifted to New York and assigned to the network fashion editor staff.

PAUL HUEBNER, released from the Marines, has joined KWG Stockton, Cal., as announcer. Connie Slater has been added as station traffic manager.

JOHN BOYLAN, former producer of Don Lee Broadcasting System, Hollywood, has joined the publicity department of Paramount Pictures as assistant to Martin Lewis, in charge of radio.

LOUISE BOOSE, formerly of WHK Cleveland, has joined the publicity department of KHJ Hollywood, succeeding Helene Himburg, resigned.

LOWELL SMITH, announcer of KFWB Hollywood, and Nancy Deshon, secretary to the KFWB program director, were to be married in San Bernardino Aug. 26. Mr. Smith is resigning his station post to become program director of Allied Adv. Agencies, San Francisco, on Oct. 1.

CHARLES GRANVILLE, former chief announcer of KFMB San Diego, Cal., has joined KFAC Los Angeles as announcer. Jack Ellsworth of Miami has also joined KFAC.

WLW Promotions

THREE promotions are announced by WLW Cincinnati. Edward G. Feinthel, formerly in charge of WLW copy production, has been appointed assistant sales promotion manager. John Gilbert is now copy production manager, and previously was field representative for the station's merchandising dept. in the Huntington, W. Va. area. Rudolph Prihoda, who has been with WLW's art dept. for six years, was promoted to art director.

BYRON POSSEN, announcer of KSFO San Francisco, has joined KYA San Francisco.

BOB SWEENEY, chief announcer of KYA San Francisco, has resigned to freelance. Lenn Curley succeeds him.

JANET POMEROY, formerly with United Press, Chicago, has joined the news staff of WENR Chicago.

MARIE INGRAM has left OWI to join the writing staff of KFRC San Francisco.

CHARLES MURPHY has joined the announcing staff of WDAY Fargo, N. D.

ROLAND (Rollie) FURMAN, former announcer and war program director of WSYR Syracuse, last week became program director of WELI New Haven.

DON SHERWOOD, released from the Navy, has joined KFRC San Francisco as announcer.

JACK PETERSON, former announcer of WIND Chicago, has joined the WBBM Chicago production department as a producer.

FRAN WEIGLE, formerly of WLAV Grand Rapids, has joined the announcing staff of WJJD Chicago.

ARTHUR KANE, formerly of WESX Salem, Mass. and WMEX Boston, has joined the announcing staff of WTAG Worcester, replacing Bill Fariss.

JEANNE BREWER, former writer-announcer at WDWS Champaign, Ill. has joined KGKB Tyler, Tex.

GEORGE MULVIHILL has replaced Eugene Smith as announcer at KGVO Missoula, Mont.

ROGER KING has returned for part-time announcing at KOMA Oklahoma City. He is an instructor at the Naval Aviation Training Center at Norman, Okla.

JIM DELINE, former senior announcer with WFBL Syracuse, has been promoted to assistant program director. L. F. Wylie has been named merchandising manager.



Smith & Bull
ADVERTISING AGENCY . . .

ANNOUNCE
New Location
in their own building at
6642 Sunset Boulevard
Hollywood 28, California
"ON HOLLYWOOD'S RADIO ROW"

From
AUG. 12, 1944

Telephone HEmpstead 5671

Where to go this fall...

for your new headliner show



GO where most astute advertisers inevitably wind up . . . at NBC's Radio-Recording Division . . . advertisers who've discovered that NBC's syndication plan of sharing a show's cost among many non-competing advertisers all over the country is the most economical means of getting an expertly produced show that does a real sales job against tough competition. Here's a digest on some real finds:



Destiny Trails . . . recreates immortal classics of James Fenimore Cooper. First, *The Deerslayer* . . . 39 programs depicting the spirit of adventure that is our American heritage. Next, *The Last of the Mohicans*, 39 programs. 78 quarter-hours ready for release September 15 for three-a-week broadcast.



Come and Get It . . . first recorded audience participation show, radio's newest quiz mixes food, facts, and fun. Bob Russell, MC, questions contestants selected from studio audience representing all sections of the country; then tosses the subject to "Board of Experts." Alma Kitchell, well-known for her Woman's Exchange program and Gaynor Maddox, for food articles read by millions. Experts uncover unusual facts about food in question. 78 quarter-hour three-a-week quiz shows—*ready for release about September 1.*

FOR CHRISTMAS PROMOTION



Happy the Humbug . . . adventures of that strange breed of the Animal Kingdom and his fascinating menagerie of animal pals . . . whimsical adventures fabricated into a rib-tickling fantasy. 15 quarter-hours for Christmas promotions with a follow-up series of 39 programs, introducing many new characters and situations, to start Jan. 1. Two series available separately or in combination.



The Christmas Window . . . dramatizing children's stories both old and new . . . A Visit from St. Nicholas and The First Christmas; favorite fairy tales with a Christmas setting. The Fir Tree (Andersen) and The Shoemaker and the Elves (Grimm). Each acted by a superb cast . . . all offer direct tie-in for retail displays. 12 quarter-hours, for 3-a-week broadcast four weeks preceding Christmas.



Ned Jordan—Federal Ace . . . thriller with new twist . . . woven from swift-action facts, sans fantasy . . . from "inside" sources on underground activities. Produced in association with King-Trendle Broadcasting Corp., creators of Lone Ranger. 52 half-hours *for release about Sept. 15.*



The Weird Circle . . . modern dramatizations of the eerie classics . . . by such celebrated writers as Poe, Balzac, Dumas, Hawthorne, and Victor Hugo. 13 brand-new adventures bring program total to *65 half-hours.*



Stand By for Adventure . . . stories of exciting happenings in far places among strange people . . . as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for one- or two-a-week broadcast.

* * *

If in planning your fall schedule you had in mind a definitely different type of show from those listed above, remember NBC Radio-Recording Division has myriads of other first-ranking shows from which to choose. *Remember, too, that complete facilities are available to produce your own custom-built show—from idea to finished pressings. Write, phone, or wire for detailed information and audition records.*

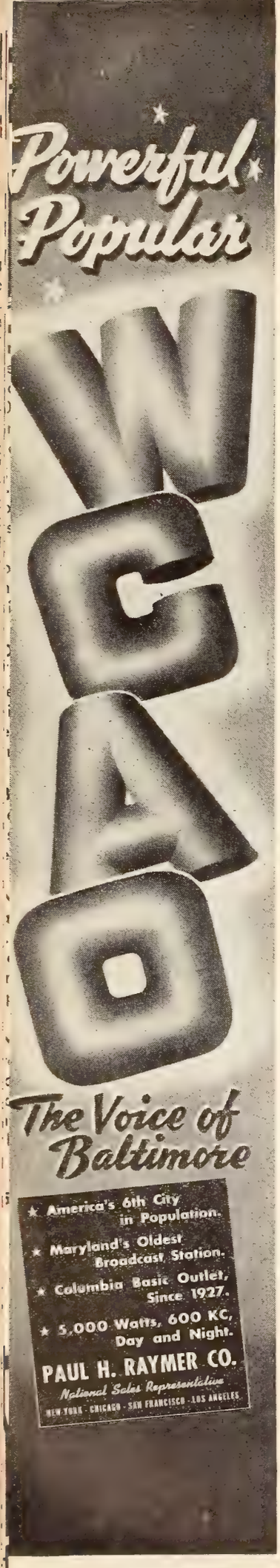
National Broadcasting Co.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.



ANN CARLEY, new to radio, has joined the WBBM Chicago transcription department.

HAL MOORE, following honorable discharge from the Army, is to resume as m. c. of *Start the Day Right* on WNEW New York. Post is relinquished by Bob Lewis who took over from Mr. Moore two years ago when the latter entered the service. Mr. Lewis had just been discharged from the Army at the time.

BILL JEFFERAY, former announcer of WOL Washington and prior to that with Geyer, Cornell & Newell, and Ted Lingo, who was m. c. of the *Musical Steelmakers* show at WKWK Wheeling, W. Va., have joined WTOP Washington as announcers.

HELEN KING, former radio editor of the *Buffalo Evening News* and previously publicity and promotion director of WBEN and WEBR Buffalo, has joined the WOR New York publicity staff.

CONNIE GREEN, former assistant to Alma Kitchell, commentator of WJZ New York, has joined WNEW New York as writer.

BEN YOST, organizer and director of choral units, this week joins NBC as choral director and supervisor of choral music activities.

NAT HERZ, formerly with *Life* magazine, joins the Blue Network around Sept. 1 as photo editor in the publicity department.

DONALD E. GILLIS, NBC Chicago director, has transferred to NBC New York to direct *General Motors Symphony of the Air*. Edward Bailey, NBC Chicago sound effects man, succeeds Mr. Gillis.

MILDRED BRADSHAW, former school teacher, has joined WBBM Chicago as assistant to Florence Warner, educational director.

EDWARD STOCKMAR, network sales traffic manager of NBC central division, is the father of a girl.

BOB KEARNS, formerly of KVAK Atchison, Kans., has joined WIBW Topeka. He is replaced at KVAK by Dick McPhail.

CHARLES DUERKES is a new announcer at WFTL Ft. Lauderdale, Fla.

ALEXANDER S. GIBSON, announcer at WFTL Ft. Lauderdale, Fla., is the father of a boy.

PAUL PRICE, formerly with WAOV Vincennes, Ind., has joined WKMO Kokomo, Ind. as announcer.

VERN LOUDEN, former assistant production manager of KUTA Salt Lake City, has joined the KYA San Francisco announcing staff.

LITA ANDERSON, of the KUTA Salt Lake City continuity staff, was married to Dean Jones on Aug. 10.

JOHN SINCLAIR, discharged veteran who recently joined KUTA Salt Lake City, has returned to the station after a long illness.

PATRICK F. KRONE, formerly of the 1st Marine Division of Guadalcanal, is now an announcer at KVEC San Luis Obispo, Cal.

BILL MARLOWE, former newscaster of WMC Memphis, has joined KOIN Portland as news editor.

WALLY KING, formerly at WRRF Washington, N. C., is now on the announcing staff of WOLS Florence, S. C.

CARLTON MILLER, former announcer with stations in the South, has joined WPEN Philadelphia.

FRANK BARTON, former assistant personnel director and editor of the house organ for Wilson & Co., Chicago, has joined the newswriting staff of WBBM Chicago.



WELCOMING SMILES for Lt. Fort Pearson, former NBC Chicago announcer now stationed in Anacostia, D. C., with the Navy's Photo-Science Lab., come from Jules Herbuveaux, NBC central division program manager, and his secretary, Vera Fitzsimmons.

Lester E. Swinehart

LESTER EMMETT SWINEHART, 49, an executive of Lewis & Gilman, Philadelphia, died recently of a heart attack. Mr. Swinehart started his career as an office boy with Lord & Thomas, Chicago in 1911. By 1917 he had become production manager in charge of copy, art and printing. After the war, in which he served as a second lieutenant, he became manager of the production dept. of Henri, Hurst & McDonald, Chicago. He was appointed vice-president of the firm, and later joined N. W. Ayer & Son, Philadelphia. In 1943 he went with Lewis & Gilman. Mr. Swinehart is survived by his widow and daughter.

EDWARD SOBOL, NBC television director, has taken leave until Oct. 1 to supervise a series of stage productions for USO Camp Shows.

DON FRANK, senior announcer of WPEN Philadelphia, has been named manager in charge of night operation.

MARIAN ELLIS, formerly of WKMO Kokomo, Ind., has joined the transcription department of WOWO-WGL Fort Wayne.

AL LARR, formerly with WISH Indianapolis, is now an announcer at WSYR Syracuse.

DONALD McCRAIG, KLZ Denver traffic manager and lieutenant in the Civil Air Patrol, is now on active duty at Lowry Field, Col., undergoing special Army Air Forces training.

MARK SCHREIBER, sports announcer of KMYR Denver, has been elected president of the U. of Colorado Alumni Assn., succeeding Gov. Ralph L. Carr.

MARGARET W. SIMPSON replaces H. C. Goble as continuity writer of WWNC Asheville, N. C.

WALTER A. KLOZAR, former announcer and promotion manager of WMRN, Marion, O., is now with WJW Cleveland, announcing under the name of Walter Kay.

Awards to Stuhlman

CAPT. FRANK W. STUHLMAN, USMC, former announcer of WTIC Hartford, recently received the Distinguished Flying Cross and a citation from Admr. William Halsey, for his combat record as a torpedo bomber pilot with the "Red Devil" Squadron. He has taken part in 44 missions, operating from bases on Guadalcanal, Munda and Bougainville. He is now stationed at Cherry Point, N. C.

Agencies

A. R. WHITMAN, a vice-president of Benton & Bowles, New York, returned to the agency following an 18 month leave of absence to serve as deputy director of the Office of War Information and more roently as director of the fuel rationing division of the Office of Price Administration in Washington, D.C.

ED SILVER, formerly with Constance Hope Assoc., New York publicity office, has joined Young & Rubicam, New York, in charge of publicity department copy.

CHARLES LEVITT, West Coast advertising executive, has completed his OWI Washington, D. C., assignment and re-established the Charles Levitt Adv. Agency at 412 West Sixth St., Los Angeles. Telephone is Vandyke 0372.

A. M. SEMONES, vice-president of Henri, Hurst & McDonald, Chicago, has been elected to the board of directors.

E. F. (Bud) HASCALL Jr., account executive with Young & Rubicam, Chicago, on Sept. 15 is to join Henri, Hurst McDonald, Chicago.

LT. JOHN R. MONTGOMERY Jr., after 18 months of Army service, has joined the copy department of Geyer Cornell & Newell, New York. He was formerly advertising and sales manager for Packard Motor Car Co., New York, and promotion manager of *Newsweek*.

DAVE ELTON and Arthur Moore, Hollywood producers of Young & Rubicam, have been shifted to the agency's New York staff.

TED WICK, Hollywood producer of Foote, Cone & Belding, has joined Myron Selznick Agency, Hollywood talent service, as radio department head. He succeeds Joe Donahue.

LESLIE N. DANIELS Jr., formerly of Blackett-Sample-Hummert, Chicago, and Benton & Bowles, New York, has joined the copy staff of Duane Jones Co., New York.

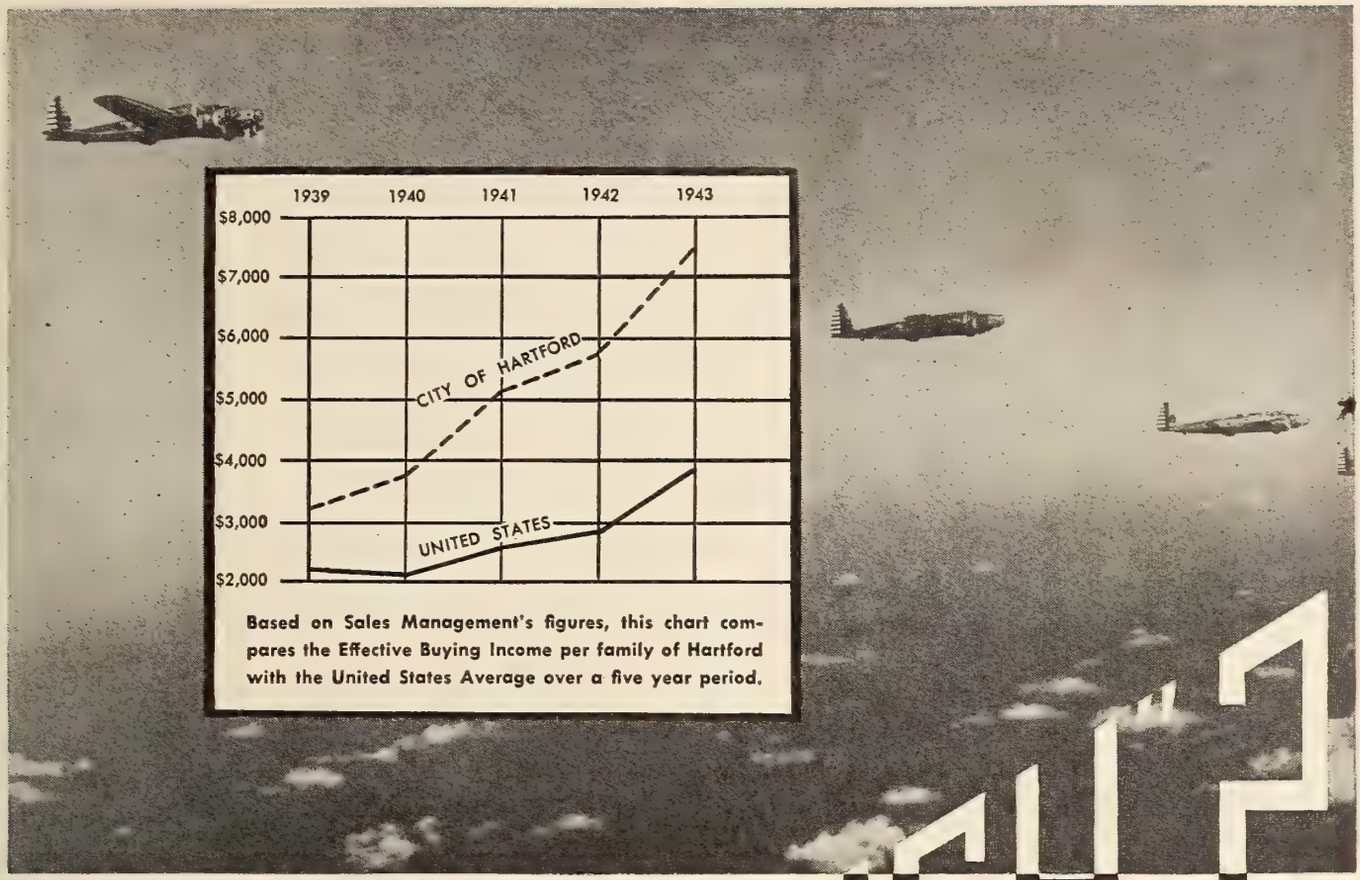
CAMPBELL-EWALD Co. has re-established Los Angeles offices at 714 W. Olympic Blvd., with Robert H. Crooker, executive vice-president and a director, in charge of Pacific Coast operations. Telephone is Richmond 6204. Richard C. Francis has rejoined the agency as assistant to Mr. Crocker. Functioning primarily as a service offce in the past, agency will now handle local accounts as well as those of national advertisers.

ALBERTO P. NORIEGA, in the foreign trade field for over 20 years, has joined Irwin Vladimir Co., New York.

Ruthrauff & Ryan Opens Video Talent Auditions

RUTHRAUFF & RYAN, New York, has set up regular weekly auditions for commercial television talent, building a classified catalogue of available talent and obtaining actors for experimental shows for R&R clients. According to Lee Cooley, R&R television director, the catalogue is similar to one he built up for Don Lee-Mutual on the West Coast.

Agency has set aside the 4-5 p.m. period every Tuesday for auditions, conducted under the supervision of Mr. Cooley, with the assistance of Betty McCarthy, who handles details of talent casting and arranging, and Tom Vietor, program director.



how high is "HIGH"?

Every trading area in the country has a high Effective Buying Income today. In selecting markets, however, judge their relation to the rest of the country—their pre-war status—and their likely post-war level.

On all these counts, the Hartford Trading Area deserves first consideration on advertising schedules. Its pre-war leadership—present rating—and constant stability make it a better investment for advertising dollars.

In selecting media to cover this market, remember that the Hartford Trading Area fans out into 26 surrounding towns. The way to cover this entire market—economically and effectively—is to take to the air, on WDRC.

As the Basic Columbia Network Station for Connecticut, WDRC gives your advertising message wings—to reach a million people in the station's Primary Listening Area.

Use WDRC to connect in Connecticut

Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn., for market study, and spot availabilities.

1 COVERAGE 2 PROGRAMS 3 RATE
GET ALL 3 ON WDRC

WDRC
HARTFORD 4 CONNECTICUT

BASIC CBS
Connecticut's Pioneer Broadcaster

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

for SMN* it's WHN
DIAL—1050
50,000 WATTS
*SPORTS • MUSIC • NEWS

"It's a WIZE advertizer who uses the Springfield, Ohio Market."
An inquiry will prove it.
WIZE Springfield Ohio
WEED & CO... National Representatives

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

ERNEST A. HOLMES, former assistant manager of research of Arthur Kudner Inc., New York, and previously with the Kenyon Research Corp., a division of Kenyon & Eckhardt, New York, has joined Abbott Kimball Co., New York, as director of the research and marketing division.

RAYMOND SPECTOR, president, Raymond Spector Co., New York, is recovering from virus pneumonia. He is expected back at his office Sept. 10.

EARLE BARTEAU L'HOMMEDIEU, formerly with the American City Bureau, Chicago, has joined the public relations staff of N. W. Ayer & Son, New York.

MITCHELL-FAUST Adv., Chicago, and Kane Adv., Bloomington, Ill., have been elected members of the American Assn. of Adv. Agencies.

CHARLES O. PUFFER, former account executive of BBDO, Chicago, has joined Goodkind, Joice & Morgan, Chicago, as account executive.

HOWARD B. KETTING, account executive; Haakon Groseth, in charge of merchandising, and Albert R. Callies, head of the media department, of Ruthrauuff & Ryan, Chicago, have been elected vice-presidents.

JOHN W. SWALLOW, acting president of Television Enterprises, Los Angeles, and formerly program director for NBC in Hollywood, has joined Kenyon & Eckhardt, Hollywood, as director of the Pacific coast radio operations.

Y & R LISTS NEW FALL ASSIGNMENTS

NEW producer assignments for Young & Rubicam's radio programs starting this fall have been announced as follows:

HOLLYWOOD SHOWS:

New Adventures of Sherlock Holmes, Glenhall Taylor; *Dinah Shore Program*, Walter Bunker; *Eddie Cantor Program*, Ted Bliss; *Adventures of Ozzie and Harriet*, Al Scalpone; *Melody Roundup*, Francis Van Hartesvelt; *Duffy's Tavern*, Jack Roche; *George Burns and Gracie Allen Show*, Ned Tollinger; *Those We Love*, Tony Hardt.

NEW YORK SHOWS:

Hop Harrigan, Harry Ingram; *We Love and Learn*, Mary Harris; *Two on a Clue*, Ralph Butler; *Bulldog Drummond*, John Martin; *Happy Island* (starring Ed Wynn), Raymond Knight; *World Today*, Cy Pitts; *Kate Smith Hour*, Ted Collins (agency producer unassigned); *The Aldrich Family*, Ed Duerr; *Great Moments in Music*, (producer as yet unassigned); *Alan Young Show*, Dave Elton; *March of Time*, Lester Vail; *We, the People*, Joe Hill; *Edwin C. Hill*, Mary Harris; *My Best Girls*, Wes McKee; *Mystery Theater*, Frank Telford; *Fannie Hurst Presents*, Eric Pinker; *Bright Horizon*, Day Tuttle; *Paul Manning*, Ed Downs; *Joyce Jordan, M.D.*, Ralph Butler; *Kate Smith Speaks*, Day Tuttle;

Harry Ackerman will be associate director in charge of all production. The supervisors are George McGarret, Joe Hill, Ed Duerr and Glenhall Taylor.

Compton Expands

COMPTON ADV., New York, is adding four new members to its radio copy department, including Ruth Brooks, former NBC scripter, and Mildred Kearney, formerly of H. B. Humphrey Co., Boston. Other additions are Don Rivers, formerly of Knox-Reeves Adv., Minneapolis, where he worked on space and radio copy for General Mills, and Bob Kuhn, who joins the West Coast office of Compton as commercial writer on Crisco. Mr. Kuhn was associated with Ruthrauff & Ryan in New York, and later in Hollywood, where he worked on copy for Lever's Bob Burns show on CBS.

Radio Advertisers

MELVILLE SHOE Corp., New York (Thom McAn shoes), has renewed its 52-week contract with WLS Chicago for *Something to Talk About*, thrice-weekly, 7:30-7:45 a.m. (CWT). Agency is Neff-Rogow, New York.

FORD-HOPKINS Co., Chicago (Eight-in-One cold tablets), on Sept. 25 begins a thrice weekly quarter-hour program 10:45-11:00 p.m. (CWT) on WMAQ, Chicago. Contract is for 26 weeks through H. W. Kastor & Sons Adv., Chicago.

WM. WRIGLEY Co., Chicago, on Sept. 16 is to change the time of *America in the Air* from Sundays 5:30-6:00 p.m. CWT to Saturdays 6:30-6:55 p.m. CWT over WBBM Chicago. Agency is J. Walter Thompson Co., Chicago.

PHILIPS do Brazil S. A., Brazilian distributor of Philips radios and other products, and a branch of North American Philips Co., New York, has appointed the Rio de Janiero office of McCann-Erickson, New York, to handle its advertising. Agency already handles Philips advertising in the Argentine.

CALIFORNIA POTATO Chip Co., Oakland, has named Garfield & Guild, San Francisco, to direct its advertising. Schedule of dramatized spot announcements is being released on Northern California stations on behalf of Betty Lou potato chips.

CORY GLASS Coffee Brewer Co., Chicago, has appointed Weiss & Geller, Chicago, to handle its advertising.

UNION PACIFIC Railroad is sponsoring spot announcements on KOA Denver in the interest of the company's unclaimed and refused freight auction.

BERNARD M. KLIMAN, former advertising and promotion manager of I. Schneierson & Sons, New York, has been appointed advertising director of the Gruen Watch Co., Cincinnati. He replaces Don Hall who recently entered the armed forces.

GIMBEL BROS., Inc., New York (department store) Sept. 9 starts on WNEW New York, Saturday 9:45-10 a.m. *Calling All Girls*, transcribed feature produced in conjunction with the magazine of the same name and packaged by Frederic W. Ziv, New York. Series is designed for department store advertising. Business is placed direct.

ADMIRAL Corp., Chicago, has reappointed McClain Distributing Co., Charlotte, N. C., as distributor for all Admiral products in the Charlotte district.

CHICAGO TRANSFORMER Corp., Chicago, has begun sponsorship on WGN Chicago of a quarter-hour musical variety program featuring Dick (Two Ton) Baker, Monday through Saturday 8:15-8:30 a.m. (CWT). Contract was placed through Lieber Adv., Chicago.

MORRIS B. SACHS CLOTHING Co., Chicago, started sponsorship, Aug. 28, of a quarter-hour program, *But Not Forgotten*, featuring Herbie Mintz, Monday through Friday 10:15-10:30 p.m. (CWT) on WENR Chicago. Contract for 39 weeks was placed by Wade Adv., Chicago.

DAVID J. MAXIN, former drug merchandising director of H. W. Kastor & Sons Co., Chicago, has joined Assoc. Distributors & Dana Perfumes Inc., Chicago, as director of merchandising research.

CLAIR HEYER, formerly in the advertising department of Armour Co., Chicago, has been promoted to assistant to Edward N. Wentworth, director. Mr. Heyer's principal duties in his new position will relate to radio.

GILBERT C. WILSON Labs., Denton, Tex. (de-hydrated sweet potatoes), augmenting its schedule on Aug. 21 started daily transcribed one-minute announcements on 6 stations in Montana. Contracts are for 5 weeks. Station list includes KGHL KFBB KGVO KGIR KPFA KRBM. Placement is through Little & Co., Los Angeles.

BLACKHAWK BREWING Co., Davenport, Ia. (Blackhawk Topping), has begun sponsorship of a quarter-hour news show 10:'5-10:30 p.m. (CWT) Monday through Friday on KSO Des Moines. Contract placed by H. W. Kastor & Sons, Chicago, is "till forbid" and is said to mark the first time a beer program has been sponsored in Des Moines.

SO-GRAPE Co., Peoria, Ill., newly organized, has acquired from Judge & Dolph, Chicago, rights to manufacture and sell So-Grape. Mace Adv. has been appointed to handle the advertising. No radio is planned at present.

FAIR STORE, Chicago, (department store) on Sept. 11 begins a five-minute news show, Monday through Friday 5-5:05 p.m. (CWT) over WMAQ Chicago. Contract is for 52 weeks through Ivan Hill Adv., Chicago.

N. W. Ayer Expands

N. W. AYER & Son, Hollywood, has taken additional office space at 1680 N. Vine St. Charles Herbert, former CBS New York producer, has joined the agency's Hollywood staff and is assigned to CBS *Electric Hour* starting Sept. 20. H. L. McClinton, agency vice-president in charge of radio, has returned to New York following conferences with Herbert Sanford, Hollywood manager.

VT. N.H. ME.
WLAW
COLUMBIA AFFILIATE
the NEW ENGLAND STATION with
Mass. Appeal
5000 watts 680 Kc.
LAWRENCE, MASS.
REPRESENTED BY THE KATZ AGENCY INC.
RETAIL SALES
WLAW Primary Coverage

	Day	Night
Mass.	11.97%	10.79%
N. H.	53.44%	37.24%
Maine	1.56%	1.88%

Coverage Map on Request
* P. S. Maine and N. H. too!

D-DAY...V-DAY...*Every Day!*

"Tops...superb" **WMAM**

"On the line and then some" **WIBU**

"Superb...fitted needs to perfection" **WCCO**

"Cannot laud U.P. too highly" **KNET**

"Tops...exciting, complete" **KMYR**

"U. P. is incomparable" **KTUL**

History's greatest story told by history's greatest newsmen" **WEMP**

"Best job in U. P.'s brilliant history" **WHO**



Fastest News...

Fullest Background

Cheers like these for U. P.'s superb coverage of all the fighting fronts are heard every day.

What especially has brought forth bravos from broadcasters is U. P.'s unprecedented advance supply of background material—as much as 45,000 words of it—for use with spot news flashes. This enables U. P. clients not only to seize listeners' interest but to hold it.

The service-plus job which U. P. has turned in it will repeat on V-Day—and every day before and thereafter when big news is on the brink of breaking. In addition to the fastest news, U. P. will continue to provide the fullest news background.

U. P. is foremost in radio news, with more clients than all other services combined. The reason why it is foremost is that it offers most.

UNITED PRESS
★RADIO NEWS★



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WMAL Washington

Marlin Firearms Co., New Haven, (Marlin blades), 3 *sa* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
Metro-Goldwyn-Mayer Pictures Corp., N. Y., ("Canterville Ghost"), 9 *sa*, thru Donahue & Coe, N. Y.
School of Speed Writing, N. Y., 3 *sa* weekly, 26 weeks, thru Kaplan, Seisel & Bruck, N. Y.
Procter & Gamble Co., Cincinnati, (Teel), *sa* weekly, thru Biow Co., N. Y.
Wildroot Co., Buffalo, 6 *sa* weekly, 52 weeks, thru BBDO, N. Y.
Lever Bros. Co., Cambridge, (Lifebuoy), 10 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

KPO San Francisco

Ben Hur Products, Los Angeles (Ben Hur coffee), 5 *sp* weekly, thru Foote, Cone & Belding, San Francisco.
Wilbert Products Co., New York (floor and furniture polish), 3 *ne* weekly, thru Duane Jones Co., N. Y.
Miller Products Co., Portland (insecticides), *ta* weekly, 52 weeks, direct.
Crowell-Collier Publishing Co., New York (*Collier's*), *sa* weekly, thru Arthur Kudner Inc., N. Y.
Marlin Firearms Co., New Haven, (Marlin blades), *ta* weekly, thru Craven & Hedrick, N. Y.
Kerr Manufacturing Co., Los Angeles (fruit jars, lids and caps), 5 *sa* weekly, thru Raymond R. Morgan Co., Hollywood.

KMPC Hollywood

Daily Bros. Shoe Co., New York (Daily shoe), *sa* weekly, 26 weeks, thru Norman D. Waters & Assoc., N. Y.
Prest-O Lite Battery Division, Indianapolis (batteries), 6 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
F. H. Pfunder Inc., Minneapolis (Pfunder"s tablets), 5 *t* weekly, thru Sorenson & Co., Chicago.
Seeck & Kade, New York (Pertussin), 10 *ta* weekly, thru Erwin Wasey & Co., N. Y.

WAIT Chicago

K. Arakelian Inc., Madera, Calif. ("Mission Bell" wines), 6 *sp* weekly, 52 weeks, thru Max Jacobs Adv., N. Y.

WHO Des Moines

Paul F. Beich Co., Bloomington, Ill. (Whiz candy bar), 2 *ta* weekly, 5? weeks, thru Arthur Meyerhoff & Co., Chicago.
Kaiser Co., Portland, Ore. (labor recruiting), 14 *sa* weekly, direct.
Johnson & Johnson, New Brunswick, N. J. (TEK), 5 *ta* weekly, thru Ferry-Hanly Co., N. Y.
Nebraska Consolidated Mills Omaha (Dixianna Pancake Mix), 5 *sa* weekly, thru Allen & Reynolds, Omaha.
Wm. Wrigley Jr. Co., Chicago (chewing gum), 13 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Reid Nat'l Corn Co., Anamosa, Ia. (hybrid corn), 3 *sa* weekly, thru Fairall & Co., Des Moines.
Crowell-Collier Publishing Co., New York (*Collier's*), 17 *sa* weekly, thru Arthur Kudner Inc., N. Y.

WMAQ Chicago

Western United Dairy, Chicago, 3 *sa* weekly, 13 weeks, thru Olian Advertising Co., Chicago.
Balaban and Katz Corp., Chicago, 13 *ta* thru M. M. Fisher Assoc., Chicago.
Ford-Hopkins Co., Chicago (eight-in-one cold tablets) 3 *sp* weekly, 26 weeks, thru H. W. Kastor & Sons Adv., Chicago.
Park & Tilford, New York (Tintex Dye), 3 *sa* weekly, 13 weeks, thru Charles M. Storm Co., New York.
Sunway Fruit Products Co., Chicago ("Freshie" soft drink), 7 *sa* weekly, thru Sorenson & Co., Chicago.

WOLS Florence, S. C.

Reader's Digest Assn., Pleasantville, N. Y. *sa* weekly, thru BBDO, N. Y.
Plough Inc., Memphis (Mexsana), 5 *ta* weekly, thru Lake-Spiro-Sherman, Memphis.
Plough Inc., Memphis (St. Joseph), 5 *ta* weekly, thru Lake-Spiro-Sherman, Memphis.
Electric Auto-Lite Co., Toledo (Prestolite), 5 *ta*. weekly, through Ruthrauff & Ryan, Chicago.

WQXR New York

General Foods Corp., New York (Baker's Cocoa), 6 *sp* weekly, thru Benton & Bowles, N. Y.
Renoir Parfums, New York (Chi Chi, My Alibi perfumes) 5 *sp* weekly, 13 weeks thru Abbott Kimball Co., N. Y.
Fastop Inc., New York (Fastop bottle caps), 3 *sp* weekly, 52 weeks, thru F. J. Low Inc., N. Y.
Campbell Soup Co., Camden, N. H. (soups), 63 *sa* weekly, 26 weeks, thru Ward Wheelock Co., Philadelphia.

WAOV Vincennes, Ind.

Sterling Brewers, Evansville, Ind., 6 *ne* weekly, 52 weeks. thru Ruthrauff & Ryan, Chicago.
Central Fibre Co., Vincennes, Ind. (waste paper collection), 3 *sa* weekly, direct.
Pomeroy Box Co., Vincennes, Ind. (waste paper collection), 30 *sa* weekly, direct.
Terre Haute Brewing Co., Terre Haute, Ind. (Champagne Velvet. beer, ale), 12 *ne* weekly, 26 weeks, thru Pollyea Adv., Terre Haute, Ind.

WJZ New York

American Chicle Co., Long Island City, N. Y., 4 *sa* weekly, thru Badger, Browning & Hersey, New York.
Presto-O-Lite Battery Co., Indianapolis, 30 *sa*, thru Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, (Lifebuoy soap), 8 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Alfred A. Knopf Inc., N. Y. (books) 4 *sa* weekly, thru Denhard, Pfeiffer & Wells, New York.
Doubleday, Doran & Co., N. Y. (Dollar Book Club), 3 *sa* weekly, thru Huber Hoge & Sons, N. Y.

WCBI Columbus, Miss.

Chattanooga Medicine Co., Chattanooga (Black Draught), 10 *sa* weekly, thru Nelson Chesman & Co., Chattanooga.
Morton Salt Co., Chicago, 3 *sp* weekly, thru Klau-Van Pietersom Dunlap, Milwaukee.
Sinclair Refining Co., Atlanta, *ne* daily, direct.
Miles Labs, Elkhart, Ind., (Alka Seltzer), 4 *sp* weekly, 52 weeks, thru Wade Adv., Chicago.

KNX Hollywood

Paramount Pictures, New York (films), *sa*, 52 weeks, thru Buchanan & Co., N. Y.
Bank of America National Trust & Savings Assn., San Francisco, 3 *ne* weekly. 52 weeks, thru Charles R. Stuart Adv., San Francisco.
Dr. Harson Labs, Little Falls, N. Y. (Rennet tablets), 6 *sp* weekly, thru Mitchell-Faust Adv., Chicago.

KTSA San Antonio

Electric Auto-Lite Co., Toledo (Prestolite), 6 *sa* weekly, 36 weeks, thru Ruthrauff & Ryan, N. Y.
Bu-Tay Products Co., Huntington Park, Cal. (Raindrops Detergent), 5 *ta* weekly, thru Glasser-Gailey & Co., Los Angeles.

WENR Chicago

Lever Bros. Co., Cambridge, (Lifebuoy soap), 3 *sa* weekly, thru Ruthrauff & Ryan, N. Y.



KMYR Drops Middle Newscast Commercials

KMYR Denver eliminated all middle commercials in its newscasts, effective Aug. 6, and reports that not a sponsor balked. A brochure is being prepared for agencies, local accounts and advertisers.

First station to eliminate middle commercials in news broadcasts was KSD St. Louis, NBC outlet. The station also established a policy of not accepting news sponsorship from medical advertisers or from sponsors who use time exclusively for the sale of vitamins. WJR Detroit last month announced elimination of middle commercials in news broadcasts.

* * *

WJR Clients Stay

WJR, Detroit, has not lost an advertiser because of its new policy restricting newscast advertising, Charles Burke, WJR sales manager, announced last week.

The new policy, effective Sept. 1, as announced by WJR Vice-President Leo J. Fitzpatrick, eliminates the middle commercial and adopts a format providing for not more than 45 seconds of opening and 75 seconds of closing announcements on quarter hour newscasts.

Burke said the following sponsors will be conforming with the new WJR policy beginning Sept. 1:

McKesson-Robbins Co., Groves Laboratories, B. C. Remedy, Auto Owners' Insurance Co., Cracker Jack Co., Sinclair Refining Co., Cunningham Drugstores of Detroit, Foster-Milburn Co., Penn Tobacco Co., Atlantic and Pacific Tea Co., Planters Nut and Chocolate Co., Peter Paul Inc., DeKalb Agricultural Association and Richman Brothers Co.

Fuel Firms to Use Radio In Oil Conservation Plan

A PUBLIC relations program designed to create an understanding of the need for fuel oil rationing and win friends for the industry has been inaugurated among 35,000 fuel oil distributors by the Petroleum Industry War Council headed by J. W. Connolly, of the Standard Oil Co. of New Jersey.

Campaign material includes a portfolio of advertising tools with suggestions for radio commercials. McCann-Erickson, New York, assisted in preparation of the program. In a letter seeking cooperation from members of the fuel oil industry, Mr. Connolly stated that $35,000,000 will be spent by allied industries in the promotion of conservation of all fuels, for insulation, weather-proofing and fuel conservation methods.

Roesler Rep Firm

GEORGE ROESLER, account executive at First United Broadcasters, Chicago, has resigned to reenter the radio representative business effective last week. Offices will be in Chicago at 360 N. Michigan, suite 615, telephone Randolph 9034. New firm will represent WINN Louisville.

marks the spot



WGRC BASIC *Mutual*

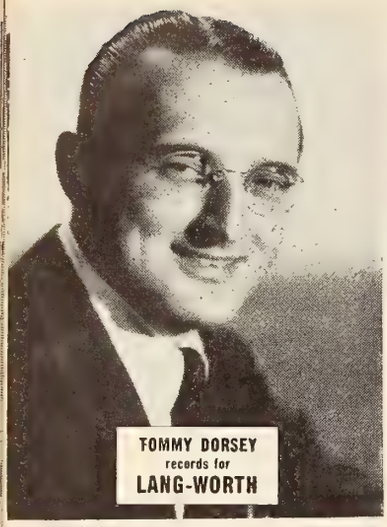


LOUISVILLE'S TRADING AREA

=47% OF KENTUCKY'S POPULATION

=57% OF ITS BUYING POWER

BURN-SMITH ★ ***National Representatives***



TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

REACH THE *Active* SALT LAKE MARKET THROUGH KDYL UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

MONEY TO BURN

Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

FASHION PROGRAM TO BE SYNDICATED

DEPARTMENT stores will have a new vehicle for radio advertising with *Tobe's Topics,* program of commentary on fashion, beauty care and similar subjects with contest tie-in, to be available as a syndicated live and transcribed feature beginning Sept. 4. Stores in 30 cities had already contracted for the series of 13 weeks with renewal options last week, according to, Tobe, New York, fashion and beauty authority, owner and originator of the program. Show is heard live on WOR New York under sponsorship of Bloomingdale's, New York.

Outstanding feature is a contest inviting listeners to submit topics for discussion by Tobe to the local sponsoring store, which awards prizes of $5 in merchandise for the best entries. Store forwards winning ideas to Tobe who makes two awards of $10 each in store merchandise for the best of all national entries, and includes them in her programs each week.

Disc is set up as a twice-weekly quarter-hour feature with openings for live copy by the sponsor to promote merchandise and announce contest news. Miss Tobe, in addition to discussing fashion and beauty problems and various topics suggested by her listeners, presents Hollywood gossip and other news items in "signposts", brief concluding feature. Disc is cut and distributed by WOR Recording Division, New York.

CKCL Toronto Control Acquired by J. K. Cooke

ANNOUNCEMENT was made last week that Jack Kent Cooke, president of the Toronto Broadcasting Co., officially would take over control of CKCL Toronto on Aug. 28, the station to be thereafter identified as CKEY and to operate on a 24 hour schedule of new programming and policy. Purchase price for the 1,000 w metropolitan outlet on 580 kc, previously operated by Henry Gooderham, was not disclosed.

Mr. Cooke, long associated with independent broadcasting in Canada, had up to the first of this year served as general manager of Northern Broadcasting Co. and is identified with the organization and operation of such Canadian stations as CKRN Rouyn, CKVD Val d'Or and CHAD Amos, Que. He also has been associated with the installation and management of CKWS Kingston and CHEX Petersborough, Ont. Mr. Cooke joined Northern Broadcasting in 1935 when that organization operated CKGB Timmins, CJKL Kirkland Lake and CFCH North Bay, Ont. He was appointed general manager in 1938.

Jackson Local Granted

NEW STANDARD station on 1490 kc with 250 w and unlimited time, for Jackson, Miss., was granted by the FCC last week to Ewing Broadcasting Co., a partnership composed of P. K. Ewing, owner of WGRM Greenwood, Miss., and F. C. Ewing, general manager of the station. Transmitter and studio locations for the new outlet are still to be determined.

OWI PACKET, WEEK SEPT. 18

Check the list below to find the war message announcements you will broadcast during the week beginning Sept. 18. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Christmas Mail	X	--	--	--	--	--	--
War Bonds	X	--	--	--	--	--	--
Red Cross Home Nursing	X	--	--	--	--	--	--
V-Mail	--	X	X	X	X	--	--
WAVES	--	X	--	X	--	--	--
Crop Corps	--	--	--	--	--	X	--
Careless Talk	--	--	--	X	X	--	--
Play Square with Gasoline	--	--	--	--	--	X	X

See OWI Schedule of War Messages 126 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

W. E. Long Co. Tells FCC Its Programs Are Entirely Free of Lottery Inference

"TELEPHONE MONEY" shows sold by the W. E. Long Co., Chicago, are free of lottery inference, the FCC is informed in a letter sent by E. J. Sperry, director of radio for Long. Copies of the letter were sent to a long list of Commission members and legal personnel and to trade journals.

Accompanying the letter is a 48-page book prepared by W. E. Long Co., titled *Telephone-Money Shows.* The book presents in question-answer form a digest of legal thought on the subject of giveaway and money shows.

Attached to the letter are copies of two articles in BROADCASTING, dealing with giveaway programs. The letter from Mr. Sperry explains how the Long telephone programs are operated. He explains that the firm has spent large sums to aid radio stations in eliminating lottery from their programs, regardless of whether they are clients.

The Long telephone shows actually are quiz programs, it is stated. Every effort is made to avoid bad taste and violations of FCC regulations or lottery laws. Many of the programs are described as educational in motif, requiring knowledge and skill in answering. No person is forced to listen to the station to become eligible for a reward, it is explained and product-purchase is not a requirement.

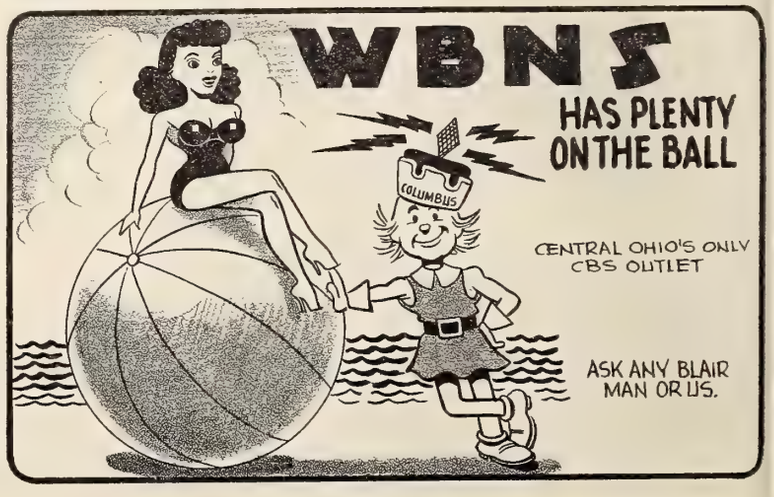
Dept. Stores Sponsor

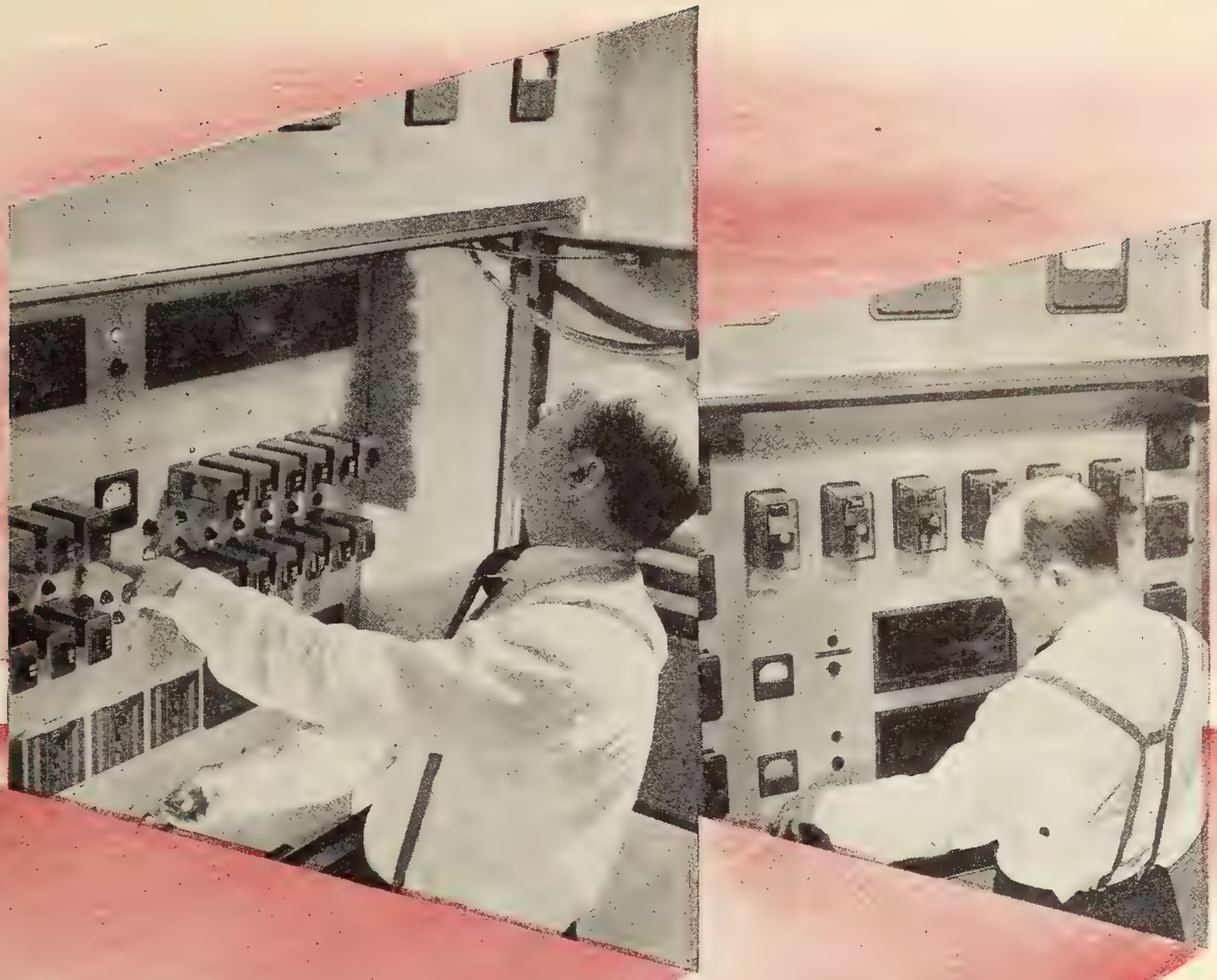
TWO Washington department stores have been added to the list of sponsors by WTOP. Claude Mahoney, who recently moved to WTOP from WMAL Washington, now has his 7:40 a.m. newscast sponsored by Lansburgh Bros. Department Store and Vick Chemical Co., each thrice weekly. His 6 p.m. period is sponsored by Arcade Laundry on Tuesdays, Thursdays and Saturdays. Elmer L. Kayser, Dean of George Washington U. and head of the university's history department has a quarter-hour historical program following Joe McCaffrey's 12 noon-12:15 newscast Sundays which is sponsored by the Hecht Co., Washington department store.

N. Y. Ad Course

THE ADVERTISING and Selling Course of the Advertising Club of New York opens its 21st year Oct. 9, with a series of Monday and Friday night lectures, to be held this year at the headquarters of the Engineering Society, 29 W. 39th St. Radio clinics starting in February under the chairmanship of Eugene S. Thomas, a vice-chairman of the Advertising and Selling Course Committee, and sales manager of WOR New York.

KEYSTONE Broadcasting System now has a total of 209 affiliates, with the recent addition of three Kentucky stations—WHOP Hopkinsville; WSON Henderson and WPAD Paducah.





CONSIDER *Simplicity of Control*

WHEN YOU SELECT A NEW TRANSMITTER

Easy to put on the air, easy to keep on the air . . . that's what you want in a transmitter, and that's what Westinghouse equipment assures.

Specifically, here are some of the features that make for operating simplicity in Westinghouse Transmitters:

1. One Master Control puts the transmitter on the air and cuts the power off at the end of the broadcast period. It is impossible for power to be applied in the wrong sequence.
2. Individual Tuning and Adjustment Controls are mounted on the front panel, easily accessible.
3. Indicator Lights Flash Circuit Conditions to Operator, indicating instantly which circuit requires attention.
4. Simplified Circuits—require a minimum of tubes . . . no tricky wiring.
5. "De-ion" Breakers Show Outage Location, providing fuseless protection for the low-voltage power circuits.

Simplicity of Control is only one feature of Westinghouse Transmitters. Others equally important are: ***Low Operating Cost, Continuity of Operation, High Fidelity Signals, Ease of Maintenance.***

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.

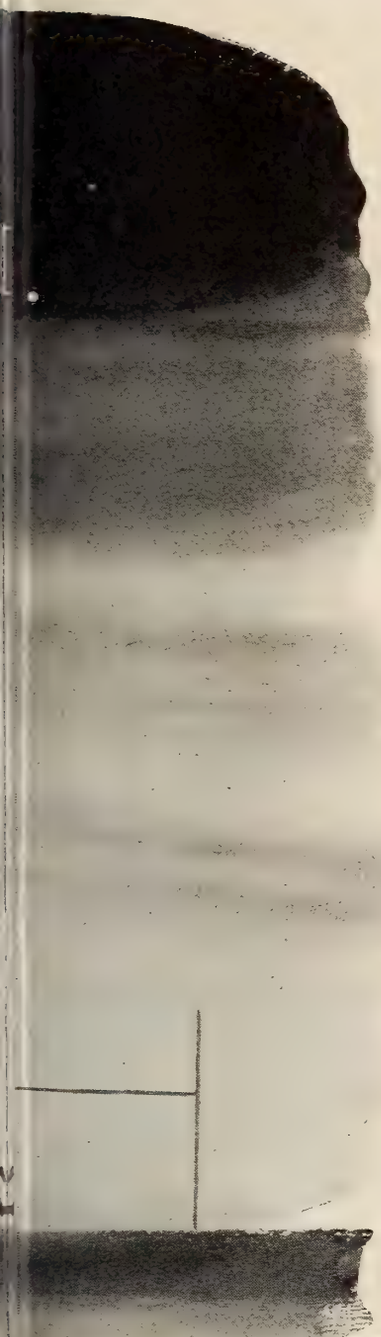
J-08080

Westinghouse RADIO DIVISION

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

. . . A M • E L E C T R O N I C S • F M


Come into a huddle with Hal
FKC



Touchdown Time with Halsey Hall, an expert wise in the ways of Northwest sports, is a new series of WCCO broadcasts that will follow the 1944 football fortunes of Minnesota's own Golden Gophers. There's room at Hall's microphone — part of the time — for some smart sponsor.

Football in the Northwest is like baseball in Brooklyn — and, up here, the Golden Gophers *are* football. Yet they might as well play without goal posts as without Halsey Hall at the mike. He's reported their deeds, via radio and newspapers, for 20 years now. Never missed a game.

His actual play-by-play descriptions of Minnesota's Saturday battles this fall can't be sponsored. But half an hour before each one starts, WCCO will offer *Touchdown Time* — a 25-minute preview of the day's football highlights across the country, transcribed by Hall, plus live college melodies and songs by The Backfield Men.

Five minutes before game-time, Hall comes on the air from the stadium; keeps up a swift play-by-play account (non-sponsored) until the final whistle. Then, when it's all over, WCCO listeners get Part 2 of *Touchdown Time* — a game review appraising every aspect of the afternoon's contest.

These before-and-after summaries are available, singly or as a pair. They'll be heard by a large, enthusiastic audience of Northwest fans who follow Halsey Hall as faithfully as they do the Golden Gophers.

Giving our listeners the best in football broadcasters is one more plus-mark in WCCO's long record as *"Good Neighbor to the Northwest."* If you want to get into a huddle with Halsey Hall and do some sales-scoring of your own in the Northwest, just call on us or the nearest Radio Sales Office.

WCCO

MINNEAPOLIS-ST. PAUL

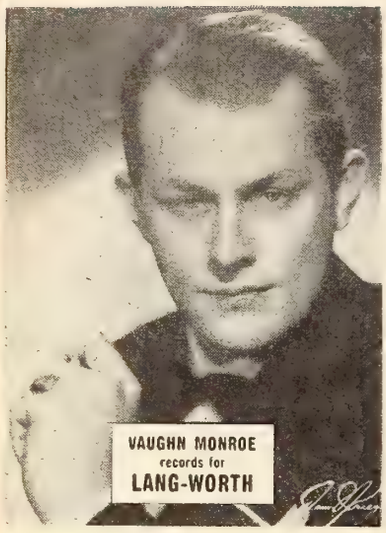
50,000 Watts · 830 kc

CBS

COLUMBIA OWNED

Good Neighbor to the Northwest

Represented by Radio Sales, the SPOT Broadcasting Division of CBS.



KROD

FOUR LETTERS

that spell "RADIO AUDIENCE"

in the

El Paso Southwest

The CBS Station in El Paso, Tex.

Dorrance Roderick, Owner — Val Lawrence, Mgr.

HOWARD H. WILSON CO., National Reps.

TUCSON ARIZONA

CBS

KTUC

1400 KC
250 WATTS

REPRESENTED BY JOHN BLAIR & CO.

AFFILIATED WITH THE ARIZONA NETWORK:
KOY, Phoenix • KSUN, Bisbee-Lowell

AFFILIATED STATION WLS CHICAGO

Jingle! Jangle!

Above-average incomes with no lay-offs, that's Winston-Salem. A thriving city in the heart of a rich region. This great market is responsive to the brand of programming and salesmanship emanating from—

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

McGeehee

(Continued from page 72)

each radio station can be heard clearly by those who live in those areas?

With these contour lines established, the total population *available* to hear the signal is readily obtained.

That information is fundamentally what advertisers want to know; that is what is needed to compare the opportunities for advertising to be read in newspapers, and magazines—and heard in radio—on a comparable basis.

List of Functions

Why not, then, an "Audit Bureau of Radio Circulations", organized and controlled by advertisers, advertising agents, and station owners, to do for the radio industry one "research" job, and one research job only, by performing these functions:

1. To establish the procedure through which, by generally accepted and universally applicable engineering standards, the average primary and secondary contours of each radio station can be ascertained, the areas in which each radio station's signal can be heard clearly.
2. Seek to induce all radio stations to measure their signals in conformity with this standard procedure, publishing this information periodically for the interest of advertisers, together with a calculation of the number of persons residing in these areas, i.e., the number of persons who have an opportunity to hear the station's programs.
3. Auditing and certifying to the measurements and statements of the station owners.

Mechanical Methods

Of all research methods, the technic least subject to debate, difference of opinion, argument or distortion is that which relies upon mechanical methods of measurement. Few dispute the validity of a meter reading or tape recording. Many deny the absolute accuracy of any research which involves the human and psychologically uncontrollable elements in personal interviewing, manual tabulating, and interpretation.

There can be little dissension over the accuracy of station signal areas measured by proper mechanical means.

And there is little debate over the essential reliability of the U. S. Census, and interim population estimates derived from Government and other reputable sources.

Once these two absolute factors are combined, on an identical and therefore comparable basis, in the measurement of audience potentials for every radio station in the country, the succeeding steps in a further refinement of radio's ABC are obvious:

(a) Measurement of the areas within the primary and secondary contours in which station signals fall below the established basis of contour definition—and the elimination of population residing within these areas from the total credited to the station within its contours.

(b) Separation of daytime and nighttime contours, with proper population adjustments.

(c) Study of seasonal variations in territorial coverage.

(d) Analysis of age, sex, economic, intellectual and other population characteristics within the station's contours.

(e) Exploration of the amount and character of each station's *potential* audience which is *available*, by hours, days, seasons.

Pointed questions are beginning to be asked about radio's actual audience. More questions will be asked when advertisers have goods to sell again, when war contracts are terminated, when every dollar of advertising expense must be justified by *facts*.

Farmers' Aid

CJKL Kirkland Lake, Ont., broadcasts a resume of the day's programs every morning for rural listeners. Because these listeners do not have their sets on all day to conserve hard-to-get batteries, the station broadcasts its program resume so that listeners may know when their favorite programs will be broadcast by the station.

Jolliffe

(Continued from page 78)

band must be made without complete information. Assumptions must be made which are based on the best information available and decisions made which seem to be technically sound. This is not a situation which is new to allocation engineering. Allocation, to be effective, must always precede complete use.

Because of the large number of claims for use of frequencies and the lack of complete information as to what is possible, it will be necessary to make compromises and it will be impossible to meet all the requests of the claimant services. In the past it has been possible to make assumptions and arrive at compromises and conclusions which, through the years, have been found to be fairly satisfactory. It is expected that in the present discussions, compromises will be agreed to and the best engineering answers determined.

The present extension of the frequency spectrum will produce many new services and much improvement in many existing services. Much depends on the ability of engineers to look ahead and make reasonable predictions of things to come. The future successful operation and expansion of many radio services will depend on decisions and recommendations made now as to the orderly arrangement of this spectrum. It is expected that all engineers engaged in this work will realize their responsibilities to the engineers of the future who must make this allocation work.

Wichita KFH

SMOOTH WORK IN BOOM TOWN!

A selling job is smooth work, too in booming Wichita! For Wichita has the perfect set-up for record-breaking sales today and tomorrow! Wichita's doubled population has likewise doubled its buying power per family. This lush spendable income is reflected in $16,000,000 in retail sales monthly, topping every city in the great Southwest; in second place for sales increases in the entire Nation! Booming Wichita is an aircraft center today . . . and Aviation is here to stay! Backed by its basic wealth in agriculture and oil, Wichita will remain your easiest 'push-over' market.



Miss June Craft, who paints fuselages for Cessna Aircraft Company, does a smooth liquid stocking job for Miss Betty Sooby, Cessna office worker.
Cessna photo.



Your sales increases in Wichita will stick if you stick to that Selling Station in Kansas' Richest Market—

KFH

WICHITA

CBS 5000 WATTS DAY & NITE ASK ANY PETRY OFFICE

Why AMPEREX

WATER and AIR COOLED TRANSMITTING AND RECTIFYING TUBES

Even for small Amperex tubes, extraordinary processing temperatures are specified by our engineers. To achieve these, we employ high frequency induction heating with high power water cooled tube generators. This "Amperextra" drives the ocluded gases from the tube elements, after which they are pumped out in an operation for which specific and unique equipment was devised in our own tool shop. A better Amperex tube is the result . . . as substantiated by operating economy and an increased number of working hours per tube.



AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET BROOKLYN 1, N. Y.
EXPORT DIVISION: 13 EAST 40th STREET, NEW YORK 16, N. Y., CABLES: "ARLAB"

SHARE YOUR BLOOD WITH A WOUNDED SOLDIER . . . VISIT YOUR BLOOD BANK TODAY

THE BRANHAM COMPANY

Chicago

New York

Detroit

Atlanta

Dallas

Charlotte

St. Louis

Memphis

Kansas City

San Francisco

Los Angeles

representing



KTHS . . . . . Hot Springs, Ark.

KWKH . . . . . Shreveport, La.

KTBS . . . . . Shreveport, La.

WCPO . . . . . Cincinnati, Ohio

WTJS . . . . . Jackson, Tenn.

WNOX . . . . . Knoxville, Tenn.

WMC . . . . . Memphis, Tenn.

KTBC . . . . . Austin, Texas

KRIC . . . . . Beaumont, Texas

KRLD . . . . . Dallas, Texas

WCHS . . . . . Charleston, W. Va.

WBLK . . . . . Clarksburg, W. Va.

WSAZ . . . . Huntington, W. Va.

WPAR . . . . Parkersburg, W. Va.

Smith on Video

(Continued from page 70)

antenna would be anchored to the building framework.

A station on the outskirts of the city would be located so as to provide satisfactory signals to residential areas. It would be placed in a locality free from noise. The plot would be large enough to contain studio and transmitter buildings and provide room for expansion. One large studio, one smaller studio, a control room, dressing room, storage space, film projection room and offices would comprise the operating portion of the building. The transmitters could be placed in the same structure or perhaps preferably in a smaller building at the other side of the plot. A tall steel tower would support the antenna.

Truck Needed

The video equipment would consist of three studio cameras, two film cameras, associated control equipment, monitors, etc. Audio equipment would comprise directional, high gain microphones slung or mounted on boom stands together with control room apparatus.

In either studio location, the use of portable type video equipment for initial installation is a possibility.

A light truck equipped with portable television pickup equipment is practically a "must" for any television station.

The factors which will vary widely with each situation are installation cost, rent or buildings, antenna support (roof modifications or supporting tower), transmission line, video studio to transmitter connection and accessory items.

The planning of a television station is, of course, far beyond the scope of a brief article such as this. The prospective station owner should avail himself of the best advice in considering the problems in detail. However, it is hoped that this material will indicate the possibilities of getting started in television, of the necessity of growing with the art and of the wisdom of starting on a reasonable basis and planning for future expansion.

Fighting Tropics

GOOD NEWS for fighters in the Pacific is the disclosure that the new research laboratory at the Belmont Radio Corp., Chicago, is undertaking intensive studies in tropicalization, the prevention of fungus growth in electronic equipment. When the Signal Corps recently released information on tropicalization in connection with battle equipment in the South Pacific, Belmont's part in the work was revealed to the public.

It's Too Soon for a Television Price Tag

Ability to Sell Should Be Criterion Of Dynamic New Medium

By RAYMOND EVERETT NELSON
Vice-President
Charles M. Storm Co., New York

ONE of the earliest recorded examples of snap judgment was set by an anonymous woman who never got to be known as anybody but Jack's mother. She was the lady, if you haven't forgotten your "Jack and the Beanstalk", who berated her son soundly for winding up a series of transactions with a handful of beans. The point is that said beans turned out to be a most fortuitous investment, what with golden eggs and all, and the fair dame might have withheld her fire until she knew a little bit more about the potentialities of the bean business.

Television has its short-sighted parents, too; and they're attempting to evaluate the medium without taking into consideration what must be, to an advertising man, its most important aspects—its selling possibilities. After over a year of exploring this extremely vital avenue, I'd like to recommend a revision of the figure on the television price tag. In fact, it seems to me that it might be an excellent idea to leave the thing blank until—well, until. There's going to be a lot more money in the television bean business than most people seem to realize.

A Dynamic Force

During a commercial television career that has serviced such variegated clients as Park & Tilford, Tintex, Official Detective Magazine, Alfred Dunhill of London, Click Magazine; Harvey Wines, Real Story Magazine and Casual Clothes Inc.—such services as WAC recruiting, the Fat Salvage Campaign, and the AWVS, we've had a chance to explore the drawing possibilities of the medium. This experimentation has convinced us that television is destined to be the most dynamic selling force in history.

For example, there is the classic story of the Yale professor and the folding globe. His demonstration of a $1 article drew over 200 letters—this, at a time in television's development when the known maximum is somewhere around 5,000 sets available to receive an advertising message. Those of us with radio background know that this would be an astounding percentage of direct sale, even accepting the highly impossible circumstances that 100% of the receivers were in working condition—which isn't very likely—and that every listener was at his post—which is, to say the least, improbable.

Then there was the Casual Clothes fashion show. Several women called to inquire about the price of costumes displayed immediately after the telecast, and several sales of expensive garments were made. This, again, at a television time when there is neither color nor sharp detail.

The WAC show deserves mention here, too, since it had its selling job to do, too. Its effect on the viewing audience was potent—so much so that one girl in the 42d floor viewing room at WABD was so moved that she took advantage of a five-minute film interlude to come into the studio and volunteer—and was sworn in over the air before the show was over!

Too Expensive!

Yes, television will sell merchandise, and sell it dramatically. As a department store executive said to me after a recent telecast, "Our industry spends millions of dollars primarily to get women down to our stores for demonstrations and sales talks. With television, you accomplish the most difficult part of the selling job for us, convincingly and graphically." And he was right; your television salesman can do just about everything short of putting the fountain pen between the prospect's fingers.

This whole situation isn't especially new, incidentally. I remember sitting in on a conference of space salesmen almost 20 years ago, a meeting called by the advertising manager of a midwestern newspaper, to discuss the potential threat radio offered to newspaper advertising. The conclave broke up on an optimistic note; rumor had it, it seemed, that half-hour radio programs were going to cost as much as $500 apiece, and it was the unanimous opinion of the seasoned advertising men present that no advertiser in his right mind could be induced to waste THAT kind of money!

A year of commercial television convinces me that today's estimates of tomorrow's television costs are largely fallacious. Oh, I'm not quarreling with the estimates as such, although in many cases I'm pretty sure that they're overly pessimistic. As a matter of fact, I've had a lot of experience budget-wise too, and I know a lot of television corners that are ripe for the cutting.

Two-fold Objection

My objections are two-fold: First, of all, I think that there's altogether too much invidious comparison with the radio budget. Radio has long been in the fantastic stage; soaring talent costs, based on what are often quite nebulous values, are rapidly becoming the aircasting norm.

I feel that the television budget is going to be affected favorably by an influx of show people, for television is simply show business turned into mass communications. Those show people have, for many years, been accustomed to working under restricted financial conditions. I think that if you contrast the thinking which has developed half-hour radio programs loaded with $15,000 to $25,000 talent fees—and there are at least several in that category—with the practical showman's spending—the kind that turned out a two-hour "Oklahoma" for $50,000 to $60,000 and dramatic shows for a fraction of that—you will get the general idea.

What Can It Do?

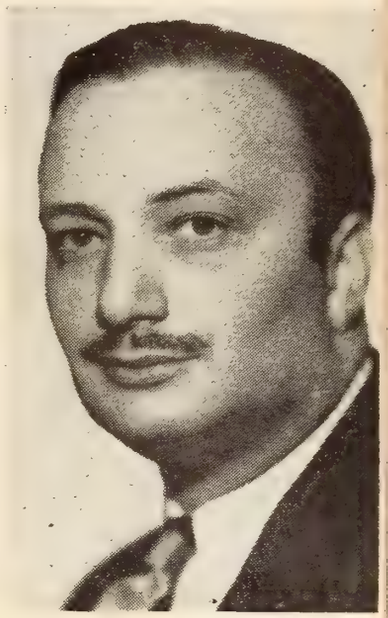
My other objection to premature pricing is the total impracticability of attempting to set a figure on a racehorse until you've found out how fast it can run. A sponsor, aside from being a mysterious individual, is a hardheaded business man. He's primarily interested in the sale of shoes, or toothpaste, or what have you. He's far less interested in the expenditure than he is in the income; in other words, he hasn't any objection to investing a dollar that comes back to him with interest. That's why I say that you can't put a price tag on television until you know how much toothpaste it will sell. If a telecast sells, let's say, four times as much toothpaste as its radio counterpart, isn't it conceivable that a talent budget of two to three times the cost of the radio show may still be within the realm of economic common sense?

Let's not forget today's radio lost motion, either. Half-hour network commercials rehearse—and expensively—from several hours to several days. Television isn't going to need much more time—or much more money. It'll be a matter of using your time—and your money—to better advantage.

Learning the Hard Way

Commercial television, it goes without saying, has a long, hard pull ahead. We're making—and correcting—mistakes almost weekly. And we're stowing away a lot of invaluable—and pertinent—facts as we go. We're experimenting with expensive shows and inexpensive ones, long commercials and short commercials, commercials that are partly visual and partly oral, commercials that are part of the basic action and commercials that are entirely separate. We're working with large casts and small casts, variety shows and dramatic shows, educational programs and shows that are purely entertainment.

And, through it all shines the important fact that brings me right back to my starting point: Let's do a little more considered thinking about the television beanstalk. It's going to justify a liberal expenditure of the advertiser's "Jack".



MR. NELSON

RAYMOND E. NELSON blames his entry into television on the mistaken idea that a director of daytime programs didn't have anything to do evenings. At any rate, Ray was director of daytime programs at WOR New York when that station began experimenting with television by putting on a weekly telecast at WABD, Du Mont video station, and Ray was assigned to supervise production. The anticipated chore turned out to be a challenging experience and after nearly two decades in radio as actor, announcer, sportscaster, program director and production manager, Ray found himself an enthusiastic television pioneer. Since joining Charles M. Storm Co., in charge of radio and television, he has produced several score sight-and-sound programs for the agency's many clients.

Transfer of Control of Licensee Corporations Authorized by FCC Since January 1, 1944

(*As of Aug.* 15, 1944)

LICENSEE, LOCATION AND ASSIGNMENT OF STATION	TRANSFEROR	TRANSFEREE	CONSIDERATION AND DATE AUTHORIZED
Twin City Broadcasting Co. (WCOU) Lewiston, Maine 1240 kc, 250 w, U	Jean B. Couture, Deceased	Faust O. Couture (Son of Jean B. and Mgr. of station	350 shares bequeathed to son by will. 1-4-44
Cascade Broadcasting Co. (KTYW) Yakima, Wash. 1460 kc, 500 w, U	Dr. J. R. Binyon L. E. Wallgren	A. W. Talbot (Owner KGEZ and KEVR)	125 shares—100%, $27,500.00. 1-11-44
WHEB, Inc. (WHEB) Portsmouth, N. H. 750 kc, 1 kw, LT	R. G. LeTourneau	Charles M. Dale (Atty. and Mayor of Portsmouth)	750 shares—100%, $60,000.00. 1-11-44
Trent Broadcast Corp. (WTTM) Trenton, N. J. 920 kc, 1 kw, U	A. Harry Zoog	Elmer H. Wene (Wene now has 173 shares—46%) Chicken Hatchery business and Congressman)	43 1/8 shares—11%, $6,468.75. 1-11-44
WKNE Corporation (WKNE) Keene, N. H. 1290 kc, 5 kw, U		M. S. Wilder and son H. C. Wilder (Also own interest in WSYR and WTRY)	By issuance of preferred stock. 1-11-44
Palestine Broadcasting Co. (KNET) Palestine, Texas 1450 kc, 100 w, Day	Bert Horswell—34% Beverly Gordon Horswell—33% Pauline Mayer Gordon Estate—33%	Billy A. Laurie—49% Leita Moye Laurie—1% (wife of Billy) Ben A. Laurie—50% (father of Billy) (Billy A. has served various broadcast stations as announcer, producer. Ben A. is Sales representative)	100 shares—100%, $7,800.00. 1-18-44
Central Broadcasting Co. (WHO) Des Moines, Iowa 1040 kc, 50 kw, U	Daniel David Palmer	B. J. Palmer, Mabel Palmer, Daniel David Palmer and Wm. M. Brandon	No money involved. Trust agreement to father, mother, son and friend to keep stock in family. 1-18-44
Anderson Broadcasting Corp. (WHBU) Anderson, Ind. 1240 kc, 250 w, U	Roy E. Blossom—499 shares Daisy B. Blossom—1 share	L. M. Kennett (Part owner and Mgr. WHBU)	500 shares—50%, $10,000.00. 1-25-44
Maine Broadcasting Co., Inc. (WLBZ) Bangor, Maine 620 kc, 5 kw, U	Thompson L. Guernsey	Eastland Broadcasting Co.	100%—$150,000.00. 2-1-44
Independence Broadcasting Co., Inc. (WHAT) Philadelphia, Penna. 1340 kc, 100 w, S-WTEL	Philadelphia Record Co.	William A. Banks (Employed Station WIP)	200 shares—100%, $22,500.00. 2-8-44
Kingston Broadcasting Corp. (WKNY) Kingston, N. Y. 1490 kc, 250 w, U	Benjamin F. Feiner, Jr.—500 shares Morris S. Novik—125 Louis J. Furman—125	Myer Wiesenthal—107 Chas. C Swaringen—107 John J. Laux—107 Richard Teitlebaum—108 Jack N. Berkman—107 Alex Teitlebaum—107 Louis Berkman—107	750 shares—50%, $15,000.00. 2-17-44
Saginaw Broadcasting Co. (WSAM) Saginaw, Mich. 1400 kc, 250 w, U	Adolph Greenebaum, Deceased—35 shares	Milton L. Greenebaum (Son of Adolph)	Oral agreement. 2-17-44

(*Continued on page 128*)

ON TOP year after year!

★THE SOUTH FLORIDA STATION MOST PEOPLE LISTEN TO MOST

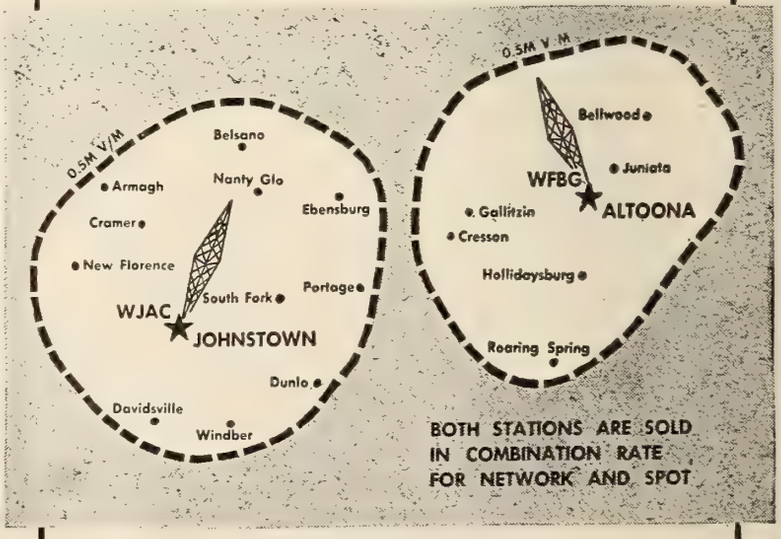
5000 Watts ★ 610 KC
NBC

WIOD MIAMI

National Representatives
GEORGE P HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

WJAC JOHNSTOWN — NBC — WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

on deck to greet you



Drop anchor at Standard Radio Headquarters in the Palmer House during the NAB Convention—and spin a yarn with those well-known "sale-ers" JERRY KING, MILT BLINK, ALEX SHERWOOD, JACK RICHARDSON, HERBERT DENNY, and GUS HAGENAH. You'll find it a mighty friendly harbor—and maybe we can help you set your course for the Port of Postwar Prosperity!

ROOM NO.
731 - 732

. . and of course—
another of STANDARD'S
famous SOUVENIR RECORDS

Standard Radio

"THE MOST POPULAR OF THE LIBRARY SERVICES"

NEW YORK • CHICAGO • HOLLYWOOD • DALLAS

LICENSEE, LOCATION AND ASSIGNMENT OF STATION	TRANSFEROR	TRANSFEREE	CONSIDERATION AND DATE AUTHORIZED
ehigh Valley Broadcasting Co. (WSAN) Allentown, Penna. 1470 kc, 500 w, U	Allentown Call Publishing Co.—495 shares	Royal W Weiler—50 J. Calvin Shumberger, Sr.—165 David A. Miller—15 Fred W. Weiler—115 Samuel W. Miller—50 Donald P. Miller—50 Miller Associates—50 (Interest in newspaper)	495 shares for $44,906.40. 2–29–44
nland Radio, Inc. (KBKR) Baker, Oreg. 1490 kc, 250 w, U	Glenn E. McCormick—40 Paul V. McElwain—130	Marshall E. Cornett—150 (State Senator) Lee W. Jacobs—20. Was Promotion Mgr. KFJI, temporarily employed at newspaper.	170 shares—100% $20,000.00. 2–29–44
)regon Radio, Inc. (KSIM) Salem, Oreg. 1390 kc, 1 kw, U	H. B. Read—150 shares	Paul V. McElwain—130 shares—Automobile Dealer, owned part KBKR. Glenn E. McCormick—20 shares. Mgr. KBKR but selling interest in KBKR.	150 shares—100%, $69,000.00. 2–29–44
pringfield Broadcasting Co. (KGBX) Springfield, Mo. 1260 kc, 5 kw, U	Lester E. Cox—118 Ralph D. Foster—84½ C. Arthur Johnson—40½ L. M. Magruder—7	Springfield Newspapers, Inc.—250 shares, in addition to 246 now holds.	250 shares—50%, $25,000.00. 2–29–44
)zarks Broadcasting Co. (KWTO) Springfield, Mo. 560 kc, 1 kw 5kw-LS, U	Springfield Newspapers, Inc.—496 H. S. Jewell—1 T. W. Duvall—1 Tams Bixby, Jr.—1 Jeanne Bixby—1	Lester E. Cox—472 Ralph D. Foster—338 C. Arthur Johnson—162 L. M. Magruder—28 (Above amount of shares each will have after sale)	500 shares—50%, $100,000.00. 2–29–44
WKBH, Inc. (WKBH) La Crosse, Wisc. 1410 kc, 1 kw, U	Harry Dahl	Howard Dahl Kenneth Dahl Dorothy Dahl Catherine Dahl Wood (100 shares each)	400 shares—gift from father to children. 3–7–44
acksonville Broadcasting Corp. (WPDQ) Jacksonville, Fla. 1270 kc, 5 kw, U	Ernest D. Black—28.4% E. G. McKenzie—30% Mrs. Margaret Curtis—1.6%	L. D Baggs Macon, Ga. (Public accountant)	18 shares out of 30–60%, $180,325.75. 3–14–44
homas Patrick, Inc. (KWK) St. Louis, Mo. 1380 kc, 1 kw 5 kw-LS, U	Grace C. Convey	Robert T. Convey (Pres. Treas. KWK) (Will have 84 shares)	$105,950 for 52%. 3–21–44
iner's Broadcasting Station, Inc. (KMLB) Monroe, La. 1230 kc, 250 w, U	J. C. Liner, Jr. (Relinquishment of control)	Mrs. Melba Liner Gaston (Sister of J. C. Liner, Jr.) (Will have 49.9%)	498 shares or 49.8% being exchanged for 498 shares of common stock of Liner's Laundry, Inc. 3–21–44
KOVC, Inc. (KOVC) Valley City, N Dak. 1490 kc, 250 w, U	Milton Holiday—37 Herman Stern—38 E. J. Pagg—37	Robert E. Ingstad (Now owns 12 shares—will have 124 shares or 62%)	112 shares or 56% for $3,920.00 or $50 per share if taken out in advertising over station. 3–21–44
oughkeepsie Broadcasting Corp. (WKIP) Poughkeepsie, N. Y. 1450 kc, 250 w, U	Richard E. Coon	Poughkeepsie Newspapers, Inc. (Interest in WGNY, KDON, and KFBC) Now has 39% common and 78.75% preferred, will have 99% common and 98.75% preferred.	480 shares common 60% and 80 shares, 20% preferred, $10,600. 3–21–44
ildreth and Rogers Co. (WLAW) Lawrence, Mass. 680 kc, 5 kw, U	Alexander H. Rogers, Deceased	Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, co-executors under the will of Alexander H. Rogers, deceased.	501 shares or 83½%—no money involved. 3–21–44
outheastern Broadcasting Co., Inc. (WMAZ) Macon, Ga. 940 kc, 5 kw, U	E. K. Cargill	Southeastern Brd. Co., Inc. to purchase 279 shares from Cargill to be held in treasury. Will leave George P. Rankin, Jr., in control.	279 shares or 41% $120,000.00. 4–4–44
entral States Broadcasting Co. (KOIL) Omaha, Nebr. 1290 kc, 5 kw, U	Sidles Co.—500 State Journal Printing Co.—250 Star Printing Co.—250	Charles T. Stuart James Stuart (Stuart Investment Co.)	1,000 shares or 100%, $250,000. 4–18–44
ornbelt Broadcasting Co. (KFOR) Lincoln, Nebr. 1240 kc, 250 w, U	Sidles Co.—501 State Journal Printing Co.—250 Star Printing Co.—249	Charles T. Stuart James Stuart (Stuart Investment Co.)	1,000 shares or 100%, $100,000. 4–18–44
acoma Broadcasters, Inc., (KTBI) Tacoma, Wash. 1490 kc, 250 w, U	C. C. Cavannaugh	Harold S. Woodworth (General Construction Contractor.) (Now owns 10 shares and will own 119 out of 200.)	109 shares common out of 200, $13,080 00. 4–25–44
MTR Radio Corp. (KMTR) Los Angeles, Calif. 570 kc, 1 kw, U	Reed E. Callister (Relinquishment of Control)	Gloria Dalton Secty. KMTR (Now has none but will get 337½ from Callister and 162½ from K. L. Banning making 50%)	337½ shares or 33.75% Court Order. 5–16–44
WDSM, Inc. (WDSM) Superior, Wisc. 1230 kc, 250 w, U	Victoria B. Conroy	Roland C. Buck (Engineer)	45 shares or 45%, $18,000.00.
lack Hills Broadcast Company of Rapid City (KOBH) Rapid City, S. Dak. 1380 kc, 5 kw, U	Tri State Milling Co.—46 C. A. Quarnberg—14 E. F. Gronert—10 P. R. Quarnberg—10 Geo. E. Bruntlett—10 Wm. McNulty—10	Robert J. Dean (Now has 47.5 shares, will have 147.5 out of 150)	100 shares common and 111 preferred, $32,000.00. 5–23–44
ndiana Broadcasting Corp. (WIBC) Indianapolis, Ind. 1070 kc, 5 kw, U	H. G. Wall Margaret B. Wall Thelma M. Lohnes	Indianapolis News Publishing Co., Inc. (Publisher)	1,000 shares common—100%, $440,000.00. 5–30–44
weetwater Radio, Inc. (KXOX) weetwater, Tex. 1240 kc, 250 w, U	George Bennitt—37½ Russell Bennitt—37½ Jas. H. Beall, Jr.—15 Joe H. Boothe—2½ R. M. Simmons—10 H. M. Rogers—15 C. R. Simmons—10 Harley Sadler—10 Maynette Doscher, Executrix of Estate of J. H. Doscher, deceased—12½	Wendell Mayes—75 (Brownwood, Tex., Mgr. KBWD) J. S. McBeath—38 (Sweetwater, Tex. Editor Sweetwater Reporter) Mittie Agnes McBeath—37 (Sweetwater, Tex. Adv. Mgr. Sweetwater Reporter)	150 shares Common—100%, $15,000.00. 5–30–44
rkansas Broadcasting Co. (KBRA) Little Rock, Ark. 1010 kc, 5 kw 10 kw-LS, U	A. L. Chilton	Gazette Publishing Co. (Now owns 599 shares, will own 2,999)	2,400 shares out of 3,720—64.5%, $275,000.00. See A1 for KGHI. 5–30–44
WCOL, Inc. (WCOL) Columbus, Ohio 1230 kc, 250 w, U	Kenneth B. Johnston	Lloyd A. Pixley and Martha P. Pixley—51% Milton A. Pixley and Grace M. Pixley—49% (Lloyd & Milton in Wholesale Electric Supply business. Lloyd is Gen. Mgr. of Fort Industry Co.)	250 shares or 100%, $250,000.00. 5–30–44
ID Broadcasting Co. (KID) Idaho Falls, Idaho 1350 kc, 500 w 5 kw-LS, U	Jack W. Duckworth	Walter Bauchman—33 1/3% Idaho Falls, Idaho H. F. Laub—33 1/3% Logan, Utah L. A. Herdti—33 1/3% Ogden, Utah (All engaged in electrical work. Laub owns 40% KVNU)	250 shares or 100%, $100,001.00. 6–6–44
lver Broadcasting Co. (KWAL) Wallace, Idaho 1450 kc, 250 w, U	Clarence Berger	J. R. Binyon Seattle, Wash. (Optometrist 30 years)	500 shares or 50%—Decree of Superior Court of State of Wash. 6–13–44
alm Beach Broadcasting Corp. (WWPG) Palm Beach, Fla. 1340 kc, 250 w, U	Charles E. Davis	Ajax Corp. Cleveland, Ohio (Brewing business—James A. Bohannon, Pres.	125 shares or 50%. $12,500.00 plus $17,500 worth of mortgages for $17,500. 6–13–44

(Continued on page 132)



Today and Tomorrow

Specialists in Broadcast Engineering

AM · FM · Television · Facsimile · Relay

RING and CLARK

CONSULTING RADIO ENGINEERS

MUNSEY BUILDING · WASHINGTON, D. C



a study in extremes

The Mid-South Network (World's Smallest), affiliated with The Mutual Network (World's Largest), points with pride to this picture of listening in Columbus, Miss., as recorded by C. E. Hooper, Inc., for the Spring of 1944:

INDEX	WCBI	STA. "B"	STA. "C"	STA. "D"	OTHERS
8:00 AM—12:00 NOON MON. thru FRI.	84.8	1.9	8.2	1.9	3.2
12 NOON—6:00 PM MON. thru FRI.	85.6	6.7	7.7	0.0	0.0
6:00 PM—10:00 PM SUN. thru SAT.	61.9	11.8	11.3	5.6	9.4

MARKET DATA, COLUMBUS AND TUPELO:

Population . . . . over 800,000
Radio Homes . . . . over 80,000
Retail Sales . . . . over $65,000,000

Birney Imes Jr., Owner — Bob McRaney, Gen. Mgr.

WCBI COLUMBUS — WELO TUPELO

Damm Replies to Lodge

(*Continued from page 54*)

all years. The phenomenon of very short bursts of long distance interference appears to be closely associated with, and possibly a manifestation of, sporadic-E transmission. *The extent of these effects, however, is not such as to seriously impair the value of these frequencies. It may also be stated that no radio frequencies are free from transmission vagaries.*

I surmise that a general statement of this kind is all that the Panel wishes. If it desires specific propagation data so as to go into the subject quantitatively I shall be glad to take up the request with the military committee which controls the work of my laboratory.

Note particularly the portions of Dr. Dellinger's letter which I have italicized. It would seem that this opinion coming from a man who obviously has more accumulative information on this subject available than anyone else should settle this issue once and for all. It did in so far as the membership of Panel 5 was concerned and for the time being it did for Mr. Lodge too. After Mr. Jansky had submitted Dr. Dellinger's reply to the Panel for its information, the Panel voted 27 to 11 in favor of keeping the FM band at that portion of the spectrum where it now is located, namely in the vicinity of 550 megacycles. Mr. Lodge voted with the majority on this issue.

Scope of Data

Now, a diligent search for truth on the part of the Acting Chief Engineer of CBS is to be highly commended. However, there is a difference between a presentation of all of the facts and emphasis of only those which substantiate a given conclusion. Why does Mr. Lodge refuse to accept the verdict of the high and competent authority to which he, himself, desired this question referred? Why do we have widely publicized in your magazine this attempt based upon what is obviously a limited amount of data to find fault with the present position of FM when even a layman like myself knows that FM is better able to overcome interference and noise than any other type of modulation?

If we cannot use this portion of the spectrum for an FM modulation service, in the name of all that's fair and reasonable, what kind of a service can we use it for? Certainly not television as is intimated by the Interdepartmental Radio Advisory Committee, because in accordance with the Television Panel's own report, television is 25 to 50 times as vulnerable to interference as FM. In the light of all available facts, what better place in the radio spectrum is there for FM broadcasting? Is thorough engineering being used to guide the proper development of the radio art or is engineering data limited in scope being used to substantiate conclusions already reached?

The marked superiority of FM broadcasting over anything now possible in the AM band has been amply demonstrated and is admitted by all. No portion of the radio spectrum possesses ideal characteristics for any service. As Dr. Dellinger has so succinctly put it: "It may also be stated that no radio frequencies are free from transmission vagaries", therefore, until someone adequately and completely proves that when all of the facts are considered there is a better place for FM broadcasting than in the vicinity of 50 mc, let's quit trying to focus a microscope upon minute flaws in the ether which everyone admits exist and direct our honest and sincere attention to the development of the kind of a radio broadcasting structure which the people of the United States are entitled to and which takes the fullest possible advantage of the tremendous noise and interference reduction properties of Frequency Modulation.

First we had to dispel the smoke screen of automobile ignition interference—that this bugaboo would forever make an FM broadcast system impossible. Now it's the smoke screen of bursts. Now it's sun spots. Each in its turn was proven just what it is—a poorly conceived argument against the almost miraculous acceptance of FM by the majority of not only engineers but that part of the public which had a fair contact with FM broadcasting.

WALTER J. DAMM,
President
FM Broadcasters Inc.
Milwaukee,
Aug. 18.

Surprises in Television Seen by Dr. De La Rosa

DR. LUIS DE LA ROSA, of Mexico City, chairman of the National Chamber of the Radio Broadcasting Industry, Mexico, and a member of the Consultative Commission on Radio of the Dept. of Communications & Public Works of Mexico, who recently came to this country to study radio and television developments, shortwaved a talk to Mexico through the facilities of NBC's international department.

In his address, re-broadcast by XEW, NBC Pan-American Network affiliate in Mexico City, Dr. De La Rosa predicted that in the not-too-distant future, radio, before any other medium, will announce the complete victory of our arms and ideals.

Television, which will soon be within the reach of the most humble, he said, "reserves for us really incalculable surprises . . . and will become a very important factor in the raising of the cultural level of the people."

There are 172 stations in Mexico this year as compared to one in 1923, and there are more than 1,800,000 radio sets in the Republic of which 200,000 are in Mexico City and its environs, he stated.

Spots for Thieves

THIEVES—WTAG Worcester has a message for you! Keep your radios tuned in and hear the daily announcements on that station telling you that those War Bonds you have been lifting from their owners are redeemable only by those to whom they are issued. WTAG also tells the owners to record bond serial numbers.



The Atlantic Refining Company has made a great many friends in Pittsburgh during the last seven years

And isn't making friends after all the goal that every business house having something to sell to people, strives (or should strive) constantly to achieve. It's that intangible and yet most precious element without which no business can succeed . . . good will. So for seven years . . . since 1937* the Atlantic Refining Company has sponsored the broadcasts of big league baseball and football games (college and professional) over WWSW. There's no way of telling or showing just how many friends . . . how much good will Atlantic Refining has created for itself and how much acceptance it has gained for its products but when 10,000 requests are made for admission tickets to a "Sunday Afternoon Party" at Carnegie Hall and 7500 letters and postcards are received registering listener votes for their favorite crooner (one announcement) and the Nixon Theatre was packed to its 2300 capacity for 16 successive Sundays on the broadcast of War Workers Victory Varieties . . . all WWSW productions . . . it's fair to assume that Atlantic Refining Company has made many, many thousands of friends and customers in the last seven years. WWSW can help any and every merchant and manufacturer to build good will and sell what they have to sell . . . efficiently, effectively and economically.

*WWSW has been broadcasting Pittsburgh Pirates National League games since 1932

Pittsburgh's 24 hour station



WWSW

ATOP THE KEYSTONE HOTEL
Pittsburgh 30, Penna.

1490 ON YOUR DIAL

REPRESENTED NATIONALLY BY FORJOE AND COMPANY

LICENSEE, LOCATION AND ASSIGNMENT OF STATION	TRANSFEROR	TRANSFEREE	CONSIDERATION AND DATE AUTHORIZED
Julius Brunton & Sons Co. (KJBS) San Francisco, Calif. 1100 kc, 500 w, Limited	Mott Q. Brunton Sherwood B. Brunton Ralph R. Brunton Mary Brunton	William B. Dolph—15% Hope D. Pettey—25% Elizabeth N. Bingham—20% D. Worth Clark—10% Helen S. Mark—5% Glenna G. Dolph—10% Edwin P. Franklin—10% Alice H. Lewis—5%	275 shares or 100%, $200,000.00 6-20-44
City Broadcasting Corp. (WELI) New Haven, Conn. 960 kc, 500 w 1 kw-LS, U	Arde Bulova Harold A. LaFount Herman Stutz F. V. Goldstein	Harry C. Wilder—22.8% (Syracuse, N. Y., Mgr. WSYR) Central N. Y. Brd. Corp.—38.6%, Syracuse, N. Y. Troy Broadcasting Co.—38.6%, Troy, N. Y.	100% stock for $220,000.00 includes $35,000.00 for stock of Halco Realty Co., Inc. 6-27-44
WJJD, Inc. (WJJD) Chicago, Ill. 1160 kc, 20 kw, Limited	H. Leslie Atlass Ralph L. Atlass Ralph Louis Atlass	Marshall Field (Sole Proprietor of The Chicago Sun)	15,000 shares common or 100%, $660,000.00 and 360 shares preferred out of 900 for $36,000.00, Total $696,000.00. 7-5-44
Interstate Broadcasting Co., Inc. (WQXR and WQXQ) New York, N. Y. 1560 kc, 10 kw, U	John V. L. Hogan	The New York Times Co.	100% stock—$937,500.00. 7-18-44
KTAR Broadcasting Co. (KTAR) Phoenix, Ariz. 620 kc, 5 kw, U	Arizona Publishing Co.	John J. Louis (Advertising Executive)	50,000 shares out of 64,706 or 77.3%—$375,000.00. 7-18-44
Yuma Broadcasting Co. (KYUM) Yuma, Ariz. 1240 kc, 250 w, U	R. N. Campbell—5,850 D. Morgan Campbell—3,750 Eleanor McCoy—2,750	John J. Louis (Has 24,500 shares out of 25,000)	12,350 shares out of 25,000—$15,437.50. 7-18-44
WINX Broadcasting Co. (WINX) Washington, D. C. 1340 kc, 250 w, U	Lawrence J. Heller Agnes W. Heller Agnes W. Heller as Trustee Richard K. Lyon	Eugene Meyer & Co. a partnership composed of Eugene Meyer and Agnes Meyer d/b as The Washington Post	100%—$500,000.00. 7-18-44
Southwest Broadcasting Co. (KYCA) Prescott, Ariz. 1490 kc, 250 w, U	Albert Stetson	KTAR Broadcasting Co. (Licensee KTAR—now has 121 shares or 48.4%, this makes 186 out of 250)	65 shares out of 250 shares, $6,500.00. 7-18-44
KFJI Broadcasters, Inc. (KFJI) Klamath Falls, Oreg.	George Kincaid, Executor of the Last Will and Testament of John A. Kincaid, Deceased.	George Kincaid (Pres.-Treas. KFJI)	64 shares or 64%—Will and Court Order. 7-25-44
New Jersey Broadcasting Corp. (WHOM) Jersey City, N. J. 1480 kc, 500 w 1 kw-LS, U	Paul F. Harron Joseph Lang Margaret Harron Helen R. Lang	Iowa Broadcasting Co. (Licensee KRNT and WMT)	2,500 shares or 100%, $403,528.63. 7-25-44
Williamson Broadcasting Corp. (WBTH) Williamson, W. Va. 1400 kc, 250 w, U	George W. Taylor Wm. P. Booker Wm. B. Hogg	Lewis C. Tierney Helen S. Tierney (Bluefield, W. Va. Lewis C.—coal business)	144 shares or 100%, $26,000.00. 8-2-44
Richmond Radio Corp. (WRNL) Richmond, Va. 910 kc, 5 kw, U	John Stewart Bryan—60% Douglas S. Freeman—20% D. Tennant Bryan—20%	Richmond Newspapers, Inc. (Publisher)	500 shares or 100%—Cancellation of $25,000 notes of Transferors held by Transferee. 8-8-44
The Marion Broadcasting Co. (WMRN) Marion, Ohio 1490 kc, 250 w, U	Howard F. Guthery Florence Guthery	R. T. Mason (Already has 99 and this will make 200 or 100%—Pres. and Treas. WMRN)	101 shares or 50.5%, $13,837.00. 8-8-44

Assignment of Licenses and/or Construction Permits Authorized by FCC Since January 1, 1944

(*As of Aug.* 15, 1944)

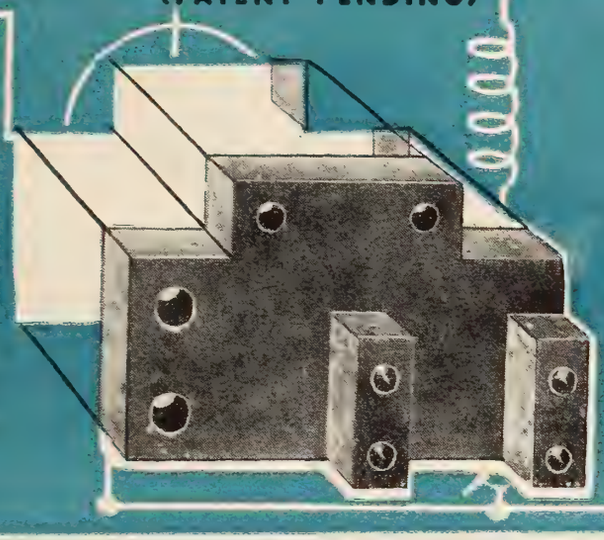
ASSIGNOR, LOCATION and ASSIGNMENT OF STATION	ASSIGNEE	CONSIDERATION and DATE AUTHORIZED
M. C. Reese (KPHO) Phoenix, Ariz. 1230 kc, 250w, U	Phoenix Broadcasting, Inc. (Rex Schepp, Pres., 33 1/3%—Mgr. WIRE and 25% stock WPAT; Geo. E. Wood, V.P., Atty., Phoenix; J. P. Mason, Secty. Treas., was Program Director WIRE and KOB; Gene Autry—20%—Sergt. U. S. Army; Eugene Pulliam—32%—Pres. of Central Newspaper, Inc.)	$60,000.00 1-11-44
J. W. Birdwell (WBIR) Knoxville, Tenn. 1240 kc, 250w, U	American Broadcasting Corp. (Licensee of WLAP)	$135,000.00 1-11-44
WDSU, Inc. (WDSU) New Orleans, La. 1280 kc, 5kw, U	E. A. Stephens, Fred Weber and H. G. Wall, d/b as Stephens Broadcasting Co.	Change from a corporation to a partnership only. 2-17-44
Donald C. Treloar (KGEZ) Kalispell, Mont. 1340 kc, 100w, U	A. W. Talbot (Owner KEVR and KTYW)	Lease agreement for 20 years—$100 for 6 mos. option to lease, $15,000 for first 3 yrs. rent, lease to run for 20 yrs. at $5000 per yr, option to buy for $16,000 after first 156 mos. 2-29-44
Ralph A. Horton (WFTL) Miami, Fla. 710 kc, 10kw, U	The Fort Industry Company	$275,000.00 2-29-44
The Yankee Network, Inc. (WAAB) Worcester, Mass. 1440 kc, 5kw, U The Yankee Network, Inc. (WEAN) Providence, R. I. 790 kc, 5kw, U The Yankee Network, Inc. (WICC) Bridgeport, Conn. 600 kc, 500w 1kw-LS, U The Yankee Network, Inc. (WNAC) Boston, Mass. 1260 kc, 5kw, U	The Winter Street Corp	No money involved. 2-29-44
Enrique Abarca Sanfeliz (WIAC) Hato Rey, Puerto Rico 580 kc, 5kw, U	Radio Station WIAC, Inc. (Enrique Abarca Sanfeliz—Pres. 20%—2 shares however 1440 more shares to be issued to Sanfeliz upon approval) Four other stockholders each have 2 shares.	$144,000.00 paid by issuing Sanfeliz 1440 shares. 2-29-44
J. D. Falvey (KBIZ) Ottumwa, Iowa 1240 kc, 250w, U	KBIZ, incorporated (James J. Conroy, Superior, Wis.—Pres. and 99.6%—Lawyer and part owner of WDSM).	$60,000.00 3-28-44
L. J. Duncan, Leila A. Duncan, Josephine A. Keith, Effie H. Allen, Aubrey Gay, d/b as Valley Broadcasting Co. (WDAK) Columbus, Ga. 1340 kc, 250w, U	L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co.	Aubrey Gay sold 5% interest in partnership to Leila Duncan for $1 and other consideration not mentioned. 3-28-44
Knox Radio Corporation (WKBV) Richmond, Ind. 1490 kc, 250w, U	Central Broadcasting Corp.	No money involved. Assignee is parent corp. 3-28-44
Walter H. McGenty (WJMC) Rice Lake, Wisc. 1240 kc, 250w, U	Walter C. Bridges (Owns interest in WEBC, WHLB, WMFG and WEAU)	$17,500.00 4-11-44
Oklahoma Broadcasting Co., Inc. (KTOK) Oklahoma City, Okla. 1400 kc, 250w, U	O. L. Taylor (Owns interest in KRGV, KTSA and KFMB)	$150,000.00 4-18-44

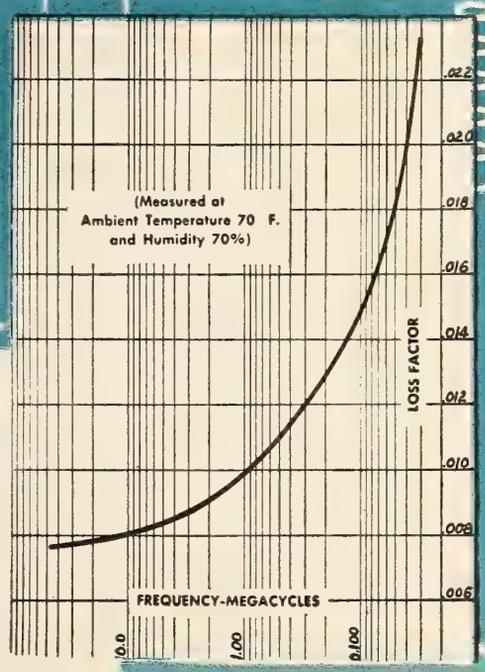
(*Continued on page 134*)

MYCALEX 400

(PATENT PENDING)

The 'Last Word' in Low-Loss Insulation — Perfected after 25 years of Research Leadership





FITS PERFECTLY *Into High Frequency Design*

At last designers of tomorrow's high frequency apparatus have an improved type of glass-bonded mica insulation to specify where new advancements in low-loss characteristics are desired, as in ultra high frequency applications.

Just as the original MYCALEX was a vast improvement over other ceramics, so the new MYCALEX 400 is a comparable advancement over all early forms of glass-bonded mica.

MYCALEX 400 meets government specifications for L-4 characteristics, by virtue of its pronounced low-loss factor of 0.013 at 1 megacycle, and its surface resistivity of 300,000 megohms. Its power factor is 0.0018 at 1 megacycle, in accordance with American War Standard C-75.1 -1943 (Jan. 1-10). Its dielectric constant is unchanged from 50 kilocycles to 10 megacycles. MYCALEX 400 can be machined with greater precision . . . drilled, tapped, milled, sawed, turned and threaded.

Improved postwar h f equipment deserves this newly refined and perfected electronic insulation. Let us supply your stock requirments in sheets and rods; or have us fabricate component parts to your specifications. Write for full details and samples.



MYCALEX
THE INSULATOR
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MYCALEX CORPORATION OF AMERICA

"OWNERS OF 'MYCALEX' PATENTS"

CLIFTON, NEW JERSEY

Executive Offices: 30 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

ASSIGNOR, LOCATION and ASSIGNMENT OF STATION	ASSIGNEE	CONSIDERATION and DATE AUTHORIZED
Capital Broadcasting Co., Inc. (WCOV) Montgomery, Ala. 1240 kc, 250w, U	G. W. Covington, Jr. (Now owns 196½ out of 250 shares and is Pres. of WCOV)	Remaining 63½ shares transferred to Covington and Covington to assume all liabilities. 4-25-44
Paducah Broadcasting Co., Inc. (WHOP) Hopkinsville, Ky. 1230 kc, 250w, U	Hopkinsville Broadcasting Co., Inc. (Same officers as previous)	Paducah Broadcasting Co., Inc. to have 66 2/3% of stock plus $1,500.00. 5-2-44
Paducah Broadcasting Co., Inc. (WSON) Henderson, Ky. 860 kc, 500w, Day	Henderson Broadcasting Co., Inc. (Same officers as previous)	Paducah Broadcasting Co., Inc. to have 59% of stock plus $8,251.35. 5-2-44
The Garden City Broadcasting Co. (Homer A. Ellison and Frand D. Conard) (KIUL) Garden City, Kansas 1240 kc, 100w, U	Frand D. Conard tr/as Radio Station KIUL	$1.00 and other considerations. 5-16-44
Fred O. Grimwood (KLCN) Blytheville, Ark. 900 kc, 1kw, Day	Harold L. Sudbury (Mgr. of KLCN)	$15,865.12 6-6-44
Southern California Broadcasting Co. (KWKW) Pasadena, Calif. 1430 kc, 1kw, Day	Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl, d/b as Southern California Bcstg. Co. (Neal—Pres. KWKW and with Douglas Aircraft Corp. in special capacity; Foley—Contractor; Buhlig—employed by Foley; Earl—Orange grove owner and operator). (Neal & Buhlig to be general partners and Earl & Foley limited partners).	$64,000.00 plus pay off any indebtedness. 5-16-44
Oshkosh Broadcasting Co. (WOSH) Oshkosh, Wisc. 1490 kc, 250w, U	Myles H. Johns, Wm. F. Johns, Jr., Wm. F. Johns and Frederick W. Renshaw, d/b as Oshkosh Broadcasting Co.	Change from corp. to partnership, only. 5-30-44
Arkansas Broadcasting Co. (KGHI) Little Rock, Ark. 1230 kc, 250w, U	A. L. Chilton and Leonore H. Chilton, d/b as KGHI Broadcasting Service. (Interest in KGHI, KLRA and KSKY)	348 shares of KLRA traded for KGHI. See TC for KLRA. 5-30-44
Ruth W. Finley, Executrix of the Estate of E. L. Finley, Deceased, (KSRO) Santa Rosa, Calif. 1350 kc, 1kw, U	Ruth W. Finley (Owner Press Democrat Publishing Co.)	Court Order. 6-13-44
Baylor University and Carr P. Collins (KWBU) Corpus Christi, Texas 1010 kc, 50kw, Day	The Century Broadcasting Co. Baylor University—750 shares, Carr P. Collins to pay for same and Baylor to pledge shares as security; James M. Collins (son of Carr) 100 shares; Crazy Water Co.—250 shares; Fidelity Union Life Ins. Co. of Dallas—140 shares; Pat O'Daniel—130 shares; Mike O'Daniel—130 shares.	1500 shares—$100 par value. 6-13-44
J. E. Richmond, Percy M. Whiteside, Homer W. Wood and Visalia Publishing Co., d/b as Tulare-Kings Counties Radio Associates (KTKC) Visalia, Calif. 940 kc, 5kw, U	J. E. Richmond, Homer W. Wood, Percy M. Whiteside, Morley M. Maddox and Charles A. Whitmore, d/b as Tulare-Kings Counties Associates.	Visalia Publishing Co. is voluntarily dissolving and liquidating and transferring its interest in kind to its stockholders, Maddox and Whitmore taking its place as partners. 6-27-44
South Carolina Broadcasting Co., Inc. (WCSC) Charleston, S. Car. 1390 kc, 500w 1kw-LS, U	John M. Rivers (Mgr. WCSC)	$1,200.00 per month rent for 12 years. 6-27-44
Radio Station KRMD, Inc. (KRMD) Shreveport, La. 1340 kc, 250w, U	T. B. Lanford, R. M. Dean, Mrs. T. B. Lanford, Sr. and Mrs. R. M. Dean, d/b as Radio Station KRMD	Change from corp. to partnership only. 7-11-44
J. Leslie Doss (WJLD) Bessemer, Ala. 1400 kc, 250w, U	George Johnston, Birmingham, Ala. (Industrial banking business)	$106,000.00 7-18-44
Earle C. Anthony, Inc. (KECA) Los Angeles, Calif. 790 kc, 5kw, U	Blue Network Co., Inc.	$800,000.00 7-18-44
Iowa Broadcasting Co. (KSO) Des Moines, Iowa 1460 kc, 5kw, U	Kingsley H. Murphy (Newspaper executive)	$275,000.00 7-25-44
Frank E. Hurt, (KFXD) Nampa, Idaho 1230 kc, 250w, U	Frank E. Hurt and Son (Frank E. Hurt—now licensee, his son Edw. P. Hurt has been Chief Engr. KFXD for 8 yrs.)	No money involved. 7-25-44
WSIX, Inc. (WSIX) Nashville, Tenn. 980 kc, 5kw, U	Jack M. Draughon, Louis R. Draughon, d/b as WSIX Broadcasting Station.	Change from Corp. to partnership only. 8-1-44
Ben E. Stone (KLBM) LaGrande, Oregon 1450 kc, 250w, U	Inland Radio, Inc., Baker, Oregon (Licensee of KBKR)	$15,000.00 8-8-44
Joe W. Engel (WDEF) Chattanooga, Tenn. 1400 kc, 250w, U	WDEF Broadcasting Co.	From individual to corporation controlled by him. 8-8-44
Forrest Broadcasting Co., Inc., Hattiesburg, Miss. (WFOR) 1400 kc, 250w, U	C. J. Wright, B. M. Wright and C. J. Wright, Jr., d/b as Forrest Broadcasting Company	No money involved. Change from corp. to a partnership only. 8-15-44

Applications Pending Before FCC for Transfer of Control of Licensee Corporations

(*As of Aug.* 15, 1944)

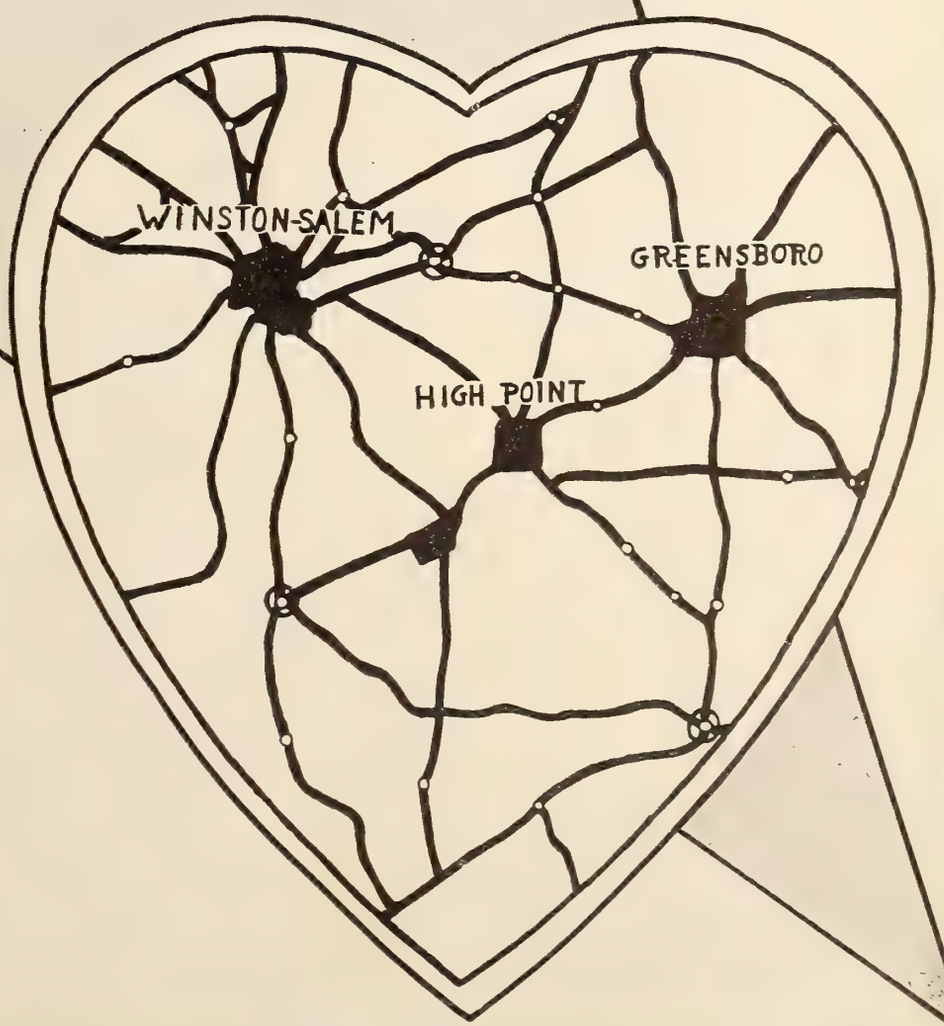
LICENSEE AND LOCATION (With Date of Filing)	TRANSFERORS	TRANSFEREES	CONSIDERATION
North Jersey Broadcasting Co., Inc. (WPAT) Paterson, N. J. 2-10-43 930 kc, 1 kw, Daytime	Frank Falknor and Rex Schepp	Donald Flamm, New York, N. Y.	50% of stock $49,000.00.
Kanawha Valley Broadcasting Co. (WGKV) Charleston, W. Va. 12-10-43 1490 kc, 100 w, U	Worth Kramer (Now has 100 shares—40%).	Eugene Custer, Charleston, W. Va. (movie theatre owner) (Now has 75 shares and buying 14 more). Richard M. Venable, Charleston, W. Va. (Structural steel business) (Now has 75 shares and buying 14 more).	Kramer selling 28 shares for fair market value at time of sale.
WODAAM Corp. (WOV) New York, N. Y. 2-8-44 1280 kc, 5kw, Shares with WHBI	Arde Bulova and Harry D. Henshel	Murray Mester and Meyer Mester (Producers and Distributors of Balboa Oil—Brooklyn Food manufacturers and distributors).	50% of Class A and 80% of Common stock $300,000.00.
Upstate Broadcasting Corp. (WNBZ) Saranac Lake, N. Y. 3-27-44 1320 kc, 100 w, Daytime	Carl F. Woese	John F. Grimes (Mgr. WNBZ—also contributing writer to Syracuse Post Standard and New York Times.	250 shares—100% $2,400.00.

(*Continued on page 136*)

STATION FOR NORTH CAROLINA'S NUMBER ONE MARKET

The Prosperous

HEART OF THE PIEDMONT



WSJS

in Winston-Salem
5000 WATTS-600 KC.

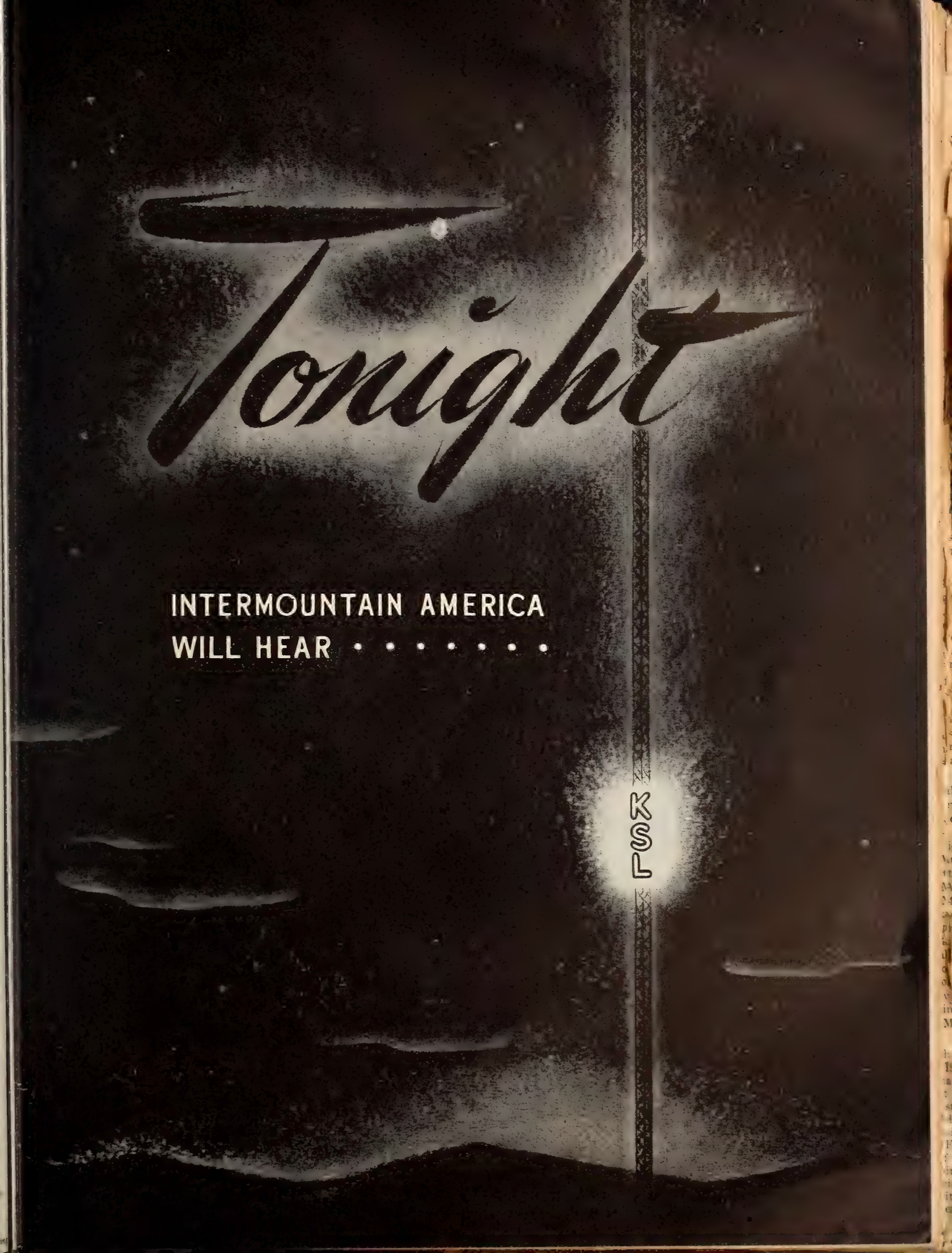
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(FM) AFFILIATE WMIT

LICENSEE AND LOCATION (With Date of Filing)	TRANSFERORS	TRANSFEREES	CONSIDERATION
Puerto Rico Advertising Co. (WPRA) Mayaguez, P. R. 3-7-44 990 kc, 1 kw 5 kw-LS, U	Ralph Perez Perry	Andres Camara Mayaguez, P. R. (Pres. WPRA)	77 shares Common—out of 236 shares—$30,000.00. Camara now owns 115 shares.
Muscle Shoals Brd. Corp. (WLAY) Muscle Shoals City, Ala. 4-18-44 1450 kc, 250 w, U	Joseph Wiggs Hart, Joseph Carl Russell (each own 33⅓%)	Frank Mitchell Farris, Jr. Nashville, Tenn. (Attorney—now in Navy)	666⅔ shares out of 1,000—66⅔% $16,000.00. Farris now owns 33⅓%.
Radio Broadcasting, Inc. (KTHS) Hot Springs National Park, Ark. 5-18-44 1090 kc, 1 kw, 10 kw-LS, U	John C. McCormack Allen D. Morris, P. E. Furlow, George D. Wray	Tri-State Broadcasting System, Inc. (Licensee of KTBS)	400 shares—80%. In exchange for assignment of License of KTBS.
Neptune Broadcasting Corp. (WFPG) Atlantic City, N. J. 5-23-44 1450 kc, 250 w, U	All stockholdres (No one stockholder has control)	John J. Laux, 37¼ shares (Mgr. WSTV & WJPA) Richard Teitlebaum—39 shares. Alex Teitlebaum—39 shares (Retail Ladies' Wear business). Myer Wiesenthal—39 shares (Owner retail furniture store). Louis Berkman—39 shares (Iron and steel brokerage) Jack N. Berkman—39 shares (Iron and steel brokerage). Charles C. Swaringen—39 shares (Gen. Mgr. Montgomery Ward Store at Steubenville). Joseph Troesch & John L. Merdian—4 shares each.	279¼ shares—100% $83,775.00.
Nebraska Broadcasting Corp. (KORN) Fremont, Nebr. 5-25-44 1400 kc, 250 w, U	Lloyd C. Thomas—54 Farl J. Lee—40 S. S. Sidner—31 A. C. Sidner—10 H. A. Gunderson—4	Arthur Baldwin, Fremont, Nebr. (now owns 12 shares—6.18% of KORN) (Real estate and Insurance business).	139 shares out of 189—$8,754.70
Wm. Penn Broadcasting Co. (WPEN) Philadelphia, Penna. 6-10-44 950 kc, 5 kw, U	Arde Bulova	Bulletin Company	500 shares common—100%—$620,000.00.
State Broadcasting Corp. (WNBC) Hartford, Conn. 6-10-44 1410 kc, 5kw, U	Arde Bulova Harold A. LaFount	The Yankee Network, Incorporated	5,000 shares common and 500 shares preferred stock—100% $220,000.00.
Southern Utah Broadcasting Co. (KSUB) Cedar City, Utah 6-21-44 1340 kc, 100 w, U (CP-250 w)	Leland M. Perry	Radio Service Corp. of Utah—Licensee of KSL, Salt Lake City, Utah.	1,280 shares common stock—51.2%, 1,005 shares for $3,500.00, 250 shares for $1,250.00, and price of other 25 shares not given.
Twin City Broadcasting Corp. (KWLK) Longview, Wash. 6-13-44 1400 kc, 250 w, U	Marjory McClung, Executrix Estate of Ray McClung, 85 shares Hugh McClung (55 shares)	C. O. Chatterton, Mgr. KWLK	85 shares from Marjory Mc Clung for $6,070.70 and 55 shares from Hugh McClung for $3,929.30.
Hildreth & Rogers Co. (WLAW) Lawrence, Mass. 680 kc, 5 kw, U 6-24-44	Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, Executors under will of Alexander H. Rogers.	Irving E. Rogers	($26,687.03) 337 shares at $79.19 per share. Irving E. Rogers already has 14 making a total of 351 out of 700.
Tacoma Broadcasters, Inc. (KTBI) Tacoma, Wash. 1490 kc, 250 w, U 6-26-44	Harold S. Woodworth (owns 179 shares out of 200 and is selling 150).	H. J. Quilliam (Mgr. of KIRO since 1935), Seattle, Wash.	150 shares for $18,000.00 (Total of 200 shares outstanding).
Anderson Broadcasting Corp. (WHBU) Anderson, Ind. 1240 kc, 250 w, U 6-26-44	L. M. Kennett—501 shares Cora C. Kennett—498 shares	C. Bruce McConnell—509 shares Earl H. Schmidt—470 shares Robt. E. Bausman—20 shares (McConnell & Bausman connected with WISH and WHOT, Schmidt with WISH).	$45,000.00 (John R. Atkinson is VP and has 1 share and will retain same).
Massachusetts Broadcasting Corp. (WCOP) Boston, Mass. 1150 kc, 500 w, U 6-27-44	Arde Bulova—3,000 shares Common and 416 Preferred. Harold A. LaFount—1,950 shares Common and 84 Preferred. Geo. Cohen—50 shares Common.	Iowa Broadcasting Co.	5,000 shares Common and 500 shares Preferred for $150,000. Also buying all stock Sanfont Realty Co. which owns land on which WCOP Transmitter located for $75,000.00.
Radio Industries Broadcast Co. (WCAP) Asbury Park, N. J. 1310 kc, 500 w, Shares with WTNJ and WCAM 6-30-44	Georgia A. Burley	Charms Company (Manufacturer of Candy)	21 shares—55.3% $6,075 cash, $16,288.80 (two promissory notes held by Georgia Burley), $11,000 unpaid bills, $6,394.91 due son (Thos. F.) as salary.
KALE, Inc. (KALE) Portland, Oreg. 1330 kc, 5 kw, U 7-5-44	C. W. Myers—400 shares Mrs. Josephine Hunt—400 shares	Journal Publishing Co. (now has 400 shares in KALE and owns 25% of stock in KOIN).	No money involved as exchange of stock. Journal Co. to re-release stock of KOIN for KALE.
KVOX Broadcasting Co. (KVOX) Moorhead, Minn. 1340 kc, 250 w, U 7-8-44	David C. Shepard—68 shares Howard S. Johnson—9 shares	John W. Boler—49 M. M. Marget—3 R. S. Felhaber—16	No money involved. Stock given as compensation.
Mandan Radio Assn, (KGCU) Mandan, N. Dak. 1270 kc, 250 w, U 7-20-44	J. K. Kennelly and T. G. C. Kennelly (joint owners), J. K. Kennelly and Palace Theatre Co.	W. S. Russell—27½ H. S. Russell—27½ W. R. Russell—27½ H. W. Lanterman—27½ A. M. Femrite—12-2/9 W. H. Walton—12-2/9 F. M. Foster—12-2/9 (All interested in Blue Ribbon Hatchery & Supply Co.)	Transfer of 146-2/3 shares—66.6%. Price not given.
Delaware Broadcasting Co. (WILM) Wilmington, Del. 1450 kc, 250 w, U 7-26-44	J. Hale Steinman John F. Steinman	Alfred G. Hill—304 shares common—50.5% Julia G. Hill—60 shares common, 61 preferred Chester Times—40 shares common, 7 preferred (Two Hills lease Chester Times).	66-2/3% of all stock for $125,000.00.
Berks Broadcasting Co. (WEEU) Reading, Penna. 850 kc, 1 kw, D 7-25-44	Clifford M. Chafey—25% Harold O. Landis—25% Harry S. Craumer—25% Raymond A. Gaul—25%	George J. Feinberg—75% Joseph M. Nassau—12½% Milton J. Hinlein—12½% (Feinberg is mgr. of textiles. Nassau State Director of Publicity will be Mgr. WEEU. Hinlein is licensee KDRO, Sedalia, Mo.	$210,000.00.
WLIB, Inc. (WLIB) Brooklyn, N. Y. 1190 kc, 1 kw, LT 7-31-44	Irwin Steingut Elias I. Godofsky Aaron L. Jacoby Arthur Faske William Weisman Louis W. Berne	Dorothy S. Thackrey (Owner and publisher New York Post)	100%—$250,000.00.
East Texas Broadcasting Co. (KGKB) Tyler, Tex. 1490 kc, 250 w, U 8-5-44	J. G. Kretsinger	James G. Ulmer (Acquisition of Control by James G. Ulmer and Mrs. Minne B. Ulmer thru purchase of 12 shares common stock). Ulmer will have 49.2% and Mrs. 1.6%.	12 shares at $25.00 per share.
KFJI Broadcasters, Inc. (KFJI) Klamath Falls, Oreg. 1240 kc, 100w, U 8-10-44	George Kincaid Rachel J. Kincaid	Willard D. Miller (General Construction Contractor for 20 years and hotel operator 10 years.	100 shares—100%, $115,000.00.


Tonight
INTERMOUNTAIN AMERICA
WILL HEAR . . . . . .
KSL

IN AM BROADCASTING...



RCA Transmitters have long been recognized as the finest that money can buy.

Evidence is the fact that for ten years RCA Transmitters have outsold all others.

This record includes large and small stations—among them a large proportion of the most notable installations made during this period.

During these ten years nearly all major advances in transmitter design appeared first in RCA Transmitters. These improvements include:

High-Level Class B Modulation *Air-cooled High-Power Tubes*
Mercury Vapor Rectifiers *Front-of-Panel Access*
Streamlined Styling

RCA earned its leadership in this field, and will maintain it.

BUY MORE WAR BONDS

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY . . In Radio . . Television . . Tubes . . Phonographs . . Records . . Electronics

HIGH EFFICIENCY?

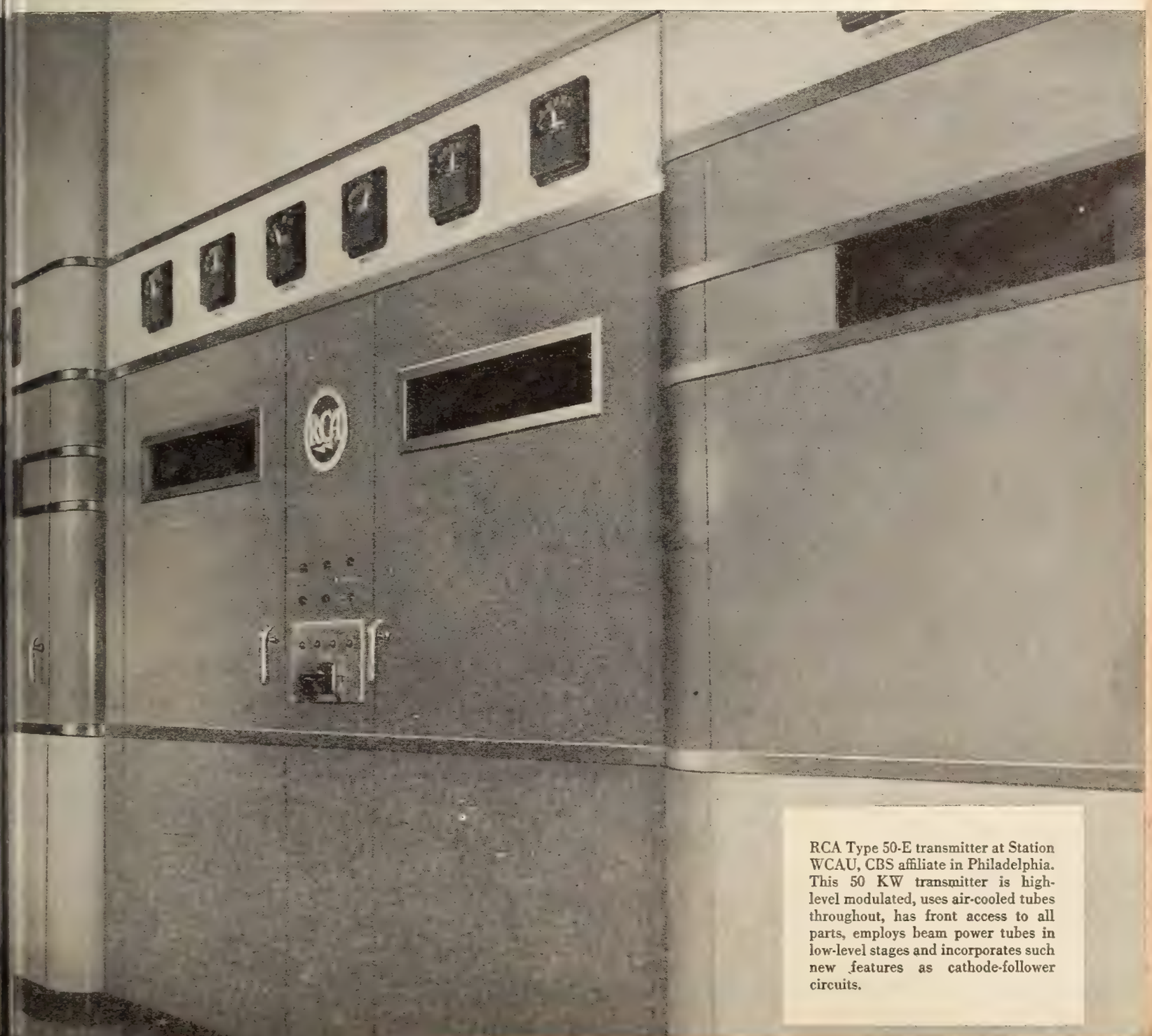
RCA Transmitters have had it for years!

The RCA 50 KW transmitter shown below employs high-level modulation.

This high-efficiency system was first introduced by RCA some ten years ago.

All RCA transmitters sold in recent years have been high-level modulated.

They have high efficiency *NOW*.



RCA Type 50-E transmitter at Station WCAU, CBS affiliate in Philadelphia. This 50 KW transmitter is high-level modulated, uses air-cooled tubes throughout, has front access to all parts, employs beam power tubes in low-level stages and incorporates such new features as cathode-follower circuits.

IN FM BROADCASTING

RCA has been and will continue to be an active leader in FM development.

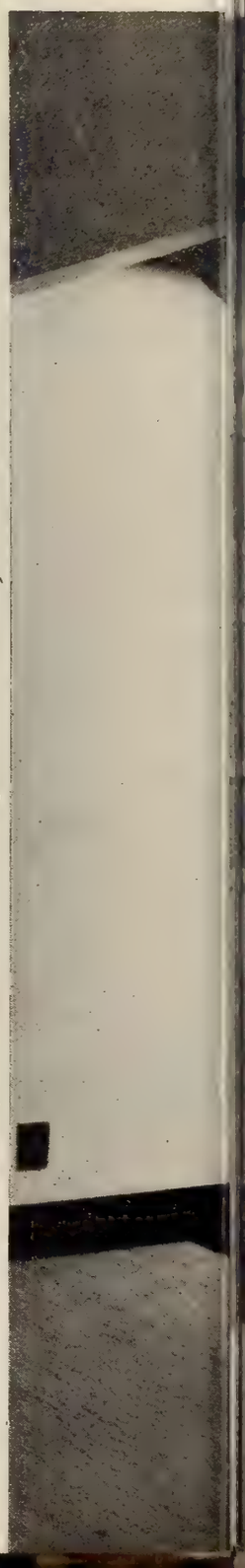
A considerable number of FM Transmitters designed, built and installed by RCA are in service...including five 10 KW's, one of which is shown at the right.

RCA engineers have had more experience in building (and operating) radio transmitters than any other group.

And the truth is that FM Transmitters do not differ very greatly from other transmitter installations, particularly Television.

RCA has always pioneered in development of high-frequency antennas... and is now building many different models for the armed services.

RCA will continue to offer top-rank transmitting equipment for every broadcast need . . . in AM, in FM, in Short Wave, and in Television.





RCA

RADIO CORPORATION OF AMERICA

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LEADS THE WAY . . In Radio . . Television . . Tubes . . Phonographs . . Records . . Electronics

FM TRANSMITTERS BUILT LIKE DE LUXE AM TRANSMITTERS

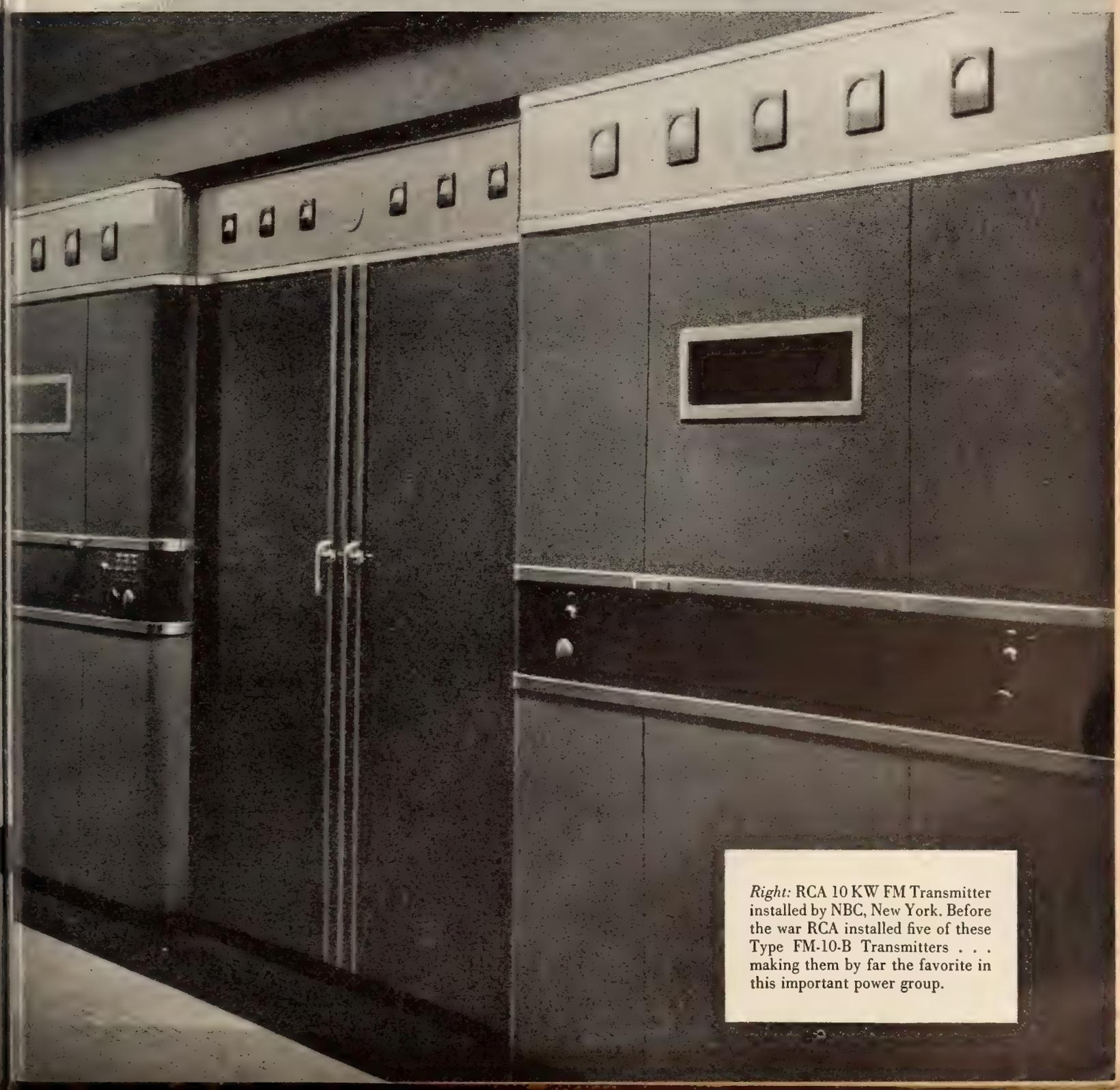
The 10 KW FM Transmitter, shown below, looks like a de luxe broadcast transmitter.

It should.

Like all RCA FM Transmitters, it is built to the high standards of the best AM Transmitters... RCA quality standards which broadcast engineers know and appreciate.

It is built the way broadcast engineers want it built.

It incorporates such proven RCA features as front access doors, vertical chassis construction, and stylized design.



Right: RCA 10 KW FM Transmitter installed by NBC, New York. Before the war RCA installed five of these Type FM-10-B Transmitters . . . making them by far the favorite in this important power group.

IN TELEVISION BROADCASTING...

RCA pioneered the development of electronic television.

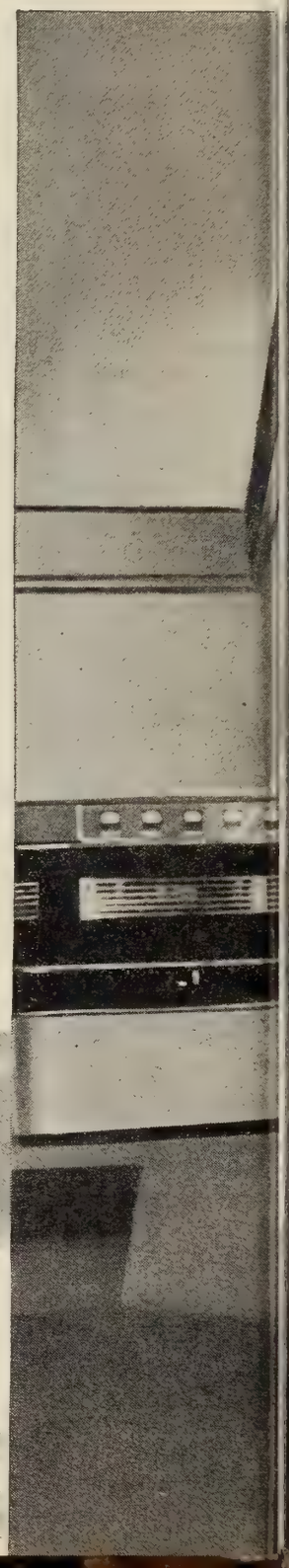
RCA engineers developed the Iconoscope, the Kinescope and the Orthicon, as well as circuits for their use.

NBC, a member of the RCA family, operates a commercial television station which has pioneered program development—a station whose programs are rebroadcast by other stations.

RCA had developed a full line of commercial television transmitting equipment before the war and had offered it to broadcasters.

RCA is now utilizing its engineering experience by building for the armed forces a large quantity of electronic equipment.

RCA will be prepared to offer for postwar service a full line of new and improved television equipment, including studio equipment, film equipment, portable equipment, relay equipment, studio-transmitter-link equipment, and, of course, audio and video transmitters.



BUY MORE WAR BONDS

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY . . In Radio . . Television . . Tubes . . Phonographs . . Records . . Electronics

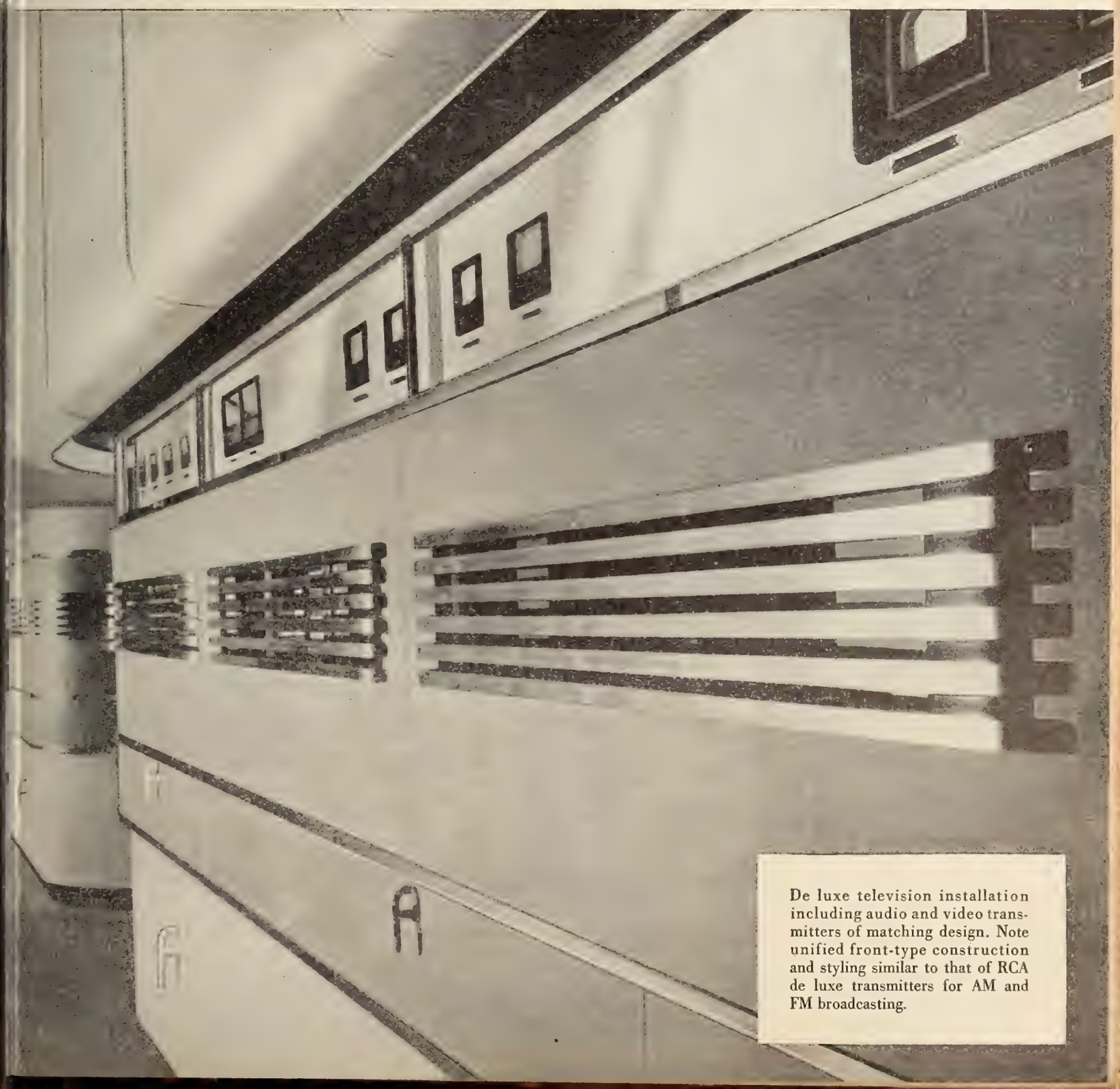
RCA installations now in operation

The de luxe-type installation shown below is one of several RCA Television Transmitters installed before the war.

All of these installations are standard transmitter models, designed and constructed to broadcast specifications and installed for regular television stations.

They are in addition to a number of experimental and relay-type television installations made by RCA as part of its own television development program.

RCA's experience in this field is unequaled.



De luxe television installation including audio and video transmitters of matching design. Note unified front-type construction and styling similar to that of RCA de luxe transmitters for AM and FM broadcasting.

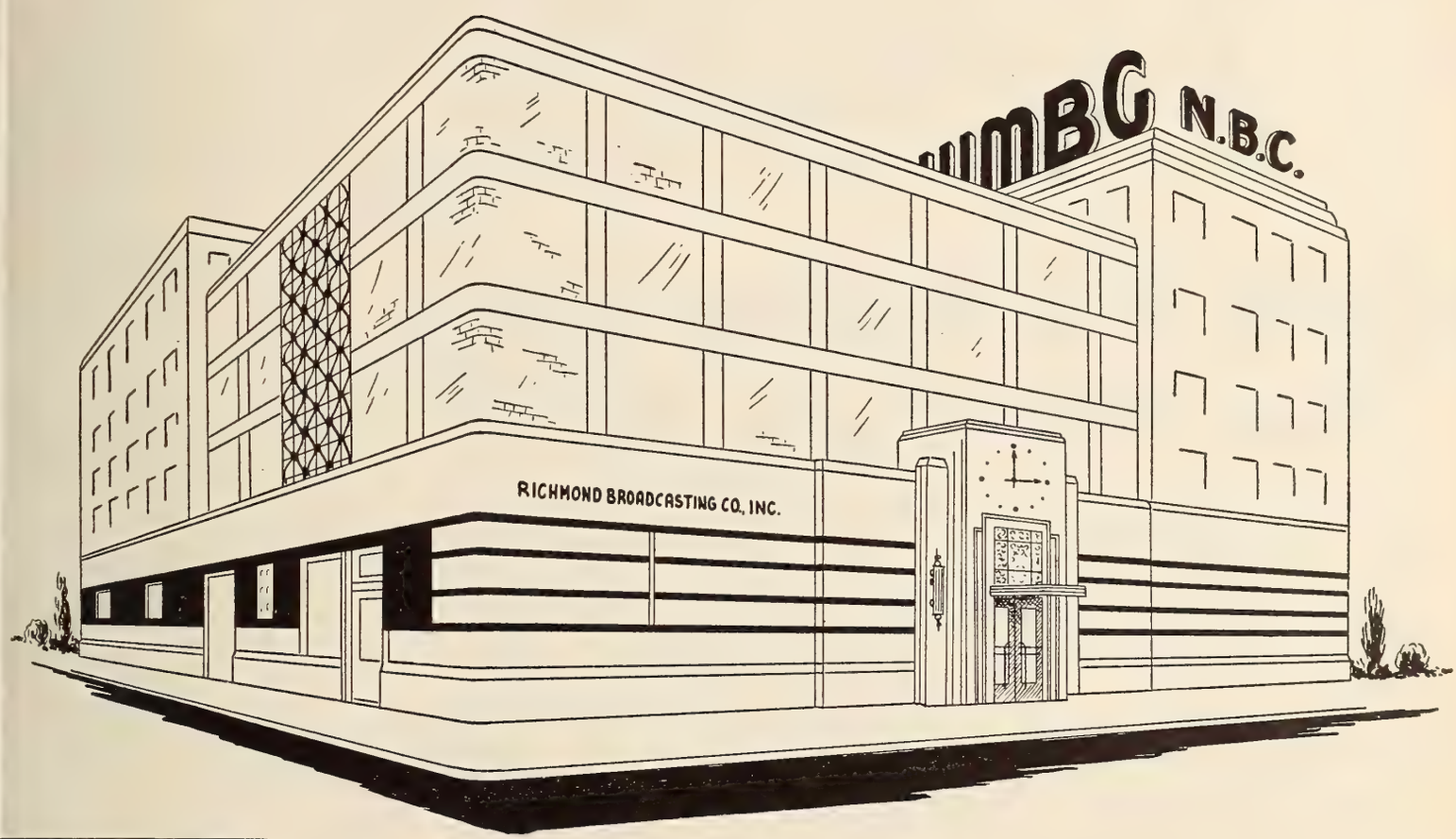
Applications Pending Before FCC for Assignment of Licenses

(*As of Aug.* 15, 1944)

LICENSEE AND LOCATION (With Date of Filing)	ASSIGNEE	CONSIDERATION
Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth M. Hinzman d/b as Radio Station WSBC, Chicago, Ill. 1240 kc, 250w, S. H. 3–22–44	Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller d/b as Radio Station WSBC, Chicago, Ill. (Julius Miller—Radio Advertising & Production, Oscar Miller—Son of Julius—Radio Broadcasting Production, Bertha L. Miller—Wife of Julius—Radio Broadcasting Production, Gertrude Miller—Wife of Oscar—Artist of Radio Programs, Arnold B. Miller—Son of Julius—Artist & Musician on Radio Programs).	$100,000.00
Julio M. Conesa (WPRP) Ponce, P. R. 1420 kc, 250w, U 1–29–44	Voice of Porto Rico, Inc., Ponce, P. R. (Francisco Susoni, V.P. 20%—Atty. Andres Grillasca, Pres. 20%—Mayor of Ponce, Fernando Sanche', Secty. 20%—Chemist Felipe Segarra, Treas. 20%—Dry Goods and Furniture Stores, Real Estate Julio M. Conesa—20%—Now owner WPRP).	$30,000.00
Tri-State Broadcasting System, Inc., (KTBS) Shreveport, La. 1480 kc, 1kw, U 5–18–44	George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, d/b as Radio Station KTBS, Shreveport, La.	In exchange for transfer of 400 shares—80% stock of KTHS. See TC on KTHS.
Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller, d/b as Carlsbad Broadcasting Co., (KAVE) Carlsbad, N. Mexico 1240 kc. 250w, U 5–22–44	Carlsbad Broadcasting Corp., Carlsbad, N. Mexico. (Val Lawrence, Pres.—52 6%—Mgr. KROD, V.P. of El Paso Times; Gene Rethmeyer, Treas.—21.1%—Adv. Salesman; Norman R. Loose, V.P.—10.5%—Newspaper Advertising Business; Edward P. Talbott, Secty. 15.8%—Chief Engr. KROD)	$22,000.00
Ben T. Wilson, R. A. Corbett & Thomas W. Baker d/b as Red Lands Broadcasting Assn., (KRBA) Lufkin, Texas 1340 kc, 250w, U 10–22–42	Darrell E. Yates, Lufkin, Texas. (Mgr. KBRA.)	$10.00 and other good and valuable considerations.
The Herald Publishing Co. (WALB) Albany, Ga. 1590 kc. 1kw, U 7–1–42	Albany Herald Broadcasting Co., Albany, Georgia (Herald Publishing Co.—now licensee WALB 58.79%)	$68,000.00
Doughty & Welch Electric Co., Inc. (WSAR) Fall River, Mass. 1480 kc. 1kw, U 5–10–40	Fall River Broadcasting Co., Inc., Fall River, Mass. (Fall River Herald News Publishing Co. owns 100% stock)	$175,000.00
Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Pettey, Leo T. Crowley & James E. Markham, d/b as the Milwaukee Broadcasting Co. (WEMP) Milwaukee, Wisc. 1340 kc, 250w, U 6–16–44	Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Pettey and Rachel Young LaFollette, d/b as the Milwaukee Broadcasting Co.	Crowley and Markham selling their interest to Rachel Young LaFollette. Crowley 1/32 and Markham 3/32 for $12,500.00.
The Crosley Corp. (WSAI) Cincinnati, Ohio 1360 kc, 5kw, U 6–29–44	Marshall Field	$550,000.00
Gene T. Dyer, Evelyn M. Ringwald, Elizabeth M. Hinzman, Adele Moulds, Vivian Christoph and Wm. F. Moss, d/b as Radio Station WAIT Chicago, Ill. 820 kc. 5kw, LT 6–29–44	Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer, Jr., Adele Moulds, Louis E. Moulds and Grace V. McNeill, d/b as Radio Station WAIT (New partnership—Grace V. McNeill is daughter of Adele Moulds)	$100,000.00
Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer, Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill, Wm. F. Moss, d/b as Radio Station WGES Chicago, Ill. 1390 kc. 5kw, U 6–29–44	John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald, and Wm. F. Moss, d/b as Radio Station WGES (New partnership)	$100,000.00
Julius Brunton & Sons Co., (KJBS) San Francisco, Calif. 1100 kc. 500w, LT 7–1–44	KJBS Broadcasters, a partnership consisting of Wm. B. Dolph, Hope D. Pettey, Elizabeth N. Bingham, D. Worth Clark, Helen S. Mark, Glenna G. Dolph, Edwin P. Franklin and Alice H. Lewis.	No money involved—change from corp. to partnership.
Lake Region Broadcasting Co. (WLAK) Lakeland, Fla. 1340 kc. 250w, U 7–5–44	S. O. Ward tr/ as Radio Station WLAK	Dissolution of corporation. S. O. Ward owned all stock in corp.
American Broadcasting Co., (WOL) Washington, D. C. 1260 kc, 1kw, U 7–10–44	Iowa Broadcasting Co.	$38,367.41
Iowa Broadcasting Co., (WMT) Cedar Rapids, Iowa 600 kc, 5kw, U 7–10–44	American Broadcasting Co.	$35,081.55
WCOL, Inc. (WCOL) Columbus, Ohio 1230 kc. 250w, U 7–11–44	Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley and Grace M. Pixley, d/b as The Pixleys	No money involved. Change from corp. to partnership.
WGCM, Inc. (WGCM) Gulfport, Miss. 1240 kc, 250w, U 7–25–44	WGCM Broadcasting Co., a Co-partnership composed of Hugh O. Jones, William E. Jones and James O. Jones. (Hugh & Wm. E. now own all stock in WGCM, in partnership to have each 1/3. James O., is father)	$10 and other good considerations not mentioned.
Westinghouse Radio Stations, Inc., (WGL) Fort Wayne, Ind. 1450 kc, 250w, U 7–28–44	Farnsworth Television and Radio Corporation	$235,000.00
The Oregonian Publishing Co. (KEX) Portland, Ore. 1190 kc, 5kw, U 7–27–44	Westinghouse Radio Stations, Inc.	$400,000.00
C. G. Hill, George D. Walker and Susan H. Walker (WAIR) Winston-Salem, N. Car. 1340 kc, 250w, U 7–27–44	C. G. Hill and George D. Walker, d/b as WAIR Broadcasting Co.	No money involved—gift by Susan H. Walker of her 1/3 interest to her husband and brother.
Illinois Broadcasting Corp. (WTAD) Quincy, Ill. 930 kc, 1kw, U 8–4–44	Lee Broadcasting, Inc. (Licensee KGLO).	$487,410.00
E. M. Woody (KASA) Elk City, Okla. 1240 kc, 100w, U 8–11–44	Southwest Broadcasting Co. (Lonnie J. Preston—Pres. 25% Formerly Mgr. KGKL and Asst. Mgr. KABC and Mgr. KPLT, now station representative KGNC. Hoyt Houck, V. P.—50%; Walter G. Russell Sec.—25%)	$11,250.00

Always in Step with Progress and as usual leading the procession in Virginia • Richmond's WMBG will be out in front with F. M. and Television.

Wilbur M. Havens
Pres. - General Manager



WMBG- The First in Virginia To Apply For a Frequency Modulation License

WMBG- The Only Virginia Station To Apply For a Television License

WMBG's Prewar Policy - Vision-Decision-Accomplishment

WMBG's Postwar Policy - Decision-Television-Accomplishment

WMBG BRINGING TO VIRGINIA THE LAST WORD IN RADIO. THE FIRST WORD OF TELEVISION

DIRECTORY OF COMMERCIAL FM BROADCASTING STATIONS IN U. S.

(Corrected to August 15, 1944)

Frequency is Given in Megacycles; Service Area in Square Miles. Where Station is Connected With a Standard Broadcast Station, Affiliation is Shown in Parentheses Except Where Call Letters Are Identical

CALIFORNIA

KHJ-FM, LOS ANGELES—Licensed to Don Lee Broadcasting System. Frequency: 44.5 mc.

KTLO, LOS ANGELES—CP issued to Metro-Goldwyn-Mayer Studios Inc. Frequency: 46.1 mc. Service Area: 7,000 sq. mi.

CONNECTICUT

WDRC-FM, HARTFORD—Licensed to WDRC, Inc. Frequency: 46.5 mc. Service Area: 6,100 sq. mi. Personnel: Franklin M. Doolittle, director; Carlton Brown, transmitter engineer.

WTIC-FM, HARTFORD — Licensed to The Travelers Broadcasting Service Corp. Frequency: 45.3 mc. Service Area: 6,100 sq. mi. Personnel: Paul W. Morency, general manager; Leonard J. Patricelli, program manager.

ILLINOIS

WBBM-FM, CHICAGO—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc.

WDLM, CHICAGO — Licensed to Moody Bible Institute of Chicago (WMBI). Frequency: 47.5 mc. Personnel: Henry C. Crowell, manager; Wendell P. Loveless, director; Robert Parsons, ass't director.

WEHS, CHICAGO—CP issued to WHFC, Inc. (WHFC). Frequency: 48.3 mc. Service Area: 10,800 sq. mi. Personnel: Richard W. Hoffman, president; George M. Ives, chief engineer.

WGNB, CHICAGO — Licensed to WGN Inc. (WGN). Frequency: 45.9 mc. Personnel: Frank P. Schreiber, director; Estelle Barnes, assistant manager.

WWZR, CHICAGO—Licensed to Zenith Radio Corporation. Frequency: 45.1 mc. Service Area: 10,800 sq. mi. Personnel: Commander E. F. MacDonald, president; Edgar Hermann, manager.

INDIANA

WMLL, EVANSVILLE—Licensed to Evansville On The Air Inc. (WEOA-WGBF). Frequency: 44.5 mc. Service Area: 8,400 sq. mi. Personnel: Clarence Leich, director; Erwin Schoeny, chief engineer.

WOWO-FM, FORT WAYNE — Licensed to Westinghouse Radio Stations Inc. (WOWO-WGL). Frequency 44.9 mc. Service Area: 6100 sq. mi Personnel: J. B. Conley, director Eldon Campbell, program manager Bruce Ratts, chief engineer.

WABW, INDIANAPOLIS—CP issued to Associated Broadcasters Inc Frequency: 47.3 mc. Service Area 8,400 sq. mi.

WSBF, SOUTH BEND—Licensed to South Bend Tribune (WSBT). Frequency: 47.1 mc. Personnel: F. D Schurz, director; R. H. Swintz, commercial manager; H. C. Cole, chief engineer.

LOUISIANA

WBRL, BATON ROUGE—Licensed to Baton Rouge Broadcasting Co. Inc. (WJBO). Frequency: 44.5 mc. Service Area: 8,100 sq. mi. Personnel: J. Roy Dabadie, director.

MASSACHUSETTS

WBZ-FM, BOSTON — Licensed to Westinghouse Radio Stations Inc. Frequency: 46.7 mc. Personnel: C. S. Young, manager.

WGTR, BOSTON—Licensed to The Yankee Network Inc. Frequency: 44.3 mc. Service Area: 19,000 sq. mi. Personnel: John Shepard 3d, Chairman of the Board; staff, see Yankee Network.

WMTW, BOSTON—Licensed to The Yankee Network Inc. Frequency: 43.9 mc. Service Area: 31,000 sq. mi. Personnel: John Shepard 3d, Chairman of the Board; staff, see Yankee Network.

WBZA-FM, SPRINGFIELD — Licensed to Westinghouse Radio Stations Inc. Frequency: 48.1 mc. Personnel: C. S. Young, manager.

WTAG-FM, WORCESTER—Licensed to Worcester Telegram Publishing Co. Inc. Frequency: 46.1 mc.

MICHIGAN

WENA, DETROIT—Licensed to The Evening News Association (WWJ). Frequency: 44.5 mc. Service Area: 6,800 sq. mi. Personnel: Edwin K. Wheeler, director; Carl Wesser, chief engineer; F. P. Wallace, business manager.

WLOU, DETROIT—Licensed to John Lord Booth (WJLB). Frequency: 44.9 mc. Personnel: John L. Booth, director; Hugh M. Gray, manager; Eric Hay, commercial manager; Richard Pavy, chief announcer.

MISSOURI

KMBC-FM, KANSAS CITY—Licensed to Midland Broadcasting Co. Frequency: 46.5 mc. Personnel: Arthur B. Church, president; Karl Koerper, managing director; A. Ray Moler, chief engineer; G. L. Taylor, vice-president in charge of technical research.

(*Continued on page 148*)

New Radio Research Methods Show Value of Local Stations

A new, sound technique in radio research now shows actual listening in homes of all income classes. This method reaches all types of set owners because it does not employ telephone interviewing. It also measures the audience in both telephone and non-telephone homes.

PERSONAL INTERVIEW—CONTROLLED SAMPLE METHOD

All information on listening is gathered at the homes by trained field investigators who call in person and conduct face-to-face interviews. This method is more efficient and more dependable than telephone interviewing because it reaches a truly representative, selected sample of all radio homes. In some markets there is a much higher percentage of listening in non-telephone homes than in telephone homes. Incomes of homes without telephones have shot up rapidly. The old methods of radio research do not reflect this listening.

MANY STATIONS UNFAIRLY RATED

Pre-war methods of radio research may have given your station an unfair rating because the non-telephone homes were never interviewed. Also, "samples" have usually been too small to give a fair rating.

COSTS LESS

The Personal Interview-Controlled Sample method of rating programs and stations is less expensive than the telephone interviewing method. At the same time, it is more efficient and more dependable.

LOCAL STATIONS BEAT 50,000 WATTERS

Many of our radio audience surveys made for a full week in secondary markets, show that the local or regional station has a bigger audience—on the average—than any 50,000 watt station heard in that same market. This principle has been found true in almost every city surveyed. During many periods of the day and evening, the local station has more listeners in its market than all the 50,000 watt stations combined that are located in nearby big cities.

● You are cordially invited to see the reports on many stations similar to yours, in colored-chart form, at the NAB Convention in Chicago August 28-31. Ask the Information Desk at the Palmer House for the number of our Display Room.

C. C. Chapelle Company

MARKETING CONSULTANTS

500 North Dearborn Street
Chicago 10, Illinois
Telephone: Whitehall 7731

for Chicago

W-I-N-D

is TOPS—on the Dial

EXCLUSIVE WHITE SOX BASEBALL

EXCLUSIVE CHICAGO BEARS FOOTBALL

EXCLUSIVE 24-HOUR NEWS SERVICE

EXCLUSIVE BLACK HAWKS HOCKEY

Serving all Chicagoland exclusively—24 hours a day

5000 WATTS * 560 KILOCYCLES

W-I-N-D Chicago

NATIONAL SALES OFFICE
230 North Michigan Ave., Chicago 1
JOHN E. PEARSON COMPANY
250 Park Ave., New York 17

KOZY, KANSAS CITY—Licensed to Commercial Radio Equipment Co. Frequency: 44.9 mc. Personnel: Everett L. Dillard, chief owner; Robert F. Wolfskill, general manager; O. R. Wright, commercial manager; Elizabeth Whitehead, stn. director; Milton Woodward, chief engineer.

NEW JERSEY

WFMN, ALPINE—Licensed to Edwin H. Armstrong. Frequency: 43.1 mc.

WAAW, JERSEY CITY-NEWARK—CP issued to Bremer Broadcasting Corp. (WAAT). Frequency 49.5 mc. Service Area: 6,200 sq. mi.

In Kansas City



the Swing is to WHB

GET "IN THE SWIM" in Kansas City by using WHB ...for RESULTS! Here's a station that's pulling its head off, in mail-pull and in sales for sponsors. "Your Mutual Friend" is Kansas City's Dominant Daytime Station... delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For program or announcement availabilities,



"phone DON DAVIS"

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City Missouri • Wichita Kansas • Salina Kansas • Great Bend Kansas • Emporia Kansas

MONTHS: APRIL-MAY, 1944—KANSAS CITY

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 13,954

	Station A	Station B	Station C	Station D	WHB	Station E
MORNING INDEX MONDAY THRU FRI. 8-12 A. M.	8.0	9.9	26.7	15.6	32.5	6.4
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P. M.	14.3	5.8	17.1	30.7	25.5	5.4

NEW YORK

WNBF-FM, BINGHAMTON — Licensed to Wylie B. Jones Advertising Agency. Frequency: 44.9 mc. Service Area: 6,500 sq. mi. Personnel: C. D. Mastin, general manager; E. Ray McCloskey, program director.

WABC-FM, NEW YORK—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc. Personnel: Arthur Hull Hayes, director.

WABF, NEW YORK—Licensed to Metropolitan Television Inc. Frequency: 47.5 mc. Personnel: L. L. Thompson, manager; Theodore B. Grenier, chief engineer

WBAM, NEW YORK—Licensed to Bamberger Broadcasting Service Inc. (WOR). Frequency: 47.1 mc. Personnel: Theodore C. Streibert, manager.

WEAF-FM, NEW YORK—Licensed to National Broadcasting Co. Inc. Frequency: 45.1 mc. Personnel: C. L. Menser, vice-president in charge of programs; Ernest LaPrade, program director; O. B. Hanson, vice-president and chief engineer; Robert Shelby, development engineer; T. J. Buzalski, FM station engineer.

WFGG, NEW YORK—CP issued to William G. H. Finch. Frequency: 45.5 mc. Service area: 8,500 sq. mi.

WGYN, NEW YORK—Licensed to Muzak Radio Broadcasting Station Inc. Frequency: 44.7 mc. Personnel: C. J. Schaefer, executive in charge.

WHNF, NEW YORK—Licensed to Marcus Loew Booking Agency (WHN). Frequency: 46.3 mc. Personnel: Herbert L. Pettey, director.

WNYC-FM, NEW YORK—Licensed to City of New York, Municipal Broadcasting System. Frequency: 43.9 mc. Service Area: 3,900 sq. mi. Personnel: M. S. Novik, director; John De Prospo, Bertrand Arnow.

WQXQ, NEW YORK—Licensed to Interstate Broadcasting Co. Inc. (WQXR). Frequency: 45.9 mc. Personnel: Arthur Hays Sulzberger, chairman of the board; John V. L. Hogan, president; Nicholas Roosevelt, vice-president; Elliott M. Sanger, exec. vice-president; Hugh K. Boice, vice-president in charge of sales; Russell D. Valentine, chief engineer.

WHEF, ROCHESTER—Licensed to WHEC Inc. Frequency: 44.7 mc. Service Area: 3,200 sq. mi. Personnel: Gunnar Wiig, director; Bernard O'Brien, chief engineer; W. G. Adams, program director; Ken. Sparnon, music director.

WHFM, ROCHESTER—Licensed to Stromberg-Carlson Co. (WHAM). Frequency: 45.1 mc. Service Area: 3,200 sq. mi. Personnel: William Fay, director; Kenneth J. Gardner, technical supervisor.

WRCA, SCHENECTADY—Licensed to Capitol Broadcasting Co. Inc. Frequency: 44.7 mc. Network—MBS. Personnel Leonard L. Asch, director.

WGFM, SCHENECTADY—Licensed to General Electric Company (WGY). Frequency: 48.5 mc. Service Area: 6,600 sq. mi. Personnel: G. Emerson Markham, manager.

NORTH CAROLINA

WMIT, WINSTON-SALEM — Licensed to Gordon Gray (WSJS). Frequency: 44.1 mc. Personnel: Gordon Gray, owner; Harold Essex, managing director; Norris O'Neill, business manager; Robert C. Estes, program director; Paul Dillon, chief engineer.

OHIO

WELD, COLUMBUS—Licensed to WBNS, Inc. (WBNS). Frequency: 44.5 mc. Personnel: Lester H. Nafzger, manager and chief engineer; Herbert Welch, program director.

PENNSYLVANIA

KYW-FM, PHILADELPHIA — Licensed to Westinghouse Radio Stations Inc. Frequency: 45.7 mc. Personnel: Leslie Joy, director; James Begley, program manager; Eleanor Ulmer, continuity & program planning.

WCAU-FM, PHILADELPHIA—Licensed to WCAU Broadcasting Co. Frequency: 46.9 mc. Service Area: 9,300 sq. mi. Personnel: Norris West, program director.

WFIL-FM, PHILADELPHIA—Licensed to WFIL Broadcasting Co. Frequency: 45.3 mc. Service Area: 9,300 sq. mi. Personnel: Roger Clipp, director; Edward C. Obrist, program director; L. E. Littlejohn, chief engineer.

WIP-FM, PHILADELPHIA — Licensed to Pennsylvania Broadcasting Co. Frequency: 44.9 mc. Personnel: James M. Tisdale, director.

WLBG, PHILADELPHIA—CP issued to Seaboard Radio Broadcasting Corp. (WIBG). Frequency: 46.5 mc. Service Area: 9,300 sq. mi.

WPEN-FM, PHILADELPHIA—Licensed to Wm. Penn Broadcasting Co. Frequency: 47.3 mc. Personnel: Arthur Simon, general manager; Lew London, ass't director; Charles W. Burtis, chief engineer.

KDKA-FM, PITTSBURGH — Licensed to Westinghouse Radio Stations Inc. Frequency: 47.5 mc. Personnel: Patti Littell, director.

WTNT, PITTSBURGH—Licensed to WWSW, Inc. (WWSW). Frequency: 44.7 mc. Service Area: 8,400 sq. mi. Personnel, Frank R. Smith Jr., director; Marie Wilk, program director.

TENNESSEE

WSM-FM, NASHVILLE — Licensed to Nashville Life & Accident Insurance Co. Frequency: 44.7 mc. Service Area: 16,000 sq. mi. Personnel: Marjorie Cooney, director.

UTAH

KSL-FM, SALT LAKE CITY—CP issued to Radio Service Corporation of Utah. Frequency: 44.7 mc. Service Area: 700 sq. mi.

WISCONSIN

WMFM, MILWAUKEE—Licensed to The Journal Company (WTMJ). Frequency: 45.5 mc. Service Area: 8,500 sq. mi. Personnel: Walter Damm, general manager; L. W. Herzog, station manager; R. G. Winnie, ass't manager; D. W. Gellerup, chief technical supervisor (on leave); Phillip Laeser, FM-Television engineering supervisor.

WDUL, SUPERIOR—Licensed to Head of The Lakes Broadcasting Co. (WEBC). Frequency: 44.5 mc. Walter C. Bridges, general manager; H. E. Westmoreland, national sales manager; John Miller, program director; C. B. Persons, chief engineer.

HIGHLIGHTS

from G.E.'s TELEVISION DIARY

1926 Dr. E. F. W. Alexanderson, G-E engineer, developed a mechanical method of television.

1927 Experiments using a rotating perforated scanning disk proved successful.

1928 January—First public demonstration of television in Dr. Alexanderson's home.

May—WGY, G-E radio station in Schenectady, became pioneer television station, with regular schedule—three afternoons a week.

August—First remote pickup, Governor Alfred E. Smith making acceptance speech at Albany, N. Y.

September—First play presented on television—"The Queen's Messenger"—over WGY.

1929 G-E engineers produced television images by means of cathode-ray tube—forerunner of modern picture tube.

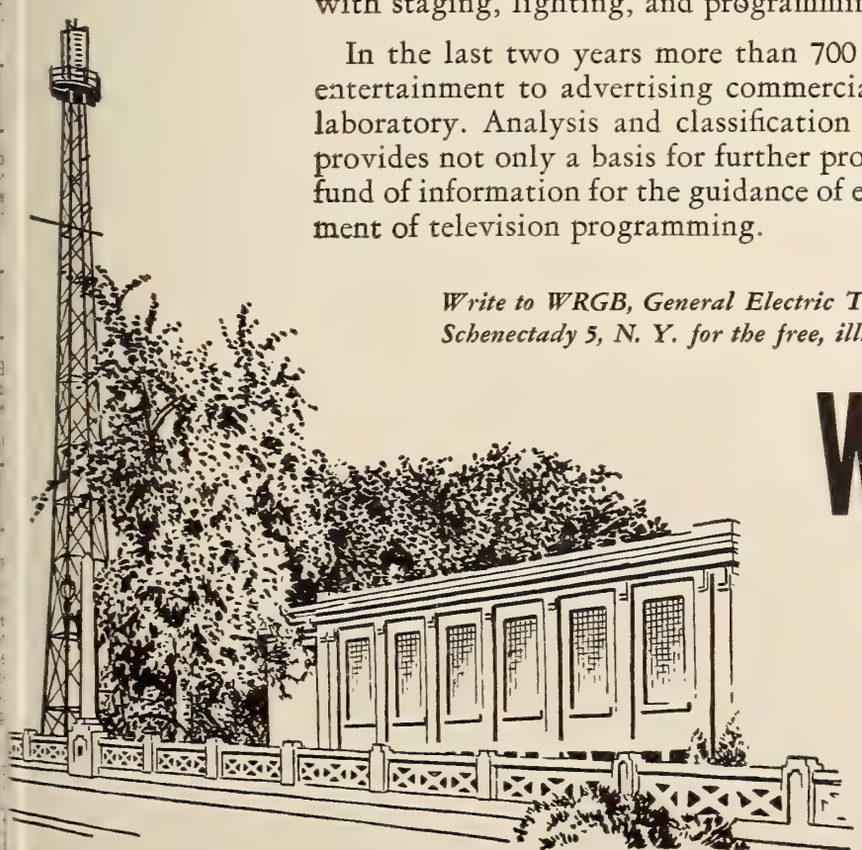
1930 May 22—Television projected on a large screen, before a theater audience, for the first time, at Proctor's Theater, Schenectady.

1939 June 10—First long-distance reception of modern high-definition television, in Helderberg Mountains, 129 miles from New York, of King George and Queen Elizabeth touring the New York World's Fair.

1940 January 12—First television network put into service with G-E relay station and television transmitter WRGB, rebroadcasting to upstate New York area programs originating at WNBT, NBC in New York City.

1941 WRGB moved to new, modern, fully equipped studios, where G-E engineers continued research on engineering problems and the program staff experimented with staging, lighting, and programming techniques.

In the last two years more than 700 live-talent programs, ranging from pure entertainment to advertising commercials, have been produced in this program laboratory. Analysis and classification of audience reactions to these programs provides not only a basis for further program experiments but also an invaluable fund of information for the guidance of everyone interested in the further development of television programming.



Write to WRGB, General Electric Television Station, 60 Washington Ave., Schenectady 5, N. Y. for the free, illustrated book, "Television at WRGB".

WRGB

television station

SCHENECTADY, NEW YORK

GENERAL ELECTRIC

WRGB-1



THREE BIG BULL'S-EYES

● Bull's-eye No. 1—

50,000 Watts means always a good signal to power your campaign.

● Bull's-eye No. 2—

Coverage of 123 primary area counties in Ohio, Pennsylvania, West Virginia, Maryland and Virginia; 140 good secondary area counties in 19 States.

● Bull's-eye No. 3—

One of America's most highly personalized radio broadcasting operations. Is producing phenomenal results for many advertisers.

ASK A JOHN BLAIR MAN

Basic Blue Network

WWVA
50,000 WATTS
WHEELING, W. VA.
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
A FORT INDUSTRY STATION

Estimating Television Costs

(*Continued from page 86*)

penses, again vary too widely from place to place for a general estimate to mean anything, but the figures can easily be supplied locally.

Network Service

This simplest type of video operation presupposes the existence of network program service. AT&T has promised a rapid extension of its coaxial cable facilities and several companies have developed radio relays they expect to install on a network basis after the war, but it will be years before video networks become truly national and the prospective television broadcaster should be reasonably certain that network service will be available to his community before planning a purely satellite type of operation.

Present thinking is that video programs will also be distributed on a national basis by film, comparable to the transcription in sound broadcasting, and that this method of distribution will probably be fairly well developed before video networks attain nation-wide proportions. So the next step for the telecaster is the installation of movie telecasting equipment. A complete 16 mm setup costs in the neighborhood of $15,000, plus construction of an operating room and film storage space, fireproofed and sprinkler equipped in accordance with fire regulations. On the operating end, a projection operator and an audio engineer must be added, bringing the total to a minimum of four or five men to handle network and film programs.

Ready for Service

The television station is now equipped for national program service, either by network or film. And, with the addition of a 16 mm silent movie camera and a portable recording unit, it is also prepared to enter the local program field, making and broadcasting filmed reports of parades, baseball and football games, fires and other local events.

Merchandise for sale in local stores can also be filmed, on the shelves or in use, and telecast under the sponsorship of the local merchants. A camera operator and a sound recording engineer have now been added to the television technical staff, as well as a film editor, although for limited programming of this type these functions may be performed by men already on the payroll.

Good Programming

The next step is the addition of live local programming to the recorded service. The local department store may have an internal video setup for displaying merchandise demonstrations, fashion shows and the like to store visitors and—through window receivers—passersby, and may offer to buy time to send such demonstrations into the homes of customers as well. An intra-store video setup, incidentally, will cost the store from $25,000 up, depending on the number of camera channels used and on the number of receivers setup throughout the store.

Possibly the broadcaster and store management can work out an arrangement whereby the store's studios could be available to the station for live programs in the evening hours when the store is closed. But in any event, if programs from the store's studios are to be broadcast into the homes of the community, the station must have studio-to-transmitter relay equipment or coaxial cable connection, which, with installation, will add a maximum of $15,000 to his capital investment.

Perhaps a national advertiser is willing to sponsor a play-by-play daily telecast of the local ball club's home games, but insists on coincidental broadcasts, rather than a delayed filmed version. To get this business the broadcaster must invest another $40,000 or more in a truck with antennas and a gas-driven power supply, which will carry two cameras and associated video and sound equipment.

Mobile Unit

This mobile unit will be manned with a crew of six or eight men: Two cameramen with at least one helper and relief operator, an audio and a video engineer, a technical or production director or both, and there really should be at least one extra man to help out at the truck.

The unit may, of course, also be used for pickups from interior locations, such as radio studios, school auditoriums and gymnasiums, halls, theaters, churches, etc. It can and will be used to televise studio shows where these are not broadcast often enough to justify a permanent television setup. There is some basis for belief that for many local stations a mobile unit is all that is needed to handle whatever programs are apt to be produced.

It is probable, however, that the usual television station, like the usual radio station, will have its own studio or studios. Here are some estimated capital investments

Simple as A B C

A CANADIAN motorist, rushing home to dinner one night last week, had his car radio tuned to the *ABC Show* (Always Be Careful) on CJCA Edmonton, Alta. He became so interested in the program that he ignored a traffic light and crashed. After the accident, the radio continued to give advice on how to drive carefully. Program reviews traffic accidents taken from the files of the *Edmonton Journal.*



Water at work at war!

TVA has created a new power empire in the Tennessee Valley. It has brought new industries, new capital, and incalculable new prosperity to this great region, now actively engaged in war work.

Tomorrow this water will work at the more pleasant pursuits of peace, stabilizing the industrial economy of the TVA region, making it a vast new and potent force in the ever growing development of the South.

This water, too, will be devoted, in and around Chattanooga, to the more relaxing activities of the vacation-minded.

ON THE GREAT LAKES OF THE SOUTH
IN THE HEART OF THE TVA POWER EMPIRE

LATEST HOOPER FIGURES PROVE WDOD CONTINUES TO DOMINATE IN CHATTANOOGA!

C. E. HOOPER, Inc.

MIDWINTER 1944

STATION LISTENING INDEX, CHATTANOOGA, TENN.

	WDOD	"B"	"C"	Others
MORNING INDEX (8 TO 12 P.M.)	**48.2**	24.1	26.6	1.1
AFTERNOON INDEX (12 TO 6 P.M.)	**45.9**	25.1	27.7	1.3
EVENING INDEX (6 TO 10:30 P.M.)	**43.2**	35.5	19.3	2.0

WDOD

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.

WHERE NATURE AND INDUSTRY JOIN HANDS

WNAB, Bridgeport, Conn.

WOCB, Cape Cod, Mass.

WJEJ, Hagerstown, Md.

WJTN, Jamestown, N. Y.

WNBH, New Bedford, Mass.

WHN, New York

WELI, New Haven, Conn.

WJAS, Pittsburgh

WFCI, Providence-Pawtucket

WHEB, Portsmouth, N. H.

WRAW, Reading, Pa.

WATR, Waterbury, Conn.

KBUR, Burlington, Ia.

WTAW, College Station, Tex.

KMYR, Denver

WCLO, Janesville, Wisc.

WHBQ, Memphis

WDGY, Minneapolis-St. Paul

KBON, Omaha

KBIZ, Ottumwa, Ia.

WIL, St. Louis

WDSM, Duluth-Superior

KTKC, Fresno-Visalia

KFWB, Los Angeles

KFMB, San Diego

KJBS, San Francisco

KEVR, Seattle

REPRESENTED BY RAMBEAU

Radio's First Special Representative

for complete stations, offering studio, motion picture and field pick-up programs, with all prices on a prewar basis:

DuMont 25-kw Television Station

(Studio Equipment)	(Prewar Cost Basis)
2 Du Mont Iconoscope Cameras with electronic viewfinders and mounted on push dollies	$ 23,000
Du Mont studio Control desk	
Electrically Controlled Camera Dolly	2,500
2 Special Film Projectors	12,000
2 Du Mont Iconoscope Film Pickup Cameras	6,000
Du Mont Master Control Board	35,000
Du Mont 25 kw Video—12.5 kw Audio Transmitter with control console	65,000
Suitable antenna	10,000
Total	$153,500
(Field Pickup Equipment)	
2 Du Mont Field Pickup Cameras with control equipment	$ 24,000
Du Mont Relay Transmitter	8,000
Du Mont Relay Receiver	2,000
Field Audio Equipment	1,500
Truck with generator and antenna	5,000
Total	$ 40,500
(Installation, Sound, Lighting, etc.)	
Studio Installation	$ 15,000
Structural Alterations, soundproofing, electrical wiring, etc.	25,000
Studio lighting, sound equipment and intercommunication system	10,000
Fireproofing film studio	1,500
Equipment spares and test instruments	13,000
Total	$ 64,500
GRAND TOTAL	$258,500

General Electric 40-kw Television Station

2—Studio Camera Channels at $14,850 each	$ 29,700
2—Motion Picture (35 mm.) Channels at $24,200 each	48,400
1—Basic Studio Equipment at $10,900 each	10,900
1—Sound (20 kw) and Picture (40 kw) Transmitter	150,000
1—Installation engineering and Antennas *	16,000
Prewar Selling Price	$255,000

* Installation done by electrical contractors under supervision of G-E engineers. $16,000 covers antennas and supervision, not installation.

The production of studio television programs requires far more personnel than are needed in radio. A typical dramatic show, for example calls for an audio and a video engineer, a technical director and a program director in the control room, while in the studio, in addition to the performers, are: A production director, a stage director, three stage hands, a property man, a makeup man, three cameramen, a dolly operator and his assistant, a boom microphone man, a lighting engineer. This does not include the costumer and the scenery designer and their crews and the others whose work is done before the program goes on the air.

With rehearsals, a studio crew can probably handle only three or four hours of programming a week, so for an extensive schedule several full crews would be necessary. Their activities would require rehearsal studios in addition to the main studios and almost as well equipped, dressing rooms and store rooms, carpenter shops, drafting rooms and the like, with the offices for executives and the clerical staff, the plant of a major television station begins to resemble that of a motion picture studio, and so do the expenses. But if television is half as good an advertising medium as most television men believe it will be, the revenue will be commensurate with the costs.

VIDEO SEMINAR

WPDQ Gives Jacksonville —Television Preview—

POSSIBILITIES of television as a revolutionary means of entertainment and advertising were visually described to Jacksonville (Fla.) businessmen during Television Seminar Week conducted nightly Aug. 7 through Aug. 11 by WPDQ. The station has a video application pending before the FCC.

Department store personnel, leading retail merchants and civic leaders were shown the GE film "Sightseeing at Home", demonstrating television in use at WRGB Schenectady, and two RCA films, "Television" and "Magic in the Air", showing television in operation at NBC in New York. Discussions were led by Robert Feagin, general manager of WPDQ.

Interest in television in the Southeast has mounted since WPDQ filed an application for a station costing approximately $25,000 of 300 w power which would include both sound and sight transmission and incorporating FM broadcasting over an area within 30 miles of Jacksonville.

Mr. Feagin expects that television presentations in Jacksonville probably will be limited to local programs at the outset but he believes that network programming will reach the area by way of direct video lines and relay stations within four years.

Program Previews

CALLING attention to programs following within the next two hours, WNAX Yankton, S. D., is now carrying 10-second promotion announcements at every station break. The announcements have already brought a good response from listeners as well as sponsors and will be continued at an average of 68 breaks daily. All breaks for two weeks prior to WNAX's big "Midwest Farmer Day" were devoted to its promotion.



SCALE MODEL of new $250,000 transmitter building, together with 915-foot tower and smaller directional towers of WKY Oklahoma City shows complete 160-acre tract on which the plant is located. Created by Joe Taylor of the U. of Oklahoma Art Dept. and Gene Lyons, WKY technician, the model will be displayed at NAB Executives War Conference in Chicago this week and will later be on permanent display in WKY studios. Idea of using detailed model, scaled to one inch for 30 feet, to picture the plant was conceived by J. I. Meyerson, Sales and Promotion Manager for Oklahoma Publishing Co., owner of station.

ON CUCAMONGA PEAK

Mountain Site Picked for Two Proposed Outlets

IT'S A LONG, long trail-a-winding—but at present this wearing hike of three hours round a mountain trail is the only accessible means of reaching the site of KPOR and KARO, FM radio and television stations applied for by the Broadcasting Corp. of America.

W. L. Gleeson, president of the applicant corporation, is one of the few persons other than Forest Rangers who have stood at the top of the 9,000-foot Cucamonga Peak near Ontario, to survey the greater part of Southern California. Some engineers are estimating the stations will cover in excess of 93,000 square miles and a population of 17,000,000 with the coverage extending from North of Fresno to San Diego, and East and West from the western portion of Arizona to Los Angeles.

Mr. Gleeson wonders whether heliocopter, cable or pack horses will be more practicable for delivery of equipment and building materials. The lease on the peak is for about 30 acres of ground.

'Telecom'

"TELECOM" is entry of William Pine and William Thomas, Hollywood film producers, in new dictionary of television. The producers, first major lot film unit to set up a television advertising organization, predict that "telecom" will become accepted slang for the new phrase "television commercial".

Lightning  strikes in the same place again and again when the lightning is 

. Haas Bros. made that discovery by offering booklets 

on the 8 a. m. "Date at Eight." Last year's requests  averaged 824 per day, which is pretty terrific. This year 

it was terrificer—1128 daily—with  mail coming in from 50 counties in California, plus four far away states. Again proving KPO's influence is outstanding—even at  8 a. m.

KPO

SAN FRANCISCO

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

THIS IS THE NATIONAL BROADCASTING COMPANY

A SERVICE OF THE RADIO CORPORATION OF AMERICA

Represented by NBC SPOT SALES

USING FILMS IN TELEVISION

Eight Methods Suggested by Dr. Goldsmith; Production Techniques Discussed

THE eight ways in which film may best be used in television, as listed by Dr. A. N. Goldsmith, radio engineering consultant and vice-chairman of the Radio Technical Planning Board, in an address on the contributions of motion pictures to television delivered before the Television Producers Assn. meeting in New York, are as follows:

1. For events outside the range of coaxial cable or radio relay, such as the telecasting by a New York station of highlights of the political conventions in Chicago.

2. For repeating events or performances previously telecast.

3. For syndication of programs were network connections are not available.

4. For syndication where time differences are to be avoided.

5. For introduction of stock shots costly or impossible to televise directly, such as a train traveling through the Rockies.

6. For production of commercials demonstrating a process, such as the baking of a cake, where the time consumed in the process is too long to televise directly. Movies also permit a retake if the process should not work out successfully on the first trial.

7. For outdoor scenes in a television drama. Same actors are used and audience can't tell where movies leave off and live telecast begins.

8. For introduction of especially elaborate program features, to which the producer may want to give more time in production and editing than the live telecast permits.

Most of Dr. Goldsmith's talk was devoted to the similarities and differences of movies and television, particularly as they affect production techniques.

Ellis on Future Broadcasting

(Continued from page 64)

tinue so, but in general the conservation measures practiced by broadcasting stations have made it possible for manufacturers to meet most of the essential needs of stations without interfering with the war effort.

Microphones are available in limited quantities. Simpler types of speech amplifier equipment can be procured where a station demonstrates that it is necessary for continued operation. Here again the supply does not permit expansion of existing facilities.

Turntables Scarce

Turntables and recording equipment continue in very, very tight supply and probably will remain so for some time. Applications for such equipment should be made on Form WPB-541. It is impossible to predict when production of broadcasting equipment may be increased to a point where it will be available to new stations under present military schedules and because of unpredictable war developments.

Video, FM Omitted

Concerning the policy on applications for new or expanded broadcasting facilities, WPB did not have television and frequency modulation (FM) in mind when this policy was stated and no new authorizations are being made for television and FM broadcasting.

The postwar picture of broadcasting is difficult to predict. Undoubtedly, the radio field, including both the broadcasting stations and the home listeners, will be able to make use of many new developments coming out of this war. Equipment for standard broadcasting will be more efficient and easier to maintain and operate.

Television and FM probably will come into their own. Walkie-talkies and mobile broadcasting and receiving equipment will be more widely used, not only in broadcasting, but by many other public services and in many other industries for short-range communication.

FM is going to be of greater value to broadcasting and may permit many new stations in towns now having too few outlets and will also provide other important services.

Television Future Good

Television had demonstrated before the war that it was to have a permanent place in the broadcast picture. New technical developments resulting from war experience probably will bring the price of television receivers to within the reach of almost any pocketbook. American mass production methods will assist in this development. Advances in radio relaying and the use of coaxial cables will allow wider dissemination of television programs than were possible before the war.

On the whole, the broadcasting industry may look forward to important development and growth and wider public service in the postwar era.

Two Records To Remember—

KFNF

"The Friendly Farmer Station"

SHENANDOAH, IOWA

1. In One Month, March 26th thru April 26th, 1944, started or accepted contracts calling for production, before May 1st, 1945 of up to— 3958 Commercial Quarter Hours.

2. Increased Net Time sales by more than 278% In 24 months—May 1944 against June 1942.

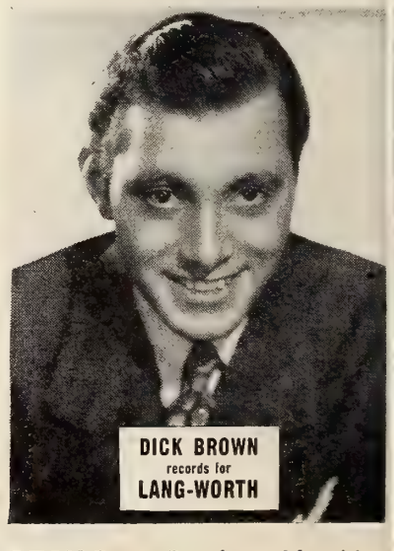
Proof beyond question that KFNF dominates an important portion of the nation's richest farm market. Yes! You can spend more to reach fewer farm folks—but why?

In the Heart of the Missouri Valley—It's

KFNF

1000 Watts Shenandoah – Iowa 920 KC.

For availabilities write or wire direct to Frank Stubbs, Mgr., KFNF, Shenandoah, Iowa



Eddy on Costs

(*Continued from page 74*)

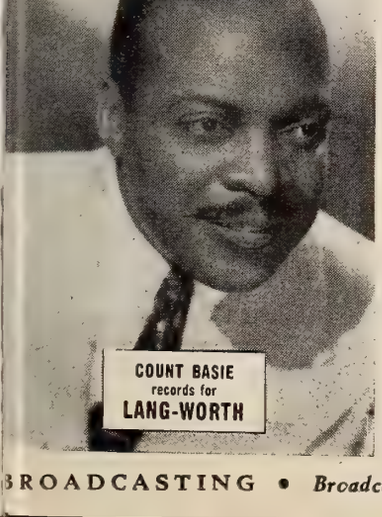
roportion. This same index of re-rn apparently holds true in tele-sion making the problem of pro-uction cost one that can be regu-ted by company policy and local mpetition.

Based on actual experience at BKB, it can be shown that a tele-sion station not only will not cost illions to construct and operate t in contradiction to this as-mption can be built, staffed, and rogrammed for less than $200,000 year. Necessarily these figures e taken from a pre-war experi-ental operation based on the min-num of five hours a week but on e other hand these costs repre-nt expenditures over a period here no income was received from ny program and the costs of equip-ent were in many cases double nat of today.

It further represents the cost of nverting space, tower construc-on, mobile unit and other experi-ental costs of a developmental ature. Although this figure does ot take into consideration either alent cost or union operation it is elived that postwar stations can e built and operated at well under is figure of $200,000.

Outdoor Map

GIANT OUTDOOR relief war map, constructed in two sections, showing progress in the European and Pacific areas, has been erected in CBS Hollywood studio building fore-court. Allied front lines are changed with each news flash, while loud speakers keep passersby informed of latest battle bulletins. In addition, last minute flashes are posted in an outside glass-enclosed bulletin board. Battle lines on relief portion of map are indicated by a series of arrows on movable pins. James Cantwell, CBS Hollywood art director, designed the map with display constructed under direction of Ralph Taylor, sales promotion. Overall size of map is approximately 23 by 9 feet.





...via WMAQ

From London and the French invasion towns, Rome, the Karelian Isthmus, from Yunnan Province and the South Pacific islands, accurate news is INSTANTLY brought to Chicago's millions by WMAQ.

The expert commentators, analysts and reporters who serve WMAQ, command the attention of the vast radio audience in the rich Chicago market—second largest in the United States. To them belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

The great news-hungry mass of people who instinctively tune to WMAQ for the latest happenings both at home and abroad is another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers have learned that their campaigns on this station do reach and influence millions of people and that increased sales and profits are the result.

In Chicago it's WMAQ.

WMAQ
CHICAGO

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

NBC

A Service of Radio Corporation of America

Loucks on FM

(*Continued from page 48*)

an opportunity to utilize a new localized type of copy—tailored to fit the area in which it must accomplish its purpose.

Government may well recognize in FM an opportunity to build an improved public service and a democratic competition at the same time. FM's freedom from interference—both natural and man-made, its full-fidelity potential and its inherent spectrum economy are factors which can contribute to this goal. FCC Commissioner Durr has appropriately defined FM as "a whole new radio kingdom."

FM will rate high among the job providers after the war. Thousands will be needed to staff the numerous stations it will make possible. Still more thousands will find their ways into related industries whose demands for personnel will grow because of FM. A whole new horizon of opportunities should be opened for entertainment talent.

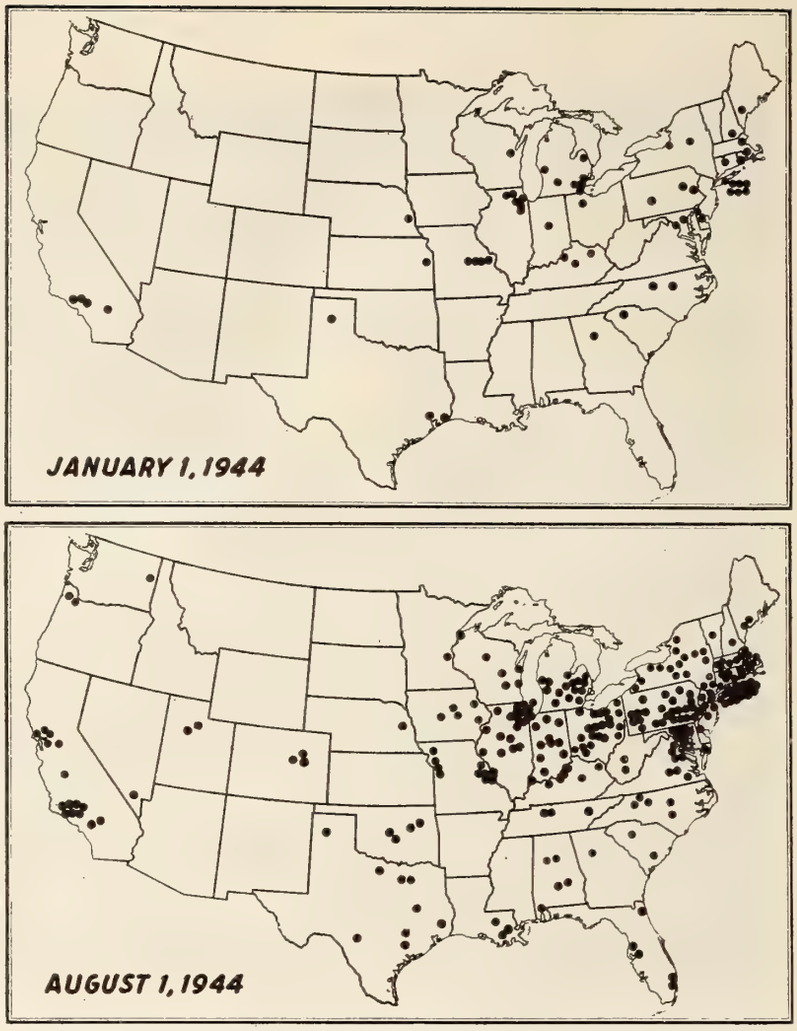
How long will it take FM to develop to its full height? Industry leaders have predicted that FM will fully replace AM within 8 to 10 years after the war. It has been estimated that 5,000,000 FM receivers will be sold within one year and 20,000,000 within four years when they again become available. Dr. W. R. G. Baker, General Electric vice-president and chairman of the Radio Technical Planning Board, has predicted 500 FM stations within five years after the war. Recent events tend to make all of these forecasts appear conservative.

Actually the rapidity with which FM can develop need depend only upon how swiftly and how thoroughly the public receives and absorbs its message. Surveys show that nearly all who will buy radios after the war desire some or all of the features which FM can provide. Not all of them, unfortunately know that there is a new radio system which makes these features available.

Investors appear daily who are fully aware of the FM commercial potential. They seek, however, qualified guidance into the field—information which will help them set their FM plans in motion.

FMBI, the new industry's trade association, has been serving as a clearing house and dissemination point for FM information. From its Washington headquarters, 711 Colorado Bldg., it endeavors to tell the FM story to all concerned. As a contributing sponsor of the Radio Technical Planning Board it is active in the planning which will recommend the freedom of development FM is to be afforded. It strives for the kind of freedom FM deserves.

The organizers of the trade association helped lay the very foundations of the new art. It was active at the commercial launching. Begun by an interested few its membership has grown this year from 73 to 126. It fully deserves the participation of all those who now and hereafter associate themselves with the commercial and educational aspects of FM broadcasting.



THESE charts, prepared by FM Broadcasters Inc., geographically depict the increase in FM applications from 60 last Jan. 1 to upwards of 210 now.

Construction Costs

No timely discussion of FM can be complete without some venture into the prediction of costs. Questions which potential FM broadcasters want answered seem to present themselves in the following order: How much coverage can I get? How much will it cost? What will my operating costs be? When I've decided what I want, where do I go to get it?

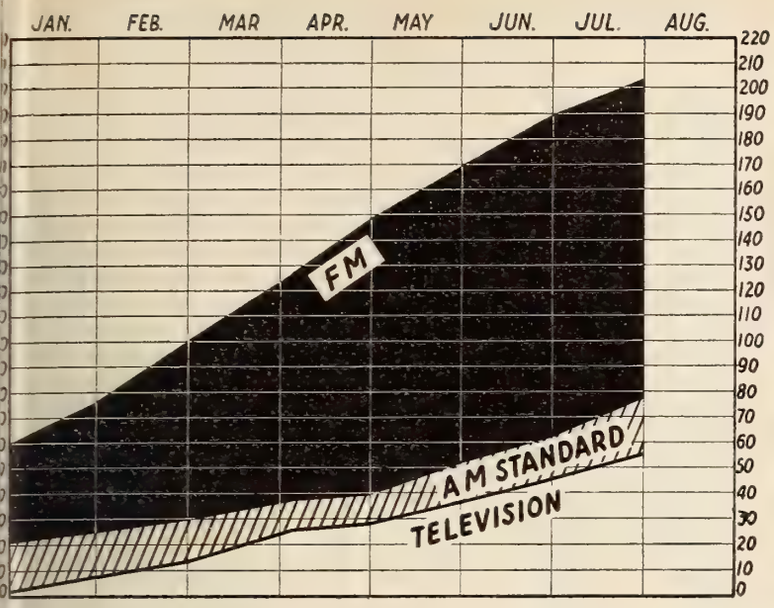
The successful FM broadcaster will be guided more by his needs than by his wants. Within reason he can usually get the coverage he wants but he will be wiser to determine the area which he can most profitably serve. That will generally be his own or his city's sphere of social and economic influence, the area from which the city draws its trade.

Estimates of construction cost must be carefully qualified if they are not to be misleading. They naturally cannot take into consideration the mass production economies which will be learned from the war. Nor can they contemplate correctly the purely local items





"—but remember, Dad, Harry Heilmann announces over WFDF Flint."



HART depicting status of Television, Standard and FM applications nding before FCC as of Aug. 1, prepared by FM Broadcasters Inc. FM plications have increased from approximately 60 in Jan. 1944 to 210 of Aug. 1. Virtually all applications automatically go to the pending es under war-time restrictions. Note sharp incline of FM.

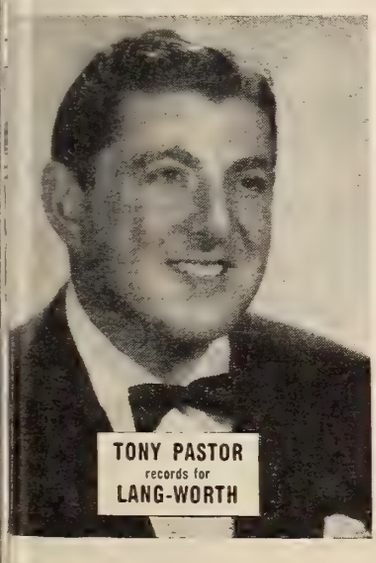
ch as studio and transmitter es and buildings.

The same is true of operating st estimates. This expense will pend in large part upon the ality of the operation intended.

In both instances some items can roundly estimated. FMBI has repared such round and carefully alified estimates for the guidance prospective FM broadcasters. hey appear elsewhere on these ages.

The shortest cut—and perhaps e most economical move in the d—is to secure the counsel of good attorney and the talent of competent engineer who will, advisable, prepare and prose- te the application.

HRISOPHER CROSS, assistant ad of the Mutual publicity depart- ent, will collaborate with Brig. Gen. illiam R. Arnold, chief of U. S. rmy chaplains, in writing "Soldiers God," the story of the work of all rmy chaplains in World War II. olume is scheduled for publication in e spring of 1945 by E. P. Dutton Co., New York.



FDR-Dewey Appeals

SHERMAN H. DRYER, WGN Chicago writer-producer, is the author of an article comparing the radio appeal of Roosevelt and Dewey, soon to appear in *This Week*, syndicated newspaper magazine section. According to Dryer, Dewey is the only competitor possessing a good radio voice and effective delivery that Roosevelt has faced since 1932.



"But we have six better ways to get Atlanta folks to tune to WAGA!"*

*CAR CARDS, BILLBOARDS ANNOUNCEMENTS, NEWSPAPER ADVERTISING AND PUBLICITY AND THE WA-GAZETTE



WHY is a Farmer?

Why is a farmer expected to love metropolitan stations which condescend to one farm program a day? He can't be.

A farmer wants market reports when he needs them. And he wants them given by a fellow who knows his livestock and his grain. He likes farm news and USDA requirements interpreted by a farm editor who knows his farming. He likes live-talent shows em-ceed by a friendly chap who can personalize entertainment. He gets *all* this from KMA.

And there you have the *secret* of KMA programs—the reasons why KMA *is* the No. 1 Farm Station in the No. 1 Farm Market. No other station in this area gets more than *half* the listener mail KMA gets each year. No other station in this No. 1 farm region is a *full-time* farm station.

Everyone knows the average Iowa farmer made $7,672, in 1943. That's why everyone is learning that KMA is your best buy—in 1944—in the No. 1 Farm Market. Call Free & Peters today. To set your availabilities, the time is NOW.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND

SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

NOW! More Than Ever—

WFMJ

The BEST RADIO BUY in

Ohio's 3rd market

Hooper Station Listening Index—Oct. '43—Feb. '44				
	WFMJ	B	C	D
Mon. thru Fri. 8 to 12 A. M.	46.9	18.2	11.7	14.5
Mon. thru Fri. 12 to 6 P. M.	30.8	19.2	15.2	24.5
Sun. daytime 12 to 6 P. M.	37.4	19.1	12.1	22.1
Sun. thru Sat. 6 to 10 P. M.	23.2	35.4	. . .	32.1

Ask Headley-Reed

New York Chicago Detroit Atlanta San Francisco

WFMJ

"Youngstown's Blue Network Station"

WHAT ARE YOUR POST-WAR POSSIBILITIES

in the DETROIT AREA

THEY'RE DEFINITELY GOOD! And the best way to assure yourself a healthy slice of profits from America's Third Market after the war is to hook up with CKLW **now!** Let us show you how 5000 watts at 800 kc. gives you the largest concentrated coverage at the lowest dollar cost and will help make your post-war plans sure-fire! Time schedules at present are jammed, but we can, occasionally, squeeze in a new advertiser. Let's talk it over!

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

CKLW

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

Dumont on Television Stations

(Continued from page 82)

Sitting on one side of the director is an engineer who shades the pictures as they come up for proper light contrast. Sitting on the other side is a technical production assistant who pushes buttons putting cameras on and off the air at the director's command. Still further away is a sound man with turntables who superimposes offstage sound effects and music, if and when the director wants them. The director is likewise in constant interphone communication contact with a projectionist in the film studio. A studio scene can be dissolved from camera to camera or it can be flashed from camera to camera at the director's discretion. Likewise the studio scenes can be faded into and out of film sequences.

Sequences

An illustration of this technique was a program known as "Television Roof". Studio cameras picked up a couple sitting in the living room listening to a radio program. The radio program ends —the wife says to the husband, "let's go to a night club"—where to—Television Roof—the husband gets up, turns off the radio, the wife puts on her wrap and the two of them exit on a fade. The film sequence dissolves into a couple entering a taxicab. The taxicab pulls away from the curb and drives through city streets at nighttime. The cab pulls up to a curb, and the couple emerges. Studio cameras pick up a marquis of a building, dolly into an elevator with the door closing, dollies back and slowly pans up the face of a skyscraper. At this point film camera dissolves into a regular juke box type film of a band in a night-club. After about 35 or 40 seconds there is another dissolve back to the studio where an m.c. thanks the orchestra and goes into his routine of introducing entertainers.

Films Used

In a program of this sort which is interspersed with short films of dance bands coming back constantly from live studio to film studio the audience is never aware of a change from one to the other. Just like on a transcribed radio program the announcer at the end says "Orchestra and taxicab sequences were film presentations". But apart from this the audience has never been aware of this fact. We have had guests in viewing rooms at WABD who after the program have wanted to know if it was possible to get the orchestra leader's autograph. And when told that the orchestra leader had been present on film, have insisted indignantly that they were being given the brush-off.

It has been said that the technique of television programming more closely resembles that of motion picture production than of radio programs. This is only partly true since there is undoubtedly a great similarity between the two. The big difference, however, is that, whereas, in motion pictures many scenes wind up on the cutting room floor—in television there is no cutting room floor. The actor can't make a mistake and feel that after all the public won't see it. Television is instantaneous and everything the camera takes goes on the air. The "fluff" of a line, the embarrassed expression are seen and heard and as a result of this it has been found that those shows built around more informality where errors can be covered make for better television entertainment.

NEW FEMALE FIELD
WRGB Discovers Video Takes Well to Charm

WOMEN may find themselves leaders in the field of television when the medium gets fully under way after the war, according to the experiences of the GE television station, WRGB Schenectady. Over a year ago they hired Helen Rhodes, U. of Michigan graduate of 1942, with an A.B. degree in speech, and one semester completed toward her master's degree. She is now chief announcer.

Combining a natural charm with genuine ability, she has proven the value of a woman before a video camera, not only as an announcer, but also on the production end. She plans programs, from operettas to military drills, supervises production, does scriptwriting, in addition to being chief announcer.

Sponsored Column

A SPONSORED morning newspaper radio column starts in the *Toronto Globe & Mail* on Aug. 22, a new departure in department store advertising to gain reader attention. Robert Simpson Co., Toronto and Montreal department store and mail order house, will use an 800-word column of friendly radio program news and anecdotes of radio artists in its regular full-page space in the morning newspaper thrice-weekly, Tuesday, Thursday and Saturday. The column is known as *Frank Chamberlain's Radio Column.*

Under One Roof

FORT BENNING, Ga., has now combined its PRO radio and newspaper activities in a new office at the post. There is a soundproof studio located with the newspaper *Bayonet*, in one wing of Post Headquarters. T/Sgt. Owen J. Remington, former Minneapolis and St. Paul newspaperman, is chief of the radio branch, directing eight radio programs originated on WRBL, WDAK Columbus.



Southern California WAR WORKERS LISTEN TO KGER!

Takahashi isn't the only one who has found out that working people in the Los Angeles-Long Beach area listen to KGER! Many advertisers who want to sell economically to the more than two million prosperous consumers in this area use KGER year after year—and get results! There are good reasons, of course: KGER gives you complete coverage of metropolitan Los Angeles and Long Beach, at rates that make KGER one of the best buys in radio. Consider KGER when planning your Southern California advertising schedule!



"THE PEOPLE'S STATION" 5,000 WATTS, DIRECTIONAL

KGER

OWNED AND OPERATED BY MERWYN DOBYNS

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

WAVE DOESN'T JUMP FOR JOY (Ky.)!

Chances are, WAVE doesn't even jump *to* Joy (Ky.)—much less *for*. But don't let that make you sad. WAVE *does* leap all over the big Louisville Trading Area, which, with 57.5% of Kentucky's buying power, is what counts in this State! To gladden your heart further, WAVE gives you this market at lowest cost—gets *listeners* because it's the only NBC station within 100 miles. Try WAVE, and you'll jump for joy!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

73

quarter-hours every week beam the messages of local and national spot advertisers into the homes of 17 counties—the entire Western North Carolina market—over

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY

Collingwood Report of Paris Liberation Brings Confusion

CONFUSION over premature reports on the liberation of PaPris developed last week following radio and published reports Aug. 23 that the French capital had been retaken and a subsequent denial from SHAEF Headquarters in London.

Charles Collingwood, CBS correspondent in France, had dispatched to London last Wednesday (Aug. 23) the first report of the French capital's self-liberation from the Nazis.

Translation Error?

At CBS it was explained that the story had reached London by courier plane in typewritten form and on film recording and that it had been assumed the script had passed Army field censorship. CBS editors who handled the dispatch for press distribution concluded that the context indicated the dispatch came from Paris and had placed the Paris dateline on it. The CBS New York office had asked the London office of the origin of the dispatch and the answer was Paris.

From London came a United Press report that possible explanation of what caused the premature announcement by the French may have been an error in translation from French to English. Reference to "the City of Paris", it was pointed out, could also refer to the island city in the Seine, as well as the entire French capital. The FFI did seize the island.

After the Collingwood dispatch, Gen. Eisenhower's headquarters last Thursday described as a "pure but serious" error the manner in which the Paris dateline dispatch reached the air Wednesday without having been passed by or submitted to Supreme Command censorship.

Story of the entrance into Paris of the French Second Armored Division on order of Lt. Gen. Omar N. Bradley was sent by Mr. Collingwood to London and read from there by Richard Hottelett. It was subsequently picked up by newspapers and press associations and appeared under a Collingwood byline on the front pages of morning papers Aug. 24.

Questioned for details about the story, CBS on Thursday said: "It was in typewritten form and with it was a film recording made by Collingwood. It was the first time in the experience of our London office that such a record had been accompanied by a script and it was assumed, it now appears erroneously, that the script had passed Army field censorship. The radio censor in London passed the script in time for delivery on the air at 12:45 a.m., London time, upon the statement of CBS men there that they assumed such prior censorship had taken place.

"Both the Collingwood story and the film recording, which was played later and which proved to parallel the script, contained these words:

" 'The people of Paris rose in their might and drove the Germans out and then we came in with the French Second Armored Division proudly leading the way into the city which is the spiritual home of all Frenchmen.'

"Collingwood is an able and experienced war reporter whose coverage of the Allied invasion of North Africa won him both the Peabody and National Headliners awards in 1943."

With a script prepared in advance for the occasion, Coca-Cola Co. was ready to go on the air at 3 p.m. Wednesday on its regular *Songs by Morton Downey* program with a special show featuring appropriate songs—"The Marseillaise," "Pack Up Your Troubles" and "Mademoiselle From Armentiers," with no commercials.

Mutual the same evening broadcast at 8:30 p.m. *Salute to Paris*, a special musical tribute with Martial Singer, Abritone, and Enny Devries, formerly of the Paris Opera. NBC at 6:15 p.m. put on a special musical with Mr. Singer and Lily Pons, with songs including "Le Chant de la Liberation," and a message by M. Richard Rochmont, president, "France Forever." At 10:30 p.m. CBS broadcast *Paris Is Free*, documentary story of the city from the time of Nazi conquest to its liberation.

The Blue put on a special feature Thursday—*Bench on the Quai*, narrated by a fictional blind man who had lived in Paris under Nazi rule.

White House Decision Through Byrnes Expected Soon in AFM Recording Ban

DISPOSITION of James C. Petrillo's defiance of the War Labor Board's directive ordering AFM musicians to return to their recording work now rests on the White House doorstep, with the transmittal last week by WLB to Director of Economic Stabilization Fred M. Vinson of the two-year-old controversy.

Should the precedent of the Montgomery Ward case be followed, the White House could order the Government to take over the RCA-NBC and Columbia Recording Corp. operations, and thus order the AFM strikers to return to work. While there are other alternatives to force compliance, the extreme course of Government take-over was looked upon as most likely.

Vice-Chairman George W. Taylor, in his letter released last Friday, advised Justice Vinson of the Board's decision the preceding week to refer the issue pursuant to established wartime procedures. The dispute involving KSTP St. Paul and the musicians union, however, which also was ordered referred to OES, was not transmitted to Justice Vinson, but action by WLB is expected momentarily.

Mr. Taylor explained that he had been directed by WLB to advise OES of the failure of AFM to "accept the directive order of the Board determining a labor dispute" between the electrical transcription manufacturers and the union. Companies remaining in the dispute are NBC Radio Recording Division, Columbia Recording Corp. and RCA Victor. The union, Justice Vinson was told, had refused to lift its ban on members working for these companies as ordered by the Board. Previously, other transcription and record firms had come to terms with AFM. The Board had voted 10-2, with the two AFL members dissenting, to refer both the recording and KSTP cases.

Justice Vinson, under OES procedure, will consider the evidence in the dispute and determine whether to recommend to the President that punitive action be taken. It is expected that the ruling will come through Justice James F. Byrnes, Director of War Mobilization, in his unofficial capacity as "assistant President." An official noted for speedy action, Justice Vinson may transmit his recommendations to the White House within a fortnight, it was thought.

Do You Know
Ultra low-drift Crystals are now available for prompt shipment to Broadcasters

HOLLISTER CRYSTAL CO.
Boulder Colorado

what makes a . . .



EXCLUSIVE

SAUCIEST of the "gnawing" mammals, the Squirrel is EXCLUSIVE because of its thrift . . . and because of its scolding bark, its blithe spirit. Gray, black or reddish brown, living mostly in trees in evergreen forests, building its nest of leaves and twigs in tree cavities, the Squirrel feeds on grain and nuts which it stores away and saves up for the winter.

K-O-Z-Y . . . FIRST FM VOICE in the Kansas City Area . . . is EXCLUSIVE by right of its Pioneering Spirit, its Proven Ability, its Practical Potentialities. KOZY is not just Dreaming it Out for the Duration . . . it is Building and Bettering its Service Assets to You and the PEOPLE YOU WANT TO REACH! Do you want to know more? Write for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station

PORTER BUILDING • KANSAS CITY, MISSOURI

KOZY

FM Pioneer in the Kansas City Area



KFYO

Lubbock, Tex.

Selling Flour

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION



FCC Approves Seven Station Sales Involving More Than $700,000 Total

ENJOYING ANOTHER transfer field day, the FCC at its meeting last Tuesday granted seven stations sales transactions involving an aggregate of $700,000. At the same time it approved some two dozen other broadcast items, in an effort to clear its docket preparatory to the all-embracing spectrum reallocation hearings to get under way Sept. 28.

Heading the transfer approvals was the assignment of WSAI Cincinnati, regional on the Blue, by the Crosley Radio Corp. to Marshal Field, Chicago department store owner, newspaper publisher and broadcaster, for $550,000. Mr. Field had acquired WJJD Chicago for approximately $750,000 and is understood to be considering at least one other station acquisition. He publishes the *Chicago Sun* and *PM*.

Also approved was an exchange arrangement whereby 66⅔% of KALE Portland, Ore., was transferred from C. W. (Chuck) Myers, former NAB president, and Mrs. Josephine Hunt, to the Portland (Ore.) Journal Publishing Co. in exchange for 25% of the stock held in KOIN by the newspaper. This transaction, growing out of the FCC's "duopoly" regulation, gives Mr. Myers and Mrs. Hunt full ownership of KOIN (Mr. Myers holding control) and the newspaper 100% ownership of KALE.

WLAW Acquisition

Acquisition of control of WLAW Lawrence, Mass., by Irving E. Rogers for $26,687.03 was approved by the FCC in another transfer transaction growing out of a settlement of the estate of Alexander H. Rogers. The acquisition covered 337 shares, or 56.17% of issued and outstanding stock from Irving E. Rogers, Harold B. Morrill and National Shawmut of Boston, executors under the elder Rogers' will.

Sale of WFPG Atlantic City, by 21 stockholders to a group of nine, several of whom are interested in WSTV Steubenville, Pa., WKNY Kingston, N. Y., and WJPA Washington, Pa., for $83,775, also was approved by the Commission. The new stockholders are John J. Laux, general manager of WSTV, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Joseph Troesch, chief engineer of WSTV, and John L. Merdian, program director of WSTV.

Sale of KAVE Carlsbad, N. M., by Barney Hubbs, A. J. Crawford, Jack Hawkins, and Harold Miller, doing business as Carlsbad Broadcasting Co., a partnership, to Carlsbad Broadcasting Corp. for $22,000 also was approved. New owners are Val Lawrence, president (52.6%), general manager of KROD El Paso; Gene Rethmeyer, treasurer (21.1%), KROD sales manager; Norman R. Loose, vice-president (10.5%), advertising man; and Edward W. Talbott, secretary (15.8%), chief engineer of KROD. Messrs. Hubbs and Hawkins are owners of KIUN Pecos, Tex., and are selling their KAVE interests to devote their time to that station.

WEMP Switch

Transfer of control of KSUB Cedar City, Utah, from Leland M. Perry to Radio Service Co. of Utah, licensee of KSL Salt Lake City, for $5,061, was approved at the same meeting. The purchase, involving 50.2% of the stock, leaves Mr. Perry with the minority ownership. He will remain as station manager. Ivor Sharp, vice-president of KSL, said the acquisition was to provide better program service to Cedar City under the joint operation. The station is on 1340 kc with 100 w.

Sale of WNBZ Saranac Lake, N. Y., by Carl F. Woese to John F. Grimes, general manager, for $24,000, also was approved. Mr. Grimes is also a writer for the *New York Times* and the *Syracuse Post-Standard*.

The FCC approved voluntary assignment of the license of WEMP Milwaukee, from Glenn D. Roberts, his wife and several other partners, doing business as Milwaukee Broadcasting Co., to a new partnership, wherein Leo T. Crowley, director of the Foreign Economic Adm., and James E. Markham, Alien Property Custodian, sold their one-eighth interest for $12,500 to Rachel Young LaFollette, wife of Sen. Robert M. LaFollette Jr. Other partners, in addition to those named, are Welwood Nesbitt, Sen. LaFollette, Evelyn H. Dolph, wife of William B. Dolph, executive vice-president of WOL Washington; and Hope D. Pettey, wife of Herbert L. Pettey, director of WHN New York.

Voluntary assignment of the license of KJBS San Francisco, from Julius Brunton & Sons to KJBS Broadcasters, a newly formed partnership, also was approved. There was no consideration involved, since the new partnership recently acquired the station from the Brunton family, operating KQW San Francisco, for approximately $250,000. They are Mr. and Mrs. Dolph, Mr. and Mrs. Pettey, Sen. D. Worth Clark (D-Idaho), Helen S. Mark, president of WOL; Glenna G. Dolph, Mr. Dolph's sister-in-law; Edwin P. Franklin, general manager of KJBS; Elizabeth N. Bingham, wife of Herbert M. Bingham, Washington attorney; and Alice H. Lewis, wife of Fulton Lewis jr., radio commentator.

Couche Is Named As Head of KALE

APPOINTMENT of Charles E. Couche, advertising and promotion manager of KOIN and KALE Portland, Ore., as general manager of KALE, upon its acquisition by the *Portland Journal*, was announced last week by P. L. Jackson, publisher of the *Journal* and president of KALE. The FCC last week approved an exchange of stock interest whereby KALE became the property of the *Journal* in its entirety, in exchange for a minority interest held by the newspaper in KOIN [see story at left].



Mr. Couche

Since 1935 KALE, a Mutual outlet, had been operated in conjunction with KOIN, the latter a CBS outlet, the *Journal* having had minority ownership in both stations. C. W. (Chuck) Myers had been directing head of both stations and now will devote his entire time to KOIN, which he controls.

Mr. Jackson also announced the election of S. R. Winch as KALE vice-president. Mr. Couche announced that Norman A. Davis, for years a member of the KOIN-KALE commercial department, has been named commercial manager of KALE. A full staff already has been assembled. New modern studios for KALE are in process of completion on the ninth floor of the newspaper building, in downtown Portland. Operation from the new location took place promptly upon FCC approval, but formal opening of the new quarters will not take place until alterations are completed.

KJAN Signs NBC Pact; Gordon Named Manager

AN AGREEMENT whereby KJAN Monroe, La., new 250 w outlet on 1450 kc, will become an NBC affiliate when it goes on the air shortly was announced last week by James A. Noe, president of KNOE Inc., to which a construction permit has been granted [BROADCASTING, Aug. 7], and president of WNOE Inc., license of WNOE New Orleans.



Mr. Gordon

At the same time Mr. Noe, former Governor of Louisiana, announced that James E. Gordon, vice-president and general manager of WNOE, also will manage KJAN. The FCC on Aug. 1 granted petition for reconsideration and grant without further hearings of the KJAN construction permit, subject to the WPB-FCC Order of Jan. 26. Station has cleared the WPB and construction is underway.



We at WING are "going to town" for the Convention . . . Just to chin a little, have some fun and learn all we can.

Figure wise (a good convention thought) and fact conscious, we at WING have been going to town for a long time. Reasons, . . . Plenty . . . 55,855 population increase, . . . one of the highest per capita incomes in the United States . . . an excellent postwar future.

For proof of what WING can do in "going to town" for your products in Dayton write or wire today.

WING

DAYTON, OHIO

WEED & COMPANY NATIONAL REPRESENTATIVES

SPOTS IN THE MORNING?
SPOTS IN THE EVENING?
ASK A JOHN BLAIR MAN
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

New Law Needed—Ryan

(*Continued from page 41*)

world today, and so aided in keeping up morale on the home front, in the camps and on the battlefronts. In addition to providing radio entertainment for servicemen, radio entertainers made personal appearances at the camps and at the fronts.

The result of all this was increased listening. When it is recalled that before the war between 85 and 90 homes out of every 100 in this country were radio-equipped, this result appears the more extraordinary. It was accomplished in the face of considerable difficulty in getting replacement tubes, parts, etc.

Radio Is First

When the last shot is fired, what will be the trend of radio listening? While it is true that the news will not have the same world-changing quality, the problems connected with the making of the peace will hardly be of less importance than the news which today we receive through our radios.

Almost every important thing is heard first by means of radio, whether it be strictly in the line of news, the expression of opinion of statesmen and politicians, the presentation of a new Shostakovich Symphony, the criticism of a new book, or the thousands of programs that are presented for entertainment and amusement. Everyone will continue to talk about yesterday's radio programs.

It is no news to the public that radio stations are currently enjoying a good business. Most of them are operating on the profit side. For many station managers, next to trying to maintain an adequate staff under present manpower shortages, the greatest difficulty has been to find enough time on the air to satisfy all demands.

What will be the trend of advertising after the war? Total radio advertising volume had been steadily increasing before 1942, and would undoubtedly have shown substantial increases in 1942, 1943 and 1944 without the added impetus that the war undoubtedly gave. There are a few—a very few—advertisers on the air today who may discontinue their advertising when peace comes, and more who may curtail the amount of air advertising they are now using.

On the other hand, many new advertisers, or old friends now temporarily off the air, will turn to radio as a means of assistance in moving their product. This is especially true of dealers in automotive lines and in household appliances.

New business can be expected from department stores and specialty shops as the advantages of radio advertising are brought home to these merchants. All in all, it seems to me, that while there may be a slight momentary falling off in advertising volume after the war, it will be rapidly overcome, and the present pace will for the most part continue.

What of the form that broadcasting will take after the war? There we have a tough question. What about FM, television, facsimile? Will frequency modulation supersede amplitude modulation as the means by which the radio programs of the future are brought to the public? Is FM as free of all imperfections as some feel? Can AM be so improved as to make unnecessary a switch to other frequencies with consequent scrapping of hundreds of millions of dollars worth not only of transmitting equipment but of receiving equipment in the hands of the public? Is television as near as it seems to some? Will facsimile prove up to the high expectations that were held for it some years ago?

Without being able to appraise two factors, these are difficult questions to answer with any assurance. The first factor is the progress that has been made in the laboratories during the war. What stupendous changes will come from this direction when the curtain of secrecy is raised that, of national necessity, had to be drawn while the war was going on? We can only guess at some of these changes and improvements.

FCC Rules a Factor

The other factor has to do with the rules and regulations that may be established by the FCC. Without a more accurate knowledge of these two variables, it is rather useless to try to speculate. We can only surmise that the future of radio broadcasting will be even more exciting and fascinating.

And what about international shortwave broadcasting? When the war came, there were 11 shortwave stations, owned and operated by seven companies. Through the Office of War Information and the Coordinator of Inter-American Affairs the programming was taken over completely by the Government, although the technical operation remained in the hands of the owners. In addition, these same owners serve as contract operators of the new international stations built by the Government, making a total of 30.

What is to be done with them when the war is over? Will the new stations be dismantled, sold to private ownership, operated by the Government, or will there be a combination of operating methods? Will there, indeed, be any international shortwave broadcasting in the postwar world?

The crying need of American broadcasting for the present and the future is a new radio law which shall be more definite in marking out the limits of the rights and the obligations of the nine hundred odd licensees, on the one hand, and the rights and obligations of the regulatory body, the FCC, on the other. Very few industries have experienced the rapid growth that has marked commercial broadcasting in the period 1920-1944. Not many arts have passed through such engineering changes and improvements as has radio during this quarter of a century. Yet broadcasters are operating under a law originally passed by the Congress 17 years ago and revised 10 years ago.

The record of the licensees, by and large, in their development of this means of mass communication for the public good, has been so meritorious that they deserve to know more exactly the rules under which they are operating. Who can better appraise the "public interest, convenience and necessity" than the average station operator with his daily public contacts and his knowledge of the likes and dislikes of his immediate public?

I have such an abiding faith in the broadcasters of this nation that I feel they are entitled to know definitely all the rules of the game before they are asked to invest the hundreds of millions of dollars that will be necessary in the development of radio in the postwar world.

Broadcasting is an intriguing occupation. If at some times it seems to you to be slightly "wacky", it is only because it is spinning so fast on its way to the future!

Engineering Dependability

Lehigh vertical radiators give unexcelled coverage and top performance. That's why Lehigh vertical radiators are preferred by hundreds of engineers in radio stations the country over.

Lehigh Is now producing for Victory. After Victory, for AM, FM and television.

BUY LEHIGH

•

Radio Division

LEHIGH
STRUCTURAL STEEL COMPANY
17 BATTERY PL., NEW YORK 4, N. Y.
Plant at Allentown, Penn.
Offices in Principal Cities

1480 Kilocycles Full Time Operation
WHOM
FOR BETTER THAN AVERAGE RESULTS
Joseph Lang, Gen. Mgr.
New York Studios: 29 West 57th Street, New York City

RADIO SYSTEMS ENGINEERING

RADIO SYSTEMS ENGINEERING is the co-ordinated application of the principles of engineering and economics to the formation of plans for the future which will be in the public interest.

With its extensive background of experience, JANSKY & BAILEY is pioneering the application of Radio Systems Engineering to the Frequency Modulation (FM) Broadcasting field.

•••—

Owner and Operator of Washington's Experimental
• F M Broadcast Station W3XO

JANSKY & BAILEY

CONSULTING RADIO ENGINEERS

NATIONAL PRESS BUILDING WASHINGTON, D. C.

TOMORROW
will be the day of
FM and
LINGO

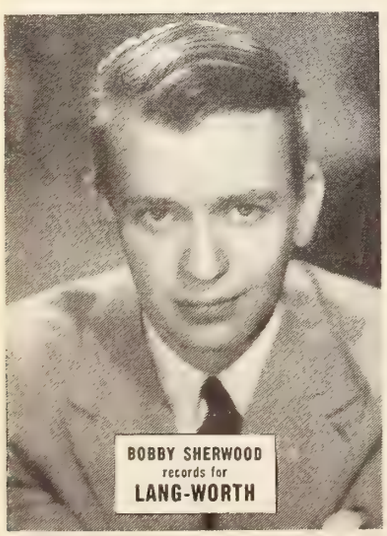
•Our past developments and present day experience with FM Antennas will provide greater efficiency in design and performance to meet the exacting standards of this important field.

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C. CBS
Represented by Hollingbery



Murphy Assumes Operation of KSO

H. F. Holm Named Controller; Headley-Reed Appointed

WITH THE sale of KSO Des Moines consummated last week, the station is now operating under new ownership and management, according to an announcement last week by Kingsley H. Murphy, midwest newspaper, radio executive and new owner of the station [BROADCASTNG, May 8].

In addition to the appointment of George J. Higgins, formerly of WTCN St. Paul, as general manager [BROADCASTING May 15], Herbert F. Holm, formerly of the *Minneapolis Tribune* newspapers, will be new controller of KSO, while Ed Linehan, who has been with KSO since 1934, will continue as program director. Floyd Bartlett will join the station as studio supervisor; Dick Burris, veteran newscaster, will be director of the newsroom and Max M. Friedman and Mort Lane of Des Moines have been added to the KSO sales staff. Other KSO personnel will continue with the new management in various capacities.


Mr. Murphy


Mr. Higgins

Name Headley-Reed

Under the new management, KSO will be represented nationally by Headley-Reed Co., replacing the Katz Agency.

Mr. Murphy, who for many years was principal owner and executive of the *Minneapolis Tribune*, later branched out into the radio field, becoming affiliated with the reorganization of WTCN in the Twin Cities, with which he is still associated as vice-president. Referring to his plans as the new owner of KSO, Mr. Murphy said:

"We are going to continue the very fine service given by KSO in the past. As technical improvements are made and when such technical improvements are available, we will incorporate them at KSO so as to give our listeners the benefit of all new and improved facilities. We have plans for new studios, and these plans call for the latest and up-to-date material in both construction and engineering. We believe that our studios will be the finest in the midwest."

KSO now shares quarters with KRNT. Both stations will continue to use the same transmitter site and antenna, until such time as essential materials are released.

20th for WFBG

WFBG Altoona, Pa., affiliated with the NBC and Quaker networks, on Aug. 24 celebrated its 20th anniversary on the air. Operating on 1340 kc with 250 w power and unlimited time, station is managed by Roy F. Thompson.

Reinsch Names Merrifield

JOHN MERRIFIELD, farm director of WHAS Louisville since 1940, has been granted a leave by the station to accept the appointment of farm director of the Radio Division, Democratic National Committee, J. Leonard Reinsch, radio chairman, announced last week. A graduate of Iowa State College, Mr. Merrifield started in radio at WLS Chicago and subsequently served as farm director of WLW Cincinnati before joining WHAS. He will develop special farm programs for the Democratic National Committee to be broadcast in the Midwest.


Mr. Merrifield

HOOPER RATING UP FROM LAST REPORT

C. E. HOOPER Inc., New York, in a report on August daytime network Hooper ratings, shows average program rating at 4.0, up 0.1 from the last report, down 0.6 from a year ago. Rating on average sets-in-use of 13.5 also shows an increase over the last report, registering a rise of 0.4, but showing a decrease of 0.2 from a year ago. Average available audience is 68.9, down 0.3 from the last report, down 2.4 from a year ago, according to the current report.

When a Girl Marries leads the list of "Top Ten" with *Ma Perkins* second and *Our Gal Sunday*, followed by *Big Sister, Romance of Helen Trent, Life Can Be Beautiful, Stella Dallas, Young Widder Brown, Kate Smith Speaks* and *Breakfast at Sardi's* (Kellogg). Top ranking Saturday daytime shows, not included in the weekday list are *Theatre of Today*, first, and *Grand Central Station*, second.

Hearing Deferred

HEARING before the National Labor Relations Board, to determine jurisdiction over platter turners in NBC and Blue owned stations has been postponed from Aug. 24 to Sept. 20. Action was taken at the request of Joseph A. Padway, AFM counsel. Sessions will be held at 120 Wall St., New York, before James Paradise, examiner. NLRB will investigate claims of the National Assn. of Broadcast Engineers & Technicians to jurisdiction over disc turners at network-owned stations in Chicago, where AFM members now operate turn-

Nunn Stations Rep

JOHN E. PEARSON Co., Chicago radio representatives, is representing the Nunn stations WLAP WCMI WBIR KFDA according to an announcement by Lindsey Nunn and John G. Ballard.

WCOL Names Renick

JAMES L. RENICK has been appointed by WCOL Columbus, O., to head the outlet's publicity and promotion department which has been expanded to include merchandising. Mr. Renick for the past 10 years has been director of the athletic news service of Ohio State U.

Public to Be Told Of NBC 'Parade'

SPECIAL network programs will be used to stimulate public interest in the NBC "Parade of Stars" promotion, one-time seasonal project which now is to be used the year around. In addition, NBC plans displays throughout the country of its Bandbox, containing promotion material. New England and other key cities will get the displays.

Preceding the project will be an intensive campaign in radio and advertising trade publications, supplemented by posters, stickers and mailing pieces.

In closed circuit talks last Tuesday, Niles Trammel, NBC president; William S. Hedges, vice-president in charge of stations; Roy C. Witmer, vice-president in charge of sales, and Charles P. Hammond, NBC director advertising and promotion, introduced the "Parade of Stars" project to station managers.

Immediately following the talks, distribution of the 1944-45 edition of "Parade of Stars" to 140 affiliated stations began.

Recordings by NBC stars again form the backbone of the promotion set, with a large number of transcribed spots, many of them shorter than heretofore. The 12-inch recordings as well as scripts, editorial, photos and other promotion aids covering NBC's list of some 90 sponsored shows, were shipped out to NBC stations last week in brightly colored Bandboxes.



YOURS ..FOR THE ASKING

Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA

We Ask You—

SHOULD ALL VETERANS WORK?

Every part of the Nation from Capitol Hill to the smallest American Legion and VFW Post is talking and planning on "Jobs for Service Men." What we have yet to see ballyhooed is the fact that for many of these service men a job immediately upon their discharge when hostilities are concluded is perhaps the last thing those men should have. Uncle Sam was the first regular, full-time 'employer' that thousands of the men in uniform had. For the young fellow who left high school or college to become a GI, the immediate job is possibly not the best for him. Completion of his educational program might be more important, not only to him, but to the future of America. World War I veterans know it. Yet in most instances, World War I reemployment committeemen have not been able to sell that idea on even a part-time basis to returning 'teen lads and fellows in their 20's. We think radio should take a look at the picture and slap the page of continuing education in its post-war planning book. We think that said service by stations will pay off plenty 15 years from now.

SHOULD RADIO ADOPT AAF?

Aviation is the new 'baby', now and post war. The field of aeronautics cannot absorb all of those men now in the air force. We think radio broadcasting should make a concerted effort to employ the returned AAF man. We don't care whether he ever saw a broadcast studio or not. Train him, and again fifteen years from now, radio with radio-air personnel will be a still more solid industry.

DON'T MANAGERS AND CHIEFS NEED HELP?

A lot of good guys from broadcast field went to war from 1940 to date. While they have been gone, a lot of other guys (and gals) have kept the programs rolling. During the interim, years of radio scientific research and development have been jammed into a few months. Yet results of that research being completely military have not been open for civilian surveillance. Likewise, so vast has been the development that correlation of the material has been impossible. When the war is over, this vast fund of scientific radio knowledge becomes available. What we propose and suggest is that in each NAB district two courses be set up with some major college or university for chief engineers and station managers. The course for the engineers could cover a six months period. The course for managers could perhaps be handled in two months. Not because managers are any smarter than chief engineers, but because their knowledge can be more superficial and not so exhaustive. The president of Stanford University and the engineering department of that institution have already indicated their interest in such a plan. Radio men who have stayed with the home kilocycles we think are just a little bit tired and need a shot in the arm with new ideas. The radio men who became GI's will be tickled to death to take over. This idea has been presented to or discussed with five men: Four Stanford officials and our chief engineer. Result? Reaction thus far favorable. If consummated, we think net result would again be one of enlarged and more intelligent service to radio listeners.

• • • ▬

THE VOICE OF THE REDWOODS

KIEM

Located at Eureka, California in heart of Redwoods is 1000 watt full time affiliate of Mutual Don Lee. Has highest day-night Hooper. Service facilities include shortwave stations KRED and KIDN, UP and INS news, MacGregor, World and Standard transcriptions and 48 local remote outlets. Strong signal serves Northwestern California and Southwestern Oregon. John Blair has immediate availabilities.

THE VOICE OF SOUTHERN OREGON

KUIN

Located in Grants Pass, Oregon at northern end of Redwood Empire is a 250 watt full time station serving that rich area of Oregon. Mutual-Don Lee affiliate, KUIN is completely modern in equipment with management under a six foot six individual who is rather proud of the job the station is doing. Hooper ratings are available.

When It's Towers Go to TOWER

●

For years the West's largest Distributor of Radio Towers

●

Erection - Lighting Painting - Ground System

●

TOWER SALES & ERECTING CO.

6100 N.E. COLUMBIA BLVD.
PHONE TRINITY 1697
PORTLAND, OREGON

FDR, Dewey Hail Radio

(*Continued from page 39*)

old headquarters at WSPD Toledo.

Mr. Ryan is expected to tell the Conference that he will shortly name a committee of three or five board members to consider the selection of a new paid president, subject to board approval. At this date, no names have been mentioned. Return to peace by next summer would make available a number of key public figures for the NAB helm.

Avid interest in postwar services has been evident among broadcasters for many months. With upwards of 200 applications pending for new FM stations, and with some 60 applications for television on hand at the FCC, interest in these new services has heightened week by week. Practically all standard broadcasters are giving more than cursory thought to these new services but are withholding actual prosecution of applications until they get first-hand information at the Chicago session.

Code to Be Aired

In addition to the normal budget of radio operating problems, there is injected at the conference reappraisal of the NAB Voluntary Code of Ethics. Under sharp attack by the CIO at hearings involving WHKC Columbus, the Code will be studied with a view to modification of certain of its provisions regarding sale of time in the light of prevailing conditions. The Code itself specifies that it must be the result of a continuous evolution of interpretations and policy to meet changing conditions of taste and circumstance. It was drafted originally in 1939 by the NAB Compliance Committee.

The formal opening of the conference on Tuesday will be preceded by meetings of 17 NAB committees on Monday, as well as affiliate sessions of the major networks.

Removed from the sphere of strict war topics will be a broadcast advertising clinic, at the opening session Tuesday, covering the entire field of broadcast business and programming activities. This will be highlighted by several panel discussions on phases of station sales and programming activities.

At the Wednesday session there will be unveiled a discussion of station coverage methods. Long a bone of contention among stations and their clients, this discussion is expected to touch off considerable debate on establishment of standardized methods of measuring coverage. Once agreement is procured on that knotty issue, machinery will be set in motion toward establishment of a standard method of audience measurement, likewise perennial topic at NAB conventions.

Another lively topic will be the music, centered around the bombastic activitiy of James C. Petrillo, AFM president. Scheduled for discussion at the Thursday morning session will be the AFM recording ban, still in force insofar as the RCA-NBC and CBS recording companies are concerned, and the platter-turner situation, wherein Mr. Petrillo proposes unionization of all record turners at stations as members of AFM. That proposal touched off a controversy which has spread in union ranks and has caused consternation among broadcasters. Cal J. Smith, general manager of KFAC Los Angeles, a vigorous critic of what he has characterized "appeasement" of the national networks is expected to precipitate the Petrillo platter-turner debate.

The concluding session Thursday will be given in its entirety to a postwar seminar on the future of broadcasting. Comdr. T. A. M. Craven, former member of the FCC, will preside over a panel in which a number of outstanding engineers identifified with FM, television and commercial broadcasting will participate. They include Maj. Edwin H. Armstrong, FM inventor; John V. L. Hogan, WQXR, a pioneer in the facsimile field, and Frank E. Mullen, vice-president and general manager of NBC.

Inevitably entering this discussion will be plans of broadcasters, under the aegis of the NAB, to present an overall case to the FCC on postwar allocations at the FCC hearings. Such matters as extension of the standard broadcast band below 550 kc to encompass the channels 540, 530 and possibly 520 kc will enter the discussions.

The precise nature of the testimony to be adduced at the FCC hearings will not be known until appearances are filed on Sept. 11.

The FCC intention, however, is to limit the testimony to broad allocations policies, rather than to pleading of particular causes, such as East-West Coast duplication on clear channels, or individual applications for facilities in any branch of the spectrum. Proposals of FM, television and other licensees or prospective licensees for such services should be designed to cover overall allocations, rather than individual situations, according to FCC spokesmen.

It was indicated that special pleas would be rejected by the Commission, since it hopes to complete its allocations hearings within a month, giving it time to prepare recommendations to meet the State Dept's. deadline of Dec. 1 for data to be used in United States proposals at the forthcoming international conferences on telecommunications.

Any case presented by broadcasters, through the NAB, it was felt, should be developed with regard to provision of sufficient space in the spectrum to accommodate the maximum needs of the post-war services. With allocations set, manufacturers then would be in a position to design receivers to cover these new services in a minimum of time.

This procedure presages later hearings, probably covering each service to be accommodated in the enlarged spectrum, ranging up to 30,000,000 kc—the span to be covered at the FCC hearings for all types of services, including aviation, ship, government, amateur and industrial electronics uses, aside from broadcasting.

NAB participation in the Sept. 28 as well as in the subsequent allocations hearings will be considered by the new board of directors which will convene Friday, Sept. 1, upon conclusion of the War Conference.

Meyer Drug Series

MEYER BROS. DRUG Co., St. Louis, has bought *Speaking of You*, a five-minute transcribed series of oddities and stories produced by Neblett Radio Productions, for broadcast effective Sept. 11 on these 14 stations: KCMC KPLC WGCM WJDX KALB WJPR KMLB KARK KWTO WDSU WMC WCBS WJDO KRMD. Contract is for 52 weeks and was placed by Anfenger Adv. Agency, St. Louis.

Hosiery Spots

NEUMODE HOSIERY Co., Chicago, has signed for 260 time signal announcements five times weekly starting about Aug. 28 on WMAQ WGN WBBM WCFL WLS, all of Chicago, for 52 weeks. Agency is George H. Hartman Co., Chicago.



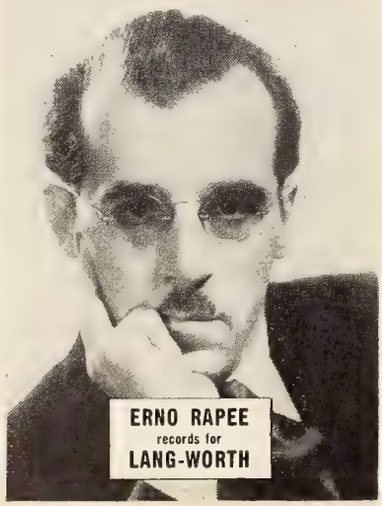
Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA





"PHOENIX AND TUCSON

WILL TAKE ALL PRODUCED"

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

CIO Plans Drive for Time

(*Continued from page 46*)

coded" as unfavorable, but if the opposite were true and the CIO criticized the AFL, he would consider it "favorable".

Under cross-examination he said he had never testified before as an expert witness, that he formerly worked for the Office of Facts & Figures and later the Office of War Information, leaving OWI in September 1943. Mr. Loucks objected to all of his testimony.

Mr. Sugar, who was present throughout the hearings which began Aug. 16, took no active part, other than to advise with Mr. Goodman. Repercussions of the CIO's campaign to force radio into giving time were heard on Capitol Hill last week when Rep. Clare Hoffman (R-Mich.), in a floor speech assailed the UAW-CIO general counsel as "the same Maurice Sugar who, in 1917, in a United States Federal District court, entered a plea of guilty to a charge of conspiracy to induce persons to refuse to register in accordance with the Conscription Act then in force". Rep. Hoffman also charged that Mr. Sugar had been a candidate for Detroit City Council on the Communist ticket and had been supported by a Communist Party campaign document which said: "Vote for Comrade Sugar who is the friend of the foreign born and he will aid in making the revolution. Comrade Sugar has come out definitely against the church."

At Thursday's closing session Mr. Goodman introduced a deposition of Willard D. Egolf, NAB public relations director, in which the NAB official said there were no provisions for enforcing the Code, although member stations were expected to abide by its provisions.

Would Give Time

Taking the stand Wednesday, Mr. Everson testified that had Local 927 refused to buy time under conditions in keeping with the NAB Code, the station would have suggested "we get together on a sustaining basis". Mr. Goodman questioned Mr. Everson about his obligation in the public interest.

"I feel that as a manager of a radio station, I should see that my programs are well balanced," replied Mr. Everson. "As to the legal standpoint, I'll leave that to my lawer." He declared that the fact that organized labor was not on WHKC was "purely labor's fault".

"We are not going out at the present time and seeking sustaining programs," he asserted. "But should labor come to us with an educational, informative and instructive program, I shall be glad to give them time."

Mr. Goodman questioned the witness about Mutual's coverage of the Democratic National Convention. Counsel Loucks questioned the Convention coverage as to what "Mutual is going to do or has done. That's not our responsibility," he asserted.

"Insofar as what went over this station (WHKC) it is," interposed Commissioner Wakefield.

How Policy Works

Reverting to the scripts which the CIO alleges had been changed by the station, Mr. Everson said that under WHKC's future policy the scripts would be permitted "if that's what the CIO wants to say". With reference to changes in one script, Mr. Everson said:

"If the union wants to present a script that is belligerent towards management, to use an old saying, it's no skin off my nose." He added, however, with reference to certain alterations, that the station still felt portions were not in "good taste".

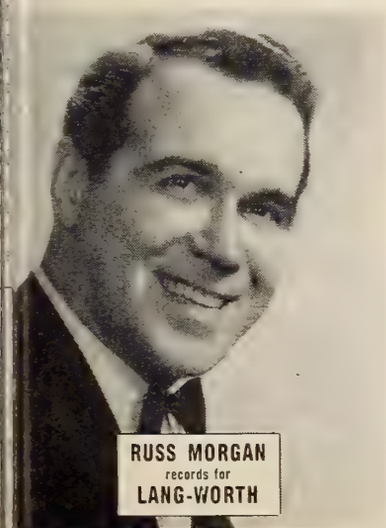
As to the controversial issues, he said the station now would accept them for broadcast on commercial time. He declared, too, that if a controversial issue were discussed on MBS and the network refused time to opposing sides, WHKC would grant such time if the station carried the program in question.

Mr. Everson was cross-examined at length on the station's future policy as set forth in a statement of fact filed with the FCC before the hearings began. Mr. Goodman referred to an NAB bulletin which advised against members accepting from the UAW-CIO a series of programs on the rollback of prices. "Do you still feel you'd be guided by the NAB?" asked the CIO counsel.

"You know darn well we wouldn't, Mr. Goodman," replied Mr. Everson. "We'll take anything that doesn't violate the laws."

"Under the Code you couldn't do that?" questioned CIO counsel. "No," was the answer. Mr. Everson said he did not object to the solicitation of memberships on the air, nor did he oppose the discussion of race, religion and politics. Then he asserted that "labor has been very backward" in public relations and in making its wants

(*Continued on page 166*)



WE ARE NOW
BUYING TIME
FOR FALL SCHEDULES



We represent a product that has a phenomenal sales record in Radio. You've probably heard of "THE WEATHERMAN" and the Weather House Forecaster pictured on this page.

"THE WEATHERMAN'S" story reads like a novel. For more than 2 years, one 15-minute program on *one 50 KW station* once a week has averaged 1500 orders per broadcast! Other stations also have done phenomenal selling jobs.

"THE WEATHERMAN" is literally going to town It's a highly reputable, remarkably successful, low-cost, high-volume product . . . and it is filling a nation-wide demand.

We're not on *every* Radio Station in the country, by any means. We've nursed "THE WEATHERMAN" along, picking our spots pretty carefully. Your Radio Station may have what we want. We know that "THE WEATHERMAN" is going to work out additional schedules with a great many new stations. Some of them will be large ones, and some of them will be quite small. Sincerely, we're interested in any Radio Station that can carry "WEATHERMAN" time to the mutual advantage of "WEATHERMAN" and station. If your station can sell a product of this kind, a product that has already sold over *many* radio stations and is still selling, we want to know about it.

Maybe it's unusual for an advertising agency to ask Radio Station Representatives or stations to Sell it radio time in this manner. That's one reason why we're doing it. We want immediate response. Maybe you have some ideas we haven't thought about. Maybe you have a station that's an absolute MUST for us.

We want to buy!

We suggest that you get in touch with your Representative, give us a ring or write us a letter — or better still, visit us during the N A B convention.

ROBERT KAHN & ASSOCIATES
Advertising

430 North Michigan Avenue
Telephone Delaware 5480
CHICAGO 11, ILLINOIS

known with reference to radio time.

Referring to an editorial in the Aug. 14 BROADCASTING, Mr. Goodman asked the witness if he read the magazine, then commented: "That is the outstanding magazine of the broadcasting industry, isn't it?" Mr. Everson replied: "Yes, it is one of the best."

Mr. Goodman then read from BROADCASTING: "But the CIO all-out foray is one that bears watching. It is an organized campaign. The *Radio Handbook* of its Political Action Committee is a brazen, impudent effort to pressure broadcasters into yielding free time to CIO unions. Almost every pressure method ever devised is trotted out —complaints to the FCC, to newspapers and to union headquarters. A block-buster is dropped upon the NAB Code of Ethics, which has worked well in fostering self-regulation in radio. Unions are told to 'shout' and 'make it loud'; organize radio committees; get station refusals in writing."

Then he asked: "Would you consider it proper for labor unions to take steps expressed in this editorial?"

Hyde Objects

Commissioner Wakefield said he thought that line of questioning was "going pretty far afield" and Mr. Goodman asked if Mr. Everson thought it proper for a labor union to instruct its members as to how to go about getting radio time.

"I think labor unions should do it and do it fast," replied the witness. "You've been backward." There was considerable questioning as to why labor unions should get refusals in writing (as directed in the CIO *Radio Handbook* which admonished members to send the refusals to FCC Chairman Fly).

Mr. Hyde interposed: "It seems to me this has become an examination of labor and not of the issue." Mr. Goodman dropped the subject when Mr. Loucks interjected: "I'll tell you why they want it in writing."

Mr. Hyde questioned the witness as to Sec. 317 which provides that sponsored or furnished programs must be identified as to source.

Mr. Moses testified as to procedure with reference to the CIO scripts. He failed to recognize a copy of a speech by Richard T. Frankensteen, UAW-CIO vice-president, written for broadcast Aug. 8, 1943, as the copy which he said had been submitted. The CIO had introduced the script as the one used by Messrs. Moses and Evans at first reading by the station.

Bristol-Myers Plans

BRISTOL-MYERS Co., New York is understood to be considering Gracie Fields, comedienne, for the Tuesday 9-9:30 p.m. spot it has secured on the Blue network. Auditions are continuing for other program ideas. Firm discontinues Nov. 3 *The Parker Family* for Mum on the Blue Friday, 8:15-8:30 p.m. Agency is Doherty, Clifford & Shenfield, New York.



CHATTING at an office party welcoming personnel of the recently organized agency, Doherty, Clifford & Shenfield, New York, are (l to r) Joseph P. Hardie, sales manager, Bristol-Myers Co., for which DC&S handles three network periods; Chester MacCracken, agency's radio program director.

Roselaar Diamond Spots

LOUIS ROSELAAR & Co., New York diamond dealers, in promoting multi-facet diamonds, has made available a series of transcribed and live one-minute spot announcements and quarter-hour musical program for local sponsorship to jewelers throughout the country. Some 75 jewelers are now using about 100 stations, with new stations being added frequently. Majority of records are cut by Muzak Transcriptions Inc., New York. Partial station list follows: WKRO KFVS KORN WDBJ WFBM WMBD WADC WEEI KTAR WEAN KPQ WSTV WKBZ WJTN WGRM WBNY WSLS.

Wilshire Idea

WILSHIRE OIL Co., Los Angeles, on Sept. 2 starts weekly quarter-hour program, *That's a Good Idea*, on 5 CBS California stations (KNX KQW KARM KROY KGDM), Saturday, 6:30-6:45 p.m. (PWT). Series will dramatize ideas submitted by listeners on solution of common problems, with $5 award for each idea that is used. Contract is for 52 weeks. Dan B. Miner Co., Los Angeles, has the account.

Sheaffer Renews

W. A. SHEAFFER PEN Co., Ft. Madison, Ia., renews the *Scheaffer World Parade* for 52 weeks on the full NBC network, Sunday 2:00-2:30 p.m. (CWT), effective Sept. 17. Agency is Russel M. Seeds Co., Chicago.

Goldsmith Defends Panel 1 Activities

Says RTPB Group Is Acting Within Its Authority

REPLYING to the accusation of C. M. Jansky Jr., chairman of Panel 5 (FM Broadcasting) of the Radio Technical Planning Board, that in dealing with the question of FM band width, Panel 1 (spectrum utilization) was usurping the functions of Panel 5 [BROADCASTING, Aug. 21], Panel 1 Chairman Alfred N. Goldsmith, consulting radio engineer, has written W. R. G. Baker, general chairman of the RTPB, that "Panel 1 is acting strictly within its proper scope."

Pointing out that the official scope of his panel is "the analytical study of the factors pertinent to the most effective use of the transmission medium," Dr. Goldsmith states: "This means that this panel must know what services desire to use any band of frequencies, in what way such services propose to use the band in question, what carrier frequencies are available for each type of transmission, and what are the operating characteristics of each such band of frequencies. This is precisely what Panel 1 has properly been doing."

Tells of Questionnaire

Dr. Goldsmith reports that his panel sent a questionnaire to all the RTPB service panels, most of whom furnished "reasonable, complete and helpful" answers, but that Panel 5 submitted no such engineering data, indicated "by implication and omission that the statements of conclusions of Panel 5 represented what was essentially a final matter and one which should be accepted without questioning as to its engineering bases."

While Panel 5 has no obligation to give it material unless it wants to, "Panel 1 must draw its conclusions on the basis of the best *engineering* information available to it," he declares, adding that if it does not get such information from Panel 5 it will have to develop what it needs itself. "It cannot utilize assertions unsupported by an available engineering data."

WE CAN HELP YOU
WITH YOUR PRIORITY REQUIREMENTS for
RADIO PARTS
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ELECTRONIC EQUIPMENT



SEND for this FREE CATALOG!
800 Page Buying Guide

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Save precious time! If you are having difficulty procuring essential radio-electronic items we can help solve your problems. Hundreds of leading nationally-advertised brands are carried in stock—ready for immediate shipment on suitable priorities.

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★ 22 YEARS' EXPERIENCE

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SUN RADIO & ELECTRONICS CO.
212 Fulton Street, New York 7, N. Y.



YOURS ..FOR THE ASKING

Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

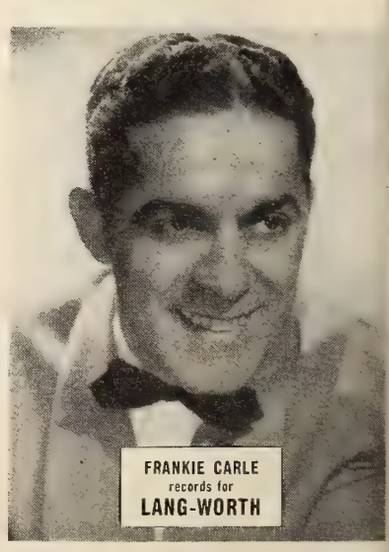
Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA

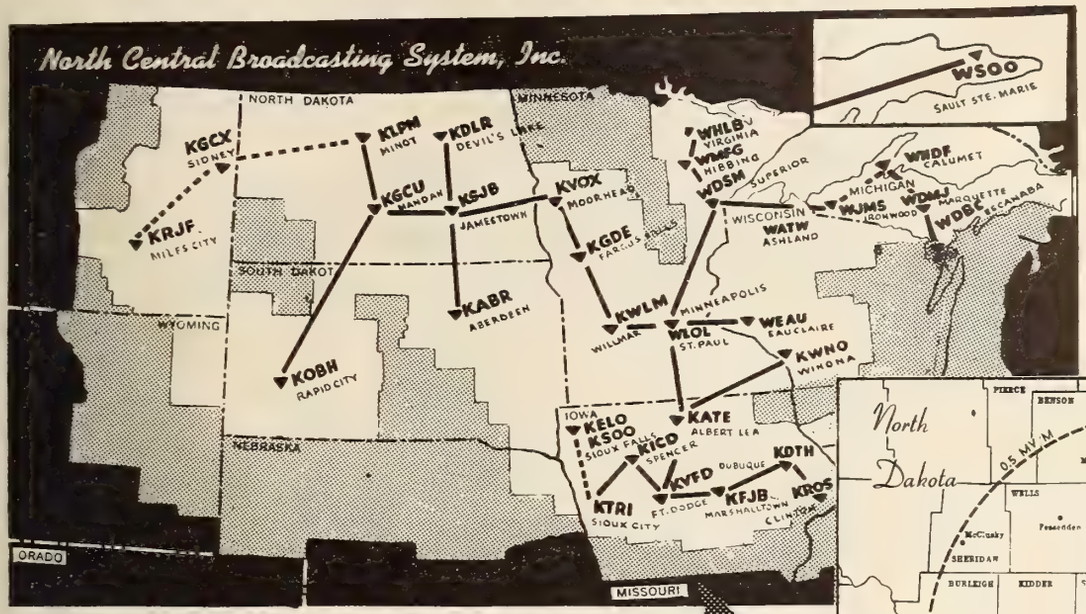
SERVICE on all RECORDING PROBLEMS local or national

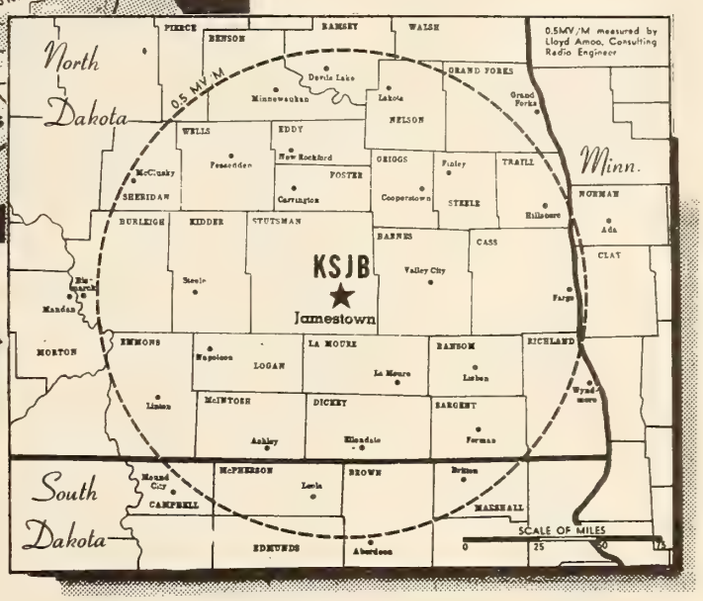
COMPLETE FACILITIES FOR . . .
• Spot Announcements
• Remote Pick-ups
• Full Air Check Service

U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.



You'll want these facts NOW!





KSJB

The North Central Broadcasting System covers this rich and profitable market fully and effectively. NCBS offers you a wired network of modern, progressive stations . . . the most frequently tuned-in, most consistently listened-to stations in this productive territory. Mass and class coverage in rural and urban homes available at amazingly low cost . . . exclusive or participating sponsorship on full network or individual stations. Retail and jobbing merchandising service that pays dividends cheerfully and efficiently rendered gratis!

We're particularly proud of KSJB (Jamestown, N. D.) whose sensational mail returns prove its impressive productivity. Morning and afternoon music and variety shows plus use of all available farm services and information make KSJB the favorite of 250,000 rural dwellers and 100,000 town dwellers who buy more than $91,000,000 worth of merchandise annually!

We'd like to give you full details and show what we can do for you!

NORTH CENTRAL BROADCASTING SYSTEM, INC.

New York
8 East 41st Street
Lexington 2-6892

JOHN W. BOLER, President
St. Paul, Minnesota
First National Bank Bldg. Cedar 8579

Chicago, Illinois
360 North Michigan Avenue
State 4214

Miss Evelyn R. Vanderploeg
Schwimmer & Scott
Chicago, Ill.

Dear Evelyn:

Sure I'm still talking about this network's own foreign war correspondent, because it's the finest thing we've ever done from a good-will and public service standpoint. Just ask any West Virginian what he's listening to on the radio these days, and he'll not hesitate in saying, "Howard L. Chernoff from the European Theater." People here at home absolutely "eat up" Chernoff's trans-Atlantic and recorded interview broadcasts. You can imagine what a thrill it must be for listeners to hear the voice of someone dear to them coming from England or France. And can't you just imagine what this means to the prestige of each of these stations to perform such a worthy public service!



Regards
Yours,
Algy

The W. Va. Network

WCHS Charleston WPAR Parkersburg
WSAZ Huntington WBLK Clarksburg



YOURS ..FOR THE ASKING

Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA

Actions of the FEDERAL COMMUNICATIONS COMMISSION

AUGUST 19 TO AUGUST 25 INCLUSIVE

Decisions . . .

AUGUST 21

Cincinnati Times Star Co., Cincinnati—Placed in pending file application for new FM station.

Palladium Pub. Co., Benton Harbor, Mich.—Same.

Racine Broadcasting Corp., Racine, Wis.—Same.

Seaboard Radio Broadcasting Corp. Philadelphia—Placed in pending file application for new commercial television station.

The Travelers Broacasting Service Corp., Hartford, Conn.—Placed in pending file application for CP change frequency, service area, and install new transmitter and antenna.

AUGUST 22

Murfreesboro Broadcasting Co., Murfreesboro, Tenn.—Granted petition to dismiss without prejudice application for CP new station.

WACO Waco, Tex.—Granted motion for continuance of hearing now set for Sept. 11 to Oct. 11.

WSAR Fall River, Mass.—Granted motion to accept as part of record in hearing on application for vol. assgn. license, Exhibits A and B; opened record and these exhibits made part of record, conditions.

Valley Broadcasting Co., Pomona, Cal.—Granted petition for leave to amend application for CP and removed from hearing docket application as amended.

WORL Boston—Granted petition for continuance of hearing now set for Aug. 24 to Sept. 11.

Washtenaw Broadcasting Co., Ann Arbor, Mich.—Granted petition for continuance of hearing now set for Aug. 25 to Sept. 25.

Columbia Broadcasting System, New York—Granted extension of authority transmit programs to CFRB, CKAC and other CBC stations for period 9-15-44 to 9-15-45.

Southern Tier Radio Service, Binghamton Press Co., Binghamton Broadcasting Co., Binghamton, N. Y.—Designated for consolidated hearing applications for CP new standard station.

WRAL Raleigh, N. C.—Denied without prejudice petition for reinstatement and grant of application for CP change frequency, increase power; denied request for special service authorization operate on 850 kc 250 w unlimited for period ending 4-1-45.

WNBZ Saranac Lake, N. Y.—Granted vol. transfer control by transfer 250 sh (100%) from Carl F. Woese to John F. Grimes for $2,400; set aside assignment for hearing on renewal application.

WFPG Atlantic City, N. J.—Granted vol. transfer control by transfer 100% issued and outstanding stock from present 21 stockholders to John J. Laux, Richard Teitlebaum, Myer Wiessenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Joseph Troesch and John L. Meridian for $83,775.

KSUB Cedar City, Utah—Granted transfer control by transfer 1,256 sh (50.2%) from Leland M. Perry to Radio Service Corp. of Utah for $5,061.

WLAW Lawrence, Mass.—Granted acquisition of control by transfer 337 sh (56.17%) from Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, executors under will of Alexander H. Rogers, to Irving E. Rogers for $26,687.03.

WLW Cincinnati—Granted license renewal.

WGBF-WEOA Evansville, Ind.—Designated for hearing petition requesting finding that multiple ownership rule is not applicable; designated for hearing WGBF license renewal application.

Ewing Broadcasting Co., Jackson, Miss.—Granted application for CP new standard station, 1490 kc 250 w unlimited.

Birney Imes Jr., Meridian, Miss.; Mississippi Broadcasting Co., Jackson and Macon, Miss.—Denied petition requesting FCC to reconsider action designating for hearing application of Birney Imes Jr. for new standard station and requesting grant of same; designated Imes application for consolidated hearing with applications of Mississippi Broadcasting Co. for new standard stations.

WOPI Bristol, Tenn.—Designated for hearing application for CP change operating assignment.

WHB Kansas City—Adopted order reopening record for further hearing re application for CP change operating assignment.

WTCN Minneapolis—Adopted order reopening record for further hearing re application for CP change operating assignment.

Tentative Calendar . . .

Utica Observer Dispatch, Utica, N. Y.—CP new standard station (Aug. 28).

Midstate Radio Corp., Utica, N. Y.—Same.

WABI Bangor, Me.—Adopted order granting petition for leave to amend application for mod. CP so as to request 910 kc 1 kw unlimited DA-N; cancelled hearing heretofore scheduled; granted mod. CP subject to condition that 5 kw will be requested when equipment becomes available; granted petition to reconsider and grant license renewal application, license to expire 2-1-45.

KALE Portland, Ore.—Granted transfer control from C. W. Myers and Mrs. Josephine Hunt to Journal Pub. Co. thru transfer 800 sh (66-2/3%) in consideration of transfer to Mr. Myers and Mrs. Hunt, share alike, of 2550 sh (25%) of Class A voting stock and 250 sh (25%) Class B non-voting common stock of KOIN, owned by Journal Pub. Co.

KAVE Carlsbad, N. M.—Granted vol. assgn. license from Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller d/b Carlsbad Broadcasting Co. to Carlsbad Broadcsting Corp. for $22,000.

WSAI Cincinnati—Granted vol. assgn. license from Crosley Corp. to Marshall Field for $550,000.

WEMP Milwaukee—Granted vol. assgn. license from Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette Jr., Evalyn H. Dolph, Hope D. Petty, Leo T. Crowley and James E. Markham d/b Milwaukee Broadcasting Co. to Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette Jr., Evelyn H. Dolph. Hope D. Pettey and Rachel Young LaFollette d/b Milwaukee Broadcasting Co. for $12,500.

KJBS San Francisco—Granted vol. assgn. license from Julius Brunton & Sons Co. to KJBS Broadcasters, a partnership. No monetary consideration.

WBEN Bugalo—Granted license renewal for period ending 5-1-47.

WKY Oklahoma City—Same.

WAPO Chattanooga, Tenn.—Same.

WCOC Meridian, Miss.—Same.

WHN New York—Granted license renewal for period ending 5-1-45.

WATL Atlanta—Granted license renewal for period ending 8-1-45.

KGFX Pierre, S. D.—Granted license renewal for period ending 5-1-46.

WKAQ San Juan, P. R.—Same.

Applications . . .

AUGUST 21

National Broadcasting Co., New York—Extension of authority to transmit programs to CHL, CBM and other CBS stations for period beginning 9-15-44.

National Broadcasting Co., New York—Extension of authority to transmit recorded programs to all CBC stations that may be consistently heard in U. S., for period beginning 9-15-44.

WBCM Bay City, Mich.—CP new FM station, 46,100 kc, 8,157 sq. mi., $40,000 estimated cost.

KEEW Brownsville, Tex.—Assgn. license from Eagle Broadcasting Co. to KEEW Ltd.

WORD Spartanburg, S. C.—Assgn. license from Spartanburg Adv. Co. to J. M. Bryan and Smith Davis d/b Spartanburg Broadcasting Co.

KGKL San Angelo, Tex.—CP new FM station, resubmitted.

E. Anthony & Sons, Boston—CP new commercial television station, Channel 2.

WCOL Columbus, Ohio—CP new FM station, 48,500 kc, 12,500 sq. mi., $81,100 estimated cost.

Moline Broadcasting Co. Moline, Ill.—CP new standard station, 1230 kc 250 w unlimited.

WGGA Gainesville, Ga.—Acquisition of control by Charles Smithgall through purchase of 20 sh common (11.43%) from Austin F. Dean (returned, incomplete).

AUGUST 24

Filene's Television, Inc., Boston, Mass.—CP new FM station, 43,100 kc, 21,709 sq. mi.

WSAV Savannah, Ga.—CP install new transmitter, change 1340 kc to 630 kc, increase 250 w to 1 kw D 500 w N, DA-N.

Macon Telegraph Pub. Co., Macon, Ga.—CP new FM station, 46,700 kc, 12,000 sq. mi., $100,000 estimated cost.

Greater Peoria Radio-broadcasters Inc., Peoria, Ill.—CP new standard station, 1290 kc 250 w unlimited.

KCMO Kansas City, Mo.—Mod. CP authorizing power increase and ground changes for extension completion date from 9-4-44 to 12-5-44.

AUGUST 25

Home News Pub. Co., New Brunswick, N. J.—CP new FM station, 49,900 kc, 3,420 sq. mi., $46,000 estimated cost.

The Evening Leader, Corning, N. Y.—CP new FM station, 49,700 kc, 5,213.7 sq. mi., $21,360 estimated cost.

The Advocate Printing Co., Newark, O.—CP new FM station, 45,700 kc, $80,000 estimated cost.

National Broadcasting Co., Cleveland—CP new commercial television station, Channel 1, amended to specify ESR 8,120, change antenna, specify transmitter site.

Courier Broadcasting Service Inc., Birmingham, Ala.—CP new standard station, 1260 kc 250 w unlimited.

WRBL Columbus, Ga.—CP install new synchronous amplifier 250 w.

Robert W. Rounsaville, Cleveland, Tenn.—CP new standard station, 1450 kc 250 w unlimited.

Network Accounts

All time Eastern Wartime unless indicated

New Business

ARMOUR & Co., Chicago (meats), on Oct. 2 for 52 weeks, starts *Hedda Hopper's Hollywood* on CBS stations, Mon. 7:15-7:30 p.m. (EWT), with West Coast repeat, 8:15-8:30 p.m. (PWT). Agency: Foote, Cone & Belding, Chicago.

AMERICAN SCHOOLS, Los Angeles (correspondence), on Aug. 5 for 13 weeks, started *Show Tunes* on 2 Don Lee Cal. stations (KHJ KDB), Sat. 5:15-5:30 p.m. (PWT). Agency: Earl Culp Co., Los Angeles.

TRIMOUNT CLOTHING Co., Roxbury, Mass. (Clipper Craft Clothes), on Sept. 24 for 13 weeks starts *Dorothy Thompson* on 177 Blue stations, Sun. 8:15-8:30 p.m. (repeat 11:15 p.m.). Agency: Emil Mogul Co., N. Y.

WILSHIRE OIL Co., Los Angeles (institutional), on Sept. 2 for 52 weeks starts *That's a Good Idea* on 5 CBS Cal. stations, Sat. 6:30-6:45 p.m. (PWT). Agency: Dan B. Miner Co., Los Angeles.

ALLEGHENY Ludlum Steel Corp., Brackenridge, Pa. (institutional), on Oct. 1 starts *Steel Horizons* on undetermined number of MBS stations, Sun. 9-9:30 p.m., plans to discontinue Sept. 23 *Mother and Dad* on 40 CBS stations, Sat. 5:30-6 p.m. Agency: Walker & Downing, Pittsburgh.

SCRIPTO MFG. Co., Atlanta (pencils & leads), on Sept. 17 for 13 weeks starts George Hix, commentator, on 190 Blue stations, Sun. 1:15-1:30 p.m. Agency: Tucker Wayne & Co., Atlanta.

ELECTRIC LIGHT & Power Companies, New York (institutional), on Sept. 20 starts *Electric Hour* with Nelson Eddy on 133 CBS stations, Wed. 10:30-11 p.m. Agency: N. W. Ayer & Son, N. Y.

Renewal Accounts

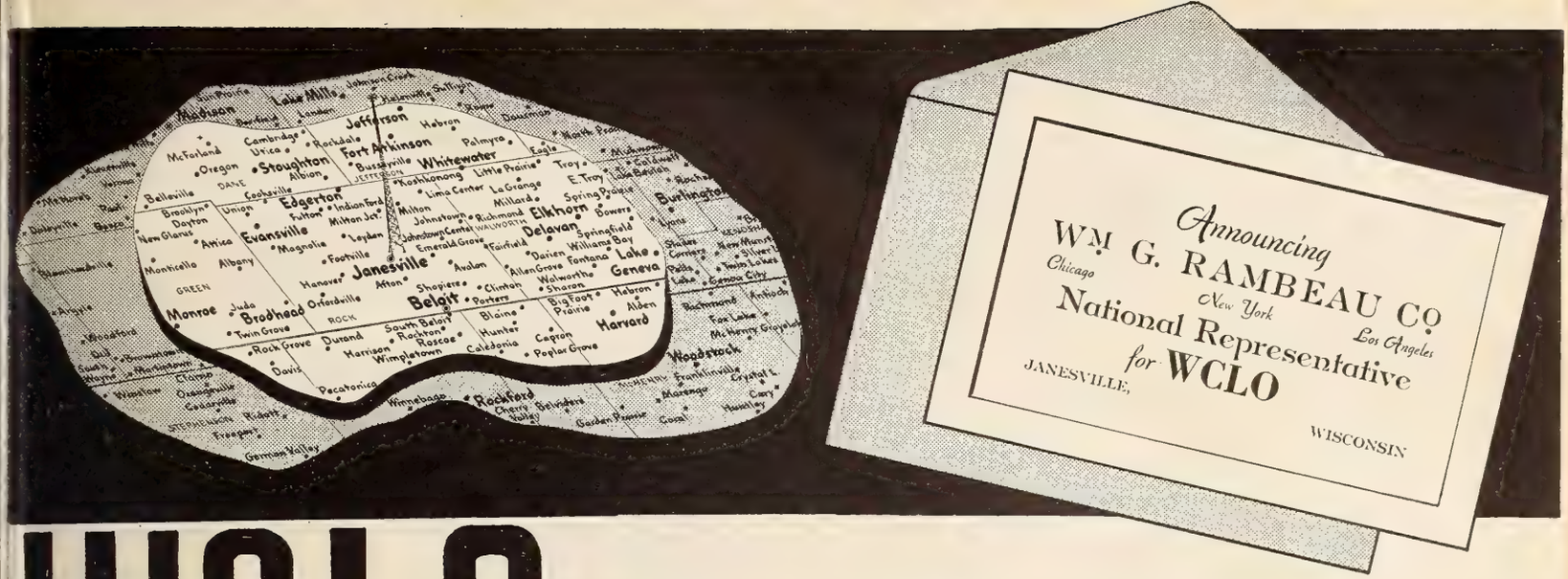
MODERN FOOD PROCESS Co., Philadelphia (Vigt's Philadelphia Scrapple), on Sept. 10 for 52 weeks renews *The Little Betsy Ross Girl* on 8 NBC stations, Sun. 11:45-12 Noon. Agency: Clements Co., Philadelphia.

MILES LABS., Elkhart, Ind., on Sept. 24 renews *Quiz Kids* and on Sept. 25 *Lum and Abner*. *Quiz Kids* is on 140 Blue stations, Sunday 6:30-7:00 p.m. (CWT) and *Lum and Abner* will be heard over 124 Blue stations, Mon. thru Fri. 7:15-7:30 p.m. (CWT). Agency: Wade Adv., Chicago.

WANDER Co., Chicago (Ovaltine), on Sept. 25 renews *Capt. Midnight*, Mon. thru Fri. 4:45-5:00 p.m. (CWT) on 85 Blue stations. Agency: Hill-Blackett Co., Chicago.

ELECTRIC AUTO-LITE Co., Toledo (institutional), on Sept. 19 for 13 weeks renews *Everything for the Boys* on 128 NBC stations, Tues. 7:30-8 p.m., with West Coast transcribed repeat, 9-9:30 p.m. (PWT). Agency: Ruthrauff & Ryan, N. Y.

W. A. SHEAFFER PEN Co., Fort Madison, Ia., on Sept. 17 for 52 weeks renews *World News Parade* on 130 NBC stations, Sun. 3:3:30 p.m. Agency: Russel M. Seeds Co., Chicago.



WCLO *Has Everything!*

Serving a Diversified Market Without Parallel in the U. S.

Dairying-Income

Located in the very heart of the nation's rich dairy and Swiss cheese center, WCLO's market has 16,000 of the best dairy farms in the U. S. with an "Effective Buying Income" in farm dollars of $60,-320,000. Close to 90% of these farms are served with electric power; 92% have radios; all offer a tremendous post war market for types of consumer goods.

Vacation Area

Because Southern Wisconsin has been endowed with a myriad of lakes and other recreational advantages, WCLO's market has become a mecca for vacationers from nearly every state. It is estimated that over 6,000,000, or twice our State's normal population, come into Wisconsin yearly. A "vacation hungry" horde of war workers and returning veterans will find Southern Wisconsin's "Land of Blackhawk" a real haven of rest.

Twin City Market

WCLO serves the only Wisconsin county boasting two important cities. Beloit and Janesville with a combined population of 52,000 are within a 7-mile radius of WCLO's transmitter. Programs originating from each of these cities and complete local news coverage assure advertisers of the lion's share of the potential audience. Both cities are growing and expanding toward each other.

Diversified Industry

C. E. D. surveys made among the industries in WCLO's area reveal that more people will be employed in the post war period than during the war. Fairbanks, Morse & Co., Beloit's major industry, is the first to go into post war production with its first Diesel locomotives delivered to RR officials August 8. Other industries, long established in WCLO's market, are ready for quick conversion to peacetime goods.

The average weekly industrial wage is $51.56, ranking high among Wisconsin cities. WCLO area is the home of:

Parker Pen Co.	Moe Bros.	Borg Industries
Chevrolet-G. M. Plant	Freeman Shoe	Warner Electric Brakes
Rock River Woolen Mills	Taylor Freezer	Baker Manufacturing
	Gilman Engineering	James Manufacturing
Highway Trailer Co.	Sta-Rite Products	B. P. Yates Co.

(Space limits complete listing.)

Newspaper Affiliation

The Gazette Printing Company, publisher of the Janesville Daily Gazette, owns and operates WCLO. The newspaper has an ABC net paid circulation of 17,230 as of August 1, 1944, which with the exception of Beloit and Northern Illinois covers the station's primary area. All programs sustaining and commercial are publicized in advance. News releases, photos and exploitation copy are published in advance of new radio campaigns thus providing advertisers with a ready-built audience.

Audience-Coverage

WCLO's primary market boasts 57,181 families with 53,928 radio sets. Janesville and Beloit are the shopping centers of this 35-mile radius comprising 36 cities and towns. The Gazette staff of 85 Southern Wisconsin news correspondents feed all local news to both the newspaper and radio station. Remote broadcasts of special events, pickups from spots in the famous "Land of Blackhawk" resort region and rural programs keep the audience tuned to WCLO.

Educational Institutions

The fine school systems, colleges and nearby University of Wisconsin are responsible for a very minimum percentage of illiteracy (less than ½ of 1%). Janesville's school system is recognized throughout the country as is its city manager form of government. Educational institutions within WCLO's primary area are Beloit College, Milton College, Whitewater State Teachers College and the Wisconsin School for the Blind.

Population-Income

WCLO's primary area has a population of 201,000 consumers with an "effective buying income" of over $182,000,000. Retail sales were $97,145,300 with the difference representing liquidation of debts, purchase of War Bonds and other savings which will pour forth after the war to create a tremendous local demand for merchandise and equipment. The "effective buying income" in Janesville is placed at $1,236, a figure well above the $1,103 per person in the nation and the $1,071 of Wisconsin.

* Source 1940 U. S. census of Business, 1942 Sales Management Survey of Buying Power of May 10, 1943.

MEMBER MBS

OWNED AND OPERATED BY THE JANESVILLE DAILY GAZETTE

JANESVILLE, WISCONSIN

WISCONSIN NETWORK

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Transmitter and control operator for 250-watt station located in Indiana. Salary open. State education, experience and enclose a snapshot. Box 544, BROADCASTING.

Transmitter Engineer for 5 KW Midwest station. Must hold Radiotelephone First Class license. Salary $45.00 per week. Also, control room operator. Salary $40 per week. State experience and education, and enclose a snapshot. Box 546, BROADCASTING.

If You Are a mail pull announcer and want a position with a Midwest NBC station handling some of the better mail accounts here is an opportunity to secure a permanent position with opportunity for advancement. Applicant must be experienced in handling talent and ad-lib shows. All replies confidential. Write full information concerning background experience, draft status and salary expected to Box 558, BROADCASTING.

Wanted—First and third operators, local Southern station with extensive post-war plans. Permanent positions. Give full details, references, etc. Box 562, BROADCASTING.

Chief Announcer for midwest regional. Unusual opportunity for experienced man well-grounded in news and staff work. Successful applicant must be sober and able to accept responsibility. Make no mistake. This is a good job for a good man. Send full details including reference and photo to Box 595, BROADCASTING.

Announcer, versatile and seasoned. Network traffic and commercial copywriting experience desirable. NBC station in fair sized and pleasant eastern city. Salary forty dollars plus talent and overtime. Give details first letter. Send photo and recording. Box 597, BROADCASTING.

Wanted. Experienced announcer for Ohio station. Not interested in training inexperienced men. Salary, opportunities excellent. Please give full details regarding experience. Advise if audition record available. Box 600, BROADCASTING.

Transmitter control room operator first class license. Needed immediately. Duel network affiliate upstate New York. Permanent position with post war plans. State qualifications and salary required. Box 604, BROADCASTING.

Announcer—Outstanding local network affiliate wants all-around announcer of proved ability and experience. Offer $175.00-$225.00 monthly depending on qualifications. Tell everything with first letter. Box 605, BROADCASTING.

Versatile announcer—If you are experienced and capable on general announcing will start you at $175.00 monthly. If you are also adequate on sports and some play by play we will raise the ante. Send full details with reply. Box 606, BROADCASTING.

Announcer, capable of handling early morning fun show and straight announcing. A real opportunity for some ambitious man. Give full details and expected starting salary in first letter. Write Box 608, BROADCASTING.

Wanted—Announcer experienced in sports and commercials. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Announcer—Fluent ad-lib versatile personality announcer with continuity and production ability. KTFI, Twin Falls, Idaho. Located in non-defense farming area with post war stability. Send photo, draft status. Reference, transcription.

Wanted—First class operator, program director, announcer. Good opportunity for right men. Non-defense area. Replies confidential. WTMC, Ocala, Florida.

Announcer—An opportunity to develop original ideas in production and programming. Long experience not necessary. A permanent position with opportunity to grow with a growing station. KLO, Ogden, Utah.

Thoroughly good deal. Wanted two first or second class engineers. Good pay. Short hours. Pleasant working schedule. KFNF, Shenandoah, Iowa.

Busy WHEB seeks qualified, all-around announcer, preferably discharged veteran, with good voice, good nature and gumption. Progressive management, with sound ideas both today and tomorrow. Transcription, and your story, please. Wire or write Program Director, WHEB, Portsmouth, New Hampshire.

Help Wanted (Cont'd)

Wanted—Transmitter engineer for five kilowatt regional. Must have first phone license. Permanent position not draft vacancy. Anyone without previous broadcast experience need not apply. Give complete details first letter. Harold Beckholdt, Chief Engineer, WSPA, Spartanburg, South Carolina.

Excellent positions open for electrical, electronic engineers; first, second, third class radio engineers; production men; junior, senior announcers; station executives; news editors; time salesmen; radio telephone, telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Announcer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Wanted—Experienced, capable first class engineer. Give full particulars. KTHS, Hot Springs, Arkansas.

Wanted at Once. Operator or operator-announcer holding restricted telephone permit. Give experience, draft status and salary required in first letter. WPAD, Paducah, Kentucky.

Wanted—Chief Engineer for 250 watt Blue Network station. Good salary. State salary and experience. Address F. C. Ewing, WGRM, Greenwood, Miss.

5 KW Midwest NBC station has opening for experienced announcer capable handling newscasts as well as straight commercial. Applicant must be draft deferred. This is a permanent position with going concern under good management and with excellent post-war opportunity for advancement. Salary approximately $200 per month. Send transcription as well as letter with full information concerning background and experience to KSOO, Sioux Falls, South Dakota. All replies considered confidential.

Situations Wanted

Play by play, all sports: Baseball, football basketball, hockey, fights. Plenty experience on news, personality shows and interviews. Am employed, but not enough sports. First class man. Box 603, BROADCASTING.

Situations Wanted (Cont'd)

News editor, newscaster, considerabe press association and radio experience; fine voice and delivery. Prefer network affiliated station on Atlantic seaboard. Available September 18; just past draft age limit; highly recommended. Box 607, BROADCASTING.

News Announcer—Ten years experience. Am also experienced program director. Will consider combination job for right salary. Prefer, high dry climate and large station. Box 609, BROADCASTING.

Announcer—News, m.c., programming. Immediate availability to good production station. 2 yrs. experience. 4F. $60 min. Bill Dillner, 3748 Sheffield Ave., Chicago 3.

Available—station manager. 8 years radio experience; now in fifth year as station manager. Age 30, 4F draft status, B. A. degree. Familiar with all phases broadcasting including sales, production, management, continuity and on-the-air work. Single. Eastern or midwest location preferred. Want permanent affiliation, preferably with station planning television. Box 598, BROADCASTING.

Newspaperman seeks position with radio news department. Radio experience limited. Forceful writer who can put pep into newscasts. Years of experience in judging news values. Box 567, BROADCASTING.

General or Sales Manager. Eleven years local, regional and clear channel station operation, writing, announcing, production, programming, selling and management. Will be at NAB Convention. Inquire at BROADCASTING suite or write Box 579, BROADCASTING.

Sales position with opportunities, permanent. Acquainted national accounts, mail-pull. 5 years all phases radio. Young: college: civic-minded, married. Box 594, BROADCASTING.

Experienced radio writer desires New York City connection with advertising agency, manufacturer's advertising division, or radio station. New York University graduate. Now draft free. Weekly salary, $60 to $75. Box 596, BROADCASTING.

Experienced radio time salesman desires change. Draft deferred. Prefer position with major market station. Box 599, BROADCASTING.

Situations Wanted (Cont'd)

Announcer recently classified 4F. Childhood leg injury does not cause limp. 8 years experience including Atlantic Refining and General Mills play by play baseball, football, basketball. Available after September 3rd. Employers know of this ad. Dick Altman, WKAT, Miami Beach, Florida.

Wanted to Buy

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect. Chicago, Mr. Clifford.

Wanted to Buy—Have cash for 100 or 250 watt station. Any location considered. Box 533, BROADCASTING.

Wanted—Full or part interest in local station. Box 589, BROADCASTING.

Wanted—Two 3 inch 0-3 ampere RF ammeters, internal thermo-couple: prefer Weston model 425 with calibration certificate. Box 601, BROADCASTING.

Will pay cash for 150 foot antenna with coupling unit and lightning system. One frequency monitor and one modulation monitor. Interested in all or part. Box 602, BROADCASTING.

Wanted to buy—Interesting New England AM or FM station with or without services as engineer. Box 610, BROADCASTING.

Wanted—Communications receiver in good condition, similar to HQ-120-T. Also good quality preselector of any well known make. Wire details and prices to WLOG, Logan, W. Va.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

Two broadcasters, young, aggressive, with $10,000, desire additional financial backing in application for new station, rural area 200,000 population. One, manager; other, chief engineer. Reply stating full details yourself, financial status. Confidential. Box 572, BROADCASTING.

SITUATION WANTED

Production Man Available — Seeks permanent position in station or agency with exacting standards of production. College degree . . . 10 years successful, progressive experience as musician, announcer, actor, writer and director . . . currently program director-production manager of 5 KW network affiliate. Draft classification 4-F. Will make only advantageous, well considered change. Box 508, Broadcasting.

SERVICE DIRECTORY

SOUND EFFECTS
Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions—Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

United Manufacturing Corp.
Division of
U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
District 1640

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

YOUR CANADIAN DISTRIBUTION
is assured thru
WALTER P. DOWNS Ltd.
633 Dominion Sq. Bldg., Montreal, Can.
Present Lines:
PRESTO RECORDING CORP.
FONDA CORP. AMPEREX TUBES
AUDIO DEVELOPMENT CO.

. . . . BERNARD DUDLEY . . .
Free Lance Announcer
New York Philharmonic-Symphony, Drew Pearson, Alexander's Mediation Board, We Love & Learn, Linda's First Love, Treasure Hour of Song, Starlight Serenade, Paramount News, Transcriptions
Radio Registry—LAckawanna 4-1200
Telephone Exch.—LExington 2-1100

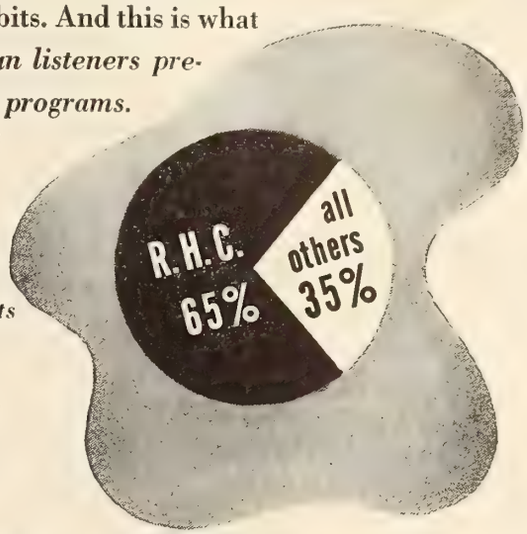
BUY WAR BONDS

The SCHOOL of RADIO TECHNIQUE
(America's Oldest School Devoted Exclusively to Radio Broadcasting)
6 Weeks' Day Course
SEPTEMBER 5
8 Weeks' Evening Course
SEPTEMBER 19
Taught by Network Professionals, for Beginner & Advanced students, include:
- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.
R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

How can YOU sell Cuba?

A Cuban affiliate of one of the largest United States manufacturers surveyed Cuban listening habits. And this is what was found: *65% of all Cuban listeners preferred R. H. C. Cadena Azul programs.* Only 15% voted for those of the nearest competitor!



Complete results of the survey on file in the New York office



RADIO HABANA CUBA RHC Cadena Azul

R H C Cadena Azul AFFILIATED WITH **CBS**

HUMBERTO D. GONZALEZ, U. S. REP. • 220 W. 42ND ST., NEW YORK CITY

REVIEW OF 1943-44 ACTIVITIES OF THE NAB

(*Continued from page 30*)

dustry to many other trade associations.

JOINT MEETINGS WITH RESEARCH COMMITTEE: Following the rejection by the American Assn. of Advertising Agencies of the Recommended Standards for the Determination of Coverage Maps, adopted at the NAB War Conference in Chicago in Apr. 1943, the Committee held a joint meeting with the NAB Research Committee at Cincinnati on Apr. 4, 1944, to examine the CBS and NBC methods of coverage determination. Following this meeting and a separate discussion of the subject within the Committee, a resolution was adopted expressing complete confidence in the studies then about to be undertaken by a Technical Subcommittee of the Research Committee.

To hear the interim report of the Technical Subcommittee, the Sales Managers group again met in joint session with the Research Committee in New York on Aug. 2, 1944. The Sales Managers Executive Committee is very enthusiastic about the recommendations of the Research Committee and equally anxious to have them become industry standards.

Promotion Activities

CO-OPERATION WITH OTHER TRADE GROUPS: During the year, the Committee held two joint luncheons with the time-buyers subcommittee of the American Assn. of Advertising Agencies. At the second of these, the AAAA group presented recommendations for the preparation of a standard rate card format, which would list all of the radio station rates in complete detail. This subject will be studied by the Director in the near future, and the Committee is expected to develop standards for presentation to the industry. In addition to the participation of this group in the NRDGA Sales Promotion Clinic at Cincinnati, executives of NRDGA have met with the Committee from time to time to explore the further development of retail radio advertising.

PROMOTION OF BROADCAST ADVERTISING: During the year the Committee as a whole, as well as individual members, actively promoted the increased use of broadcast advertising by many logical trade groups and industries. Formal resolutions adopted by the Committee urged network, national spot and local advertisers to eliminate so-called "cow-catcher" and "hitch-hike" announcements; urged stations to restrict the number and length of announcements in participating programs to improve showmanship and listenership; urged stations to adhere closely to the NAB Code of Ethics on length of commercial continuity, especially in the case of five-minute programs, and urged stations to discourage and ultimately to deny to network, national spot and local advertisers the privilege of calling attention on one program to another program on a competing station or network.

PROMOTION OF THE AMERICAN SYSTEM OF BROADCASTING: The experience of several Committee members in the presentation of the Retail Promotion Plan and the report of the annual meeting of the Institute for Education by Radio at Ohio State U., Columbus, clearly indicated the need and opportunity for more widespread promotion of the American system of broadcasting. To achieve that goal, the Committee passed unanimously two formal resolutions, addressed to the NAB Board of Directors. The first requested the Board to appoint a committee, consisting of members of both the Sales Managers Executive Committee and the Public Relations Committee to investigate the possibility of making a talking motion picture or some other suitable presentation to tell the story of broadcasting and broadcast advertising. The other requested the Board to plan to participate in all institutes or meetings having for their purpose education by radio, to the end that the American system of broadcasting is fairly and fully explained.

CONTINUING DISCOUNT CLAUSE: In accordance with instructions from the NAB Board of Directors, at its meeting in Chicago immediately following the NAB War Conference in Apr. 1943, the Committee has given extended consideration to the proposal for the inclusion of a so-called continuing discount clause in the NAB-AAAA Standard Contract for Station Facilities. As a result of these discussions and investigations, the following clause was accepted unanimously by the Committee and referred to the Board for further action:

If this contract is renewed for identical service, without interruption, beyond a fifty-two (52) week period, the same earned rate will be allowed for the duration of such extended, continuous service as the rate earned for the original fifty-two (52) week term. This provision shall not apply, however, for more than fifty-two (52) weeks from the effective date of any revision of rates or discounts.

At the meeting of the Board in Washington in May, the proposed clause was approved and referred to the membership for action at the NAB Executives War Conference.

Following the NAB War Conference in Apr. 1943, during which a preliminary meeting of small market station managers was held, the President of NAB appointed

(*Continued on page 174*)

TODAY AND TOMORROW
ON WCSC

TODAY WCSC serves Charleston, as it has for 14 years, with a well-balanced schedule of the best in radio. Serves *more* of Charleston's husky audience than any other radio station in town.

TOMORROW WCSC will continue serving the Charleston, S.C., market... ranked as A-1* in its prospects for retaining war-time business gains... after the war!

*Survey by Dr. Hauser, Bureau of Census

WCSC
Represented Nationally by Free & Peters



Charleston, S. C.
COLUMBIA NETWORK

"The Advertising Executives

INSISTED

THAT WIBX AWARD

read

SUPER PUBLIC SERVICE

COVERING A MAYORALTY ELECTION"

THE BILLBOARD IN ITS ISSUE OF JULY 29, 1944 USED THE ABOVE PARAGRAPH IN ITS AWARDS CITATION—REASONS WHY, AND WE AT WIBX SINCERELY APPRECIATE THIS SIGNAL HONOR FOR A SERVICE SO WILLINGLY GIVEN TO ITS CLIENT, THE SOCONY-VACUUM OIL COMPANY, SPONSORS OF MOBILGAS NEWS ON ITS AIRWAYS FOR THE PAST SIX YEARS, AND SAYS JUST "THANK YOU" TO THE JUDGES

Miss Linnea Nelson---OF J. WALTER THOMPSON COMPANY

Frank Silvernail---OF BATTEN BARTON DURSTINE & OSBORN, INC.

Carlos Franco---OF YOUNG & RUBICAM, INC.

AND TO

LOU FRANKEL, RADIO EDITOR OF BILLBOARD, AND ROBERT SEIDEL, PROMOTION MANAGER OF THIS SURVEY

1230 K.C.

Margaret Potter Bowen, President

WIBX

Helen Wood, Rep. in N. Y.

'The Voice of the Mohawk Valley'
Utica, N. Y.

Nathan Winston Cook,
Nat'l. Sales & Mdse. Mgr.

(*Continued from page 172*)

a Small Market Stations Committee, including Marshall H. Pengra, KRNR Roseburg, Ore., chairman; James R. Curtis, KFRO Longview, Tex.; Robert T. Mason, WMRN, Marion, O.; Fred Schilplin, KFAM St. Cloud, Minn.; William B. Smullin, KIEM Eureka, Cal.; James W. Woodruff Jr., WRBL Columbus, Ga. Before attending the first meeting in Washington on June 9 and 10, 1943, members of the Committee queried other small market station managers in their areas and urged them to report on their problems. After examining the many problems reported by these station executives, the Committee concluded that there were three basic difficulties: (1) Lack of new revenue. (2) Lack of manpower. (3) Need for full exploitation of small market potentials.

To solve the first problem, the Committee requested NAB to study the possibility of group selling of small market stations. The second problem is extremely difficult because small stations have long served as preparatory schools for the personnel of larger stations and networks. But, the source of new personnel for small stations has virtually disappeared through the operation of the Selective Service Act.

The Committee recommended a two-fold approach to the third problem. It urged every small market station to key its programming to the tempo of the community in which it is located, to the end that the station becomes an integral part of the life of the community. When that goal is accomplished it is the further responsibility of the station to see that news of its service to the community, together with market data on its coverage, is constantly and completely exploited.

A small market station was defined as one in a community of less than 50,000 population and operating with less than 5,000 w power. Using this definition as a base, Howard S. Frazier, NAB Director of Engineering, calculated the mechanical coverage, while Paul F. Peter, NAB Director of Research, estimated the market data for the 379 so-called small market stations. The Committee has decided to present this detailed study at the NAB Executives War Conference.

The Committee also explored developments in FM and television as they are likely to affect small market stations. To gain a comprehensive picture of this problem, the Committee met with James Lawrence Fly, Chairman of the FCC. Although the Committee had discussed at some length the advisability of a Small Market Stations Director on the NAB staff, it decided to defer a request for such representation until a later date.

Other Activities

ASSISTANT DIRECTOR OF RETAIL RADIO ADVERTISING: Under a supplementary budget approved by the NAB Board of Directors and President Ryan at a meeting in Washington in May, an assistant director of broadcast advertising will shortly be employed to concentrate on the further development of retail radio advertising.

COOPERATION WITH NRDGA: Through the generous cooperation of the National Retail Dry Goods Assn., the Retail Promotion Plan received the enthusiastic and unanimous endorsement of the Board of Directors of the Sales Promotion Division. Realizing the growing interest of department store and other leading retail executives in the use of broadcast advertising, the Director has continuously tried to build increasingly valuable contacts with this important trade association. Perhaps the following statement from Llewellyn Harries, Manager of the Sales Promotion Division of NRDGA, sums up the results of this cooperation:

> The Sales Promotion Division of NRDGA will send out 10 times each year to its members and to the members of the National Assn. of Broadcasters a new magazine to be called *Promotion Exchange*. This publication will have all of the pertinent information of that month regarding outstanding radio programs now being used by different stores throughout the country.

NRDGA ADVERTISING SCHOOL: One of the most important projects ever undertaken to educate retail advertising personnel and discharged service men on the fundamentals of advertising is being sponsored jointly by the Newspaper Advertising Executives Assn., *Life* magazine, the *New York Times*, Metro Associated Services and the NAB. The school will be presented in any community where the advertising manager of a department store, the advertising manager of a newspaper and the sales manager of a radio station get together and arrange for a series of six 4-hour classes. Each student will be supplied with a comprehensive textbook on retail advertising.

DISTRICT MEETINGS: In company with Mr. Arney and Williard D. Egolf, NAB Director of Public Relations, the Director attended eight of the nine District meetings, starting in Indianapolis on Feb. 1 and concluding in New York on March 3. For this series of meetings, two booklets were prepared. One contained the following charts: "Radio Sets in Use in the United States", "Growth of Broadcast Advertising", "Growth of National Advertising", "Growth of Local Advertising". The other booklet contained eight suggested topics for discussion at the sales managers sessions held in conjunction with these District meetings. In all of the districts, these sales sessions were held as a part of the general meeting.

SALES CONTACTS: Through contacts already established, as well as those newly developed, the Director has continued the campaign to gain greater recognition of broadcast advertising in fields in which the medium is used to only a limited extent.

REPRINTS: By reading the advertising, broadcasting and retailing trade publications as frequently as possible, the Director has endeavored to keep in touch with developments in those fields affecting broadcast advertising.

TALKS: Since the last Annual Report, the Director has delivered talks on broadcasting or broadcast advertising before the retail advertising class of Ohio State U., the Assn. of Women Directors at the Institute for Education by Radio, the Denver Advertising Club, the Publicity Club of New York, the Graphic Arts Assn. of Washington, the Sales Promotion Luncheon at the NRDGA Annual Convention, the Annual Convention of the National Men's Wear Assn., the Sales Managers Club of Rochester and the Radio Executives Club of Toronto.

COOPERATION WITH OTHER TRADE GROUPS: Since the NAB War Conference last year, the Director has continued the efforts begun earlier to cooperate with and enlist the active support of various trade associations and groups in the promotion of broadcast advertising. In addition,

(*Continued on page 176*)

IT TAKES KNOW-HOW AND PRESTIGE



TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. **WBIG** **CBS**

GREENSBORO, N. C.

Represented by Hollingberry

OUTHERN CALIFORNIA'S LEADING INDEPENDENT



Leads in NEWS too!

Naturally, news-minded Southern Californians dial **KMPC** — for NEWS *on the hour every hour* — nineteen times a day.

KMPC has its own exclusive News Department of writers, editors, and newscasters; direct U. P. and A. P. Wire service; its own Washington News Bureau and an exclusive arrangement with the Los Angeles Times for complete local coverage.



The New Home of KMPC on Radio-Row - Hollywood

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

G. A. RICHARDS, President

R. O. REYNOLDS, Vice Pres. & Gen. Mgr.

10,000 WATTS

KMPC

LOS ANGELES

710 on the dial

(*Continued from page 174*)

the Director has prepared several articles for advertising trade papers and ghost-written several others for various publications in the retail field.

COOPERATION WITH GOVERNMENT AGENCIES AND DEPARTMENTS: In active support of the Government program of war information, the Director has worked closely with the Office of War Information and the War Advertising Council. To promote a better understanding of the part radio has played in the promotion of the various war loans, the Director served on the following Special Committee to prepare plans for the Fourth War Loan: Irving G. Abeloff, WRVA Richmond, Va.; Stanton P. Kettler, WMMN Fairmont, W. Va.; Edward C. Obrist, WFIL Philadelphia; Willard D. Egolf, NAB, Washington; Arthur C. Stringer, NAB, Washington.

This Committee recommended that quarter-hour and five-minute programs and announcements of various lengths be made available for local sponsorship. The acceptance of this recommendation by the Treasury Dept. resulted in a substantial increase in the amount of broadcast advertising devoted to the promotion of War Bonds.

In connection with the Fifth War Loan, the Director issued a special Broadcast Advertising Bulletin with which was enclosed a Sales Portfolio to help radio stations sell local advertisers on the use of broadcast advertising in support of the nationwide drive to sell Bonds.

Other contacts have included the FCC, Federal Trade Commission and Dept. of Commerce. Several executives of the last-named department supplied valuable information in connection with special activities of this department.

WAC RECRUITMENT ADVERTISING: Having learned that the War Dept. had appropriated approximately $5,000,000 for WAC recruitment advertising, the Director made presentations to both the War Dept. and Young & Rubicam, seeking to have part of these funds invested in broadcast advertising. Shortly thereafter a questionnaire was sent to all radio stations, asking them to vote on the acceptance of paid WAC recruitment advertising, soliciting their preferences for the type of broadcasting to be employed over their stations and inviting the submission of availabilities.

SUMMARY: The need for revenue in the operation of a commercial broadcasting station is both paramount and obvious. With adequate revenue, wise management increases public service, develops greater listener interest and makes the station living proof that radio is the greatest means of mass communication the world has ever known.

ENGINEERING

Howard S. Frazier, Director

WARTIME operation has now become what we might call the normal practice instead of the new and untried. Problems of equipment maintenance and the training of replacement personnel have been met with little, if any, deterioration in service to the American public. Until recently, the work of the Engineering Dept. has consisted almost entirely of assistance to the industry and to individual stations in adjusting technical operations to a wartime basis. This assistance can be broadly divided into problems of manpower, materials and cooperation with Government agencies.

Since the 1943 War Conference, there have been two meetings of the NAB Executive Engineering Committee, the members of which follow: John V. L. Hogan, chairman, WQXR; Franklin M. Doolittle, WDRC; G. Porter Houston, WCBM; William B. Lodge, CBS; O. B. Hanson, NBC; Howard S. Frazier, NAB, ex-officio.

Technical Manpower

Through the NAB Technician Pool, this department has recruited more than 700 licensed technicians. A survey of licensed radiotelephone operators, to determine those available for placement with stations, has been conducted jointly by the FCC and NAB. The Executive Engineering Committee meeting in Chicago during the 1943 NAB War Conference approved an experimental program for the training of women as studio operators. Thirteen women were selected from more than 1,000 original applicants and 12 were graduated after a parttime instruction period of 12 weeks. Nearly all are now employed by broadcast stations. In recent months the military, through the Selective Service System, has concentrated on the induction of younger men. This fact, together with regulations of the War Manpower Commission, has tended to stabilize technical employment in the industry.

MATERIALS: Due to the adoption by the industry of conservation measures, work of the Radio and Radar Division of WPB, repairing of power tubes and the exchange of surplus items between stations through the SWAP Bulletin, we can say that no station has been off the air longer than a brief period, because of the lack of replacement tubes and parts. We expect replacement tubes, parts and equipment gradually to become available in greater quantities.

It is also anticipated that within the next few months many items of capital equipment, such as turntables, microphones, recorders, etc., will again become available to those stations who have equipment needing replacement.

NAB took an active part in the formation of the Radio Technical Planning Board and was one of the original contributing sponsors. The Director of Engineering is the NAB representative on the RTPB and the Administrative Committee of the Board. He also is a member of each of the 13 panels of RTPB and chairman of Panel 4 on Standard Broadcasting.

It is anticipated that Panel 4 will recommend the extension of the standard broadcast band from 550 to 530 kc. This proposal, if adopted, would make available to the broadcast industry two additional channels ideally suited for rural coverage.

Allocation Problems

Postwar allocation of radio frequencies to the various services using the spectrum is a complex problem of the utmost importance to Government and commercial organizations. The radio industry through the RTPB and its various panels is now attempting to determine the allocations required for non-Government use and effect compromise where conflicting

(*Continued on page 178*)

MAYBE WE AIN'T THE BEST!

BUT WE ARE —

A Good CBS Station

In Georgia's "Arsenal" Market

WMAZ — MACON

(Alfred I. duPont Award Winner, 1943)

MEMBER
GEORGIA MAJOR MARKET TRIO

REP. BY
THE KATZ AGENCY


RAY SHANNON
Program Conductor
C. E. BURNS
Religious Co-ordinator
JOHN MERRIFIELD
Farm Co-ordinator
ROUND THE CLOCK . . . ROUND THE CALENDAR . . . our sustaining program will ever be PUBLIC SERVICE.
BUD ABBOTT
Night Conductor
TED GRIZZARD
Man-on-the-Street
DAY AND NIGHT
A. W. MARLIN
Program Manager
PETE FRENCH
Public Events MC
GEORGE PARTRIDGE
Special Events Producer
A continuous broadcast backed by the power of 50,000 watts . . . clear channel . . . day and night, over a BASIC CBS NETWORK!
CISSY GREGG
Home
Consultant
VICTORIA LEE
WHAS
Victory Reporter
BOB HUTSELL
Music-Entertainment
JOHN CONNELLY
News Commentator
JACK BROOKS
Production and Continuity
WHAS
CBS
LOUISVILLE
KENTUCKY



LET'S LOOK AT THE RECORD:

It was Lewis who helped ease the sugar situation 2 years ago.

It was Lewis who investigated the synthetic rubber problems. 12 pages of the Congressional Record were devoted to his discoveries.

It was Lewis who got the farmers gasoline, tires and essential equipment in furtherance of war production.

It was . . . and is . . . Lewis who speaks for the people . . . works for the people . . . champions the people.

Listen to Mutual's famous News Reporter, now heard on over 210 Mutual stations, sponsored by over 130 different sponsors. A few cities still available . . . call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

(*Continued from page 176*)

claims originate within industry from the various radio services.

There is now every indication that the FCC, Dept. of State, IRAC and RTPB will cooperate for the common purpose of securing the best possible postwar allocation of radio frequencies. Already the demand for frequencies below 400 mc far exceeds the space available in this portion of the spectrum. The best that can be hoped for is an allocation which will provide frequencies for the minimum requirements of each radio service.

Within the RTPB there are already conflicting claims for that portion of the spectrum between 50 and 60 mc. The No. 1 television channel is now in this region together with an amateur band between 56 and 60 mc. The FM broadcasters also have requested nearly all of this portion of the spectrum. The Allocation Panel of the RTPB is now attempting to effect compromise between these services.

Standard broadcasters are assigned three bands of supplementary frequencies, the lowest beginning at 1606 kc and the highest ending at 161.925 mc. Already other services, both Government and commercial, are requesting these frequencies. Broadcasters are therefore faced with the problem of substantiating their claims for frequencies in this portion of the spectrum needed for relay-pickup and other supplementary purposes. The Engineering Dept. is keeping in close touch with allocation developments as this work promises to be of major importance during the period of postwar readjustment.

A Word of Caution

During the years, just before this nation entered the war, two new methods of broadcasting, television and FM, were introduced in this country. With the entry of this nation into the war commercial expansion in these new fields came to a standstill. However, with the closing of laboratory doors behind a veil of military secrecy technical developments of far-reaching importance have been made. While nothing of a factual nature regarding these developments is available at this time, it seems certain that they are likely to effect major changes on the future of the broadcast industry.

It would therefore seem to be a prudent course for broadcasters to withhold extensive plant expansion until more conclusive technical information is available.

RESEARCH

Paul F. Peter, Director

IN REVIEWING the many research activities since the War Conference in Chicago April 27-29, 1943, station coverage has been the most important topic for discussion, study, and action of the Research Committee. At the NAB War Conference last year, the NAB Research Committee reported a recommended standard coverage measurement method. The report was accepted and the method approved by a resolution which contained a proviso of American Assn. of Advertising Agency endorsement.

It developed, however, that no official approval of the AAAA had been given. A formal submission was made following personal calls by the NAB Directors of Broadcast Advertising and Research upon AAAA officials in New York. The decisions of the AAAA were transmitted to NAB in a letter dated Oct. 1, 1943.

Meeting With AAAA

The Research Committee chairman and NAB president, J. Harold Ryan, decided that some further consultation with the AAAA was desirable. A meeting was held Jan. 20, 1944 with Abbott Spencer chairman of the AAAA Radio Committee; Carlos Franco, chairman of the AAAA Timebuyers Committee; L. D. H. Weld, chairman of the AAAA Research Committee; Robert C. Jackson, AAAA assistant secretary; and Fred Gamble, representing the AAAA. The NAB representation was J. Harold Ryan; Dietrich Dirks, chairman of the Sales Managers Executive Committee; Lew Avery, Director of Broadcast Advertising and, Paul Peter, Director of Research.

It was generally agreed that some physical measurement of coverage should be made. However, it was apparent that the agency view would place little significance in such a measurement and would not favor it if no other coverage measurement were offered. The thought was that physical coverage would be acceptable if paired with a measurement of "people listening to stations". The pattern for the last-mentioned measurement uppermost in the minds of the agency people present was the method employed by CBS.

In February, President - elect Ryan and Paul Peter attended the annual conference of the Canadian Assn. of Broadcasters and witnessed the adoption of the standard coverage plan by the Canadian broadcasters and the creation of the Bureau of Broadcast Measurement. The entire project was developed in 3-way participation between the Canadian Assn. of Broadcasters, Canadian Assn. of Advertising Agencies and Assn. of Canadian Advertisers.

A meeting of the Research Committee was called for April 4-5, 1944, in Cincinnati. Pursuant to a resolution, the Research Committee chairman appointed Roger W. Clipp chairman of a technical subcommittee with Messrs. Churchill, Evans, Greene, Rumple and Stanton, to serve on the committee with Paul Peter as secretary. MBS was asked to appoint a representative to sit with the committee. Sidney Fishman was guest of the committee in all of its deliberations until he resigned from MBS July 15. Richard Puff has represented Mutual since that time. Mr. Ryan appointed a board committee, consisting of Frank King, chairman; Hugh Halff, Barney Lavin and Harry Spence. Mr. Lavin's enlistment in the Marine Corps left a vacancy which was filled by Leslie Johnson.

The Technical subcommittee ex-

(*Continued on page 180*)

SOLD BY WNEW

$102,000 WORTH OF BOOKS

(17,000 Sets at $5.96)

WNEW Impact Breaks All Records in Amazing 8 Week Campaign!*

Imagine it! 17,000 2-volume sets of a pictorial history sold in eight short weeks! That's what we mean by WNEW *IMPACT* . . . the ability to make sales from the beginning without the cumulative influence of repetition.

And here was no specially built series of shows. Books were advertised on *regularly scheduled WNEW programs!*

What's the name of the book? What time of day, how many days a week was it mentioned? We'll gladly give you complete details of this *absolutely unprecedented* radio sales record if you're interested.

But even without them, it's easy to see that WNEW has the "listener confidence" that makes people buy, *sight unseen,* the products advertised on this station . . . the *IMPACT* to move such products *fast!*

Remember, too, that more people listen to WNEW than to any other non-network station in the country.

*This campaign is still on the air . . . still pulling strong.

WNEW

NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY



The Emblem of Public Service

Important events of real public interest in busy, prosperous KROWLIFORNIA are brought to all the people through KROW microphones . . . just one bit of evidence that KROW is "The Home Interest Station". Advertisers in the KNOW use KROW.

KROW

Philip G. Lasky, General Manager
Radio Center Bldg.
19th St. at Brdwy.

OAKLAND 12, CALIF.

(*Continued from page 178*)

amined all coverage methods available from published sources and existing files. It also examined the proposals made by research organizations, engineering firms and others. A return conference meeting with the AAAA was held July 31, 1944. Representing the AAAA were: Mr. Spencer, Mr. Franco, D. E. Robinson of the AAAA Research Committee; Linnea Nelson, of the Timebuyers Committee; Mr. Jackson, Mr. Gamble. NAB was represented by Hugh Feltis and Roger Clipp of the Research Committee, Dietrich Dirks, chairman of the Sales Managers Executive Committee, with Harold Ryan, Lew Avery and Paul Peter of NAB.

On Wednesday, Aug. 30, at the morning business session, the recommended coverage method will be presented to the membership for discussion and approval.

Excess Profits Tax

Requests from numerous stations indicated the need for a more detailed analysis of average income of stations than was published in the NAB Tax Bulletin of Feb. 12, 1943. The Research Dept. compiled average figures by class of station and city size for 1937-42 by the following breakdown for stations with net sales of $25,000 or more: Time Sales by Network, Local and National Spot; Total Time Sales; Talent and Misc. Sales; Gross Sales; Commissions; Net Sales; Total Expense; Broadcast Service Income. This breakdown is not available for stations with net sales of less than $25,000. However, Net Sales, Total Expense, and Broadcast Service Income have been included for all commercial stations. This analysis has not been generally released because the FCC has not as yet released the 1938 breakdown.

WAR EFFORT: The NAB Research Dept. has analyzed and tabulated the monthly War Effort reports received from stations and has calculated the advertising value of the contributions of radio broadcasting by advertisers and broadcasters to the war effort. The War Advertising Council appointed a Media Committee consisting of a representative from Outdoor Advertising, Periodical Publishers Assn., NAB and the American Newspaper Publishers Assn., with an ex-officio member representing the Council, to recommend a formula satisfactory to all media for compiling the expenditure figures on war effort advertising. J. Harold Ryan represented the NAB. The committee was convinced that no single rigid procedure could be formulated which would be applicable to all media. The section which has particular reference to radio follows in part:

Radio Market Data Handbook

"Radio support of war themes will be computed as follows: (a) Announcements and programs which originate locally, apply average gross rates. (b) Network and national spot programs, apply to the overall cost of the program (time and talent) the ratio between the time devoted to a war message and the commercial copy limitations for individual length programs established by the NAB Code."

The NAB Radio Market Data Handbook was released in October 1943. Factors included are: Population, Retail Trade (Food Group, General Merchandise Group, Apparel Group and Drug Stores), Families, Percent Radio and Radio Families by County (with Urban, Rural Non-farm and Rural Farm sub-totals for each County) and by Cities of 2,500 population or more for all states and the District of Columbia; the United States totals; totals for the 140 Metropolitan Districts. The handbook also includes a chart and statistics on the Growth of Radio from January 1, 1922 through January 1, 1943.

ESTIMATED RADIO FAMILIES: The Jan. 1, 1944, estimate of radio families was prepared by a special committee of the Research Committee consisting of Ed Evans, WJZ; John Churchill, CBS; Kenneth Greene, NBC; Barry Rumple, NBC; Frank Stanton, CBS; Paul Peter, secretary, as follows: Radio families (having one or more sets), 32,500,000; Extra sets in homes and sets in places of business, 18,500,000; Auto radios, 9,000,000; Total Radio Receiving Sets, 60,000,000. In compiling the estimate the Committee used figures from manufacturing sources and from a special survey conducted by the Bureau of the Census for the Office of Civilian Requirements of the War Production Board.

ADVISORY COMMITTEE: At the call of the Budget Bureau to industry for counsel, an Advisory Committee on Government Questionnaires was created. A broadcast subcommittee was appointed with the Director of Research acting as secretary.

ACCOUNTING: The NAB Accounting Committee, of which the Director of Research acts as secretary, has had but one meeting since the War Conference of last year. The Committee reviewed the FCC Financial and Employe Data form and submitted recommendations for revision to the broadcast subcommittee of the Advisory Committee on Government Questionnaires. The committee also discussed the Program and Transmitter Log requirements of the Commission.

On the Accounting Committee are H. K. Carpenter, WHK, chairman; John B. Conley, WOWO Ft. Wayne; Charles C. Leonard, WAVE Louisville; Jess Swicegood, WKPT Kingsport; Lloyd C. Thomas, KGFW Kearney, Neb.; Samuel R. Dean, CBS New York; Harry F. McKeon, NBC New York; Paul F. Peter, secretary.

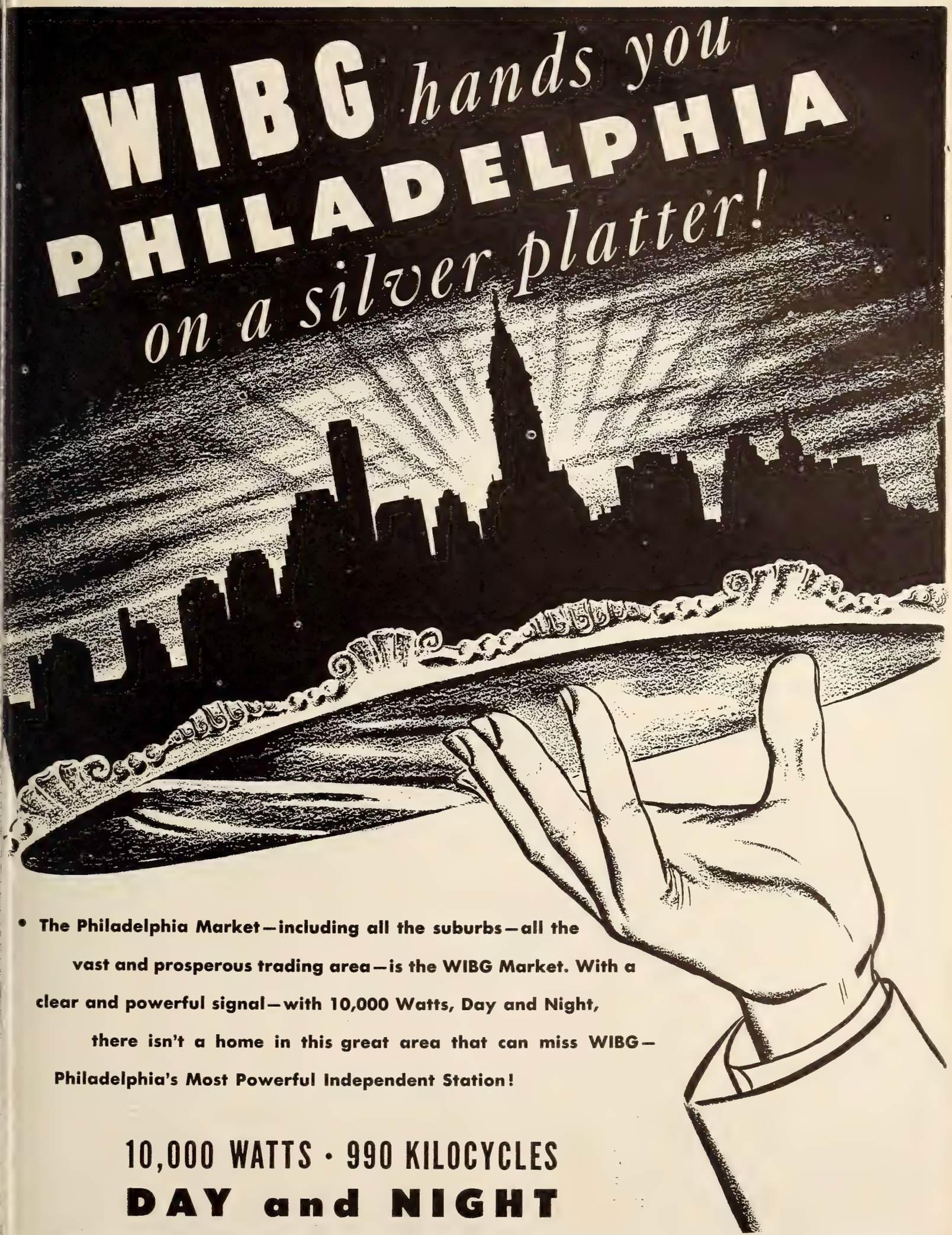
The Research Committee is composed of Hugh Feltis, KOIL Omaha, chairman; Roger W. Clipp, WFIL Philadelphia; Edward F. Evans, WJZ New York; G. Bennett Larson, WWDC Washington;

(*Continued on page 182*)

Recruited

LARGE percentage of harvest workers obtained by the Kansas Farm Labor Office at Great Bend, Kan., responded to radio appeals, according to a letter received by WIBW Topeka from Harold B. Lewis, assistant farm labor supervisor. Mr. Lewis interviewed many of the workers and found they had been influenced by hearing spot announcements. He said WIBW played "a very important part in saving the wheat harvest in Kansas."

WIBG *hands you* PHILADELPHIA *on a silver platter!*



• **The Philadelphia Market—including all the suburbs—all the vast and prosperous trading area—is the WIBG Market. With a clear and powerful signal—with 10,000 Watts, Day and Night, there isn't a home in this great area that can miss WIBG—Philadelphia's Most Powerful Independent Station!**

10,000 WATTS · 990 KILOCYCLES
DAY and NIGHT

(*Continued from page 180*)
John C. McCormack, KTBS Shreveport; Barry Rumple, NBC New York; Frank N. Stanton, CBS New York; Jack Williams, WAYX Waycross, Ga.; Paul F. Peter, secretary. Working guests of the Research Committee are John Churchill, CBS New York; Kenneth Greene, NBC New York; Richard Puff, MBS New York.

PROMOTION AND CIRCULATION

Arthur Stringer, Director

AMERICA'S listening audience is located in 33,716,000 radio homes, a new high mark in radio history. The new figure was determined in April 1944, through field research by the Bureau of the Census for the Office of Civilian Requirements, War Production Board.

On the average there are 1.4 radio sets located in each home—a total of 46,300,000. In addition there are 9,000,000 automobile receivers and 4,700,000 other sets in places of business, institutions of various kinds, hotels, etc.

Daily instantaneous mass communication by radio is thus provided to 90% of U. S. families; 128,000,000 people have direct access to listening in their own homes to the programs of one or more stations. Population without receiving sets, however, is not excluded from radio listening since such individuals hear in their friends' homes, in stores, riding in car pools, etc.

Though radio set manufacture was discontinued in April 1942, listeners experienced no serious inconvenience through inability to purchase new receivers. In confirmation is the fact that sets for 3,000,000 new radio homes, created since the 1942 manufacturing freeze order, came largely from dealers' stocks and from multi-radio homes.

During the wartime period radio tubes have been in insufficient supply to keep all primary and secondary sets in operation. But at no time did the shortage materially reduce the number of operating sets.

Indeed, the same survey which revealed the 33,716,000 radio families indicated that the ravages of wartime conditions had rendered only 15% of radio sets temporarily out of order, awaiting tubes or other repairs. A large percentage of these were in homes having more than one set.

Due to restricted civilian supply, radio tube black market operations developed in many sections of the country. Currently these are being dealt a heavy blow by increased shipments. It now seems reasonable to expect that 18-20 million tubes will be made available for home radios in the six months period, July to December.

Tube Threat Gone

It is likely that all black market tube operations will disappear entirely early in 1945, if not before. Even now a number of large legitimate merchants have been solicited by black market operators to take over their entire tube stocks, at list, less 40%.

Tube threat to radio circulation no longer exists. Moreover, manufacturers are poised to begin set production as soon as WPB thaws the freeze order. The quality of sets in all price ranges is expected to show improvement over prewar models. Many sets retailing from $60 and $65 up will cover the standard, FM and one or more shortwave bands. It is also reported that many manufacturers will have at least one "super-radio" model in their line capable of passing 8,000 cycles on the AM band.

Because of the nature of work done by this department, relations must be maintained with many Government departments and agencies in addition to those concerned with the maintenance of broadcasting and receiving. These seek the support, participation or understanding on the part of the public.

In July of this year, the Chief Signal Officer of the Army of the United States awarded NAB a "Certificate of Appreciation" in recognition of loyal and patriotic services rendered the Signal Corps by broadcast stations in recruitment and training of military personnel.

Broadcasting continues its usual superlative support of the nations' recurring war loans. The dollar value of the contribution of radio and its advertisers to the 5th War Loan was a minimum of $11,000,000, according to NAB Research Dept.

Education Committee

Dr. John W. Studebaker, Commissioner, U. S. Office of Education, appointed a committee early in January to explore the possibility of establishing minimum requirements in vocational and teacher training courses in radio at the college level. Initial meeting was held at NAB headquarters, followed by several more in Columbus. By submitting findings to a large cross-section of representative educators and industry representatives at each successive stage, the work is more than well underway.

Besides the Director, committee members are: Kenneth Bartlett, Syracuse U., chairman; Lloyd E. Blauch, U. S. Office of Education; Lyman Bryson, CBS; Elizabeth Goudy, U. S. Office of Education; Miller McClintock, MBS; H. B. Summers, Blue Network; Judith C. Waller, NBC; Gertrude G. Broderick, FREC, secretary.

The present intense interest in radio, on the part of public schools and colleges, crystalized about the time of WPB's equipment freeze and the U. S. Office of Education called a conference of manufacturers, educators and broadcasters in Cleveland on June 26-27. Recommendations of the committee are in process. The Director is a member of the subcommittee on Securing Acceptance for Recommended Standards by Manufacturers and Educators.

As part of its wartime activity, the American Red Cross is vigorously promoting better health through better and proper meals. NAB began co-operating with the Red Cross in this campaign in 1943 at the initial stage. To July 27, 1944, the nine 15-minute transcriptions in the *Food for All* series had been played on 80 stations, were currently being broadcast on 20 more and were booked firm on 40 others.

LEGISLATIVE COMMITTEE

Robert T. Bartley, Secretary

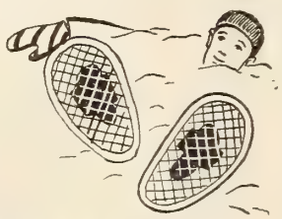
DUE TO the White-Wheeler Bill hearings in the Senate and to the importance of immediate action on a moment's notice in an ever-changing situation, Legislative Committee members were "on call" during the entire spring session of Congress, and from the commencement of the Senate hearings until June, when Chairman Wheeler called off further consideration of the Bill, the Legislative Committee held six meetings.

Members of the Legislative Committee are: Don S. Elias, WWNC Asheville, N. C., chairman; Nathan Lord, WAVE Louisville; Clair R. McCollough, WGAL Lancaster, Pa.; Joseph H. Ream, CBS New York; J. Leonard Reinsch, WSB Atlanta; Frank M. Russell, NBC Washington; G. Richard Shafto, WIS Columbia, S. C.; James W. Woodruff Jr., WRBL Columbus, Ga.; Ed. Yocum, KGHL Billings, Mont.

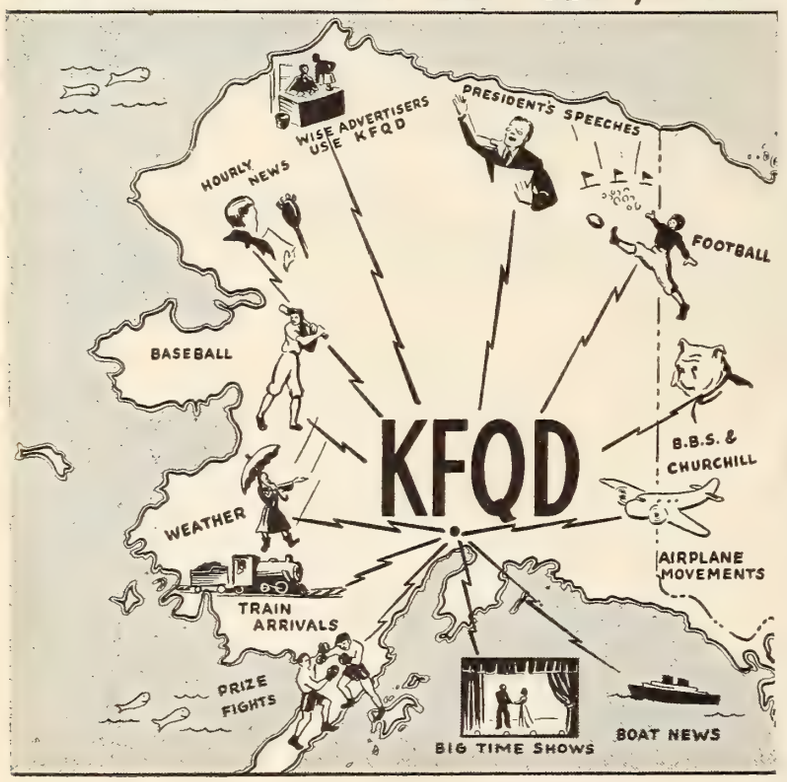
WHITE-WHEELER BILL: As of October 1943, there was pending in the Senate, a Bill to amend the Communications Act, introduced jointly by Sens. White (R-Me.) and Wheeler (D-Mont.) the previous March. Chairman Wheeler called Committee hearings for Nov. 3, 1943. The hearings ran for 2 sessions to Dec. 16, 1943. Chairman Wheeler took the Bill under advisement and on March 1, 1944, presented to a full meeting of the NAB Legislative Committee a proposed

(*Continued on page 184*)

If you were in their snowshoes



YOU'D LISTEN TO KFQD, TOO!



Because KFQD—thanks to its direct short-wave connections with the U. S. A.—is the station that keeps Alaskans in touch with the rest of the world. Brings its eager listeners, by specially transcribed rebroadcasts, hourly news from the States, along with over 50 "cream-of-the-air" hours a week. Take advantage of this listening loyalty. Get into America's newest, undeveloped market through

790 KC **KFQD** 1000 W

ANCHORAGE, ALASKA

ALASKA BROADCASTING CO.

NAT'L REP.: PAN AMERICAN BROADCASTING COMPANY

New York 17, N. Y.

Farnsworth engineers...

AT YOUR SERVICE



You can call on a wide range of experience in the Farnsworth engineering staff. This outstanding organization includes specialists in television . . . FM and AM reception and transmission . . . Radar . . . phonograph reproduction . . . acoustics . . . record-changers.

War keeps these men busy today. Tomorrow they will be the background for Farnsworth radio, phonograph and television equipment . . . drawing upon a rich experience of more than 19 years in electronics research . . . a guarantee of leadership.

. . . And they will welcome your questions regarding all phases of radio and television transmission and reception. You'll find these Farnsworth engineers leading in more and more fields . . . one important reason why Farnsworth experience and Farnsworth equipment belong in your plans for the future.

WRITE FOR A COPY OF

"The Story of Electronic Television"
—a new brochure for which you'll have many uses.

FARNSWORTH

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA. FARNSWORTH RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS; AIRCRAFT RADIO EQUIPMENT; FARNSWORTH TELEVISION TUBES; THE FARNSWORTH PHONOGRAPH-RADIO; THE CAPEHART; THE CAPEHART-PANAMUSE.

(*Continued from page 182*)
new Bill for consideration. Following a two weeks' study your Legislative Committee submitted to Chairman Wheeler its comments and recommendations. Almost three months later he called an executive session of the Senate Interstate Commerce Committee and presented his proposed amendments to the original White-Wheeler Bill.

The NAB Legislative Committee was supplied with a copy, considered the proposals thoroughly and submitted to each member of the Senate Committee its conclusions and recommendations, stressing again the desire for Committee consideration. When this report was submitted to him formally by an NAB Delegation, Chairman Wheeler cancelled further Senate Interstate Commerce Committee meetings.

Within a short time after conclusion of hearings on the White-Wheeler Bill, the FCC extended the license terms for Standard Broadcast Stations to the full statutory period of three years.

NEWSPAPER DECISION: During the course of the Senate hearings on the White-Wheeler Bill, Interstate Commerce Committee members pressed for specific answers from each member of the FCC who testified, as to when a decision would be handed down. On Jan. 6, 1944, shortly after conclusion of the Senate hearings, the FCC issued its decision, closing the record and dismissing Order 79, dated March 20, 1941.

HOLMES' BILL: Rep. Holmes (R-Mass.), on Jan. 2, 1943, introduced a bill to amend the Communications Act, which was referred to the House Committee on Interstate and Foreign Commerce. A subcommittee composed of Reps. Bulwinkle (D-N. C.), chairman; Chapman (D-Ky.), Martin J. Kennedy (D-N. Y.), D'Alesandro Jr. (D-Md.), Sadowski (D-Mich.), Reece (R-Tenn.), Brown (R-Ohio), Leonard W. Hall (R-N. Y.), was named. In view of the hearings in the Senate, the subcommittee held up hearings on the Holmes Bill until the Senate had acted. Furthermore, the House is conducting an investigation of the FCC through its Select Committee, under the chairmanship of Rep. Lea (D-Cal.). There is no indication that the subcommittee will hold hearings pending definite Senate action or before completion of the investigation by the Select Committee.

HOUSE SELECT COMMITTEE TO INVESTIGATE THE FCC: By October 1943, the Select Committee of the House had become so involved in personalities that little actual progress was being made. Chairman Cox (D-Ga.) resigned and Rep. Lea was named to succeed him. Soon thereafter Eugene L. Garey, general counsel for the Committee, resigned, and the FCC was given an opportunity to present its testimony. This portion of the investigation has been concluded and the Committee, with John J. Sirica as general counsel, is proceeding with its investigation into the licensing powers under the Act, as exercised by the FCC, with a view to determining the necessity for remedial legislation.

NEWSPAPER ADVERTISING BILL: Sen. Bankhead (D-Ala.), secured passage through the Senate of a bill requiring Government-paid War Bond advertising in newspapers. NAB appeared before the Senate Banking and Currency Committee in opposition to the bill, stressing the discriminatory effect it would have on broadcasting stations, particularly those in the smaller markets. Rep. Cannon (D-Mo.), introduced a companion bill in the House, on which hearings were held before the House Ways and Means Committee. By majority vote of the Committee, the bill was shelved but subsequently a new vote was taken and the bill reported favorably. The Rules Committee, however, denied a rule. It now rests in Committee.

Effective and intelligently organized support for the legislation has been spearheaded by the small-town newspapers. By working individually with members of the Senate and House from their home States and Districts, members of the National Editorial Assn. have acquainted their members of Congress with their arguments for the legislation.

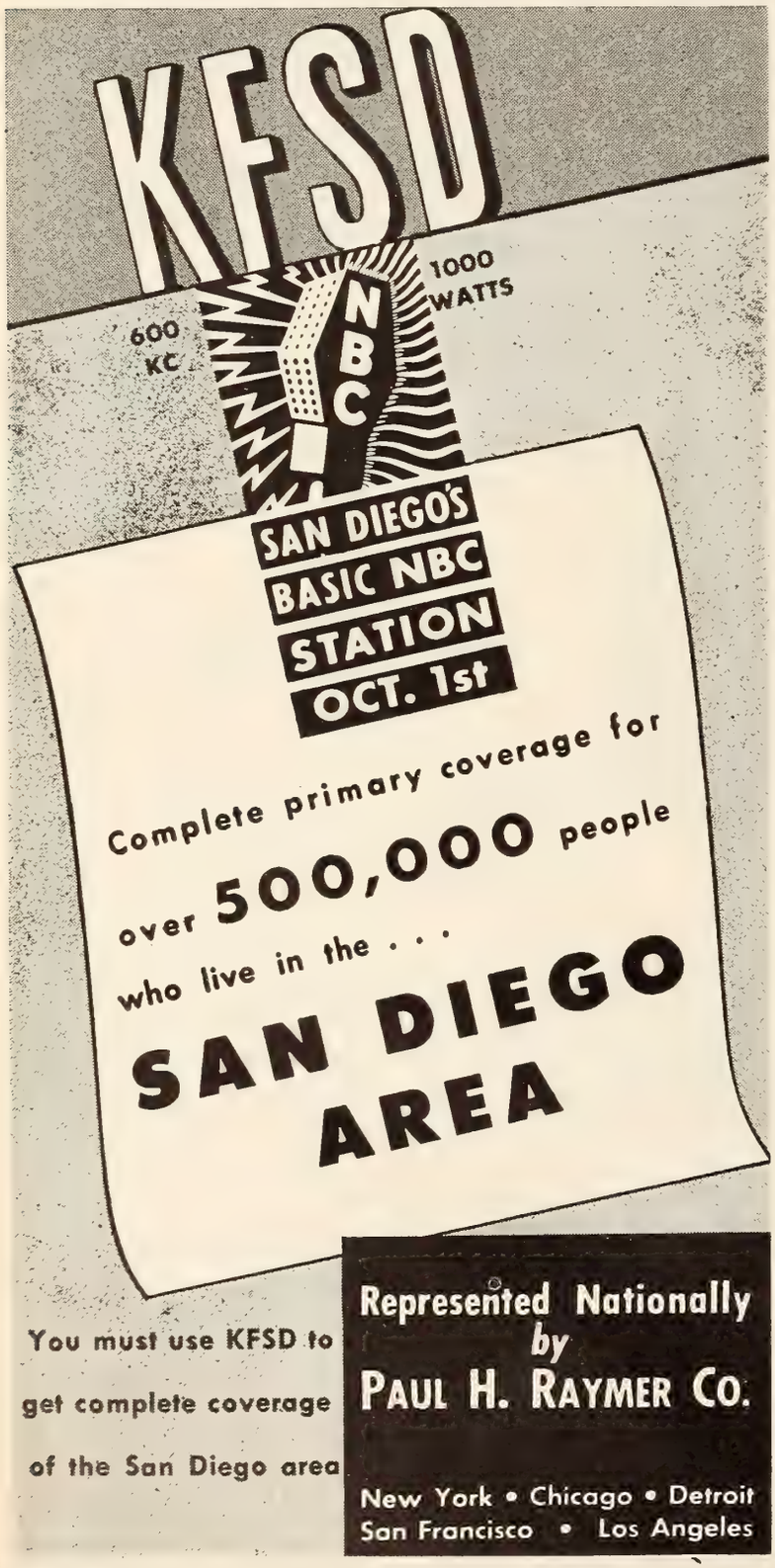
FEDERAL TAXATION: The major tax development affecting radio was the enactment of Sec. 123 of the Revenue Act of 1943, which provides for the nonrecognition of gain upon the sale or exchange of property (including corporate stock) where the transaction is certified by the FCC to be necessary or appropriate to effectuate its policies. Radio is, of course, in common with other corporate taxpayers, affected by many of the general changes made by the Revenue Act of 1943, conspicuous among which are the increase in the excess profits tax rates to 95% and the raising of the specific exemption for excess profits tax purposes from $5,000 to $10,000. This latter change will have an especially beneficial effect upon small stations whose hope for future expansion depends in large part upon being allowed to retain a sizable portion of their current earnings. It is also to be noted that, in the general increase of excise tax rates, nothing was done to affect the exemption of news wires, etc.

Stations which have applied for relief from excess profits tax under Sec. 722 of the Internal Revenue Code will be interested to know that a complete set of instructions has now been issued to the Internal Revenue Agents in the Field and the auditing of such cases ought therefore to proceed with somewhat greater dispatch. On the other hand, it is understood that the Bureau is taking a very strict attitude toward the administration of Sec. 722, particularly on commitments to capacity increases not effected until after 1939 and regarding the use of post-1939 experience in establishing the taxpayer's constructive average base period net income. Taxpayers should, therefore, be prepared to measure up to a high standard of proof both as to eligibility and as to the amount of relief.

STANDARD TIME PROPOSALS PENDING: Bills are before Congress and hearings have been held but not concluded.

ET ANNOUNCEMENT RELIEF SOUGHT: In recognition of the ET announcement burden on stations, as set forth in a resolution of the North Carolina Broadcasters Assn., the Commission, on Feb. 1, 1944, proposed a revision in its rule, which would have afforded little relief and would have required other burdensome and unnecessary announcements. We filed our comments and suggestions with the Commission on March 16, 1944. To the present no further action has been taken by the FCC.

CONTRACT DISCLOSURE PROPOSAL OFFERED: Since Jan. 18, 1944, there has been pending before the Commission its proposed rule, which opens to public inspection many station contracts, agreements and understandings. Pursuant to the direction of the Board of Directors, we filed with the Commission a memorandum brief, reciting the practical business objections to requiring such disclosure and pointing out that there was no public necessity for such disclosure.



PUBLIC RELATIONS

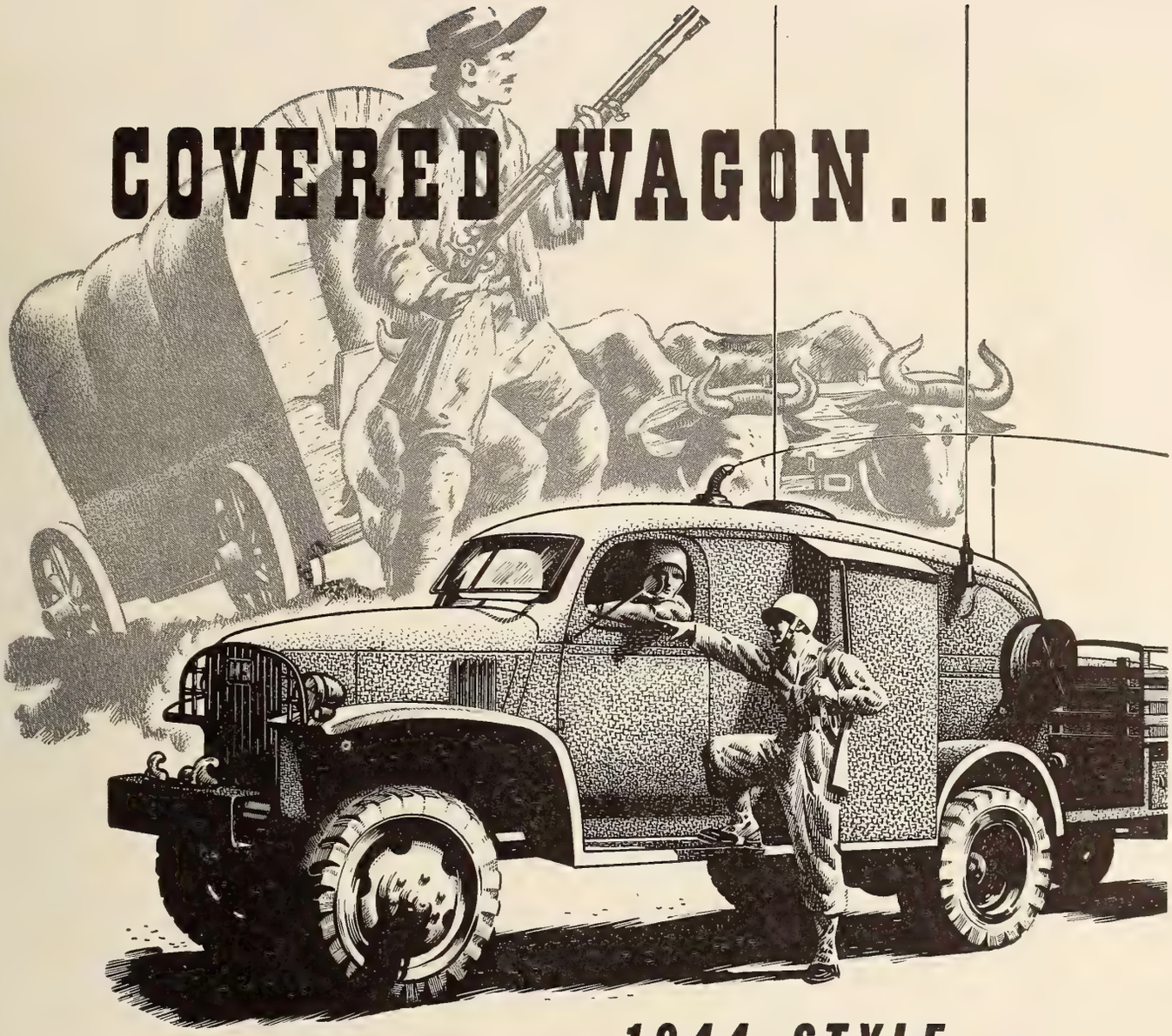
Willard D. Egolf, Director

UNDER the able chairmanship of Edgar Bill, president of WMBD Peoria, the industry's first Public Relations Committee has in the past year and four months developed and placed in operation a complete public relations plan for the NAB. Members of the Public Relations Committee are: Craig Lawrence, KSO; Kern Tips, KPRC; John F. Patt, WGAR; Lawrence W. McDowell, KFOX; Leslie W. Joy, KYW; Edgar H. Twamley, WBEN; Frank M. Russell, NBC; Frank Stanton, CBS.

Acting on the plan's first principle, that the burden of public relations for the broadcasting industry

(*Continued on page 186*)

COVERED WAGON...



...1944 STYLE

BLAZING NEW TRAILS TO FREEDOM... The covered wagon 1944 style is the SCR-299 — the famous piece of mobile radio equipment built by Hallicrafters. It is blazing new trails to freedom in all corners of the world, wherever men fight; and by extending Allied lines of communications, it is playing an important part in saving American lives and in shortening the war.

Just as the pioneers faced new frontiers with courage and strength, the men and women who make Hallicrafters equipment face the post war period solid in the conviction that they are helping to stake out exciting new territories.

You can win yourself a share of these new lands with short wave communications equipment. Hallicrafters were famous before the war as the makers of the ham's "ideal radio." They earned a reputation for the development of "the radio man's radio" and that reputation was solidified in war time. In peace, out of this intensive experience and realistic know-how they will continue to make the finest that can be made. There will be a Hallicrafters set for you in our post war line.



Hallicrafters short wave communications receivers like this will help push back the horizons of tomorrow and make new radio history. This is a 15 tube, 6 band receiver of amazing range and performance.

BUY A WAR BOND TODAY!

hallicrafters RADIO

THE HALLICRAFTERS COMPANY, MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

(*Continued from page 184*)
rests on station management, approximately 400 station managers have declared their willingness to cooperate. Their efforts soon will result in the publication of a book entitled *Management in the Public Interest*, which tells radio's public relations story in pictures—real life photos of station operation in the public interest.

During the past year radio was given well-earned recognition in the change of "press conferences" to "press-radio" or "news conferences". Friendly and understanding Army and Navy public relations officers saw fit to discontinue the requirement that "disclaimer" announcements be inserted in commercial programs originating at camps, posts or stations or on which military personnel appeared.

Radio's public service on D-Day, June 6, stands apart as the greatest public relations achievement in the history of the medium. In no way connected with radio's war coverage but in recognition of radio's war service, the same month brought an award from the Chief Signal Officer to the NAB, a Certificate of Appreciation for services rendered in the recruitment and training of military personnel. In addition to the procurement and training of technical personnel, which was a station project, NAB regularly has provided the War Dept. with information on former station personnel with programming and administrative skill, with the result that many have been transferred for duty in such fields. Recognition of radio's contribution to the war effort has come in many forms.

The NAB Public Relations Dept. has maintained a continuous flow of information to the public on "Radio in the War," by means of news releases, speeches, pamphlets, recordings, etc. What is called the "Working Plan of Public Relations for the NAB" was adopted by the Public Relations Committee in September 1943.

RADIO NEWS COMMITTEE: A Radio News Committee was appointed and met in New York Sept. 15-16, 1943, members being: Karl Koerper, KMBC, chairman; L. Spencer Mitchell, WDAE; Paul White, CBS; William Brooks, NBC; William Dowdell, WLW; Rex Howell, KFXJ; Tom Eaton, WTIC. This committee went to the heart of radio's news problem, proper training of news personnel. A subcommittee was authorized to take up the matter with representatives of America's educational institutions. First response came from the National Assn. of State Universities, which furnished a special committee to meet with the Radio News subcommittee, NASU representatives being Dr. I. Keith Tyler, Director of Radio, Ohio State U.; Mitchell V. Charnley, Professor of Journalism, U. of Minnesota, and Wilbur Schramm, Director, School of Journalism, U. of Iowa.

Preliminary plans laid by these two committees resulted in the entry of the American Assn. of Schools and departments of journalism into the deliberations, under the leadership of AASDJ President, Frederick S. Siebert, Director, School of Journalism, U. of Illinois. In Chicago June 23-24, 1944, the combined committees met and outlined a proposed Council on Radio Journalism, a permanent group to formulate standards and install full-time courses in radio journalism in schools and colleges. Mr. Siebert was joined at this meeting by AASDJ members, Paul H. Wagner, Dept. of Journalism, Indiana U.; Richard W. Beckman, Dept. of Technical Journalism, Iowa State College and Frank E. Schooley, Executive Secretary, National Assn. of Educational Broadcasters and program director of WILL, U. of Illinois. Under the direction of Richard Beckman, a survey of station newsroom manpower needs was undertaken immediately.

PROGRAM MANAGERS' EXECUTIVE COMMITTEE: The Program Managers' Executive Committee was appointed and met first in March of 1943. Two meetings have been held since, the personnel now being: Harold Fair, WHO, chairman; Clarence L. Menser, NBC; Doug Coulter, CBS; Ray Shannon, WHAS; William J. Adams, WHEC; J. Robert DeHaven, WTCN; Irvin G. Abeloff, WRVA; Robert Evans, WSPD.

Main objectives of this Committee are maintenance of high program standards, education of program personnel and close cooperation with station management. On Jan. 11-12, 1944, in New York, special attention was given to labor programming, when more than a score of AFL and CIO representatives met with the Committee and discussed the ways and means of presenting labor to the public through radio.

At the same meeting a series of articles was outlined for *NAB Reports* which could be bound into a program manager's handbook.

NAB CODE COMPLIANCE COMMITTEE: The NAB Code has been under the administration of the following Code Compliance Committee for the past year: William B. Quarton, WMT, chairman; Grant F. Ashbacker, WKBZ; William S. Hedges, NBC; Felix Hinkle, WHBC; Herbert Kendrick, WJLS; Eugene O'Fallon, KFEL; Arden X. Pangborn, KEX; Jan Schimek, CBS; Lee B. Wailes, KYW.

On June 16-17, 1943, labor's position under the Code was given thorough study by the Committee and representatives of the American Civil Liberties Union. A clear and satisfactory conclusion was reached. Since that time, no problem of significance has been presented to the Committee, activity having been limited to occasional interpretations for the benefit of station managers.

Recently the Political Action Committee of the CIO issued and distributed widely a "Radio Handbook". This book contains a strong denunciation of the NAB Code. The challenge was met by a statement from President Harold Ryan which appeared in *NAB Reports*.



LISTENER ACTIVITY

Dorothy Lewis, Coordinator

MEASUREMENT of accomplishment in public relations is always difficult, but if a great increase in prestige, activity, correspondence, public appearance and consultant services spells progress, the Listener Activity Dept. can so report. The work is carried on under several divisions, as follows:

ASSN. OF WOMEN DIRECTORS: This organization with an accredited membership of 650 women on staffs of NAB stations has completed several studies concerning the character of local women's service programs and of the releases received from commercial organizations. Several AWD committees function regularly. A Rural Committee has been set up to cooperate with the Dept. of Agriculture, Government agencies, and the Assn. of Farm Directors. An Advisory Stephens College Committee has been established to aid in the new course to train women directors and broadcasters. The outstanding event of the year was the editorial campaign on the "American Home" which was conducted during the spring months with the cooperation of 25 national women's organizations representing over 20,000,000 persons.

RADIO COUNCILS: Development of Radio Councils continues both through new organizations and strengthening of and expansion of older ones. Thirty Radio Councils in key cities, with a combined potential membership of over 2,000,000, are aiding local stations through program promotion, distribution of material on radio, evaluation, radio education, survey, children's programs, free time requests, etc.

CHILDREN'S PROGRAMS: NAB maintains the largest file of children's programs in the world. This source material is constantly used by broadcasters, lay groups, newspapers and magazines. A session on Children's Programs will be conducted at the Stephens College Radio Conference, November 1944. A brochure, giving a résumé of various types of children's programs adaptable to local station production, is in process. At the request of the Children's Bureau, Dept. of Labor and with the cooperation of NAB station managers, a survey was made of radio's efforts, national and local, in the reduction of juvenile delinquency. A full report will be available to the industry, together with suggested scripts.

NATIONAL ORGANIZATIONS: Close contact is maintained with most national organizations on the local, state and national levels. Our services include cooperation in planning yearly objectives and representation of radio on convention agendas, as consultant on radio problems, in distribution of radio material, in guiding use of radio time and educating in proper listening habits and program evaluation. Several national organizations passed resolutions endorsing the "freedom of the air" industry issue. Mrs. Lewis, representing NAB, was invited to a White House conference called by four major women's groups and Mrs. Roosevelt, on women's postwar role. Radio was the only industry present.

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Check These Facts

You'll find all the factors needed to complete your coverage of the New York market.

- √ Intensive coverage of the world's richest market.
- √ Unusual audience strength, loyalty and quality.
- √ Distinctive programs unavailable consistently elsewhere.
- √ A non-duplicated market.
- √ Lowest rate of any New York station.
- √ A market of higher-incomed adults.
- √ Most favorable cost-per-listener comparisons.
- √ New York's fastest growing station.



RKO BUILDING - RADIO CITY - NEW YORK

Pending Applications for Commercial Television Broadcast Stations

(Corrected to Aug. 15, 1944)

Location	Applicant	Channel No.	Effective Signal Radiated	Approximate Cost
California				
Fresno	J. E. Rodman (KFRE)	2	717	$169,250.00
Hollywood	Warner Bros. Bcstg. Corp.	3	688	342,500.00
Los Angeles	Earle C. Anthony, Inc. (KFI)	6	7,654	.....
Los Angeles	Consolidated Bcstg. Corp. Ltd. (KGER)	7	4,882	97,500.00
Los Angeles	Hughes Productions, Division of Hughes Tool Co.	2	500	207,450.00
Los Angeles	National Bcstg. Co., Inc.	3	14,000	202,500.00
Riverside	The Bcstg. Corp. of America (KPRO)	3	....	104,500.00
San Francisco	The Associated Broadcasters, Inc. (KSFO)	6	....	118,000.00
San Francisco	Don Lee Bcstg. System (KFRC)	1	....	.....
San Francisco	National Bcstg. Co., Inc. (KPO)	4	....	202,500.00
San Mateo County	Hughes Productions, Division of Hughes Tool Company	2	740	217,450.00
Stockton	E. F. Peffer (KGDM)	3	....	96,000.00
Colorado				
Denver	KLZ Bcstg. Co. (KLZ)	3	1,750	194,000.00
Denver	National Bcstg. Co., Inc. (KOA)	2	....	202,500.00
Connecticut				
Darien	The Connecticut Television Co.	8	1,810	207,250.00
Hartford	The Travelers Bcstg. Service Corp. (WTIC)	7	1,210	209,400.00
District of Columbia				
Washington	Bamberger Bcstg. Service, Inc.	4	....	274,900.00
Washington	Capital Bcstg. Co. (WWDC)	6	1,640	139,000.00 to 144,000.00
Washington	Allen B. DuMont Laboratories, Inc.	1	155	.....
Washington	National Bcstg. Co., Inc. (WRC)	2	910 Aural 1,222 Visual	
Washington	Philco Radio and Television Corp.	4	....	423,875.00
Florida				
Jacksonville	Jacksonville Bcstg. Corp. (WPDQ)	1	842	103,000.00
Illinois				
Chicago	National Bcstg. Co., Inc. (WMAQ)	1	2,380	202,500.00
Chicago	WGN, Inc. (WGN)	4	....	450,000.00 to 500,000.00
Indiana				
Indianapolis	WFBM, Inc. (WFBM)	2	....	152,000.00
Louisiana				
New Orleans	Loyola University (WWL)	6	44,450	167,000.00
New Orleans	Maison Blanche Company	1	1,430	151,000.00
Maryland				
Baltimore	Hearst Radio, Inc. (WBAL)	6	1,800	229,500.00
Baltimore	The Tower Realty Co.	4	2,160	135,000.00
Baltimore	Jos. M. Zamoiski Co.	6	....	423,875.00
Massachusetts				
Boston	Allen B. Du Mont Laboratories, Inc.	4	....	168,500.00
Boston	Westinghouse Radio Stations, Inc. (WBZ & WBZA)	5	1,610	241,000.00
Michigan				
Detroit	International Detrola Corp.	2	995	207,200.00
Detroit	The Jam Handy Organization, Inc.	1	1,940	135,000.00
Detroit	King Trendle Bcstg. Corp. (WXYZ)	2	1,546	200,000.00
Detroit	United Detroit Theatres Corp.	4	564	181,200.00
Detroit	WJR, The Goodwill Station (WJR)	6	....	250,000.00
Missouri				
St. Louis	Michael Alfend, Truman L. Brown, Samuel I. Berger and Sidney J. Heiman d/b as ALFCO Co.	4	....	168,500.00
St. Louis	Globe-Democrat Publishing Co.	1	1,705	194,500.00
St. Louis	The Pulitzer Publishing Co.	1	1,570	225,000.00
Nebraska				
Omaha	Radio Station WOW, Inc. (WOW)	1	1,500	174,000.00
New Jersey				
Newark	Bremer Bcstg. Corp. (WAAT)	5	794 Aural 1,588 Visual	164,500.00
New Mexico				
Albuquerque	Albuquerque Bcstg. Co. (KOB)	1	483 Aural 492 Visual	68,500.00
New York				
Buffalo	WEBR, Inc. (WEBR)	1	1,690	175,000.00
New York	Bamberger Bcstg. Service, Inc. (WOR)	6	1,246	.....
New York	Metropolitan Television, Inc.	8	721	.....
New York	News Syndicate Co., Inc.	11	....	450,000.00 to 500,000.00
New York	Philco Radio and Television Corp.	9	....	423,875.00
Rochester	Stromberg-Carlson Co. (WHAM)	1	845	154,575.00
White Plains	Westchester Bcstg. Corp. (WFAS)	13	1,063	189,200.00
Ohio				
Cleveland	National Bcstg. Co., Inc. (WTAM)	1	....	202,500.00
Cleveland	The WGAR Bcstg. Co. (WGAR)	3	....	250,000.00
Oklahoma				
Oklahoma City	WKY Radiophone Co. (WKY)	1	2,160	194,000.00
Pennsylvania				
Philadelphia	Bamberger Bcstg. Service, Inc.	7	....	274,900.00
Philadelphia	The Philadelphia Inquirer, a Division of Triangle Publications, Inc.	4	1,830	210,500.00
Philadelphia	Seaboard Radio Bcstg. Corp. (WIBG)	18	1,081	197,500.00
Philadelphia	WCAU Bcstg. Co. (WCAU)	5	1,128	.....
Philadelphia	WDAS Broadcasting Station, Inc. (WDAS).	9	341	120,000.00
Philadelphia	Westinghouse Radio Stations, Inc. (KYW)	7	1,420	236,000.00
Philadelphia	WFIL Bcstg. Co. (WFIL)	7	1,925	289,500.00
Pittsburgh	Westinghouse Radio Stations, Inc. (KDKA)	1	2,260	.....
Rhode Island				
Providence	E. Anthony & Sons, Inc.	10	1,215	241,500.00
Utah				
Salt Lake City	Frank C. Carman, Davie G. Smith, Jack L. Powers and Grant R. Wrathall d/b as Utah Bcstg. Co. (KUTA)	2	3,550	104,500.00
Virginia				
Richmond	Havens & Martin, Inc. (WMBG)	3	1,520	106,500.00
Washington				
Spokane	Louis Wasmer, Inc. (KHQ)	1	760.2	190,000.00

Presto is taking Orders for Post-War Deliveries

NOW YOU CAN PLAN AHEAD

AS a station manager, you have probably been getting reports from your engineers saying that your transcription recording and playback tables are nearing the end of their useful life.

Like your car and other pre-war mechanical equipment they are showing the effects of four or more years of hard, continuous service during times when replacement parts have been hard to get, some of them inferior substitute materials, and when skilled personnel has not been available for proper operation and maintenance.

YOU CAN BE AMONG THE FIRST to get your station equipment back in shape if you place your order for new turntable equipment now. Presto will assign your order a preference number based on the date and time of the postmark on your order. This number will appear on your acknowledgement.

NO PRIORITY NEED BE FURNISHED as no shipments will be made until the military demand for equipment is completely satisfied and priority restrictions are removed. When that time comes, your Presto preference number will take the place of a government priority in determining the delivery of Presto equipment.

NO DEPOSIT IS REQUIRED. Simply fill out the Presto post-war order form. If you need more information, send for the complete Presto catalog. Be assured that any improvements that may be added in our post-war products will be included in the equipment you receive. There will be no major changes in Presto equipment during the first year or two after the war because until that time our engineering department will be devoted entirely to war work. The fully developed equipment designs that gave you service during the long war period should, we believe, be adequate for the time immediately after the war. You will, however, receive the benefit of our experience in manufacturing recording and reproducing equipment for military service which we have gained during wartime.

WHY ARE WE TALKING ABOUT "POST-WAR" NOW?

It may seem premature until you know these facts:

1 Since early in 1942, Presto, like all other electronic equipment manufacturers, has been 100% in war work. This has meant manufacturing a variety of equipment needed more critically than recording equipment.

2 At the same time, the military demand for sound recording and reproducing equipment has been far beyond any prudent estimate we could have made.

3 Shortages have occurred continually in parts, principally motors, rubber parts and aluminum castings, as well as in labor, which have further impaired our efforts to keep shipments of our standard recording equipment up to date.

4 As a result, our backlog of orders is such that many orders received now, even those bearing AA-1 priorities, may not be shipped for eight to twelve months. By that time, government priorities may not be necessary.

Your order now will help us to plan our production schedule in advance for various types of equipment, resulting in speedier deliveries for you.

Your order, placed today, will not become binding on either of us until we give you firm price and delivery quotations based on post-war material costs and labor conditions. If your plans should change after you have placed your order, simply cancel the order and release your preference number to the next in line. That's all there is to it.

WHEN YOU ORDER BROADCASTING EQUIPMENT FOR NEW STATIONS, AM, FM OR TELEVISION, specify Presto transcription recording and playback tables. Many manufacturers of high grade radio transmitters and studio input equipment do not make turntable equipment. Therefore, ask the transmitter manufacturer to include Presto tables. They will pass your requirements on to us. We will deliver when they do.

WRITE TODAY FOR THE PRESTO POST-WAR ORDER FORM

Complete catalog sent on request

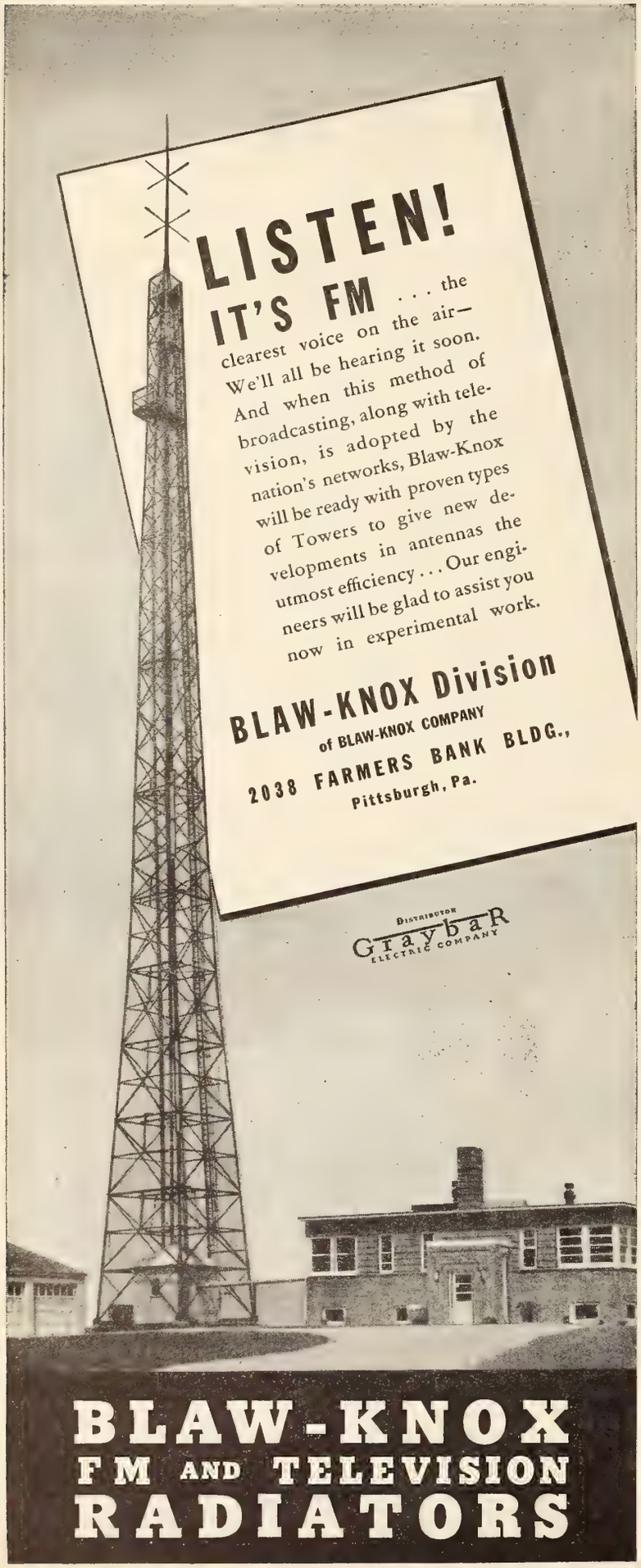


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Walter P. Downs Ltd., in Canada

BACK THE ATTACK—BUY WAR BONDS



PENDING APPLICATIONS FOR FM STATIONS

LOCATION	APPLICANT	Frequency (KC)	Coverage (Sq. Mi.)	Approximate Cost ($)
ALABAMA				
Birmingham	The Birmingham News Co. (WSGN) (95% of stock owned by Victor Hanson, publisher of The Birmingham News and Age-Herald)	44,500	17,700	113,3
Birmingham	Voice of Alabama, Inc. (WAPI)	45,900	17,200	78,7
Mobile	W. O. Pape tr/as Pape Broadcasting Co., (WALA)	46,100	10,000	75,0 to 100,0
Montgomery	Montgomery Broadcasting Co., Inc. (WSFA) (1/3 interest owned by R. F. Hudson, publisher of Montgomery Advertiser)	43,500	17,299	47,4
Montgomery	G. W. Covington, Jr. (WCOV)	45,500	4,761	44,7
CALIFORNIA				
Alameda	Times-Star Publishing Co. (Publisher)	49,100	6,450	27,0
Fresno	J. E. Rodman (KFRE)	44,100	24,752	64,9
Hollywood	Columbia Broadcasting System Inc. (KNX)	43,100	34,000	194,9
Hollywood	Warner Bros. Broadcasting Corp.	44,900	3,118	65,0
Los Angeles	Earle C. Anthony Inc. (KFI)	43,700	34,000	103,0
Los Angeles	Blue Network Co., Inc. (KECA)	43,100	21,024	98,7
Los Angeles	Consolidated Broadcasting Corp. (KGER)	45,700	7,000	53,8
Los Angeles	National Broadcasting Co., Inc.	44,100	-----	190,0
Los Angeles	Standard Broadcasting Co. (KFVD)	45,300	7,000	46,0
Oakland	Tribune Bldg. Co. (KLX) (Interlocking ownership Oakland Tribune)	46,500	1,215	17,7
Riverside	The Broadcasting Corp. of America (KPRO)	43,500	48,000	14,0
San Bernardino	The Sun Company of San Bernardino, Cal. (Publisher of San Bernardino Sun and Telegram, daily newspapers)	44,100	17,101	24,2
San Francisco	Associated Broadcasters, Inc. (KSFO)	43,100	-----	36,0
San Francisco	Hearst Publications Inc. (Publisher)	44,300	-----	----
San Francisco	Don Lee Broadcasting System (KFRC)	43,500	18,050	113,8
San Francisco	National Broadcasting Co. Inc (KPO)	43,900	-----	190,0
Stockton	E. F. Peffer (KGDM)	45,900	19,696	25,0
COLORADO				
Denver	KLZ Broadcasting Co. (KLZ). Officers are Directors or Stockholders in the Oklahoma Publishing Co., publishers of The Daily Oklahoman, Oklahoma City Times and Farmer-Stockman)	43,500	31,400	-----
Denver	National Broadcasting Co. Inc. (KOA)	43,900	-----	190,0
CONNECTICUT				
Hartford	The Hartford Times, Inc. (WTHT) (Publisher Hartford Times, 73.58% stock owned by Gannett Newspapers)	43,700	21,900	192,0
New London	Thames Broadcasting Corp. (WNLC)	44,500	3,500	21,0
DELAWARE				
Wilmington	WDEL Inc. (WDEL) (Ownership affiliated with Lancaster Newspapers Inc.)	44,500	6,400	41,0
DISTRICT OF COLUMBIA				
Washington	Capital Broadcasting Co. (WWDC)	46,700	8,020	50,0
Washington	The Evening Star Broadcasting Co. (WMAL). (Applicant is subsidiary of the Washington Star)	47,100	5,600	27,0
Washington	National Broadcasting Co. Inc. (WRC)	44,300	-----	190,0
Washington	Eleanor Patterson tr/as The Times Herald (Publisher)	46,300	----	75,0 to 100,0
FLORIDA				
Jacksonville	Florida Broadcasting Co. (WMBR)	44,700	11,700	68,5
Miami	Miami Broadcasting Co. (WQAM)	46,500	3,630	50,0
Tampa	Tampa Times Co. (WDAE) (Publisher)	45,300	8,100	-----
Tampa	The Tribune Company (WFLA). (Publisher of Tampa Tribune)	-----	-----	-----
GEORGIA				
Atlanta	The Constitution Publishing Co. (Publisher of the Atlanta Constitution)	45,300	7,380	32,8
ILLINOIS				
Bloomington	Arthur Malcolmn McGregor, Dorothy Charlotte McGregor & Hugh L. Gately d/b as Radio Station WJBC (WJBC)	45,300	6,660	14,8
Chicago	Agricultultural Broadcasting Co. (WLS) (Owned by Prairie Farmer Publishing Co.)	44,700	10,624	130,6
Chicago	Blue Network Co. Inc. (WENR)	48,700	11,000	122,0
Chicago	Chicago Federation of Labor (WCFL)	47,900	10,800	30,4
Chicago	Drovers Journal Publishing Co. (WAAF). (Publishers of Chicago Daily Drovers Journal and owners of Omaha Journal-Stockman)	48,700	10,800	63,5
Chicago	National Broadcasting Co. Inc. (WMAQ)	46,300	10,800	66,0
Chicago	Oak Park Realty and Amusement Co. (Subsidiary of Loew's Inc., producers and distributors of motion pictures)	47,900	10,800	104,0
Chicago	WJJD Inc. (WJJD)	44,700	10,800	80,8
Decatur	Commodore Broadcasting, Inc. (WSOY) (99.6% of stock owned by Decatur Newspapers Inc., publisher of Decatur Herald and Review; same ownership as Champaign-Urbana (Ill.) Evening Courier)	46.500	15,708	47,8
Peoria	Peoria Broadcasting Co. (WMBD)	48,700	11,613	53,8
Quincy	Illinois Broadcasting Corp. (WTAD)	44,100	15,300	53,3
Rock Island	Rock Island Broadcasting Co. (WHBF) (Controlling stockholders, officers and directors own all stock of J. W. Potter Publishing Co., publisher of Rock Island Argus)	44,500	3,000	16,3
Rockford	Rockford Broadcasters Inc. (WROK) (100% of stock owned by Rockford Consolidated Newspapers, Inc., publishers of Rockford Morning Star and Rockford Register Republic)	47,100	3,900	23,5

(Continued on page 192)

CHART SHOWING

APPROXIMATE COVERAGE 1000 WATT FM STATION

ESTIMATED BY

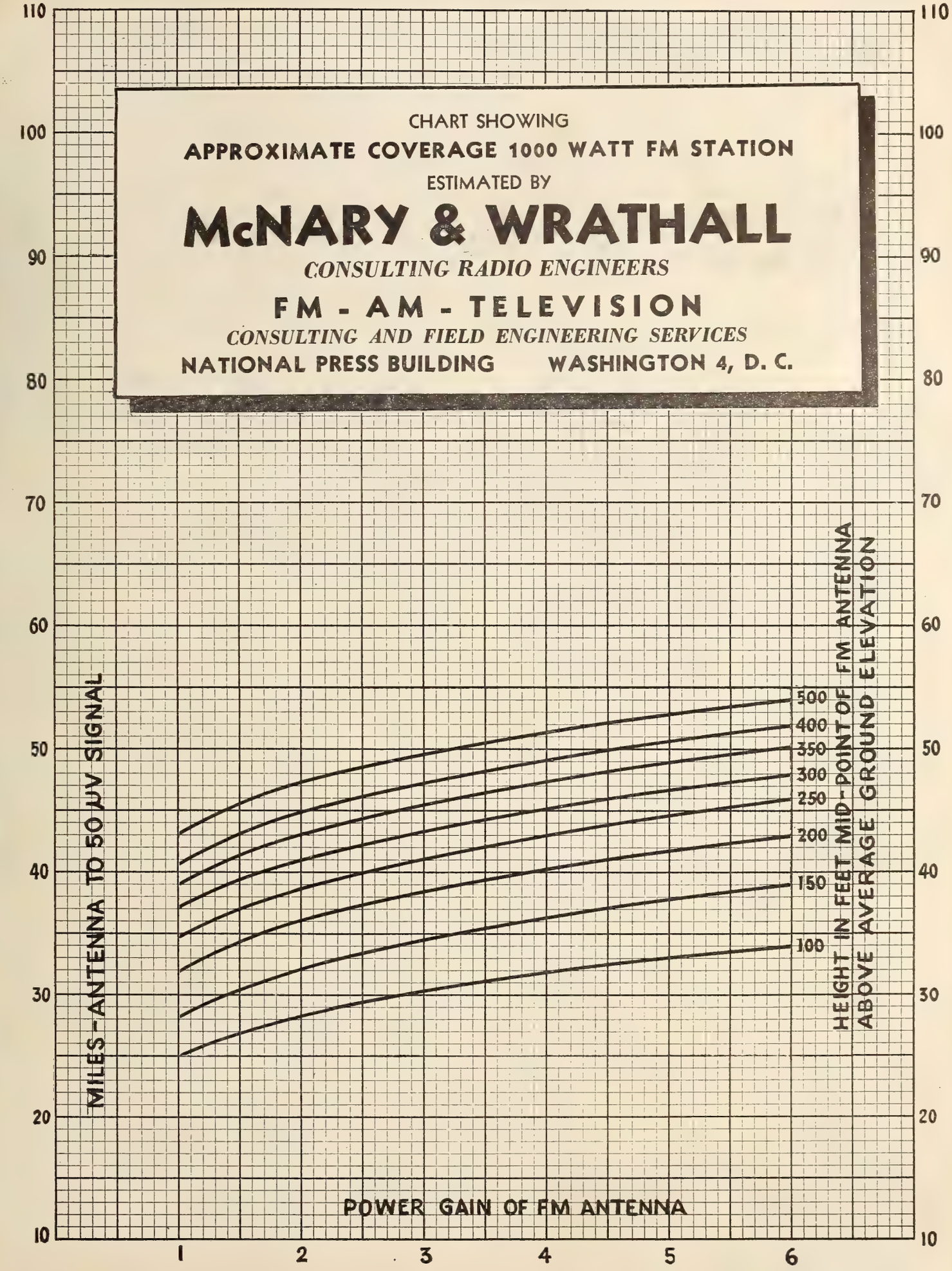
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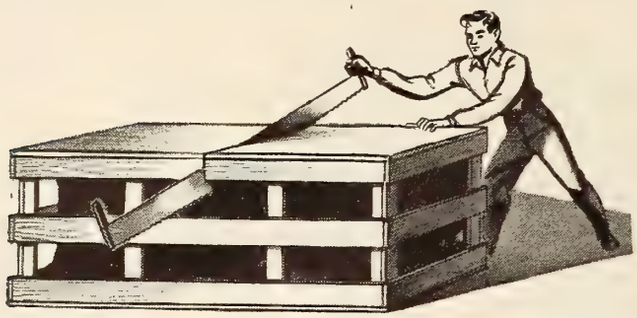
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For faster handling by AIR EXPRESS

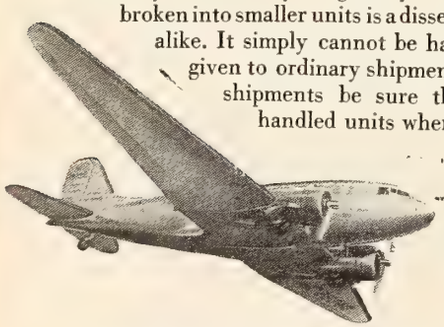


divide bulky shipments



into smaller units

THE handling, loading, and unloading of AIR EXPRESS shipments is a speedy operation. Crews are well-trained and skillful. They know and appreciate the importance of making connections, quick delivery. That is why a big bulky shipment that *could* have been broken into smaller units is a disservice to shipper and receiver alike. It simply cannot be handled with the same speed given to ordinary shipments. So to expedite your own shipments be sure they're made up in easily-handled units whenever possible.



A Money-Saving, High-Speed Wartime Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks—with 3-mile-a-minute service direct to hundreds of U.S. cities and scores of foreign countries.

WRITE TODAY for "North, East, South, West"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-9, Railway Express Agency, 230 Park Ave., New York 17, N. Y., or ask for it at any local office.

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AIR EXPRESS

Gets there FIRST

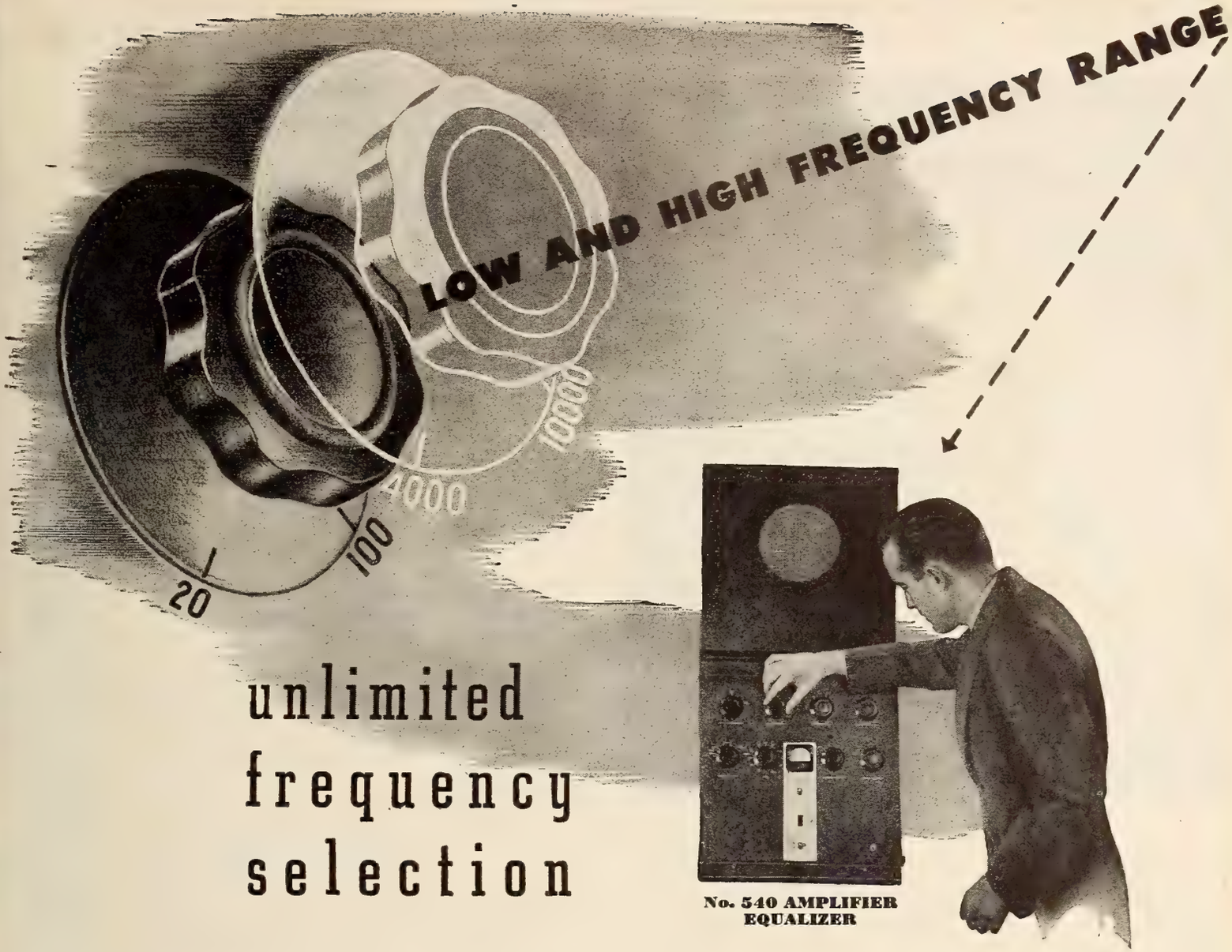
Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

PENDING APPLICATIONS FOR FM STATIONS

(Continued from page 190)

Springfield	Commodore Broadcasting Inc. (Same as above	46,900	8,050	47,800
Springfield	WCBS, Inc. (WCBS) (49% of stock owned by Ira C. Copley publisher of the Springfield Ill. State Journal, 1% by A. W. Shipton Gen. Mgr. of Ill. State Journal	46,100	12,918	39,550
INDIANA				
Hammond	O. E. Richardson, Fred L. Adair, Robert C. Adair d/b as Radio Station WJOB (WJOB)	49,900	2,241	12,860
Indianapolis	Capitol Broadcasting Corp. (WISH)	48,700	14,120	60,000
Indianapolis	Indianapolis Broadcasting Inc. (WIRE) (100% of stock owned by Central Newspapers Inc.)	45,300	13,640	155,000
Indianapolis	WFBM, Inc. (WFBM) (Chief owners are Harry M. Bitner and family; Mr. Bitner is publisher of Pittsburgh Sun-Telegraph, Hearst newspaper)	47,700	15,430	93,000
Muncie	Donald A. Burton (WLBC)	46,500	9,600	41,577
Shelbyville	Shelbyville Radio, Inc. (Officers and stockholders are interested in Democrat Publishing Co.)	46,100	3,730	24,870
Terre Haute	Banks of the Wabash, Inc. (WBOW)	48,700	7,440	25,200
IOWA				
Cedar Rapids	The Gazette Co. (Owner and Publisher of The Gazette, daily)	44,700	7,400	40,900
Davenport	Tri-City Broadcasting Co. (WOC)	46,300	10,600	50,000
Des Moines	Central Broadcasting Co. (WHO)	46,100	18,200	125,000 to 150,000
Dubuque	Telegraph Herald (KDTH) (Publisher of Telegraph Herald)	46,500	8,060	44,010
Waterloo	Josh Higgins Broadcasting Co. (KXEL)	44,300	26,943	94,500
KENTUCKY				
Ashland	Ashland Broadcasting Co. (WCMI)	46,100	4,160	11,300
Lexington	American Broadcasting Corp. of Ky. (WLAP)	45,100	6,300	11,600
Louisville	Courier-Journal and Louisville Times Co. (WHAS) (Publisher of Courier-Journal & Times)	45,700	13,200	11,590
Louisville	Northside Broadcasting Corp. (WGRC)	46,300	8,665	41,000
Owensboro	Owensboro Broadcasting Co., Inc. (WOMI) (stock owned by three stockholders of Owensboro Publishing Co.)	47,900	7,250	40,000
LOUISIANA				
New Orleans	Loyola University (WWL)	44,900	8,478	44,000
New Orleans	The Times Picayune Publishing Co. (Publisher)	44,300	----	- ---
MAINE				
Augusta	Gannett Publishing Co., Inc. (Publisher)	49,100	3,968	31,333
Portland	Portland Broadcasting System Inc. (WGAN) (495 out of 500 shares owned by Gannett Publishing Co. Inc. (Guy P. Gannett), publisher of Portland Press Herald and Portland Express; Augusta Kennebec Journal and Waterville Sentinel)	47,100	3,980	25,000
MARYLAND				
Baltimore	The A. S. Abell Company (Publisher of the Baltimore Sun)	46,300	6,040	63,300
Baltimore	Baltimore Broadcasting Corp. (WCBM)	48,300	3,600	18,360
Baltimore	The Baltimore Radio Show Inc. (WFBR)	45,900	5,500	32,550
Baltimore	Hearst Radio, Inc. (WBAL) (publisher)	43,700	8,857.6	65,000
Baltimore	Maryland Broadcasting Co. (WITH)	48,900	2,904	14,310
Baltimore	The Monumental Radio Co. (WCAO)	47,900	4,520	16,560
Olney	Edwin H. Armstrong, C. M. Jansky Jr. and Stuart L. Bailey d/b as FM Development Foundation	43,900	18,844	133,500
Salisbury	The Peninsula Broadcasting Co. (WBOC)	48,900	6,000	25,000 to 40,000
MASSACHUSETTS				
Boston	E. Anthony & Sons, Inc. (WNBH) (Publisher of New Bedford Mercury, New Bedford Standard-Times and Cape Cod Standard Times)	43,300	19,650	141,000
Boston	Columbia Broadcasting System Inc. (WEEI)	43,500	20,200	198,000
Boston	Matheson Radio Co. Inc. (WHDH)	47,700	3,600	45,000
Boston	Worcester Telegram Publishing Co., Inc. (WTAG and WTAG-FM) (Publisher Worcester Telegram and The Evening Gazette)	45,300	7,000	-----
Fall River	Doughty & Welch Electric Co., Inc. (WSAR)	47,300	2,120	33,000
Holyoke	The Hampden-Hampshire Corp. (WHYN) (All stock of station owned by owners of Holyoke Transcript-Telegram and Daily Hampshire Gazette, Northampton, Mass.)	44,100	14,340	80,000
Lawrence	Hildreth & Rogers Co. (WLAW)	44,900	2,970	19,060
New Bedford	E. Anthony & Sons Inc. (WNBH) (Publisher of New Bedford Mercury, New Bedford Standard-Times and Hyannis (Mass.) Cape Cod Standard Times)	45,700	1,787	17,350
Pittsfield	Monroe B. England (WBRK)	45,700	950	23,400
Worcester	Worcester Telegram Publishing Co., Inc. (WTAG) (WTAG-FM) (WTAG-FM to be surrendered) (Publisher Worcester Telegram and The Evening Gazette)	43,500	20,437	167,500

(Continued on page 194)



unlimited frequency selection

No. 540 AMPLIFIER EQUALIZER

— over two critical ranges: 20 to 100 cycles; 4,000 to 10,000 cycles with an available boost of 0 to 20 db.

Unlimited frequency selection — an unusual operational advantage offered by the equalizer unit of the Fairchild Amplifier-Equalizer — compensates for brilliance-loss at the slower 33.3 speed and for response-deficiencies of cutterhead, disc material, pickup, or speaker by electronically boosting the higher frequencies from 4,000 on up to 10,000 cycles — with a negligible effect on volume and without loss in the bass.

With a Fairchild Amplifier-Equalizer and two No. 539 Fairchild Recorders, it is possible to record or play back continuously; to make duplicate records; or to "dub" from one table to the other. Wherever extreme flexibility, low noise level, low distortion content and fine frequency response are professional requirements, the one answer is the Fairchild Amplifier-Equalizer.

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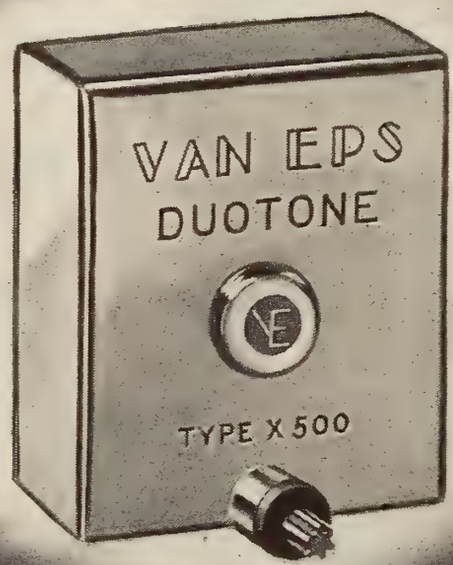
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PENDING APPLICATIONS FOR FM STATIONS

(Continued from page 192)

MICHIGAN				
Battle Creek	Federated Publications Inc (WELL) (Publishers of Battle Creek Enquirer & News, Grand Rapids Herald and Lansing State Journal)	48,100	4,100	13,00
Benton Harbor	The Palladium Publishing Co. (Publishes The News Palladium, a daily paper at Benton Harbor and owns substantially all of The Herald Press at St. Joseph, Mich.)	46,100	1,825	31,45
Dearborn	Herman Radner (WIBM)	49,500	-----	-----
Detroit	James F. Hopkins Inc. (WJBK)	46,500	6,790	14,00
Detroit	King-Trendle Broadcasting Corp. (WXYZ)	47,300	6,750	33,46
Detroit	WJR, The Goodwill Station (WJR)	45,300	6,800	100,20
Grand Rapids	John E. Fetzer and Rhea Y. Fetzer d/b as Fetzer Broadcasting Co. (WKZO & WJEF)	43,900	18,250	93,000
Grand Rapids	King-Trendle Broadcasting Corp. (WOOD)	46,900	5,300	41,545
Grand Rapids	Leonard A. Versluis (WLAV)	46,100	6,460	28,000
Jackson	WIBM Inc. (WIBM)	49,500	-----	-----
Lansing	WJIM Inc. (WJIM)	47,700	3,800	11,850
Muskegon	Ashbacker Radio Corp. (WKBZ)	45,700	2,290	12,000
Port Huron	The Times Herald Co. (Publisher of Times Herald)	47,700	5,600	44,300
Saginaw	Saginaw Broadcasting Co. (WSAM)	45,500	2,100	-----
MINNESOTA				
St. Paul	WMIN Broadcasting Co. (WMIN)	45,700	13,273	51,360
MISSOURI				
Kansas City	WHB Broadcasting Co. (WHB)	46,900	9,200	50,000
St. Joseph	KFEQ, Inc. (KFEQ) (42.8% of stock owned by the News Corp., publisher of the St. Joseph News-Press and St. Joseph Gazette)	46,900	-----	-----
St. Louis	Columbia Broadcasting System Inc. (KMOX)	45,900	13,400	83,000
St. Louis	Globe-Democrat Publishing Co. (Publisher of Globe-Democrat)	46,300	13,083	148,000
St. Louis	Missouri Broadcasting Corp. (WIL)	45,100	13,200	25,000 to 30,000
St. Louis	Pulitzer Publishing Co. (KSD) (Publisher of St. Louis Post-Dispatch)	45,500	13,391	34,610
St. Louis	St. Louis University (WEW)	45,100	13,000	38,200
St. Louis	Star-Times Publishing Co. (KXOK) (Publisher of St. Louis Star-Times)	44,700	12,480	35,100
NEBRASKA				
Omaha	World Publishing Co. (KOWH) (Publisher of Omaha World-Herald)	45,500	11,660	39,000
NEVADA				
Las Vegas	Nevada Broadcasting Co. (KENO)	49,500	560	8,500
NEW HAMPSHIRE				
Manchester	The Radio Voice of New Hampshire Inc. (WMUR) (5% of stock owned by Edward J. Gallagher who is 50% owner of common stock and managing editor of Citizen Publishing Co. which publishes the Citizen)	43,500	31,630	51,500
NEW JERSEY				
Ewing Twp.	Mercer Broadcasting Co. (100% of stock owned by Trenton Times Corp., publisher of Trenton Evening Times, Morning State Gazette and Trenton Sunday Times-Advertiser)	49,900	3,200	20,450
Newark	New Jersey Broadcasting Corp. (WHOM)	49,100	6,200	36,500
Paterson	North Jersey Broadcasting Co. Inc. (WPAT)	49,900	4,928	45,000
NEW YORK				
Albany	WOKO, Inc. (WÓKO) (25% of stock owned by the Press Co. Inc., publisher of Albany Knickerbocker News)	45,100	7,164	19,200
Brooklyn	Frequency Broadcasting Corp. (100% of stock held by Yarrum Inc. who owns 25% of stock of Metropolitan Engineering Co. which is engaged in manufacture of steel stampings, electric welded products and fin tubes for steam boilers)	43,700	14,400	30,500
Buffalo	WBEN, Inc. (WBEN)	43,300	21,830	193,530
Buffalo	WERB Inc. (WEBR) (75% of stock owned by Buffalo Courier-Express)	46,500	3,420	100,000 to 125,000
Ithaca	Cornell University (WHCU)	43,300	15,000	35,000
Jamestown	James Broadcasting Co., Inc. (WJTN)	46,100	10,352	39,560
New York	The American Network Inc. (50% of stock owned by five separate newspaper publishing corporations—The Journal Co., WCAE Inc., Indianapolis Broadcasting Inc., Star-Times Publishing Co. and The Constitution Publishing Co.)	47,900	8,840	-----
New York	Blue Network Co. Inc. (WJZ)	47,900	8,950	41,750
New York	Debs Memorial Radio Fund Inc. (WEVD) (Among co-operative backers are directors of the Jewish Daily Forward; the newspaper company itself has no interest or control)	48,700	8,600	45,100
New York	Greater New York Broadcasting Corp. (WNEW)	48,700	8,500	37,500
New York	Hearst Radio Inc. (WINS) (See Hearst Newspapers)	48,700	8,570	65,000
New York	News Syndicate Co., Inc. (Publisher of New York Daily and Sunday News)	47,900	8,500	86,600
New York	WBNX Broadcasting Co. (WBNX)	48,300	8,730	30,700
New York	WMCA Inc.	48,300	8,550	-----
Ogdensburg	St. Lawrence Broadcasting Corp. (WSLB)	-----	-----	16,250
Poughkeepsie	Poughkeepsie Newspapers, Inc (Publisher)	44,300	10,198.5	46,000
Syracuse	Central New York Broadcasting Corp. (WSYR)	46,300	6,800	22,000
Syracuse	Onondaga Radio Broadcasting Corp. (WFBL)	45,900	6,745	28,624

(Continued on page 196)

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PENDING APPLICATIONS FOR FM STATIONS

(Continued from page 194)

Utica, Watertown	WIBX Inc.	45,700	10,290	41,300
	The Brockway Co. (WWNY) (Owned & operated by Watertown Times)	47,300	4,145	35,000
White Plains	Westchester Broadcasting Corp. (WFAS) (Controlled by Valentine E. and J. Noel Macy, publishers of Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times, all in New York)	49,900	435	20,260
NORTH CAROLINA				
Durham	Durham Radio Corp. (WDNC) (100% owned by Durham Herald Co., publisher of Durham Morning Herald and Sun)	-----	-----	-----
Greensboro	North Carolina Broadcasting Co., Inc. (WBIG)	43,900	13,200	75,000
Raleigh	WPTF Radio Co. (WPTF)	43,300	23,348	118,610
Winston-Salem	Piedmont Publishing Co. (WSJS) (Publisher of Winston-Salem Journal and Twin City Sentinel)	46,700	4,600	9,850
OHIO				
Akron	Summit Radio Corp.	46,500	-----	-----
Ashland	Robert M. Beer and Edgar Koehl, d/b as Beer and Koehl. (Beer & Koehl each own 48.75% of stock of Ashland printing Co., publisher of Ashland Times Gazette. Koehl is also 50% owner of Inquirer Printing Co., publisher of Galion Inquirer, Galion, Ohio	48,900	8,494	25,000 to 30,000
Ashtabula	WICA Inc. (WICA) (94% of stock owned by C. A. Rowley, publisher of of the Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald, all Ohio dailies)	48,900	4,116	31,050
Canton	Ohio Broadcasting Co. (WHBC) (Subsidiary of Brush-Moore Newspapers, Inc.)	46,100	8,499	30,500
Cincinnati	Cincinnati Broadcasting Co. (100% owned by The John Shillito Co. which is controlled by F. & R. Lazarus & Co.—Department Store)	43,700	19,100	104,414
Cincinnati	The Cincinnati Times Star Co. (WKRC) (Publisher)	46,700	13,700	76,500
Cincinnati	The Crosley Corp. (WLW)	45,500	13,700	225,000 to 250,000
Cincinnati	L. B. Wilson, Inc. (WCKY)	45,900	13,700	150,000
Cleveland	National Broadcasting Co. Inc. (WTAM)	43,700	-----	190,000
Cleveland	United Broadcasting Co. (WCLE) (WHK) (756 6/24 out of 1,000 shares owned by Forest City Publishing Co., publishers of Cleveland Plain Dealer and chief owner of Cleveland News)	48,500	8,420	130,000
Cleveland	WGAR Broadcasting Co. (WGAR)	45,500	8,500	150,000 to 175,000
Columbus	Central Ohio Broadcasting Co. (100% owned by F. and R. Lazarus and Co., Columbus, Ohio, operating a retail department store)	43,100	21,010	102,880
Columbus	The Crosley Corp.	46,500	12,400	200,000 to 225,000
Columbus	United Broadcasting Co. (WHKC) (756-6/24 out of 1,000 shares owned by Forest City Publishing Co., publishers of Cleveland Plain Dealer and chief owner of Cleveland News)	48,100	12,400	97,060
Dayton	Crosley Corp.	46,100	8,000	150,000 to 160,000
Steubenville	The Valley Broadcasting Co. (WSTV)	-----	-----	-----
Toledo	The Toledo Blade Co. (Publisher of The Toledo Blade)	44,500	8,400	-----
Wooster	The Wooster Republican Printing Co. (Publisher of Wooster Daily Record)	49,300	7,780	35,325
Youngstown	The WFMJ Broadcasting Co. (WFMJ) (Controlled by William F. Maag, Jr., publisher of Youngstown Vindicator)	44,100	15,610	72,695
OKLAHOMA				
Oklahoma City	Plaza Court Broadcasting Co. (KOCY)	-----	15,394	-----
Oklahoma City	WKY Radiophone Co. (WKY) (Same stock owners as Oklahoma Publishing Co., publisher of Oklahoma City Oklahoman, Oklahoma City Times and The Farmer Stockman)	44,500	21,000	-----
Tulsa	Fred Jones and Mary Eddy Jones d/b as Fred Jones Broadcasting Co. (Automobile dealer)	45,300	22,000	113,800
Tulsa	World Publishing Company and Tulsa Tribune Company (Publishers)	45,700	23,850 plus land & building	112,860
OREGON				
Portland	Stanley M. Goard, Geo. W. Phillips, Robert T. Zabelle, James L. Murray co-partners d/b as Broadcasters Oreg., Ltd. (Goard—Radio Technician. Phillips—Insurance Agent & Loan Broker. Zabelle—Sales, rentals & operation of Public address equipment. Murray—Sales representative & Office Equipment Specialist)	48,500	5,826	25,000
Portland	Oregonian Publishing Co. (KGW) Publisher Portland Oregonian)	46,100	13,382	64,230
PENNSYLVANIA				
Bethlehem	Associated Broadcasters Inc (WEST) (Ownership affiliated with Lancaster Newspapers, Inc.)	48,500	2,800	43,900
Harrisburg	Keystone Broadcasting Corp. (WKBO) (Ownership affiliated with Lancaster Newspapers Inc.)	44,700	4,000	60,000
Lancaster	WGAL Inc. (WGAL) (Ownership affiliated with Lancaster Newspapers Inc.)	45,500	1,200	40,900

(Continued on page 198)



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PENDING APPLICATIONS FOR FM STATIONS

(*Continued from page 196*)

Philadelphia	Gibraltar Service Corp. (100% of stock owned by Bulletin Company publisher of The Evening Bulletin)	46,100	9,318	50,250 to 55,250
Philadelphia	The Philadelphia Inquirer, a Division of Triangle Publications, Inc. (Publisher)	48,100	15,500	150,500
Philadelphia	WDAS Broadcasting Station Inc. (WDAS)	47,700	9,300	42,950
Pittsburgh	J. J. Laux, R. Teitlebaum, Meyer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N Berkman, C. C. Swaringen, J. Troesch & J. L. Merdian, partners, d/b as Liberty Broadcasting Co. (Some of partners have interest in WKNY, WSTV and WJPA)	-----	-----	-----
Pittsburgh	Pittsburgh Radio Supply House (WJAS)	46,500	8,400	21,850
Pittsburgh	WCAE, Inc. (WCAE) (Same Ownership as Pittsburgh Sun-Telegraph)	45,500	8,650	33,580
Reading	Hawley Broadcasting Co. (Stockholders are owners of Reading Eagle Co., publisher of Reading Times and Eagle)	46,500	4,275	26,100
Scranton	Scranton Broadcasters, Inc. (WGBI)	48,100	19,557	49,600
Sharon	Sharon Herald Broadcasting Co. (WPIC) (One stockholder holds stock in Sharon Herald Publishing Co.)	45,900	11,080	56,110
Uniontown	Fayette Broadcasting Corp. (WMBS)	48,100	10,240	22,060
Wilkes-Barre	Louis G. Baltimore (WBRE)	-----	-----	-----
Williamsport	WRAK, Inc. (WRAK) (66.6% owned by Sun Gazette Co. publisher of Williamsport Gazette & Bulletin and Williamsport Sun)	47,700	11,675	35,060
York	Susquehanna Broadcasting Co. (WSBA)	44,500	3,060	29,860
York	York Broadcasting Co. (WORK) (Ownership affiliated with Lancaster Newspapers Inc.)	45,100	1,550	40,900
RHODE ISLAND				
Pawtucket	Pawtucket Broadcasting Co. (WFCI)	45,100	3,760	37,360
Providence	Maj. A. A. Schechter	45,100	3,950	-----
Providence	Cherry & Webb Broadcasting Co. (WPRO) (Department store affiliated)	47,500	6,207	90,000
Providence	The Outlet Co. (WJAR) (Department store)	48,500	6,412	41,000
SOUTH CAROLINA				
Charleston	Atlantic Coast Broadcasting Co. (WTMA) (Affiliated with Charleston News & Courier and Charleston Post)	47,700	6,400	45,700
Greenville	Greenville News-Piedmont Co. (WFBC) (Publisher)	44,100	23,687	122,100
Spartanburg	Spartanburg Advertising Co. (WSPA)	43,500	26,600	150,000 to 175,000
TENNESSEE				
Knoxville	American Broadcasting Corp. (WBIR)	45,100	3,230	14,860
Nashville	Nashville Radio Corp. (Owned by The Nashville Banner Publishing Co. and Tennessean Newspapers Inc.)	46,500	16,000	200,000
TEXAS				
Abilene	The Reporter Broadcasting Co. (KRBC) (50% of stock owned by M. Bernard Hanks, director and stockholder in Reporter Publishing Co., Big Spring Herald, Inc., North Texas Publishing Co., Denison Herald and Marshall Publishing Co., all of Teras)	45,700	6,936	25,000
Amarillo	Amarillo Broadcasting Corp (KFDA)	45,100	5,600	11,025
Beaumont	KRIC Inc. (KRIC) (Owned by Beaumont Enterprise and Journal)	43,100	6,650	23,500
Dallas	A. H. Belo Corp. (WFAA) (Publisher of The Dallas Morning News)	43,700	22,700	98,300
Dallas	KRLD Radio Corp. (KRLD) (subsidiary of Times-Herald Printing Co., publisher of Dallas Times Herald)	45,700	20,000	150,000 to 175,000
Harlingen	Harbenito Broadcasting Co., Inc. (KGBS)	-----	2,400	-----
Houston	Houston Printing Corp. (KPRC) (Publisher of Houston Post; 97% of stock owned by Houston Post Co.)	46,500	10,500	29,985
Houston	KTRH Broalcasting Co. (KTRH) (Subsidiary of Houston Chronicle Publishing Co., publisher of Houston Chronicle)	47,700	14,300	91,860
San Antonio	Southland Industries Inc. (WOAI)	44,500	16,500	250,000
Wichita Falls	Rhea Howard (Owns stock and is officer of Times Publishing Co. which publishes the Wichita Daily Times and Wichita Record News)	46,500	12,800	-----
UTAH				
Salt Lake City	Intermountain Broadcasting Corp. (KDYL)	46,700	800	19,360
VIRGINIA				
Norfolk	WTAR Radio Corp. (WTAR) (Subsidiary of Norfolk News-Papers, Inc., publisher of Norfolk Ledger-Dispatch and Norfolk Virginia-Pilot)	46,500	5,702	39,805
Richmond	Havens & Martin Inc. (WMBG)	46,100	12,130	40,425
Richmond	Richmond Radio Corp (WRNL) (Owned by Richmond Newspapers, Inc., publishers of Richmond News Leader and Richmond Times Dispatch)	46,300	11,269	46,000
WASHINGTON				
Spokane	Louis Wasmer Inc. (KHQ)	45,700	12,609	40,860
WEST VIRGINIA				
Charleston	Charleston Broadcasting Co. (WCHS)	43,500	11,525	75,000
Morgantown	W. Virginia Radio Corp. (WAJR) (Stockholders own stock in W. Va. Newspapers Publishing Co.)	43,500 49,900	33,244 1,620	218,200 344 (Satellite) 1,620 (Satellite)
WISCONSIN				
Green Bay	Green Bay Newspaper Co. (Publisher of Green Bay Press-Gazette)	-----	-----	-----
Oshkosh	Oshkosh Broadcasting Co. (WOSH)	44,500	3,810	17,550
Racine	Racine Broadcasting Corp. (WRJN) (Principal stockholders are officers of the Journal Times Co.)	49,100	2,540	29,560
Wausau	Record-Herald Company (Publisher Wausau Daily Record-Herald)	46,500	-----	-----



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BUY WAR BONDS

RADIO'S WARTIME SERVICE

Chief Engineers, Managers of 78% of Stations Leave for Duty, Says DeMare Article

CHIEF ENGINEERS and general managers of 78% of the stations in the U. S. are in the armed services or doing other Government work in connection with the war, according to an article, "Broadcasting Fights Its First War," in the September issue of the Western Electric *Oscillator* which replaces *Pick-Ups*.

Written by George DeMare, the article covers in detail radio's contribution to the war, pointing out that a typical station has lost 30% of its technical force, either to the armed services or to Government agencies engaged directly with the war program. A study by BROADCASTING YEARBOOK disclosed that more than 23% of radio's entire personnel was in the military forces alone [BROADCASTING, Jan. 31].

Radio Takes Lead

"'For exceptionally meritorious and distinguished service in a position of great responsibility . . .' is the way the citation for one of America's highest decorations conferred on Capt. Charles Hunter, formerly of KPRO, reads," chronicles Mr. DeMare. "In many instances this might be the citation for the record of all broadcasting itself in this—its first war."

Mr. DeMare points out that radio has taken the lead as a communications arm of the military forces, it holds the center of the stage as a propaganda medium and at home the people "depend greatly upon broadcasting for the news of their fighting men and the dissemination of vital home-front information".

The author lists many top-ranking executives and employes now in key posts in the Army, Navy, Marines, Army Air Forces, OWI and other Government agencies. He tells of the manpower drain on radio—how scores of managers saw their engineers go to the armed services, how they pitched in and operated transmitters and studio control boards several hours daily in addition to their executive duties.

Mr. DeMare writes of the intensive training program radio has begun—training women and the inexperienced available men for important technical jobs. The ingenuity of stations in keeping on the air despite acute manpower shortages is brought out by the author, who discovered that WRAK Williamsport, Pa., is using policemen as parttime operators, that other stations near Army and Navy posts are gratefully accepting the parttime services of technicians in the armed forces. He tells how other stations are using war plant employes on a partial basis.

Only One Staff Intact

In cases where help cannot be found, Mr. DeMare concludes the only solution lies in four categories: Longer hours and harder work, doubling up, joining the major networks (in the case of smaller stations) and mechanical reorganization to enable one man to do two, three or four men's jobs.

Only one station, WSFA Montgomery, Ala., was found to have kept its key staff intact, according to the DeMare article, which brings out that fortunately many returning war veterans, discharged for physical reasons, are finding their way back to broadcasting.

Despite the handicaps, however, radio has done an outstanding job of public service, Mr. DeMare concludes. He lists several instances—other than the war—in which radio played important parts in the saving of lives and property. He also cites the profession's cooperation with the Treasury, OWI and other Government agencies in promoting campaigns.

Reprints of Mr. DeMare's article, which deals with all phases of radio's public service in wartime, will be furnished on request to Will Whitmore, editor of the Western Electric *Oscillator*, 195 Broadway, New York.

RADIO BARRAGE

Used by Japs to Scare Marines at Hebrides

INTENSIVE radio propaganda was used by the Japanese in an effort to scare the American Marines as they invaded the New Hebrides Islands, according to Maj. Robert D. Heinl, Jr., USMC, son of the Washington radio news writer. Writing in the August issue of *National Geographic*, Maj. Heinl, who was at Pearl Harbor when the Japs bombed the base and later was ordered to the New Hebrides near the Solomons which was one of the first advance bases taken by the U. S., relates:

"The Marines' welcome to the New Hebrides came neither from colonial civilians nor cannibals, but from Japan—via radio. Incessant enemy propaganda broadcasts signalized our arrival by announcing that invincible Nippon would give the Americans 72 hours in which to clear out of the New Hebrides.

"Later we were informed that our installations had been 'heavily bombed', an occurrence which had not yet come to our attention. Nevertheless, as our shore parties disembarked from their landing boats, many a Marine expected to be under enemy attack in a matter of hours."

HALLICRAFTERS Co., Chicago, management and employes, presented $5,000 to the Army's new Vaughan General Hospital at Hines, Ill. The gift represented wages earned by employes who worked an extra two hours on European D-Day. Company also has established servicemen's department, which urges present employes to write former fellow workers in armed services.



ALLIED

The Name to Remember for
Quality in Recording Discs

ORDERS SHIPPED PROMPTLY

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Opening New Vistas in Broadcasting

Television a Challenge To Creative Skills Of Specialists

By FREDERIC R. GAMBLE

President, American Assn. of Advertising Agencies

FM AND TELEVISION seem to be running neck and neck in the race of postwar development in radio. Of course, television is more glamorous and will require a far greater development of creative skills, but it also seems somewhat farther from commercial application.

Receivers First

FM offers more than simply an improved method of broadcasting, if the reports about it are true.

Equal and increased night and day coverage by low-power stations will greatly increase the possibilities and effectiveness of spot broadcasting. The chief changes to expect, it seems to me, are in the buying department where agencies will be quick to take advantage of this new way of reaching audiences through radio.

Television, on the other hand, opens up much wider vistas; the combination of sight and sound in broadcasting will revolutionize studio techniques, of course. There will have to be scenery in many cases, memorizing of parts, costuming and make-up, and other changes the experimenters are now discovering. I have no doubt the technical problems of broadcasting television will be solved in due course, but what about the audience? Can television hold audiences for comparable lengths of time requiring, as it will, much more concentration? This seems doubtful. Successful television with large audiences may be limited to certain times of day.

But before there is any great development of commercial television, the public must be supplied with receivers in the millions. This will take time, not only to solve the problems of the kind of screen and broadcast band, but also to make and sell the sets. It seems probable that agencies will produce commercial television shows just as they have come to produce most of the radio shows, unless television commercials are restricted to hitchhikers.

Long ago, the older advertising media found that they could not very successfully create advertising for two or more competing advertisers. The advertising agency was originally set up to meet this need of an independent organization to convert the publisher's white space into advertising influence. Radio soon found that this principle likewise applied to the conversion of blank time and that it is best done by an independent creative, specialist organization, compensated by a percentage of the medium's rate, and devoting this compensation to the service and development of successful advertising.

No better method has ever been suggested, or seems likely to be. Advertising has succeeded as this method has been conscientiously followed. Most of its difficulties have arisen from attempts to "beat the game" in one way or another. Successful radio advertising postwar seems most likely if these principles, underlying successful operation, are realized and adhered to.



MR. GAMBLE

Postwar Sets to Reflect War Changes, Says Hardy

POSTWAR radio business will be exceptionally good, according to Larry F. Hardy, vice-president of Philco Corp. in charge of the home radio division, who feels that known radio brands will lead in sales after the war. As to the kinds of radios dealers would need to meet this huge postwar demand, Mr. Hardy predicted that consoles, phonographs, table models, compacts, portables and farm sets for rural areas would all be in demand.

Despite numerous and diverse improvements in console radios and phonograph combinations, Mr. Hardy said, it is probable that table models and compacts will be first to show the immediate effects of war developments. New and different kinds of components will give these smaller sets greater sensitivity, greater output and better performance and will reflect the tremendous strides made in the past three years in the plastics field, Mr. Hardy said.

ATS Series Planned

AMERICAN TELEVISION Society's program laboratory will present a series of non-commercial shows on television stations in the New York area shortly, it was announced last week. First programs will be presented on WRGB, General Electric station in Schenectady. Assisting Charles H. Kleinman, executive director of the laboratory, are Ted Huston, director of production; John Flory, director of scripts; Jean Rosenthal, director of station and agency relations. ATS will produce the shows for selected charitable, civic and social service activities.

Ton of Radio

ARMY'S B-29 Superfortresses carry approximately a ton of radio equipment, or almost double the weight on other heavy bombers in actual operation, according to a War Dept. announcement. Communications instruments in the B-29's vary from ½ to 550 lbs. and provide for conversations between aircraft in flight, between the bombers and their far-distant bases, and between crew members within the plane. There are also radio navigational instruments and devices to guide rescuers in case of emergency. The equipment is of a type that had been in use for some time, but at present the makers, Signal Corps Aircraft Radio Lab. at Wright Field, are working on "development of even superior replacement devices".



Drawn for BROADCASTING by Sid Hix

"It's Bee Arney—The Palmer House People Hadn't Any Rooms Left!"

Meetings on Coast Are Staged by GE

Television, AM and FM Plans Are Discussed at Meetings

TO KEEP West Coast broadcasting, theatre and merchandising executives abreast of its post-war plans on AM, FM and television, General Electric Co. technical and merchandising experts staged series of three one-day meetings in Seattle, San Francisco and Los Angeles, Aug. 11, 15 and 17, respectively. Plans and designs for post-war master television stations and possible networks, as well as details and prices on post war receiving sets were discussed.

Predicting a large increase in West Coast FM broadcasting—a trend already well under way in the East and Middle West—W. R. David, GE transmitter sales manager, said standard AM broadcasting would undoubtedly show a steady decline after the war. Pointing out that there are 53 FM stations in the country, he stated this number will increase while the present 900 or more standard stations will show a corresponding decrease. Film, "The Story of FM" outlined development of that aspect of broadcasting.

Network Projects

During afternoon session, devoted to television, J. D. McLean, GE sales manager of television transmitters, discussed simple mechanics of television and outlined operation of proposed television networks, using as example the one in use now between New York and Schenectady. He explained use of master, supplementary and satellite television stations. "The perfection of television in color, as well as efficient television broadcasts for projection on a large screen similar to a movie theatre screen, is yet to come," he said. Second film, "Sightseeing at Home," covered broadcasting and receiving of television programs. Also, use of a magnetic wire, now used almost exclusively for military purposes, was demonstrated.

In outlining postwar plans for production of home television receiving sets, W. M. Boland, GE western manager of electronics department, stated an efficient small receiver would retail at about $200, with projection models utilizing an 18x24-inch screen priced between $300 and $350. He had previously addressed the morning meeting on "Radio Receivers and Radio Advertising." Question and answer period followed both sessions.

RCA LABS., Princeton, N. J., has developed an electronic time-interval counter for American Army and Navy guns of all sizes. The device makes possible amazingly accurate muzzle velocity measurements, as precise as 1/100,000th of a second. The instrument has been in use for more than a year at arsenals throughout the country.



WASHINGTON, KY. . . . *"Charming Little Place"*

"Now, what is this charming little place?"
Would you say it once was known throughout the land
As "center of fashion and education",
And second largest town in all the state?
More seemly are the antique covered wells
Along the walks;
Or the old log house on Main Street,
Protected now from ravages of time by clapboard,
Where once the mails for all the Northwest Territory
Were cleared and passed along.
It makes you think, somehow, of Indians,
And of Simon Kenton's hardy little band
Foregathering here to thwart their treacherous raids.
Yet everywhere are monuments to days of grandeur,
Like Marshall Key Place, where slaves were sold,
And Cedar Hill, its wide Colonial veranda
Peering down through wise old evergreens
Upon the town.

Yes, Washington's importance long has fled;
But something of it still remains alive
For the eager youth and their memory-mellowed elders
Who live their lives here . . . and for us.

WLW

The Nation's Most Merchandise-Able Station

DIVISION OF THE CROSLEY CORPORATION

REVOLUTIONARY TUBE DESIGN

FOR BETTER BROADCASTING



1 Filament Posts
2 Exhaust-tube Protective Cap
3 Metal Exhaust Tube
4 Filament Lead Seal (metal-to-glass)
5 Low-inductance Grid Terminal
6 Entrant Metal Header
7 Grid Seal (metal-to-glass)
8 Corona Ring
9 Filament Terminal Blocks
10 Filament Support Rods
11 Hard-glass Bulb
12 Grid Support Rods
13 Anode Seal (metal-to-glass)
14 Filament Heat Shield and Rod Reinforcement
15 Electrostatic Shield
16 Anode Flange
17 Anode (1/4-inch thick copper)
18 Grid Welded to Supports
19 Tie Wires for Self-Supporting Filament Assembly
20 Filament Strands
21 Common Tie of Self-Supporting Assembly



RCA 9C22, air-cooled twin of 9C21, offers high performance to broadcasters.

THIS IS the story of a new tube design that "rewrites the rule book."

The tube is the new RCA 9C21, a high-power, water-cooled triode . . . which, together with its air-cooled twin, the 9C22, offers important advantages to broadcasters. In designing these tubes, RCA engineers have established new concepts of high-power, high-frequency tube design.

Their goal was higher frequency performance for tubes of high-power design. Drawing upon their years of experience in designing and building tubes, they worked out unique innovations that produced the results they sought.

For example, one of these innovations is an *entrant metal header* which allows short, internal filament leads, and a short, low-inductance path to the grid . . . highly important factors in improving high-frequency performance. For industrial oscillator service these new design features, shown here in an "X-ray" view, give the 9C21 a 50 kw output at a maximum frequency of 25 Mc, and a 100 kw output at 5 Mc or below. In high-level modulated service (at 5 Mc or below) the 9C22 provides 38 kw maximum output. Thus a pair of 9C22 tubes may be used conservatively as a tube complement for the output stage of a 50 kw transmitter.

A better tube, for better broadcasting . . . and another example of the engineering leadership that makes RCA transmitting tubes the standard of comparison in the broadcasting industry.

Remember, *the Magic Brain of all electronic equipment is a Tube . . . and the fountain-head of modern Tube development is RCA.*



RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY . . In Radio . . Television . . Tubes . . Phonographs . . Records . . Electronics

SEPTEMBER 4, 1944

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



A cat can look at a king

Big name radio call letters don't mean a thing in some markets. The audience often can look at the king . . . and look away, too.

Take Baltimore. Down here an independent station . . . W-I-T-H . . . gets the look and listen from an audience that delivers more sales results per dollar spent.

That's not a bit of advertising puffery. You can pick up the facts . . . and hold them in your hand.

If you want to do a sales job in Baltimore . . . get big results at the lowest cost . . . you'll want to use Radio Station W-I-T-H.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *Pres.* • *Represented Nationally by* Headley-Reed

FULL REPORT OF NAB WAR CONFERENCE

OLD *Friends*





They Know What Women Wish to Know

RADIO LISTENERS in Midwest America naturally feel friendly toward WLS personalities; most of them have been heard on the station for so long that listeners regard them as old friends. For instance, Martha Crane, of the WLS "Feature Foods" program, has been with the station since Prairie Farmer bought it in 1928, 16 years. Her associate, Helen Joyce, is a comparative newcomer — since 1935, nine years. Between them, through their long association with the station and listeners (they've met more than 100,000 of them at club meetings they attend), Martha and Helen have learned to know what homemakers wish to hear and need to know. That's why they have been eminently successful in selling foods and other kitchen-used products on WLS. They know what will move listeners to act and *buy*. That's why *WLS Gets Results!*



Advertisement number 9 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

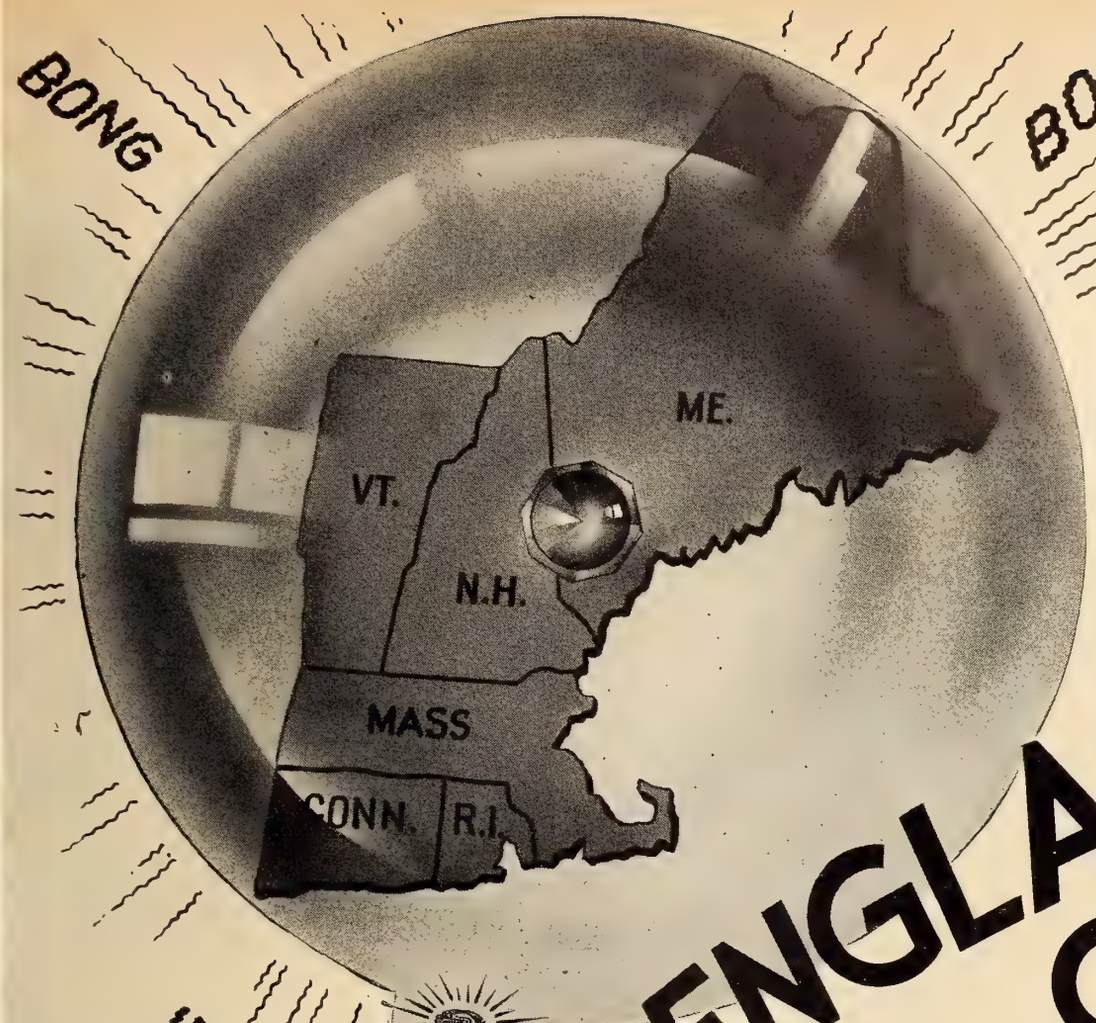
BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

CHICAGO 7

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL



HIT ALL NEW ENGLAND WITH ONE STROKE

YOU can putter around trying a medium here, testing a market there, getting nowhere fast — or you can put your effort into one healthy smash and ring the gong.

New England's tremendous buying power is well distributed. It cannot be reached by concentrating on two or three cities. It can be reached by going directly to the twenty-one cities and their trading zones which comprise better than 90 per cent. of New England's consumer market.

The Yankee Network gives you home-town, "home-delivered" coverage of this area in a way that cannot be duplicated by any other group of stations.

It is the kind of coverage that produces for the local merchant . . . the kind that can be merchandised effectively to the trade because it is the only coverage that will deliver the full impact of your selling — to do the most good for the greatest number of dealers throughout the area whose cooperation you seek.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS.

EDWARD PETRY & CO., INC., National Representative

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



PREMIUM merchandising, we are told, will come back bigger than ever after the war.

NERN listeners, we *know*, will then be more important than ever.

That's because NERN listeners — 6.2% of U. S. total population — have bought over 2½ billion in War Savings Bonds — 7.5% of U. S. total; already have planned 500 million in post-war public works projects; have 11% of the nation's capital resources in U. S. banks.

NERN listeners comprise over 2,164,000 New England families. They are NERN listeners because NERN puts into their radio sets three times the power of any other regional combination and gives then NBC's top-rated programs in addition to the most favored local shows.

You can get NERN listeners to buy *your* boxes for only $312 for a daytime quarter-hour at the one-time rate, with free studio facilities in New York, Boston, and Hartford — and no line charges. When you buy NERN, you buy a network.

NERN STATIONS

	Frequency	*Watts*	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WTIC	1080	50,000	Hartford, Conn.
WFEA	1370	5,000	Manchester, N. H.
WRDO	1400	250	Augusta, Maine

Nationally represented by
WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

CRESCENDO!



1914! The Kaiser is plotting to rule the world ...Americans are happily whistling Victor Herbert's new "Sweetheart" and the lively hit "When You Wore A Tulip." In New York, 116 song writers and 18 publishers are gathered to study the future of their craft...in terms of production, distribution and use. They find that their interests, aims and problems are similar. They form an American Society of Composers, Authors and Publishers...inviting their fellow craftsmen to join them.

The fact that, today, it is *THE* American Society of Composers, Authors and Publishers is glowing evidence of thirty vigorous years of intelligent service to its members and to a music-loving America. The problems of radio, sound-pictures ...and now the tremendous field of industrial music...have been met, in turn, with considered workable solutions. New public services have been developed. New uses of music encouraged. Of the more than 900 ASCAP-licensed radio stations in this country, 600 are using ASCAP's Radio Program Service, made available without cost.

Music has grown in these thirty years. So has ASCAP. More than 1800 members are freely associated in its work today, providing musical pleasure through more than 28,000 licensed establishments.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS and PUBLISHERS

THIRTY YEARS OF SERVICE TO THE AMERICAN PUBLIC

KOIL'S STABILITY



in

Omaha

Is Proven

by

the Continuous

Appearance on the Air of Belle West as "Polly the Shopper"

for

7 YEARS!

Year in and year out, from 10:45 to 11:00 A.M., five days a week, the housewives of Omaha have tuned to KOIL and "Polly the Shopper". It is as much a part of their lives as washing the breakfast dishes and getting Johnny off to school! Belle West's program is a "what-where-how" for housewives and, as she was raised in Omaha, the women of Omaha place explicit confidence in her messages. She has sold everything from moth-killers to vitamins—and the proof of her program is the fact that it is **sold out!**

Her nose for news in the merchandising field is outstanding, with a resultant following that is unsurpassed by any other radio personality in Omaha. Among the prominent advertisers whom she has served for the last several years, five have bought "Polly" for the full seven years.

KOIL produces popular programs and can produce for you, too.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha

5000 WATTS 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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Petroleum...

Record-breaking have been the achievements of the oil industry in producing and supplying vast quantities of petroleum and related products needed to power America's military machine.

During the last three years, natural center for much of this activity has been the East Texas-South Arkansas-North Louisiana area from which comes one-fifth of the nation's known supply of oil and the second largest supply of natural gas.

From this same area will come new products of peace increasing the spendable wealth of its people whose buying habits are constantly influenced by the 50,000-watt station, KWKH.





KWKH

CBS ★ 50,000 WATTS

A Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

crop report on . . .

acres in the air



Get the gleam in this farmer's eye . . . the happy mixture of pride and awe.

He is a *sales* cultivator; an advertiser who began, four years ago, transplanting his crops to network radio acreage. He has just reckoned up the yield of his fields during this period. Hence his pleased expression.

Prior to 1940, his harvests were only so-so. Up one year; down the next. Then he sampled the soil of network radio. Every year since, he has prospered mightily. By 1943, his sales had risen 324%; profits were up 775%!

Over all, he's been sowing lots more seed every year, with more and *more* and MORE of it in radio—and every network penny of it in MUTUAL. First a small hookup, then more and *more* and MORE stations. Up to 182 today.

And here, in tabular form, are the reasons for that pleased gleam in his eye. (All four years showed gains, and 1944 is producing even better).

	1940	1943
NATIONAL ADVERTISING	**$388,000**	**$892,000**
PERCENT IN MUTUAL	**39%***	**65%**
NUMBER OF STATIONS	**10**	**178**
NET SALES	**$991,000**	**$4,206,000**
NET PROFIT *(before tax)*	**$209,000**	**$1,831,000**
HOOPERATINGS *(same period each year)*	**4.4**	**10.3**

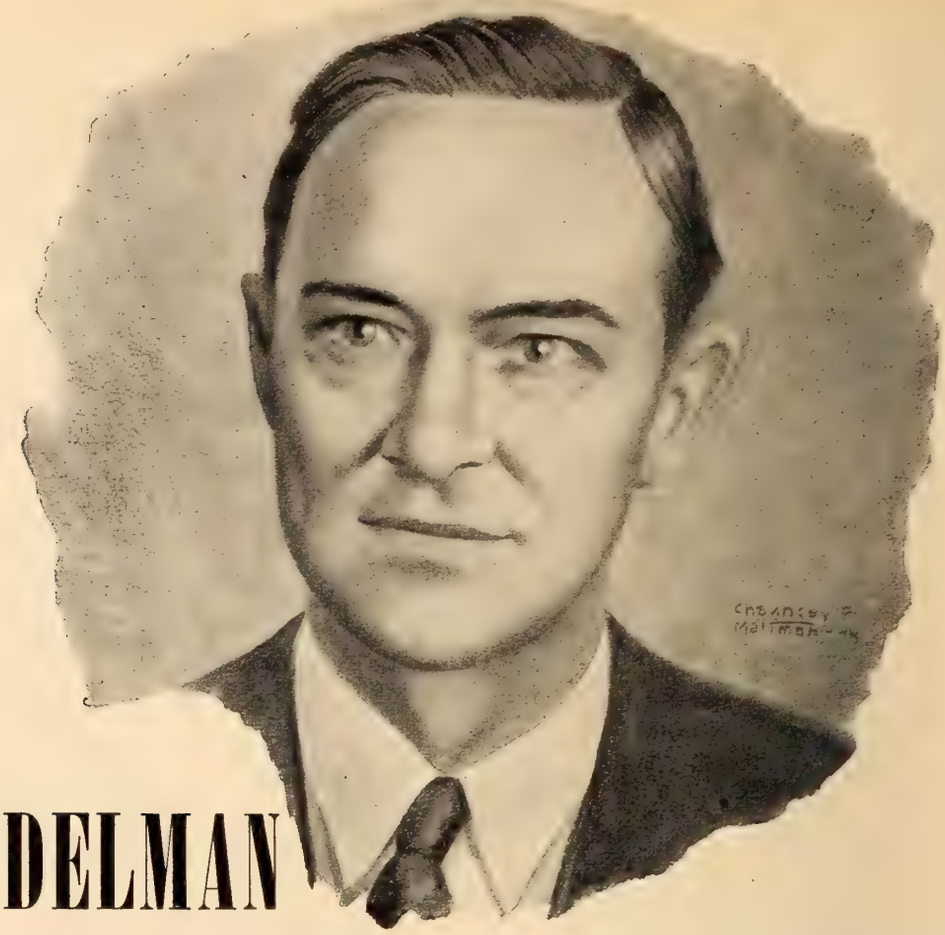
*Including non-MUTUAL spot campaigns in two cities in 1940; the entire radio dollar has been devoted to MUTUAL since 1942

We're withholding this man's name at his request. But we *can* tell you this: he's not really a farmer (except in the sense of raising profitable sales); he's not a war baby (no war contracts, and a scant tenth of his goods go overseas); he's not unlike other MUTUAL clients who have found "the more *MUTUAL*, the more *sales*" (you should see the happy glint in *their* eyes, too)!

There's more to this story than fits this space. The rest of the facts would fill a book. So we're filling such a book now. Watch for it—and learn what *you* can raise from MUTUAL'S air acres.



This . . . is MUTUAL



ARTHUR W. GUDELMAN

Account Executive, Barton A. Stebbins Agency, Los Angeles

Says—"Agencies placing Spot Broadcasting usually have a *job* to do—and it's usually done!"

●That's hitting it right on the head of the brass tack, Mr. Gudelman, and what you've said "between the lines" is just as true as your words themselves.

●For verily, spot broadcasting is *ditch digging* advertising. Ninety-nine times out of a hundred it's expected to sell merchandise, or get the heck off the air. It has a *measurable* job to do. The agencies who place it know in advance that they can't fall back on the arguments usually advanced in behalf of "institutional" advertising. The only institution awaiting an unsuccessful spot broadcasting campaign is the poor-house.

●When we of F&P sell spot broadcasting, we know it must *perform*—or else—for all you agencies and advertisers. Since we understand that fact, you can probably guess how carefully we try to "sell" you only the kind of time you really need. Do you want any of that kind—now?



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . . . . . KALAMAZOO
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCBM . . . . . BALTIMORE
WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
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KIRO . . . . . SEATTLE
KFAR . . . . . FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Granite 3615 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 10 WASHINGTON, D. C., SEPTEMBER 4, 1944 $5.00 A YEAR—15c A COPY

FM, Television Hold Conference Spotlight

U. S. Action Urged in Recording Ban; Coverage Measurement Adopted

CONFRONTED with prospects of the war's end any week or month, 1,100 broadcasters and other radio men who attended the NAB Executives War Conference in Chicago last week absorbed a brand of knowledge which convinced most of them they should plan immediately to get into FM and to look toward reasonably prompt introduction of television—but in the higher portion of the high frequency spectrum.

From topflight experts—led by FCC Chairman James Lawrence Fly and former Commissioner T. A. M. Craven—the delegates to radio's third annual session during wartime heard about what's ahead. Little time was spent on the past, the present was appraised, but the postwar future held the spotlight, as to Government philosophy, technical development and business outlook.

FM Seen First

From the drop of President J. Harold Ryan's gavel to open the Conference Tuesday morning, to adjournment Thursday evening, the broadcasters pursued an agenda that covered radio's every problem. They realized that their medium has only scratched the surface and that the new services will broaden its scope in every way many fold.

Chairman Fly and Comdr. Craven, often at loggerheads when they served together on the FCC, found themselves in substantial agreement on the new services. Both thought FM would get off to a faster start than television on a national basis, and both strongly inferred they thought television should go above 100 mc for high-fidelity, wideband service. With FM and most of the prewar television companies vying for the lower portion of the high frequency spectrum, the observations of Chairman Fly were regarded as significant. The issue, however, won't be resolved until new allocations are formulated by the FCC, to be based upon the general allocation hearings to begin in Washington Sept. 28.

Comdr. Craven, now vice-president of the Iowa Broadcasting Co., thought it would take 10 years for the evolutionary development of television and FM and the related high frequency broadcast services. Chairman Fly specified no time table, but looked to rapid development of FM as soon as the war-imposed "freezes" are thawed.

The newly constituted board of directors at a four-hour conference meeting Thursday night handled several matters directly tied into the War Conference developments. A committee to nominate a new president who would succeed Mr. Ryan was authorized, with Mr. Ryan himself as chairman. The incumbent plans to return to his post as vice-president and directing head of the Fort Industry Co. next summer.

The Board also considered the Sept. 28 general reallocation hearings before the FCC and decided its position would be that it is concerned with the allocation of sufficient frequencies to broadcast services to ensure the finest system of mass communications possible. It avoided any specifications as to how much spectrum space should be allocated to particular services —such as FM and television.

Chairman Fly, in what may be his last address to an NAB meeting as a Government official, was given a thunderous ovation following his address at the Wednesday luncheon session. (See text on Page 16). He told 900 luncheon guests and some 200 in the balcony that the future of FM seems assured, and brushed aside talk of "bursts" and secondary FM interference, as "growing pains".

In his well-organized address, Chairman Fly picked no quarrels with any groups in radio. He foresaw eventual "international television networks". He doubted any setback for radio when the emergency is over, and felt it would retain its gain as well as expand into these new fields.

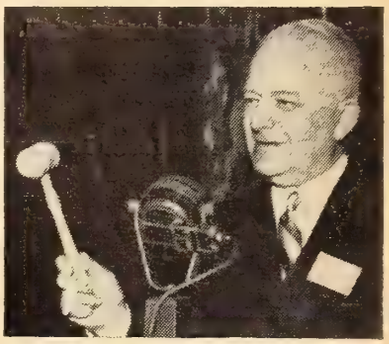
Mr. Fly recently stated he had given thought to leaving the Government after 15 years, but set no time and did not indicate what he would do. Speculation has been that he would either enter private practice of law or join some communications organization in an executive capacity.

FM and television development permeated the meetings of the major networks with their affiliates in Chicago during the NAB Conference to ponder carefully their plans for television. But the emphasis obviously was on the new aural broadcast service, rather than the visual.

In the non-technical line, the conference accomplished much. It voted unanimously in favor of establishment of a Bureau to measure station circulation, proposed by its research committee, headed by Hugh M. Feltis. The plan was based largely on a formula originally projected by Dr. Frank Stanton, CBS vice-president, who was named a member of the NAB board for that network at the Chicago meeting.

The NAB Board Thursday night formed a subcommittee of its membership to maintain contact with the Research Committee on the circulation project. Mr. Feltis was named chairman, with Dr. Stanton; Frank King, WMBR Jacksonville, and Hugh Terry, KLZ Denver, as committee members.

Mr. Feltis, manager of KFAB Lincoln, also was elected to the board. It is expected they will carry forward the audit bureau project, which requires coordination with the Assn. of National Advertisers and the American Assn. of Advertising Agencies. Both have cooperated with the NAB in the evolutionary stages.



CONVENING his first NAB annual meeting is J. Harold Ryan, interim president at the opening session Tuesday morning, Aug. 29.

AFM Strike Aired

Punching hard at AFM's continued defiance of the WLB mandate that the two-year-old recording strike be called off, the conference adopted a resolution urging the Government to take "appropriate steps to compel immediate compliance" by Petrillo.

Sydney M. Kaye, vice-president and general counsel of BMI and NAB music counsel, warned that "acquiescence in false principles do not lead to peace in our times".

The platter-turner issue, wherein Mr. Petrillo seeks jurisdiction over record turners in all stations as a purported "musical function", was outlined by President Ryan, who mentioned the exorbitant rates AFM is invoking for this type of work. That issue, however, he pointed out, will be resolved by the War Labor Board following hearings to begin Sept. 22 in a proceeding before the National Labor Relations Board, brought about by the National Assn. of Broadcast Engineers & Technicians against the AFM move.

ASCAP, long a burning NAB issue, broke into the proceeding just once, with Campbell Arnoux, WTAR Norfolk, chairman of the Music Committee, reporting that Wendell Berge, Assistant Attorney General of the Dept. of Justice, had

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Toward Victory and New Frontiers—*An Editorial*

LAST week in Chicago there evolved a sort of Renaissance of American Radio. The nation's broadcasters went to a War Conference and they were soberly mindful of it.

There were no arguments of serious consequence, no bickering, no frolicking. They came to handle serious business and they did. The lack of controversy was so marked that it was disquieting to those accustomed to the brisk debate of other years.

No time was wasted reflecting upon the bitter past. Broadcasters wanted to learn what's to be done until victory is won. They wanted guidance on FM and television and on regulatory aspects. Those ends were achieved to the satisfaction of all.

When the NAB next convenes—probably in New Orleans next summer—chances are it won't be a war conference. It is likely, too, that FCC Chairman James Lawrence Fly won't be there as the principal speaker, for he has indicated he plans to return to private life, of his own volition, after 15 years in Government.

In Mr. Fly's case, too, the attitude appeared to be contagious. His address was forthright and direct. There were none of the old hates. He admonished broadcasters to guard carefully their mandate to operate in the public interest, and he encouraged them to participate in the new dimensions of radio—FM and television. He was given a rousing ovation. It was an unusual spectacle.

From a host of speakers, broadcasters heard of the big things in store, and what was expected of them. But they also were aware of the risks and the pitfalls. They know that the fundamental job is to get a radio law that is foolproof and not susceptible to the wrong kind of interpretation.

The NAB Board is the strongest in its 22 years. In the short four months of his incumbency, President Harold Ryan has performed most commendably. He has not engaged in controversies. He has charted a course of action and is pursuing it, insistent as he is upon leaving the NAB helm next July to return to his private business as a broadcaster.

The addition of Comdr. T. A. M. Craven to the Board is noteworthy. He is fresh from a seven-year tenure as a member of the FCC. He is an engineer of repute and perhaps the nation's foremost allocations expert. His counsel and guidance will be invaluable.

When the next convention is held, most of radio's 6,000-odd fighting men will be back in new or better jobs which they richly deserve. Some of them will not return to any jobs—victims of this most devastating of all wars.

Those who return have ideas. What do they think about radio? They have now been on the other side of the mike.

We hope that at the next convention these returned fighting men will be heard—generals and G. I.'s alike, those who now serve in civilian garb as well as in uniform. Let's set aside a day to heard from Bill Paley and David Sarnoff, Luther L. Hill and E. Klauber, Barney Lavin and Jimmy Woodruff, Harry Butcher and Ed Kirby, and others who have taken a direct part in the war.

Let's hear what broadcasters think about their business after having been on the other side of the fence.

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ruled on July 29 that efforts of ASCAP to collect percentage of revenues derived from spot announcements or programs containing no ASCAP music which are adjacent to a program or which occur between programs using ASCAP music would be a "direct violation" of the ASCAP consent decree of 1941.

Fly Warns About Politics

With general election campaigning now going on, and with radio carrying the brunt of that load, Chairman Fly admonished station management that the political section of the act requires "absolute fairness and scrupulous impartiality". This goes beyond candidates, he warned, mentioning the matter of programs on behalf of candidates by "responsible organizations other than official campaign committees". He mentioned also the vastly increased prestige and influence of commentators since 1940, and more than inferred that prudent management should guard closely against infraction of the "equal time" rule.

There was no mention of the NAB Code of Ethics by any speaker in regard to the running fight with the CIO on sale or donation of time for discussion of controversial issues. The NAB Code Committee, however, has called a meeting for latter September at which the whole subject of code interpretation will be reviewed, in the light of current conditions. The complaint of CIO against WHKC Columbus, which had refused to permit a UAW-CIO executive to use its facilities for a political attack upon men in public life, now is pending before the FCC in renewal proceedings on which hearings were held last month. The circumstances of that incident will be appraised by the Code Committee preparatory to drafting its recommendations.

When the NAB board convened for its session at the close of the Conference last Thursday, there were eight new faces. In addition to Dr. Stanton, who succeeded Paul W. Kesten, CBS executive vice-president, and Mr. Feltis, who succeeded James D. Shouse, vice-president of the Crosley Corp., Cincinnati, Comdr. Craven was elected to the board as a medium station representative, succeeding Barney Lavin, WDAY Fargo, now in the Marine Corps. He joined the Iowa Broadcasting Co. last July after seven years on the FCC as a member and after two years as chief engineer.

Ryan's Final Meeting

Other new board members are Campbell Arnoux, WTAR Norfolk, who succeeded G. Richard Shafto, WIS Columbus; John C. Bell, WBRC Birmingham, who succeeded James W. Woodruff Jr., WRBL Columbus, who resigned to enter the Army; Hugh Terry, KLZ Denver, who succeeds Ed Yocum, KGHL Billings, who resigned to become Washington station relations director for CBS; William B. Ryan, KFI Los Angeles, who succeeds Calvin J. Smith, KFAC Los Angeles; Dietrich Dirks, KTRI Sioux City, Ia., who succeeds Herb Hollister, KANS Wichita.

Mr. Ryan presided at his first annual meeting since taking over last April from Neville Miller to serve as interim president. His handling of the Conference was enthusiastically applauded. Vice-president and operating head of the Fort Industry Co. stations, Mr. Ryan agreed to serve only until next July when the board drafted him from his wartime post of assistant director of censorship in charge of radio.

Mayor Kelly of Chicago officially welcomed the delegates at the opening session Tuesday morning.

President Ryan read letters to the War Conference from President Roosevelt and Gov. Thomas E. Dewey of New York, the major candidates for President [BROADCASTING, Aug. 28].

Radio's Part in War

In his opening address, Mr. Ryan briefly reviewed radio's part in the war. Quoting from his annual report, he said: "In all campaigns conducted by the Government . . . the Association has been active in suggesting, handling and directing the radio part of these campaigns and the Association has been handsomely and effectively supported by every radio station in the country member and non-member alike.

"As we face after the war our obligations to the public, the valuable experience of these war days cannot but condition us to further service to the ideals to which broadcasting has devoted its energies, its capabilities and its opportunities."

Mr. Ryan appointed the following committees, to report at the close of the Conference: Elections—Felix Hinkle, WHBC Canton, O.

(*Continued on page 74*)



SALES MANAGERS' EXECUTIVE COMMITTEE entertains Chicago Radio Management Club at War Conference confab. Seated are (l to r): Harlow Roberts, Goodkind, Joice & Morgan, Chicago; Helen Cornelius, NAB, Washington; Jack North, Aubrey, Moore & Wallace, Chicago; David Dole, Henri, Hurst & McDonald, Chicago; Mark Smith, Presba-Fellers & Presba, Chicago; H. Templeton, WLS Chicago; M. L. Goodkind, Goodkind, Joice & Morgan, Chicago; William McGuineas, WGN Chicago. Standing left to right are: Dietrich Dirks, KTRI Sioux City, Iowa; Arthur Hayes, WABC N. Y.; Lew Avery, NAB, Washington; Walter Johnson, WTIC Hartford, Conn.; C. K. Beaver, KARK Little Rock, Ark.; Jack Surrick, WFIL Philadelphia; John McConnell, NBC, N. Y.; W. B. Stuht, KOMO Seattle; J. M. Outler, WSB Atlanta.

Facsimile, FM Seen as Next Services

Engineers Predict Rapid Postwar Development

THE WHAT, why and when of FM and television, along with an added starter, facsimile, which may be in the same postwar radio league, held the attention of the NAB Executives War Conference in Chicago last Thursday in a panel discussion of postwar radio services.

Some 700 broadcasters—as against the 1,100 gross attendance—were regaled with statements and predictions by a panel array in which seven prominent radio figures participated. Comdr. T. A. M. Craven presided.

Immediate FM Urged

Participants were Paul Chamberlain, GE; Thomas Joyce, RCA, Victor Division; William B. Lodge, director of engineering, CBS; William S. Hedges, NBC vice-president in charge of stations; Maj. Edwin H. Armstrong, FM inventor; Paul F. Godley, consulting engineer; John V. L. Hogan, president of WQXR and WQXQ New York, who has been in the forefront of facsimile development.

While diverse views were advanced on television, with certain speakers contending for immediate introduction of the art on prewar standards and others advocating high-definition color television later on, there was substantial unanimity on an immediate start for FM. But even in the case of FM, there were varying views as to the scope and extent of the service.

Facsimile, described by Mr. Hogan as the "cinderella of the broadcasting industry", is ready now as the home printing press or the magic typewriter, capable of producing a newspaper or magazine in the home on an attachment to the regular receiver at high speeds.

He ventured that within five years after the war facsimile will be a "more important and economically sounder broadcast service than its more glamorous sister, television".

Each panel participant was allowed 15 minutes to discuss the "postwar future of broadcasting". Then there was a question-answer period for panel participants, which lasted only a few moments. The surprising thing was that only one question was asked from the floor. Comdr. Craven attributed this to the comprehensive nature of the original presentations.

Mr. Godley, who cut across all postwar services with a view "toward helping broadcasters in their thinking about postwar", lamented the "confusions" which have cropped up from "aggressive sales promotion on new broadcasting services" and create the impression that the present AM system might become obsolete the day after X-day, asserting he had no doubt all these confusions will be resolved and replaced by "new confusions". He predicted that it would be at least 10 years before AM broadcast service would be affected and that AM stations will be augmented by many FM stations which may finally replace a number of stations in the local class, some stations in the regional class, and a few stations in the clear channel class.

Should Have Listened

Maj. Armstrong pointed out that aside from the advantages of quality inherent in FM, it will become possible for every community to have a voice on the air, provided it can support the service. He gave lavish credit to Philip G. Loucks, Washington attorney and former NAB managing director, who was the first to foresee in the development of FM an opportunity for introduction of free competition in radio with thousands of stations to be licensed. He said Mr. Loucks saw this and made it plain "to the Congress and to the FCC and everyone now accepts it as a commonplace".

Radio, Maj. Armstrong felt, would have been much better off if it had listened to such men as Paul A. Demars, C. M. Jansky, Stuart Bailey and Mr. Hogan, engineers who early recognized the potentials of FM, and such men as John Shepard 3rd, chairman of the Yankee Network; Franklin M. Doolittle, owner of WDRC Hartford and its FM adjunct; and Walter J. Damm, director of the Milwaukee Journal stations, WTMJ and WMFM, and president of FM Broadcasters Inc., who pioneered the new aural broadcast service among station executives.

Mr. Chamberlain predicted that within a short time following the war, FM stations will be built in most cities now having AM stations. Moreover, he said, it would prove economically sound in cities which have not previously supported stations. He alluded to FM as the solution to the problems of fading, interference and static.

Expansion of FM will show a reduction in AM stations as low powered and medium powered stations shift, he predicted, with possibly 500 kw and even 1,000 kw AM stations to be operated to provide long-range coverage.

In GE's postwar plans, FM will dominate product design and merchandising and advertising, with FM receivers in all but the lower-priced brackets. He estimated that five million FM receivers will be produced by the radio industry in the first full year of unrestricted production and in the following four or five years the total will grow to about 20 millions. It should be possible to produce AM-FM receivers with excellent performance to retail at $60, based on prewar prices.

Unlike Mr. Godley, but agreeing with the oft-expressed view of Maj. Armstrong and other FM advocates, Mr. Chamberlain said it seemed reasonable that FM eventually will supplant all local, most regional and some high-powered stations.

As to television, the GE director of transmitter sales said there would be two major applications—industrial, where pictures and sound will be carried by wire or radio for various private commercial uses (theatre) and the second "broadcast television", which adds a new dimension to home entertainment and provides one of the most powerful mass advertising media ever developed.

He predicted that within five years after the war there will be at least 100 master television stations in the country (in larger cities) capable of originating programs such as musical comedies and plays. In their service areas will be 67 million people. Smaller areas which can be covered by satellite stations and network television stations were not included in his estimate.

In a presentation graphically illustrated with slides and transcribed records, Mr. Joyce brought home the point that the public

(*Continued on Page 80*)



AMONG THE HONOR GUESTS at the Tuesday luncheon session (l to r): Hon. Robert A. Lovett, assistant secretary of war for air, principal speaker, President J. Harold Ryan, and T. A. M. Craven, vice-president, Iowa Broadcasting Co., key speaker at Tuesday meeting.

NAB Votes Radio Circulation Bureau

Agrees Unanimously on Standard Plan of Measurement

(*Outline of Coverage Plan on Page 86*)

BY UNANIMOUS vote the NAB Executive War Conference last Wednesday authorized the Board of Directors to create, in cooperation with the American Assn. of Advertising Agencies and the Assn. of National Advertisers, a Radio Bureau of Circulation which would utilize a standard method of coverage measurement, recommended by the NAB Research Committee.

At the same time the NAB voted unanimously to make full disclosure of results to all subscribers of the Bureau. President J. Harold Ryan, commenting on the unanimous action, said:

"I think this is really an historic occasion. Broadcasters have gotten together and unanimously agreed. This is a big step forward."

All opposition to the proposed plan, which had been obstinate in recent weeks, faded as one broadcaster after the other spoke in favor of the method. There was disagreement, though, as to disclosure of facts. The Research Committee favored a limited disclosure to station members only. A majority of the Board, in a three-hour session Monday night with the Committee, favored full disclosure to all subscribers, including advertisers and agencies.

Cost Set at $65,500

Estimated cost of the bureau was placed at $65,500 the first year, with a managing director at a salary of $12,500, and an assistant at $6,000. Remainder of the cost would be absorbed by office furniture, rental, secretarial help, printing, executive committee meetings, etc.

Under the plan adopted by the NAB, a controlled mail ballot will be used. Tentative plans are to conduct a ballot every two years, using 1,000,000 ballots at a cost of $1 each, thus making total cost of the biennial survey $1,000,000. That cost will be absorbed by station members.

Hugh Feltis, KFAB Lincoln, chairman of the NAB Research Committee, submitted the complete plan with illustrations. He explained that the cost per thousand ballots to member stations would be based on station rates.

Dietrich Dirks, president of KTRI Sioux City and chairman of the NAB Sales Managers Executive Committee, pointed out that for 22 years the NAB has been meeting annually to pool ideas, but that an acceptable method of measuring coverage had been "conspicuous by its absence". He said the

(*Continued on Page 72*)

Fly Would Keep Radio in Active Hands Rather Than Banks, Trusts, Estates

THE VOICE of the dead will not control radio in the United States under the FCC's present attitude, Chairman James Lawrence Fly declared last Wednesday afternoon in a news conference at the Palmer House, Chicago, following his address at the NAB Executives War Conference.

In his prepared speech at noon Mr. Fly had said: "The Commission in certain decisions has already indicated a reluctance to see broadcasting operations move from the hands of competent, specialized personal management into the toils of a legally mechanized impersonal trust estate."

Questioned at his "won't talk politics" news conference, Mr. Fly said that should a station licensee die and leave his property in a trust for a son, the Commission would not grant a license to the bank or trust company named by the deceased. Elaborating on his prepared statement the FCC Chairman said the Commission would not permit broadcasting to pass into the hands of banks or trust companies as "account numbers".

Ill Will Unjustified

Another reporter, referring to the Chairman's speech about political campaigns, started to say: "The Republicans have charged—." Mr. Ely cut him off with: "Nothing doing. Stay off of that." Another reporter remarked: "You seemed to imply a warning that radio commentators couldn't go overboard on politics." "Couldn't they?" grinned the Chairman.

Pressed for FCC regulations governing political broadcasts the chairman said he didn't want to discuss it further. He refused to comment on the CIO's campaign to force free time on stations, contending that the CIO-WHKC case still is pending before the Commission and that such a question was unfair to him, as one of the judges who must decide the case.

A reporter asked if rumors that the industry generally was dissatisfied with the Commission and particularly with the Chairman, Mr. Fly smiled and remarked: "They're entitled to their opinions," then added: "There's no justification for the ill-feeling towards the FCC or me. I might say that there's a better feeling today in the industry towards the Commission and in the appraisal of me." He said that better relationship was brought about by a "better acquaintanceship."

Mr. Fly said one of the Commission's No. 1 projects is to see that there are adequate facilities for the transmission of news in the postwar period.

On an international basis speaking on the overall communications picture for America, he said: "If we get the best possible for this country we'll have to move out internationally and do it by treaty." Mr. Fly added that the future depends much on the findings of both the Commission and the State Dept. in their respective allocations investigations.

Sees Unified Service

The FCC Chairman visioned a "unified service" after the war, with one set to receive television, FM, facsimile and AM and said such could be accomplished if the "public will demand it." He also spoke of interferences, such as diathermy machines, and said the Commission had been studying the question, although at present it has no authority to act.

Australian Commercials Not 'Laid On so Thick'

COMMERCIALS are not "laid on so thick" in Australian programs, sponsored newscasts are voluntarily prohibited by stations and spot announcements have practically disappeared from night programs R. E. Lane, deputy general manager of the Macquarie Network in Australia, who attended the NAB Executives War Conference, said.

Some of the American programs have become familiar to Australian listeners through operations of the U. S. Army Network which broadcasts network programs, with commercials deleted, over Commonwealth stations for the benefit of American troops. Mr. Lane said the Australians are especially fond of *Fibber McGee & Molly* but American humor as a rule "goes over the heads" of listeners.

NAB Board of Directors 1944-45

J. Harold Ryan, president.
C. E. Arney Jr., secretary-treasurer.
Paul W. Morency, WTIC Hartford, District 1.
Kolin Hager, WGY Schenectady, District 2.
Roy F. Thompson, WFBG Altoona, Pa., District 3.
*Campbell Arnoux, WTAR Norfolk, District 4.
*John C. Bell, WBRC Birmingham, District 5.
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John E. Fetzer, WKZO Kalamazoo, District 8.
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E. L. Hayek, KATE Albert Lea, Minn., District 11.
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Hugh A. L. Halff, WOAI San Antonio, District 13.
*Hugh B. Terry, KLZ Denver, District 14.
Arthur Westlund, KRE Berkeley, Cal., District 15.
*William B. Ryan, KFI Los Angeles, District 16.
Harry R. Spence, KXRO Aberdeen, Wash., District 17.

Directors at Large

Large Stations

Hugh Feltis, KFAB Lincoln.
J. O. Maland, WHO Des Moines.

Medium Stations

*T. A. M. Craven, WHOM New York.
Don S. Elias, WWNC Asheville, N. C.

Small Stations

*Dietrich Dirks, KTRI Sioux City, Ia.
Frank King, WMBR Jacksonville, Fla.

Network

*Dr. Frank Stanton, CBS New York.
Frank M. Russell, NBC Washington.

*New members.

RTPB Prepares For FCC Hearings

Full Board Meeting Planned In New York, Sept. 14

W. R. G. BAKER, chairman of the Radio Technical Planning Board, has called a meeting of the full board for Sept. 14, at the Biltmore Hotel, New York, in preparation for the FCC hearings on allocation to begin Sept. 28 in Washington, in which the RTPB will take an active part.

Panel Reports

Meeting will convene at 10:30 a.m. and will include reports of the panel chairmen on the allocation requirements of their particular service and a report by Dr. C. B. Jolliffe, chairman of Panel 2, on allocations, who will present a tentative overall allocation proposal.

To complete the preparation of this general allocation plan, Dr. Jolliffe has called a meeting of his panel on Sept. 7 and 8 at the Commodore Hotel, New York. Panel 1, on spectrum utilization, will meet at the Biltmore Sept. 13 to prepare its recommendations, with its chairman, Dr. A. N. Goldsmith, warning panel members that the magnitude of the task will probably carry the meeting into the late evening hours.

D. E. Noble, chairman of Panel 13, on police and emergency services, has called a meeting of his panel on Sept. 18 at the Commodore Perry Hotel, Toledo, to consider approval of all completed reports. An evening session, the meeting will be the panel's final one before the FCC hearing, the notice states.

1,000 DELEGATES ATTEND OPENING



WLB Panel Favors Denial Of Petrillo WJJD Demand

No Justification for Forcing Station to Use AFM Platter Turners, Says 2-1 Decision

IN A 2 TO 1 decision the National War Labor Board regional panel on the WJJD Chicago dispute has recommended that the demand of the American Federation of Musicians to force the employment of additional musicians for platter-turning operations be denied. Joining in the affirmative vote were John K. Kyle, public member, and A. O. Lampland, industry member. Dissenting from the majority opinion was John Heil, labor member.

The panel found that the present staff of musicians at the station does not have sufficient work to fill in the minimum of 25 hours per week called for in the contract with the union. It declared that it could see no justification in view of the manpower shortage in the Chicago area for giving the musicians exclusive jurisdiction over record-turning operations.

Petrillo Cited

The majority decision cited the testimony of James C. Petrillo, AFM president, before a Senate committee admitting that the principle of employing musicians as record turners exclusively was not sound.

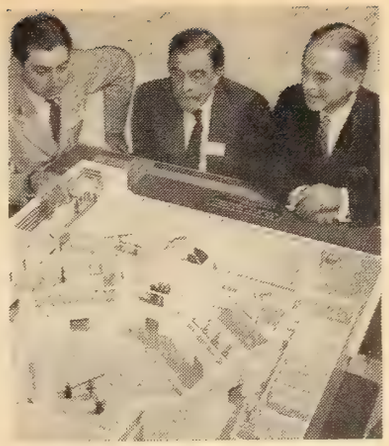
The panel refused to pass on the merits of the quota system under which WJJD is required to employ 10 staff musicians and which the station requested be abolished. On this question the panel unanimously agreed that the contractual arrangements between the station and the union setting a minimum of 10 musicians "should not be disturbed by governmental directive order in the absence of a strong showing of the need for such change". It recommended that the quota clause in the present contract be continued for the current year.

In view of the acquisition of WJJD by Marshall Field, the panel made no decision on the union demand for a $90 per week wage rate in the event WJJD furnished musical programs to WIND Chicago, controlled by Ralph Atlass, who formerly owned WJJD.

Regarding union demands for a three-year contract, modified later following the transfer of the station, the panel ruled that since the same corporation is the owner of the station and there has merely been a change in the ownership of the corporate stock the original agreement be continued except those questions in dispute and that the contract be for one year from the date of expiration of the last contract.

The panel report is the outgrowth of a WLB directive of May 1 terminating a strike of musicians called on April 14 when the station refused "make-work" demands of the union. The Board referred the dispute to the regional WLB for hearings into the merits of the case. Hearings were held by the panel on May 17 and July 7.

A decision on the panel recommendations is expected soon.



A DUAL-CONTROL multi-purpose television station, exhibited in working model last week at the NAB War Conference, fascinates B. J. Palmer (c), president of WHO Des Moines and WOC Davenport. Designed by the Austin Co. in collaboration with General Electric, station provides flexible studios with all equipment concentrated at one point in center of two-story building. Large studio is in foreground. Sponsors and public are seated in separate lounges on either side of control room. Smaller studios extend to right and left of pivoting control room, directly behind that serving large studio. Reception lobby, upper left, leads to public observation corridor overlooking two smaller studios. Dressing rooms, workshops, offices and storage facilities are on the ground floor with second floor devoted to control rooms, broadcasting equipment, lounges and public observation areas. Explaining studio at the GE Palmer House headquarters are J. D. McLean (l), sales manager, GE television broadcasting equipment division, and P. C. McCabe (r), sales manager, Austin Co.

WAC SPOTS TAKEN BY 712 STATIONS

YOUNG & RUBICAM announced last Friday that 791 stations had accepted the WAC advertising schedule for a four-week period beginning Sept. 4. Of these 712 accepted the schedule on a straight commercial basis and 79 will broadcast the announcements as a public service, because of policies against accepting paid Government advertising.

WAC radio schedule—five live station breaks and five transcribed one-minute announcements weekly, to be broadcast one of each daily, Monday through Friday, between 6 p. m. and 10 p. m.—was offered by Y&R to 866 stations. The 75 which have not yet accepted, the agency reported, include some with whom negotiations are still going on.

Some of these stations will not accept the spots on a paid basis but did not offer to carry the schedule gratis. Others had no availabilities during the 6-10 p. m. period, or could give only spots but not breaks, or vice-versa. Some are trying to shift present commercial schedules to accommodate the WAC schedule, and a few stations have not answered Y&R's wire.

Taylor Organizes Radio Sales Firm

Taylor-Howe-Snowden Stations And Others Represented

FORMATION of the Taylor-Howe-Snowden Radio Sales, a national sales organization representing southwestern stations, was announced last week by O. L. (Ted) Taylor, general manager of the four Texas stations, KGNC Amarillo, KFYO Lubbock, KTSA San Antonio, KRGV Weslaco and owner of KTOK Oklahoma City. In addition to these stations the new organization will represent KFDM Beaumont and KRMD Shreveport and the Lone Star Chain of seven Texas stations.

Offices have been set up in New York, Chicago and Dallas with general offices in Amarillo under the direction of Alex Keese, general manager of the newly formed company. Mr. Keese was formerly associated with WFAA Dallas.

Executives Named

Jack Keasler, former commercial manager of WOAI, San Antonio, has been appointed New York manager with offices at 19 West 44th Street. Telephone number is Murray Hill 2-2485. Tom Peterson, for the past 10 years in the national advertising department of Scripps-Howard newspapers in Dallas, has been appointed Chicago manager with the offices at 360 N. Michigan Ave., while Clyde B. Melville recently transferred to inactive status in the Army, is to be in charge of the Dallas offices which are located at 806 Tower Petroleum Bldg. The new firm officially got under way Sept. 1.

SESSION OF NAB WAR CONFERENCE



Looking Into the Future of Broadcasting

Rapid Growth in Television, FM Seen; Fairness in Campaign Urged

By JAMES LAWRENCE FLY*

Chairman, Federal Communications Commission



Chairman Fly addressing NAB.

THE history of radio broadcasting since its static-ridden, squeaky-voiced beginnings in 1920 has been one of uninterrupted improvement and uninterrupted expansion. Revenues and profits have grown year after year; technical improvements have been introduced in a continuous procession; and, subject perhaps to a few minor qualifications, program quality has kept step with the onward and upward progress of the art. The question, therefore, which now faces broadcasters is this: Can that march of progress continue unabated through the years of readjustment which lie ahead? I should like, in brief digest form, to suggest some answers to that question on all three levels—commercially, technically, and with respect to programs.

First, the commercial aspects. Two years ago, many broadcasters faced the future with fear and foreboding. The war, rationing, full employment, overtime, night shifts, a sellers' market, censorship restrictions, and the wholly unwarranted bogeyman of Government operation, which was never even dreamed of by anyone in authority—these and other fears and forebodings were widespread.

Prosperous Year

We all know the sequel. The year 1942 was the most prosperous in the history of broadcasting; and 1943, as shown by figures just compiled by the FCC, topped even 1942 by a tremendous margin.

In 1942, for example the standard broadcast stations and networks reporting to the FCC had net time sales of about $164,000,000. In 1943 these revenues had increased to nearly $196,000,000—an increase of approximately 20%.

This increase in revenues resulted in an even greater increase in profits. Net income from broadcasting in 1942, after all expenses except Federal income tax, amounted to about $45,000,000. In 1943 net income expanded by almost 50 per cent, reaching over $66,000,000.

The networks, of course, accounted for a considerable portion of this increase, but even exluding the networks and their owned and operated stations, the 1943 picture was phenomenal. Indeed, it appears that the smaller the station, the greater the percentage of improvement. Thus the net income from broadcasting of the 50,000-watt clear-channel stations increased in 1943 by about 22% over 1942; the 5,000 to 25,000-watt stations increased by 56%; the regional stations by 51%; and the local unlimited-time stations by 188%.

Last year, I devoted considerable time to a discussion of "losers"—those stations which showed a net operating loss for the year. In 1942 there were 194 such stations, and it was feared that many of them would go off the air altogether. I am glad to report that not even a handful have actually ceased broadcasting; indeed, the mortality rate among broadcasting stations is phenomenally low. And the number of "losers" declined from 194 to 94, a further sign of commercial health.

The number of stations affiliated with the major networks in 1942 totalled 572. This increased to 604 during 1943, perhaps in part as a result of the reduction in telephone line charges initiated by the Commission, and to some degree as a result of the Chain Broadcasting Regulations and the separation of the Red and Blue. Thus more than two-thirds of the nation's standard broadcast stations are now affiliated with the nationwide networks. It remains true, however, that the networks do not yet serve the entire country, and that some unaffiliated stations serve areas not presently served by one or more of the four networks. There is thus still room for a further expansion of network coverage, and a further affiliation of independent stations.

But what of the future? Several of the factors which made broadcasting so profitable in 1943 and so far in 1944 will not last forever—the newsprint shortage, for example, and the present tax ratio. Will these changes result in a setback for broadcasting?

I venture to doubt it. For at the precise moment when war-engendered revenues are withdrawn, new factors will arise to take their place. Countless manufacturers will have to re-educate the entire public to the use of their products, and they will inevitably turn to radio. Not only will products long withdrawn from consumers because of the war be back, but new products will be marketed, with a resulting necessity for advertising them.

Much depends, of course, upon the direction taken by our entire economy. If industry, Government, and labor cannot get together to engineer a smooth transition from war to peacetime production and distribution, if full production and full employment cannot be achieved through our economy, if segments of our society are to battle with one another rather than work together in harness towards the common goal, then difficulties may lie ahead. But the experience of the war years has certainly shown that there is no need for such internal strife. We can all pull together; and if we do, we can all benefit. A decade of full production and full employment would certainly open up to the American people a great future—not merely in terms of a perpetually rising standard of living, but also in terms of a successful solution to the social strife which characterizes depressions.

Broadcasting is in a peculiarly favorable position to contribute its share to this postwar goal of full production and employment because, at the very moment when returning soldiers are coming back for jobs, and manufacturers are turning from war to peace production, broadcasting will be launching vast new projects for public service. FM and television, the two great ventures which lie ahead, ensure that broadcasting will do its share to see that the postwar era is one of expansion and prosperity.

With respect to FM, the future seems assured. Manufacturers are estimating that 5,000,000 FM receivers will be marketed a year during the four years immediately following resumption of civilian production. The average radio receiver today must be at least five or six years old—ready and eager for replacement, and it seems likely that a large proportion of radio owners will replace their prewar sets with receivers which provide for FM as well as AM reception.

The marketability of FM receivers is already well established. It takes no great memory to recall that during 1941 the only practical limit to the number of FM receivers which could be sold was the number that could be manufactured—and that was true despite the fact the FM program transmission was barely under way. With several hundred FM transmitters ready to go on the air as soon as the "freeze" is off, and additional hundreds well along in the planning stage, the receiver market will move right along in step. To take a more pessimistic view would be to fly in the face of

(*Continued on page* 34)



CBS HIGH COMMAND at NAB War Conference, top photo (l to r): Douglas Coulter, vice-president in charge of programs; Joseph H. Ream, vice-president and secretary; Donald W. Thornburgh, vice-president (West Coast); Paul W. Kesten, executive vice-president and director; Frank Stanton, vice-president. CBS family circle (lower photo, first row): Harold E. Fellows, WEEI Boston; Jack L. Van Volkenburg, WBBM Chicago; Arthur Hull Hayes, WABC New York; J. Kelly Smith, Radio Sales, Chicago; second row, Howard S. Meighan, Radio Sales, New York; A. D. Willard Jr., WBT Charlotte; Donald W. Thornburgh, KNX Los Angeles, Columbia Pacific Network vice-president; Merle S. Jones, KMOX.

* Text of speech delivered Aug. 30 at NAB Executives War Conference in Chicago.



A Community* with 20,226 NEIGHBORHOOD FOOD STORES

THAT means a lot of sales in one day! Imagine 20,226 neighborhoods in eastern and central New York and western New England—that's the picture of the shopping metropolis created by WGY (and it is one of the nation's choicest markets).

$410,344,000 is spent annually at these food stores in the 97 cities of the wealthy WGY community, and more of the 1,045,717 radio families of this great market listen to WGY than to all other stations combined.

WGY is the ONLY way to bring together this valuable region into ONE coverage area.

*WGY's primary and secondary areas combine 18 cities with a population of 25,000, 39 with a population of over 10,000, and 40 incorporated cities and villages with a population of over 5000.

GENERAL ELECTRIC

WGY-101

WGY

50,000 WATTS—NBC
22 YEARS OF SERVICE
SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES



FROM IKE TO TED all well fed. (left photo l to r) I. R. Lounsberry, WGR-WKBW Buffalo; Howard Lane, CBS station relations manager; Murray Grabhorn, Blue spot sales; Frank King, WMBR Jacksonville; O. L. (Ted) Taylor, Taylor-Howe-Snowden group. Envy of his auditors was James MacPherson (center photo, right), manager of KOA Denver who displayed his Colorado sheriff's badge to Vernon Pribble, WTAM Cleveland (center) and E. R. Borroff, Blue Central Division vice-president. General counsel was given (right photo) by the FCC's general counsel, Charles R. Denny (right) to (from right to left) A. N. (Bud) Armstrong Jr., WCOP Boston; George Jaspert, WLAW Lawrence; Arthur Simon, WPEN Phila.

Small Market Stations Advised To Cooperate for Mutual Aid

A TRANSITION period of competition in the smaller markets is imminent in the postwar era, Marshall Pengra, KRNR Roseburg, Ore., chairman of the NAB Small Market Station Committee, brought out at the Wednesday afternoon session of the Conference. As a result of this competitive factor, small market radio stations should streamline their operation, strengthen their programming, step out and do an aggressive sales job, Mr. Pengra told the session. The FCC attitude toward granting licenses to stations in small markets coupled with the potential in certain towns is all the more reason for the present operators to do an aggressive job thereby strengthening their competitive position, Mr. Pengra said.

The Small Market Station Committee is asking the FCC to change the technical operator requirements so that the emergency regulation 91-C, which provides for the use of technicians with restricted licenses will be made permanent. The committee is also petitioning the FCC to review the location in the local channels with reference to interference.

Lewis H. Avery, NAB Director of Broadcast Advertising, suggested that small market stations band together to offer their facilities on a package basis and urged broadcasters to provide needed information to enable station representatives to better serve them.

Mr. Pengra reported on a series of questions which the committee determined are of most concern to small market stations: postwar developments in FM and television, the problem of increasing revenue, how to attract national business, manpower.

William B. Smullen, KEIM Eureka, Cal., a committee member, reported on the committee's studies to provide capable personnel for small stations. "Today," he said, "the industry perhaps faces the need for more men than ever before despite the many formerly in radio who will be returning from military service.

"The advent of FM, television and addition of AM stations will create need of more men. To this need is added the growth of existing station staffs and of possible make-work brought about by masses of men available for general employment."

Pointing out that a large pool of technically trained men soon will be available for the industry to draw upon, Mr. Smullen advocated that radio make its selection from the best members of that pool and train them intelligently. The committee recommended that veterans be chosen on the basis of general education and personality background rather than on strictly technical training alone.

"Perhaps the controlling factor in the use of your station by national advertisers", he said, "is the cost of reaching a thousand homes, not the result obtained by dividing the cost for some unit of time by the number of radio homes in the area you serve but the cost of a specific period divided by the known audience that can be reached during that period. The problem is yours to explore and resolve."

New Raleigh Series

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes), is replacing *Beat The Band* on NBC, Wednesdays 8:30-9 effective Sept. 13, with a new half-hour variety program titled *Carton of Smiles*. Program features Henny Youngman and Carol Bruce, with Tom Shirley as announcer and will originate in New York. The 26-week contract was placed by Russel M. Seeds Co., Chicago.

S & M Names Alsop

CARLTON ALSOP has been named radio director of Sherman & Marquette, Chicago. For the past year he has produced for the agency's Judy Canova Show, sponsored on CBS by Colgate-Palmolive-Peet Co. currently replaced by *Romance*. Morgan Ryan, former radio director, becomes account executive on C-P-P continuing with headquarters in New York.



CAMERA CATCHES MBS executives (top) in informal chat at the network party at the Palmer House (l to r): T. C. Streibert, WOR New York; Louis G. Caldwell, Washington counsel; and Carl Haverlin, station relations manager. MBS President Miller McClintock chats (second from top) with Mrs. Myrtle Goulet, manager of the Chicago traffic office, at the network's party at the Palmer House. Charles Godwin (third photo, second from left), Mutual's assistant director of station relations, welcomes James G. Ulmer (right), president of KGKB Tyler, Tex., to the network. The station joined Mutual on Sept. 1. Looking on are Charles L. Harris (left), manager, WGRC Louisville, and Allen Wannamaker, general manager, WGTM Wilson, N. C. Mrs. Claire Cari-Cari, assistant radio director, Gardner Adv. Co., St. Louis, meets Mark Crandall (center), commercial manager, and Frank Bishop, director, KFEL Denver, at MBS party.

KTBS-KTHS Swap Granted by FCC

KTBI Interest to Quilliam Also Is Approved

EXCHANGE of KTBS Shreveport, La., sister station of KWKH, by the John D. Ewing newspaper interests to a group headed by John C. McCormack, former general manager of both stations, for KTHS Hot Springs, Ark. was authorized by the FCC last week. Considered the first "swap" stemming from the Commission's ban on dual ownership of standard stations in the same or overlapping areas, no money was involved in the transaction.

KWKH and KTBS have been jointly operated by the Ewing interests, publisher of the *Shreveport Times*, which takes over KTHS. KTBS, under the agreement, as authorized will be taken over in about a month by Radio Station KTBS, a partnership headed by Mr. McCormack. Others participating in the four-way equal partnership are Allen Morris, George D. Wray, and P. E. Furlow.

At the same action Harold S. Woodworth, treasurer of KTBI Tacoma, Wash., was granted his request for sale of 150 of his 179 shares common stock in KTBI to H. J. Quilliam, manager of KIRO Seattle, for $18,000. Mr. Quilliam, who is to relinquish his minor holdings in KIRO, will assume additional duties as manager of KTBI, application stated. Mr. Woodworth had become major stockholder in the Tacoma outlet several months ago.

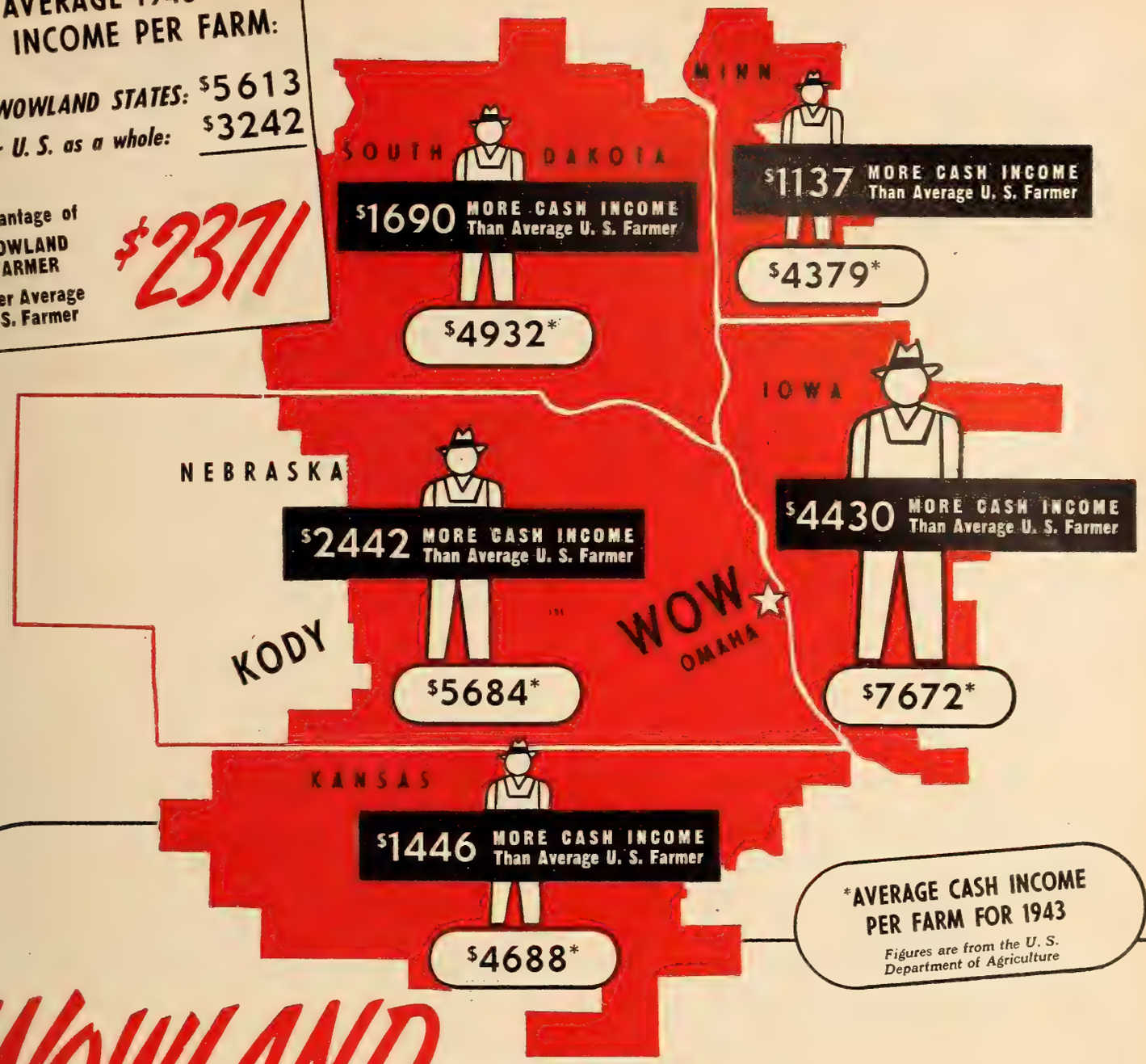
Commission approval was also granted for transfer of control of WLAK Lakeland, Fla., from Lake Region Broadcasting Co., licensee corporation, 100% owned by S. O. Ward, to Mr. Ward as an individual, trading as Radio Sation WLAK.

TONY WAKEMAN, Washington sports announcer, will join WWDC, independent, Oct. 18, G. Bennett Larson, general manager, announced last week. Mr. Larson said Mr. Wakeman had signed his contract with WWDC —prior to the Tony Wakeman-Sam Brown altercation Aug. 15.

AVERAGE 1943 CASH INCOME PER FARM:

For WOWLAND STATES: $5613
For U. S. as a whole: $3242

Advantage of WOWLAND FARMER Over Average U. S. Farmer **$2371**



*AVERAGE CASH INCOME PER FARM FOR 1943
Figures are from the U. S. Department of Agriculture

WOWLAND FARMERS' Cash Income for 1943 is Better than the U. S. Average by

35% TO 250%

(AND 1944 LOOKS EVEN BETTER!)

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri

Ask Your Blair Man for Availabilities

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Proven Producers for Particular People

Long rated as the No. 1 station with local advertisers, WSIX delivers for national accounts the same intensive coverage that makes it first choice of Nashville retailers and distributors.

Not only in power and frequency (5,000 watts on 980 kc) but also in *proven listener preference* does this station meet the requirements of the most particular time-buyers.

We shall be glad to give you full information about the Nashville market and this station's coverage, rates and availabilities.

The Katz Agency, Inc. National Representatives

Member Station, The Blue Network and Mutual Broadcasting System



GENERALS LAUD WARTIME RADIO

Marshall, Eisenhower, MacArthur Transmit Thanks; Lovett Ask Suggestions

PLAUDITS for radio's wartime job and expressions of confidence in its future as a news and entertainment medium were expressed by America's top-ranking generals at the NAB War Conference last week. At the same time Robert A. Lovett, Assistant Secretary of War for Air, told the nation's broadcasters that in the postwar period radio and aviation must work hand-in-hand to preserve a lasting, prosperous peace.

Coming as a surprise feature at the first luncheon session last Tuesday, the voices of Gen. George C. Marshall, Chief of Staff; Gen. Dwight D. Eisenhower, Supreme Commander, Allied Expeditionary Forces, Gen. Douglas A. MacArthur, Commander-in-Chief, Allied Forces, Southwest Pacific Area, Adm. Ernest J. King, Commander-in-Chief, U. S. Fleet, and Adm. Chester J. Nimitz, Commander, Pacific Area, were heard by transcription, flown to Chicago for the occasion.

Radio's Opportunity

Assistant Secretary Lovett, declaring that the nation "which commands the air can command its own fate", told the broadcasters that the Army Air Forces goal is "to maintain at all times in the future the finest quality air force in the world". He paid high tribute to America's flying men, who make up the Air Corps and asserted that the future of aviation must be maintained on a high plane with the nation's best men.

Radio can help to preserve the air force, both military and civilian, by presenting facts about aviation, he said. "All of us have a heavy responsibility to see that this is done" he asserted, "but as the investigators of fact and moulders of thought, an unusual degree of responsibility would appear to rest on radio and the press." He urged access to the sources of facts, outlined the Army Air Forces plans for the postwar period and declared:

"We are anxious that the public should give these matters thoughtful and informed consideration. . . . How to bring the facts to their attention causes us much concern. We would, therefore, welcome your impartial study of the situation, your conclusions and any suggestions. It is, I think, clearly a problem we must share.

"We must find the right answer to the riddle of the airborne age that lies before us. On these answers from an informed and alert public depends the re-establishment of a world of decency and order."

Said Gen. Marshall: "Conspicuous among the developments unknown to the first World War is the increasing dependence of the American public on radio broadcasts. The industry exerts a tremendous influence on public opinion and it must therefore bear the burden of a heavy responsibility."

Gen. Marshall, asserting that radio "renders an important service" for troops overseas, particularly in the isolated stations of the Pacific, in Africa and the Far East, thanked radio on behalf of the Army for its service. He emphasized the importance of "keeping the radio service, at least so far as it pertains to the soldiers in our overseas forces, on a very high plane".

"We have come to regard the radio reporters in the field as staff members" said Gen. Eisenhower. "They have measured up in the fullest sense to the high standards of courage, coolness and initiative demanded of the men in our armed forces. No commander can fail to comprehend the vital importance of an informed and understanding civilian population. . . .

"Official communiques must of necessity be brief and formal. It remains for your correspondents to give them substance and perspective; to transmit the fury of the battlefront, its problems and demands, intact and promptly to your millions of listeners. This task they have most ably performed.

"We soldiers, too, are well aware of the great part radio has played in the double battle of production and morale on the home front. The inspirational programs, the dramatic presentations of our needs overseas, the time allotted to the various arms and services of our vast military organization for the clarification of their tasks—all these are contributions whose value cannot be measured in terms of their commercial cost."

Gen. MacArthur, declaring that "news is almost as fundamental as food", said that "the breath-taking development of radio has filled the yawning gap caused by man's insatiable thirst for information. It furnishes leaven, which more perhaps than any other, will ultimately tend to bind men together in universal understanding."

Thanking the NAB and radio as a whole for its service in the war Gen. MacArthur said: "You have brought to the soldiers of this far-flung front a breath of remembrance, and to those left behind the comfort of the knowledge of what we do . . .

"We know that in the eventful days ahead, we can count on the broadcasters for full support."

Adm. King and Adm. Nimitz, on behalf of the Navy, also greeted the NAB and paid their respective compliments for the splendid job radio is doing for American seamen and Marines. Adm. Nimitz referred to the drive on Japan as the "biggest commercial show of all".

MUTUAL AFFILIATE PROMOTION MANAGERS!

$1,000.00

IN "E" WAR BONDS

FOR YOU

In The Biggest Juvenile Program Promotion Contest Ever Held!

Eight Prizes Totaling $1000.00 in War Bonds Given Away! Winning Promotion Managers and Their Stations to Receive Nationwide Recognition! Any Mutual Affiliated Station Can Enter! Contest Starts September 1st. Start Your Promotion Now!

PRIZES

FIRST PRIZE	$500 WAR BOND
SECOND PRIZE	$250 WAR BOND
THIRD PRIZE	$100 WAR BOND
FOURTH PRIZE	$50 WAR BOND
FIFTH, SIXTH, SEVENTH AND EIGHTH PRIZES .	$25 WAR BONDS

Series "E" Maturity Values

CONTEST RULES

In the case of ties, duplicate prizes will be awarded. The eight winning stations will receive national recognition and special certificates of merit.

Prizes will be awarded to the promotion managers who, in the opinion of the judges, have produced the most effective, consistent and complete promotion of Mutual juvenile programs carried over their stations throughout the six-month period from September 1st, 1944 to March 1st, 1945. All Mutual stations, irrespective of size or established merchandising facilities have an equal opportunity to win. Awards will be made on the basis of consistency and originality of each station's campaign—taking into consideration merchandising facilities available to each entrant.

WHO IS ELIGIBLE TO ENTER THE CONTEST?

Any promotion manager, publicity director, station manager, program director, or other individual employed by a Mutual network affiliated station, who has been entrusted by that station with the work of general program or merchandising promotion.

WHERE SHOULD THE ENTRIES BE SENT?

All entries should be sent in the form of a scrap book to Mr. Harold M. Coulter, Manager, Audience Promotion, Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y. All entries must be postmarked before midnight April 1st, 1945, and become the property of the Ralston Purina Company, of St. Louis. No entries will be returned.

WHAT WILL CONSTITUTE JUVENILE PROGRAM PROMOTION?

Radio spot announcements, newspaper ads, editorials, publicity stories, hand-bills, direct mail, billboards, window streamers, store displays, movie trailers, or stunts designed to promote an increased listening audience for Mutual's children's shows and/or to promote the sale and distribution of products advertised by clients of these children's programs.

WHO WILL JUDGE THE CONTEST?

Mr. Sol Taishoff, editor and publisher of Broadcasting Magazine, and a committee selected or designated by him from the editorial staff of Broadcasting.

The opinion of the judges will be final.

WHEN WILL THE AWARDS BE MADE?

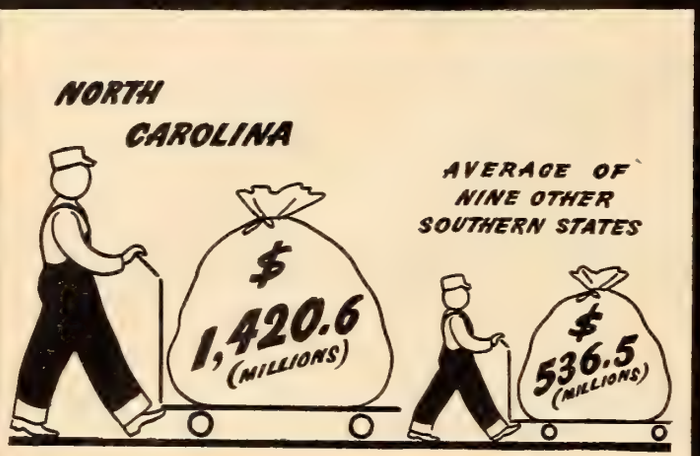
Winners will be announced on or about July 1st, 1945.

Sponsored by the RALSTON PURINA COMPANY of St. Louis

For additional information write:

HAL COULTER, MUTUAL AUDIENCE PROMOTION, 1440 BROADWAY, NEW YORK 18, OR BROADCASTING MAGAZINE

NORTH CAROLINA
IS THE SOUTH'S
No.1 AGRICULTURAL
STATE



WPTF
(CARRYING N.B.C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No.1 SALESMAN

WPTF • RALEIGH



FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Terry, Bell Named District Directors; Yocum Resigns, Joins CBS Washington

HUGH B. TERRY, KLZ Denver, and John C. Bell, WBRC Birmingham, were elected district directors of the NAB by the board of directors at a pre-war conference meeting in Chicago last Monday night. Mr. Terry succeeds Ed Yocum, KGHL Billings, Mont., who resigned both his Billings post and the district directorship to join CBS as director of station relations in the Washington office. Mr. Terry will serve until the NAB annual meeting in 1946, filling the unexpired portion of Mr. Yocum's term. He will represent the 14th district, comprising the states of Colorado, Idaho, Utah, Wyoming, Montana, and a portion of South Dakota.

Mr. Bell succeeds James W. Woodruff, Jr., president of the Georgia Broadcasting Co. (WRBL Columbus, WATL Atlanta, WGPC Albany), who recently was inducted into the Army. He will serve until next year, completing Mr. Woodruff's unexpired term, and will represent District 5, comprising Alabama, Florida, Georgia and Puerto Rico.

Mr. Yocum, who had been re-elected to the board earlier this year, will join CBS in Washington Nov. 1, according to an announcement by Joseph H. Ream, vice-president and secretary. The appointment was made in anticipation of the increased importance of Washington operations in the light of the forthcoming hearings on spectrum allocations, as well as other Washington contact functions necessitated by the network monopoly regulations. Before joining KGHL ten years ago, Mr. Yocum was manager of KGEZ Kalispell, Mont.

Mutual to Offer Series to Others

New Policy Announced; Net Affiliates Total 246

WORLD SERIES baseball, exclusive on MBS for several years, will be available this year to stations not affiliated with the network in localities not served by Mutual, in accordance with the policy of Commissioner K. M. Landis and the sponsors, Gillette Safety Razor Co., Boston, it was disclosed at a meeting of the Mutual board of directors last week at the Drake Hotel, during the NAB War Conference.

Directors approved in principle establishment of a standard method for the measurement of radio coverage, as projected by the NAB research group.

Symphony Continues

According to Miller McClintock, president, MBS now comprises 246 stations, chosen not only for their ability to provide thorough hometown coverage on the present broadcast bands but for frequency modulation whenever available.

Announcement also was made of arrangements to continue during the coming season the Cleveland Symphony Orchestra Sunday night broadcasts.

Benedict Gimbel, Jr., WIP Philadelphia, was elected to the board. Present were: Alfred J. McCosker, WOR New York, chairman, who presided; W. E. Macfarlane, WGN Chicago, head of the executive committee; E. M. Antrim, WGN; H. K. Carpenter, WHK Cleveland; Mr. McClintock; John Shepard 3d, Yankee Network, Boston; T. C. Streibert, WOR New York; Lewis Allen Weiss, Don Lee Network, Hollywood; H. W. Batchelder, WFBR Baltimore; J. E. Campeau, CKLW Detroit-Windsor; Leonard Kapnar, WCAE Pittsburgh.

Mutual last week announced the addition of seven affiliates, bringing the total number to 246. KGKB Tyler, Tex., and KSWO Lawton, Okla., will join as soon as line facilities are completed. Two stations joining as members of the basic optional group of the Don Lee network, MBS regional affiliate, are KUJ Walla Walla and KRLC Lewiston, Ida. Effective Sept. 15, MBS will add WATN Watertown, N. Y., and WSLB Ogdensburg. KPDN Pampa, Tex., joined Aug. 18.

Marshall Field Spots

MARSHALL FIELD & Co., Chicago department store, on Sept. 13 starts an 11-week spot campaign on WGN WLS WJJD WIND WGES to recruit helpers for the Christmas buying rush. Present schedule calls for 94 to 100 transcribed and live announcements weekly, on all five stations. Consideration is being given to expanding the drive to other stations in the Chicago area. Agency is Abbott Kimball Co., New York and Chicago.

Filene Fete on WHN

FILENE'S Department Store, Boston, has purchased a quarter-hour on WHN New York Sept. 5 only to present *Bill Cunningham's Commentary*, transcription of a program highlighting the 36th anniversary of the store's automatic bargain basement. Program will be heard live the preceding day on the Yankee Network and recorded at WICC Bridgeport, Yankee affiliate, for airing on WHN as supplementary New England coverage. Business placed direct.

Vallee for P & G

PROCTER & GAMBLE Co., Cincinnati (Drene), on Sept. 9 starts the *Drene Show* on NBC Saturday, 8—8:30 p. m. (EWT), with West Coast repeat, 8:30—9 p. m. (PWT). A package deal by Music Corp. of America, the musical-variety series stars Lt. Rudy Vallee of U. S. Coast Guard, now on inactive duty. H. W. Kastor & Sons Adv., Chicago, is agency.

A GREAT EDUCATOR SPEAKS OF YOU, OF US, AND OF DUTY



"America is fortunate today in having comparatively well developed the four great educational agencies—the school, the church, the press, and the radio. Every day and almost every hour, free and essentially uncensored . . . not only is the news spread far and wide throughout the world, but the cause of freedom and the advantage of popular government are kept before our citizens."

ALEXANDER G. RUTHVEN
President, University of Michigan
speaking on "Victory F.O.B."—WJR, Detroit

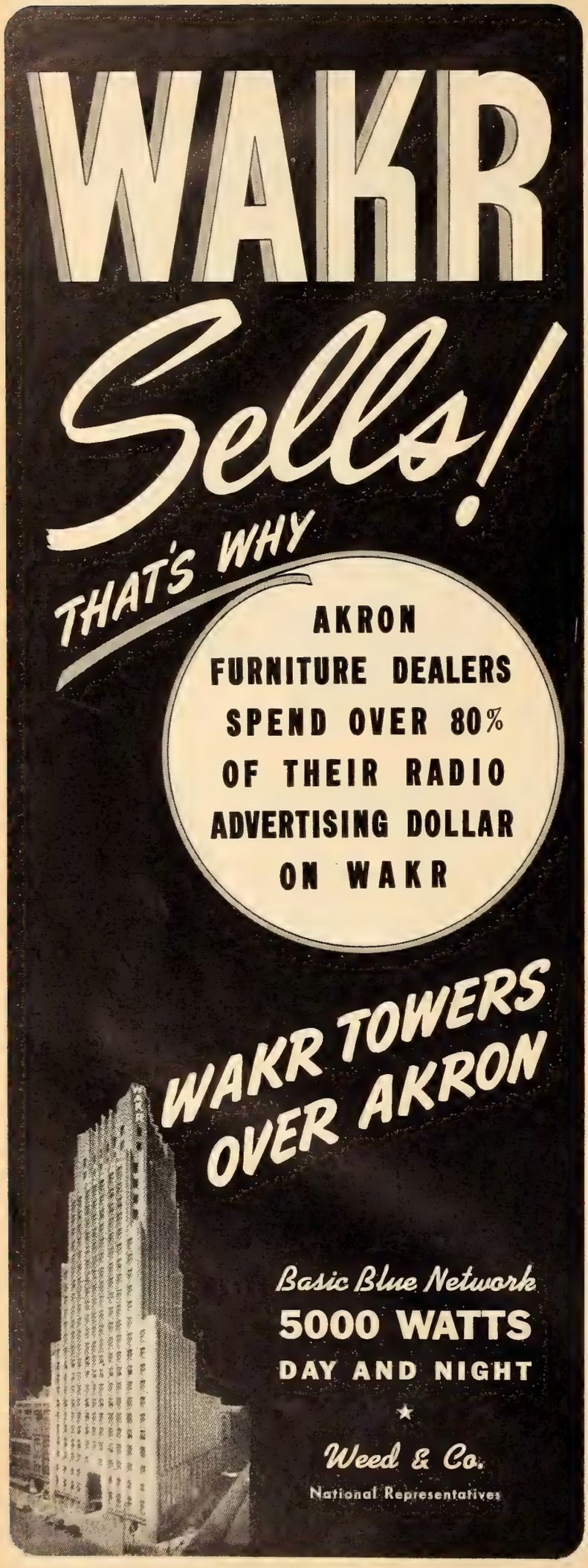


Listen to
"VICTORY F.O.B."
Every Saturday on
WJR—CBS Network
3:00 p.m. E.W.T.

WJR, as a member of one branch of "the four great educational agencies," accepts this challenge eagerly, aggressively, as part of its previously dedicated purpose pledging all the power of "Michigan's greatest advertising medium" to establishing and maintaining *free speech through the free air of a free land.*

WJR
THE GOODWILL STATION
50,000 WATTS · DETROIT
CBS

BASIC STATION, Columbia Broadcasting System • G. A. RICHARDS, Pres.... LEO J. FITZPATRICK, Vice-Pres. and Gen. Mgr. • EDWARD PETRY & CO., INC., National Representative



Proposed Merger of FMBI With NAB Appears Remote

Invitation of President Ryan Accepted Only In Part; Meeting with Board Rejected

PROSPECTS of immediate steps toward affiliation of FM Broadcasters Inc. with the NAB as the overall trade association of radio appeared remote following a meeting of the FMBI board in Chicago last Monday, held in conjunction with the NAB Executives War Conference.

An invitation from J. Harold Ryan, NAB president, to the FMBI board to have a delegate meet with the NAB board, ostensibly to discuss a possible fusion of the new trade group with NAB, was accepted only in part. The FMBI board instructed President Walter J. Damm, WTMJ-WMFM Milwaukee, to meet with Mr. Ryan and explore the matter, but failed to approve a session with the NAB board at this time.

IRAC Report Cited

Some concern has been evinced over the separate evolution of FMBI as a trade association. NAB spokesmen feel that FM, television and other new radio developments all are identified with broadcast service and that all should fall under the aegis of the NAB. On the other hand, the founders of FMBI are represented as feeling that greatest benefits can accrue to the new broadcast service through a separate organization. Moreover, certain members influential in FMBI are opposed to certain aspects of NAB organization and policy.

The FMBI board also adopted a resolution calling attention to the failure of the Interdepartmental Radio Advisory Committee, in its allocation plan, to provide spectrum space for FM relay service. President Damm was instructed to direct to the attention space for FM relay service. President Damm was instructed to direct to the attention of appropriate groups and authorities the need of FM service for adequate relay facilities. Copies of the resolution were ordered sent Panel 19 of the Radio Technical Planning Board, the FCC, IRAC, and the State Dept.

Tentative plans for a general FMBI meeting, to be held the week of Jan. 22 at the Commodore Hotel, New York, also were discussed by the board. Definite action on the proposed meeting will be taken later, in the light of war conditions and developments at the general allocations hearing called by the FCC to begin Sept. 28. Last January FMBI held its first general meeting and drew an attendance of 750.

First copies of a new FMBI promotional booklet, designed for public consumption as an FM primer, were presented to the board. The initial printing order is 200,000 and copies will be distributed through dealers, station and equipment companies. Space for imprint of the distributing company is provided.

With the admission of 23 new members, FMBI membership now totals 137. New active members admitted by the board are:

Atlantic Coast Broadcasting Co. (WTMA), Charleston, S. C.; Banks of the Wabash Inc. (WBOW), Terre Haute, Ind.; Beckley Newspapers Inc., Beckley, W. Va.; A. H. Belo Corp. (WFAA) Dallas; Consolidated Broadcasting Corp. (KGER), Long Beach, Cal.; Gannett Publishing Co., Portland, Me.; The Gazette Co., Cedar Rapids, Ia.; *Hartford Times* (WTHT), Hartford, Conn.; James F. Hopkins (WJBK), Detroit; Rhea Howard, Wichita Falls, Tex.

William Penn Broadcasting Co., (WPEN) Philadelphia; Peoria Broadcasting Co. (WMBD), Peoria, Ill.; Maj. A. A. Schechter, New York; Susquehanna Broadcasting Co., (WSBA) York, Pa.; Times Picayune Publishing Co., New Orleans; WCBS Inc., Springfield, Ill.; WIBX Inc., Utica; WPTF Radio Co., Raleigh, N. C.; Times Herald Co., Port Huron, Mich.; West Virginia Radio Corp. (WAJR), Morgantown, W. Va.

Admitted as associate members were Indiana U., Bloomington, Ind, and Western Michigan College of Education, Kalamazoo, Mich. As an affiliate member Harvey Radio Labs., Cambridge, Mass., was admitted.

Officers and members present were, besides Mr. Damm:

T. C. Streibert, Bamberger Broadcasting Service, New York, vice-president; L. W. Herzog, WTMJ-WMFM, secretary-treasurer; Franklin Doolittle, WDRC-FM Hartford; Lee B. Wailes, Westinghouse Radio Stations; Arthur B. Church, KMBC and KMBC-FM, Kansas City; George Lang, WGN and WGNB Chicago. John V. L. Hogan, WQXR-WQXQ New York, was absent.

Others attending were Myles L. Loucks, FMBI managing director; Philip G. Loucks, Washington attorney and FMBI general counsel; C. M. Jansky Jr. and Stuart Bailey, consulting engineers and FMBI engineering counsel.

STRINGER HONORED

NAB Promotion Director Wins Army Acclaim

HIGH TRIBUTE to Arthur Stringer, NAB director of promotion and circulation for conceiving, organizing and completing the technical training program for the Army Signal Corps was paid in a formal ceremony at the NAB Executives War Conference in Chicago last Tuesday with the presentation of the Signal Corps' "Certificate of Appreciation" to the NAB department head.

Speaking for Maj. Gen. H. C. Ingles, Chief Signal Officer, Col. Leland H. Stanford, Signal Officer of the Sixth Service Command, presented the award together with a symbolic badge, after having praised Mr. Stringer's efforts. Col. Stanford credited the NAB promotion director with initiating the campaign in 1941, which resulted in the training of some 50,000 enlisted reservists in technical radio schools. The high level of Signal Corps personnel efficiency, he said in no small measure can be attributed to this training, which reached its peak in the 1941-1942 period.

In accepting the award, to enthusiastic applause, Mr. Stringer modestly gave the credit to the "900 stations" and their executives.



A Natural in New York.....

YOU can "fade" your competition with confidence if your New York sales promotion includes a WOV schedule. WOV has the combination that makes this important station a natural for a continuous listener audience . . . night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 8:00 and 10:00 p.m., WOV covers more metropolitan homes than any other New York independent station . . . at less than half the cost of the next ranking station. Around-the-clock, WOV is a natural in New York.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY McGILLVRA, Nat'l Rep.



Woods Urges All Blue Affiliates Map Plans for FM Expansion

13 Blue Stations Receive Awards for Audience Promotion; Kobak Resignation Denied

WORD OF mouth reports that a Blue Network executive shakeup was imminent, with executive vice-president Edgar Kobak slated to leave, were emphatically denied last Wednesday in Chicago by Mark Woods, Blue president. Other network officials—Edward J. Noble, chairman of the board, and Chester LaRoche, chairman of the executive committee—branded the reports as wholly fallacious.

Mr. Kobak stated he was not aware of any change in his status. He denied concurrent reports that he would become the executive operating head of Mutual. A stockholder in the Blue and the dynamic force in its sales operations, Mr. Kobak has worked closely with Mr. Woods on the network's executive direction since it was separated from NBC more than two years ago. He has been in the forefront of the network's operations since Mr. Noble formally took over last October.

There was no confirmation at Mutual headquarters of any arrangement with Mr. Kobak. It is known, however, that the network is looking for an executive operating official, to work under President Miller McClintock.

Urging Blue affiliates to "get in on the ground floor of FM", Mr. Woods told the executives of 195 Blue stations at a meeting during the NAB War Conference at the Palmer House last Monday that while replacement of AM by FM will be gradual, a complete changeover can be expected from within five to ten years.

Mr. Woods, in advising the affiliates to file immediately for FM licenses, and place orders with manufacturers of FM transmitting equipment, estimated that some 20,000,000 FM sets will be in operation within four years after the conclusion of the war, and predicted that radio audiences will turn to FM because of better reception. For the station operator, FM will solve the problem of allocation, provide uniform day-and-night coverage, irrespective of place on the dial.

Stating that Blue program service is available to the FM adjuncts of Blue affiliate stations, Mr. Woods revealed that the Blue Network will file for FM licenses in San Francisco next week, and that the network has licenses on file with the FCC for FM stations in New York, Chicago, Los Angeles.

Awards were made at the meeting to 13 Blue stations for outstanding audience promotion on Blue Network programs, based on a poll of advertising account executives who have programs on the Blue. The winners were WFIL Philadelphia, KXOK St. Louis, WTCN Minneapolis in the group of stations in cities of 500,000 or over; WOWO Fort Wayne, WISH Indianapolis, WRNL Richmond in the group of stations in cities of 100,000 to 500,000; WCBS Springfield, Ill., WIZE Springfield, Ohio, WROK Rockford in the category of cities 50,000 to 100,000; KGGF Coffeyville, Kans; WKIP Poughkeepsie; WBCM Bay City, Mich., and KPQ Wenatchee, Wash. in the group of stations in cities under 50,000.

The meeting, presided over by Keith Kiggins, vice-president in charge of station relations, was also addressed by Edward J. Noble, chairman of the board; Edgar Kobak, Blue executive vice-president, and Chester J. La Roche, chairman of the executive committee, who along with Lt. Col. Robert E. Kintner, newly appointed vice-president in charge of public service and public relations, were introduced to the Blue station managers and owners.



'CHIEF' ANNOUNCER goes on warpath! Victim is Karl Janssen, KTUL Tulsa program director, caught in the grip of KTUL announcer Chief Shunatona, full blood chief of the Otoes, Oklahoma tribe. Shunatona, in addition to his announcing and strangle-hold prowess, also produces a program of early days of Tulsa for KTUL.

Giants to Old Golds

FOR THE fifth consecutive year, WHN New York will cover the at home and away games of the New York Giants professional football games, broadcasting 10 games this year under sponsorship of P. Lorillard Co., New York, for Old Golds, starting Oct. 8. Red Barger and Connie Desmond will cover. Agency is J. Walter Thompson Co., New York.

Blue Pacific Feature

CLETE ROBERTS and Arthur Feldman will be heard on the Blue's Sunday *Weekly War Journal*, following their arrival at General MacArthur's headquarters to cover Pacific action.

A LETTER WORTH READING!

O'NEIL, LARSON & McMAHON

Advertising *Merchandising* *Marketing*

230 NORTH MICHIGAN AVENUE CHICAGO 1, ILLINOIS

July 7, 1944.

Mr. Charlie Dilcher
John Blair & Company,
520 N. Michigan Avenue,
Chicago, Illinois.

Dear Mr. Dilcher:

Enclosed is a new contract for Station K F Y R, Bismarck, No. Dak., continuing the advertising of the Michigan Bulb Company, Grand Rapids, Michigan.

I thought you might be interested in knowing that K F Y R has produced exceptionally well for this client. From a list of approximately 40 stations used, K F Y R produced double the orders needed to make this campaign a success.

K F Y R heads the list as Number One Station.

Cordially yours,

O'NEIL, LARSON & MCMAHON

N. J. McMahon

Yes . . . it's worth taking a moment or two to thoroughly read over this unsolicited letter, for it goes to prove that KFYR, located in the **"Heart of the rich Northwest market,"** lives up to its claims of outstanding "sales ability."

This is just one of the many satisfied advertisers who have found that . . .

KFYR Facilities Yield Results

After having read the letter, you, too, should agree that the service offered by KFYR is worth looking into.

Better not delay! Our list of availabilities is getting smaller every day.

For the Complete KFYR Story... Drop Us a Line

or

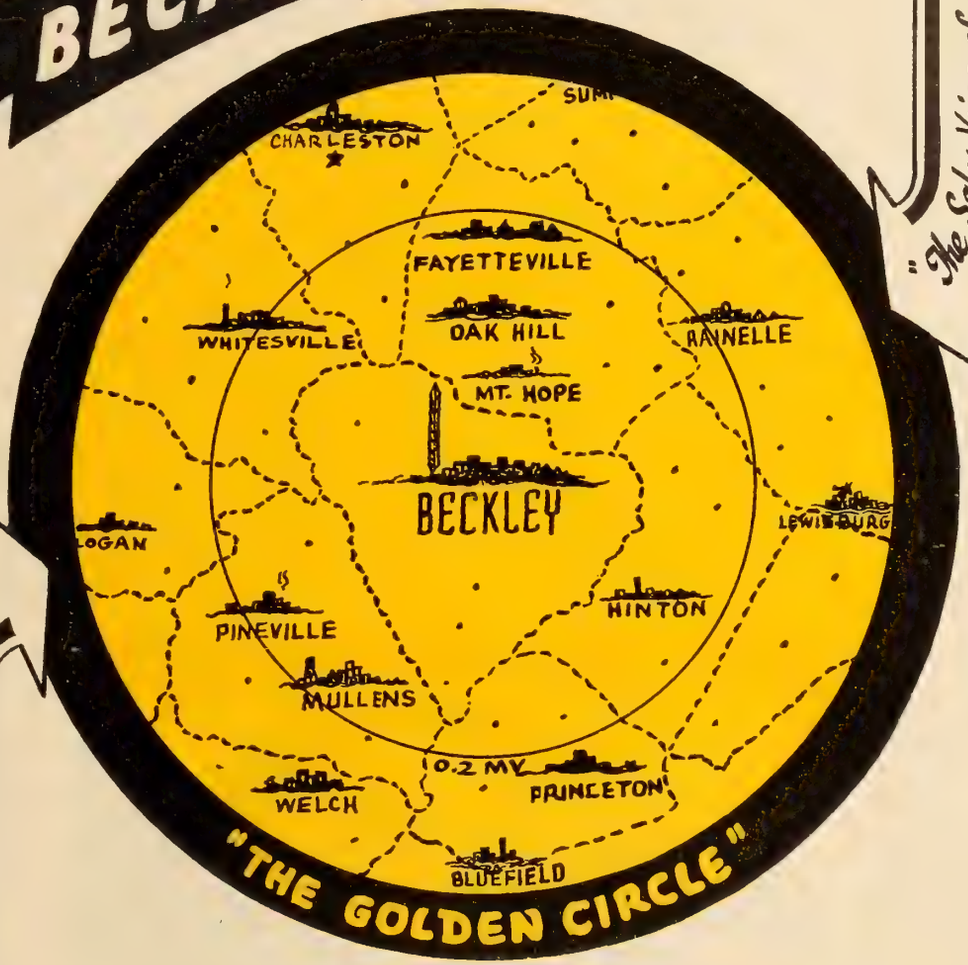
Ask Any John Blair Man

KFYR BISMARCK, N.D. 5000 WATTS 550 KILOCYCLES NBC

250 w
1240 k.c.

WJLS
BECKLEY, W. VA.

"The Sales Voice of Southern West Virginia"



"The Dominant Selling Force in the Coal Fields"

Spring 1944—Beckley, W. Va.

CITY ZONE STATION HOOPERATINGS

Total Coincidental Calls 3,837

TIME	SETS-IN-USE	WJLS Rating	WJLS Share of Audience	WCHS Rating	WCHS Share of Audience	WLW Rating	WLW Share of Audience	OTHERS Rating	OTHERS Share of Audience	HOMES CALLED
MORNING Monday thru Friday 8:00 a. m.—12:00 Noon	16.2	15.5	96.0	0.3	1.7	0.1	0.6	0.3	1.7	1272
AFTERNOON Monday thru Friday 12:00 Noon—6:00 p. m.	17.2	16.0	93.2	0.6	3.4	0.3	1.7	0.3	1.7	803
EVENING Sunday thru Saturday 6:00 p. m.—10:00 p. m.	17.9	15.0	84.0	0.5	2.8	0.9	4.9	1.5	8.3	939
SUPPLEMENTARY AFTERNOON 12:00 Noon—1:30 p. m.	21.0	20.4	97.0	0.3	1.5	0.3	1.5	0.0	0.0	723
SUPPLEMENTARY EVENING 6:00 p. m.—7:30 p. m.	17.5	16.7	95.3	0.3	1.9	0.2	0.9	0.3	1.9	690

Represented Nationally by **BURN-SMITH CO., INC.**

TOTAL RETAIL STORES 5,593 ★ TOTAL RETAIL SALES $149,482,000.00

Affiliated With The COLUMBIA BROADCASTING SYSTEM

Inter-State Population Shifts Shown in Census Bureau Data

Western Region Shows Biggest Gain Despite Loss Of 1,091,621 to Armed Forces

TREMENDOUS shifts in population from state to state are revealed in a Bureau of the Census report prepared by Dr. Hope T. Eldridge of the Bureau's population division, which shows estimates of population gains and losses through inter-state migration during the 3½ years from April, 1940 to November, 1943.

From 1940-1943 30 states suffered a net loss in population through the inter-change of civilian migrants with other states, the total of their net loss amounting to 3,400,000 persons. The United States as a whole lost 9,740,000 civilians to the armed forces, while enjoying a natural increase of 5,261,586, or a net decrease of 4,173,302 for the 3½-year period, the report shows.

Of the four regions, northeastern, north central, south and west, the only region to show a net gain in population was the west. Although the Pacific division was the only one with a net increase in civilian population, several other divisions gained through migration, while decreasing in civilian population. The New England Division, although sustaining a net loss of over 300,000 in civilian population because of the excess of inductions over natural increase, actually had a net in-migration of more than 100,000, the report stated.

The analysis of population changes among the states shows to what extent the wartime change in population is the result of migration and perhaps permanent; to what extent it is the result of inductions, and perhaps temporary; and to what extent it is due to natural increase and perhaps presages a change in the size of the child population.

The estimates of civilian population presented in the Bureau's table have been revised on the basis of new information on the armed forces in 1940 and on births and deaths after 1940. The estimates for Nov. 1, 1943 are based on registrations for War Ration Book IV and are independent of data on natural increase and inductions except that state registration figures adjusted to add to the total number qualified to register in the U. S. as estimated from the 1940 census and from data on births, deaths and armed force strength for the country as a whole.

The special report is No. 17 of Series P-44 of the Bureau of the Census and may be obtained upon application to J. C. Capt. Director of the Census, Washington, D. C.

OWI PACKET, WEEK SEPT. 25

Check the list below to find the war message announcements you will broadcast during the week beginning Sept. 25: OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Christmas Mail	X	X	--	X	--	--	--
War Bonds	--	--	--	--	X	--	--
National War Fund	X	X	--	X	--	--	--
Prepare for Winter	X	--	--	--	--	--	--
Paper Conservation	--	--	--	--	--	X	--
Eat Wisely	--	--	--	--	--	--	X
Better Breakfast and Lunch	--	--	--	--	--	X	--

See OWI Schedule of War Messages 127 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

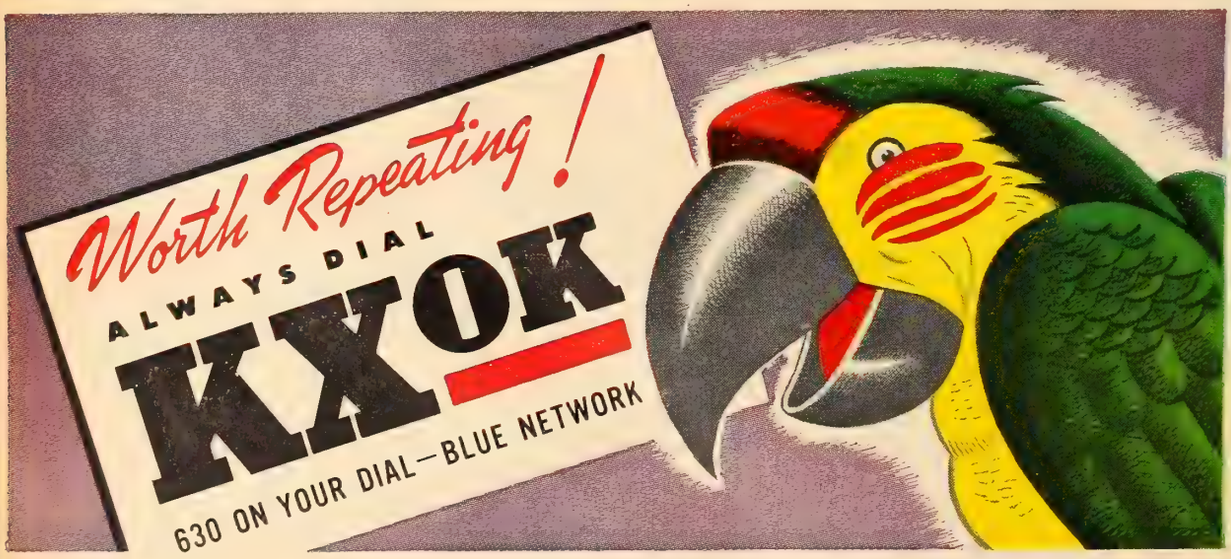
NBC Unfolds Parade of Stars Plans Before Affiliates at NAB Conference

COORDINATED audience promotion embracing all media in the third annual NBC Parade of Stars was previewed by NBC affiliates last Monday at the NAB Executives War Conference at the Palmer House in Chicago. Details were released by Niles Trammell, NBC president; William S. Hedges, vice-president in charge of stations; and Charles P. Hammond, director of advertising and promotion.

The promotion will include motion picture trailers, composed of existing film footage of stars and keyed to run in approximately 117 NBC affiliated station cities. There will be one new trailer a week over a period of four weeks, starting in mid-October, and the trailer portion of the campaign will be underwritten by NBC.

A large bandbox of promotional material, shipped to affiliates, includes a packet on every NBC commercial show, with recorded spot announcements and short skits, live announcements, publicity releases, glossy prints, mats, as well as general material such as newspaper ad mats, scripts on a behind-the-mike series called "Your Radio Reporter", layouts for window displays, car cards, billboards, stickers for mail, etc. [BROADCASTING, Aug. 28].

A booklet on how to use the NBC Parade of Stars, covering all of the promotion material, is included in the bandbox. Tying in with the individual station efforts, NBC on Sept. 19 is starting a series of seven half-hour Parade of Stars broadcasts featuring NBC talent heard in both its daytime and nighttime program schedules.



KXOK is the Station to Watch . . . the station to LISTEN TO . . . the station to USE for economical and effective selling in St. Louis and surrounding territory. Sponsors say so. Listeners say so. Surveys prove their good judgment!

Surveys prove, too, that KXOK is growing fast! Built to its present high competitive position in Greater St. Louis in less than 6 years, KXOK, with its well-balanced schedule, unusually high percentage of contract renewals and steadily rising listener interest IS the station to watch.

That's why the above illustrated outdoor board, posted throughout the St. Louis area, points out effectively and emphatically that KXOK is "WORTH REPEATING."

Kraft Resumes

KRAFT CHEESE Co., Chicago (Parkay margarine), on Sept. 3 following a nine-week summer hiatus resumed *The Great Gildersleeve*, on 69 NBC stations, Sunday, 6:30-7 p.m. (EWT), with West Coast repeat, 8-8:30 p.m. (PWT). Harold Peary stars in half-hour comedy series. With exception of Louise Erickson who will replace Lurene Tuttle, remainder of talent line-up continues to include Walter Tetley, Earle Ross, Shirley Mitchell, Bee Benadaret. Richard LeGrand, Lillian Randolph. John F. Whedon and Sam Moore write the show. Claude Sweeten is musical director. Ken Carpenter announces. Cecil Underwood is Hollywood producer of Needham, Louis & Brorby.

More Tubes Soon

INCREASED tube allotments for civilians will mean the elimination of the radio tube black market by early 1945, if not before, Arthur Stringer, director of circulation for the NAB, said last week at Chicago conference. He added that although 15% of receivers have been put out of commission because of lack of tubes, the listening audience has not been reduced.



ESCAPE TO MONKEY ISLAND

Officiating at the wholesale cage-delivery from Winter to Summer quarters, was KYW's LeRoy Miller. As perennial emcee of Philadelphia's "May Day at the Zoo," he packs-in thousands of Philadelphians at this formal Summer opening . . a routine annual matter for this irrepressible conductor of KYW's Musical Clock.

In the past 12 months, Miller has made 309 personal appearances (sponsors' products are subtly featured) in a four-state area, every one by popular demand. Conflicting dates ruled out 71 more. All audience-surveys reflect this demand, as Miller has top-rated the list since 1937.

His 7 to 9 A. M. radio antics, according to LeRoy, comprise "two solid hours of sheer monotony." It's the sort of monotony that translates into steady repeat-sales, attested by long-time advertisers, such as Bond Clothes (6 years), Thom McAn Shoes (4½ years), Griffin Shoe Polish (4½ years).

LeRoy Miller, Philadelphia's Public Alarm Clocker Number One, backed by KYW's 50,000 watts, provides a proved sales-vehicle for all air advertisers . . proved by ratings, proved by public demand for personal appearances, and proved by advertisers' long-time use of KYW's Musical Clock. Consult NBC Spot Sales for availabilities.

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • WGL • KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES

WESTINGHOUSE PRESENTS . . . *John Charles Thomas on Sun. 2:30 EWT., NBC.; also "Top of the Evening" on Mon., Wed., Fri., 10:15 EWT., Blue Network.*

Retail Promotion Film Boosts Billings

Revenue Up 40%; NRDGA, NAB Cooperate

By BILL BAILEY

INCREASED revenue to the tune of 31 million dollars as a result, in part at least, of the NAB Retail Promotion Plan, was predicted for 1944 by Paul W. Morency, chairman of the NAB Retail Promotion Committee at a broadcast advertising clinic opening the NAB War Conference in Chicago last Tuesday.

At the same time Llewellyn Harries, sales promotion manager, National Retail Dry Goods Assn., and Paul McCarthy, advertising and promotion director of J. N. Adam & Co., Buffalo, N. Y., told the broadcasters that retailers are using radio successfully and will use more, but radio must deliver an audience through good programs.

Payoff 26-1

Mr. Morency, whose committee was dissolved after the motion picture presentation "Air Force and the Retailer" was completed, reported that the committee spent $111,000, largely subscribed by stations, to present the promotion in 117 cities before more than 25,000 retailers. In the first six months this year 50 stations reported increases of more than 55% in retail radio advertising, he said.

"This year's budget should be in the neighborhood of 100 million dollars," said Mr. Morency. "That is an increase of about 31 million dollars or 40%. If that estimate is correct, the Plan would have paid off in its first year, about 26 to 1." He said the stations which used "energy and showmanship" in promoting the Retail Plan and followup, showed the largest increases in business.

As a result of cooperation between the NAB and NRDGA, a monthly bulletin *Promotion Exchange* is being issued to all NAB members by the NRDGA, Lewis H. Avery, NAB Director of Broadcast Advertising, informed the membership. In addition a lending library of recorded successful programs used by retailers is available.

Mr. Harries, declaring that radio must educate the retailer as to its ability to sell, said: "If we are fully and sincerely informed as to radio, we'll flock to the bandwagon." Results of a survey conducted by the NRDGA disclosed, he said, that 53.8% of the 325 retailers replying to a questionnaire (sent to 500), use institutional advertising exclusively. The survey results were enumerated by the speaker as follows:

Types of programs—36.1% use recordings; 42.4% use news exclusively; 20% miscellaneous.

Type of advertising—53.8% institutional exclusively; 31.4% general store; 14.8% specific merchandise items.

Time segments—25.9% use 8-9 a.m.; 18.5% use 9-10 a.m.; .9% from 10-11 a.m.; 20.3% in the 11 a.m.-1 p.m. bracket; 12.2% from 2-4 p.m.; 3.8% (station breaks) 4-6 p.m.; 18.4% in the "best" hours, 6-9 p.m.

Frequency of programs—70.3% had programs across the board; .7% each Saturday and Sunday; 28.3% Mondays, Wednesdays, Fridays.

Time on the air—30.3% on the air less than a year (indicating, said Mr. Harries, that the Retail Promotion Plan was effective); 34.7 on the air 1 year (part of which attributed to Retail Promotion Plan); 12% on for two years; 7% each on 3 and 4 years; 5% on 10 years; 2%, 12 years; 2%, 16 years.

More than 90% reported listener reactions to their programs and commercials.

Mr. Harries bluntly told the broadcasters that "one of the most important links, advertising promotion and exploitation, was 'lousy'.

"Only 1% of the retailers used newspapers for advance publicity," he declared. "There were very few releases to radio editors." Window displays were used by .8%, while 4% reported using counter cards. Only .2% used general mailing.

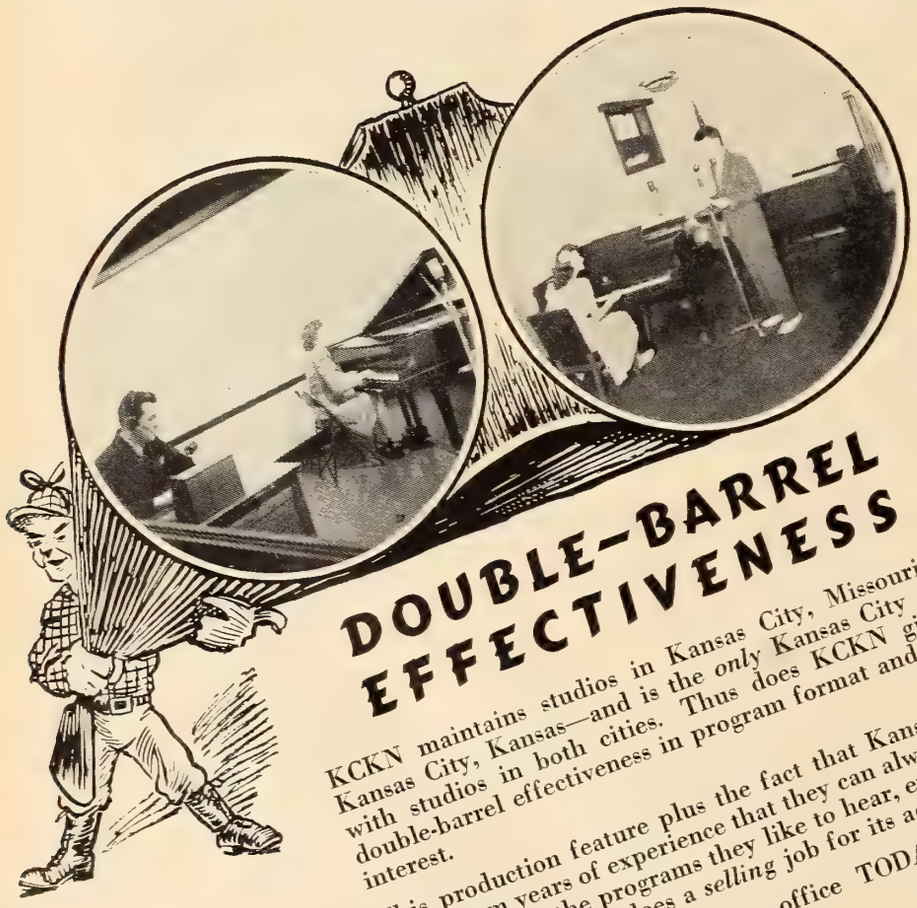
Promotion Necessary

A total of 95% of the retailers using radio bought spots in addition to regular programs, but Mr. Harries deplored the fact that "only one-tenth of one percent promoted their programs. Only one-fourth of one percent of store personnel knew about their own programs. The most important link has been muffed."

Mr. Harries said he didn't know who was to blame, but that to successfully advertise by radio, a retailer must get behind his own program with proper promotion.

"This survey proves that radio and retailing has a road to travel; a road that does not bear the traffic of high pressure selling but a road on which customer information has to be the most important vehicle—the road to results."

Mr. McCarthy related the J. N. Adam & Co. experiences in radio, how, at the end of the first year, his firm discovered it had an audience rating of 0.5. "Nobody was listening," he said. "Then we did



DAY and NIGHT
KCKN is the only Kansas City Station broadcasting day and night—*all* night.

"THIS is MUTUAL"
At 6 P.M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

DOUBLE-BARREL EFFECTIVENESS

KCKN maintains studios in Kansas City, Missouri, *and* Kansas City, Kansas—and is the *only* Kansas City station with studios in both cities. Thus does KCKN give you double-barrel effectiveness in program format and listener interest.

This production feature plus the fact that Kansas Citians *know* from years of experience that they can always depend on KCKN for the programs they like to hear, explains why KCKN consistently does a *selling* job for its advertisers.

Contact your nearest Capper office TODAY for availabilities.

Contact your nearest Capper office TODAY for availabilities.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864



Day in and day out—year after year—WGN brings the best in news broadcasts to the people of Chicago and the middle west.

These news broadcasts are written by an experienced staff trained in the task of clear, concise and factual news reporting. They are broadcast by competent announcers who have a highly developed sense of news values. The broadcasts are so spaced that the public is continually informed of all the latest news events.

Consistently the highest rated news programs in Chicago, these broadcasts are typical of WGN's program building ability and resourcefulness.

A Clear Channel Station

CHICAGO, ILLINOIS
50,000 Watts
720 Kilocycles



EASTERN SALES OFFICE:
220 East 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Calif.; San Francisco, Calif.

WGN

THE MUTUAL BROADCASTING SYSTEM



what we should have done in the first place—we called in the radio boys and said: 'Boys, get us an audience'."

That audience was reached, he explained, through a 10 a.m. newscast 7 days a week; *Betty & Bob* at 3:15 p.m. 5 days a week; *Calling All Girls*, 11 a.m. Saturdays; *Bulldog Drummond*, Sunday evenings; 26 half-hour special events evening programs "to be used as we see fit" and spot announcements.

"Radio has given to me the most potent public relations weapon ever given to a store," declared Mr. McCarthy. He related various public service broadcasts which were sponsored by Adam, including War Bond rallies, Navy Day celebration and a mock air attack on Buffalo.

"Transactions are the life blood of a store," he said. "You've got to have people in your store to do business. Radio has done a good job for us in our departments. It has increased our transactions. Radio is a medium that can stand by itself. People will listen to good programs. You don't need ballyhoo, but you do need some ballyhoo at the start."

He told of a sewing school conducted by radio by the Adam store. It didn't get anticipated results so the class was held in the store and radio was used to promote it. As a consequence 1,500 women appeared at the first class and bought an average of $10 worth of materials each. "More important than the $15,000 they spent was the fact that radio brought in 1,300 more transactions," said the speaker. "Radio is a medium that can help any store in that."

Key to Market

Mr. McCarthy referred to a paint campaign in which radio boosted sales 150%. He cited several other concrete examples, then asserted:

"Radio, we think, is the key to the dominant market coverage. It's the one little key that opens the door that we never had. To me radio is a keyboard on my desk. We've got the money to spend. You've got to give us night time. That's the biggest market. We were asleep when the night time was sold, but you've got to help us to get some of it when it's available. You have a medium that's the greatest public relations medium ever given a department store. You've got the lightning-fast medium to do a job right now.

"Raise your sights. Come in and get 20% of my money and you're getting a big piece of it." He said his firm is spending about $100,000 annually on radio advertising. Others will spend it, too, when radio can deliver the audience.

In an off-the-record portion of his talk Mr. McCarthy cited an example where a national manufacturer was about to start a network program and asked his retail customers to help "bear the expense" at the rate of $182 a week. The deal was cancelled when J. N. Adam & Co. protested.

Referring to the proposed program and deal as a "racket," Mr. McCarthy called upon network and stations alike to "investigat these things before you go int them." While radio would hav been "innocent" in the particula case, "radio would have bee blamed," he said.

Dietrich Dirks of KTRI Siou City, Ia., chairman of the Sale Managers Executive Committe told his fellow-broadcasters tha "because of the philosophy of th American system, advertising u der the American system of broa casting has an opportunity to d a great service."

How radio collaborated with th Proprietary Assn. at its conventio in New York May 16 in influencin proprietary manufacturers to us good taste in their commercials an attempt to sell by understatemer rather than overemphasis was ou lined by John M. Outler, Jr., WS Atlanta, in closing the broadca advertising clinic. A recording the presentation made to the Pr prietary Assn. was performed, d picting how manufacturers wer advised of the necessity of broa casters in controlling commerci copy and of the benefits that wou accrue to the advertisers throug use of restraint. The proprieta field, Mr. Outler pointed out, spe some $30,000,000 on radio in 19 and is maintaining that pace.

Instead of using pie charts a surveys, a recorded interview b tween a broadcaster representi the NAB and an official of the Pr prietary Assn., interspersed wi comic sequences from the Fred A len program and other improvis tions, was employed. The perfor ance ran the gamut of ever thing from the old medicine sho cureall advertisements as th would sound on the air to the cha acter of copy now regarded as ide and in keeping with minimum rad standards. Commercials that wou offend the audience, it was broug out, would hurt stations and d credit the advertisers.

Mr. Outler concluded with a l ter from Morris Mermey, pub relations director of the Propr tary Assn., stating that the NA transcription presentation alrea had served to improve standar of proprietary advertising and th it was the high spot of the conve tion last May. Mr. Outler said th presentation was another effort NAB's sales managers committ which had "produced results" f all radio.

Arrid on 200

CARTER PRODUCTS, Inc., Ne York, with the addition of KEC Los Angeles to list of stations pro moting Arrid, a deodorant cream is now using one-minute tran scribed spot and chain break an nouncements at varying interval on more than 200 stations through out the country. More stations ma be added in the near future. Ac count is handled by Small & Seiffe New York. Carter also promote Arrid, on Jimmie Fidler and *Dead line Dramas* on the Blue networ with Ted Bates Inc., New Yor handling the latter program.

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW



DAVID B. SIMPSON

PRESIDENT OF THE PORTLAND CHAMBER OF COMMERCE...SAYS...

"The news flashes furnished by station KGW are always welcomed by our members. This special service, in these fast-changing war-time days is another example of KGW's progressive public service policies."



HENRY N. ANDERSON

PRESIDENT OF THE PORTLAND REALTY BOARD SAYS..."KGW's summary of the news, broadcast direct to our Realty Board meetings, is a timely addition to our programs. We appreciate the co-operative spirit of the staff, as evidenced in these newscasts."





MEMBERS OF PORTLAND'S CHAMBER OF COMMERCE FORUM HEAR THE LATEST NEWS FROM ONE OF KGW'S ANNOUNCERS, GORDON BAMBRICK



SIDNEY F. WOODBURY

PRESIDENT OF THE PORTLAND ROTARY CLUB...SAYS...

"Many thanks to KGW'S public-service-minded staff. Our members always look forward to hearing up-to-the-minute news developments during our Rotary luncheons."

News by wire direct to Portland's most influential civic organizations—another example of the progressive public service policies that have made KGW the radio station the people of Portland, Oregon PREFER. And again KGW has proved that public service programs can be interesting and entertaining.

THE STATION WITH EAR APPEAL
KGW
PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

Fly's Address to NAB

(*Continued from page 16*)

common sense and of the actual experience of 1941.

Technically, there are still a few FM problems to be solved. One has to do with "bursts," or sudden program interruptions, which may last a fraction of a second or longer—just long enough to be a nuisance. A second is the increasing evidence of secondary FM service, so that stations in Wisconsin and Massachusetts, for example, are audible for hours at a time in Kentucky. But these are obviously the growing pains of an important new venture; and engineers are already at work to get the right answers.

So that the Commission may be as informed as possible, it has drawn and still is drawing on all available resources for the latest and most accurate information. To complement other sources the Commission, through the cooperation of its Field, Technical Information and other Divisions has long been engaged in the collection of extensive field data; propagation characteristics have been observed particularly in the critical 40 odd megacycle band. FM and television stations here, as the broadcasting industry has, as elsewhere, have cooperated wholeheartedly.

Within a few days our engineers will begin experimental operation in the Washington area with a small FM transmitter in the 40 mc band in order to gain first-hand information with respect to the same and adjacent channel interference, and other practical operating characteristics for several values of frequency swing.

With the continued cooperation of the industry, we should approach the important Sept. 28 hearings with much useful information.



THEY RANG THE BELL for WE, Graybar and Bell Labs. at the NAB War Conference. Seated, (l to r) R. H. Lindsay (Bell); C. S. Powell (Graybar); L. E. Walker (Graybar); F. R. Lack (WE); H. H. Harris (Graybar). Second row: W. E. Jonker (WE); L. H. Whitten (Graybar); R. E. Coram (Bell); H. F. Scarr (WE); J. C. Herber (Bell); L. F. Bockoven (WE). Third row: J. W. LaMarque (Graybar); R. B. Uhrig (Graybar); H. W. Hallett (Graybar); H. N. Willets (WE).

The Commission, as you know, is concerned that the growth of network broadcasting on FM shall be along sound lines. The appearance of network operations in the FM field point to a rapid growth of FM network broadcasting. Sound forethought is especially needed to prevent FM from becoming a mere replica of AM, thus sacrificing FM's inherent advantages and improved program structure. This does not mean that the simultaneous broadcasting of programs over FM and AM is always or necessarily an evil; but it does mean, and the FCC rules so provide, that stations must be on the alert to provide programs specially suited to FM's wider capabilities as well as AM programs of established merit.

Build From Scratch

After all, broadcasting has here an opportunity to build from scratch. Any errors which have through the years become imbedded in the program structure can be eliminated from the new FM structure without a major operation. On our end the Commission and its engineers are endeavoring to avoid the pitfalls of AM in the composition and distribution of the traffic. You yourselves can make comparable improvements in the quality of programs. e.g., reducing the long agonizing hours of the drip, drip, dripping of the suds, seems to be beyond the courage of the AM industry. But low quality and major program unbalance need never arise in the FM band.

At still another point the public interest requires that certain minimum standards be established and adhered to lest the benefits inherent in better broadcasting be lost—i.e. in the design of receivers. This is neither my job nor yours—but it is one which the manufacturers should face collectively.

Side by side with FM we have the coming of television, which affords unlimited potentialities for postwar expansion. As you know, the Commission has already licensed nine commercial television



"ON STAGE EVERYBODY!"

The Blue Network's Sensational Opportunity Show now opens even wider the doors to Fame and Fortune for Radio and Screen "Big Names" of tomorrow through a

GREAT 26-WEEK CONTEST

EVER since the Blue Network Company was formed, it has been the *opportunity* network for radio artists. One important contribution has been the program, "On Stage Everybody!", which during the last 30 weeks has provided opportunity for countless professional singers, actors, and other artists to air their talents coast to coast.

Beginning October 7th, "On Stage Everybody!" proposes to give aspiring talent an even more profitable opportunity by staging a unique 26-week contest which offers the winners opportunity not only in radio but on the screen as well!

HERE IS HOW THE CONTEST WILL OPERATE:

1. Each week for 26 weeks, "On Stage Everybody!" will present a group of "acts" . . . carefully and impartially auditioned from professional talent.

2. The ten most talented acts will be given contracts to appear in the full-length picture, "On Stage Everybody!", to be produced by Universal Pictures, one of Hollywood's top five studios.

3. All professional talent is eligible. Anyone desiring to enter this contest should contact the Blue Network's Program Department for complete details.

"On Stage Everybody!" emphasizes the Blue Network's policy that radio must discover and develop talent of its own. We believe that this new contest feature of "On Stage Everybody!" is an even bigger step in the right direction.

"ON STAGE EVERYBODY!" is for sale!

The inherent commercial strength of this program, combined with the possibilities of the contest feature, provide an unusual vehicle for the alert advertiser. FOR FURTHER INFORMATION: *Blue Program Sales or National Concert and Artists Corporation.*

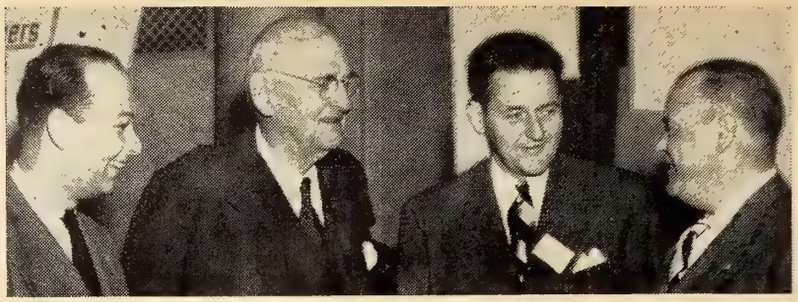
The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.

stations; 60 applications are pending, and many more are in the planning stage. The major task now is to complete the basic research projects which were left incomplete at the outbreak of the war, and to assimilate the vast technical progress which has been made during the war. I am confident that as soon as the practical applications of wartime advances have been worked out in television, it will be ready to move ahead on a tremendous scale.

Timing Is Vital

Much will depend upon the *timing* of television advance. After all, it would have been possible to erect television transmitters and to sell television receivers at high prices as far back as 1929. In the stage of the art then reached, however, the public reaction would almost certainly have been negative, and the investment of the industry and of the public alike would have been wiped out. Again in 1939, there was the danger of "freezing" television progress at the level then reached. Today, the television outlook is clearer and more hopeful than ever before in history. The opening up of the new very high frequencies points the way to a place on the air for television where a moving image technically far superior to any known before will be possible, and where there will be plenty of room for competitive expansion. By harnessing this new knowledge of television immediately, it may be possible really to live up to the slogan of the future: "You're *there* with a television receiver."



BURRIDGE BUTLER WLS Chicago and KOY Phoenix (second from left) told about his trip from Arizona to Illinois on $2.50 when he caught the wrong train, but still made the conference on time. (l to r) Frank Haas, Erwin, Wasey & Co. New York; Mr. Butler; Charles Burke WJR Detroit and C. H. Cottington, Erwin, Wasey & Co., New York.

One application already filed with the Commission calls for a television image far clearer than any heretofore known, and it is contemplated to put it on the air within a matter of months after the "freeze" is off.

In a recent report, the British Institution of Radio Engineers makes this observation:

> It is suggested that the immediate postwar television standard will, in fact, be permanent; it is, therefore, desirable that these standards should not be 'frozen' at a level that is below the technical and economic limits of the present time.

Where improvement is so needed, and where respectable enginering opinion indicates its attainability, it is obviously of the utmost importance that the fullest possible experimentation be undertaken as rapidly as possible, in order to get the right answers and to get them promptly. Neither the broadcasting industry nor the public can afford a false start.

The Commission is prepared to encourage such experimentation on the higher frequencies to the fullest extent possible, in order that the final decision on postwar television standards can be made in the light of all the facts at the earliest feasible date.

The war has produced something in the nature of a beneficent stalemate; television has not been locked down to the pre-war standards. From the war-time research laboratories have come many developments which soon can be applied to the improvement of television. It is reasonable to expect that the military restrictions on much of this information will be lifted at an early date.

Meanwhile, leading research engineers of the industry think that it may be feasible to develop tubes to broadcast in the frequency range above 500 megacycles; that the propagation characteristics here give promise of affording a better plan of allocation than can be achieved in the present television bands below 100 megacycles; and that the "ghosts," or reflections, which were so greatly feared heretofore can be slain by scientific methods.

High Frequencies

What can be achieved in the very high frequencies? Primarily, the spectrum will be less crowded in that region and there will be room to spread out and do an effective job. The bandwidth may be easily three times that of the prewar standard. A comparably greater number of scanning lines may be utilized and a thoroughly satisfactory picture with great clarity and much detail can be delivered to a large screen in the receiver at home.

This is the minimum which we require if we are to have the wholly successful and enduring system. Color television will give marked improvement. It is in the making now and at some reasonably early date color television broadcasting will be feasible. The greater bandwidth will give the needed space for this development.

We thus have the greatest oppor-

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing



KTHS . . . . . Hot Springs, Ark.
KWKH . . . . . Shreveport, La.
KTBS . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . Jackson, Tenn.
WNOX . . . . . Knoxville, Tenn.
WMC . . . . . Memphis, Tenn.
KTBC . . . . . Austin, Texas
KRIC . . . . . Beaumont, Texas
KRLD . . . . . Dallas, Texas
WCHS . . . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . . Huntington, W. Va.
WPAR . . . . Parkersburg, W. Va.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ



NBC

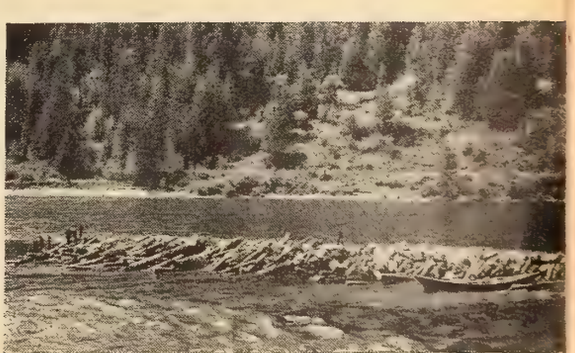
5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



A "Jam Session" in the Northwest. A thrilling moment contributing to the production of 1,087,816 M board feet of lumber for the first four months of 1944—an increase of 8.7% over the previous year. KHQ, too, *produces*, because of its complete coverage, its choice programs and its consumer acceptance. *Invest* in KHQ's complete coverage. (Photo Courtesy Potlatch Forests, Inc.)

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY
"THERE'S MUSIC IN THE AIR..."

By actual count 48.7% of WIP hours on the air are devoted to MUSIC...for *music* is what the 8,000,000 potential listeners of WIP *want.* Use the Station that gives its listeners what they want and your sales results are assured!

Represented Nationally by
GEORGE P. HOLLINGBERY CO.

MUTUAL BROADCASTING SYSTEM

tunity for the development of an enduring system of television. Research has achieved so much that the interests of all concerned, including those of the manufacturer, the broadcaster and the public, may best be served by the industry's concentration on research and experimentation. It is desirable that the research men concentrate on this job and that experimental stations be erected at an early date to develop and publicly demonstrate the system and iron out the kinks. This is an immediate task and it is television's most significant task.

Another important problem in the offing is to afford the means for the successful operation of television networks. The vision of important events must be carried over the distances. Moreover, the costs of programming will be such that few local stations will be able to do the job effectively without network affiliation.

Here the large motion picture interests may cut across the bow of television network broadcasting. It is wholly feasible to project television pictures on a motion picture screen. Moreover, the record or transcription of the local television station is likely to be a motion picture reel, shipped in from a distance. It is conceivable that this form of local television broadcasting may be quite interesting and, hence, quite successful.

We have proceeded on the assumption, however, that network broadcasting of television programs is to be desired. For example, the important sporting event, the Presidential Inauguration, and many other current news and entertainment events have only one locale. A network can transmit these to the public throughout the country. If efficient means are set up to accomplish this result, then live talent shows of high entertainment quality can likewise be transmitted from the point of origin.

Provision has been made to permit networks to acquire television transmitting stations at all important points of program origin. The Commission is giving extensive consideration to an adequate method of relay transmission. Unlike radio programs, a television program cannot be satisfactorily transmitted along an ordinary telephone line; special "coaxial cables" are needed to connect television stations into networks by wire and these are both expensive and difficult to construct or install.

Serious consideration is being given radio highways, linking television stations into networks. Such radio highways may be wide enough to be capable of carrying a multiplicity of programs, plus numerous point-to-point telegraph or telephone circuits as well, and may thus become an economic method of long-distance transmission.

There is still another reason why television networks are to be desired. Postwar television need not be limited to a local station, or, for that matter, to any one nation. It is to be hoped that in the course of years it may be feasible to transmit television programs among the continents of the world. Modern industry could make few greater contributions toward a better world than in thus bringing the peoples of nations so closely together by means of international television.

Let me turn from these long vistas to the immediate future—broadcasting between now and the Tuesday in November. As you know, the Communications Act is quite explicit with respect to broadcasts by candidates for public office. Section 315 of the Act provides:

> If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station. *Provided,* That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

It might be worth your while also to reread the Commission's regula-



WISCONSIN NETWORK officials, whose stations are affiliated with MBS, chat with Ed Wood (seated, second from left), Mutual sales manager, at Mutual's party at the Palmer House Aug. 28. Seated next to Mr. Wood is William F. Huffman of WFHR Wisconsin Rapids, and president of the Wisconsin Network. Standing (l to r) are W. H. Born, business manager, WHBL Sheboygan; Don C. Wirth, managing director, Wisconsin Network, Wisconsin Rapids; J. L. Gallagher, general manager, WHBY Appleton; George Frechette, general manager, WFHR Wisconsin Rapids; Ralph O'Connor, commercial manager, WIBU Poynette-Madison.

there's desirable time available for you

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

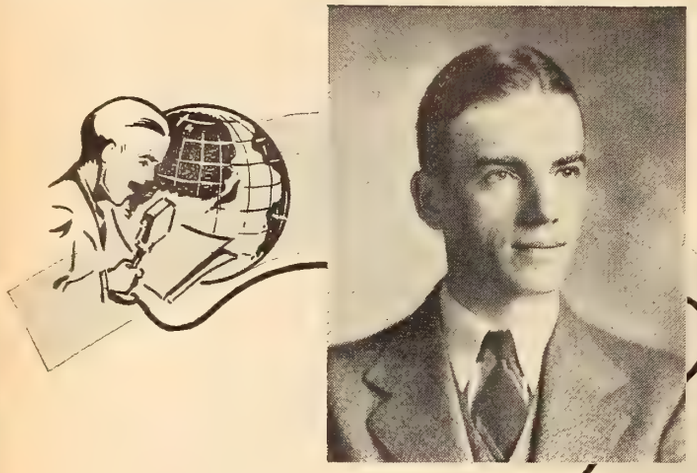
Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

Have you noticed how many advertisers . . . large and small . . . are turning to Spot Broadcasting? They've discovered that this basic, market-wise medium not only works with the usual selling power of radio, but—what's just as important these days—is flexible enough to overcome the many war-time problems presented by other types of media.

So if media problems are bothering you . . . get in touch with your John Blair man *today*. He has the perfect answer to your dilemma because he still has *desirable Spot Broadcasting time available* for you!

ask a John Blair man



ED CARLSON ...THE NEWS ...and YOU!

When Ed Carlson analyzes the news twice a week over Radio Station WGAN in Portland, thousands of down-easters tune in. His large and growing listening audience likes Ed Carlson's forthright personality — respects his keen-minded news analyses which reflect so clearly the years he's spent in newspaper work! Born in China, Carlson quit college to ship out on a freighter, authored the colorful book, "We're Sailing in The Morning," then became a newspaperman the hard way, working up from legman to his present job— Editor of the Portland Evening Express.

If you want complete coverage of Maine's richest market — the city of Portland, fourteen counties in Maine, and one in New Hampshire — you can count on Ed Carlson to get it! Right now his news broadcast, at 12:05 p.m. Tuesdays and Thursdays, is open for sponsorship — or if you prefer, he'll build you a special radio program based on your particular needs (as he's already done successfully for one large public utility company). We suggest you write us or our national representative at once!

STATION WGAN PORTLAND MAINE

5000 Watts

560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: PAUL H. RAYMER CO.

tions pursuant to that section of the Act.

As far as broadcasts by actual candidates are concerned, I think the broadcasting industry has a very clear picture of its duties and responsibilities. The disputes arising with respect to broadcasts by candidates in recent years have been few and far between. But I think we would all agree that absolute fairness and scrupulous impartiality in an election year cannot be limited merely to fulfilling the provision with respect to candidates. That is an irreducible minimum of fairness; actually, much more is involved.

For example, there is the matter of programs on behalf of candidates by responsible organizations other than official campaign committees.

Fairness Needed

Also, there is the treatment of the *issues* which are involved in the campaign. It goes without saying that there is an affirmative duty to practice as rigorous fairness with respect to organizations and issues as with respect to candidates themselves.

One feature of the present campaign is the vastly increased prestige, influence, and time on the air of the commentators. Their position has grown tremendously since 1940; and accordingly their role in election campaigns has become increasingly important. News and comment, coming as they do from human sources are pecularily significant at critical stages in history.

We must bear in mind that for the first time in history the people's basic right of free speech has a practical working mechanism. Yours the task to see that it is wholly adequate to the needs of a free people. You are the trustees of this powerful mechanism, holding it and guiding its operations in the interest of the public. This is an awe-inspiring responsibility. Basic principles of fairness and adequacy are controlling. So long as you fully and consciously assume this responsibility, you can stand secure against all the ill winds of doctrine and conflict. Radio has been preserved as a free institution. It has done a grand job in most difficult times. Today it has reached a fair degree of maturity and it stands poised to move on to greater things.

Another evidence of maturity is the appearance of some second generation broadcasters. Some broadcasters have taken steps to guide the future disposition of their interests just in case. I know that some of you may want to be broadcasters in the next world. But you are going to be in a hell of a state if you don't get yourself a frequency up there.

Down here we have already seen minor indications of efforts to control by the dead hand. It cannot be done. It should be borne in mind that broadcasting is a highly significant public service; that it is highly personal in character, and that the burden of the public operations devolves upon certain outstanding individuals. Licenses are granted upon the assumption that the individuals involved can assume the attendant responsibilities. The law, of course, explicitly contemplates radio licenses shall not be treated as property. The Commission in certain decisions has already indicated a reluctance to see broadcasting operations move from the hands of competent, specialized personal management into the toils of a legally mechanized impersonal trust estate.



EDGAR T. BELL, WKY Oklahoma City, told them (top photo) a tall one about the new 915 foot tower. Owen Balch KSAL Salina Kansas, Gayle V. Grubb WKY, Mr. Bell, Gorden Gray, KOIL Omaha and KFOR Lincoln, J. I. Myerson WKY. Other St. Louis conferees were (bottom photo) Elmer Mushany KXOK, Chet L. Thomas KXOK-KFRU, George M. Burbach Sr., KSD, V. N. Springgate, KXOK.

It has particularly frowned upon the effort to make the management of a broadcasting station simply another account number in a bank or a trust company. I venture to suggest that it will be wiser for the individual broadcasters to see that their radio properties pass both beneficially and legally into the hands of individuals who can be relied upon fully to assume the responsibilities of licensees and who may have some special competence in that field.

In lenvoi—May I repeat the thought expressed at the San Francisco Convention—the faith I then held I still hold. Wars may come and political campaigns will go. The years like great black oxen will thunder down the trail of unending time. But a free radio must ever stand as a basic cornerstone of our democratic institutions.

PEOPLE

Interesting Americans brought to mike by Cleveland's friendly WGAR

PEOPLE want to hear people, believes Cleveland's WGAR—their aims, ideas and opinions. And the people who have faced its microphone are evidence of WGAR's policy of well-rounded public service programing.

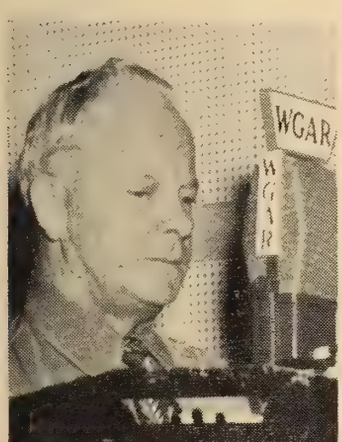
On politics, religion and topics of varying public opinion, the station presents all sides, all beliefs, all issues. There is a simple, yet meaningful, phrase by which every broadcast is measured. It is the WGAR pledge to operate "in service of home and nation".



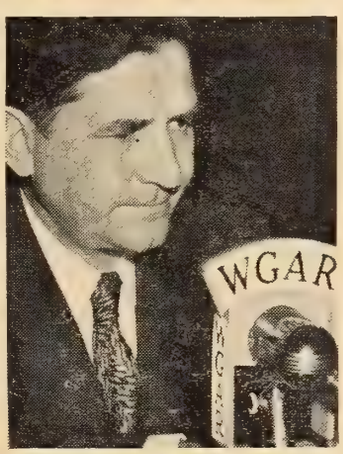
Free-Speech Mike



Pattern for WAC recruiting, created by Cleveland Ad Club, was backed by WGAR, helped swell enlistments in Fifth area.



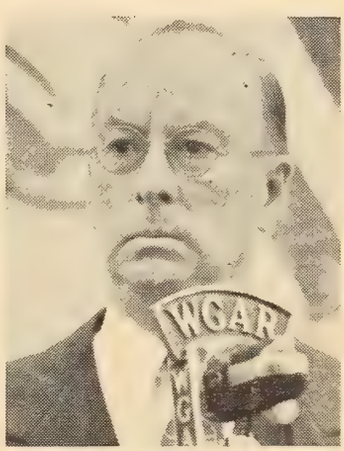
BILL JACK OF JACK & HEINTZ



GOVERNOR CANDIDATE LAUSCHE



OHIO'S OWN JOHN W. BRICKER



CHINA-ENVOY DONALD M. NELSON



Air cadets with talent were coached and aired by WGAR to build enlistments through programs dramatizing cadet life.



Street car motorette with coast guard hubby in France aids in USCG 154th anniversary program produced by WGAR.

THE PULSE, INC.

announces

The First Report

(July-August Listening)

in

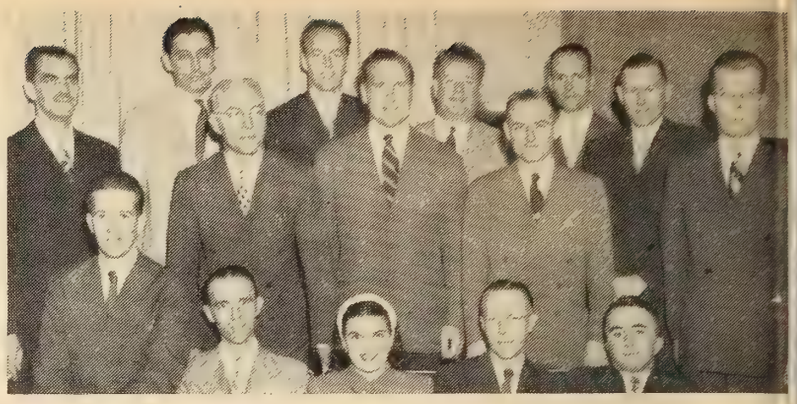
Its Co-operative, Continuing Study Of Radio Listening In The Philadelphia Area.

Stations Subscribing Include

WCAU • WDAS • WFIL • WIBG
WIP • WPEN

★

THE PULSE, INC.
DR. SYDNEY ROSLOW, *Director*
500 Fifth Avenue
New York City



GE's GI's at NAB War Conference. Seated (l to r) E. L. Robinson; E. H. Fritschel, Claudia Holmin, W. R. (Russ) David, J. H. Douglas. Second row: T. P. Begy, F. P. Barnes, L. Peine, R. R. Decker. Third row: G. S. Peterson, James D. McLean (known as Carpenter), P. G. Caldwell, Paul Chamberlain (also known as Carpenter), H. L. Perdiue, R. E. Burrows.

KRUG APPOINTMENT WON'T AFFECT RADIO

APPOINTMENT of Julius Albert Krug by President Roosevelt to the chairmanship of the War Production Board last week will have no immediate effect on WPB policy concerning broadcasting, radar and electronic equipment, it was indicated last Tuesday by Bruce Catton, Mr. Krug's information chief. Mr. Krug relinquished his commission as a lieutenant commander in the Navy to accept the new post as successor to Donald M. Nelson. For the next few weeks Mr. Krug expects to feel his way along until he becomes familiar again with the agency he left last spring.



Mr. Krug

No stranger to the WPB, "Cap" Krug, as he is affectionately called by his close associates, has had considerable experience for a man 36 years old, having been the public utilities expert on the FCC from 1936-37, later becoming chief power engineer for TVA in 1938. In 1941 Mr. Krug was made chief power consultant for the old Office of Production Management, the agency which later evolved into WPB, at which time he was made director general for priorities.

From 1942-43 Mr. Krug served as program vice-chairman of the WPB and chairman of the all-important requirements committee which passed on requisitions for lend-lease aid to England, Russia, China and other countries eligible for lend-lease aid. In February, 1943, he was appointed director of the Office of War Utilities, where he served until he accepted his commission in the Navy in April of this year.

The new WPB Chairman will be 37 next November 23. He was born in Madison, Wisc., later attending the University of Wisconsin, from which he received his A.B. degree in 1929 and his M.A. a year later. In 1930-31 he was a research statistician with the Wisconsin Telephone Co. and from 1932-35 was chief of the depreciation section of the Wisconsin Public Service Comm. Mr. Krug is married and has two children.

BENDIX WILL ENTER HOME RADIO FIELD

BENDIX Aviation Corp. will enter the home radio field, it was announced last week by Ernest R. Breech, Bendix president, who revealed that the company, one of the world's largest producers of precision radio, radar and other communications equipment for aircraft and military uses, will for the first time manufacture and market a line of home radio sets as soon as the military situation permits.

More than 70 per cent of the highly precise radio equipment required and used by American and world airlines was being produced by the company's Baltimore radio plants before the outbreak of World War II, it was explained by W. F. Hilliard, general manager of the Bendix radio division.

The decision to enter the home radio field, Mr. Breech said, was in line with the company's policy to manufacture certain consumer products which will represent a real contribution to the American public in point of engineering advancement and at prices made possible by low-cost production methods. Current production of the company's radio division recently reached a $200,000,000-a-year level it was announced.

Lt. Shattuck Commended For Invasion Radio Work

FOR the "planning and execution of radio coverage of U. S. Naval activities" prior to and during the Normandy invasion, Lt. James C. Shattuck, USNR, was commended last week by Admr. Harold R. Stark, USN, Commander, U. S. Naval Forces in Europe. "In making arrangements for the first use, under operational conditions of field recording equipment provided by the Navy Dept., and in results you achieved, you drew extensive praise from the radio industry," the commendation further states.

During the invasion and preparations, Lt. Shattuck, formerly commercial editor of CBS, was assistant public relations officer for radio attached to SHAEF. He has just been assigned to the new Navy radio station at Guam [BROADCASTING, Aug. 28] where he will be radio officer in charge.

WFIL

...means progress!



While all radio stations use audience promotion, the one radio station in Philadelphia which does the most in the promotion of its clients' programs is WFIL.

In 1944, among other things, WFIL will use more than 50,000 trolley and bus cards . . . more than 75,000 magazine inserts . . . more than 20,000 lines of newspaper advertising . . . more than 4,000 spot announcements . . . all calling attention to the programs of our advertisers.

WFIL was Philadelphia's ONLY broadcaster to rate an award in The Billboard Seventh Annual Radio Station Promotion Survey. WFIL was cited for "doing a thorough home market promotion."

A BLUE NETWORK AFFILIATE

WFIL

★ 560 KC

Represented nationally by The Katz Agency

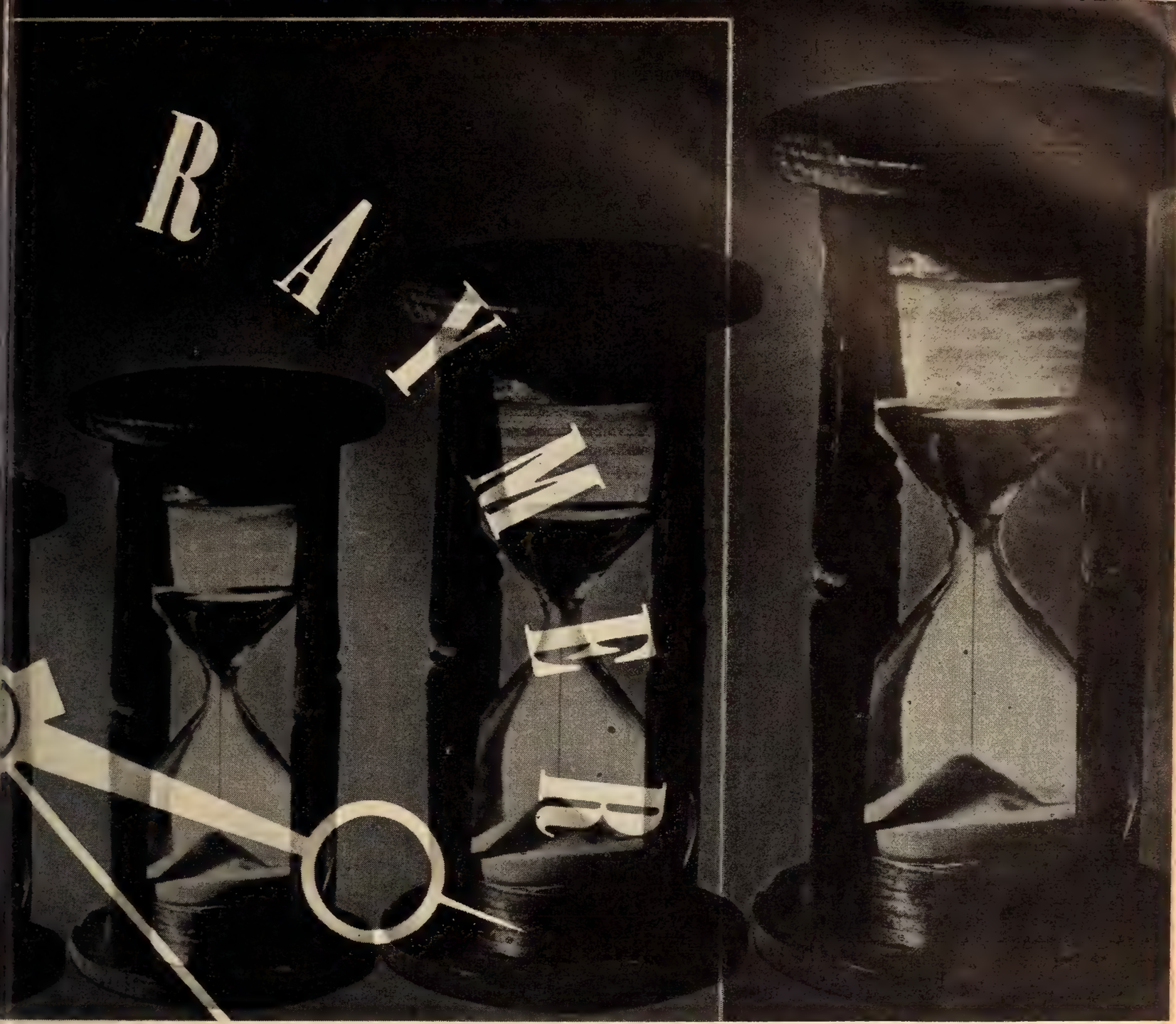
PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION



NOT WITHOUT REASON

For eleven years steady,
consistent annual increase
is never less than
twenty per cent.





1942 1943 1944

ANY

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

Editorial

Radio's New ABC

RADIO PUT its best business foot forward last week in Chicago. By unanimous vote, the NAB set in motion machinery which will provide a uniform yardstick of radio coverage—the radio counterpart of the Audit Bureau of Circulations in the publishing field.

It was with fear and trepidation that the NAB's Research Committee, headed by Hugh Feltis, KFAB Lincoln-Omaha, presented its plan after having gone through the wringer at the preceding session of the NAB Board. Every previous effort to get together with the agency and advertiser groups on a uniform method had fizzled.

But the obvious benefits that would accrue, the sincerity and force of Hugh Feltis and Roger Clipp, of WFIL Philadelphia, chairman of the Technical Subcommittee, the stalwart support of George Burbach of KSD St. Louis with his 40 years of advertising experience and the enthusiasm of agency spokesmen, melted all opposition.

This is the first step. It doesn't mean there will be uniform coverage reports next week or next month. The NAB Board now has been empowered to move in cooperation with the American Assn. of Advertising Agencies and the Assn. of National Advertisers. The pattern has been cut and the material ordered. But the suit hasn't been stitched or paid for.

There's work aplenty ahead. There are kinks to be flattened. But the project is in excellent hands, as demonstrated at the Chicago meeting.

Program ratings won't be affected. This means simply that standards will.

Under the plan a scientific medium will use scientific methods in determining circulation.

It marked the first time broadcasters had unanimously agreed on so controversial an issue, the embodiment of competitive selling. But it also was the first time that a common-sense, integrated plan had been presented.

Broadcasters' Choice

"WHEN is Fly going to resign?" "Who'll succeed him?"

Those are the twin questions popped wherever broadcasters meet. But the real question is: What are broadcasters doing about it?

Mr. Fly has more than inferred that he is thinking about leaving the Government after 15 years of continuous service. It is entirely understandable. Whatever one may think of his philosophies and his methods, he certainly has been an aggressive, hard-working Government official. It is his privilege to seek the rewards of private law practice or business. Chances are he will leave after the November elections, though he won't admit that.

There is this great concern about the impending Fly vacancy, but practically no attention is being paid to an actual vacancy on the FCC, created with the retirement of Commissioner T. A. M. Craven. There has been sporadic talk about a successor, but thus far nothing has jelled. More important, no one is aware of any effort by broadcasters to urge the appointment of one qualified to fill that vacancy.

Each Commissioner has one vote. Chairman Fly, a strong and vigorous personality, has dominated the Commission more than has any other chairman. But his successor (and he might well be the man named to the Craven post) may not be disposed to wield that sort of power or be able to get away with it if he were so inclined.

Broadcasters, as citizens, have a right to espouse appointments to the FCC. Beyond that, we think it is their duty, based on past performances. The FCC devotes perhaps 90% of its energies to broadcasting and related services. Yet not one member of that agency is schooled in practical broadcasting or in advertising. That doesn't mean they are not good men. But it does mean that all save possibly the neophyte member, E. K. Jett, who is a practical engineer, and Gov. Norman S. Case, who has had executive business experience, are steeped in the public utility-common carrier concept of regulation. That doesn't apply to broadcast service.

When a postmaster is appointed for Hickville, USA, there are endorsements from members of Congress, chambers of commerce, citizens associations and other civic-minded groups. The White House takes into account the character of sponsorship for candidates for appointive posts, in addition to qualifications.

Broadcasters should agree upon the kind of man or men who should serve on the FCC—not men who would bow to radio's every wish, but men who are conversant with business and operating problems. The President can't be expected to make such appointments if recommendations are not forthcoming.

The immediate job is the Craven vacancy. If another merit promotion from the FCC staff is preferred (and the recent Jett promotion won universal approbation) then broadcasters should so say. If a practical broadcaster is preferred, then let's decide upon the man and get behind him.

'Air Force' Results

RADIO NOW is selling retail advertising wholesale. The 1944 department store radio budget will run about $100,000,000 which would be $31,000,000 or 40% ahead of last year.

That's the story of the NAB's Retail Promomotion Plan as unfolded to the Executives War Conference in Chicago last week. It is an eloquent one. There may have been other factors to which this healthy increase can be ascribed. But the plan, which caused so much of a dither, worked. Retail store executives at the Chicago session reported more radio time will be used.

Paul W. Morency, WTIC Hartford, who sparked the retail drive as chairman of the Committee, reported that the plan, which cost stations about $110,000 to put over, has paid off about 26 to 1 in its first year. The ratio actually is much greater because, for the first time, a really great coordinated selling job for radio was done. Selling radio in one field inevitably sells the medium as a whole.

The New York Newspaper Advertising Managers have wailed long and loud over radio's retail campaign. They conducted a survey. The results have been widely publicized. But they haven't held water.

The Morency report, we believe, provides the answer. Department store results and dollars speak louder than biased words.

Our Respects To —



RUSSEL WOODWARD

WHEN Russel Woodward received his A.B. degree from Columbia U, his friends declared that the letters really stood for Able Bodied seaman. Raised on the Eastern seaboard, Woody had spent half his young life on a houseboat; at the university he won a varsity letter for swimming and he was both coxswain and coach of his class crew.

As vice-president of Free & Peters, Woody worried more about time than tides, but it was no great surprise to his associates when, a few months after Pearl Harbor, he walked into the office in a blue uniform with two stripes 'round the cuffs and said goodbye for the duration. Whenever a shore leave comes along, though, you'll find an officer's cap on the hatrack at the nearest F & P office, and there will be the lieutenant, catching up on latest developments.

His Navy experience has made him familiar with many of the electronic gadgets which are as yet military secrets to most of us, and he knows how they may be applied to the technical end of broadcasting. But, he figures, unless the underlying philosophy of American broadcasting is completely altered, there will still be time to be sold and there will still be station representatives to sell it, which brings Woody back to Free & Peters as soon as Hitler and Tojo have hollered quits and the Navy lets him go.

Russel Woodward started life in Westfield, N. J., on Nov. 4, 1902, and at the same time started causing trouble for teachers, billing clerks and all other record keepers by getting himself christened Russel without the customary second "l" and also with no middle initial.

Brought to New York City at an early age, he divided most of his boyhood between the houseboat and Suffield School in Connecticut. His collegiate career was also divided—two years at Colgate, where he played football with the freshman squad, and two at Columbia, where he swam and rowed and studied enough to receive a degree in 1924.

After graduation, Woody spent three years in the hotel business in New York, serving as assistant manager of several hotels, before entering advertising with the old George H. Batten Co. At the time of the merger with Barton, Durstine & Osborn, Woody was assistant account executive on the Continental Baking account, a position he continued with BBDO. It was then that he made his first business contact with commercial radio, in which Continental was pioneering as sponsor

(*Continued on Page 48*)

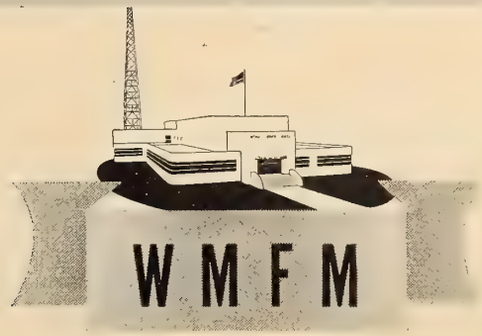
A Statement of policy

regarding the future of WMFM

Four years of FM pioneering have given WMFM an insight into the future of this miraculous, vastly superior form of broadcasting.

To the advertisers and listeners who have so kindly and frequently praised WMFM, we make this pledge:

1. WMFM shall continue its aggressive policy of setting, rather than following the pace for FM stations.
2. WMFM shall continue to offer its family of listeners *distinctive quality programs, keyed to the wants and needs of the people of Wisconsin.*
3. WMFM shall continue to encourage "production" type musical and dramatic programs on both commercial and sustaining shows.
4. WMFM shall continue to cultivate the growing audience that makes it Wisconsin's prestige-building, sales-promoting station.



WMFM

THE MILWAUKEE JOURNAL FM STATION



There has to be a *FIRST* time that a young child walks alone to school.

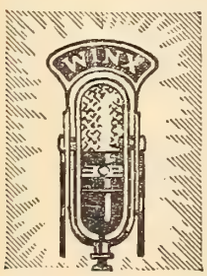
There is that *FIRST* time when the soldier sees the horrors of war.

There was a successful *FIRST* Bond Drive.

Also a very satisfactory *FIRST* call for Blood Donors.

If there is going to be a *FIRST* time that your client buys a local channel station, the *FIRST* city should be Washington D. C. - - - and the *FIRST* Station WINX.

Because WINX is *FIRST* with local advertisers because it *GIVES SO MUCH FOR SO LITTLE.*



WINX

The Washington Post Station

Washington 1, D. C.

Represented Nationally by

FORJOE & COMPANY

Our Respects to

(*Continued from page 46*)

of the *Happy Wonder Bakers.*

At BBDO, he worked closely with Chester Bowles and when Benton & Bowles was organized in 1929 Woody left BBDO to become the first employe of the new agency, a connection which the depression brought to an abrupt termination. Woody's versatility brought him to a variety of occupations from deck-hand on a freighter to a customer's man for a Palm Beach brokerage house, from which he returned to New York to a position in the advertising department of the Wall Street firm of Fenner & Beane.

Joined F&P

In 1934, "appropriately enough, on Labor Day," Woody says he joined the New York sales staff of Free & Peters. Woody served as manager of the F & P offices in Atlanta and Detroit. Then in 1939, he was made sales manager of the eastern division, and in 1941 was elected a vice-president of the company. In April 1944, he was also elected a director, a move that is indicative of his standing with the firm, as at the time, he had been on leave with the Navy for almost two years.

Commissioned a full lieutenant and assigned to the anti-submarine warfare branch of the Navy, Lt. Woodward spent several months at the Submarine Chaser Training Center at Miami and at Key West's Sound School, following which he was given command of a new PC boat, a 173-foot submarine chaser. For most of the next year he was on convoy duty in the Atlantic and Caribbean.

Taciturn about his experiences, Woody will, under proper urging, admit that with the assistance of the specially built Scott receiver with which his ship is equipped he has made a careful study of the programs and signal strength of the broadcasting stations of the Atlantic Coast, particularly those represented by Free & Peters.

It seems that radio, as well as salt water, gets into one's blood stream.

Radar Men Honored

WESTINGHOUSE Electric & Mfg. Co., Baltimore, has awarded the company's highest honor, the Order of Merit, to two men from the radio division. Frank E. Tighe, superintendent of the Lansdowne, Md. plant, was cited "for his ability as a supervisor, and his proficiency in organizing a new and large plant, developing its personnel to the high standards necessary for the manufacture of radar apparatus for the Signal Corps". Forrest S. Mabry, section engineer, received the award for "his resourcefulness in bringing to satisfactory solution many unusual design problems, especially in the field of airborne and shipborne radar. . . ."

Personal NOTES

KEN PARKE, member of the sales staff at WIL St. Louis, has been named commercial manager. Mel Kampe, assistant program director at WIL, has been promoted to program director. He has been with the station eight years as announcer, continuity writer and assistant program director.

DR. E. F. W. Alexanderson, consulting engineer for GE, has been awarded the Cedergren gold medal by the Royal Technical U., Stockholm, in recognition of his prominence as an author in electro technics. The award is made only once every five years.

MAJ. JOHN THORWALD, former manager of WRR Dallas, will go on inactive status at his own request about Oct. 1, after three years of Army service. He has been assigned to the Special Service Division, Army Air Forces, and has headquartered at the Central Flying Training Command, Randolph Field, Tex. He has not announced future plans.

FRANK SAMUELS, sales manager of KGO San Francisco, is the father of a boy.

AIR-O-MAGIC SHOES USES VIDEO, SPOTS

PRELIMINARY to its first radio promotion for Air-O-Magic Shoes for men [BROADCASTING, June 26], Marion Shoe Division, Daly Bros. Shoe Co., Boston, on Aug. 30 presented on WABD New York, the DuMont television station, a visual quiz produced by Norman D. Waters, assisted by the Television Workshop.

Program was to have Dr. Sigmund Spaeth as m.c., with participants including Jessica Dragonette, singer; Elizabeth Janeway, author; Walter D. Teague, industrial designer, and Jerome S. Meyer, author of books on home entertainment.

Spot radio schedule gets under way Sept. 10 with a transcribed five-minute program *The Magic Answer Box*. starring Mr. Meyer and Len Sterling. Discs, cut by Muzak Transcriptions, will be aired on a weekly basis on 16 stations in selected markets—WAGA WCBM WORL WIND WJW WXYZ KGKO WISH KMPO WPAT WDAS WWSW WRAV KXOK KJR WINX. Agency is Norman W. Waters & Associates.

Armand List

ARMAND Co., Des Moines, (cosmetics), Aug. 23 started sponsorship of four to five chain break announcements weekly on the following stations: KSL Salt Lake City; KGW Portland; KGA Spokane; KHQ Spokane; KPO San Francisco; KJBS San Francisco; KOA Denver; KIRO Seattle; KGHL Billings, Mont. Agency is Ivan Hill Co., Chicago.

Carl Nissen

CARL NISSEN, 56, one time commercial manager of KNX Hollywood, died Aug. 24 at his home in Berkeley, Cal. Surviving are his widow and three daughters.

Pat Smith Named Manager of WINX

Heller Is Placed in Charge Of Developmental Activity

APPOINTMENT of John Patrick Smith, assistant general manager of WCPO Cincinnati, which originated the "news and music" formula for independent stations, as general manager of WINX Washington, was announced last week by Eugene Meyer, president and publisheer of the *Washington Post*, licensee of the station.

Mr. Smith, who will assume his duties about mid-September, succeeds Lawrence Heller, founder of WINX, who sold the station to Mr. Meyer last month for a record $500,000 figure for a local independent outlet. Mr. Heller will take charge of station developmental activity.

Worked Under Watters

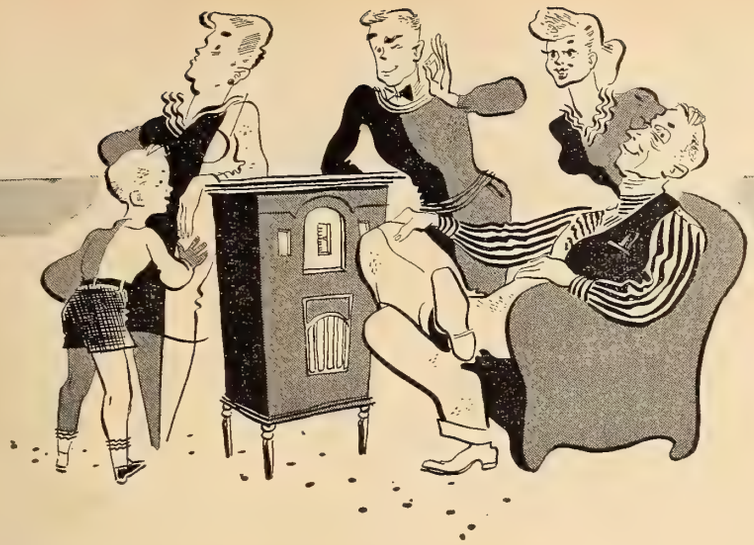
A veteran of 18 years with the Scripps-Howard organization, 32-year-old Mr. Smith joined the organization as an office boy in New York. He formerly was secretary to Karl A. Bickel, as president of Scripps-Howard Radio, and joined WCPO in 1937 as a salesman. He was named commercial manager in 1940 and afterward became assistant general manager under Mortimer C. Watters, general manager of the station and vice-president and general manager of Scripps-Howard Radio Inc.

William Gold, former news editor of WCPO, has been appointed to that post at WINX. A graduate of the Ohio State U. School of Journalism, Mr. Gold was previously affiliated with the Cox papers in Springfield and Dayton and the Scripps-Howard papers in Columbus and Cincinnati.

Wayne Coy, former assistant to the president and now assistant to Publisher Meyer, was a visitor in Cincinnati recently to observe the operation of WCPO, presumably with a view toward making WINX the WCPO of Washington. He met with Messrs. Watters and Smith. It is believed recent personnel difficulties at WINX, which resulted in the dismissal of two staff announcers, who had engaged in an altercation while the station was on the air [BROADCASTING, Aug. 28], may have motivated the decision for a prompt change in management. Mr. Heller was under contract for a year as manager.

Bender Joins F & P

CHARLES ROBERT BENDER on Sept. 5 joins Free & Peters, station representative, as account executive. With considerable experience in advertising and newspaper work, Mr. Bender for the past six years has been associated with *Playbill*, theatre program publication. He will be located in the New York office.



A NEW STATION

And a New Opportunity to Sell Canada's Richest Market

August 28th inaugurated a new deal for radio listeners in the Toronto area. On that day CKEY began operating on an entirely new type of program schedule, conceived after 24 months of intensive research in both United States and Canada. Everything is new from mikes to management, with a capable staff that is second to none in Canada.

Operating on a frequency of 580 kc's (Toronto's top frequency) CKEY's 1000 watts, (soon to be 5000) transmits a strong signal 24 nours a day to over 2,000,000* radio listeners in the richest market in Canada.

Present bookings indicate the enthusiasm with which advertisers are responding to CKEY's program plans but there are still a few choice opportunities. For full details contact National Broadcast Sales, Toronto or Montreal. Weed & Co. New York & Chicago.

** Estimate based on survey methods as adopted by the Bureau of Broadcast Measurement.*

THIS IS CKEY'S GUARANTEE TO THE ADVERTISER:

1. Every quarter hour period will be 14:40 seconds in length.
2. No spot announcements will be allowed between programs.
3. Chain breaks or flash announcements **only** will be permitted between programs.
4. Special programs under the direction of their exclusive master of ceremonies will afford a vehicle for a **maximum** of **three** spot announcements per quarter hour.
5. Each special feature will have its own master of ceremonies. This M.C. will not be heard on any other program on CKEY or any other radio station while in the employ of CKEY.

DIAL 580

J. K. Cooke, President and Gen. Mgr.

CKEY TORONTO

Reach the ACTIVE SALT LAKE MARKET



Utah has one of the highest per capita ratings as a radio listening market.

National Representative
JOHN BLAIR & CO.

BEHIND the MIKE

RONALD V. COCHRAN, formerly with the Iowa Network, KWK St. Louis and more recently with the Dept. of Justice in Washington, and Ray Cole, formerly with KWK and the Salt Lake City and New York bureaus of U.P., have joined the publicity staff of the Washington (D. C.) office of the Republican National Committee. In charge of the Washington office radio and publicity staff is Lee Chesley, former news editor of KWK.

ALLAN H. KALMUS and Jane Carolyn Waring, both writers in NBC's press department, are to be married Sept. 9.

JULIAN A. FLINT, former program-production manager of WAGA Atlanta, has joined WSGN Birmingham, as traffic manager and national sales manager. New members of the WSGN announcing staff include Shirley Cantor, former relief announcer; Jack Davis, former manager of WJHL Johnson City; Otis Henley, former newscaster of WJRD Tuscaloosa, Ala., and commentator of WCBI Columbus, Miss.

WILLIAM SHADEL, CBS correspondent attached to London headquarters, has returned to this country. He has been covering the advance of the Allies in France. Future assignment has not been announced.

FLEETWOOD LAWTON, former commentator and war correspondent, is in the South Pacific recording news and making on-the-spot observations with a soundscriber which he carries with him on behalf of NBC. He is doing his work under the auspices of the Army and Navy.

KEN NELSON has returned to WJJD Chicago as head of the musical department, suceeding Leland Gillette, who has joined Capitol Record Recording Company, Hollywood. Mr. Nelson has received a medical discharge from the army.

CARL ZIEGLER, released from the Army and formerly with KGGF Coffeyville, Kan., has joined KFOR Lincoln, Neb., as newscaster. Bob Sinclair, also released from the Army, is new continuity writer for KFOR. Patricia Maryot, graduate of Leland Power's Theater & Radio School, Boston, is now with KFOR's continuity department.

BOB BINGHAM, former program director at WSLB Ogdensburg, N. Y., has joined WFBL Syracuse, where he is in charge of commercial programming.

CRAIG C. LEE, released by the Navy after service in the South Pacific and formerly of KXO El Centro, Cal., has joined the announcing staff of KYUM Yuma, Ariz.

GEORGE BARKLEY, announcer-commentator of KFI Los Angeles, and Patricia Hill of Pasadena, Cal., were married Aug. 24.

JOE GOTTLIEB, production manager of WCAU Philadelphia, leaves the station this month to join the production staff of WMCA New York.

PETE ARNELL, formerly of WPEN Philadelphia, has joined WAAT Newark.

TIM LIEBERT, CBS West Coast newscaster and announcer, has been accredited as a CBS war correspondent in the Pacific area and will work with Webley Edwards from Pearl Harbor, broadcasting on *World News*. He replaces Curtis Butler, now in the Army.

HAROLD STUBBS, announcer of CJBC Toronto, has resigned to freelance.

PHIL KITLEY has joined CBR Vancouver as school broadcasts chief.



THE ABC of New York radio was expounded by Arthur Hull Hayes (center), WABC general manager, to this group of Westerners. (l to r) Clifton Tolboe, KOVO Provo, Utah; Richard F. Connor, Associated Broadcasting Co., (formerly of Los Angeles); Mr. Hayes; R. W. Brazeal, KFPY Spokane; Arch Madsen, KSL Salt Lake City

W. W. BLAIR, night traffic supervisor of the Blue Network central division, was to marry Elise Tudor of Norfolk, Va., September 3 in Norfolk.

BERNARD BERG, former script writer at WTMJ Milwaukee, has joined the NBC central division continuity department.

BUD LYNCH, former sports announcer of CKLW Windsor-Detroit, is reported as having been wounded in the fighting in France with the Canadian Army.

ISABEL STEWART has been appointed promotion manager of CJVI Victoria, succeeding Bob Willett who has joined CFPR Prince Rupert, as production manager.

FRANK SEGEE of the news bureau of the Canadian Broadcasting Corp., Halifax, has been transferred to CBC Montreal to edit the new CBC staff magazine to be issued in October. Eddie Dix of the CBC news bureau, Montreal, replaces Mr. Segee at Halifax.

TED PEGG, former traffic chief of Canadian Broadcasting Corp., Vancouver, is now in the Royal Canadian Corps of Signals, at Barriefield, Ont.

BETTY LANG, continuity writer of CKWX Vancouver, recently was married to Dick Williams, operator of CKWX.

TED WEBBE, program director, WPAT Paterson, N. J., has been appointed chairman of the speakers committee of the Community War Chest drive in North Jersey, and Dave Golden, the station's publicity director, has been named chairman of the special events committee.

MARCIA WALTON, formerly of the KPO San Francisco press staff, has joined KLS Berkeley (Cal.) as announcer.

NANCY HUDSPETH, new to radio, has joined the continuity department of WINN Louisville.

GIL SANDERS, formerly of WFBM Indianapolis, has joined WKZO Kalamazoo as announcer. Frances Badley is a new WKZO continuity writer.

JOHNNY LYNN has joined WSPD Toledo as announcer.

DALORIS NIHART is a new member of the continuity staff of KBIZ Ottumwa, Ia.

PAUL CLARK, previously with WMLL Evansville, Ind., FM station, and KARK Little Rock, Ark., is now announcing at WHAS Louisville.

EDWARD EGEN, for the past three years associated with *Republic* and *Gazette*, Phoenix (Ariz.) newspapers, has been named Blue Hollywood sales promotion manager. Elmer Pederson, who has been dividing his time between that post and sales department, assumes duties as contact man with network clients. Clara Groves of the NBC Hollywood sound department has joined the Blue Hollywood continuity staff.

HENRY WEAVER, former Blue Hollywood announcer now with the Marines, has been appointed Marine Corps combat correspondent and elevated to sergeant.

FRANK ANDERSON, pianist-vocalist, has joined KLX Oakland, Cal., as announcer.

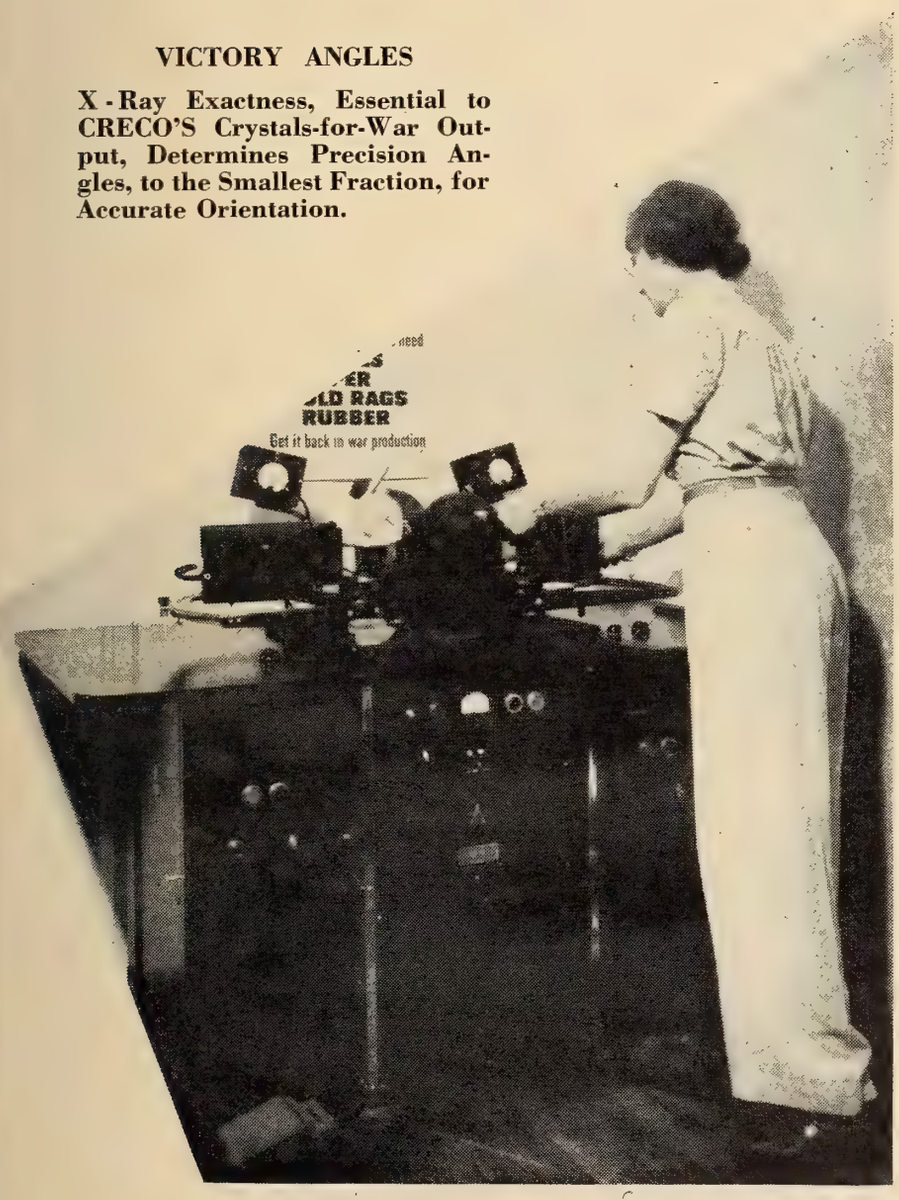


THEY LOOKED UP (top photo), all except six-foot-six John T. Hopkins III, WJAX Jacksonville, when the photographer called "birdie". (l to r) Jack Draughon, WSIX Nashville; Lee B. Wailes, Westinghouse Radio Stations, Philadelphia; Beth Black, Joseph Katz Co., New York; Mr. Hopkins; Gene O'Fallon, KFEL Denver. A Nor'wester blew up figuratively with the invasion of this troupe (l to r): Arthur Bright, KFPY Spokane; Lt. Col. J. Elroy McCaw, Army Air Forces Communications officer and in civil life owner of KELA Centralia, Wash.; Harry R. Spence, KXRO Aberdeen; Tom Olsen, KGY Olympia; Milton Fritsch KFPY Spokane; Maj. Louis Wasmer, AAF Communications, owner of KHQ-KGA Spokane.

ACCURACY
IS OUR BUSINESS
IN WAR . . . IN PEACE

VICTORY ANGLES

X-Ray Exactness, Essential to CRECO'S Crystals-for-War Output, Determines Precision Angles, to the Smallest Fraction, for Accurate Orientation.



Vital Instruments of Victory . . . our **WARTIME COMMISSION** *. . . demand* **EXTREME EXACTNESS** *and give a New Dimension to our* **PEACETIME PERFORMANCE.** *Victory, without question, is our* **NO. 1 ASSIGNMENT** *but, when you are ready to plan for peace . . . we are ready . . . to prepare, in the time at hand, a limited number of Television, FM and Standard Applications.*

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

Evening Star Bldg.
WASHINGTON, D. C.

Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

RAY BAKER, program director of WITH Baltimore, is the father of a boy.

JAMES T. MAHONEY, formerly of NBC New York and more recently with the OWI, has joined WITH Baltimore as production manager.

JOHN HALLORAN, formerly at WBAL Baltimore, has joined the announcing staff of WITH Baltimore.

RUSS HODGES, sportscaster at WOL, Washington Mutual outlet, has been named sportscaster for the entire Mutual network with the special assignment of covering leading college games during the coming football season.

BILL HUMBERT, formerly of the WSAP Portsmouth, Va. announcing staff, has been named program director of the station, succeeding John G. Maupin. New members of the WSAP announcing staff are Tommy Searls, and Jack Quigley.

ALBERT GROBE, chief announcer at WQXR New York, has completed commentary on a film for the Provisional French Government in America.

MARTIN AGRONSKY Blue Network news commentator is the father of a girl.



WORSE THAN Selective Service was the plaintive wail of this group waiting registration turn at the Palmer House. (l to r) George Lasker WORL Boston, Ashley Robinson WORL, R. J. Laubengayer KSAL Salina, George Bolling, John Blair & Co. New York, Lindsay Spight, John Blair & Co. San Francisco, Hugh Feltis, KFAB Lincoln, Fritz Synder, Biow Co., New York, R. E. Bausman WISH Indianapolis.

NICK DRAKELICH has joined KMJ Fresno, Cal., as announcer. Mrs. Sibyl Silverthorn, formerly of KFI-KECA Los Angeles, has assumed station continuity and traffic duties.

WILLIAM L. WEISSEL, released from the Army and previously associated with W. Colston Leigh, concert booking bureau, has been appointed night supervisor of WQXR New York.

DON YEAGER has joined the announcing staff of WSAZ Huntington, W. Va.

LT. GORDON BURWASH, Royal Canadian Navy radio liaison officer, after action on the Canadian destroyer *Sioux* at Le Havre and off Brest, France, is returning to Canada to take part in British American Oil Co.'s *Fighting Navy*, Canadian network program.

BILL EDWARDS, former announcer of WLW Cincinnati, has joined KMTR Hollywood.

HERBERT J. ANTOINE, junior announcer at NBC, has been promoted to senior announcer.

HAL MOON, formerly with KQW San Francisco as news analyst and commentator, is now program director of KFMB San Diego.

MURRAY FISHER has joined WCHS Charleston, W. Va., as announcer.

BALDWIN SULLIVAN, for past two years Los Angeles bureau manager of International News Photos, has joined NBC Hollywood publicity department as photo editor. He succeeds Leslie Raddatz, who has assumed duties as news editor.

A. R. STOVER is a new addition to the announcing and production staff of WHBY Appleton, Wis.

PFC. WALTER E. SICKLES, former program director at WWSW Wheeling, W. Va., now an assistant to the Chaplain at the 117th General Hospital in England, is working with the psycho-neurotic patients from the front.

JACQUELINE WILSON, new to radio, has joined KFRC San Francisco as publicity director.



Magazine Resumes

PROGRESSIVE Farmer, Birmingham, is resuming its regular fall and winter radio promotion of *The Progressive Farmer* magazine on a schedule which is expected to be similar to last year's, when 14 Southern outlets were used. Publisher will continue to sponsor *Progressive Farmerettes*, a quarter-hour musical disc featuring two girl singers and announcer, and aired six-times weekly. Sponsor remained on four stations during the summer to protect time. Agency handling the account is Albert Sidney Noble, New York.

WENT Appointments

GEORGE BISSELL, president of Sacandaga Broadcasting Co., licensee of WENT Gloversville, N. Y., has assumed general managership of the outlet, it was reported last week. New appointments include Art McCracken, sales manager, to assistant manager; Bill Carpenter, formerly with WNBZ Saranac Lake, N. Y., as program director; Bob Mooney as announcer and production supervisor. Bob Robinson, new to radio, has been added to the WENT engineering staff.

W6XAO Damaged

AFTER an alleged attempt to chop down five doors of W6XAO, television station owned and operated by Don Lee Broadcasting System, Hollywood, with fire ax and a heavy timber, Alfred Corte, designing engineer of Lockheed Aircraft Corp., Burbank, Cal., was taken into custody on Aug. 23 and booked on suspicion of burglary.

a slateful of KID SHOWS

For a full century, nobody knew just what Longfellow meant by "The Children's Hour". He didn't specify the time. Mutual has now pinned that hour to the radio dials of a nation. The time is 5 to 6 p.m., and these are the programs we've packed within that period — each designed for small fry of any age and either sex:



5-5:15
COLLEEN MOORE... As summer tenant of this time period, her "Safety Legion" set records for mail response. The new fall-winter resident will shortly be announced.

5:15-5:30
CHICK CARTER... Boy-detective protege of the immortal Nick, he has already won ratings — as a sustainer — which would delight many a network advertiser.





5:30-5:45
TOM MIX... Veteran straight-shooter's exploits return to the airwaves in a series which hits the bull's-eye for Ralston. From twice-a-week to five, come fall.

5:45-6
SUPERMAN... Newspaper and movie favorite, he soared to top ratings within eight months on Mutual for Kellogg. Soon to resume five-a-week stature on the full network.



There is how Mutual keeps the kids' ears open from 5 to 6. Two of these quarter-hours are still available for sponsorship, and all four add up to a potent introduction to all-family listening, at the same point on the dial, throughout the evening.

this... is MUTUAL

Agencies

RALPH H. SINCLAIR, copy director, and Wilson J. Main, director of research, Ruthrauff & Ryan, New York, have been elected vice-presidents.

D. PETER BOWLES, released by the Army Air Forces and formerly with William Esty & Co., has been added to the radio department of Doherty, Clifford & Shenfield, New York, as commercial writer. E. Blaney Harris, formerly of Pedlar, Ryan & Lusk, New York, has also been added to the staff of DC&S.

ROBERT KUHN, formerly of Ruthrauff & Ryan, Hollywood, has been named head of the commercial copy department of the Hollywood office of Compton Adv., New York.

J. W. MILLARD, director of the War Food Administration's office of materials and facilities, resigned Sept. 1 to form his own advertising agency in New York.

JOHN HIRAM McKEE, program producer in the advertising agency field, has joined the radio department of Warwick & Legler, New York, as producer.

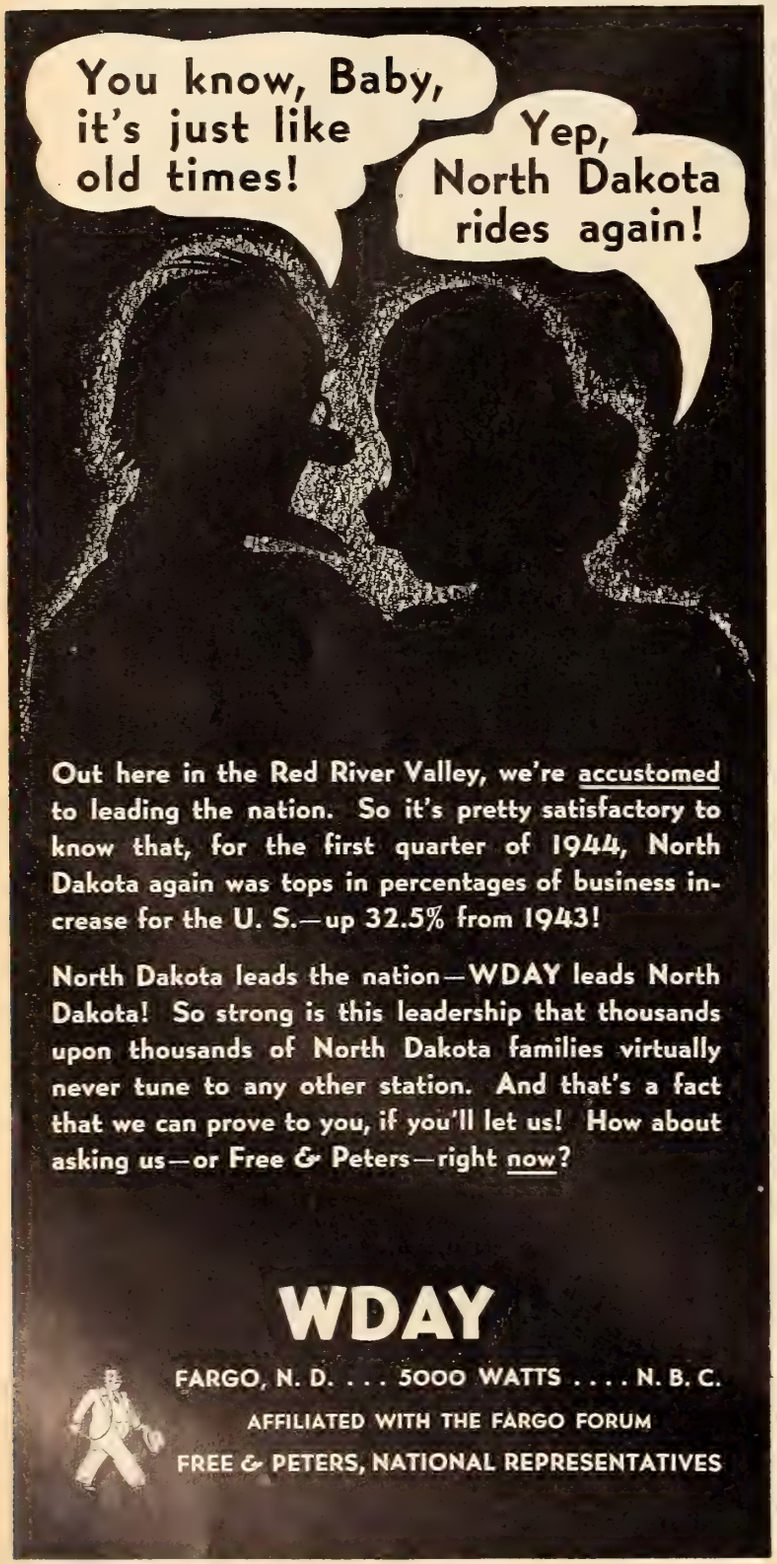
H. DUDLEY KELLOGG, released from the Army, has joined the copywriting staff of Fray & Rogers, Philadelphia.

JOE KAPLAN has returned to Sterling Adv., New York, as account executive, after several years in the U. S. Maritime Service.

ROBERT LEARY, formerly with Young & Rubicam, New York, and Ann Murphy, formerly with Pedlar, Ryan & Lusk, New York, have joined the copywriting staff of Doherty, Clifford & Shenfield, New York.



RADIO UNLIMITED in this group. (l to r) Larry Keller, UP New York, John Norton, Blue New York, Murray Carpenter, Compton Advertising, New York, C. T. (Swannee) Hagman, WTCN St. Paul, Frank Kemp, Compton, New York, F. E. Fitzsimonds, KFYR Bismark, Creighton Gatchell, WGAN Portland, Me., caught in corridor by cameraman.



CECELIA BRODIE, formerly of the Chicago office of Edward Petry & Co., station representative, on Aug. 30 joined L. W. Ramsey Co., Chicago, as time buyer, succeeding Mercedes Ledet, who is leaving radio.

BRUCE EELLS, Hollywood business manager of Young & Rubicam, currently is in New York for two-week conference with home office executives. Fran Van Hartesfeldt, New York agency producer, has been transferred to Hollywood and assigned to the weekly *NBC Melody Roundup*. Hubbell Robinson, agency vice-president in charge of radio, during a West Coast visit in mid-September will confer on fall program plans with Glenhall Taylor, West Coast radio director.

ERNEST A. HOLMES, formerly with Arthur Kudner Inc., and Kenyon Research Corp., has been appointed director of research-marketing division of Abbott Kimball Co., serving agency's Chicago and Kansas City offices.

CLINTON B. CLARK, former display director and store designer of the Boston Store, Milwaukee, has joined W. L. Stensgaard & Assoc., Chicago, as account executive.

NORMAN WATSON, formerly with *Esquire*, Chicago, and Vogue-Wright, Chicago, has been appointed art director of Jim Duffy Co., Chicago.

VICKI JACQUES has been appointed director, media and research, of Goldman & Gross, Chicago.

SAM CARTER, New York writer of J. Walter Thompson Co., has been shifted to agency's Hollywood office and is assigned to CBS *Lux Radio Theatre*. He succeeds Harry Kerr, now in the Navy.

J. A. MacTAGGART has joined J. J. Gibbons Ltd., Toronto, as an account executive. He was previously with R. C. Smith & Son, Toronto.

L. S. McMAHON, account executive of A. McKim Ltd., Toronto, has joined the Royal Canadian Navy and is now training at London, Ont.

STANLEY RESOR, president of J. Walter Thompson Co., currently is conferring with agency West Coast executives on fall program plans.

SGT. T. H. MOORE Jr., formerly of the radio department of J. Walter Thompson, New York, has been appointed program director of all armed forces radio stations in the Southwest Pacific.

PATSY MURPHY, former continuity writer of CJBC Toronto, has joined the Toronto office of Young & Rubicam as head of the commercial copy staff.

PATSY KENT, former traffic manager for WDSU New Orleans, has joined Mel Washburn Radio Agency, New Orleans, as continuity and copy writer.

Join Olian

NEW ADDITIONS to the executive staff of Olian Adv. Co. were announced last week by Irwin A. Olian, part-owner of the agency. Joining the St. Louis office are Harold A. Thomas, former manager of packaged products for the Shell Oil Co.; Jean Sacks, former fashion advertising manager of the Famous Barr Co., St. Louis, and Betty Smith, former advertising manager of Jaccard's, St. Louis. Added to the Chicago office is Janet Jenkins McCoy, former fashion narrator, "Nancy Dixon" on the Cluett, Peabody program.

Fried Agency Opens

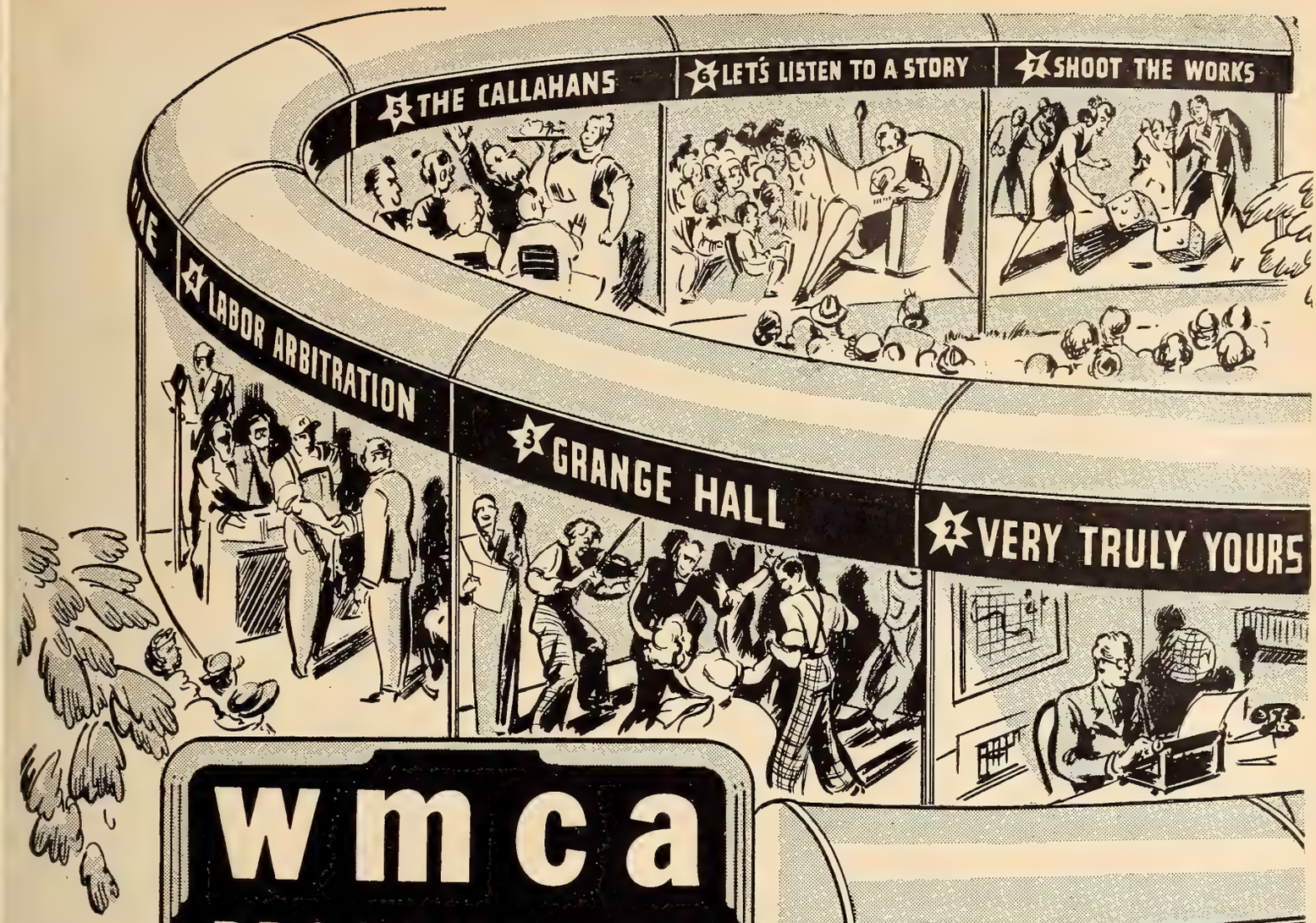
ADRIEL FRIED, former general manager of KLX Oakland, Cal., has organized his own advertising agency, located at 201 Easton Bldg., Oakland. Former agency and newspaper man, Mr. Fried has been in advertising work since 1931, following graduation from the U. of San Francisco, where he majored in journalism. Starting in 1935 he devoted fulltime to radio sales and production, working at a number of California stations.

New GE Plant

PURCHASE of 155 acres near Syracuse, N. Y., for the erection of a new plant to serve as headquarters for the Electronics Dept. of General Electric Co., was announced by Gerard Swope, GE president, at a dinner of the Syracuse Chamber of Commerce, Aug. 24.



Represented Nationally by HEADLEY-REED CO.



wmca
PROGRAM FAIR



1 RE-UNITE US, PLEASE—Through broadcast appeals, this program actually locates missing friends, relatives, loved ones of servicemen. "Brings untold happiness" . . . "tremendous service" . . . "a godsend", say officials. Considered New York's most outstanding radio service. 2:03 to 3:00 p.m. Sundays.

2 VERY TRULY YOURS—Norman Jay, popular commentator, whose pertinent broadcast letters to world personalities bring critical events into sharp focus. A highly significant news show! 9:30 to 9:45 p.m., Monday, Wednesday, Friday.

3 GRANGE HALL—Popular square dances, starring Ed Durlacher, noted "caller", and the "Top-Hands". Western songs by Elton Britt. Listeners invited to dance at home! An hour's fun and music for entire family. 9:30 to 10:30 p.m. Saturdays.

4 LABOR ARBITRATION—Real-life labor and business disputes settled by Samuel R. Zack and group of prominent business men. Alive with human interest since jobs and careers are affected by the board's decisions. 9:03 to 10:00 p.m. Sundays.

5 THE CALLAHANS—New comedy riot! Zany radio boarding house with daffiest gang of ex-vaudevillians ever gathered under a mortgaged roof. Clever story plot, professional cast, good incidental music. 9:30 to 10:00 p.m. Tuesdays.

6 LET'S LISTEN TO A STORY—Welcome children's program based on ageless story-telling technique. Jane Evans pinch-hits for busy parents by narrating famous juvenile tales. No blood-and-thunder! Recommended by the United Parents Associations. 9:03 to 9:30 a.m. Sunday mornings.

7 SHOOT THE WORKS—Roll dem bones! Jumbo dice star in the year's most unusual quiz show. Funny to watch, funnier to hear. Plenty of smart patter, questions and music. Complete package. 9:03 to 9:30 p.m. Saturdays.

TED HYDE



. . . If you're after seasoned radio ideas, better look into these top-notch attractions on the WMCA carnival of hit shows. They're primed for local sponsorship . . . ready for network launching. Transcriptions of recent broadcasts are yours for the listening. Just contact WMCA Sales Office, New York City, Circle 6-2200 or Weed and Company.

Radio Advertisers

METRO-GOLDWYN-MAYER, New York, early in September began sponsorship on WBZ-WBZA Boston-Springfield of a twice-weekly musical program featuring Vince Ladell, WBZ-WBZA singer. Contract is for 52 weeks. C. A. Briggs Co., Boston (cough drops), on Sept. 12 starts sponsorship for 26 weeks of Geoffrey Harwood, commentator, on a thrice-weekly 10-minute news program. C. P. Mueller & Co. (macaroni) on Sept. 4 for 52 weeks starts sponsorship of Marvin Behrens, commentator, in a thrice-weekly noontime news program.

GENERAL FOODS CORP., New York, coincident with shift of *The Thin Man* from NBC Friday, 8.30-9 p.m. to CBS Friday, same time, and change in products promoted, will transfer handling of the program from Benton & Bowles Inc., New York, to Young & Rubicam Inc., New York. Shifting from Post Toasties, GF will promote Grapenuts and Grapenuts Flakes on the major segment of the network, with announcements for Maxwell House Coffee handled by Benton & Bowles, west of Chicago.

MAGGI CO., New York, is expanding radio advertising with the addition of participating announcements on the *Yankee Kitchen* program on 14 Yankee stations starting Sept. 18 for bouillon cubes. Firm continues participations on WOR New York and WBZA Springfield, Mass., for seasoning and bouillon cubes. Agency is Needham & Grohmann, New York.

IGE Names Grant

INTERNATIONAL General Electric Co., New York, GE subsidiary, has named Grant Adv., New York, to handle its entire 1945 advertising program in Latin America. Grant already handles advertising for GE companies in Argentina, Cuba and Brazil. Radio will be among media to be used in an extensive drive stressing fluorescent lighting, and veering from emphasis on electronics institutional copy to straight selling of radio sets and other products.



REUNION IN CHICAGO reunite Nathan Lord (right), WAV Louisville, and Harry Kopf, NB vice-president, central division.

CHARLES E. HIRES Co., Philadelphia (root beer), has started *Heidt Time for Hires*, Blue network program, on CJBC Toronto. Account was placed by Sheldon, Quick & McElroy, New York.

COOK CLOTHING Co., Toronto (overcoats), on Sept. 15 started a transcribed series with Gordon Sinclair as narrator of Canadian historical events, on a number of Canadian stations. Account was placed direct.

F. W. FITCH Co., Toronto (hair tonic), has started spot announcements thrice weekly on 19 Canadian stations, while CKEY Toronto and CFCF Montreal will carry *The Fitch Bandwagon*. Account was placed by L. W. Ramsay Adv., Davenport.

YOUNG'S HATS, New York, starting Sept. 6 will use radio for the first time with sponsorship of Stan Lomax, WOR New York sportscaster, thrice weekly. Contract is for 52 weeks. Agency is Neff-Rogow, N. Y.

ILLINOIS COMMERCIAL Men's Assoc., Chicago, on Aug. 20 renewed *Nate Gross Town Tattler* for quarter-hour on WBBM Chicago, Sunday. Contract is for 52 weeks and was placed by L. W. Ramsey Adv., Chicago.

O-CEDAR Corp., Chicago, began sponsorship Aug. 21 for 13 weeks of one-minute spot announcements and participation shows on approximately 48 stations to advertise fall house cleaning schedule. Company in addition will sponsor spot announcements for 4 weeks introducing a $10,000 contest effective Sept. 18. Contracts placed by Aubrey, Moore & Wallace, Chicago.

ANDY LOTSHAW & Co., Chicago, on Sept. 9 will begin sponsorship for 50 weeks of a 5-minute news show, Saturday, and as of Aug. 20 renewed quarter-hour *John Harrington and the News* for 52 weeks on WBBM Chicago, Sunday. Contracts were placed by Arthur Meyerhoff Adv., Chicago.

GOLDENROD ICE CREAM Co., Chicago, renewed station break announcements, seven times weekly, on WBBM WMAQ Chicago Aug. 20. Contracts are for 52 weeks, through Goodkind, Joice & Morgan, Chicago.

FELTMAN & CURME Shoe Stores, Chicago, began sponsorship Aug. 29 of the quarter-hour *Air Adventures of Jimmie Allen*, Monday through Friday on WGN Chicago. Contract for 39 weeks was placed through Russel C. Comer Adv., Kansas City, Mo.

EUGENE L. STRASSER, formerly with Naz-Dar Co., Chicago, has joined National Brands, Chicago, as assistant and art director in the advertising department.

CANADIAN SHREDDED WHEAT Co., Niagara Falls, Ont. (cereal), on Sept. 18 starts *Today's Adventure*, five-minute transcribed program, six weekly on 13 Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

INTERNATIONAL HARVESTER Co. of Canada, Hamilton, Ont., has appointed Russell T. Kelley Ltd., Hamilton, as Canadian agency.

CANADIAN LACO LAMPS, Toronto, has appointed McConnell Eastman & Co., as agency.

ROBERT SIMPSON Co., Toron (national department store), on Au 28 started *Simpson's Musical Cloc* two-hour early morning program, si times weekly on CKEY Toronto, a *Woman's World*, ten minute news pr gram, five-times weekly on CFRB T ronto. In September the company w start two other five-weekly program *Musical Nightcap*, on CFRB, a *Sunny and Sue*, juvenile program, CJBC Toronto. Account was placed Harry E. Foster Agencies, Toronto.

W. K. BUCKLEY Ltd., Toron (proprietary), has started twice dai spot announcements on 50 Canadi stations as well as 6 weekly 10-minu programs on CKEY Toronto and t quarter-hour shows weekly on CFR Toronto. On Oct. 1 quarter-hour sho will be started weekly on four mo Canadian stations. Account was plac by Walsh Adv. Co., Toronto.

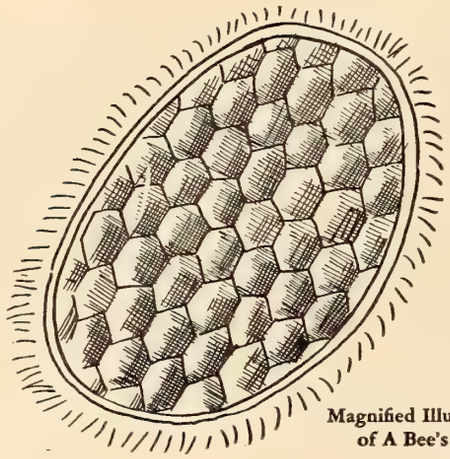
BITUMINOUS CASUALTY Co. D venport, Ill., on Aug. 20 renewed f 52 weeks quarter-hour program W *Experts Answer*, Sunday, on WBB Chicago. Agency is L. W. Ramsey C Chicago.

GASSMAN BROS., Chicago (depa ment store), on Aug. 20 renewed qua ter-hour news show featuring Robe F. Hurleigh, Sunday, on WBBM C cago. Contract is for 52 weeks throu Newby, Peron & Flitcraft Chicago.

CAPITOL DAIRY Co., Chicago Aug. 22 renewed for 52 weeks *Musi Clock* quarter-hour show heard Tue Thurs.-Sat. over WBBM Chica Agency is Kuttner & Kuttner, C cago.

EDWIN FUNK, formerly with N tional Oil Products Co., Harrison, J., has been named sales promotion a advertising manager of Sheffield Far Co., New York, spot radio advertis

HUNT STROMBERG Productio Hollywood, appointed Ruthrauff Ryan to handle its advertising. Ra is said to be considered.



Magnified Illustration of A Bee's Eye

IN A BEE'S EYE

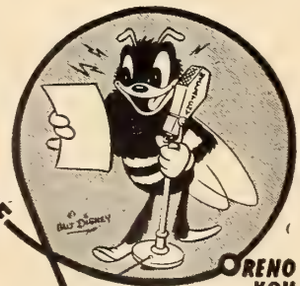
The power of extraordinary vision rests in a bee's eye because of the many combined segments that make up this wonderful orb.

The *Beeline* stations, operating as a group, combine to make this same principle work in bringing efficient broadcasting coverage to *California's rich Central Valley area* and *Western Nevada.* No other station or combination of stations can properly cover this area.

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community... combined* on a new basis for National spot business.

*See McClatchy Beeline rate listing first under California in Standard Rate and Data



McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO. National Representative

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

ONE STOP or 26?

You can make 26 separate trips to cover the 26 towns in the Hartford Trading Area. Or you can eliminate non-essential traveling! WDRC covers the entire area at one low cost!

USE WDRC TO CONNECT IN CONNECTICUT



What is a Watt?

For that matter "What is 50,000 Watts?" We have 50,000 Watts, which is quite a lot of Watts as Watts go in radio. Quite a few other stations also have 50,000 Watts, but we like to think our 50,000 Watts are a special kind.

You see, some Watts, like robot bombs, are "directed" in their flight and go only in one direction. On the other hand, *our* Watts are unleashed freely and spread out in every direction, over a vast circular area. Besides delivering a signal of utmost strength throughout the entire Philadelphia area, WCAU gives a vast "plus" coverage. Residents of Brooklyn report that they hear WCAU clearly. Listeners in Maryland and Maine reply to WCAU premium offers.

The "free and unfettered" nature of WCAU's 50,000 Watts is one of the reasons why WCAU is Philadelphia's leading radio station.



WCAU "Umbrella Coverage"

CBS AFFILIATE

50,000 "Free Watts," surging out in a great tidal wave of Power in all Directions giving "Umbrella Coverage," over a Clear National Channel

PHILADELPHIA'S LEADING RADIO INSTITUTION

T. P. MANNION has been appointed advertising manager of the Skelly Oil Co. Kansas City, Mo.

GROVE LABS has signed a 26-week contract to sponsor thrice-weekly quarter-hour news program by John Gambling on WOR New York, beginning Sept. 12 in behalf of Grove Cold Tablets. Agency is Russell M. Seeds Co., Chicago.

STAHL-MEYER INC., New York, is placing advertising for meat products through Blaker Adv., New York, and will start twice-weekly sponsorship of Morgan Beatty on WEAF New York Oct. 3, continuing *Pure Food Hour* on WOR New York. Distribution is limited at present to the eastern area.

MOXIE CO., Roxbury, Mass., a spot radio advertiser, has appointed Kelly, Nason Inc. New York, to handle promotion for Moxie and Pureoxia beverages. Radio campaign plans are in formation.

BANK OF AMERICA, San Francisco (institutional), on Sept. 4 starts sponsoring a thrice-weekly, five-minute transcribed series, *Glamorous Yesterdays in Old California*, on 13 California stations. Based on true episodes in State history, program is written by Louise E. Taber. Station list includes KERN KXO KIEM KDON KFBK KQW KTMS KWG KMJ KNX KMYC KPRO KFSD. Placement is through Charles R. Stuart Adv., San Francisco.

E. W. EDWARDS Department Store, Syracuse, starts its 13th year on the air Sept. 16 with the *Edwards Juvenile Hour* on WFBL, Syracuse.

PURITY BAKERY Corp., Chicago, on Sept. 11 begins sponsorship of *Record Reveille* over WGN Chicago, Monday through Saturday 7:45-8 a.m. (CWT). Contract is for 13 weeks, through Campbell-Mithun, Chicago.

OPPORTUNITY KNOCKS LOUDER
in Knoxville!

Sell America's New Industrial Frontier With

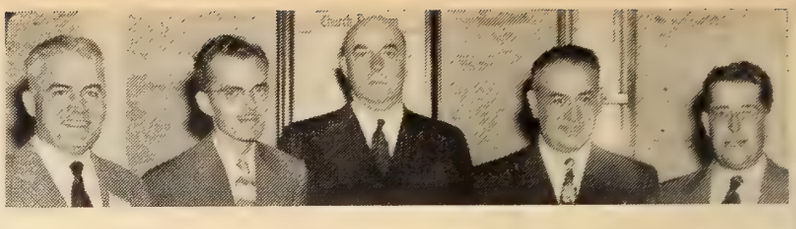
WROL

★ WROL primary area covers some of world's greatest industrial operations—TVA, CEW, ALCOA.

★ WROL for 14 years has been the home town station for Knoxville, now more than 200,000 population. Knoxville continues first in U. S. business activity according to Sales Management, and has topped all S-M High Spot Cities for seven consecutive months.

★ WROL's 620kc., low frequency coverage and 20 hour daily schedule offers greatest opportunity for national advertisers to reach this fabulous market.

WROL *Knoxville*
NBC FOR EAST TENNESSEE
JOHN BLAIR & COMPANY NATIONAL REPRESENTATIVES



CANADA'S AFFINITY for American radio is depicted in this group. (L to r) Joseph Hershey McGillvra, New York station representatives, William F. Craig, WLBC Muncie, Ind.; Guy Herbert, All-Canada Radio Facilities Ltd., Toronto; David Rosenblum, WISR Butler, Pa.; Arthur Evans, secretary-treasurer, Canadian Association of Broadcasters.



THE LAW stepped in to NAB the peach—or at least that's what some wag said when this group consorted. Seated (l to r) Paul F. Peter, NAB research director; Wilton E. Cobb, general manager, WMAZ Macon ("Doing a Peach of a Job in Georgia"); Ben S. Fisher, president, Federal Communications Commission Bar Assn. Standing (l to r) Red (Cross) Crowther, WMAZ; Ensign Everett E. Revercomb, USNR, NAB auditor on leave; Walter Graham, WMAZ; Robert T. Bartley, NAB.

WILBERT PRODUCTS Co., New York (floor polish), will sponsor a five-weekly quarter-hour program, *Todd Williams Local*, on WHN New York starting Oct. 2. Todd Williams, advertising and publicity manager of Broadcast Music Inc., N. Y. will conduct human interest type program. Duane Jones Co., N. Y. is agency.

LOUIS K. LIGGETT Co., Toronto, (chain drug stores), will start a quarter hour transcribed program *Doctors Courageous* on eight western Canadian stations. Account was placed by Ronalds Adv. Agency, Toronto.

H. W. LAY & Co., Atlanta (food products), has placed its account with Liller, Neal & Battle, Atlanta. Radio is said to be considered.

LUCKY AUTO Supply Stores, Los Angeles (chain), on Aug. 28 started sponsoring twice-weekly quarter-hour commentary, *Balter's Sports Book*, featuring Sam Balter, on KECA Los Angeles. Contract for 52 weeks placed through Hillman-Shane-Breyer, Los Angeles.

WESTHEIMER & CO., St. Louis advertising agency, made its first experimental venture into television Sept. 3 with the presentation of a half-hour program in behalf of International Shoe Co., St. Louis, Winthrop Shoe Division, on the DuMont station, WABD New York.

UP Radio Wire

ADDITION of 25 new clients for the United Press radio wire, bringing the total to over 600, was reported last week by A. F. Harrison, UP radio sales manager. New stations are: KOY KROY WNAB KID WJJD WWDC KFAB WKBB WFEC KMLB WFBR WJR WKPA WKNY WIBX WAKR WMOH KBWD KHTH KRBA KNET WHA WLBL KSO WTCN.

WFBL Fellowship

FIRST award of the WFBL Syracuse radio fellowship has been made to Ralph R. Williams of Atlanta, senior at Syracuse U. Under the plan, a fellowship is awarded to the best qualified Syracuse U. senior as a result of competition during the junior year.

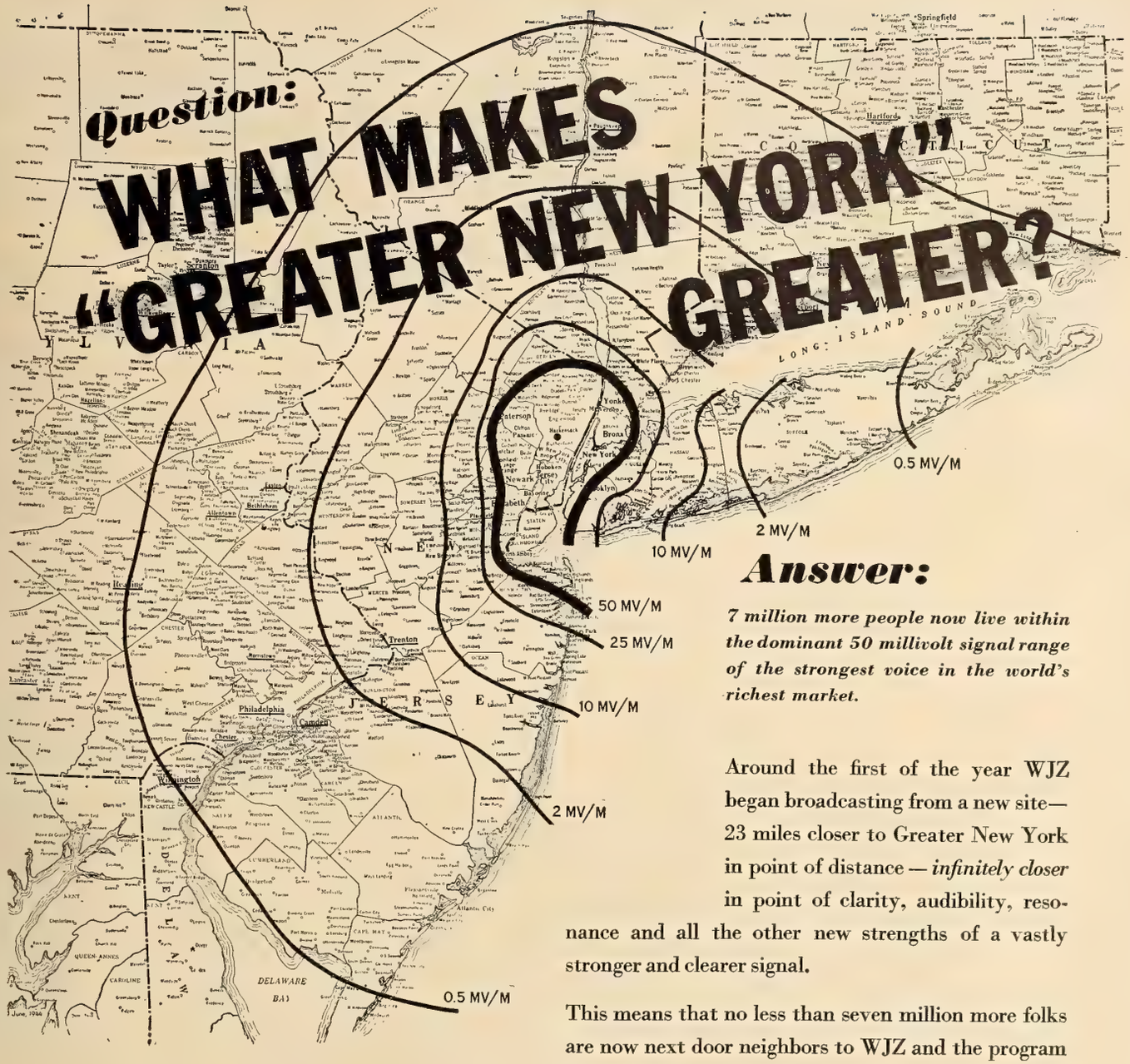
SIX more stations have contracted for the special AP radio wire through Press Assn. They are: WJEJ Hagerstown, Md.; WALL Middletown, N. Y.; WAYS Charlotte, N. C.; WGBR Goldsboro, N. C.; KVOP Plainview, Tex.; KSJC Sioux City, Ia.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco



Question: WHAT MAKES "GREATER NEW YORK" GREATER?

Answer:

7 million more people now live within the dominant 50 millivolt signal range of the strongest voice in the world's richest market.

Around the first of the year WJZ began broadcasting from a new site—23 miles closer to Greater New York in point of distance — *infinitely closer* in point of clarity, audibility, resonance and all the other new strengths of a vastly stronger and clearer signal.

This means that no less than seven million more folks are now next door neighbors to WJZ and the program and sales messages you want to bring to their ears.

This increased audience is all included within the 50 millivolt signal of WJZ. There are millions more—11 millions more—within the range of WJZ's now-lusty voice—daytime and nighttime alike.

In terms of Hooper ratings, this adds up to a nice round, healthy increase for the first six months of 1944 compared to the first six months of 1943.

WJZ

Your strongest voice in the World's Richest Market

770 ON YOUR DIAL

KEY STATION OF THE BLUE NETWORK

IT TAKES a
200-in. Lense
to see whiskers on the
MOON!



IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)

Top NBC Programs

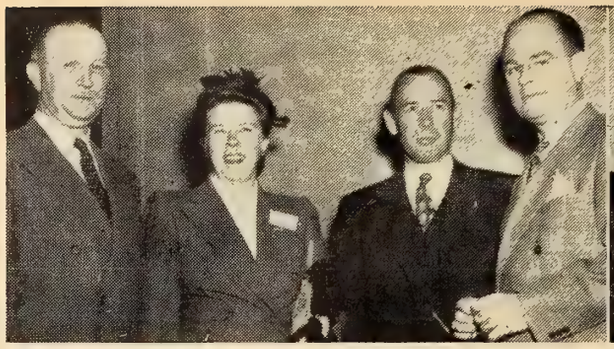
Coverage (7 states)

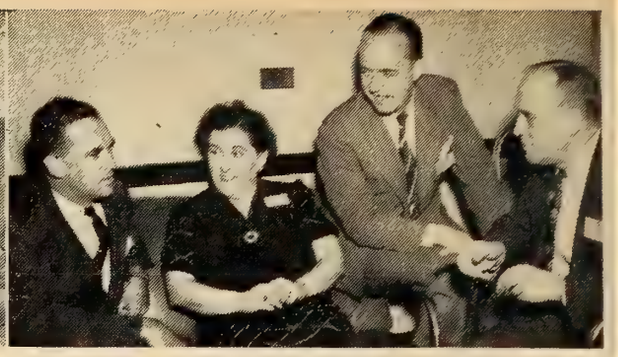
Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network





CY SIGHED and Terry tarried for this one taken during the NAB Chicago War Conference: (left photo, l to r) Cy Langlois, Lang-Worth Inc., Marjorie Spriggs, publicity director, Massachusetts War Finance Committee; Haydn Evans, WTAQ Green Bay, Wis.; Hugh Terry, KLZ Denver. Visiting old haunts was Sherman Gregory, radio director of Schenley and former NBC and Westinghouse executive: Mr. Gregory, Gertrude Scanlan, O. W. Presbrey, and Frank Silvernail, BBDO.

AFRA Cleveland Meeting Stresses Welding Entertainers Into One Union

AMERICAN Federation of Radio Artists will present a united front on the revision of their contracts with networks for sustaining programs; with networks, advertising agencies and production companies for commercial programs; with transcription companies for recorded programs and with networks for staff contracts, following an agreement of terms and conditions among AFRA locals reached at the Union's annual national convention held Aug. 25-27 in Cleveland.

Elect Officers

Five sessions of the three-day meeting were devoted to this subject, one of the two major convention topics. The other, the proposal that AFRA and the other entertainment unions merge into a single body, was unanimously endorsed by the convention, which authorized its representatives to push the merger forward as rapidly as possible.

Lawrence Tibbett was reelected president for the fifth successive term, maximum permitted by the AFRA constitution. Other officers are: vice-presidents: Virginia Payne, Chicago (reelected); Ben Grauer, New York; John B. Hughes, Los Angeles; Gunnar Back, Washington; Ken Carpenter, Los Angeles (reelected). Recording secretary: Alex McKee, New York (reelected). National treasurer: George Heller (reelected). Emily Holt remains as national executive secretary under appointment of the Union's national board.

Among the 36 resolutions adopted by the convention are a plan cancelling any back dues owed by members now in the armed services, who will receive special membership cards keeping them in good standing until their reemployment; a request that all locals set up funds to aid in the rehabilitation of all members returning from the war, such as are already established in New York, Chicago and Los Angeles; appointment of a new standing committee on labor legislation, with a series of resolutions supporting pro-labor and condemning anti-labor laws, including support of the Miami local in its fight against the state amendment outlawing the closed shop in Florida; a series of resolutions condemning discriminatory labor practices. Convention also asked the legal department to supply a definition of "commercial programs" that would eliminate future misunderstandings.

Meetings on the revised national contracts to succeed present ones, all expiring Oct. 31, are expected to start the latter part of September, following the return to New York of Mrs. Holt, who is currently vacationing at Sea Island, Ga.

AFTC Show Moves

CHANGING time and expanding to 30 minutes, weekly program, *Soldiers With Wings*, on Blue stations, on Sept. 9 will shift from Thursday, 11:30-11:55 p.m. (EWT), with West Coast repeat, 9-9:25 p.m. (PWT), to Saturday, 6:30-7 p.m. (EWT), with West Coast repeat, 9-9:30 p.m. (PWT). Series originates from West Coast Air Forces Training Center, Santa Ana, Cal. Larry Robertson is network producer, with Sgt. Hal Gibney, announcer.

Chase & Sanborn Back

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee), on Sept. 3 after a 13-week summer layoff resumed *Chase & Sanborn Show* on 135 NBC stations, Sunday, 8-8:30 p.m. (EWT). Series continues to feature Edgar Bergen who will introduce a new character, Effie Clinker. Ray Noble has been resigned as musical director. Judy Garland is scheduled guest star on initial broadcast. Vic McLeod heads writing staff comprising Alfred Johansen, Alan Smith, Bob Mosher. Bill Forman announces. Earl Ebi is assigned producer for J. Walter Thompson Co., agency servicing foods account.

Travel Request

THE FCC and the Board of War Communications have been added to the list of Government departments and agencies complying with the Office of Defense Transportation's request for curtailment of travel to conventions. The agencies are asked to restrain officials and employes from attending conventions requiring inter-city travel.

Don Lee Adds Two

EFFECTIVE Sept. 1, KUJ Walla Walla, Wash., and KRLC Lewiston, Ida., joined Don Lee Broadcasting System, Hollywood, bringing network outlets total to 38 stations. Owned by KUJ Inc., KUJ operates on 1420 kc with 1000 w. Owned by H. E. Studebaker, KRLC operates on 1400 kc with 250 w.

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Quality in Quantity

Building a quality product calls for skilled engineering, superior materials and extra-fine craftsmanship. Building a quality product *in quantity* calls for all these things, plus a plant laid out and organized for maximum production efficiency. The streamlined and efficient assembly lines which have poured forth unrevealable numbers of the SCR 299 and 399 Mobile Radio Stations, Mine Detectors, Aircraft Radio Receivers and transmitters and other equipment are International Detrola's promise of great quantities of the best in radio, television and electronics for a world at peace.



Most of the many hundreds of Detrola Radio Division workers are women, working under most modern conditions. Shown is one assembly line in the main building.

Buy War Bonds—and Keep Them

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN PRESIDENT



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA Pittsburgh

Scholl Mfg. Co., Chicago (foot powder), 2 *sa* weekly, thru Donahue & Coe, N. Y.
Procter & Gamble, Cincinnati (Duz), 5 *sa* weekly, 26 weeks, thru Compton Adv., N. Y.
Curtiss Publishing Co., Philadelphia (*Saturday Evening Post*), *sa* weekly, 52 weeks, thru MacFarland, Aveyard Co., N. Y.
Carter Products, New York (Little Liver Pills), 7 *sa* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Swift & Co., Chicago (Sunbrite), 3 *sa* weekly, thru Needham, Louis & Brorby, Chicago.
American Chicle Co., New York (gum), *sa* weekly, thru Badger, Browning & Hersey, N. Y.
RKO Pictures, Pittsburgh ("Up In Arms"), *sa*, direct.
United Wallpaper Co., Chicago (wallpaper), 5 *sa* weekly, 52 weeks, thru MacFarland, Aveyard Co., N. Y.
Rockwood & Co., Brooklyn, N. Y. (Chocolate bits), 2 *sa* weekly, 13 weeks, thru Federal Adv., N. Y.
Marlin Firearms Co., New Haven, Conn. (Marlin blades), *sa* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
Campbell & Woods Co., Pittsburgh (Breakfast Cheer Coffee), *sp* weekly, 26 weeks, thru Wiltman & Pratt, Pittsburgh.

WJJD Chicago

Quaker Stretcher Co., Kenosha, Wis., 5 *t* weekly, 52 weeks, thru United Broadcasting, Chicago.
RKO Pictures, Chicago, 26 *sa* weekly, 6 *ta* weekly, direct.
Willard Tablet Co., Chicago, 6 *t* weekly, 52 weeks, thru First United Broadcasters, Chicago.
Crowell-Collier Publishing Co., New York, 4 *sa* weekly, Arthur Kudner Inc., N. Y.

CFRB Toronto

Wm. H. Comstock Co., Brockville, Ont. (proprietary) *sp* weekly, thru Jack Murray Ltd., Toronto.
Roberts Biological Laboratory, Toronto (medicinal) 3 *t* weekly, thru MacLaren Adv. Co., Toronto.

WHO Des Moines

Skinner Mfg. Co., Omaha (Raisin Bran), 2 *ta* weekly, 52 weeks, thru Bruce B. Brewer & Co., Kansas City.
Oelwein Chemical Co., Oelwein, Ia. (Occo Feeds), 2 *sp* weekly, 52 weeks, thru Cary-Ainsworth Co., Des Moines.
Thompson Hybrid Co., Belmond, Ia. (Hybrid Corn), *ne* weekly, 52 weeks, thru Cary-Ainsworth Co., Des Moines.
Iowa Packing Co., Des Moines (Old Homestead Meat products), 3 *ne* weekly, 52 weeks, thru Blackmore Co., Des Moines.
Hulman & Co., Terre Haute, Ind. (Clabber Girl), 4 *sa* weekly, 52 weeks, thru Pollyea Adv. Co., Terre Haute.
Johnson & Johnson, New Brunswick, N. J. (baby powder), 5 *ta* weekly, 13 weeks, thru Young & Rubicam, N. Y.
Tidy House Products Co., Des Moines (cleaners & polishes), 3 *sa* weekly, 52 weeks, thru Cary-Ainsworth Co., Des Moines.
Lambert Pharmacal Co., St. Louis (Listerine toothpaste), *sp* weekly, 52 weeks, thru Lambert & Feasley, N. Y.

WPDQ Jacksonville, Fla.

Miss Swank Slips, New York City, *t* weekly, 13 weeks, thru Herschon-Garfield, N. Y.
Southern Bell Telephone & Telegraph Co., Atlanta, 5 *sa* weekly, 52 weeks, thru Tucker Wayne Co., Atlanta.
United Wallpaper Factories, Chicago, (Trimz), 5 *sa* weekly, 52 weeks, thru McFarland, Aveyard, Chicago.

KYA San Francisco

Bu-Tay Products, Los Angeles (soap), 6 *sa* weekly, thru Glasser-Gailey, Los Angeles.
Foster-Milburn Co., Buffalo (Doan's pills). 5 *ta* weekly, thru Street & Finney, N. Y.
Ben Hur Products, San Francisco (coffee), 5 *ne* weekly, thru Foote, Cone & Belding, San Francisco.

WLS Chicago

Chris Hansen Lab., Little Falls, N. Y., 5 *sa* weekly, 13 weeks, thru Mitchell-Faust Adv., Chicago.
Histex Corp., Chicago, 15 *sa* weekly, thru Roche, Williams & Cleary, Chicago.
Arcady Farms Milling Co., Chicago, 3 *ne* weekly, 52 weeks, thru Presba, Fellers & Presba, Chicago.

KHJ Hollywood

Scudder Food Products, Monterey Park, Cal. (food products), 5 *sa* weekly, 52 weeks, thru Davis & Beaven Adv., Los Angeles.

WLBJ Bowling Green, Ky.

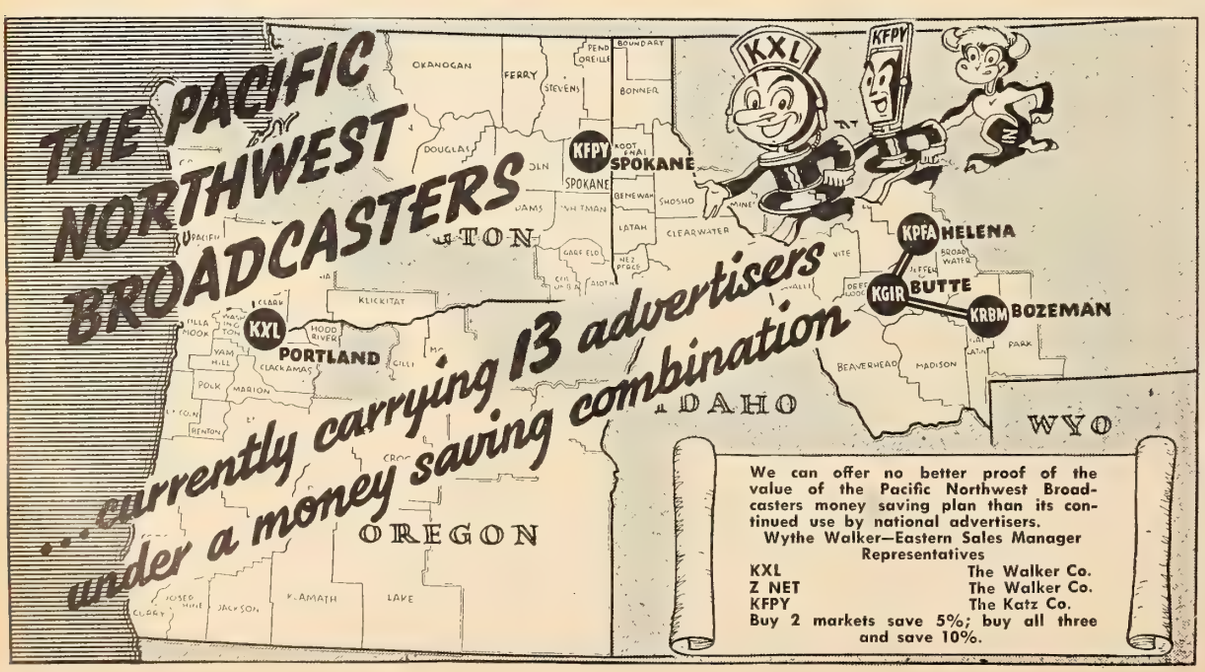
Cat's Paw Rubber Co., Baltimore (rubber heels & soles), 6 *ta* weekly, 52 weeks, thru S. A. Levyne Co., Baltimore.
Plough Inc., Memphis (Mexsana, St. Joseph Aspirin), 18 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.
Pepsi-Cola Bottling Co., Long Island City, N. Y., 20 *ta* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
Stanback Co., Salisbury, N. C., 6 *ta* weekly, 52 weeks, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.
Mid-Continent Petroleum Corp., Tulsa, 6 *ne* weekly, 52 weeks, thru R. J. Potts Co., Kansas City.
Kellogg Sales Co., Cincinnati, 5 *t* weekly, 39 weeks, direct.
B. C. Remedy Co., Durham, N. C. (B. C. headache powders), 7 *ta* weekly, 52 weeks, thru Harvey-Massengale Co., Durham.
Gattis Chemical Co., Nashville, 6 *sa* weekly, direct.
Miles Labs, Elkhart, Ind. (Alka Seltzer), 4 *t* weekly, 52 weeks, thru Wade Adv., Chicago.
Miles Labs, Elkhart, Ind. (Nervine & Anti-pain pills), 5 *ta* weekly, 52 weeks, thru Wade. Adv., Chicago.
DeKalb Agricultural Assn., DeKalb, Ill., DeKalb Hybrid Corn), 5 *sp* weekly, 13 weeks, thru Western Adv. Agency, Chicago.
Pioneer Hi-Bred Corn Co., Des Moines (Hi-Bred Corn), 3 *sa* weekly, thru Compton Adv., N. Y.
Field Packing Co., Bowling Green, Ky. (Chesterfield hams and lard), 5 *ne, sa* weekly, thru M. R. Kopmeyer Co., Louisville.

WOAI San Antonio

Musterole Co., Cleveland, *t*, thru Erwin Wasey & Co., N. Y.
Cook Paint & Varnish Co., Kansas City, *t* thru Bruce B. Brewer Co., Kansas City.
Seeck & Kade, New York (Pertussin), *t*, 26 weeks, thru Erwin Wasey & Co., N. Y.
Chattanooga, Medicine Co., Chattanooga, *sp*, 13 weeks, thru Nelson Chesman Co., Chattanooga.
Consolidated Royal Chemical Corp., Chicago, *sp*, 26 weeks, thru O'Neil, Larson & McMahon, Chicago.
O'Cedar Corp., Chicago (Perma Moth), *sa*, thru Aubrey, Moore & Wallace, Chicago.
Wildroot Co., Buffalo (shampoo & hair oil), *sp*, 52 weeks, thru BBDO, N. Y.

KGO San Francisco

Newspaper Institute of America, N. Y., 2 *ne* weekly, 5 *sa* weekly, 52 weeks, thru Kaplan, Siesel & Bruck, N. Y.
Wildroot Co., Buffalo, 6 *sa* weekly, 52 weeks, thru BBDO, N. Y.



PUREPAC EXPANDS RADIO SCHEDULES

PUREPAC Corp., New York, manufacturer of over 300 drug products, which is embarking on a policy of continued expansion of radio advertising, is increasing its spot radio schedule the middle of September, and is considering a network program.

If the New York schedule goes through as planned, Purepac plans to have approximately 125 live spot announcements weekly on the air on WHN WJZ WOR WMCA and another independent station beginning around Sept. 17, in addition to news programs, many to be added at a later date. Firm has signed a 26-week contract with WHN New York effective in October for sponsorship of Sidney Walter, news analyst, on a six-times weekly quarter-hour basis, and in addition has taken five five-minute newscasts daily on a six-times weekly basis, and spot announcements.

Purepac will devote commercials to Flemex cough medicine with tie-ins for some of its vitamin products. Radio "signature" will be a cough followed by the announcement: "Pardon Me! That's the sign it's Flemex time." There will also be institutional copy on the romance of the drug industry, highlighting the service of the pharmacist in the community and telling the history of vitamins.

Purepac has appointed Kent Adv., New York, as agency.

WALL to Davis

ACQUISITION OF controlling interest in WALL Middletown, N Y., from Martin and L. C. Karig Sr. by John Morgan Davis, attorney of Philadelphia who recently became general counsel in charge of labor relations of the NAB, is provided in a contract entered last week subject to FCC approval. The transaction is understood to involve $30,000 to be paid by Mr Davis to the Karigs, for 60% of the stock with the balance of the stock to be held by the Karigs Martin Karig Jr., would remain with the station in an executive technical capacity. Mr. Davis is vice-president and general counse of WIBG Philadelphia but holds no interest in the station. WALL operates on 1340 kc with 250 w.

General Foods Plans

GENERAL Foods Sales Co., New York, on Aug. 31 returned the NBC *Maxwell House Coffee Time* to its regular spot, Thursdays, 8 30 p.m. with Frank Morgan a featured star. *Those We Love*, now in that period, shifts to Sunday 2-2:30 p. m. on NBC. Minus Fannie Brice (Baby Snooks), who this fall starts her own General Food program Sunday evenings on CBS Mr. Morgan will carry the half hour variety show with Hollywood stars as guests. Agency handling the account is Benton & Bowles New York.

Tobacco Net Signs Two

TWO NEW accounts, American Cyanamid Co. and Wildroot Co., have been signed by Tobacco Network, regional North Carolina hookup. American Cyanamid has a thrice-weekly agricultural news program. Wildroot Co. sponsors three quarter-hour newscasts.

SALUTE TO PEORIAREA *Farmers*

From dawn to dusk, through weather fair or foul, the Peoriarea Farm Army goes unwaveringly about its job of food production. A well-fed army fights better. A well-fed worker works better. Peoriarea farmers fight for freedom through production of grain, livestock and other farm commodities.









NO RECONVERSION IN PEORIAREA

Like Peoria industry, Peoriarea agriculture is diversified. And like the products of Peoriarea factories, the produce of Peoriarea farms is the same in war or peace.

Farm prosperity is important in making Peoriarea an outstanding market now and a better market when the war is won. Manufacturers who cultivate this rich thriving market *now* will continue to realize substantial returns on investment. Peoriarea's future is bright.

WMBD blankets rich, responsive Peoriarea—one medium, one low cost—*complete* coverage.

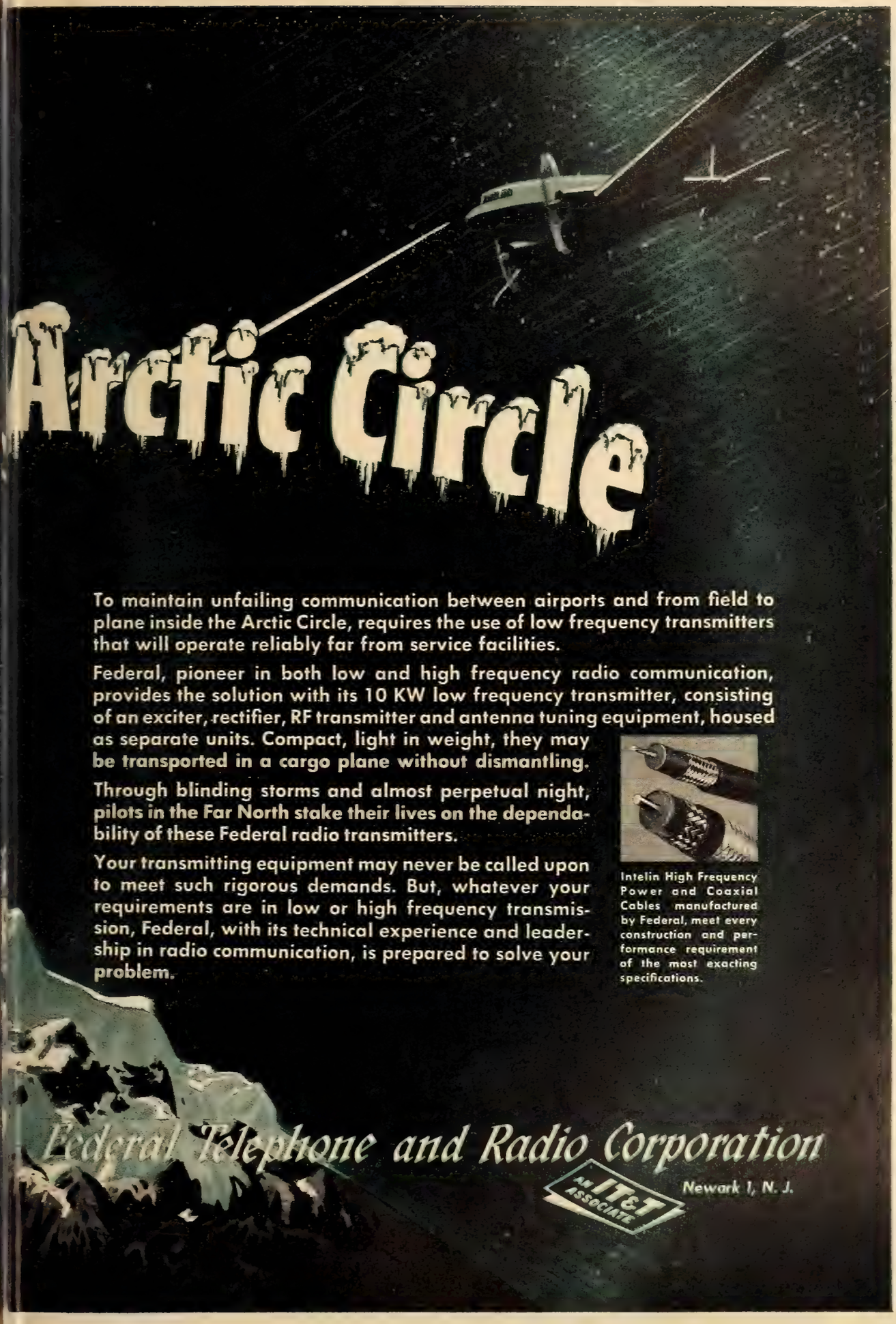


FREE & PETERS
tional Representatives

WMBD

PEORIA BROADCASTING CO.
PEORIA 2, ILLINOIS


Federal
Low Frequency Transmitters Used
inside the
FEDERAL
FTR
TELEPHONE & RADIO



Arctic Circle

To maintain unfailing communication between airports and from field to plane inside the Arctic Circle, requires the use of low frequency transmitters that will operate reliably far from service facilities.

Federal, pioneer in both low and high frequency radio communication, provides the solution with its 10 KW low frequency transmitter, consisting of an exciter, rectifier, RF transmitter and antenna tuning equipment, housed as separate units. Compact, light in weight, they may be transported in a cargo plane without dismantling.

Through blinding storms and almost perpetual night, pilots in the Far North stake their lives on the dependability of these Federal radio transmitters.

Your transmitting equipment may never be called upon to meet such rigorous demands. But, whatever your requirements are in low or high frequency transmission, Federal, with its technical experience and leadership in radio communication, is prepared to solve your problem.

Intelin High Frequency Power and Coaxial Cables manufactured by Federal, meet every construction and performance requirement of the most exacting specifications.

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

first

WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...



Nancy Osgood

Good cook or sportswoman . . young mother or spinster . . Nancy's daily program holds them all. And even men!

BUT, THIS IS THE USUAL STORY FOR WRC, FIRST CONTINUOUSLY SINCE 1923.....

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Coe Says Service Is Bulwark Against Government Control

Movie Official Urges Closer Station-Civic Relations; Deplores 'Commercial Greed'

AS LONG AS radio steadily strives to achieve its highest potentialities and as long as the public is aware of industry efforts in that direction, radio will receive a favorable public opinion which will serve as an effective bulwark against Government control, Charles Francis (Sockey) Coe, vice-president and general counsel, Motion Picture Producers and Distributors of America, told the NAB Executives War Conference at the General Session last Tuesday.

The public will turn against radio "only when radio ceases to perform for it in a measure reasonably close to its potential, Mr. Coe declared. It will "also turn against any force which would assault radio, so long as radio performs in that manner.

Hits 'Commercial Greed'

"Don't worry about 'a fickle public'," he added. "Let your worry be given to the merit of your performance. That is the best public relations."

Citing his experience in the motion picture industry that "the surest and quickest way to empty theatres is to put propaganda on the screen," Mr. Coe expressed the opinion that the "over-commercializing" of programs would have an equivalent effect on radio. The advertiser who insists on more and more commercial time," he said, "will find that his greed is turning out a large, and perhaps the most discerning, portion of the audience he pays for."

Mr. Coe advocated a closer relationship between station operators and their respective communities. Theirs is a high responsibility, he said, and the more active they can be in the civic welfare the more radio, as such, "comes to a treasured and assured place in the public esteem.

"Everyone will admit," he continued, "that the community without radio is unlighted in the modern sense. No matter how much world and nationwide service reaches into every nook of the land, there is ever the desire for local color, local news, local community life. There is begging opportunity for every local station to serve abundantly.

"The local radio station has a very definite part to play in local forums, sports events, educational and charitable events, drives, inspirational helpfulness, as well as in its normal functions. Every local station has the opportunity of being a local clearing house for civic betterment. Every station operator has the genuine chance to meet with community leaders, fit into their plans, move hand in hand with them in the effectuation of community purposes. . . . Radio must be indispensable to modern life, no matter where that life is lived. To have it so is excellent public relations."

Sees Radio-Press Cooperation

The end of the war, in Mr. Coe's opinion, will bring to radio its "greatest triumph," and will bring balance and cohesion in keeping with the "dignity and power" of the medium. In the conversion to peacetime economy, radio will coordinate its facilities to guide the nation back to normal activity. It will "befriend the masses as it never has before" and the masses will turn more and more to radio.

Mr. Coe foresees a close working together of the "two mighty mediums" of radio and the press in the postwar future. He urged station operators to cement their relations with the press. "Broadcasting," he said, "does not harm the printed word. It supplements it. All the broadcasting in the world never will turn me from my daily newspaper. That would be like working with one hand. No newspaper will keep me from my radio. The two are compensatory."

Mr. Coe welcomed the advent of television "as a new feature in the vast industry of entertainment and education," and added: "I think I am safe in saying that if television is to bring about a wedding between certain motion picture and radio functions, each can be a proud and happy spouse."

The public, he warned, will be "entirely tolerant" of errors which attend the incipient stages of television but "it does not want television, radio, motion pictures or any other medium so vital to its welfare, retarded by internal squabbling over trade practices. . . ".



What is a Watt?

See Page 57

WMOH in Hamilton, O. Takes the Air on 1450

WMOH in Hamilton, O., went on the air for the first time last Tuesday at 2 p.m., with 250 w on 1450 kc. The station is located in the Second National Bank Bldg. The staff of 18 will keep the station on the air 17 hours a day, from 6 a.m. until 11 p.m. except Sundays when air time will be 7 a.m. to 11 p.m.

Don Ioset, formerly executive director of WIND Chicago and for 10 years with Fort Industry Co., Chicago, is executive director of WMOH. Herbert G. Pabst is president; John C. Slade, vice-president and general manager; Robert P. Pabst, secretary-treasurer; J. E. Humbach, chairman of the board of directors.

The staff includes: Robin Thomas, program director; Mrs. Luella Engel farm program director; Joseph E. True, commercial and promotion manager; W. Don Urton, commercial dept.; Mrs. Edwin Below, continuity. Announcers are Paul Henson, Robert Furginson, Sam Steiger, Wallace Stern, Elner Hinkle. Andrew Bruck is chief engineer, with Robert Kitchener, Mrs. Jean Gwaltney, Jean Merrill and Anne Campbell on the engineering staff.

Blackley WSVA Interest Is Acquired by Allman

APPLICATION was filed with the FCC last week for acquisition of control of Shenandoah Valley Broadcasting Corp., licensee of WSVA Harrisonburg, Va., by Frederick L. Allman, president, through purchase of 50 shares common stock (16.66%) from Charles P. Blackley for $7,000. Mr. Blackley wishes to devote full time to the development of the new standard station at Staunton, Va., for which he has filed application, it was stated. Mr. Allman now holds 105 shares common stock (35%) in WSVA.

Filing was also made last week of the application for the "duopoly" sale of WMPS Memphis by Memphis Pub. Co. to Plough Inc. [BROADCASTING, July 17]. Consideration is $350,000. Memphis Pub. Co. also owns and operates WMC Memphis, through Memphis Broadcasting Co., licensee of both stations.

NBC Conversion Plan

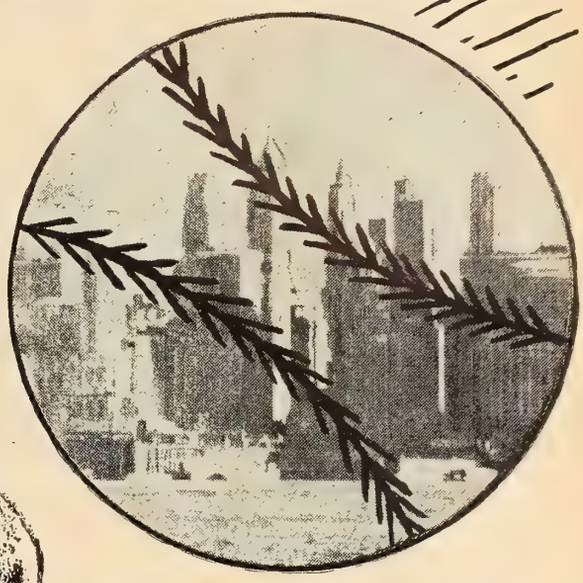
WILLIAM F. BROOKS, director of news and special events of NBC, last week announced creation of a special news staff to cover major news of the nation's reconversion to peacetime economy. NBC reporters comprising the staff include Don Goddard, New York; Richard Harkness and Morgan Beatty, Washington, and Louis P. Lochner, Hollywood. Network plans a series of special broadcasts by the four in the near future.

My-T-Fine Contracts

HENICK & FORD, New York, in lining up a fall campaign for My-T-Fine desserts, has signed 52-week contracts with WJZ New York and WMAL Washington for six transcribed chain breaks weekly. A number of stations will be added according to BBDO, New York, agency in charge.

ARE YOU A BROOKLYN "DODGER"?





Don't "dodge" Brooklyn! — Make a "homerun." With WBYN as your bat you're bound to hit a "homer" every time you broadcast. We mean you reach all the family. WBYN gets them by the ear with its practical "minute programming."

Don't dodge Brooklyn's major coverage solution. WBYN is Brooklyn's only full- time radio station. Brooklyn is too big not to be covered individually. Its three million population is greater than Boston, Los Angeles and even Philadelphia . . . And as added coverage WBYN reaches out to all the other Boroughs, too.

WHY IS "MINUTE PROGRAMMING" SO POPULAR?

Because of the minute spotting of A.P. and I.N.S. war news—exclusive racing results—late sports—local news between pleasant music all day long.

YES, WBYN, TELLS ITS STORY TO ALL NEW YORKERS IN A BIG WAY

On the sports and radio pages of daily papers WBYN tells its "Minute Station" story daily through its ads.

For Availabilities:

WM. NORINS, Gen. Mgr., WBYN, 1 Nevins Street, Brooklyn, N. Y.

Write for our 1944 Brochure! You'll be surprised at the coverage per dollar!

THE MINUTE STATION

WBYN

BROOKLYN'S ONLY FULL-TIME RADIO STATION

new survey shows over 50% of Noontime Listeners tuned to

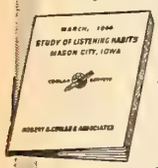
kglo



IN THE "HEARTLAND" KGLO listenership outranks all other stations combined, at noon every day, according to the recent Robert S. Conlan survey.

YES SIR . . . we have the listeners, and we know we can sell your products to these folks in the "Heartland" of America. Farmers here are working and spending towards their greatest production year. Thousands of workers are bringing home overtime pay from packing plants, hemp mills, corn, soybean and sugar beet processing plants.

You'll start sales rolling when you buy KGLO.



FREE — A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

Dip into

THE Pork Barrel MARKET

kglo

5000 Watts 1300 K.C.

MASON CITY, IOWA

F. C. Eighmey, Gen. Mgr.

CBS Affiliate

WEED & COMPANY, Rep.

Craven Sees 10-Year Growing Period

New Services Depend On Coordinated Cooperation

PREDICTING an evolutionary development of 10 years before the new broadcast services—FM, television, facsimile and related radio relays—become full blown, T. A. M. Craven, vice-president of Iowa Broadcasting Co., in a keynote address before the NAB Executive War Conference in Chicago last Tuesday called for "coordinated cooperation" between Government, radio manufacturers and broadcasters to achieve sound postwar development.

The former FCC member, depicting both the opportunities and problems confronting radio immediately after the war, pointed to the technical developments stimulated by the conflict which will have a "profound effect upon the entire radio broadcasting industry."

Cites Future Course

After propounding questions which had arisen among broadcasters because of contradictory views as to development of postwar radio, Comdr. Craven said that the questions were not susceptible of precise answers. In attempting to estimate the situation, he said, at least five distinct groups are involved in the ultimate decision. He enumerated these as the public, which must purchase receivers in sufficient quantities to justify advertisers' support of the new media; the radio manufacturer, who must have receivers of standard design in sufficient quantities and at prices which will attract the public; the broadcaster, who must employ the personnel, install the necessary equipment and underwrite the investment; fourth, the advertiser; and last, the Government, which must recognize the economics in such a way as to encourage private industry in entering these fields.

Comdr. Craven predicted each of the five essential participants would do his part in the coordinated development, though risks must be taken. He deprecated past lack of cooperation between the manufacturer and the broadcaster.

Advertising support will come to these new radio media when sufficient numbers of modern transmitters are linked to render service on a national as well as regional and local scales with program services which meet the public approval, Comdr. Craven asserted. But the media first must earn general public acceptance, he added.



MR. CRAVEN

The broadcaster, he declared will either modernize his facilities by entering these new fields "or he will cease to broadcast to the public in the future. Newcomers will take the place of a non-progressive broadcaster. The history of all technological development should convince us that this is an axiom. Therefore, all progressive broadcasters will decide to go ahead. Their only question is how and when."

Urges Caution

There should be resolved as quickly as possible differences of engineering opinion as to FM and television, Comdr. Craven urged so that construction and operation can proceed without delay. If war developments make high definition color television very imminent, he declared, "we should resolve that question by either moving the present band in its entirety to another portion of the spectrum, or we should expand the present FM band considerably to overcome potential poor results from the standpoint of interference. One of these courses should be decided upon before it

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *April-May, 1944*

TAKE A LOOK AT THE RECORD *that's all we ask!*

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

WGRC Mutual



=47% OF KENTUCKY'S POPULATION
=57% OF ITS BUYING POWER

BURN-SMITH • National Representatives

In Southern New England People are in the Habit of Listening to WTIC

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

too late, lest we lose the potential advantages of FM."

While advocating speedy action, Comdr. Craven admonished broadcasters not to be "too impetuous, lest capital be wasted". It seems opportune, he said, to formulate plans and make decisions as to how and when to execute them, but this does not mean there should be such haste as to "stampede the Commission with applications for new stations".

"I believe that, as an industry, we should make a basic decision to go ahead. Individually, after committing ourselves to the basic principle, we can proceed as soon as the economics of the local situation justify positive action. We should make the basic decision today because the solution of the radio problem itself constitutes one of the many steps necessary to solve the vast social and economic problems which will arise in the post-war era.

"Specifically, let us agree to provide as soon as possible, the best radio broadcasting service which modern inventions make possible," said Comdr. Craven. "Let us determine to go ahead both boldly and wisely. However, let us not be stampeded into illogical action by the pressure of equipment salesmen who are not aware of the marvelous developments of this war.

"Finally, let us cooperate wholeheartedly with the radio manufacturers and the FCC in getting the initial problems solved as quickly as possible. I know this sounds easier to do than is actually the case. It can be done, however. In reality, it is not so much of a problem as those which were conquered by the radio industry, particularly in the scientific phases during this war. Therefore, let's go ahead and tackle the problem."

AM Here to Stay

Drawing upon his background as an engineer, allocations expert, former member of the FCC and broadcaster, Comdr. Craven analyzed each of the broadcast services of the future in the following way:

We shall certainly have frequency modulation broadcasting. In simple terms, and if properly engineered, this merely provides a better broadcast service, both as to quality and freedom from interference than is possible today by the usual regional or local channel stations in the congested population areas of the country. Frequency modulation will also make possible the establishment of stations in communities not now adequately served. Every existing amplitude modulation broadcaster, particularly those in large cities, may have to provide an FM service in the future. Ultimately, FM may become the principal method of broadcasting by the present regional and local stations in the thickly populated areas of the country. This does not mean that AM broadcasting will disappear. We must remember that the farmer will always desire a choice of programs. Therefore, the present-day standard AM broadcasting may change for the better, in the form of stations serving rural areas remote from metropolitan centers.

Television broadcasting is certain to expand. It is a new service. It adds to what AM and FM will do. The cost of construction and programming will be relatively high. Therefore, television broadcasting will be slow in achieving profitable operation. It will appear in the larger cities before it becomes a reality in smaller communities. We should not underestimate the potential power of television broadcasting as a valuable medium for the advertiser. Profitable operation is inevitable when facilities are provided on a national scale.

Television theatre service may become a necessary corollary to television broadcasting to the home. Experience in foreign countries indicates that the public may become interested in viewing television in a theatre. This, in turn, indicates potential commercial possibilities for such service. If television receivers are costly as compared to the pocketbook of the average person, it seems almost inevitable that television theatres will become a reality. The broadcaster should be ready to undertake this service. If not, someone else will. Ways and means to coordinate broadcasting to the home as well as to the theatre must be planned. Such plans need not be unfeasible.

Facsimile broadcast service, as well as multiple address facsimile service to the home and office, cannot be overlooked. The public in the electronic era of the future will not be denied instantaneous news on a printed record if such service can be rendered at a reasonable cost. Many persons already subscribe to news printer services. This is considered costly today. Tomorrow, the cost may be reduced if radio methods are employed. Today, however, the future of this new radio service cannot be delineated with precision. No one has yet produced a sufficiently practical plan of organization and operation as a profitable service. This may be done some day. Therefore, we cannot afford to neglect its potentialities.

A new broadcast service of the future cannot achieve full economic success until it is operated on a national scale. Therefore, costs for interconnecting stations in a network, so as to make available all sources of news and talent to the nation as a whole, must be reasonable. If the telegraph and telephone carriers of the nation will not provide this service at reasonable costs, the broadcaster must be prepared to organize radio systems which will be adequate for the purpose. This can be done if necessary. However, it is my belief that the telephone and telegraph carriers will provide this linking service by both radio and land lines at costs which are reasonable. However, this is a complex problem involving public interest to the widest extent. It will require the exercise of great wisdom on the part of the FCC.

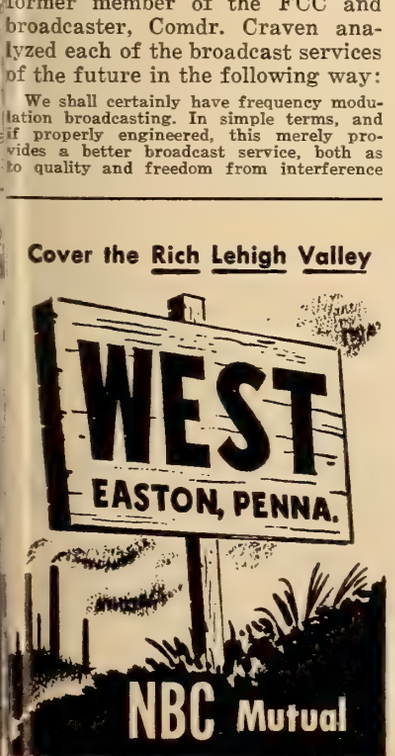
Heavy 'Sugar'

THERE WERE a lot of dice, but no money on 'em at the NAB War Conference in Chicago last week. Over 500 pair of magic bones that rolled only sevens were distributed in a cubical promotion by WOV New York. Each pair of dice bore the WOV imprint and were enclosed in a small sack for mailing with a tag, "a natural in New York".

Tube Booklet

ROGERS ELECTRONIC Tubes Ltd., Toronto, has published a 34-page *Data Book* on Rogers Ultron receiving and transmitting tubes. Company is at present engaged entirely on production for the armed services. Booklet gives data on the tubes produced by the company, which previously was known as Rogers Radio Tubes Ltd.

Cover the Rich Lehigh Valley





AUDITION THESE 3 SHOWS NOW

They have Proved their Audience-Pulling Power!

All People of All Time have been Fascinated by Stories and the Great Human Appeal of these Three Programs is Based on that Universal Truth.

The Highest Audience Rating in Chicago!

1. SO THE STORY GOES presents JOHNNIE NEBLETT, telling, in his vital, alert style, the odd, little-known quirks of fate, culled from a background of science, history, art, literature and sports, that have changed the destiny of mankind and shaped the events of the world. A pre-tested transcribed series based on the current live show (WBBM) commands the highest audience rating of any locally produced quarter-hour program presented on all Chicago stations . . . and tops many network shows. Still available for a few markets.

A New Show with Tremendous "Woman Appeal"

2. THIS I BELIEVE Behind every man who has scaled the heights of fame, glory and fortune stands a woman —and ANGELINE ORR, whose appealing delivery personalizes and lends charm to the authentic facts, and assisted by an excellent cast, tells their stories. Each fifteen-minute program dramatically presents two complete episodes timed to allow for middle as well as opening and closing commercials. Now ready for live network broadcast, or we will record with custom-tailored commercials for sponsor who desires transcriptions.

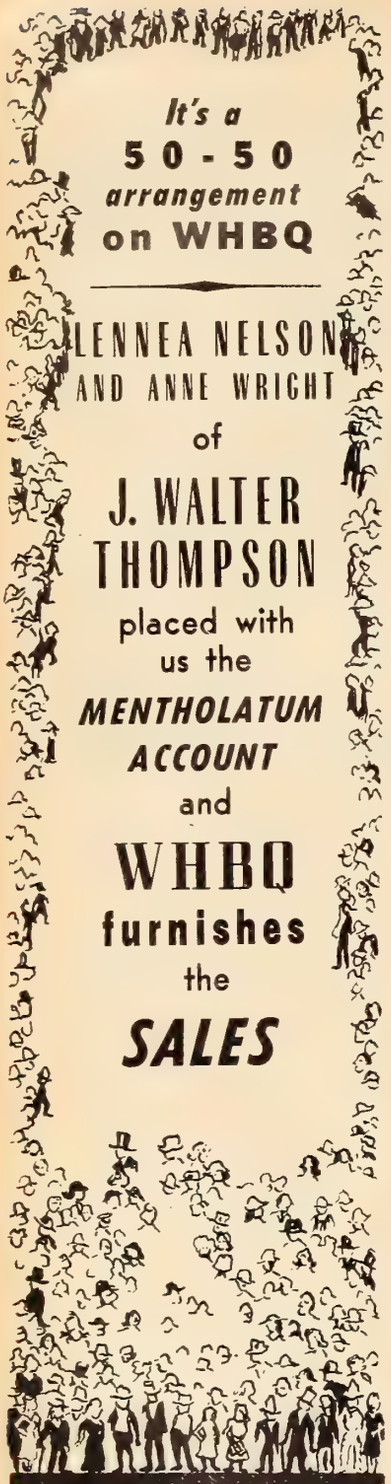
At Last! A Brand-New "Guest-Star" Twist

3. CURTAIN CALL A unique half-hour program of proved audience appeal made up of: 1. Orchestra; 2. A true life story-behind-the-story of the guest star dramatically and suspensefully told by JOHNNIE NEBLETT, with the identity undisclosed until the end when 3. the star, in person, steps from the wings to take a Curtain Call. The music complements the story—the story complements the music—and both complement the guest star. With a Plus of audience participation. Now available for live network sponsorship.

LET US SEND YOU FULL PARTICULARS TODAY

ASK US ABOUT THESE & OTHER PROGRAM IDEAS

NEBLETT RADIO PRODUCTIONS
360 N. MICHIGAN AVE., CHICAGO 1, ILL.



DIXIE'S 24 hour station

Exclusive Memphis Station
to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour

WHBQ

your MUTUAL friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

BMI Music Saves $750,000 for Radio

Tompkins Says Cost Locally 50% Under Nearest Rival

MORE and more music for less and less cost again was the story of BMI, radio-owned music subsidiary, during the last fiscal year, the NAB Executives War Conference in Chicago was told last week by M. E. Tompkins, BMI vice-president and general manager.

Despite material increase in broadcasting revenue, stations paid less for BMI licenses in 1944 than the preceding year, paralleling the history of the year before. During the fiscal year ended July 31, BMI authorized licensees to withhold some 37% of amounts contractually specified, resulting in a saving of approximately $750,000 to the industry. This was possible because BMI operated at less than the maximum amount specified in its contracts.

600,000 Songs Listed

BMI claimed that the cost of local performance of BMI music is approximately 50% less than the cost of a performance of music licensed by its "nearest competitor". The total cost of music licenses to radio, including BMI, "is much less than the total cost of music licenses to broadcasters before BMI came into existence".

More than 600,000 titles are listed as available for use in the latest BMI catalog. The corporation's new record catalog will list approximately 3,000 phonograph records performable with no license other than BMI, Mr. Tompkins said. During the last few months six or seven of the 25 most frequently performed compositions have been BMI licensed, he declared.

"BMI flourishes as a result of the joint effort and cooperation of the broadcasting industry," Mr. Tompkins said. "BMI is of the industry, by the industry, and for the industry. More and better use of BMI music by you will succeed in making still more and better BMI music available for your use."

WFA Changes

SEVERAL shifts in personnel are taking place in the radio division of the War Food Administration, effective this week. Joe Tonkin, head of radio activities in the midwest for WFA, joins the Washington office Sept. 4, as assistant to E. J. (Mike) Rowell, chief of radio and market news, formerly of WBZ Boston. Mr. Tonkin was with WOWO Ft. Wayne and WHP Harrisburg, Pa., before joining WFA. Jim Chapman, who was with WHO Des Moines, takes Mr. Tonkin's place in Chicago. Taking charge of the Southern regional office in Atlanta effective Sept. 15, is Jim Romine, of WAPI Birmingham. Harold Bryson has been appointed regional radio man of the Dallas area.



NETWORK SCHEDULE SET FOR GOP TALKS

FOLLOWING up the Aug. 29 and Sept. 1 network broadcasts made on the Blue and NBC respectively by Republican Governors, which last week inaugurated the radio campaign for the election of the Dewey-Bricker ticket, the Republican National Committee has lined up the following broadcasts, all full networks (all time EWT).

Sept. 5, 9:15-9:30 p.m. MBS. Third and last of the gubernatorial series, with Governors Langlie of Washington, Kelly of Michigan and Edge of New Jersey.

Sept. 7, 10-10:30 p.m. NBC and CBS; Gov. Dewey's first radio address of the campaign, from Philadelphia.

Sept. 8, 9:30-10 p.m. CBS and NBC. Gov. Dewey, from Louisville.

Sept. 9, 10:30-11 p.m. CBS, MBS, NBC. Gov. Bricker's speech accepting the vice-presidential nomination, from French Lick Springs, Ind. Like the similar acceptance speech of Sen. Truman, Democratic vice-presidential nominee, broadcast Aug. 31, 10:30-11 p.m., this is being carried as a public service broadcast on a sustaining basis. Other broadcasts in this list are in time purchased by the GOP.

Sept. 14, 9:30-10 p. m. Blue.

Sept. 18, 10:30-11 p. m., CBS, Gov. Dewey, from Seattle.

Sept. 19, 10:30-11 p.m. NBC. Gov. Dewey, from Portland, Ore.

Sept. 21, 11-11:30 p. m. NBC, Gov. Dewey, San Francisco.

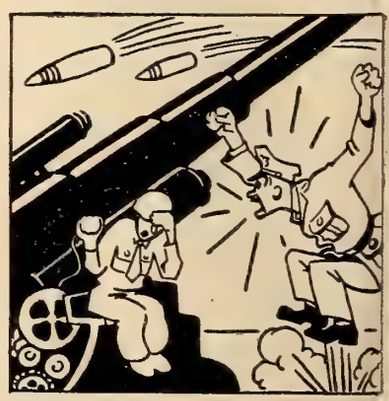
Sept. 22, 11-11:30 p. m. NBC, Gov. Dewey, Los Angeles.

At a luncheon meeting last Tuesday, representatives of the Republican National Committee and of the publicity departments of the major networks worked out an arrangement for the release of publicity regarding times of broadcasts to prevent the confusion which arises from uncoordinated release of information from a variety of sources. In the future, as each contract for time is confirmed, the sales department of the network will notify the publicity department, which will then contact Mark Larkin, radio publicity director of the RNC, insuring the joint release of each broadcast.

Luncheon was attended by Earl Mullin, Blue; Edward Greif, NBC; Arthur Perles, James Kane, CBS; George Lewis, MBS; Wells Church, William Wight, Mr. Larkin, RNC.

General Foods Sponsors

YOUNG & RUBICAM, New York, has purchased *Two on a Clue*, a half-hour mystery drama for General Foods Corp., New York, to start in September. No decision had been reached last week on network time nor product.



"Never mind what WFDF Flint said about the cost of the war—start firing!"



We're Sorry We Made You Cry!

An open letter to New York radio stations concerning tempering wrath with judgment

It was all right with us when your industry organized the big drive for the retail advertising dollar (even if it was synchronized with our inability, because of newsprint shortages, to accept all the retail advertising offered us). We're for anything that might help the retailer—whose interesting presentation of news about wanted merchandise makes our papers more interesting to our readers.

Because we wanted to know something about the value of a package being offered at such a time, we commissioned Crossley, Inc., one of the most highly respected names in radio, to make a thorough and exhaustive study of the impact on New York families of programs sponsored by New York *retail* stores. Crossley used the coincidental telephone method, endorsed by the National Association of Broadcasters and regularly used by both the Crossley and C. E. Hooper organizations to determine radio ratings.

Since then you have attempted to discredit our presentation based upon the Crossley research and that of two other research organizations of established reputation.

Let us expose your criticism to the *facts*.

You say: We shouldn't have projected coincidental telephone ratings to total radio homes.

The facts: You, yourselves, have endorsed such procedure.

Listen to this from page 13 of your booklet, "How to Measure Radio Audiences," prepared by your Retail Promotion Committee. "Basically a 'rating' is the percentage of families who heard a particular program on some specified day or days *with the radio families in the area surveyed taken as* 100%."

And, in the next succeeding paragraph on the same page of this booklet your Committee states, "The coincidental *telephone* method is the simplest technique and is undoubtedly the most widely used."

Furthermore, radio research has shown that, in the great majority of cases, there are no essential differences between ratings based upon telephone homes and those based on a cross-section of all homes.

* * *

You say: "The sample was insufficient."

The facts: Crossley made from 599 to 1,230 dialings for each of the 21 programs checked. The number of dialings was left by us to Crossley who wrote us on June 30, 1943, "we recommend 600 dialings for each time period." (This is more than the number they make in New York in their continuing studies for the Cooperative Analysis of Broadcasting.)

You say: "The newspaper data are not comparable. Newspaper readership studies were made by Clark and some of them date back to 1939; whereas the radio figures represent a spot test of current programs."

The facts: We used studies made between 1939 and 1943 in order to include as many New York newspapers as possible. But since the Continuing Study of Newspaper Readership, sponsored by the ANA and AAAA, shows that readership of newspaper news stories and advertising has *increased* since Pearl Harbor, we have placed newspapers at a disadvantage by using the earlier studies.

You say: "OWI can tell about a dozen war campaigns tried in newspapers and which failed. Then radio did the job."

The facts: Editor and Publisher reports that OWI does not know of *one* such campaign.

You say: "The size of the sample used on the sponsor identification portion of the survey *presumably* is too small."

The facts: The sponsor identification sample was small, simply because from 600 to 1,200 dialings failed to turn up, in most instances, more than a dozen listeners per program. When only a handful of people listen to a program, the number identifying the sponsor is not very important.

* * *

You say: "Why attempt to judge the efficacy of a program sponsored by a credit jeweler from data culled from a telephone survey."

The facts: The program referred to is called "Shoot the Works" competing, on Saturday evenings at 9:00 P.M., with the Lucky Strike Hit Parade and other network shows. Crossley found exactly three out of 602 homes listening to "Shoot the Works." This just about judges the efficacy of the program, doesn't it! (Incidentally, at this writing, this particular program is no longer sponsored.)

There is also that amazing article by one Cecile Robinson in Broadcasting, July 3rd, in which "observation per dollar" figures are quoted for spot announcements and compared with "observation" figures for *national* advertisements in two New York newspapers, although no national ads, but only retail, were included in our study.

Although the article specifically states that "Hooper ratings (are) used as a basis for this study," careful investigation fails to find any instance where Hooper ever determined ratings for spot announcements.

THE NEW YORK NEWSPAPERS
ADVERTISING MANAGERS

What it's all about . . .

(Events leading up to Radio's criticism of the study "Newspaper Readers and Radio Listeners" sponsored by New York newspapers.)

JANUARY 1943. The rationing of newsprint forces New York newspapers to discuss rationing of advertising space with their retail accounts.

NOVEMBER 1943. The radio interests jointly sponsor and present their case for retail advertising, as conceived by Sheldon Coons.

MAY 1944. The New York newspapers release the results of studies made by impartial research organizations.

(1) FACT FINDERS, INC. determined the attitude toward newspaper and radio advertising of 10,636 men and women shoppers at 21 large New York City retail stores.

RESULT—86.4% of the shoppers *wanted* newspaper advertising; 69.6% would prefer radio programs *without* advertising.

(2) CROSSLEY, INC. checked listening to 21 radio programs sponsored by New York retail stores.

RESULT—13 of the 21 programs were listened to by *less than* 1% of the 600 or more homes checked. For 13 out of 21 programs, no one of the 600 or more families checked could name the sponsor.

(3) COST study based on the Crossley radio checks and readership checks made by B. H. Grant Research Associates.

RESULT—The median cost of reaching 1,000 women through retail advertisements in New York newspapers $1.16; the median cost of reaching 1,000 radio homes—$4.57. (Based on time costs only.)



The Texas Rangers

BBDO
adds
KDYL
Salt Lake City
Selling Hair Tonic

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

NAB Votes Survey Plan

(*Continued from page 13*)

Sales Managers Committee "heartily approves this method".

Frank King of WMBR Jacksonville, Fla., chairman of a Board of Directors' subcommittee which worked with the Research group, told the NAB "the fundamental plan should be approved". Serving on the subcommittee with Mr. King were Hugh A. L. Halff, WOAI San Antonio; Harry Spence, KXRO Seattle; Les Johnson, WHBF Rock Island, Ill.

Bannerman Speaks

Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters, told the NAB "our fundamental problems in broadcasting are identical. We too, have had to struggle with coverage to give the advertiser an idea as to how his advertising dollar will be spent. We have adopted a method almost identical to yours. There is value in the method which has been suggested. I think in the days to come, when the advertising dollar may not be quite so free, when advertising managers and agencies have to justify their advertising dollar, the real value of this method will become evident."

Frederic R. Gamble, president of the AAAA, traced the history of measurement to 1912 when the Audit Bureau of Circulations was established. He told of the doubts and objections of its early days but said, "We consider that the ABC is the very foundation of confidence on the part of the advertiser in the printed media. We have thought that something similar in your industry was needed."

He told of meetings between the NAB Committees, and those of the AAAA and ANA, of disagreements and compromises, then declared: "It is our hope the proposed bureau will contribute to a more successful radio advertising, that it will enable you to give more service to the public and produce a more integral part in the free enterprise system of America."

The following motion was submitted by Mr. Feltis and seconded by Clarence Wheeler WHEC Rochester:

Whereas, the NAB in Convention assembled, has approved the plan outlined by the Research Committee for a determination of uniform standard station circulation measurement,

Therefore be it resolved that the Board be authorized and instructed to proceed in the formation of the necessary bureau and the activation of such uniform standards as proposed by the Committee.

Roger W. Clipp of WFIL Philadelphia, chairman of a technical research subcommittee, named to work with the other groups, urged adoption of the plan.

George M. Burbach of KSD St. Louis, veteran newspaper-radio executive, who took the floor to endorse the plan, declared that for 40 years he had been selling newspaper advertising and for several years served on the Board of Directors of the ABC, in addition to committees of the AAAA.

"As I became more and more interested in radio, the thing that nettled me was the weakness of the method of selling radio to the advertiser. I have kept track of developments of this plan only generally. The basic idea, I think, is sound. There is room for improvement in it, apparently. The financing doesn't disturb me one bit because there's many millions of dollars involved. Let's go boys. This is it—as a beginning."

William B. Way of KVOO Tulsa, posed this hypothetical question: Assuming the population is 38 million families in the U. S. and KVOO has a coverage of 380,000 families, or 10% of the total population, would KVOO have to pay the full $10,000 for the circulation measurement in its area? Mr. Clipp said the cost would be participated in by stations in the area in proportion to the station mentions. For example, if there were four stations mentioned, it could be assumed the cost would be about $2,500 to each.

"On that basis I say that it's very cheap," commented Mr. Way.

The vote was taken on adoption of the resolution.

Mr. Feltis moved that reports be handled on a limited disclosure basis, after explaining that the Committee favored the limitations while a majority of the Board favored full disclosure.

Vote Full Disclosure

"In order for this thing to be successful we want tremendous acceptance," he said. "We thought if we developed a plan whereby our own circulation figures would be returned to you, to be used as you see fit, maybe more people would be interested in the plan."

Edward Breen of KVFD Fort Dodge, Ia., suggested full disclosure. Mr. Burbach offered a substitute motion to adopt the full-disclosure method. Several spontaneous remarks were made from the floor, indicating the membership favored full disclosure. Mr. Feltis withdrew his motion and Mr. Burbach's was adopted without dissent.

Action of the NAB last week marks the termination of years of wrangling over a proposed standard method of measurement. Each time the question has come up, various interests have locked horns. The networks favored one method, independents another, still others wanted something else.

The Board of Directors last Oc-

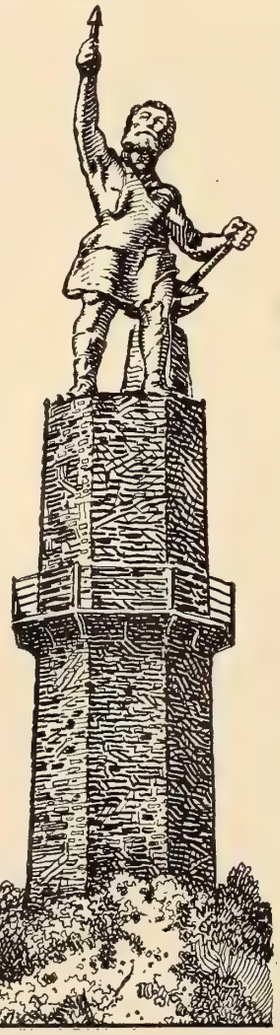
Gov. Hickenlooper Hits At Capricious Regulation

CAPRICIOUS regulatory power over radio, in some cases well-intentioned and in others deliberate, was scored by Gov. Bourke B. Hickenlooper of Iowa at the Wednesday afternoon session of the NAB Executives War Conference in Chicago last week. Mincing no words, he stated that "when the radio industry or any other industry literally shivers in its boots for fear some normal or apparently proper act may arouse the ire of an all-powerful board, holding the arbitrary power of life and death, then regulation has changed into whimsical control and free enterprise has suffered".

He added that radio should be free in the broadest sense and that legislation passed to correct certain conditions should not be distorted by a regulatory body. He paid tribute to both radio and the press for their support of the emergency war campaign with particular reference to an outstanding job done in the recruiting of emergency crop employes in Iowa this year.

Hilltop High!

On Birmingham's highest peak, stands Vulcan's statue — trademark of the Pittsburg of the South and a future symbol of today's seething activity in Birmingham and the whole of Alabama . . . Here's a radio-minded market that's covered best by WSGN — Contour line comparison proves it; so does the NBC All-County Survey Method and the NAB Mail and Signal Strength Map . . . In addition, WSGN's morning Hooper is greater than all other Birmingham stations combined; it carries seven of the ten top-rated daytime programs; and offers the best *salable* time in the State . . . Yes, WSGN is Alabama's Best BUY Far!



WSGN

The Birmingham News-Age Herald Station

Represented Nationally by Headley-Reed Company



tober authorized the Research Committee to investigate every known method of coverage measurement with a view of recommending a standard system. The committee was instructed to approach the AAAA and ANA, to work with all groups. In April the Research Committee and technical subcommitee met in Cincinnati during the NRDGA Sales Promotion Clinic.

Invited to assist in the studies were Dr. Paul Lazarsfeld, head of the Office of Radio Research, Columbia U.; Dr. Raymond Franzen, research consultant, and Dr. George Gallup, president, American Institute of Public Opinion. These advisors served as the Committee on Sample and agreed that the overall sample requirement would be 1,000,000 ballots mailed.

No Immediate Results

President Ryan, concluding Wednesday's session which was well attended, cautioned the broadcasters not to expect something immediately. "You have authorized the Board to proceed," he said. "It will take time to do the job."

Members of the Research Committee, which followed through and came up with the plan, are, besides Chairman Feltis: Mr. Clip, Edward F. Evans, WJZ New York; G. Bennett Larson, WWDC Washington; John McCormack, KTHS Hot Springs; Barry T. Rumple, NBC New York; Frank N. Stanton, CBS New York; Jack Williams, WAYX Waycross, Ga.

Serving on the technical subcommittee with Mr. Clipp have been: John Churchill, CBS New York; Edward Evans, Blue New York; Kenneth Greene, NBC New York; Barry Rumple, NBC New York; Frank Stanton, CBS New York; Richard Puff, MBS.

Seated at the head table during Wednesday's session were: President Ryan, Messrs. Feltis, Dirks, Gamble, Clipp, Halff, King, Johnson, Evans, Larson, McCormack, Rumple, Stanton, Williams, Bannerman; Carlos Franco, Young & Rubicam; Paul Peter, NAB Director of Research; Lewis H. Avery, NAB Director of Broadcast Advertising; Elizabeth Black, Katz Agency; Linnea Nelson, J. Walter Thompson; Frank Kemp; Harry Spence, KXRO; John M. Outler Jr., WSB Atlanta; Harlow Roberts, Chicago advertising executive.

Frequency Allocations Topic of RTPB Panel 2

PANEL 2 of the RTPB, of which Dr. C. B. Jolliffe, chief engineer, RCA Victor Division, Camden, is chairman, at its meeting in New York last July 27 considered allocation of frequencies to all services, in accordance with the assigned procedure set up under RTPB.

In the Aug. 28 BROADCASTING, p. 43, was published a picture of the RTPB panel, along with a cutline which ascribed to that panel discussion of plans for development of FM broadcasting after the war. BROADCASTING regrets error.





ATTENDING her first NAB conference was Mrs. Ben Ludy, wife of the general manager of WIBW Topeka and KCKN Kansas City, Kan. Left photo (l to r): Leo Fitzpatrick, WJR Detroit; Mrs. Ludy, Mr. Ludy. Standing: Clyde Rembert, KRLD Dallas; Kenyon Brown, KOMA Oklahoma City; Joe Carrigan, KWFT Wichita Falls, Tex. CBS station executives huddle with Tom Connolly, director of program promotion for the network. (Right photo, seated): Herbert Krueger, Edward E. Hill, WTAG Worcester, Mass.; Mr. Connolly; Creighton Gatchell, WGAN Portland, Maine. Standing: William Mallo, WDRC, Hartford; George Jaspert, WLAW Lawrence, Mass.; Dave Carpenter, WKNE Keene, N. H.



. . . JOE'S JUST AN ORDINARY GUY

He's typical of the 1,000,000 or more "ordinary guys"—men and women—who work in the factories of the war-vital Los Angeles-Long Beach area . . . and who listen to the radio every day!

ONE SOUTHERN CALIFORNIA STATION IS MADE FOR FOLKS LIKE JOE!

IT'S KGER—"The People's Station" . . . whose programs are "tailor-made" primarily for the enjoyment of working people. Offering complete, intensive coverage of the Los Angeles-Long Beach area (population now around 3,000,000 . . . Effective Buying Income setting national records!) at extraordinarily low rates, KGER belongs on every radio schedule for Southern California! Write for complete information.



"THE PEOPLE'S STATION" 5,000 WATTS, DIRECTIONAL

KGER

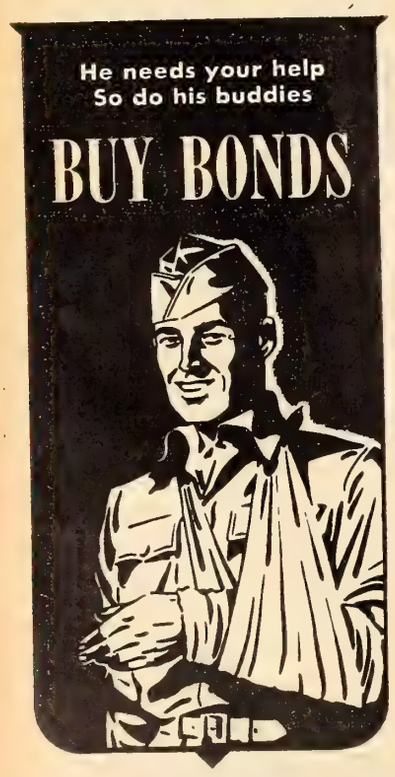
OWNED AND OPERATED BY MERWYN DOBYNS

REPRESENTED NATIONALLY BY SPOT SALES, INC., NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

NO
BATS
IN
OUR
BELFRY (Ky.)!

Do you think we're *nuts* not to claim Belfry, Kentucky, or all the other tiny towns scattered over the rural parts of the State? We don't think so. We don't *want* 'em. We want just enough power to put a fine signal all over the Louisville Trading Area. With NBC programming that gives us (and you) the best market in this part of the country—at the lowest possible cost. . . . We think we're batty —like a fox!

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives



to support their bravery and skill that will win the Peace.

Hotel
Mayfair
SAINT LOUIS
AIR-CONDITIONED • NOISEPROOFED

FM, Video Hold NAB Spotlight

(*Continued from Page 12*)

chairman; J. E. Baudino, KDKA Pittsburgh; Earl W. Winger, WDOD Chattanooga. Resolutions—H. K. Carpenter, WHK Cleveland, chairman; William Fay, WHAM Rochester, N. Y.; Wiley P. Harris, WJDX Jackson, Miss.; Rev. James A. Wagner, WHBY Green Bay, Wis.

Broadcast Advertising Clinic Hears Harris

The NAB president said that the Foreign Language Radio Wartime Control Committee, set up in Cleveland in 1942, had completed its work and turned over $500 in remaining funds to the American Red Cross.

Reports were heard from Dietrich Dirks, KTRI Sioux City, Ia., chairman of the Sales Managers Executive Committee; Paul W. Morency, WTIC Hartford, chairman of the Retail Promotion Committee, and Lewis H. Avery, Director of Broadcast Advertising. Mr. Morency said funds for the Retail Promotion Plan were spent as follows: Committee meetings, $6,800; research and counsel, $26,500; printing, $7,800; motion picture filming, $56,000; travel expenses for masters of ceremony, $8,900; incidentals, $4,300. Of $111,000 raised, 325 stations contributed $81,000 and $29,000 was provided by the NAB.

In a Broadcast Advertising Clinic Llewellyn Harries, manager of the sales promotion division, National Retail Dry Goods Assn., gave results of a survey conducted among 500 leading retailers using radio. Paul McCarthy, promotion and advertising director of J. N. Adam & Co., Buffalo, N. Y., spoke on "If I Were Selling Department Stores" (see page 30).

Mr. Avery introduced Helen Cornelius, new assistant director of Retail Radio Advertising of the NAB.

In introducing Comdr. T. A. M. Craven, vice-president of the Iowa Broadcasting Co. and former Federal Communications Commissioner, President Ryan referred to the Commander as a man "to whom this industry owes much". Comdr. Craven spoke on "Postwar Opportunities and Problems" (see page 68).

'Socker' Coe Socks 'em 'Good'

The Tuesday afternoon session was presided over by Edgar Bill, WMBD Peoria, chairman of the NAB Public Relations Executive Committee. Col. Leland H. Stanford, Signal Corps, presented a Certificate of Appreciation to Arthur Stringer, NAB director of promotion and circulation, and was followed by Charles Francis (Socker) Coe, vice-president and general counsel, Motion Picture Producers and Distributors of America, and former agency executive and well known author.

Mr. Coe gave the conference his views on public relations problems of radio based on his experience in the film industry and pulled no punches in expressing his convictions on the "over-commercialization" of programs and the possible effects on listener attitudes. He warned that only as long as radio exerts its united efforts steadily to improve its medium will it receive a favorable public reception and maintain its freedom (see story page 66).

At the conclusion of his address, Chairman Bill thanked Mr. Coe for "socking us good", adding that radio is a young industry and can benefit from good advice.

Karl Koerper, KMBC Kansas City, Mo., chairman of the NAB Radio News Committee, reported on the recommendations of his group for a Council on Radio Journalism to bring about better trained personnel to prepare and broadcast radio news. Plans for the Council were outlined by Fred S. Siebert, U. of Illinois, president of the American Assn. of Schools and Departments of Journalism.

Mr. Siebert told the Conference of a survey being made by Richard Beckman of Iowa State College, which will show that more than 500 additional newsmen will be needed by radio during the coming year and that these men cannot come from the newspaper field which already has hit rockbottom as far as personnel is concerned.

Aims of Radio Journalism Outlined

The purposes of the Council on Radio Journalism, he pointed out, are: (1) to serve as a liaison agency between schools of journalism and broadcasters in training personnel for radio; (2) to establish acceptable minimum standards for education in radio journalism; (3) to study problems in educating radio journalists referred to it by the schools or by the industry; (4) to establish itself eventually as the accredited agency for education in the field of radio journalism.

Subject to approval by the new NAB Board of Directors, the Council hopes to get under way immediately, Mr. Siebert reported. He asked for the cooperation of stations in establishing training grounds for educational institutions and in presenting news broadcasting problems. One of the Council's early activities, he said, would be to help returning veterans train for radio jobs.

Mrs. Dorothy Lewis, NAB Coordinator of Listener Activities, outlined the important role of women as buyers in the nation's markets and pointed out that "women form the largest segment of radio's listeners". She urged that proper recognition be shown of these facts by giving women directors a greater influence in program development.

The role of women in radio was described by Rhea McCarty, WCOL Columbus, treasurer of the NAB Assn. of Women Directors, who spoke in the absence of Ruth Chilton, WCAU Philadelphia, president of the AWD. Miss McCarty traced the growth of the AWD since its formation in 1942 to a present membership of 650 and pointed out that it is the first organization of women broadcasters in radio.

As an illustration of its activities, she cited the American Home campaign conducted last February in which more than $12,000 was spent by 25 women's organizations in a spot announcement contest.



STRAIGHT from the shoulder wartime operational problems come in for an airing by this group of executives (l to r), Niles Trammell, NBC president; Frank W. (Scoop) Russell, NBC vice-president; John J. Gillin, WOW Omaha; Walter Damm, WTMJ Milwaukee.

Miss McCarty reported on the results of a survey last year by the AWD which provided valuable information on the types, hours, length and sponsorship of women's programs. The findings revealed, she pointed out, that 41 women's programs have department store accounts. A study of this field and its relation to women's programs is contemplated in cooperation with the NAB Dept. of Broadcast Advertising. Findings will be available to all broadcasters, she said.

Miss McCarty said the AWD aims for the coming year will be "to increase areas of service to industry and their listeners through more sponsorship and improved public relations activities," to obtain for women broadcasters greater participation in the broadcasting schedule, "to preserve for America some of the sterner virtues developed by our people in wartime", to anticipate postwar adjustments, and to strive "to condition our segment of American listeners to a new appreciation of our world neighbors."

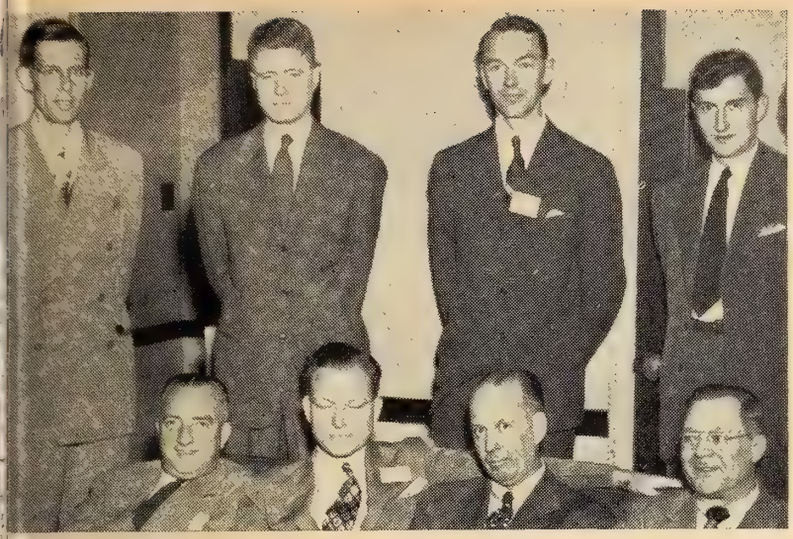
Menser Urges Expert Programming

Harold Fair, WHO Des Moines chairman of the NAB Program Directors Committee, reported briefly on the work of his group and introduced Clarence L. Menser NBC vice-president in charge of programs, who gave the Conference his views on "Programs of Tomorrow". In the postwar world he said, it will be the duty of the program manager, whether network or local station, to see that the expertness necessary to produce good programs is employed in programming operations.

"There is a great need for professional attitude in all aspects of programming," he asserted. "I fear that such an attitude does not exist at the present time. The program people themselves are responsible but management is also responsible. And most important of all, the attitude reflected by these two groups is shared by the many performers who are completely dependent upon radio for their livelihood.

Wiseman Reports On Council Plan

On Wednesday morning the Conference resumed with a symposium on "The Radio Council Plan". W



RCA ALL THE WAY at NAB. Seated (l to r) Al Josephsen, C. M. (Buck) Lewis, Harold C. Vance, Harry Sadenwater. Standing: Jack Frost, J. Keachie, T. A. (Ted) Smith and Henry Rhea.

D. Wiseman, WOW Omaha, speaking on "Program Promotions", said the work of the Councils has been particularly effective in Cleveland, the Twin Cities, Denver, Boston, Des Moines, Portland, Ore., and Cedar Rapids, Iowa. In each of these cities the Councils publish regular listener guides which are distributed in large volume to schools, colleges, libraries and individuals.

Radio Councils everywhere act as recommending agencies for Peabody awards, several promote public appearances of radio shows, one drew an audience of 2,000 to a show produced by WOW for the NBC network.

E. L. Hayek, KATE Albert Lea, Minn., Director, NAB 11th District, outlined the operation of a Radio Council and defined the objectives of the Councils as follows:

1. To interpret the problems of the industry to the public and bring the wishes of the listeners to the broadcasters.
2. To provide a meeting ground for the industry, lay participants in radio and the listening public.
3. To develop and maintain highest individual standards of radio appreciation.
4. To utilize radio as an educational medium for the benefits of adults and children.

Sowell of WLAC Tells of Youth Interest

Another aspect of the work of Radio Councils, "Youth Interests", was given the conference by F. C. Sowell, WLAC Nashville. He pointed out that a study of programs of some 400 stations by Mrs. Lewis in 1939-40 showed that 1500 programs were directed to juvenile audiences.

Mr. Sowell said there is a pressing need for encouraging parents and teachers to adopt for themselves an intelligent plan for radio listening to the end that they may be in a better position to direct the listening habits of their children. Work in this direction, he said has been undertaken by the Radio Council of New Jersey.

Hager Points Out Educational Value

Kolin Hager, WGY Schenectady, director of the NAB 2nd District, told the Conference of the contributions to radio education made by the Councils. "Radio education," he said, "is gradually taking its place as an important community activity all over the nation but it is still in the infant stage." He estimated that 25% of American schools are equipped with at least one receiver but that not over 10% of our teachers are utilizing radio.

William B. Quarton, WMT Cedar Rapids, chairman of the NAB Code Compliance Committee, told of the work of the councils in allocating fairly the available time to community organizations. In Cedar Rapids the Council has instilled into its membership groups a genuine appreciation of radio—its responsibilities as well as its opportunities. "It sifts requests for time," he said, "much finer than we ever would have dared, and it isn't afraid to say no. If the YWCA wants to put on a straight commercial type program appealing for contributions, the script committee shows the YWCA how to inject showmanship into the program. The production committee provides experienced voices. Organizations have learned what rehearsal mean—many of them for the first time."

FCC Chairman Fly Given Huge Ovation

FCC Chairman James Lawrence Fly was given one of the greatest ovations ever accorded him by the NAB when he addressed the Wednesday luncheon session on "Broadcasting Views the Future." In presenting Mr. Fly President Ryan quipped that radio was a highly controversial business so the NAB had called on the "Controversial Mr. Fly." (See text page 16).

Before one of the largest crowds to attend the conference, Hugh Feltis, KFAB Lincoln-Omaha, Chairman of the NAB Research Committee, presented a far-reaching plan to measure coverage by standard method (see page 13).

Briefly the plan calls for a con-

Hon. Wm. Dekker
McCann-Erickson, Inc.
New York, N. Y.

Dear Bill:

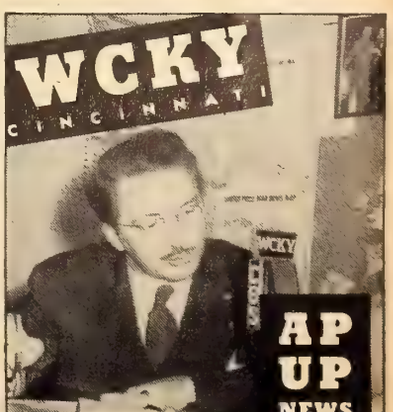
You can believe me, Bill, the people around this network are leaving no stone unturned in making the most of our own foreign war correspondent broadcasts. For example, over in France Howard L. Chernoff takes roll after roll of film of the W. Va. boys he meets and interviews. We see that every family gets a photo of their loved ones, and boy do these people love it. Every family is also notified by a personal letter when someone dear to them is going to be interviewed or mentioned on Chernoff's overseas broadcasts. We leave no loose ends whatsoever in rendering this "better than ever" public service.



Regards
Yours,
Algy

The W. Va. Network
WCHS Charleston WPAR Parkersburg
WSAZ Huntington WBLK Clarksburg

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery



WITH
REX DAVIS
4 TIMES DAILY

HOOPER REPORTS
On AUGUSTA, Georgia
MIDSUMMER 1944

TIME	WGAC	STATION "B"	ALL OTHERS
Morning 9-12	62.3	37.3	0.4
Afternoon 12-6	57.3	42.4	0.3
Evening 6-10	54.8	44.3	0.9

C. E. HOOPER, INC.

Delivering a loyal audience for more advertisers who spend more money on WGAC than on any 250 Watt station in the Southeast.

THE BLUE OUTLET
AUGUSTA **WGAC** GEORGIA

J. B. FUQUA, Vice-President and General Manager
HEADLEY-REED CO., National Representatives

91%

What's a radio station's best testimonial?
RENEWALS
And 91% of WWNC's local advertisers renewed 1942 contracts during 1943

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY

Dominating Its Community in Public Service!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

AP
WMIN, St. Paul, Minn.
. . . without question AP is the best news service which WMIN has ever used.
Frank M. Devaney
Ass't. General Manager
available through
PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N. Y.

trolled mail ballot, 1,000,000 to be mailed every two years at a cost of $1 per ballot. Initial cost of setting up a bureau of radio circulation was estimated at $65,500 the first year.

Following considerable discussion, the NAB membership unanimously adopted a motion authorizing the Board of Directors to create such a bureau. Then followed unanimous adoption of a second motion to release results of the biennial surveys to all subscribers on a full-disclosure basis.

Gov. Hickenlooper Addresses Wednesday Session

Gov. Bourke B. Hickenlooper, of Iowa, speaking at the Wednesday afternoon session, warned of the tendency in public regulation to oppress and hamper initiative and enterprise and progress by willful domination and control. While acknowledging the necessity for regulation, he stressed the importance of keeping radio free and not saddling it with political control.

Nominations for directors-at-large at the afternoon session Wednesday found three broadcasters placed in nomination for each of the three station classes. Frank King, WMBR Jacksonville; Dietrich Dirks, KTRI Sioux City; and J. B. Fuqua, WGAC Augusta, Ga., were nominated in the small station category. Mr. King was reelected and Mr. Dirks chosen to succeed Herb Hollister, KANS Wichita.

In the medium station group, T. A. M. Craven, WHOM Jersey City; Roger W. Clipp, WFIL Philadelphia; and Don S. Elias, WWNC Asheville, were nominated. Mr. Elias was reelected while Comdr. Craven was chosen to succeed Barney Lavin, WDAY Fargo, who resigned recently upon being commissioned a lieutenant in the Marine Corps.

Large Station Group Nominates Directors

In the large station group, Joseph O. Maland, WHO Des Moines; Hugh M. Feltis, KFAB Lincoln; and James D. Shouse, WLW Cincinnati, were nominated. Mr. Maland was reelected and Mr. Feltis was named, succeeding Mr. Shouse.

Network directors nominated and elected without opposition were F. M. Russell, NBC Washington, vice-president and incumbent on the board, and Dr. Frank N. Stanton, CBS vice-president, New York, designated to succeed Paul Kesten, executive vice-president. Dr. Stanton, a research expert, is expected to figure prominently in the new station coverage project.

Three amendments to the by-laws were adopted by the Conference in rapid succession. The first gives the Board authority to establish the schedule of dues to be paid by stations from time to time as against the existing provision which freezes dues in each bracket of station income.

The second and third amendments dealt with elections of officers and directors. One permits balloting for directors-at-large by referendum vote in instances where, because of abnormal conditions, an annual meeting may not be held. The other liberalizes the nominating of directors-at-large to permit nominations in advance. The existing by-law requires nominations from the floor exclusively.



NBC GENERALS view the Parade of Stars at an NBC affiliates meeting last Monday (1 to r): James Gaines, assistant director of promotion; Niles Trammell, NBC president; Charles P. Hammond, director of promotion; Frank Mullen, executive vice-president.

Ted R. Gamble, director of the War Finance Division of the Treasury Dept., in a rapid-fire ad lib address, paid high tribute to the contribution of radio in the War Loan campaigns. Without using a single note, he reeled off astronomical figures on the Fifth War Loan Drive both as to amounts and numbers of securities sold. He tossed about figures on the public debt with the ease of a Joel Kupperman.

The Sixth War Loan coming up, Mr. Gamble said, presents a real challenge as each successive drive becomes more difficult. He asked the broadcasters for continued wholehearted support, declaring it would be a "shame if we relaxed in the financing of this war."

It will require better selling, better organization and more ingenuity, he declared, and promised that the reorganized War Bond staff will do its part. The War Bond Campaign, Mr. Gamble said, had created a tremendous savings reservoir —the greatest in history—exceeding 95 billions. "This is the greatest insurance policy that we have when we emerge from this war," he asserted. Of over $24,866,000 in time and space donated to War Bond selling, radio has given 1 millions, he declared. That is magnificent contribution, he said.

The work of NAB's youngest standing committee, the Small Market Station Committee, received praise from Mr. Ryan at the afternoon session.

Marshall Pengra, KRNR Roseburg, Ore., Committee chairman gave the Conference an overall picture of the problems and possibilities of small market stations and appealed to the broadcasters to bring their problems to the NAB. "We want your support," he said, and promised vigorous and concerted action by the committee in the approach and solution of these problems.

Others who participated in the panel discussions were Howard S. Frazier, NAB Director of Engi



Nothing like it in Recorded Radio!

"COME AND GET IT"

A BANQUET OF INFORMATION
A FEAST OF FACT AND FABLE
—on the timeless subject of food

● Radio's newest audience-participation quiz . . . mixing food facts and fun . . . is the first of its kind ever to be recorded. Bob Russell, MC, questions contestants selected from studio audience representing all sections of the country, then tosses subject to "Board of Experts": Alma Kitchell, well-known for her Woman's Exchange program . . . and Gaynor Maddox whose syndicated food articles are read by millions! Experts uncover unusual facts about food in question. 78 quarter-hour 3-a-week shows . . . all set to go for some lucky food sponsor. COME AND GET IT . . . or send for audition records *now*.

National Broadcasting Co.
A Service of Radio Corporation of America
NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS
RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

neering, Paul F. Peter, NAB Director of Research, Lewis H. Avery NAB Director of Broadcast Advertising, and William B. Smullin, KIEM Eureka, Cal. A transcribed program, pressings of which will be sent out by NAB for use in all districts, was presented to the Conference to dramatize "the opportunity and responsibility of small market station managers".

To close the Wednesday session the Conference, without a dissenting voice, adopted a series of resolutions presented by H. K. Carpenter, WHK Cleveland, perennial chairman of the Resolutions Committee. Most important were: (1) That the NAB urge the Government to take appropriate steps to compel immediate compliance with the order of the WLB on the Petrillo-invoked recording strike; (2) That the "continuing discount clause" be submitted to the NAB membership at its next annual meeting for approval or rejection and, if approved, be incorporated in the NAB-AAAA standard contract; (3) That the Board consider New Orleans as the site for the 1945 convention, transportation and housing facilities being favorable.

Thursday Session Hears Arnoux

Opening the conference Thursday morning, Campbell Arnoux of WTAR Norfolk, Va., chairman of the NAB Music Committee, created last December, told the broadcasters that "no station need fear a financial sword of Damocles hanging over its head", with reference to demands for per-program contracts by ASCAP.

Following its organization the Music Committee solicited from members complaints regarding ASCAP demands. More than 100 were filed. The committee took up the demands with the Dept. of Justice and on July 29 was advised by Wendell Berge, Assistant Attorney General, that charges for announcements adjacent to or between programs using ASCAP music would be, in the Department's opinion, "a direct violation of . . . the consent decree" of May 1941, entered into in the Southern District Court of New York. That decree prohibits collection by ASCAP of a percentage of income received by the broadcaster from programs in which no musical composition licensed by ASCAP is performed.

Mr. Arnoux pledged the full support of NAB to "any station" which becomes involved in difficulty on music matters, provided the problem has an overall effect on radio. On the Music Committee with him are James P. Begley, KYW Philadelphia; Arthur B. Church, KMBC Kansas City; Robert Enoch, KTOK Oklahoma City; C. W. Myers, KOIN Portland, Ore.; Frank R. Smith Jr., WWSW Pittsburgh; John R. Wahlstedt, WHB Kansas City; Warren Williamson, WKBN Youngstown, O.; Thomas H. Belviso, NBC New York; Frank K. White, CBS New York.

In his annual report, Merritt E. Tompkins, vice-president and general manager of BMI, disclosed that 866 American stations now are licensed by BMI. He told of new services, including a proposed classified catalog, a catalog of 30,000 recorded titles licensed by BMI, and 55 programs weekly now being sent to more than 700 stations. (See page 70.)

At a well attended session on the labor clinic, John Morgan Davis, NAB's new general counsel for labor relations, appealed to the broadcasters to bring their problems to him and to submit their labor contracts for examination to enable NAB to compile information of importance to the industry.

He warned that any revision of the "Little Steel" formula will affect all future negotiations between stations and unions. Pointing to WLB decisions requiring employers to negotiate with unions on all labor matters, he said that negotiations with individual employes can no longer be carried on where a union exists.

Efficient supervision of operations, he said, is the best guaran-

How can you sell Cuba?

A Cuban affiliate of one of the largest manufacturers in the United States set out to find the answer. They made a thorough, impartial survey of the listening habits of Cubans, and this is what they found:

65% of all Cuban listeners tune to
R. H. C.
CADENA AZUL
Its nearest competitor among local *or* foreign stations had only 15% of the listeners.

From this impartial survey, you have the answer to your own Cuban advertising problem. Use

RHC CADENA AZUL

RADIO HABANA CUBA RHC Cadena Azul

Cuba's only network affiliated with **CBS**

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
WIsconsin 7-1166





JACK KEASLER,
MANAGER OF OUR NEW
NEW YORK OFFICE



TOM PETERSON
MANAGER OF OUR NEW
CHICAGO OFFICE

These men *know* the markets and radio in Texas and the Southwest. They are ready to give you the benefit of their knowledge of this area. Let them supply you with *first-hand* information about this rich market and its radio facilities. There's no obligation, of course.

TAYLOR-HOWE-SNOWDEN *Radio Sales*
NEW YORK 18, N. Y. 19 WEST FORTY-FOURTH STREET
CHICAGO 1, ILL. 360 NORTH MICHIGAN AVENUE
DALLAS 1, TEXAS 805 TOWER PETROLEUM BLDG.
AUTHORITIES ON RADIO AND MARKETS OF TEXAS AND THE SOUTHWEST

WILL YOU SPONSOR DEMOCRACY?

ON ELECTION day in 1940 more than 30,000,000 Americans stayed away from the polls.

Another election year is here. It is a year when Americans are laying down their lives for the right to vote. There must be no repetition of the disgraceful performance of 1940.

Every American must realize that in a democracy all citizens have not only the privilege but the *duty to vote*. There is no more sacred obligation of citizenship.

You believe in America. You believe in "the way of the ballot box." You have a responsibility.

Will you sponsor democracy? Will you use your programs to awaken our fellow citizens to their responsibility? Will you tell them where and when to register? Will you urge them to get out and vote?

Our Radio Division will be happy to provide non-partisan material—scripts, transcriptions, music—for your programs. If there is anything we can do to help you get this message across, let us know. We want to help. We want help.

NATIONAL CITIZENS POLITICAL ACTION COMMITTEE

Hon. George W. Norris, Honorary Chairman
Sidney Hillman, Chairman
James Patton, Vice-Chairman
Freda Kirchwey, Vice-Chairman
Clark Foreman, Secretary
R. J. Thomas, Treasurer
James McGill, Comptroller

205 East 42nd Street
New York 17, N. Y.

tee against labor difficulties. Through cooperative effort we can avoid many of the pitfalls which have attended stations relations with unions, he concluded.

Sidney Kaye, NAB special counsel, reviewed the history of the AFM recording ban and subsequent developments. The most important thing in the situation affecting broadcasters, he said, was the report of the WLB panel on the dispute which found: (1) there is no important unemployment of musicians, (2) two out of three AFM members are not professional musicians; (3) radio broadcasting has not diminished employment of musicians.

Discussing the agreements made by record companies with the AFM, resulting in resumption of record production, he declared the principle of the World-Decca contracts would be applicable to all industry if it is upheld by the Government. He asserted that broadcasting has fostered love and appreciation of music which has made America the acknowledged leader of music among all nations.

Kaye Criticizes WLB Directive

Mr. Kaye criticized that part of the WLB directive on the dispute which calls for payments in escrow to the union, but he pointed out that it was the union and not the employers which refused to comply with the order. "Not in the history of the WLB has there been a more flagrant disregard of a Government order," he said. Regarding the Petrillo contention that the case does not involve the war effort, Mr. Kaye declared that music not only helps morale, but that the history of the world shows it is vital to civilization. "If entertainment does not contribute to the war effort, then the motion picture and the use which radio makes of music are of no value," he said.

Praising the broadcasting industry for setting a model in its relations with labor, he declared that "broadcasters do not owe a tribute to a union as distinguished from its members. The duty which the broadcaster owes is not to the AFM majority which is not composed of professional musicians, but to the minority of real professional artists."

He promised that broadcasters will continue to repel any efforts of unions to force unsound demands upon them. "Acquiescence in false principles do not lead to peace in our time," he declared.

Mr. Kaye received an ovation from the conference at the conclusion of his presentation.

Mr. Ryan delivered the NAB report on the AFM platter turning situation, reviewing the events leading to the Petrillo effort to install musicians in all stations for platter turning, and the reverberations of that effort.

He revealed that under an agreement made between Petrillo and the networks on January 27, 1944, NBC agreed to recognize the right of the AFM to represent platter turners, that Blue agreed to employ platter turners in New York and Los Angeles beginning June 1, that CBS agreed to extend its arrangements in Chicago and St. Louis to its other owned stations provided no jurisdictional question was involved, that Mutual made no agreement but that Bamberger and Don Lee both agreed to employ platter turners subject to the ironing out of jurisdictional disputes.

Since the agreement of January 27, he explained, contracts have been made for New York key stations of all networks with Local 802, AFM. These contracts were accompanied by a letter containing an agreement to employ members of the local as platter turners whenever the NLRB certifies the local as the proper bargaining



BLUE BRASS-HAT BRIGADE (top photo, l to r) Ed Kobak, executive vice-president; Ed Noble, chairman of the board; Chester H. LaRoche, chairman of the executive committee; Mark Woods, president; Lt. Col. Robert E. Kintner, newly-appointed vice-president in charge of public service and related activities. Small station selling seance (second photo) Lewis H. Avery, NAB; Marshall Pengra KRNR Roseburg, Ore., Chairman, Small Market Station Committee; William B. Smullin, KIEM Eureka, Cal.; Robert T. Mason, WMRN Marion, O.; Fred Schilplin, KFAM St. Cloud, Minn.; James R. Curtis, KFRO Longview, Tex. Blue Bettle buzzes broadcasters Herbert Kendrick, former manager of WJLS Beckley, W. Va.; Ralph Elvin, WLOK Lima, O.; Miss Bettle (Harry S. Goodman, New York); George Smith, Fort Industry Co.; William E. Rine, WWVA Wheeling. Spot shot of hot shots Ted Enns, Cowles Group; Carlos Franco, Young & Rubicam; Arden X. Pangborn KGW-KEX; Ralph Weil, WOV.

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS

nit. Platter turners are to receive 50 per week during the first year, 60 per week during the second ear, and $70 during the third year f a three-year contract for a 40-our week.

The rate in Chicago where mu-icians handle turntable operations, s $90 a week for a 25-hour week.

Delegates Hail Atlass Resistance

Conference delegates whistled hen Mr. Ryan cited the wage ates specified in the Petrillo con-racts with Chicago stations. In oncluding his presentaiton, Mr. Ryan congratulated Ralph Atlass, ormer president of WJJD Chicago nd owner of WIND Chicago, for is successful resistance to Pe-rillo's demands to force employ-ent of musicians exclusively as latter turners at WJJD.

William J. Friedman, attorney or Chicago Class B stations, re-iewed the issues involved in the AFRA dispute with Chicago sta-ions over the "pay-within-pay" rinciple, concerning demands of he union for separate fees to staff nnouncers for commercial an-ouncements.

If the AFRA demands were ranted, he said, it would have far eaching implications which would ffect relations with all employes f stations. The AFRA demands, e brought out, would impose extra osts of $6,000 to $19,000 on each lass B station in Chicago.

He expressed "hope that the hicago panel handling the dis-ute will follow the decision laid down in the WMAL Washington case in which the WLB refused to approve the "pay-within-pay" principle, which he declared is one of the most important problems affecting broadcasters.

AFRA's success so far, he declared, has been due to division among broadcasters in resisting the union's demands. "The entire industry must unite in fighting this principle", he concluded.

In closing the session, Mr. Ryan praised the management of WMAL for its opposition of AFRA demands and declared the decision in the case will benefit the entire industry.

Don Elias Reviews Legislative Activity

Don S. Elias of WWNC Asheville, N. C., chairman of the Legislative Committee, in an informal report Thursday morning, told the NAB that his committee had done "a lot of work the past year" but that "we went into the fight conscious that we wouldn't get any legislation this year.

"It's not our plan to try to get any legislatnon until the new Congress," he said. "What we want is definite legislation that you and I can understand and we don't want a Supreme Court decision to tell us how to run our business."

Mr. Elias urged every broadcaster, when the time comes, to "educate" his respective Congressmen and Senators as to radio's needs legislatively. He added that there was a "lack of interest" in radio in Congress, which he attributed to radio's failure to make its needs known to enough Congressmen.

At the Thursday luncheon session Paul G. Hoffman, president of the Studebaker Corp., and chairman of the Committee for Economic Development, and C. Scott Fletcher, field director of the CED, called upon broadcasters to help educate the public as to the big postwar job ahead.

Postwar Discussion Concludes Session

The War Conference wound up with a highly informative panel discussion on the postwar service of FM, television and facsimile, which found the differences which have been evidenced during recent months on television and FM still present. Glowing predictions were made for these services and the broadcasters listened with avid interest. (story on page 13).

Benny for Luckies

JACK BENNY, scheduled to start his NBC program Oct. 1, Sun., 7-7:30 p.m., for Pall Mall (American Cigarette & Cigar Co.), instead will promote Lucky Strikes for the parent company, American Tobacco Co. Agency for Luckies is Foote, Cone & Belding, New York, but Ruthrauff & Ryan will handle the Jack Benny show as originally planned. *Your All Time Hit Parade*, shifted to the Sun. 7 p.m. NBC period for the summer, will be discontinued Sept. 24 for Luckies. Programs for Luckies include *Kay Kyser's College of Musical Knowledge*, NBC Wed., 10-11 p.m., and *Your Hit Parade*, CBS, Sat., 9-9:45 p.m. There are no immediate plans for Pall Mall.

WFTL Sale Probed

SALE of WFTL Ft. Lauderdale, Fla., to the Fort Industry Co. will be probed by the House Select Committee to Investigate the FCC when hearings are resumed Tuesday (Sept. 5), Rep. Clarence F. Lea, chairman, announced last Friday. "We plan to investigate several transfers to ascertain whether the Commission showed favoritism," said the Committee chairman. At the same time he announced the resignation of Harry S. Barger as chief investigator and the appointment of Robert Barker to succeed him. Mr. Barger, whose work was commended by Rep. Lea, resigned to accept another post.



Meet WHB's *Don Davis*—
of Kansas City, Hollywood, Chicago and New York!

Here's a gent who lives on a merry-go-round, the better to serve WHB advertisers! WHB is the only station in America whose president travels as its national advertising representative. He can be reached through any of the offices listed below; and time clearances are made *the same day,* by telegraph, telephone or air mail letter, from headquarters in Kansas City!

Ten years' experience as an advertising agency account executive preceded Davis' appointment as WHB's president, in 1931. He's had lots of fun in radio ever since, operating WHB as "the station with agency point-of-view".. where every advertiser is a *client* who must get his money's worth in *results.* If you want to sell the Kansas City market, WHB is your *happy* medium!

WHB KANSAS CITY This is Mutual 1000 WATTS-810 KC.

For WHB Availabilities, 'Phone DON DAVIS

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK
Kansas City Missouri • Wichita Kansas • Salina Kansas • Great Bend Kansas • Emporia Kansas

HOOPER MORNING INDEX JUNE — JULY MON. THRU FRI. 8-12 A. M.	Station A 11.4	Station B 10.0	Station C 29.0	Station D 16.9	WHB 27.9	Station E 3.8
HOOPER AFTERNOON INDEX JUNE — JULY MON. THRU FRI. 12-6 P. M.	Station A 15.4	Station B 5.7	Station C 23.5	Station D 31.5	WHB 21.0	Station E 1.8

WCBM blue

A QUALITY STATION
with MASS APPEAL
in a
RICH MARKET

WCBM
BALTIMORE
The BLUE Network Station

John Elmer, President
Geo. H. Roeder, Gen. Manager

FREE & PETERS, INC.
Exclusive National Representatives

What is a Watt?

See Page 57

"It's a WIZE advertizer who uses the Springfield, Ohio Market."

An inquiry will prove it.



WIZE Springfield Ohio

WEED & CO. National Representatives

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

WSLI

JACKSON MISSISSIPPI

JACKSON AND MONEY

Mississippi's cash income from farm crops amounted to $270,677,000 in 1943. Livestock and livestock products added $76,421,000 to the cash money farmers made during the year. Jackson, the Capitol city, is the center of all agricultural and industrial business. WSLI offers effective coverage of this "center market of Mississippi" —at less cost.

BLUE NETWORK

WEED & COMPANY
NATIONAL REPRESENTATIVES

Facsimile, FM Next Services

(*Continued from Page 13*)

wants television and wants it promptly. A number of surveys made on most desired postwar purchases indicate television sets as number one or two on the list.

Mr. Joyce predicted television receivers would be available in the $200 price range and that a very high percentage of the homes of the country will be ready for receivers as soon as service is available to them. In approximately five years after resumption of commercial television, transmitters serving 157 key cities should be making television service available to a primary market of more than 72 million, or 61.5% of the U. S. purchasing power. An additional 10 million people should have television program service available by secondary television network developments.

Alluding to television standards and whether they are satisfactory, Mr. Joyce recited an experience of his company in attempting to repurchase television receivers previously sold in the New York area. Despite a very liberal offer of approximately $200 for television sets which originally cost only $395, he said only one set was repurchased from 36 owners and that one was out of order.

If present owners of receivers in these times of severely limited broadcasting conditions and meager program fare place such a high evaluation on the prewar instruments they possess, "how much more eager will they be and how much more eager will be the great public, under the vastly more favorable conditions that will soon prevail?"

Sees AM Backbone

Mr. Lodge, while envisioning a bright future for the new broadcast services, emphasized that AM broadcasting will remain the backbone of the industry and that television and FM will not be effective competitors until they have a similar circulation appeal. The standard band will remain the broadcasters' breadwinner and chief source of income "for a considerable number of years," he said. It is also doubtful if the high-powered clear-channel AM station will be replaced within the "foreseeable future as a means of providing widespread rural service."

Although the future of FM is still beset with involved problems of allocation and propagation, Mr. Lodge said he believed the service has such real advantages that before too long it may rival AM.

The story on television, he said, is quite different. He reiterated the CBS position in favor of higher definition pictures and color—which is largely consistent with the recent recommendations of the Interdepartmental Radio Advisory Committee.

Disclaiming an alarmist's view, he said it must be assumed that television will not roll merrily along on the same road as sound broadcasting. The greatest handicap for television would be to start operation on the present six mc band—which RCA, NBC and a number of manufacturing companies' support. He urged use of wide bands in the higher frequency region from 500 to 1,000 mc.

Those requesting the lion's share of the frequencies between 50 and 300 mc for television, he declared, completely ignore the informed opinion of the IRAC experts.

Competition Seen

Mr. Hedges admonished the NAB members that for the present only the broadcaster has an inside track in the race to establish FM and television services. But no broadcaster should delude himself with the idea that he can maintain a position of watchful waiting indefinitely. No turtle is going to win the race for television, he said.

Pointing out that FM provides places for many new broadcasters, Mr. Hedges said the AM broadcaster would be well advised not to take these new competitors too lightly. Some of them will not stay, but plenty of them will have money ideas and initiative and will be in the market for an audience and for network connections.

Television provides a more difficult problem for the broadcaster than FM, because it is not just a technological change, but in many respects a new business, calling for a substantial capital outlay. Contending that television is here to stay, Mr. Hedges said the art has powerful friends and backers outside radio who would like nothing better than to take over television by default. Moreover, he said the public wants the service.

Summing up, Mr. Hedges said: "We do not believe in the principle of withholding a practical four-cylinder automobile from the public because a theoretical eight-cylinder engine is about to be developed."

Maj. Armstrong traced the history of FM from the first successful transmission over his station on June 9, 1934. Actually that terminated 20 years of experimentation.

He agreed with Mr. Hogan that if bursts or E layer interference persist, the problem could be handled by a new allocation in the existing band with less complication than has been occasioned in standard broadcasting. He foresaw no serious difficulties.

Mr. Godley urged extension of the present AM band down to 540, 530 and 520 kc and suggested that the assignments be used in small city, town and rural communities heretofore without, but now able to support their own services.

Touching upon television only briefly, Mr. Godley said he thought it greatly broadens the horizons of broadcasting and it seemed to him "the desirable, ultimate medium". But he did not believe that it, within the foreseeable future, will spell "quietus for sound broadcasting".

Mr. Hogan unfolded to broadcasters a detailed picture of facsimile after the war [BROADCASTING, Aug. 28].

Today facsimile can deliver a picture of 48 square inches or 1,000 words of text in a minute, or a 60,000-word book could be printed in the home in an hour. This can be accomplished at low cost on standard AM or FM channels. Though he preferred FM because of its noise-free characteristics.

Facsimile, he said, would open up tremendous opportunities for advertising, making possible delivery of package configurations. Facsimile also can be networked or syndicated.

The only obstacles to the growth of facsimile service are the existing FCC regulations, the standardization of service and WPB restrictions on manufacturing. He said standardization and assignment of channels are well under way and that the production restrictions will depend on the war.

WBNS-WELD, in its prewar facsimile transmissions, found that facsimile in the home would be demanded by nearly 80% of broadcast listeners, provided such improvements as higher recording speed, a four-column newspaper width and visual printing were added. All these have been attained, so that a magazine about the pattern of BROADCASTING can be transmitted, he said. The postwar service probably will use a nine-inch paper on a continuous roll. The speed probably will be 32 to 40 inches per minute, or 600 to 800 words of text per minute. A number of newspaper broadcasters are investigating the possibilities of modern facsimile.

Hartenbower Heads KCMO

JOE HARTENBOWER, sales manager of the central division of the Blue Network, has been appointed manager of KCMO Kansas City, succeeding Jack Stewart, resigned. Mr. Hartenbower was formerly in sales promotion and research of NBC Chicago, local Blue sales, and a former research director of Chicago office of McCann-Erickson. He assumes his new post Oct. 1. Mr. Stewart has not announced his future plans.

24 Hours a Day!

WOL WASHINGTON

Washington's Only 24 Hour Station
1000 WATTS 1260 KC.

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

Major Resolutions at NAB War Conference

WHEREAS, the continued defiance by American Federation of Musicians of National War Labor Board, ordering members of that Union to resume the king of records and transcriptions for principal recording companies, is im- ing the war effort in the field of adasting for the armed forces, and

WHEREAS, such defiance nullifies, to arge extent, the contribution which re- ded music could make to the general rale, and, as the longest strike in war- e America, constitutes a dangerous mple to all parties whether employer labor, whose controversies are properly ject to the orders of the National War or Board.

OW, therefore, be it resolved, that the ional Association of Broadcasters in vention assembled earnestly urges that proper governmental officials promptly e all appropriate steps to compel im- iate compliance by the American Fed- ion of Musicians with the order of National War Labor Board.

WHEREAS the NAB Sales Managers cutive Committee has investigated the antages and disadvantages of the so- ed continuing discount clause and be- lieves that its inclusion in the NAB-AAAA standard contract for station facilities would be advantageous alike to broadcasters and advertisers,

AND WHEREAS the provision of a continuing discount is believed to be the practice of a majority of broadcasting stations.

NOW, THEREFORE, be it resolved by the NAB Board of Directors that the following continuing discount clause be submitted to the NAB membership at its next annual meeting for approval or rejection, and, if approved, be incorporated in the NAB-AAAA standard contract for station facilities as a new paragraph (D) under section 5:

"If this contract is renewed for identical service, without interruption, beyond a fifty-two (52) week period, the same earned rate will be allowed for the duration of such extended, continuous service as the rate earned for the original fifty-two (52) week term. This provision shall not apply, however, for more than fifty-two (52) weeks from the effective date of any revision of rates or discounts.

"In which event, present paragraph (D) will become (E), etc."

WHEREAS, New Orleans, La., has heretofore been selected as the location for holding the annual convention of the National Association of Broadcasters, which was not accomplished due to war-time transportation difficulties, and

WHEREAS, it is the sense and expresesd wish of a large majority of the members of the National Association of Broadcasters that a convention be held in New Orleans, La.

NOW, THEREFORE, be it resolved that this convention instruct its board to give due consideration to the selection of New Orleans, La., as the site for the 1945 convention of NAB, transportation and housing facilities being favorable.

RESOLVED THAT the music committee express its gratification at the action of the BMI board in increasing its station relations staff and further recommends that in view of the great value to the stations from the activities of such station relations staff, that the station relations staff be further increased as soon as competent men can be obtained and if necessary to finance such increase in staff that percentages of reduction in station fees be discontinued or decreased.



SEMBLED at Blue network headquarters in the Palmer House, Chi- o, last Wednesday were these affiliates, who were given awards for standing audience promotion on the network's programs. Sitting (l r): Steve Conley, WOWO Fort Wayne; C. T. Hagman, WTCN St. ul; William R. Traum, WROK Rockford; Chet Thomas, KXOK St. uis; W. J. Moll, Geyer, Cornell & Newell, N. Y.; Keith Kiggins, Blue twork, N. Y. Standing: J. R. Montgomery, Geyer, Cornell & well; Morey Owens, WROK Rockford; John J. Dixon, WROK Rock- d; Hugh J. Powell, KGGF Coffeyville; Ivor Kenway, Blue N. Y.; P. Williams, WING-WIZE Dayton-Springfield; C. W. Fields, WCBS ringfield, Ill.

IPSTEAD & JOHNSON Ice lies have bought the 11:30-12 night (EWT) period on 34 tual Stations, Sept. 21 to broad- t the Hollywood premiere, and sponsor a playback Sept. 22 on of the same stations.

Am. Net Meets

A BUSINESS meeting was held by the board of directors of the American Network last Thursday at the Ambassador Hotel, Chicago. Present at the meeting, presided over by William B. Lewis, president of the FM network, were: John Shepard 3d, Yankee Network; Walter Damm, WMFM-WTMJ Milwaukee; Eric Hay, WLOU-WJLB Detroit; Harry F. Stone, WSM Nashville; O. L. (Ted) Taylor, manager of the Taylor-Howe-Snowden stations and owner of KTOK; and Carlyle Bethel, WSJS-WMIT, Winston-Salem. Represented by proxy were the A. H. Belo Corp. (WFAA) Dallas and the Tulsa World and Tribune Publishing Co., Tulsa. A subsequent meeting of the board of directors will be held shortly, it was announced.

Southland Coffee Test

SOUTHLAND Coffee Co., Atlanta, through its newly appointed agency, Donahue & Coe Inc., Atlanta, will start a fall campaign on stations and in newspapers in southern cities to promote Bailey's Supreme Coffee.

Urges Line Programs

FCC CHAIRMAN James Lawrence Fly, first outsider to address an AFRA convention, told the delegates meeting in Cleveland Aug. 26 that in the postwar era television and FM should provide a great field for the employment of radio performers, but he declared that today local stations could employ more talent than they do by originating more local programs. He scored the dependence of many stations on networks, transcriptions, advertising agencies and news agencies and news services for their program material, stating that as little as 10% of all radio time is devoted to live local programs. (See story on page 60).

Airline Spots

WESTERN AIRLINES, air travel service, is successfully utilizing brief travel spot announcements regarding seat availabilities. Timed to approximately 1½ hours before flight time, spots are currently being used on KENO Las Vegas, Nev., and KSEI Pocatello, Ida. When flights are filled to capacity, institutional copy replaces the bulletin announcements. Ted Cate, advertising manager, pointed out that similar schedule would be set up in cities wherever air traffic merited it. The scheme has met with public approval where it has been used and has been successful in educating the public as to the actual possibilities of flying non-priority, according to Mr. Cate.

Kellogg Change

KELLOGG Co., Battle Creek, Mich., has ordered the full Blue network, Monday through Friday, 11:45-12 noon, beginning Oct. 2, to present *Jack Berch and His Boys* for All Bran. Program will be discontinued Sept. 29 on Mutual Monday through Friday, 1:15-1:30 p.m. on the same date Kellogg is discontinuing on Mutual *Superman*, heard Monday through Friday, 5:45-6 p.m. with the possibility of returning the program to the air in January on one of the networks. Agency is Kenyon & Eckhart, New York.

FOUR TOP MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky.- Huntington, W. Va.*

Knoxville
WBIR *Knoxville, Tenn.*

four stations owned and operated by more N. Nunn and J. Lindsay Nunn

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

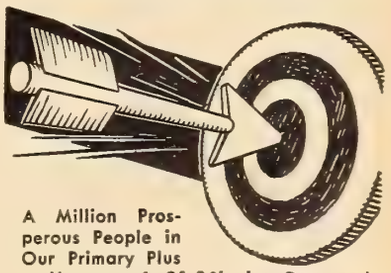
For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

SERVICE on all RECORDING PROBLEMS local or national

COMPLETE FACILITIES FOR . . .
• Spot Announcements
• Remote Pick-ups
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U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.

Hooper proves It's a Bull's-eye!



A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night

1000 WJHL 910
Watts Johnson City K.C.
Tennessee
REPRESENTED BY HOWARD WILSON CO.

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

SURE SHOT IN IDAHO!
KSEI
POCATELLO - IDAHO

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.



FRIVOLOUS FOURSOME frolicks for fotographer—(l to r) Hugh Feltis KFAB Lincoln, Linnea Nelson, J. Walter Thompson Co., New York, Margaret Wylie, J. Walter Thompson Co., Chicago and Hal Winter, Raymond Specter Co.

Network Accounts

All time Eastern Wartime unless indicated

New Business

McGAVIN BAKERIES Ltd., Vancouver (chain bakers), on Sept. 1 started *Operetta Time* on 11 CBC Dominion network western stations, Fri. 11:30-12 midnight. Agency: Cockfield Brown & Co., Vancouver.

KELLEY DOUGLAS Ltd., Vancouver (food products), on Sept. 11 starts *Harmony House* on 11 CBC Trans-Canada western stations, Mon. 11:30-12 midnight. Agency: Stewart Lovick & Co., Vancouver.

DELAWARE, LACKAWANA & Western Coal Co., Buffalo (Blue coal) on Sept. 24 starts for 26 weeks *The Shadow* on 10 CBC Ontario stations, Sun. 5:30-6 p.m. Agency: Vickers & Benson, Toronto.

GILLETTE SAFETY RAZOR Co. of Canada, Montreal, on Sept. 8 starts *Championship Fights* on 22 CBC Dominion network stations, Fri. 10-11 p.m. Agency: Maxon Inc., New York.

CRESTA BLANCA Wine Co., Los Angeles (Dubonnet Wine), on Sept. 6 for 52 weeks starts *Stop That Villain* on basic MBS stations, Wed. 8:30-9 p.m. Agency: BBDO, N. Y.

READERS Digest Assn., Pleasantville, N. Y. (Magazine, services), on Sept. 7 starts *America's Town Meeting of the Air* on 170 Blue stations, Thurs., 8:30-9 p.m. Agency: BBDO, N. Y.

Renewal Accounts

GENERAL FOODS Corp., New York (Sanka, Sure-Jell), on Sept. 25 for 52 weeks renews *Kate Smith Speaks* on 116 CBS stations, Mon. thru Fri. 12 Noon-12:15 p.m. Agency: Young & Rubicam, N. Y.

WHITEHALL PHARMACAL Co., New York (subsidiary of American Home Products Corp.), on Sept. 18 for 52 weeks renews *The Romance of Helen Trent* (Kolynos, Bisodol) on 132 CBS stations, Mon. thru Fri. 12:30-12:45 p.m., and *Our Gal Sunday* (Anacin) on 131 CBS stations, Mon. thru Fri. 12:45-1 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

EVERSHARP Inc., Chicago (pens, pencils), on Sept. 17 for 52 weeks renews *Take It or Leave It* on 123 CBS stations, Sun. 10-10:30 p.m. Agency: Biow Co., N. Y.

CAMPBELL Soup Co., Camden, N. J. on Sept. 10 for 52 weeks renews *Radio Reader's Digest on* 122 CBS stations, Sun. 9-9:30 p.m. Agency: Ward Wheelock Co., N. Y.

HUDSON Coal Co., Scranton, Pa. ("D & H" Anthracite Coal), on Sept. 17 renews *CBS News of the World* on 21 CBS stations, Sun. 9-9:15 a.m. Agency: Clements Co., Philadelphia.

CREAM OF WHEAT Corp., Minneapolis (cereal), on Sept. 23 for 52 weeks renews *Let"s Pretend* on 122 CBS stations, Sat. 11:05-11:30 a.m. Agency: BBDO Minneapolis.

F. G. VOGT & Sons, Philadelphia (Scrapple, food products), on Sept. 10 for 52 weeks renews *Little Betsy Ross Girl* on 6 NBC stations, Sun. 11:45-12 noon. Agency: Clements Co., Philadelphia.

WILDROOT Co., Buffalo, N. Y. (Cream-Oil Formula), has renewed for 52 weeks *Rex Miller—News* on 36 Don Lee Pacific stations, Tues., Thurs. 9:15-9:30 p.m. (PWT). Agency: BBDO Buffalo.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day Vitamin Tablets) on Sept. 30 for 52 weeks renews *The National Barn Dance* on 63 NBC stations, Sat. 9-9:30 p.m. Agency: Wade Adv., Chicago.

LEVER BROS., Cambridge, Mass. (Pepsodent), on Sept. 12 for 52 weeks renews and resumes Bob Hope on full NBC network, Tues. 10-10:30 p.m. Agency: Foote, Cone & Belding, N. Y.

LEVER Bros., Cambridge (Lux Toilet Soap), on Sept. 4 resumes *Lux Radio Theatre* on 142 CBS stations, Mon. 9-9:30 p.m. Agency: J. Walter Thompson Co., N. Y.

SWEETS CO. of America, Hoboken (Tootsie V-M), on Sept. 11 resumes *Dick Tracy* on 447 Blue stations, Mon. thru Fri. 5:15-5:30 p.m. Agency: Duane Jones Co., N. Y.

KRAFT CHEESE Co., Chicago (Pabsett & Parkay), on Sept. 3 resumed *The Great Gildersleeve* on 69 NBC stations, Sun. 6:30-7 p.m. Agency: Needham, Louis & Brorby, Chicago.

Network Changes

PRUDENTIAL INSURANCE Co. of America, Newark, N. J., on Aug. 27 added 35 CBS stations to *The Family Hour*, making a total of 122 CBS stations, Sun. 5-5:30 p.m. Agency: Benton & Bowles, N. Y.

GENERAL ELECTRIC Co., Schenectady (institutional), on Aug. 28 added 7 NBC stations (KEYS KGBS WENT WDAN WDWS WLBC WKMO) to *The World Today*, making a total of 129 CBS stations, Mon. thru Sat., 6:45-6:55 p.m. Agency: Maxon Inc., N. Y.

RTPB PANEL PLANS NEW VIEDO CHANNEL

PROPOSAL that the present television channel No. 1, 50-56 mc, be assigned to FM, but that television be allocated nine 6-mc channels between 60 mc and 114 mc and 17 additional 6-mc channels below 250 mc, has been unanimously agreed on by a subcommittee of Panel 2 (Allocation) of the Radio Technical Planning Board.

Committee, appointed by Dr. C. B. Jolliffee, RCA, chairman of Panel 2 and chairman of the committee, included C. M. Jansky, Jansky & Bailey, chairman of Panel 5 (FM), K. B. Warner, American Radio Relay League, representing radio amateur operators; R. E. Shelby, NBC, representing Panel 6 (television); Dr. W. R. G. Baker, General Electric Co., RTPB chairman. Proposal follows:

Educational FM broadcasting, 41-43 mc; commercial FM broadcasting, 43-56 mc; amateurs, 56-60 mc and a 4 mc band between 114-150 mc; commercial television, nine 6-mc channels 60-114 mc and 17 additional 6 mc. channels below 250 mc. Present licensees of television below 108 mc. are to be kept in approximately the same relative position in the 60-114 mc. band as they now occupy in the 50-108 mc. band.

Lederle on Blue

LEDERLE LABS, New York, manufacturer of biological and pharmaceutical products and a unit of American Cyanamid Co., will pioneer in the use of commercial network radio—as a means of conveying technical information to a specific professional group—with the sponsorship of *The Doctor Talks It Over* on about 160 Blue network stations Friday, 10:30-10:45 p.m. with delayed broadcasts, starting Oct. 6. Agency is Hazard Adv., New York, agency handling institutional advertising for ACO.

Bresson to Ellis

EUGENE L. BRESSON has been named radio director of the New York office of Sherman K. Ellis Co., effective Sept. 15, working in association with Palmer Clark, radio chief of the Chicago office. In 1941 he joined Young & Rubicam, New York, as radio producer and supervisor, a post he has held until the present.



LOQUACIOUS L. B. Wilson (cen ter, top photo) had his usual pr fundity of ribald rheotoric. At le G. E. (Pete) Wasser KQV Pitt burgh, and Chester Slaybaug Morse-International, New Yor Blink blinked when Ralph Powe (second photo, right) Presto R cording, unleashed his tall stor Milt Blink, Standard Radio (cente Frank Gunther Radio Eng. Labs. left. Pushing buttons is no novelt to Dr. Franklin M. Doolittle (thi photo) owner of WDRC Hartfor in his own right a distinguishe radio engineer, who performs on t elevator button to the delight of Lloyd Egner, NBC radio recordi vice-president. Uncensored sa the censor (bottom), E. Y. Flan gan, WSPD Toledo, Roger Cli WFIL Philadelphia and John Fetzer, WKZO Kalamazoo, no assistant director of censorshi broadcast division, Washington.



WAXING enthusiastic were the Keystone Broadcasting System e ecutives over the new Hooper Su vey "Beyond Metropolitan Ma kets" study (l to r) Naylor Roge Western manager; Mort Adan New York, Michael M. Sillerma president, New York; Sidney Wolf, secretary-treasurer.



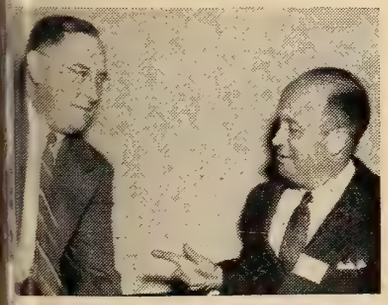
REVIEW OF RECOMMENDED standards for the etermination of station circulation drafted by the IAB was afforded the Radio Research & Timebuyers ommittee of the American Assn. of Advertising gencies Aug. 25 in New York, preparatory to its resentation to the NAB War Conference last Wednesay. The project in broad outline was wholeheartedly ndorsed by the AAAA committee. Presentation was ade by Hugh Feltis, KFAB Lincoln-Omaha chairman, IAB Research Committee (standing at easel). From eft to right around table—outside circle: Frank N. tanton, CBS; Helen A. Cornelius, NAB; Herald Beckjorden, AAAA; Arno H. Johnson, J. Walter Thompson Co.; Beth Black, Joseph Katz Co.; Frank Kemp, Compton Advertising Inc.; Carlos Franco, Young & Rubicam; Frederick Gamble, AAAA; Harry Woodworth, BBDO; Francis Conrad, Blue; Richard Puff, Mutual. Around the table, Lewis H. Avery, NAB; Gordon Mills, Arthur Kudner Inc.; Richard Dunne, Pedlar & Ryan; Linnea Nelson, J. Walter Thompson Co.; Paul F. Peter. NAB research director; Mr. Feltis; Leonard T. Bush. Compton Adv.; Helen Wilbur, Doherty, Clifford & Shenfield; Roger W. Clipp, WFIL Philadelphia; Edward F. Evans, Blue; Barry Rumple, NBC.

Girard Sees Powerful Stations Aid to Peace

POWERFUL shortwave transmitters, similar to those used by he OWI on the West Coast for sychological warfare in the Asiatic heatre, may become a vital factor n promoting world peace and offer America the opportunity of ecuring supremacy in world communications, E. J. Girard, sales anager, radio division, Federal elephone & Radio Corp., Newark, J., said in an interview at the IAB War Conference.

Mr. Girard proposed a highpower orld system using 12 stations of 00 kw, with signals beamed from ighly directive antennas "thus fousing the energy sharply into iven zones with maximum signal trength—about the strength for ach beam which a 500,000 w roadcaster would give forth with conventional non-directive anenna.

"Equipment of this nature," he xplained, "would give the U. S. eadership in shortwave broadcastng. Rebroadcasting of programs nd commercial communications of ther countries over such a netork, or the extension of the netork into other countries, would e entirely practicable. For reroadcasting, there would be no ther channels nearly so efficient."



OW DOWN on high frequencies as given J. F. Neary, Lehigh tructural Steel Co., New York left), by Edward J. Girard, Fedral Telephone & Radio Corp., Newark.

Berge Letter Says ASCAP Fees Out When Society's Music Is Not Played

DISCLOSURE that Wendell Berge, Assistant Attorney General, had ruled that collection by ASCAP of a percentage of revenues derived from spot announcements or from programs containing no ASCAP music is a "direct violation" of the 1941 consent decree was made to the NAB Executives War Conference last Thursday by Campbell Arnoux, WTAR Norfolk, chairman of the Music Committee. Moreover, Mr. Berge advised Mr. Arnoux on July 29 that collection of such fees would be considered a violation of the "spirit" of the decree, "since they discourage broadcasters from taking out per-program licenses and drive them to a blanket license contract."

Following is the text of Mr. Berge's letter:

This acknowledges your letter of July 25, 1944, in which you inform us that ASCAP insists upon collecting a percentage of the revenues derived from spot announcements or from programs containing no ASCAP music, which are adjacent to a program or which occur between programs utilizing ASCAP music. Your letter indicates that this claim is made despite the fact that the provisions of the local staion per-program commercial contract executed by the stations provides specifically that payment is to be made of net receipts from sponsors after deductions on local commercial programs which use any of the compositions licensed thereunder.

This is to advise you that such a charge, in the opinion of the Department, is a direct violation of paragraph 11 (3) (A) of the consent decree entered on March 4, 1941, in the Southern District of New York (United States v. American Society of Composers, Authors and Publishers, et al., Civil No. 13-95, which prohibits collection by ASCAP of a percentage of income received by the broadcaster from programs in which no musical composition licensed by ASCAP is performed. Further the Department considers collection of such fees a violation of the spirit of paragraph 11 (3) (2) of the decree, since they discourage broadcasters from taking out per-program licenses and drive them to a blanket license contract. We have advised ASCAP of our attitude and asked for an explanation. We will keep you advised as to developments.

Pacific News Pool

AGREEMENT between the Navy and the four major networks on coverage of Pacific operations was announced in a letter sent by network representatives to Lt. Comdr. J. Harrison Hartley, USNR, officer-in-charge, radio section, Navy Public Relations. Details were decided upon at a recent meeting in New York. Pooling arrangements have been made similar to those of the Normandy invasion [BROADCASTING, March 20]. Each network will be represented by a reporter and engineer. All recordings made aboard ship will be pooled, as well as the first broadcast from the first available transmitter.

New Army Policy On Campaign Talk

PRELIMINARY arrangements for allocation of Army shortwave radio time to the five major political parties in the Presidential campaign were to be made in New York last Saturday. The Republican, Democratic, Socialist, and Socialist-Labor parties had accepted the invitation of Maj. Gen. F. H. Osborn, director of the information and education division of the Army Service Forces, when BROADCASTING went to press. The Prohibition Party had not replied.

Army policy was announced last Sunday after a brief flurry raised by the Socialist party's contention that Roosevelt's Aug. 12 speech at Bremerton, Wash., was a "political address" and that the party was entitled to equal time on the Armed Forces Radio Service facilities. The War Dept. announced that time had been granted and then withdrew the offer. Acting Secretary of War John J. McCloy declared the President's address was a "report" from the Commander-in-Chief and not a political speech.

The San Francisco Radio Picture *Has* changed!



Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

TWO WEEKS NOTICE REQUIRED FOR CHANGE OF ADDRESS

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Actions of the FEDERAL COMMUNICATIONS COMMISSION

AUGUST 26 TO SEPTEMBER 1 INCLUSIVE

Decisions . . .

AUGUST 28

KALB Alexandria, La.—Granted mod. CP authorizing change assignment to change type of transmitter, make changes in DA and extend commencement and completion dates to 30 days after grant and 180 days thereafter, respectively.

WHOT South Bend, Ind.—Granted mod. CP authorizing new standard station, for extension completion date from 8-31 to 10-15-44.

E. Anthony & Sons, Boston—Placed in pending file application for CP new FM station.

Greenville News-Piedmont Co., Greenville, S. C.—Same.

WBEN Buffalo—Same.

WHB Kansas City—Same.

National Broadcasting Co., Los Angeles—Placed in pending file application for new commercial television station.

AUGUST 29

KFXD Nampa, Ida.—Granted petition to amend application for CP change 1230 kc to 580 kc, 250 w to 1 kw unlimited DA, so as to change applicant from Frank E. Hurt to Frank E. Hurt & Son.

KSOO Sioux Falls, S. D.—Granted motion to postpone hearing re license renewal application from Sept. 14 to Sept. 21.

WLOL Minneapolis—Granted petition for leave to amend application for CP change 1 kw to 5 kw DA, so as to propose new DA and transmitter site, for removal of application from hearing docket and for cancellation of hearing now set for Sept. 12.

Centennial Broadcasting Co., Northeastern Radio & Television Corp., Portland, Me.—Designated for consolidated hearing applications for new standard stations.

KPLC Lake Charles, La.—Designed for hearing application for CP change 1490 kc 250 w unlimited to 1470 kc 1 kw unlimited, install new transmitter and make antenna changes.

KXA Seattle—Designated for hearing application for mod. license to change operation from limited to WJZ to unlimited.

KTBS Shevreport, La., KTHS Hot Springs, Ark.—Granted consent to vol. assgn. license of KTBS from Tri-State Broadcasting System to George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, partnership d/b Radio Station KTBS, in return for transfer 400 sh (80%-book value $35,000) of Radio Broadcasting Inc., licensee of KTHS.

KTBI Tacoma, Wash.—Granted transfer control from Harold S. Woodworth to H. J. Quilliam by transfer 150 sh (75%) for $18,000.

WLAK Lakeland, Fla.—Granted assgn. license from Lake Region Broadcasting Co. to S. O. Ward (sole stock owner) tr/as Radio Station WLAK.

KORE Eugene, Ore.—Granted request for further 30-day extension in which to file application for involuntary assgn. license.

WINN Louisville, Ky.—Granted request for waiver Sec. 1.364; granted additional 60 days.

WBTH Williamson, W. Va.—Granted 30-day extension to complete transfer of control.

KRKD Los Angeles—Granted license renewal for period ending 5-1-47.

KEX Portland, Ore.—Granted further extension of license on temporary basis only.

KGW Portland, Ore.—Same.

KIEV Glendale, Cal.—Same.

KMTR Los Angeles—Same.

WSPA Spartanburg, S. C.—Same.

National Broadcasting Co.—Dismissed without prejudice at request of applicant, applications for CP new commercial television stations at San Francisco and Denver and ordered that petition filed by NBC to amend Sec. 4.226 be considered withdrawn.

Applications . . .

AUGUST 28

Commercial Radio Equipment Co., Washington, D. C.—CP new developmental station, 44,700 kc 250 w, special FM emission; CP new satellite developmental station, 44,700 kc 100 w, special FM emission

Board of Education, Toledo City School District, Toledo, O.—CP new noncommercial educational station, 42,100 42,300 42,500 42,700 42,900 kc 250 w, special FM emission (resubmitted).

WKEY Griffin, Ga.—License to cover CP increase power and install new antenna.

WMLL Evansville, Ind.—CP change 44,500 kc to 43,100 kc, coverage from 8,400 to 17,458 sq. mi., move transmitter and install new transmitter and antenna (resubmitted).

Herald Pub. Co. of Klamath Falls, Klamath Falls, Ore.—CP new standard station, 1450 kc 250 w unlimited.

AUGUST 29

WSVA Harrisonburg, Va.—Acquisition of control by Frederick L. Allman through purchase 50 sh common (16.66%) from Charles P. Blackley.

WHK Cleveland—CP new commercial television station, Channel 2.

WSAP Portsmouth, Va.—CP new FM station, 47,300 kc, 6,000 sq. mi., $36,500 estimated cost.

WKPT Kingsport, Tenn.—CP change operating assignment amended to change type of transmitter and change transmitter location.

J. W. Birdwell, Nashville, Tenn.—CP new commercial television station, Channel 1.

Mutual Broadcasting System, Chicago—Extension authority to transmit programs to Mexican Radio Mil network for period beginning 9-28-44.

AUGUST 30

WHDH Boston—CP new developmental station, 47,700 kc 1 kw, special FM emission.

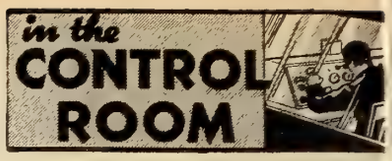
WHBC Canton, O.—License to cover CP authorizing change assignment.

WMPS Memphis—Transfer control from Memphis Pub. Co. to WMPS Inc.

Maison Blanche Co., New Orleans—CP new commercial television station, Channel 1.

Farnsworth Television & Radio Corp., Ft. Wayne, Ind.—CP new experimental television station, Channel 3.

KRSC Seattle—CP new FM station 44,300 kc, 8,200 sq. mi., $31,000 estimated cost.



JONES P. TALLEY Jr., former control operator at WJDX Jackson, Miss,. is now on the transmitter staff of KRLD Dallas.

JOHN T. DOWDELL, chief engineer of WIBX Utica, N. Y., has been appointed consulting engineer and adviser for the Utica police radio system. He will continue at WIBX.

FRANK J. McCLOSKEY, formerly associated with Gross Distributors, New York, distributors of Stromberg-Carlson radios, has been appointed region radio sales representative of Stromberg-Carlson Co., Rochester.

LEE ROY KOPP, released from the Navy, has joined technical staff of KWG Stockton, Cal.

VELMA SATHER is a new member of the control room staff of WDAY Fargo, N. D.

BILL PARKER, chief engineer at KVAK Atchison, Kans., expects to take time off this winter to attend St. Benedict's College.

RUDOLPH W. RAABE, for the past two years chief engineer of WRNL Richmond, has returned to WRVA Richmond as control operator.

GLENN SAMUEL COLLINS Jr., previously wth KOME Tulsa, has joined the engineering staff of KOMA Oklahoma City.

HARRY PANCHOT, formerly at KRJF Miles City, Mont., has joined the engineering staff of KGVO Missoula, Mont.

WINSTON CHILTON, former engineer of WAGA Atlanta, has joined technical staff of KMTR Hollywood.

RAYMOND PROVOST, former engineer of KGB San Diego, has shifted to KPAS Pasadena, Cal.

DUNCAN CALDWELL, former engineer of KMPC Hollywood, has shifted to CBS Hollywood technical staff.

R. W. BRIGGS, new to radio, has joined technical staff of Radio Central, Los Angeles.

JACK JONES, chief engineer of WCBI Columbus, Miss., and maintenance engineer for the Mid-South Network, is the father of a boy.

PROFESSIONAL DIRECTORY

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Qualified Radio Engineers
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Consulting Radio Engineer
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- 321 E. Gregory Boulevard, Kansas City, Mo.
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Phone: Metropolitan 0540

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CONSULTING RADIO ENGINEERS
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Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

WANTED!!
SALES REPRESENTATIVES
POST-WAR
Prominent manufacturer—Frequency modulation transmitters and associated equipment has open territories for capable representatives widely acquainted in broadcast field. Engineering background preferred.
Must have good financial standing. Write giving full particulars, territory desired.
Box 628, BROADCASTING

—Classified Advertisements—

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

ansmitter and control operator for 250-watt station located in Indiana. Salary open. State education, experience and enclose a snapshot. Box 544, BROADCASTING.

ansmitter Engineer for 5 KW midwest station. Must hold Radiotelephone First Class license. Salary, $45.00 per week. Also, control room operator. Salary $40 per week. State experience and education, and enclose a snapshot. Box 546, BROADCASTING.

rsatile announcer—If you are experienced and capable on general announcing will start you at $175.00 monthly. If you are also adequate on sports and some play by play we will raise the ante. Send full details with reply. Box 506, BROADCASTING.

nouncer—Outstanding local network affiliate wants all-around announcer of proved ability and experience. Offer $175.00-$225.00 monthly depending on qualifications. Tell everything with first letter. Box 605, BROADCASTING.

dium sized Chicago advertising agency wants intelligent, experienced girl with bookkeeping background to handle billing and paying. Prefer girl with experience handling radio contracts. Box 613, BROADCASTING.

anted—Announcer that is good enough to draw top pay with Blue affiliate. Include all information yourself first letter and when can report for duty. Box 614, BROADCASTING.

anted: Experienced promotion man for NBC affiliate near New York City. Box 621, BROADCASTING.

ntinuity Writer, man or woman, for growing independent regional western Pennsylvania station. Good salary, opportunity for advancement. Send sample copy to Box 630, BROADCASTING.

anted—Man with restricted or second class operator's license as transmitter operator. Young, alert, ambitious to go ahead. Must get first class license on job, study and learn entire station maintenance and technical operation with view to eventually becoming chief engineer. Must be able to get along well with associates in small, friendly, successful eastern station. Start for restricted license $25, second class $30. Will receive $40 start with first class ticket, $50 start as chief engineer. Frequent raises for right man and secure post-war situation. Write full details first letter to Box 631, BROADCASTING.

nager wanted, capable of exploiting nationally known name. If you have the contacts and know your stuff, communicate with Nick Dragonette, Box 634, BROADCASTING.

y writer, experienced. Good position with 1,000 watt midwest station. Good salary, based on your experience, for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

f engineer wanted for 250 watt Mutual station. Permanent position in non-defense area. Give experience, salary requirements first letter, KFFA, Helena, Arkansas.

ouncer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio station KSEI, Pocatello, Idaho.

unt Executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Announcer experienced in sports and commercials. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Announcer—Fluent ad-lib versatile personality announcer with continuity and production ability. KTFI, Twin Falls, Idaho. Located in non-defense farming area with post war stability. Send photo, draft status. Reference, transcription.

Wanted—First class operator, progam director, announcer. Good opportunity for right men. Non-defense area. Replies confidential. WTMC, Ocala, Florida.

Wanted at Once. Operator or operator-announcer holding restricted telephone permit. Give experience, draft status and salary required in first letter. WPAD, Paducah, Kentucky.

Announcer—KTHT, a new 250 watt Mutual station, of Houston, Texas, will pay $175.00 per month basic salary, for an experienced announcer. The man who fills this position must be capable, ambitious and willing to grow and advance with the station. Contact Fred Alexander, Program Director, KTHT, Fifth floor, Southern Standard Building, Houston 2, Texas.

Wanted—Associate chief engineer. Permanent. Some announcing. Free apartment. Forty-five dollars. Wire or write J. C. McCoy, WAIM, Anderson, S. C.

Wanted—Chief engineer by station planning expansion. Sixty dollars per week. If desire, job also includes service on police and sheriff department stations, which pays additional revenue. Write WICA, Ashtabula, Ohio.

Situations Wanted

Announcer—Experienced news, sports, commercials, ad-lib. Draft exempt. Go anywhere. Available two weeks. Box 616, BROADCASTING.

Writer-producer-director. Diversified script experience 50,000 watt key network station; top agency commercials; 15 years writing experience, newspapers, magazines, publicity, radio. Free lance assignments considered. Age 36. Married. Family. Draft deferred. Available September 22. Box 617, BROADCASTING.

Station Manager or chief engineer, now employed available four to six weeks. Age 38 with fifteen years success in these two positions. Familiar with and experienced in FCC regulations and hearings. Left broadcast field past three years to do specialized radio work as civilian for Armed Forces. Now employed by large radio company. Permanent forward looking connections in west preferred. Box 625, BROADCASTING.

Situations Wanted (Cont'd)

Television Director—Young woman with originality, imagination, and comprehensive background of television programming; 2 years experience, available to active station or agency. Box 536, BROADCASTING.

Available—station manager. 8 years radio experience; now in fifth year as station manager. Age 30, 4F draft status, B. A. degree. Familiar with all phases broadcasting including sales, production, management, continuity and on-the-air work. Single. Eastern or midwest location preferred. Want permanent affiliation, preferably with station planning television. Box 598, BROADCASTING.

Successful editor-newscaster presently employed by 50 KW station desires change. State salary. Box 615, BROADCASTING.

Producer-Writer. Young woman, 25. Women's and children's programs. Can double in announcing. Available now. Box 618, BROADCASTING.

Special events announcer. Play by play sports. Name bands, also some commercial announcing and newscasting. Draft deferred. College background. Ex-athlete and newspaper sports writer now employed, but seeking field of larger opportunity. For disc send best offer. Box 619, BROADCASTING.

Comedy writer with originality. Have network credits. Also producer, writer, actor and creator of shows, supporting two fathers, three mothers, and four stepbrothers, all cripples and starving. Open to offers before joining Foreign Legion. Box 620, BROADCASTING.

Chief Engineer, radio broadcasting, communications, ten years diversified experience. Specialist audio facilities. References exchanged. Draft status improbable. Salary $100 week. Box 622, BROADCASTING.

Sales Manager, 12 years sales and promotional experience, programming, ideas, aggressive, but not high pressure, capable taking charge station or assisting general manager. Married, exempt, references. Box 624, BROADCASTING.

Radio Engineer. First class license. Prefer connection with station in midwest. Fifteen years broadcasting. Please give complete information first letter. Box 626, BROADCASTING.

Are you looking for a woman with all-round radio experience? Women's and general program work BBC, CBC. Free-lance and agency copy-writing, magazines and newspaper writing. Wholesale, retail, space, and idea direct sales-contacts. Well-traveled. Friendly voice. Unusual food experience makes me "missing link" between one-to-three generation homes:—and domestic scientists. Free, go anywhere. For detailed information write Box 627, BROADCASTING.

Senior announcer—Seeking junior executive position in program department of progressive station. Solid radio background with emphasis on newscasting, announcing personnel, studio supervision. Complete details upon request. Box 632, BROADCASTING.

Salesman—Well-experienced. Hard worker. Could direct sales or station. Seeks change. Box 633, BROADCASTING.

Situations Wanted (Cont'd)

Program Director-Chief Announcer. Draft exempt, experienced, neat, ambitious. Out for permanent position in pleasant community where I can build for the future. Write Box 635, BROADCASTING.

Announcer—College graduate, 3 years experience, one as chief. Want position with progressive station with opportunity for advancement. Write Box 636, BROADCASTING.

News writer—Also acting, announcing experience. Prefer eastern city. Box 637, BROADCASTING.

Woman continuity writer—Experienced commercial, music continuity, announcing in metropolitan station. Box 638, BROADCASTING.

Experienced football announcer—Plus baseball, basketball, boxing. Six years staff experience, 4-F. Box 639, BROADCASTING.

Football announcer. Thoroughly experienced. Live, reconstructions. Available Fridays, Saturdays or Sundays. Box 640, BROADCASTING.

Production director, announcer-musician, interested in progressive station with plans for FM and television. Write Jules Seidman, 11 Waverly Place, N. Y. C.

Young lady, 20, educated in Switzerland, speaks French, German. Previously an announcer for French Hour, WBNX in New York. Your correspondence is invited. Joan Klaus, 4213 Forley St., Elmhurst, L. I., N. Y.

Wanted to Buy

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—Full or part interest in local station. Box 589, BROADCASTING.

Will pay cash for 150 foot antenna with coupling unit and lighting system, one frequency monitor and one modulation monitor. Interested in all or part. Box 602, BROADCASTING.

Wanted—Full or part interest in small station. Box 611, BROADCASTING.

Wanted—Communications receiver in good condition, similar to HQ-120-T. Also good quality preselector of any well known make. Wire details and price to WLOG, Logan, W. Va.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

For Sale

Sell—Supreme No. 585 diagometer. Supreme No. 571 generator. Other goods. Box 623, BROADCASTING.

For Sale—One Blaw Knox 330 foot, 27 ton tower, 40 foot base, no insulators, ready for shipment, ideal for FM, make offer. Box 629, BROADCASTING.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"

Radio Engineering Consultants

Commercial Radio Equip. Co.

Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

United Manufacturing Corp.
Division of
U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
District 1640

NATIONAL DESIGN SERVICE
Engineers and Designers
AM - FM
TELEVISION
Now Designing for Post War
96 Liberty St., N.Y.C. Beekman 3-0207

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633 Dominion Sq. Bldg., Montreal, Canada
FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
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The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course
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Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

Weekly Cycle of Broadcasting Basis of New Coverage Plan

Operating Method of Project Adopted by the War Conference in Chicago Is Described

PROPOSED method of a uniform yardstick by which to measure radio coverage, as adopted unanimously last Wednesday by the NAB Executives War Conference, is designed to ascertain station circulation on the basic premise that the cycle of broadcasting is one week. Questions are formulated on the proposed controlled mailed ballot to measure station circulation in a week's cycle.

Survey Breakdown

The survey would be broken into station circulation areas, delineated by counties and possibly by cities and portrayed by three levels of circulation percentages of radio families: Primary, 50% or more; secondary, 25-50%; tertiary, 10-25%. Ballots, to be titled "1945 Radio Station Ballot", will contain the following:

(1) Explanation of the survey; (2) appeal for cooperation; (3) news of a token gift (of small monetary value) attached, to create incentive to complete and return the ballot; (4) general instructions for filling out the ballot and mailing it.

Introductory question is: "What radio stations do you listen to? at night--------; in the daytime--------; how often each week? Please answer 1, 2 and 3."

Question 1—List below: The call letters of all radio stations which you or someone in your family listens to in your home —at any time.

Question 2—Check: x, in the proper column, the number of nights a week (after dark) each of these stations is listened to in your home. There must be one check for each station.

Question 3—Check below: x, in the proper column, the number of days a week (before dark) each of these stations is listened to in your home. There must be one check for each station.

Questions 2 and 3 are designed to disclose listening in the weekly cycle as follows: 3-7 nights or days per week; 1 or 2 nights or days per week; occasionally, less than 1 night or day a week; never at night or never at day.

At the bottom of the three major question columns is this final appeal:

"Did you answer 1, 2 and 3 above, completely and fully? Remember that for every station that's listed in 1 there must be a check in one of the squares on that same line for question 2 and another for question 3."

Statistical questions are (1) How long have you lived in your present neighborhood? (2) How many radios do you have in working order? (3) Does your family have an automobile? (4) Do you have a telephone? (5) How many people are there in your household?

A final appeal on the folded, gummed-edge and stamped ballot, is: "Before sealing and mailing your ballot, please check to see that all questions have been answered completely."

Space is provided for remarks. Respondents may sign their names if they wish.

A hypothetical tabulation, listed for NAB members, of WGGG a 1,000 w station in Philadelphia operating on 1,000 kc, was posed as follows:

Total ballots from Philadelphia county, 1,000; checks in 3-7 plus 1 or 2 columns, 600; checks in less than 1 plus never columns plus ballots where WGGG was not listed, 400; divide 600 by 1,000 for 60%, which is applied to radio families to arrive at circulation.

Philadelphia county has 487,715 radio families and 60% circulation is 292,629 radio family circulation. Night circulation is estimated at 454,000 listening families and daytime circulation at 390,000 listening families. Detail is available by county showing not only the circulation for each county, but also the present circulation.

Counties will be the basic units and certain cities will be separately measured, according to Mr. Feltis. Economic levels of families will be a basic element with three classifications: Upper, middle and lower thirds of each of the following census groups of radio families: (1) urban; (2) rural non-farm; (3) rural farm.

Cost of the measurement, which would be taken every two years under the proposed plan, is estimated at $1,000,000, based on a per-ballot cost of $1 and 1,000,000 ballots. Mr. Feltis told the NAB Board of Directors Monday night that it is estimated radio now spends $700,000 every two years on various types of measurement.

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, cited the importance of proper research measurements for advertising as the nation approaches the postwar period.

Agency Comments

At the Board meeting Dietrick Dirks, president of KTRI Sioux City and chairman of the NAB Sales Managers Executive Committee, cited the following comments of agency executives:

Leonard Bush, Compton Adv.—It's swell! This will give more definition of radio circulation than the ABC did of newspaper circulation in its beginning.

Helen Wilbur, Doherty, Clifford & Shenfield—Briefly, I'm all for it—the sooner the better!

Harry Woodworth, BBDO—A definite step forward in clearing up confusion in the whole radio industry.

Beth Black, Joseph Katz Co.—You have heard me speak out often enough about the present confused and confusing data to know that I think the plan outlined is a tremendous advance and would be of the greatest value to agencies.

Carlos Franco, Young & Rubicam—I have promulgated this plan for a long time and I'm all for it.

Arno Johnson, J. Walter Thompson Co.—I consider this the most forward step yet proposed by the radio industry. It is fundamentally sound and will fill a gap that has seriously hindered agencies and advertisers in scientific use of radio as a medium.

Richard Dunne, Kenyon & Eckhardt—I completely endorse the object of this plan.

Frank Kemp, Compton Adv.—the adoption of the proposed NAB coverage and circulation method would be a great step forward. It is something that has been needed for years.

Linnea Nelson, J. Walter Thompson Co.—This seems to be the answer to what we have been seeking for years. I only hope that it is approved and adopted while those of us who have pleaded for it are still around to use it.



Drawn for BROADCASTING by Sid Hix

United Drug Discs

UNITED DRUG Co., New York, has completed recording of four quarter-hour transcriptions titled "Rexall Review" for November release on 217 stations in connection with Rexall's national one-cent sale. Transcribed in Hollywood, the recordings feature Robert Benchley, Charles Butterworth, Cass Daley, Ray Eberle and Lud Gluskin's orchestra. Harlow Wilcox is announcer. Sam Hartford, advertising manager of United Drug Co. and executive in charge of sales, and Arthur White, account executive of N. W. Ayer & Son., agency servicing drug account, supervised cutting of transcriptions. Phil Cohan was assigned Hollywood agency director.

HOOPER REPORTS PM LISTENING UP

HOOPER report of Aug. 30 issued by C. E. Hooper Inc., shows an increase over the last report on three counts, but continues to show lower ratings than those for the same period a year ago. Average evening program rating of 5.8 is up 0.5 from the last report, down 0.9 from a year ago. Average sets-in-use of 20.1 is up 1.3 from last report, down 1.0 from a year ago. Average available audience is 71.4, up 0.1 from last report, down 2.3 from a year ago.

Take It or Leave It leads the list of the first 15, with *Mr. District Attorney* second and *Your Hit Parade* third. The list continues as follows: Gracie Fields, Phil Harris (2d half-hour), Phil Harris (1st half-hour), *Man Called X*, Gabriel Heatter (Tues. & Thurs.), Walter Winchell, *Screen Guild Players*, *Mayor of the Town*, Edward Everett Horton, *Can You Top This*, Frank Sinatra and Gabriel Heatter (Mon., Wed. & Fri.).

Carter Drops Series

CARTER PRODUCTS, Inc., New York, on Sept. 24 will drop the Carter's Little Liver Pills program, *Keepsakes*, on the Blue, Sundays, 8:30-8:55 p.m. Although Carter is not renewing the time, it is understood that Ted Bates, agency handling the account, is working on another program for the company. Carter, on behalf of Arrid, a deodorant, is currently sponsoring *Deadline Dramas* and Jimmie Fidler, on the Blue, with the latter program handled by Small & Seiffer, New York.

NAB Ad Post Goe To Helen Cornelius

Director of OCR Surveys Wi Assist Lewis H. Avery

HELEN CORNELIUS, appoint Assistant Director of Retail Rad Advertising of the NAB, w formally introduced to the me bership la Tuesday at th opening sessi of the War Co ference.



Helen Cornelius

Miss Corneli has been surv director of t Office of Civili Requiremen War Producti Board. Her reer began on newspaper and she subsequen served various retail stores merchandising consultant and ma ager. For several years she w merchandising editor of *Harpe Bazaar*. She also operated l own merchandising and promot bureau.

Headed OCR Survey

When the War Production Boa asked her to head its OCR sur division, she closed her own bu ness to take the Government p In her new position with NAB will supervise a year's retail t with Joske's of Texas, San A tonio, and will work with Le H. Avery, Director of Broadc Advertising.

In her introductory speech M Cornelius told the NAB that "retailer must merchandise advertising, especially radio". cited results of surveys which i cate that when the war is o housewives are prepared to appliances and other necessi now off the market. Radio m and will play an important par helping to sell new merchanc she added.

Jenkins Retires

ALEXANDER T. JENKINS, cl Security Section of the Engin ing Dept. of the FCC, is reti from the Government after 30 y continuous service with the I state Commerce Commission the FCC, it was reported last w Joining the Commisison in 193 senior telephone and telegraph gineer in the Common Carrier vision, Mr. Jenkins was appoi principal engineer in January 1 A graduate of Iowa State Co in 1902, he had worked with Telephone in various capac prior to his Government affili with ICC in 1914. Mr. Jenki also a veteran of the Spanish-A ican War.

Ebling to Use Air

EBLING BREWING Co., York, through Street & Fi New York, has appropriated able radio budjet for a fall for Premium Beer, distribut the East, marking its first u the medium.

HIGH SCHOOL STUDENT Dorothy Poindexter says of radio, "Gosh, radio is simply out of this world. Harry James or the Radio Theatre or Frankie Sinatra —we like them all. You should see the kids when the loudspeakers are on in the classrooms. It's fun to learn that way. That's for me!"



DEDICATED
IN BEHALF OF
AMERICAN
BROADCASTING
TO THE HOME AND THE COMMUNITY

Readin', Ritin', Rithmetic — and Radio

What is the mental age of an average American? The broadcasting industry is aware that its influence alone during the past twenty years has been greatly instrumental in advancing this nation's I. Q. KMBC has always set aside a generous portion of sustaining radio time for pure educational purposes. Its *Classroom of the Air,* the *Big Brother Club* and wholehearted participation on the *American School of the Air* are all widely known. At present KMBC at its own expense is completing a personal interview survey with radio stations throughout the country to prepare itself for even broadened responsibilities in the postwar world.

Of course — **KMBC-FM** — *An extra service at no extra cost!*

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS

"I don't see how you could improve upon that"

—Claude H Wickard, Secretary of Agriculture



Credo of the WKY Farm Reporter

TO CONTRIBUTE

—to the security of life on the farm

—to the advancement of the science of farming

—to the social and economic advancement of our farmers

—to the conservation of the soil resources of our state

—and to proper utilization of its fertility

August 8, 1944

EDD LEMONS, WKY "FARM REPORTER"

● Speaking from Washington on August 8 to more than 600 of Oklahoma's leading agricultural, business, financial and educational leaders assembled in Oklahoma City to dedicate WKY's new farm service program, the Honorable Claude H. Wickard, Secretary of Agriculture, repeated the credo of WKY's "Farm Reporter" with the comment, "I don't see how you could improve on that as a charter for the Farm Service Department." Present at the dedicatory program were Undersecretary of Agriculture Grover Hill, Oklahoma's Governor Robert S. Kerr, President Henry G. Bennett of Oklahoma A. & M. College, and scores of prominent farm-conscious Oklahomans who echoed Mr. Wickard's praise.

Inauguration of this new farm service program under the direction of Edd Lemons, long a leader in Oklahoma farm affairs, immediately sparked widespread interest in Oklahoma soil and farm improvement which already is rapidly being fanned into a plan of statewide action.

WKY
OKLAHOMA CITY

REPRESENTED BY
THE KATZ AGENCY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: The Daily Oklahoman and Times ★ The Farmer-Stockman ★ KVOR, Colorado Springs ★ KLZ, Denver. Affiliated Management

PRINTED IN U.S.A.

SEPTEMBER 11, 1944

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

DENVER is one of the nation's

PLUS-H MARKETS

Denver is 22nd in Population

Denver is 19th in Retail Sales

Denver is 15th in Drug Sales

Denver is 25th in Food Sales

Among Cities East of the Rockies

KLZ

Delivers the

DENVER MARKET

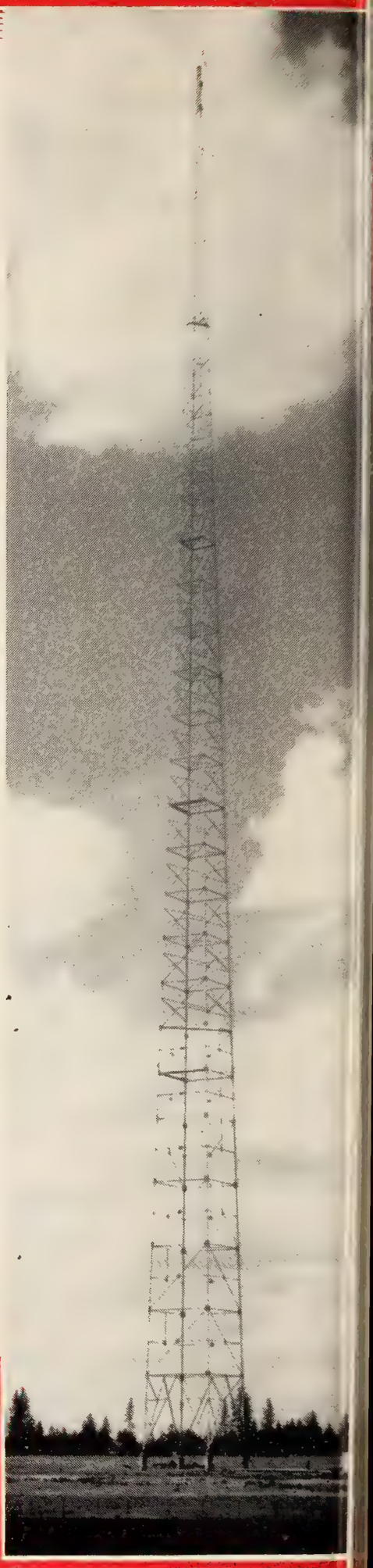
Are YOU putting Major Market Sales Effort in the Denver Market?

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

Represented by

THE KATZ AGENCY

A LANDMARK
of the Inland Empire—
KHQ's 820-foot Tower.



Completely Covers the KHQ Vast Inland Empire



The Inland Empire
Nation's Bright Spot

1943 Effective Buying Income	$908,942,000
1943 Farm Income	301,104,000
1943 Retail Sales	482,999,000
*1943 Per Capita Buying Income	2,252
National Per Capita Average	1,103

A Few Comparisons
1943 Buying Income

Spokane Trade Area	$908,942,000
Newark, N. J.	868,191,000
Cincinnati, Ohio	859,868,000
Minneapolis, Minn.	850,267,000
Buffalo, N. Y.	724,400,000

**Second Highest in the Nation—Sales Management Magazine, May, 1944.*

5000 Watts—590 Kilocycles

Owned and Operated by

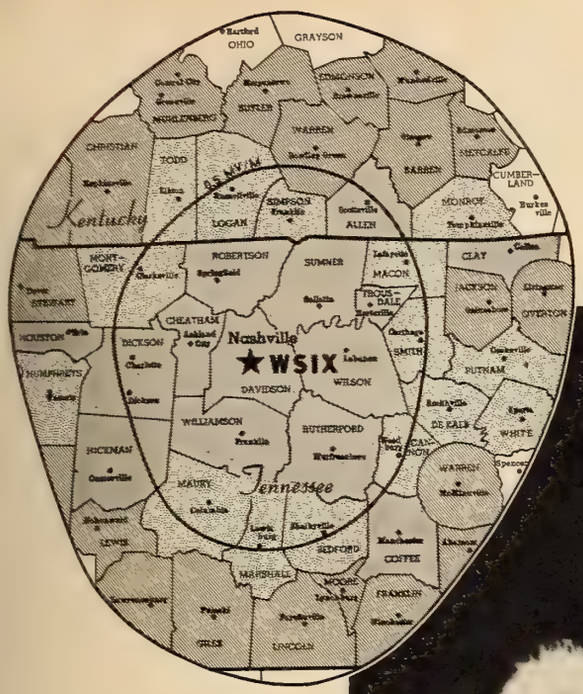
LOUIS WASMER, *INC.*

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

The Only Single Medium *Completely* Covering the Inland Empire

ARE YOU LISTENIN'?





5,000 WATTS
980 KILOCYCLES

NASHVILLE people listen to WSIX. Surveys prove how much more they listen morning and afternoon. Night audiences too are increasing to an amazing extent.

WSIX's listening area closely parallels the true trading area of Nashville — marketing, distributing and shipping center of a wealthy market. Within WSIX's Primary Area live 803,981 people (1940 Census) who transacted a total retail business of $200,558,000 for the year ending 9-30-43 (Sales Management). WSIX's Primary and Secondary Areas together have a total population of 1,249,962. For low cost and high coverage it will pay you to use WSIX.

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.
BLUE **MUTUAL**

The top network programs in news and entertainment are skimmed from BLUE and MUTUAL for WSIX broadcasts.

WHO WOULDN'T LISTEN TO -

Earl Godwin	Cedric Foster	Walter Winchell
Boake Carter	Walter Compton	Fulton Lewis, Jr.
John B. Kennedy	Leon Henderson	Martin Agronsky
Upton Close	Arthur Hale	Raymond Gram Swing
Gil Martyn	Drew Pearson	Paul Neilson

THE KATZ AGENCY, *National Representatives*

Published every Monday, 43rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.


They're
WEEI
CBS

making a fortune with Fortescue...

In suburban Stoneham, outside Boston, two New Englanders named Eldred and Barbo make and sell good furniture. The other day they signed a contract renewing their participation on Priscilla Fortescue's WEEI program, *Good Morning, Ladies,* for 52 more weeks.

Twenty-seven months ago Eldred & Barbo were just furniture-makers. They decided to open their own retail store in Stoneham. All they needed to get ahead in this pleasant town-out-of-town was some customers. Tough problem. Against gravity, you might say. Ten miles out by bus or by trolley...

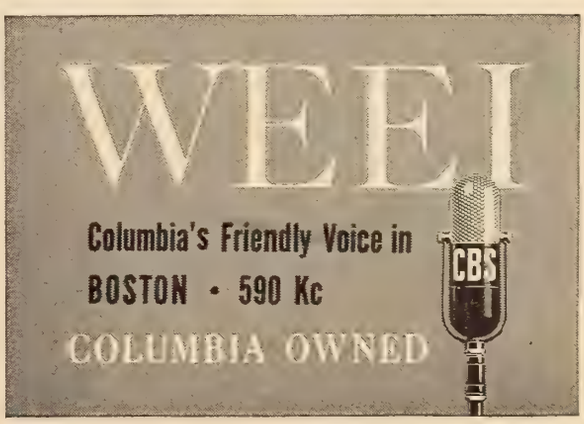
Then they heard about Priscilla Fortescue and her daily *Good Morning, Ladies* program. They bought a participation. People began to "come out to Stoneham" to see the furniture she talked about. Eldred & Barbo upped their advertising budget. Then upped it some more. Now they're on Priscilla's program 6 days a week... every week.

Why, some evenings nowadays their sales run into the thousands...

Priscilla's formula is simple, direct. Plain philosophy; friendly chats each day with a guest—maybe a seamstress, maybe a movie star. *Good Morning, Ladies* is selling 11 different products and services a week. (In one recent week three sponsors renewed for a solid year.)

Sooner or later there'll be a chance to put your product or service on her counter. But the right time to fix this—with us, or with Radio Sales—is *now.*

Represented by Radio Sales, the SPOT Broadcasting Division of CBS





WWL Advt.
Nov. 1941

Today—

When You Think of

NEW ORLEANS

. . . You Think of

549,281 RATION BOOKS NO. 4



. . . AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL



WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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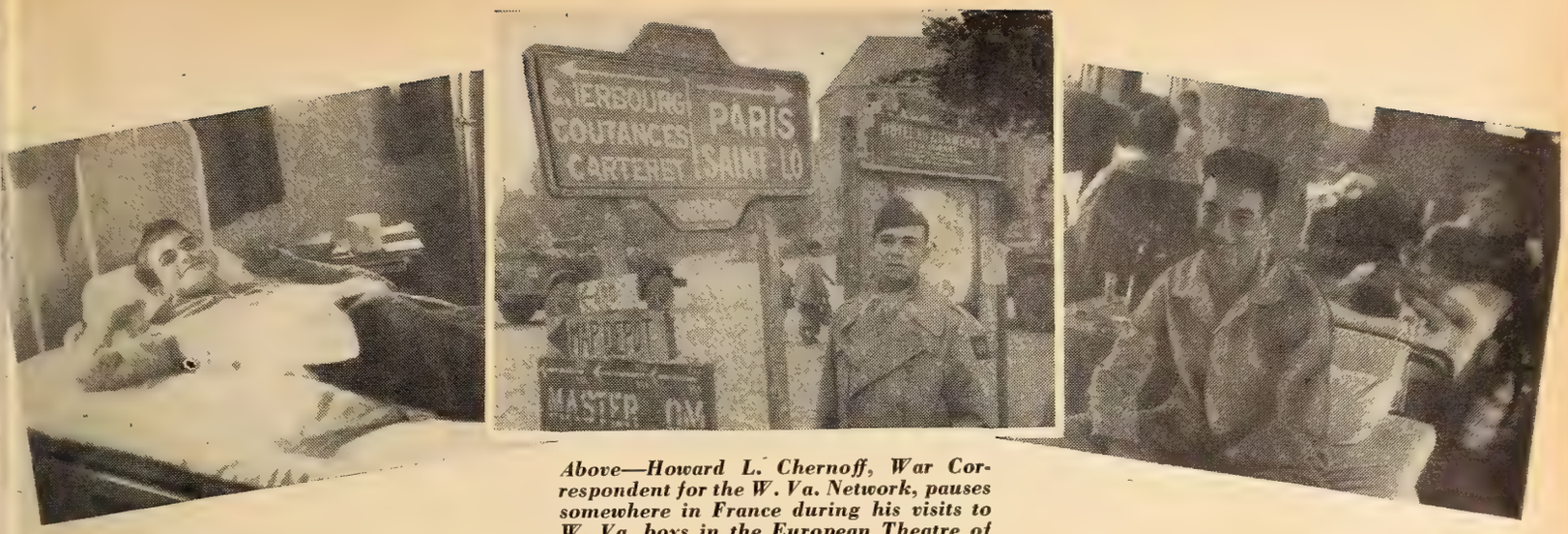
CANADA
417 Harbour Commission Bldg., Toronto. Elgin 0775. James Montagnes

Nebraska's Capital City Area is
"LAUGH HAPPY"
because of our
THIRTEEN COMEDY PROGRAMS!

BREAKFAST AT SARDI'S
LADIES, BE SEATED
ETHEL & ALBERT
GLAMOUR MANOR
BREAKFAST CLUB
STOP OR GO
MILTON BERLE
LOWER BASIN STREET
MARY SMALL'S REVUE
BLIND DATE
LIFE OF RILEY
NIT WIT COURT
ED WYNN'S NEW SHOW



Blue and Mutual Networks
KFOR LINCOLN Nebraska
"Nebraska's Capital City Station"



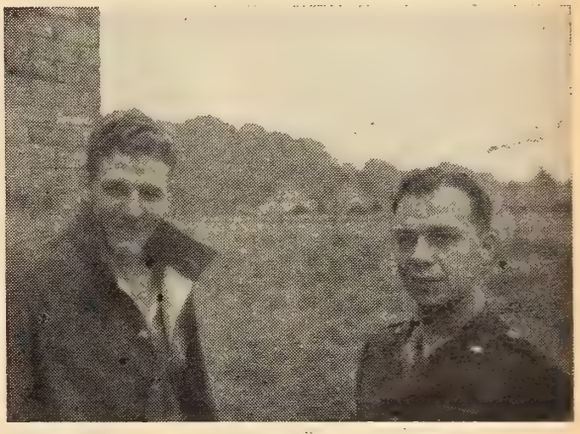
Above—Howard L. Chernoff, War Correspondent for the W. Va. Network, pauses somewhere in France during his visits to W. Va. boys in the European Theatre of War.

Pictures tell the story of

PUBLIC SERVICE

by the West Virginia Network and its own

WAR CORRESPONDENT







The distance of war can't help but seem shorter to West Virginia homefronters when they hear the voices of their loved ones via Howard L. Chernoff's trans-Atlantic and recorded broadcasts. We're mighty proud to be able to render such appreciated public service, by having our own war correspondent in France with our own West Virginia boys.

Not only does Chernoff enable the folks back home to hear their loved ones by radio broadcasts, but he also pictorializes his meetings with these boys. We at this network see to it that every mother, wife or family get a photograph of these meetings.

It is our opinion that at this time there is no finer way to serve our listeners. In doing this, we've established a bond of friendship that will carry on through the years.

The West Virginia Network

JOHN A. KENNEDY, President
(On leave, U. S. Navy)

WCHS—Charleston
WBLK—Clarksburg
WSAZ—Huntington
WPAR—Parkersburg

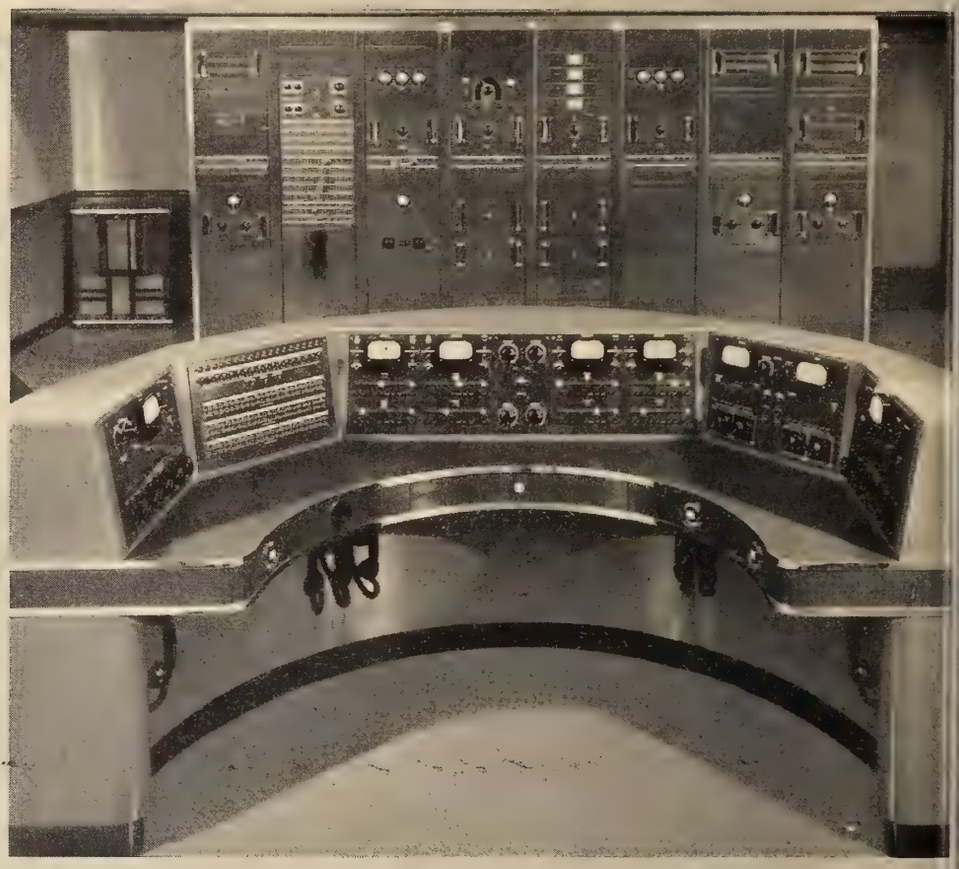
Represented by the Branham Company



High-quality microphones for AM, FM and Television sound broadcasting.

YOUR RADIO PROGRAM MAY GO

Custom-built control room equipment designed to individual station requirements.





Portable Television Camera — one of many RCA Television developments.



Recent model RCA Turntable offers combination pickup for lateral and vertical transcriptions.

IN SWEET ♩♩♩♩ BUT HOW WILL IT GO ON THE AIR?



MODERN broadcast stations are so efficiently operated that the advertiser seldom thinks about the studio and transmitter equipment making it all possible. Yet, the whole success of his radio advertising depends on the ability of that equipment to do justice to his program.

For over a decade RCA has made the finest broadcast equipment available. The station that uses RCA equipment does not gamble on results.

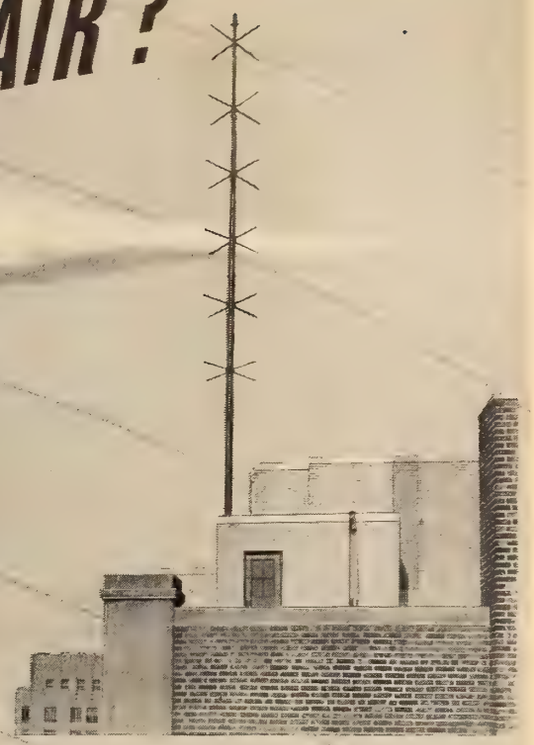
If you are planning to build a broadcasting station, or to sponsor a radio show, remember that you are staking your dollars on *equipment*.

RCA Broadcast Equipment in the station you own, or the stations you use, will give you the kind of support you want —support you can depend on—whether your program goes out via AM, FM or Television.

RCA makes them *all*.



BUY MORE WAR BONDS



Turnstile antennae for FM and Television.



AM, FM and Television Transmitters — RCA makes them all.

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY.. *In Radio.. Television.. Tubes*
Phonographs.. Records.. Electronics



"I'M A LITTLE ROBIN, FOLKS— SPEAKING FOR ROBIN RINSE!"

Okay, Butch—if you're a little robin, why don't you use Sonovox, and talk in a robin's *voice?*

Sonovox can make birds talk *in words*—can *articulate* in almost any sound. But you have only scratched the surface of Sonovox possibilities when you use such elementary ideas as having Towser *bark* a commercial, in words, for Woof-Woof Dog Biscuits! Many of the most effective Sonovox applications are the ones where there's no obvious "tie-in"—where there's merely a good commercial spoken in the sweet voice of a violin, or the hum of a motor, or in any other unusual, memorable voice *that's different!*

Your imagination is the only limiting factor to what Sonovox can do for you. It's a rare opportunity for creative minds.

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., *Exclusive National Representatives*

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co. and
Wm. Esty & Co., Inc.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Quaker Oats Company
Ruthrauff & Ryan, Inc.

Radio Corporation of America
Ruthrauff & Ryan, Inc.

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra

Shell Oil Company, Inc.
J. Walter Thompson Co.

Stanco, Inc. (Mistol)
McCann-Erickson, Inc.

U. S. Treasury Dept.

Universal Pictures Company, Inc.

Warner Brothers Pictures, Inc.

Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.



CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 3667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 11 WASHINGTON, D. C., SEPTEMBER 11, 1944 $5.00 A YEAR—15c A COPY

Dewey Demands Free Radio, Revised Law

Asserts FCC's Role Should Be Limited To Technical Regulation

By SOL TAISHOFF

Copyright 1944, Broadcasting Publications, Inc.

HOW DOES Gov. Thomas E. Dewey, the Republican Presidential nominee, stand on radio? Does he go beyond the "free radio" plank of the Republican platform adopted last June? Is he opposed to rigid Governmental restraints? Does he favor a ban on sponsorship of news and commentators?

Through arrangements made by the Republican National Committee, I interviewed Mr. Dewey last Wednesday in New York—just before his departure for his first nationwide campaign trip. I found him unusually well informed on all aspects of radio. His answers were brisk and direct.

The views of Franklin D. Roosevelt, the Democratic nominee, are well documented and are reflected in the policies and philosophies of the FCC during the last dozen years of the President's incumbency. Mr. Dewey's views, aside from his thumping endorsement of the "free radio" plank in the GOP platform and his praise for the war job radio has done, heretofore have not been expressed. He pulled no punches in answering my questions.

Role of FCC

Like President Roosevelt, Gov. Dewey knows radio and is an accomplished radio speaker. He is relying heavily upon radio, both network and spot, to carry his ticket to victory in November.

The Republican Platform calls for a "new radio law which will define in clear and unmistakable language, the role of the FCC". I asked Gov. Dewey to elaborate on that. In a twinkling he responded:

"I believe that the FCC should have no right of censorship, that it should not control the content of radio programs. It should stay in the field of regulating technical facilities. And when the FCC starts to control program content, free radio goes out the window."

Gov. Dewey made it clear that he thought of Government ownership or operation of stations is abhorrent to him and to his party. "Radio in this country," he said, has made its great development as part of our American enterprises. The Government no more belongs in this field than in the field of the newspaper and the magazine."

What about the proposal of Senator Wheeler (D-Mont.) that sponsorship of news and commentators be banned, I inquired.

"It is as bad for Congress to legislate in this field as it is for the FCC to regulate program content," was the rejoinder.

Taking cognizance of the activities of the CIO Political Action Committee in seeking to force radio into giving CIO free radio time, Gov. Dewey said he felt radio should present all points of view and that it should "guard free speech zealously". But he quickly added:

"No organization that is a rump part of one wing of a political party has a right to demand radio time on behalf of its activities for that party."



GOV. DEWEY

Keenly aware of the impending development of both FM and television, Gov. Dewey feels they offer "great potentials for service to the public and to the stimulation of business". Then he observed:

"The role of the Government in assisting industry to advance should be one of cooperation and encouragement rather than attempting to apply new social concepts that would hamstring such developments.

"The development of FM and television is up to private enterprise. The role of the Government is one of reasonable regulation. But when Government steps in to decide who is going to develop what and how, it is outside the province of Government."

In the course of the half-hour interview in his hotel suite, Gov. Dewey talked intimately about his own use of radio, and again complimented the nation's broadcasters for their "splendid war service". He said he was relying heavily upon radio in his campaign because it affords a direct means of reaching the electorate. With us was Henry R. Turnbull, chairman of the planning committee of Duane Jones Co., advertising agency which is handling the GOP account and Mr. Dewey's radio advisor since his campaign for the Empire State's governorship two years ago.

"Radio," said the Governor, "provides the only means by which a candidate for office can speak directly to the whole people. It provides the only way to get personally acquainted with the people. I have always believed in going on the radio on matters affecting the people's interest."

World Problem

When I asked the GOP nominee about his reputation as a "radio precisionist", he smilingly turned to Mr. Turnbull. "Why don't you answer that one, Henry?"

Mr. Turnbull pridefully observed that Mr. Dewey had made 18 fifteen-minute speeches in the last gubernatorial campaign, and had run over "just 20 seconds in one of them". During his tenure as Governor he has never run overtime.

Gov. Dewey has no set ideas on the FCC's operations. He said his views on "efficient Government" are well known. "I think it is highly important," he added, "that the personnel of all Government commissions should be of the highest calibre and these are the kinds of appointments I will make."

International broadcasting, Gov. Dewey feels, is an important job ahead, and one to be worked out by mutual agreement among nations. On this score, he commented:

"The dissemination of news, information, knowledge and culture among the nations of the world is one of the most important tasks

(*Continued on page 52*)

Highlights of Dewey Interview

THE FCC should stay in the field of regulating technical facilities. When it starts to control program content, free radio goes out the window.

Radio in this country has made its great development as part of our American enterprises. The Government no more belongs in this field than in the field of the newspaper and the magazine.

I think it is highly important that the personnel of all Government commissions should be of the highest calibre and these are the kinds of appointments I will make.

It is as bad for Congress to legislate in this field [banning of sponsorship of news and commentators] as it is for the FCC to regulate program content.

No organization [such as CIO Political Action Committee] which is a rump part of one wing of a political party has a right to demand radio time on behalf of its activities for that party.

The development of FM and television is up to private enterprise . . . . But when the Government steps in to decide who is going to develop what and how, it is outside the province of Government.

Radio provides the only means by which a candidate for office can speak directly to the whole people. I have always believed in going on the radio on matters affecting the people's interest.

I would be in favor of friendly arrangements being made among all nations to permit international broadcasting to achieve real usefulness.

Nets Carry 31 New Sponsored Shows

Commercial Programs Now Total 321 For Season

WITH 31 commercial programs starting on the nationwide networks this fall and 28 resuming after summer vacations, network commercial schedules show a total of 321 sponsored program series for the autumn season. No particular program trend is noticeable among the new programs, which include news, dramatic, musical, comedy, quiz and variety shows, as well as household programs and daytime serials.

This season marks the return to commercial radio of Ed Wynn after an absence of seven years and of Rudy Vallee, after a shorter absence while on active duty with the Navy. It also marks the beginning of a commercial career for *Town Meeting of the Air*, one of the foremost forum programs, which last week did its first broadcast under the sponsorship of *Reader's Digest*.

Fannie Brice and Frank Morgan, co-starred for several years, have their separate programs this season. Harriet Hilliard and Ozzie Nelson, who as singer and orchestra leader have supported other stars for years, Red Skelton most recently, also get a chance at starring on their own program. Jack Benny returns to his old time and network, but for a new sponsor, after ten years with the old one. He also gets a new competitor as General Foods, his former sponsor, is placing Kate Smith on CBS opposite the Benny spot on NBC at 7-7:30 Sunday evenings.

Of the 321 commercial series on the networks this fall, 184 are broadcast in the evening and 137 during the daytime hours, the latter figure including 20 Saturday and 39 Sunday morning and afternoon programs in addition to the usual across-the-board serial drama and news programs. Reversing the trend of a couple of years ago, this fall will see seven programs of an hour or longer on the air: New York Philharmonic Symphony for U. S. Rubber, *Kate Smith Hour* for General Foods and *Lux Radio Theatre* for Lever Bros. on CBS; *General Motors Symphony* and *Kay Kyser's Kollege* for American Tobacco on NBC; *Town Meeting* for *Reader's Digest* on the Blue, and the boxing bouts for Gillette Razor and the *Old Fashioned Revival Hour* on MBS.

The list of new programs taking the air this fall and those resuming their schedules follows:

BLUE

Allis-Chalmers Mfg. Co., Milwaukee (institutional), Oct. 7, *Boston Symphony*, Sat., 8:30-9:30 p.m., 181 stations, Compton Adv., N. Y.

Aluminum Co. of America, Pittsburgh (institutional), Sept. 17, presents Ethyl Barrymore as *Miss Hattie**, Sun., 3:30-4 p.m., 187 stations, Fuller & Smith & Ross, N. Y.

Borden Co. Sales Division, New York (dealers, distributors), Sept. 8, *Happy Island**, Fri., 7-7:30 p.m., 182 stations, Young & Rubicam, N. Y.

Chef Boy-Ar-Dee Quality Foods, Inc., Milton, Pa. (spaghetti and foods), Aug. 19, *What's Cookin'**, Sat., 10:30-10:55 a.m., (repeat: 1:30-1:55 p.m.), 189 stations, McJunkin Adv. Co., Chicago.

General Foods Corp., New York (product to be announced), Oct. 2, *Hop Harrigan*, Mon. thru Fri., 4:45-5 p.m. (repeats for central, mountain and western time zones), 190 stations, Young & Rubicam, N. Y.

Kellogg Co., Battle Creek, Mich. (All Bran), Oct. 2, *Jack Berch and the Three Sons**, Mon. thru Fri., 11:45-12 noon, 170 stations, Kenyon & Eckhardt, N. Y.

Lederle Labs., New York (institutional), Oct. 6, *The Doctors Talk It Over**, Fri., 10:30-10:45 p.m., 183 stations, Hazard Adv. Co., N. Y.

Lockheed Aircraft Corp., Burbank, Cal. (institutional), Sept. 9, *A Man Named "X"**, Sat., 10:30-11 p.m., 149 stations, Foote, Cone & Belding, N. Y.

Owens-Illinois Glass Co., Toledo (institutional), Sept. 7, *Fred Waring Program**, Thurs., 7-7:30 p.m. (repeat, 11:30-12 midnight), 187 stations, J. Walter Thompson, N. Y.

Philco Corp., Philadelphia (institutional), Oct. 1, *Radio Hall of Fame*, Sun., 6-7 p.m., 195 stations, Hutchins Adv. Co., Rochester.

Readers Digest Assn., Pleasantville, N. Y. (magazine, services), Sept. 7, *America's Town Meeting of the Air*, Thurs., 8:30-9 p.m., 170 stations, BBDO N. Y.

Scripto Mfg. Co., Atlanta (pencils and mechanical pencil lead), Sept. 17, George Hix*, Sun., 1:15-1:30 p.m., 190 stations, Tucker Wayne & Co., Atlanta.

Sweets Co. of America, Hoboken (Tootsie V-M), Sept. 11, *Dick Tracy*, Mon. thru Fri., 5:15-5:30 p.m., 47 stations, Duane Jones Co., N. Y.

Trimount Clothing Co., Roxbury, Mass. (Clipper Craft Clothes), Sept. 24, Dorothy Thompson, Sun., 8:15-8:30 p.m., 177 stations (repeat, 11:15-11:30 p.m.), Emil Mogul Co., N. Y.

Wander Co., Chicago (Ovaltine), Sept. 25, *Captain Midnight*, Mon. thru Fri., 5:45-6 p.m., 84 stations (repeat, 6:45, 7:45, 8:45 p.m.), Hill Blackett & Co., Chicago.

CBS

Armour & Co., Chicago (meats), Oct. 2, *Hedda Hopper's Hollywood**, Mon., 7:15-7:30 p.m. (repeat, 8:15-8:30 p.m., station line-up not set), Foote, Cone & Belding, N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Super Suds), Aug. 13, *Blondie*, Sun., 8-8:30 p.m., 131 stations, William Esty & Co., N. Y.

Cresta Blanca Wine Co., Los Angeles (wines), Sept. 5, *This Is My Best**, Tues., 9:30-10 p.m., 123 stations, BBDO, N. Y.

Cudahy Packing Co., Chicago (Old Dutch Cleanser), Aug. 7, *Tena and Tim**, Mon. thru Fri., 3:15-3:30 p.m., 29 stations, Grant Adv., Chicago.

Electric Light & Power Cos., New York (institutional), Sept. 20, Nelson Eddy in Electric Hour*, Wed., 10:30-11 p.m., 133 stations, N. W. Ayer & Son, N. Y.

Englander Co., Brooklyn (springs, mattresses), Sept. 15, *Undercover Carrigan**, Fri., 7:15-7:30 p.m., 45 stations, Biow Co., N. Y.

(*Continued on page 56*)

* Means new program for that sponsor on that network.

** Means new time for program, but same network and sponsor.

Programs not marked are resuming after summer hiatuses.

Democrats Buy 10-11 Hour Election Eve on Major Nets

Special Radio Series Aimed at Farmers Planned; Plan to Ease Time Problem of Nets Offered

THE Democratic National Committee last week announced several major developments in its radio campaign plans, having purchased the 10-to-11 hour on election eve on all four major networks, and time for President Roosevelt's first campaign address Sept. 23 on NBC. Committee also revealed plans for a special radio series directed to farmers and highlighting the benefits they have derived from the present Administration.

Time secured on the full networks of NBC, CBS, Mutual and the Blue is the 10-11 p.m. period, Nov. 6. Nature of the program and the speakers will be made public later.

President's Talk

The President will be heard on NBC, and possibly on other networks, Sept. 23, 9:30-10 p.m. as he addresses a dinner of the International Brotherhood of Teamsters (AFL) at the Statler Hotel in Washington.

The committee had already proposed to the networks that it would not request half-hour evening periods for any speaker except the President, if the networks would agree to clear five-minute spots between popular evening programs. The idea is to secure the widest audience with the minimum interference with normal commercial schedules.

This plan, as explained by John E. Hamm of Biow Co., agency in charge of the Democratic radio time arrangements, will permit the party to reach maximum audiences with its campaign messages and in the way most acceptable to listeners, sponsors and broadcasters—neither displacing popular evening programs from their accustomed spots nor competing with them for listeners.

The committee has held meetings with CBS and NBC to discuss the plan and both networks have agreed to it in principle, and are working on it with sponsors and agencies.

The committee's program for farmers recalls *Roosevelt Sunrise Hour* broadcast as a special network show during the 1936 pre-election period, handled by Paul Porter, now Democratic publicity director.

The 1944 version, which may possibly have the same title, will be a series of quarter-hour transcriptions to be broadcast five times weekly beginning Sept. 18 and continuing up to Election Day. It will be placed in early morning time on a "farm group" of 35 stations. John Merrifield, on leave from WHAS Louisville, where he serves as agricultural authority, will both produce the series and participate in them, conducting interviews with farmers from various agricultural areas, bringing out stories on how they have benefited under the Democratic regime.

Army Schedules Political Air Time

AFRS Sends Parties Conditions For Broadcasting to Troops

ARMED FORCES RADIO Service last week sent to political parties a schedule of proposed broadcasts of political material to American troops overseas, together with conditions for such broadcasts, requiring the material to be cleared by censor, to be submitted in the form of aluminum base recordings six days in advance of the scheduled date of broadcast, and to be a record of a "political address or addresses or portions thereof as broadcast to the public in continental United States".

"The material may include matter other than a political address only to the extent necessary to introduce, close or provide explanatory continuity," the notice reads. "Choice of material submitted will be conclusively made for each qualified political party by the designated representative."

Schedule calls for five series of shortwave broadcasts, each running Monday-through-Friday and arranged so that the Democrats start the first series, the Socialist Labor party the second, the Prohibition party the third, the Socialist party the fourth and the Republicans the fifth, with the order unchanged so that each party has one broadcast on each weekday. First series, Sept. 18-22, and the second one, Sept. 25-29, will be half-hour programs, the others, Oct. 16-20, Oct. 23-27 and Oct. 30-Nov. 3, will be 15 minutes each.

Programs will be broadcast by 12 United States shortwave stations each beaming the transmission to a particular part of the globe at the time best suited for reception by troops there. In addition, if the parties wish to supply recordings of unbreakable composition of its first two broadcasts, the AFRS will ship 66 packages of these political broadcasts to Army expeditionary stations abroad for local rebroadcast. No Army station is required to use these recordings, the only rule being that if it uses any it must broadcast all the discs in the package.

Intl. Salt Drive

INTERNATIONAL Salt Co. Scranton, starts its annual fall and winter campaign for Sterling Salt in mid-September. Schedule calls for one-minute recorded announcements combining jingles and straight copy at varying frequencies on 15 stations east of the Mississippi with the exception of the Arthur Godfrey programs on WABC New York and WTOP Washington, where live announcements will be used. Agency is J. M. Mathes Inc., New York.

WSAI Names Raymer

PAUL H. RAYMER Co., station representative, as of Oct. 30, will represent WSAI Cincinnati, recently sold to Marshall Field by Crosley Corp. for $550,000.

1200 Years of Broadcast Announcing

Inducements, Requirements, Problems Of Announcers Are Reviewed

By JAMES F. BENDER
National Institute for Human Relations

HOW DOES one get a job as radio announcer? What are the inducements? How will television affect the job, What's the best kind of preparation? These and similar questions were kept uppermost in mind when we prepared a six-page questionnaire and distributed it to 17 American radio stations.

Despite the length of the questionnaire, which requires the manager of the station and the senior as well as the freshman announcers to answer, 204 completed questionnaires were returned without any follow-up, and these questionnaires form the basis of this preliminary report to BROADCASTING.

Total Experience

The total announcing experience reported by the announcers answering the questionnaire totals 1219.5 years, the baby announcer having had his job ten days and two veterans each reporting 16 years of continuous service before the mike. Between two extremes there is an average of 18 months of service for the freshmen and six years nine months for the seniors. Let us see what their experience has to offer us.

Education—While 98% of all announcers are high school graduates, roughly 50% attended college, 41% having been granted the A.B. or some other baccalaureate degree. It is unusual to find a non-college man or woman among the freshman announcers. Both in high school and college the subjects of major interest for both groups were English, speech and dramatics, and music. Closely allied to their class work in these subjects was their wide participation in extra-curricular activities in public speaking, debating, dramatics, glee club singing and athletics—all these being most often mentioned in the order given.

How They Broke Into Radio Announcing—Here the veterans present a more varied story. Sometimes they were acquainted with the manager of a station and indicated to him that they would like to have a try at announcing. Frequently they were theatrical musicians whom the talkies threw out of work. Others of them were salesmen who envisaged announcing chiefly as a salesman's job. Most of them began as part-time announcers. Those who have reached the top of their profession almost invariably began with small stations and arose to national hook-up stature by going from smaller to larger stations.

Many of the freshman announcers obtained their first experience on a college or university station. Others wrote letters of application to their local stations asking for an interview. During the interview they expressed their hopes to become radio announcers and were taken on as substitutes, once the manager was satisfied the candidate's voice and diction passed muster.

Salaries—Aside from the rates of the American Federation of Radio Artists, which are paid by the networks for commercial programs, the compensation varies considerably. The poorest paid of the freshman group receive 50 cents an hour and go as high as $85 a week. The average weekly salary for this group is $35.50. This figure represents a $10.25 increase over their average beginning salary.

Extra Fees

The veterans began at a similar average salary ($25 per week) and are receiving $55.25 on the average exclusive of additional fees paid by sponsors. Approximately 26% of the veteran announcers report that they receive fees from sponsored programs over and beyond their base pay.

The highest annual salary reported was "$10,000 plus a year". This scale of salaries does not include the compensation received by a number of big-time announcers who are "written into the script". Approximately 40% of the independent stations report that their announcers are given periodic pay increases. Several of the managers added notes that in their opinion present salaries for beginning announcers were excessive and would doubtless be revised downward with the termination of the war.

Duties of Radio Announcer—The usual job of radio announcer entails many more duties than just announcing. It seems that only the large stations specialize in this respect. The other stations require their announcers to be jacks of all trades. They must aid in production, newscasting, handle sound effects, do some occasional acting, write scripts and continuity, conduct platter programs, and even hustle up accounts and do some promotional work.

Few Standards

To be sure, not all announcers are required to do all these things, but the more adaptable the young announcer is, the better. Such duties hold for both the senior as well as the freshman announcers on the smaller stations. On the other hand, the more announcers a station has the more opportunity the seniors have for concentrating their efforts on announcing only.

Few stations distribute printed material that defines the duties of their announcers or indicates what their standards of selection are. One notable exception to this rule is WNYC, owned and operated by the City of New York. Since its announcers obtain their positions by competitive examination under the direction of the New York City Civil Service Commission, information is available upon request from that body.

Objectives of Radio Announcers—Almost unanimous is the wish of both freshman and senior announcers to remain in the field of radio, but about 50% of both groups indicate that they would like other positions. The most often mentioned of these is that of station manager. Then follow in order of preference—production manager and head of sales department.

Announcers' Announcers—A tabulation of the most popular announcers with both the freshman and the senior groups puts Henry Von Zell first, Don Wilson second, Hugh James third, Ken Carpenter fourth, and Bill Goodwin and James Wallington tie for fifth place. Lowell Thomas is their favorite newscaster and Ted Husing is placed first among sportscasters.

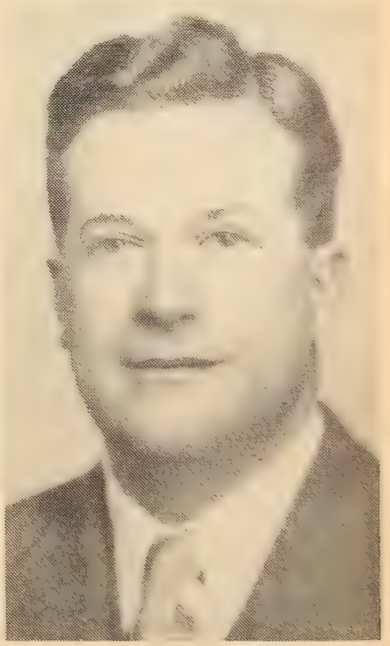
Pronunciation and Voice—Approximately 66% of the announcers favor the adoption of a single standard of pronunciation and recommend most frequently General American, which is sometimes called Middle Western, dialect as the most useful for nationwide network broadcasting. Only 12 find Oxford English, the standard of the British Broadcasting Corp., suitable for American stations. They also recommend, almost unanimously, that announcers on local stations use the dialect that is spoken by the local educated listeners. The gravest phonetic sin an announcer can commit, according to the vast majority, is affection of voice and pronunciation.

Personality Traits—The senior announcers mention certain traits of personality that make for success in their vocation both on and off the air. These, in order of frequency mentioned, are friendliness, sincerity, self-confidence, fairness, and enthusiasm. They feel that egotism is the most frequent cause of failure to succeed as an announcer, so far as personality is concerned.

Women Announcers—The managers indicate that one of the direct results of the war has been the great increase in women announcers. The ratio at present, based on the results of the questionnaire, is one woman announcer for every 12 of the opposite sex. While most of the managers believe that the ratio will become greater after the war, they stress that the female announcer has proved her worth and will continue to find her place in radio announcing and increasingly so as commentators.

Management's Point of View—While some of the station managers point out that announcers' salaries are abnormally high because of war conditions, the majority feel that staff announcers

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DR. BENDER

DR. BENDER (B.S., Ph.D. Columbia University) is a New York State Certified Psychologist who has long been interested in broadcast speech. Before joining The National Institute for Human Relations he was director of The Queens Speech & Hearing Service Center and lecturer in Psychology at the Polytechnic Institute. NBC invited Dr. Bender to compile "The NBC Handbook of Pronunciation", his sixth book, which was recently published. He is now gathering materials for a book on radio announcing. He has spoken widely over the radio—on stations WJZ WNYC WTRY KOAC WFAS for the Institute.

Conspiracy in Sale of WFTL Is Alleged at House Inquiry

Committee Members, Counsel and Others Clash As Conflict Develops During Testimony

By BILL BAILEY

IN A DRAMATIC session of the House Select Committee to Investigate the FCC John J. Sirica, Committee general counsel, last Friday charged that "the evidence shows there was a conspiracy" to get WFTL Miami from Ralph A. Horton into the hands of the Fort Industry Co.

His declaration came just before the noon recess of hearings into the sale of WFTL to the Fort Industry Co., which opened last Tuesday and resulted from an interruption by Rep. Warren G. Magnuson (D-Wash.), during cross-examination of Lt. Comdr. George B. Storer, president of Fort Industry. Rep. Magnuson objected to a question by Mr. Sirica as "leading".

'Victim of Scheme'

"If you had been here and heard the evidence," the general counsel addressed the Congressman, "I'm sure you would come to the conclusion that I have reached. There was a conspiracy, and I'll name the conspirators — Chairman Fly, Comdr. Storer, Andrew W. Bennett, L. A. Pixley and James Dixon. The object of the conspiracy was to get this station through certain means. The how and why have been told in evidence.

"I contend that Horton is the victim of a preconceived plan and scheme."

Although the hearings had been punctuated by disagreements between witnesses and by verbal clashes between Committee members, the general counsel and certain witnesses, it didn't reach dramatic portions until Rep. Magnuson's objection. Rep. Louis E. Miller (R-Mo.) defended the counsel.

Hearings were adjourned until 10 a. m. Tuesday (Sept. 12) when Robert M. Tigert, former manager of WFTL when it was in Ft. Lauderdale, will be called. Plans are to call Mr. Bennett, now in a Washington hospital with a foot infection, if his condition permits. Since the House plans to adjourn Tuesday or Wednesday, Chairman Lea said night sessions may be held to conclude the WFTL sale probe before adjournment.

Circumstances surrounding the sale of WFTL to the Fort Industry Co. for $275,000, recited last week by 16 witnesses, disclosed that in April 1943 Chairman James Lawrence Fly of the Commission conferred regarding the sale in the Atlanta (Ga.) Biltmore Hotel with Comdr. Storer, Mr. Bennett, Washington attorney, and Mr. Horton.

Witnesses examined included: Chairman Fly, Comdr. Storer, Stephen A. Vetter, former manager of WFTL; Robert Barker, chief investigator of the Committee; Rosel H. Hyde, FCC assistant general counsel in charge of broadcasting; George B. Porter, Washington attorney; George W. Hill, FCC senior attorney; Carl T. Hoffman, Miami attorney; Dr. Emil G. C. Hildebrand, Mr. Bennett's physician; P. W. Seward; Mr. Horton, James A. Dixon, Miami attorney; Mr. Pixley; Charles R. Denny Jr., FCC general counsel; Emmett C. Choate, Miami attorney.

Presided over by Chairman Clarence F. Lea (D-Cal.), the hearings were attended by Reps. Magnuson, Miller and Richard B. Wigglesworth (R-Mass.). Rep. Edward J. Hart (D-N. J.) was absent.

Testimony and documents last week brought out the following:

On Dec. 30, 1942, Mr. Horton borrowed $50,000 from Mr. Hoffman, and signed an agreement giving Mr. Hoffman and Mr. Vetter, station manager, options to acquire minority interests in WFTL; that Mr. Horton was told the contract was "illegal".

That in April 1942 while Chairman Fly was a guest at the Atlanta Biltmore, his hotel bill of $17.30 was transferred to the Fort Industry account. Both Mr. Fly and Comdr. Storer vigorously denied that Fort Industry paid the bill.

Testimony by Mr. Horton and Comdr. Storer, supported by correspondence, indicated that Mr. Bennett was retained by Mr. Horton at $1,200 annually plus travel-

(*Continued on page 58*)

AMERICAN NETWORK CEASES OPERATION

AMERICAN NETWORK Inc., founded in 1941 to provide network service for FM stations only, has been dissolved by unanimous vote of the stockholders, following a series of meetings, the most recent in Chicago, Aug. 31.

Effective Oct. 1 the network's executive vice-president and general manager, William B. Lewis, becomes vice-president and radio director of Kenyon & Eckhardt, supervising activities in New York, Chicago and Hollywood offices.

With the outbreak of the war, resulting in a halt on all manufacture of FM sets and transmitters, and the FM picture changing rapidly since, the stockholders found the original corporate structure inadequate to support the augmented service an independent postwar FM network will require, according to the announcement. Although voting to dissolve the present corporation, the stockholders reaffirmed their steadfast faith in the future of FM and their belief that eventually an FM network on a greatly broadened base will be organized and successfully in operation.

Mr. Lewis takes over at Kenyon & Eckhardt from Dwight Mills, executive vice-president and acting director of radio.

Fly Cancels Speech

UNDER SUBPENA to appear before the House Select Committee to Investigate the FCC, Chairman James Lawrence Fly of the Commission late Friday was forced to cancel a speaking engagement, scheduled for Tuesday (Sept. 12) in Chicago. Mr. Fly was to have addresed the Transportation & Communications Committee of the American Bar Assn. on "Postwar Communications" but the House Committee declined to excuse him.

RTPB Panel Asks FM, Video Peace

Group Would Resolve Conflict Over Allocation of Channels

RECOMMENDATION that the conflict between television, FM and amateur broadcasters be resolved by the allocation of 41-43 mc to educational FM; 43-56 mc to commercial FM; 56-60 mc to amateurs, as well as a 4-mc band between 114 and 150 mc, and nine 6 mc channels, 60-114 mc to commercial television, as well as 17 additional 6-mc channels below 250 mc, was approved last Thursday by Panel 2, allocation, of the Radio Technical Planning Board.

Seeks Compromise

Approval of the compromise plan worked out earlier by representatives of the three groups [BROADCASTING, Sept. 4] followed an extended debate during which Paul Ware of the Allen B. DuMont Television Labs. objected to the sacrifice of television's present No. 1 channel to the FM broadcasters. Most vigorous opposition, however, came from D. W. Rentzel of Aeronautical Radio, Inc., chairman of RTPB Panel 11, aeronautical radio, who stated that the extension of the television band from 108 to 114 mc would take from aviation frequencies used by Canada and Great Britain as well as the United States, upsetting an essential international arrangement as well as necessitating the replacement of radio apparatus now in use at hundreds of landing fields.

Two-day session of Panel 2, held at the Commodore Hotel, New York and attended by about 50 members made considerable progress in charting the frequencies requested by the various users of radio and in eliminating conflicts between these requests, so that as complete a report as possible on allocation may be presented to the full RTPB when it meets at the Hotel Biltmore, New York, on Thursday (Sept. 14) to prepare for the presentation of its recommendations to the FCC during the allocation hearings to start Sept. 25 in Washington.

Effort was made to avoid conflict with the allocations proposed by the government's Interdepartmental Radio Advisory Committee wherever possible but Dr. Jolliffe and Dr. W. R. G. Baker, RTPB chairman outlined the main objective of Panel 2 as to present the needs of industry if it is to fulfill its responsibilities of public service and provide employment in the immediate postwar era. It was stated that many of the IRAC proposals are based on information not available to RTPB for military reasons and that RTPB must make its recommendations on the basis of its own information concerning industry needs, leaving the responsibility for resolving conflicts to the higher authority which in the end will make the official allocations.

40-Hour Week, Civilian Goods Ceilings After German Defeat Urged by Byrnes

RETURN to the 40-hour week, relaxation of existing manpower controls and establishment by OPA of new ceiling prices on civilian goods which will become available via reconversion, including radio receivers, are among the recommendations made to President Roosevelt last Saturday by James F. Byrnes, Director of War Mobilization, to become effective after Germany's collapse.

Anticipating the return to civilian production when Germany surrenders, which he described as "V-E" day, Justice Brynes included in his report the status of various reconversion programs and recommendations as to future action.

Highlights of his recommendations of immediate interest to the radio and advertising fields included:

Abandonment of controls on manpower to facilitate the transfer of manpower from the curtailed war programs to civilian production. This should mean return of technical and specialized men to various radio pursuits.

Reduction of the work week from 48 to 40 hours, to give jobs to those who are left without employment, except in those industries were production necessary to the continued war against Japan is needed, and in some specially tight labor areas.

Fixing of prices for civilian goods not now produced, such as automobiles, radios and refrigerators, probably at prices somewhat above those prevailing in 1941 when civilian production was stopped.

Suggestion that OPA establish a general ceiling at a fixed percentage above the prices charged before civilian production ceased, computed on the basis of increased material, labor and other costs.

Termination of excess profits taxes, which cannot be done upon V-E day because there still will be war production and war profits. Recommendation that Administration and Congressional leaders announce an intention to urge elimination of excess profits taxes when the war with Japan ends.

Recommendation that there be considered the advisability of allowing manufacturers to depreciate new machinery substantially in the years in which such machinery is purchased. This would induce many companies to hazard new ventures, thereby increasing employment. Such a provision, it was thought, would be highly beneficial to broadcasters who plan to invest in FM and television and otherwise to expand plant equipment and investment.



Photo Courtesy of E. R. Squibb & Sons

Some shoot into the air

. . . AND LAND THEY KNOW NOT WHERE!

THAT can be said again and again . . . particularly in radio! Do you as a user of time *know* exactly where your messages land? Do you *know* exactly how many people actually hear your messages? Do you *know* exactly what your cost per listener is?

There's one town we know of where you can get all facts to enable you to buy time on the one radio station that produces more listeners for your dollar.

The town is Baltimore . . . the station is W-I-T-H.

Based on the Robinson Radio Reckoner . . . (the sound principle of combining coverage, popularity, and cost to get homes per dollar) . . . W-I-T-H leads all stations in the Baltimore trading area by a wide daytime margin. And is second to only one station on *one* program on a Sunday afternoon!

The safe, sure buy in Baltimore, based on facts alone, is W-I-T-H, the independent station.



W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

Assigned Fees Actually Double Pay

Berkeley Says AFRA System Would End Merit Boosts

By K. H. BERKELEY
General Manager, WMAL
Washington

WHEN the American Federation of Radio Artists demanded an "assigned fee" contract for announcers at WMAL Washington, Kenneth H. Berkeley, general manager, balked. He offered to raise anouncers' salaries $50 a month and to give other promotions as their work merited. AFRA stood pat. Mr. Berkeley saw in the system not only double pay for announcers but the possibility of similar demands from all having to do with commercial programs. The War Labor Board denied the AFRA demands, sustained the station. Here Mr. Berkeley, who also is Washington director of the Blue Network, explains his station's stand. The WLB decision is significant in view of the scores of AFRA contracts which come up for renewal this fall.



Mr. Berkeley

THE FOLLOWING was the position taken by WMAL in the recent Evening Star Broadcasting Co.-American Federation of Radio Artists case before the War Labor Board which made public a decision favorable to the station on Aug. 24, 1944.

When AFRA demanded that WMAL adopt the "assigned fee" principle of compensating its announcers, the company refused to acquiesce, but at the same time expressed its entire willingness to increase the compensation of its staff announcers to an amount comparable to the average sum which would have been earned under the union's plan and in line with the level of pay in the area.

Double Pay Claimed

Under the assigned fee principle the employer would have to pay its staff announcers, in addition to a base salary, a set fee for each announcement made by the individual announcer on a local commercial program as distinguished from a local sustaining program. Where a sponsor singles out an announcer and especially requests his services, the station has always recognized that announcer as "selected" and has never challenged his right to receive a "selected fee" for his services since, in effect, he is "talent" hired by the sponsor.

The demand here, however, was that the announcer be paid separately for every word of commercial copy handed him by his employer to read into the microphone without regard to any question of selection or direction by the sponsor. He was to be paid an additional fee, in other words, for doing the very thing for which he was hired in the first place. Presumably, if an individual staff announcer has a tour of duty which includes nothing but commercial announcements, his base pay is a mere gratuity for which he renders no services to the station as he would be separately compensated for every appearance before the microphone.

WMAL challenged AFRA's demand for assigned commercial fees because of its firm belief that so long as it agrees to compensate its staff fairly and adequately and to provide suitable working conditions, it should not be subjected to dictation as to the manner in which it shall operate its business. In requesting this Board to ignore and reverse the recommendation of its hearing officer, WMAL did so in the conviction that neither this Board nor any other governmental agency should, by its order, coerce an employer to adopt a method of compensation bearing no rational relationship to the amount, quality, or character of work done but which, on the other hand, is based on the lone and unwarranted assumption that an employe's compensation must be made relative to the amount of gross profits earned by the employer even though his work has nothing to do with the securing of commercial accounts.

Implications Far-Reaching

While it was recognized that an employer might see fit voluntarily to offer certain or all of its employes a bonus or extra compensation based upon earnings or increases in earnings, it was inconceivable that an employer could be forced into the adoption of such a plan merely because the national representatives of its employes desired its adoption.

The implications of AFRA's demands were far-reaching. In effect, it was that if one station in a community agrees to a principle proposed by AFRA, the remaining competitive stations ultimately will have to fall in line, and thus, one's competitors could exercise control over the business practices of each other.

The Union proposal would have imposed upon WMAL a system of compensating its staff announcers which is in no way reflective of value received. The company no longer would be permitted to use value of services as the gauge for determining compensation. The only circumstance which would bring about changes in the pay of each individual would be an uncontrollable one. The announcer who had the good fortune of being assigned to a tour of duty during which the greatest number of local commercial programs were broadcast would receive the largest compensation. He had no part in the securing of these commercial accounts, and his particular talents played no part whatever in the determination by the sponsor to buy the program, since the sponsor, under the assigned fee method, does not select the announcer.

WMAL strenuously urged the War Labor Board to give consideration to the fact that if it were required to adopt the assigned fee principle in connection with its announcers, it inevitably would be faced with demands by its other employes for comparable provisions in their employment agreements. In order to put a program on the air, commercial or sustaining, it is necessary to have transmitter engineers, control engineers, production men, sound effects men, news editors, scriptwriters, and administrative help.

Many Others Involved

If an announcer is entitled to extra compensation every time a commercial program is put on the air, there is no sound reason why the studio engineer, sound effects man, or any other employe of the station cannot assert a similar right. It is all too clear that if the National War Labor Board, by its decision in this case, had required the station to negotiate with AFRA on this basis of fees for all assigned commercials, WMAL would soon lose its character as a unified broadcasting station and would be relegated to the position of a mere concessionaire with many little businesses and private contractors using its facilities for their own personal business ventures.

WMAL wishes to state that its dealings with AFRA have always been on an entirely friendly and cooperative basis. It also wishes to state that in its opinion the War Labor Board considered this case expeditiously and thoroughly under difficult wartime conditions when so many other cases were pressing for attention involving so many more persons. It also wishes to thank Lester Cohen and Edmund Jones, of the law firm of Hogan & Hartson, for their able assistance in the above proceeding.

WMAL Rehearing Sought by AFRA

Petition Asks WLB to Reconsider; Wants Open Hearings

AMERICAN FEDERATION of Radio Artists has filed a petition with the National War Labor Board asking for reconsideration of the Board's rejection of AFRA's plea for the assignment of commercial fees to staff announcers at WMAL Washington [BROADCASTING, Aug. 28]. Union petition also requests an open hearing before the NWLB.

Case went before the NWLB Oct. 15, 1943, after the station had refused to sign a contract calling for the assignment to announcers of commercial fees for commercial programs broadcast by these announcers during their regular hours of duty. Instead, the station offered to increase the base pay of announcers from $200 to $250 monthly.

Acceptable

This offer was acceptable to the NWLB, which overruled the recommendation of the trial examiner in favor of the assigned fees and approved the $50-a-month increase in base pay, retroactive to October 15, 1943.

Question has been asked as to the reasoning of the Board in granting a flat 25% increase, which apparently violates the Little Steel formula limiting increases to 15% above the Jan. 1, 1941 level. Decision is also said to be at variance with the NWLB practice of applying national standards rather than local ones to such cases, as many AFRA station contracts inlude the assigned fee clause objected to by WMAL with the objection upheld by the Board.

New NABET Members

PETITIONS have been filed by National Assn. of Broadcast Electricians & Technicians with regional War Labor Board offices for certification of the union as bargaining agent for engineers at several stations. The stations are WWJ Detroit; WHK and WCLE Cleveland; WGY WGFM and WRGB Schenectady. In addition NABET has filed for certification as bargaining agent for engineers at the New York recording division of RCA, according to the union.

Big Consolidated Schedule

CONSOLIDATED Royal Chemical Corp., Chicago (Peruna, Kolor Bak, Zymole Trokeys) will sponsor one hour a day, six days weekly, on eleven stations: half-hour a day six days weekly, on 26 stations quarter-hour a day, six days weekly, on nine stations. Stations are WAPI WSB KMMJ WCHS WBT WJDX WWL WHN KPAS KXL KFEO WOA WJJD WALA KLCN KTHS KMPC KSFO WMBR WDBO KSO KOAM WJW WHK KMA WSPA KWTO KVI KWFT KMOX WHAS WLW WGN WISH KWBU WRLD WKRC WCAU WNOX WREC WLAC WSIX WMMN KSKY WHO WSYR.

Twenty-six-week contracts were placed by O'Neil, Larson & McMahon, Chicago.



. . . but he seldom *goes.*

Organists in NBC's stand-by studios are constantly ready and waiting to go on the air at a second's notice if a power, mechanical or production failure should interrupt a scheduled broadcast.

True, NBC programs have a habit of going on as scheduled and running from start to finish without interruptions. But just once in a while something does go wrong. Then the red light flashes in "stand-by" and the organist, all set for such emergencies—*goes.*

But goes with what? The first tune that pops in his head? Hardly.

Day after day, he listens to every program, and selects music appropriate to play should it be interrupted. That's why NBC listeners aren't apt to hear "*Mairzy Doats*" during an emergency break in a symphony program.

* * *

Selecting appropriate music for network emergencies is but a small part of a network's job. But it illustrates the manner in which NBC plans details in every department, overlooks nothing in building smoothness of presentation. A combination of all these little things done well helps give NBC its leadership, helps make NBC "*The Network Most People Listen to Most.*"

A Service of Radio Corporation of America

National Broadcasting Company

America's No. 1 Network



As "Scotch" as you may be with your advertising dollar, if it's a Fort Industry Co. station . . . .

YOU CAN BANK ON IT!

WWVA is a Fort Industry Station with a primary service area of 1,747,945 radio homes and a good secondary area of 1,381,977 radio homes. Its operation is powered by capable men and women who understand the needs of these 3,129,932 radio homes and that, plus a real buying power in the market served, make WWVA one of the Nation's truly great radio stations. At your service—and you can bank on us!

ASK A JOHN BLAIR MAN

WWVA
50,000 WATTS
WHEELING, W.VA.
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
A FORT INDUSTRY STATION

Walker and Durr Oppose FCC Grant In Corpus Christi

Criticize Limiting Hearing to Question of Interference

A NEW SPLIT on the FCC, pitting Commissioners Paul A. Walker and C. J. Durr against the majority developed last week when the FCC designated for hearing the application of the new 50,000 w KWBU Corpus Christi, Tex., for a regular license, upon protest of KLRA Little Rock that undue interference is being caused through simultaneous operation of the stations on 1010 kc.

Whereas the FCC majority designated the license application (following program tests) for hearing on interference grounds, Commissioners Walker and Durr in a simultaneous statement said their vote in favor of the hearing was not on the technical issues alone.

"It seems to us," they said, "that the past record of the president [Carr P. Collins, head of the Crazy Water Crystals Co.] and certain of the other officials and stockholders of the station in the operations of XEAW Reynosa, Mexico, and the programs which Station KWBU has carried while on program tests raise a serious question as to the qualifications of Century Broadcasting Co., as now constituted, to operate in the public interest.

University's Status

"Moreover, the circumstances under which this station was removed from Mexico to the United States, together with the programs carried while it was on program tests, raise a question as to Baylor University's actual position in the arrangements under which the station was established and is to be operated. In view of all the past circumstances, it seems to us that before the station is granted a regular license, the Commission should be assured, after a full hearing, that Baylor University will assume its full share of responsibility for the operation of the station and bring to bear upon its policies the influence to be reasonably expected of an educational institution."

KLRA, which operates fulltime on 1010 with 10,000 w, as against the 50,000 w daytime operation of KWBU, contended that daytime skywave interference is caused exceeding the limit specified in the FCC's engineering standards. Moreover, it was held that thousands of listeners would be deprived of service.

Considerable furore was caused when the FCC granted the Collins-Baylor U. application last July. The contention was made that the action violated the 'freeze order" of the Commission against expenditures for equipment or manpower in wartime. The equipment used was that of XEAW, operated as border station by Mr. Collins an his associates. The 1010 kc chan nel is a Canadian 1-A. Under th transaction, Baylor was to acqui 50% of the capital stock of th company operating the statio with the money advanced by M Collins. Two sons of W. L O'Daniel, Texas Senator, each w to acquire 130 shares of the 15 shares issued [BROADCASTING, Ju 19, 1943].

A year ago, upon the origin petition of KLRA seeking rehea ing, the FCC, by a 4-1 vote, deni the Little Rock station's plea. T Commission then held that t KLRA allegation that the grant contrary to the April 27 mem randum opinion was "not merit rious." Chairman James La rence Fly was absent and Commi sioner Durr dissented, as he h from the original grant.

CELANESE CORP. BEGINS SPOT DRIVE

CELANESE Corp., New York, Sept. 11 starts a 16-week spot campaign, using participation programs on 35 outlets supplementing *Great Moments in Music*, sponsored on 137 CBS stations Wed., 10-10:30 p.m.

Anticipating increased consumer goods production for the near postwar future, the company wants to acquaint the consumer with the qualities of Celanese yarns and fabrics.

Schedule calls for participations on an average of five or six times weekly on musical shows, and women's interest programs on the following stations: WABC WNEW WBBM WWJ WXYZ KNX WGAR WHK WTOP WKBW WCKY KOA WWL KSTP WFIL WFBR KWK WEEI WCAE WTOP KGO WISN KMBC WFBM KXYZ KOMO WHAM WHAS WBNS KOIN WSB WFAA WBAP WREC WTOL. Agency is Young & Rubicam, New York.

WHBU Transfer

CONSENT was granted by the FCC last week for transfer of control of WHBU Anderson, Ind. from L. M. Kennett (50.1%) to C Bruce McConnell, president and part owner of WISH Indianapolis; Robert E. Bausman, WISH licensee business manager, and Earl H Schmidt, a minor interest holder in WISH. Transaction involved sale for $45,000 for 999 of 1,000 shares issued and outstanding stock in Anderson Broadcasting Co., WHBU licensee. Stock division is Mr. McConnell, 509 sh; Mr Bausman, 20 sh; Mr. Schmidt, 47 sh. Remaining share is held by John R. Atkinson, WHBU commercial manager. Mr. Kennett relinquishes his WHBU responsibilities because of poor health, application said.

Frank Bull Honored

FRANK BULL, sports commentator and co-owner of Smith & Bu Adv., Los Angeles, has received Harvard U. English Dept. awar for promotion of better speech Award was made on basis of "distinct enunciation and ready choice of words".



"There Are Millions of 'CORN DOLLARS' in the Vast KFAB Area"

"Growing corn is a big business with us out here. It's a business that grows bigger every year, too, because we're planting more and more high yielding hybrid corn. Yes sir, 'Corn Dollars' represent a lot of buying power to folks in the KFAB area.

"We don't depend on corn alone for our income, though...we're diversified out here. Cattle, sheep, hogs, poultry, grain...those are the things our income is based on.

"So we have the cash to buy the things we need. Maybe that's why there are so many radios in this area...and just about all of them tuned to KFAB, THE BIG FARMER STATION."

NEBRASKA'S 1943 CORN CROP RANKS 3rd IN THE U. S.

Last year, Nebraska produced a record of 216,632,000 bushels of corn. Nebraska is but a part of the vast KFAB area.

"The **BIG** *Farmer of the Central States"*



KFAB



LINCOLN, OMAHA
780 KC-10,000 WATTS BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY

Tidewater Oil to Air Football For 19th Season on West Coast

SPONSORSHIP of western wartime football for the 19th consecutive season has been arranged by Tide Water Associated Oil Co., San Francisco, which on Sept. 8 began its Associated Football Sportcasts, according to an announcement by Harold R. Deal, advertising and sales promotion manager of the oil firm.



Mr. Deal

A total of 55 stations throughout the Pacific states will carry football broadcasts from Canada to Mexico. All MBS stations in Oregon, Washington, Idaho and California will air Associated Sportcasts and a number of independent stations are signed for Sunday and night games. To carry broadcasts to home fans when leading teams play out of town, a series of stations have been linked together in a special Associated network, as in the U. of Southern California-U. of Washington game at Los Angeles Oct. 23 which will originate through KMPC Los Angeles and will also be released through KROW Oakland, KWJJ Portland and KVI Tacoma, thus affording complete coast coverage. Arizona listeners will be able to hear the games over a special chain, including KWJB Globe-Miami, KYCA Prescott, KGLU Stafford, KTAR Phoenix, KVOA Tucson and KYUM Yuma.

Key games on the mainland will be aired weekly through KHBC Hilo and KGMB Honolulu.

In commenting on the series, which will run approximately three months, Mr. Deal said the games will be made available to servicemen in dozens of huge Army and Navy posts in the Pacific area, such as Fleet City, Alameda Coast Guard, St. Mary's Pre-Flight, San Diego Navy Training Center, March Field, and 2nd Air Force. A number of these centers have top-flight teams whose stars were national favorites in peacetime.

This year's half-time entertainment will be devoted to a new feature titled, *Where Are They Now?* consisting of brief reports on the whereabouts and current activities of former football heroes now in the service written by their former coaches. Sunday games won a wid listening audience last year, accord ing to Mr. Deal, due to war worl which kept fans from their radio on Saturdays. This year's breal from the traditional Saturday afternoon competition is the sched uling of a number of night games Finding sufficient air time avail able during the highly valuabl night hours posed some problems but after considerable maneuver ing, these difficulties were over come and a series of night contest will be broadcast.

A crew of experienced sports casters will air the games. Th list includes such favorites a Frank Bull, Ernie Smith, Johnny Carpenter, Ted Bell, Harry Mitch ell.

Interviews

Following its program of sup porting the war effort, there wil be half-time interviews on behal of various campaigns conducted b the local Victory Advertising Com mittees in conjunction with the Pa cific Advertising Assn. and th War Advertising Council.

The 1944 Associated Sportcast will be supported by a complet merchandising program through out the company's marketing terri tory. Football schedules in pocket size, will be given away at Asso ciated filling stations.

Stations on which Sportscast will be carried, follow:

ARIZONA: KWJB KYCA KGLU KTAR KVOA KYUM.
CALIFORNIA: KPMC KHSL KXO KIEM KMJ KFRE KHJ KMPC KMYC KYOS KDOM KROW KVCV KPRO KFXM KGB KGRC KSFO KVEC KVOE KDI KWG.
HAWAII: KHBC KGMB.
IDAHO: KIDO KWAL KRLC.
OREGON: KWIL KAST KBND KORE KUIN KFJI KOOS KALE KWJJ KRNR KSLM.
WASHINGTON: KXRO KELA KRKO KWLK KGY KOL KFIO KMO KVI KU KIT.

Wadhams on WMFM

WMFM Milwaukee, WTMJ's F outlet, will broadcast a comple season of football under sponso ship of Wadhams Oil Co., a di vision of Socony-Vacuum Oil Co. and for 16 consecutive years spon sor of play-by-play broadcasts o Wisconsin U. and the Green Ba Packers, professional team, o WTMJ. Russ Winne will start hi 16th consecutive season broadcas ing games for Wadhams. WTM also will carry the games fo Wadhams.

Voting Urged on Air

THE NATION'S stations were called upon last week by the NA to "get out the vote this fall as a public service." Upon adjourn ment of the NAB Executive Wa Conference in Chicago, Edgar Bill WMBD Peoria, said that radio ha brought politics closer to the peo ple.

Sorel, Que., Station

A LICENSE has been issued t Henri Gendron and Arthur Pre vost, Sorel, Que., for a 250 w sta tion for Sorel. The station will b nationally represented by Radi Representatives Ltd., Montreal an Toronto.





What Makes This Microphone **DIFFERENT?**

That is a WMFM microphone. It differs from every microphone in Milwaukee, and almost every microphone in the country.

The difference lies in the programs this microphone picks up.

Through the WMFM microphones in Milwaukee's ultra-modern Radio City comes a rich assortment of distinctive, quality programs keyed to the wants and needs of its audience. These programs include a rich supply of quality music, fine dramatic programs, news, and all the other factors that go into a well-balanced program schedule.

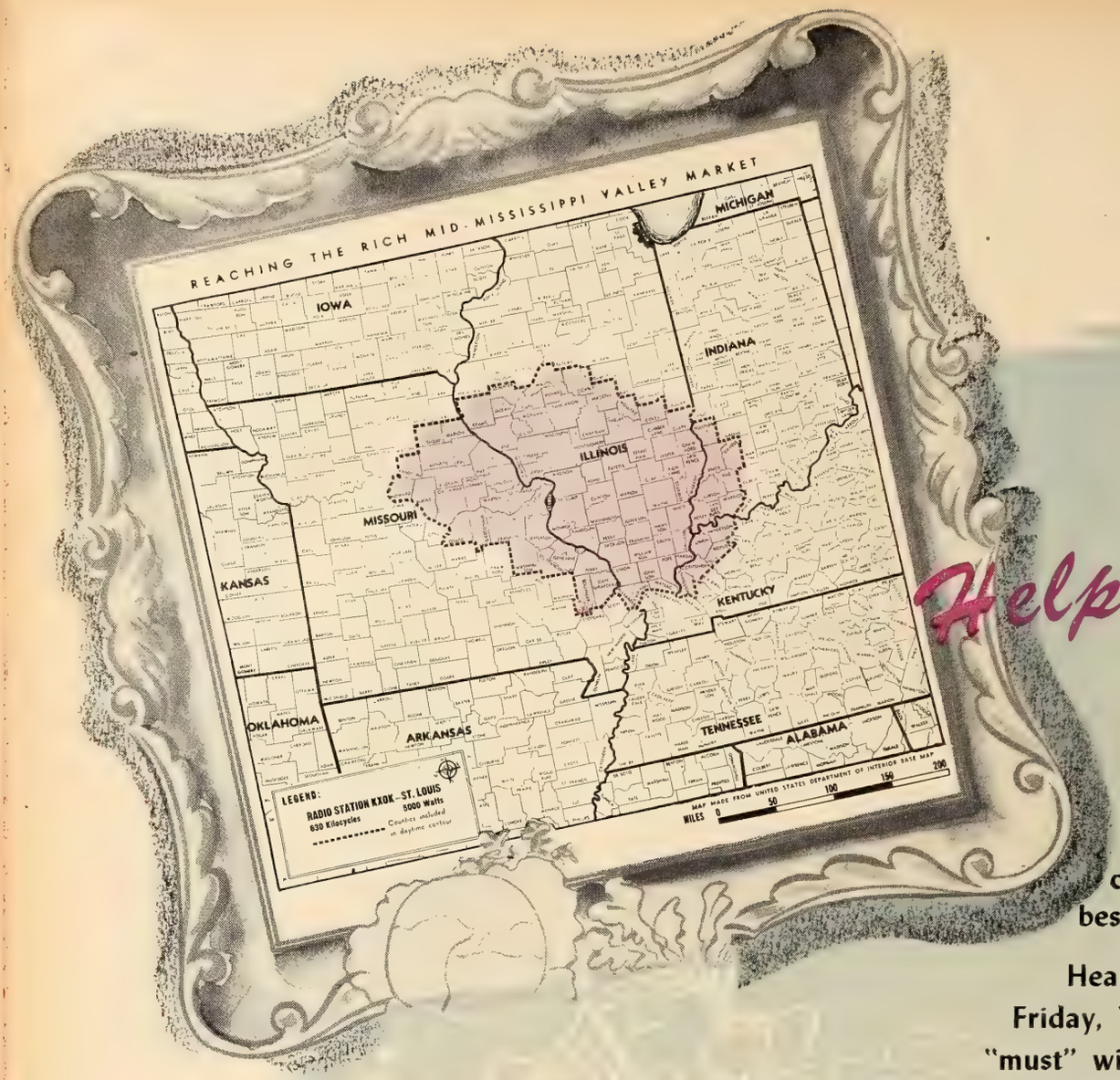
By combining outstanding programming with the miracles of crystal-clear, static-free FM broadcasting, WMFM delivers hour upon hour of entertainment that has found an eager reception in Milwaukee.

Remember this, when making your fall radio plans. Remember the story of WMFM's distinctive programs and enthusiastic reception.

Get all the information on how your products can benefit from WMFM's prestige building, sales-promoting programs. WMFM can do a mighty job for you.

WMFM

THE MILWAUKEE JOURNAL FM STATION



VIR

D

Helps you sell

Listeners depend upon her
of food stuffs . . . her accu
best "buys"!

Heard at 11:45 each morning, M
Friday, Virginia Davis, "THE FOOD
"must" with thousands of busy house
St. Louis and the entire KXOK area.

Prepared and presented by Miss Davis, "THE FOOD SC
a veritable gold mine of authentic information on the purch
preparation of each day's best food selections . . . p
on rationing and point values. Miss Davis, an expert broadcaster
daily and is an authority on her subject. No wonder thousa
throughout the rich, Mid-Mississippi Valley area blanketed by KXO
listen to "THE FOOD SCOUT," Monday through Friday.

So—if you're interested in bringing your product before a tailor-made au
of women . . . of housewives . . . of buyers, look to Virginia Davis an
her solidly established, top-notch, attention-getting women's progra
that can and does reach and sell housewives effectively and fast!

That's why we say that Virginia Davis is a "natural" to help you sell this vast field of women listeners. Her program is one that has real home acceptance — available Mondays through Fridays.

"THE FOOD SCOUT" can stimulate sales for you in this area. Ask a KXOK or JOHN BLAIR Representative for complete details — NOW.

GINIA AVIS

this field



xpert knowledge
ate "tips" on the

onday through
COUT," is a
wives throughout

OUT" program is
asing and
us valuable news
visits the markets
ds of women
coverage, like to

ience



KXOK

SAINT LOUIS—1, MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

Affiliated With KFRU, Columbia, Missouri • Represented By John Blair and Co., New York • Chicago • St. Louis • Los Angeles • San Francisco

O. B. Capelle, Miles Labs., Stresses Advantages of Small Market Promotion

ADVANTAGES of small market promotion and marketing were advanced by O. B. Capelle, sales promotion manager of Miles Labs., Elkhart, Ind., and Robert H. Perry, regional business consultant of the Dept. of Commerce, at an affiliates meeting of the Keystone Broadcasting System Tuesday evening during the NAB Executives War Conference.



Mr. Capelle

Due primarily to radio promotion, the sales of One-A-Day vitamins in the less populous areas are comparatively ahead of the sales in the metropolitan markets, Mr. Capelle told the affiliates. A potent factor in the small town acceptance of the Miles product resulted from the transcribed *Lum & Abner* program on KBS. A Hooper in Keystone cities reveals a rating for the program of 10.2, he said.

"The druggist in a small market is entitled to our advertising cooperation just as much as if his store were in a metropolis," Mr. Capelle said.

"He tries to push our product just as hard as the large city druggist and he deserves our support. We believe, therefore, it is our duty to advertise in these smaller centers as a matter of square dealing with the retail trade and as a service to the consumer.

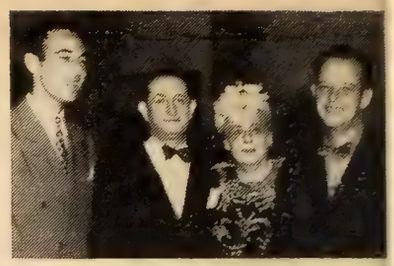
"I see no reason why it is not likewise the duty of every manufacturer of any grocery or drug store product to extend his advertising into the smaller markets, and I predict that the postwar battle for business will see many manufacturers concentrating as much in the smaller communities as in the larger cities."

Mr. Capelle said the statistical services to which Miles subscribes show that 8 out of every 10 families with sets hear one of the Miles broadcasts "in spite of the fact that we have no million-dollar stars on our programs, which include the *National Barn Dance, Lum & Abner, The Quiz Kids, News of the World, Lady of the Press,* and Robert St. John."

Mr. Capelle warned the affiliates "not to try to emulate the boys with spats and boutonnieres. Be the friendly, regular fellows you are, serving your communities and counting all your advertisers near and far as friends," he counselled.

The vast marketing possibilities that exist in the small towns and rural sections of the country were supported with Dept. of Commerce statistics by Mr. Perry. The cities of 5,000 population group have 40% of the retail stores and do 23% of the total retail business, though these towns contain only 11% of the population. The advertising and promotional effort in the small markets should be directed in full proportion to their sales potential, Mr. Perry said, advising manufacturers to overhaul their selling programs to hit these markets while there is still time before the postwar selling race starts.

The meeting was presided over by M. M. Sillerman, president of KBS. Other speakers were Murray Carpenter, Compton Adv., New York, and Lewis H. Avery, NAB.



SATISFIED SMILES are in order after the successful debut of the new MBS show, *Quick As a Flash*, sponsored by Helbros Watch Co., heard Sundays, 6-6:30 p.m. In the usual order are: Dick Lewis, director of the show; William Helbien, president of Helbros Watch Co.; Mrs. Helbein; Bernie Prockter, producer. Agency is William H. Weintraub & Co., New York.

Heileman Breaks

HEILEMAN BREWING CO., La Crosse, Wis. (Old Style Lager), on Sept. 1 began sponsorship of three to six chain break announcements weekly, for 52 weeks, on WJJD Chicago, KWNO Winona, Minn., KFYR Bismark, KABR Aberdeen, S. D., KOBH Rapid City, KELO Sioux Falls, WSAU Wausau, WIBA Madison, and a quarter-hour show, 3 times weekly on WOC Davenport. Heileman also will renew chain breaks on WDAY Fargo, effective Sept. 23; a quarter-hour show thrice weekly on WOW Omaha beginning Sept. 16; a quarter-hour show six times weekly on WLOL Minneapolis effective Sept. 23; and a half-hour show once a week on WCFL Chicago starting Sept. 23, all 52-week renewals. Agency is L. W. Ramsey Co., Chicago.

Gilberton Tests

GILBERTON Co., New York, publishers of children's books, starts a radio test as sponsor of *Let's Listen to a Story* on WMCA New York, to promote classic comics, monthly cartoon versions of classical works. If test is successful, the firm acquires radio rights to the program, and plans to use it nationally as a transcription, or as a life network program. Contract for 13 weeks with renewal options calls for the Sunday, 9-9:30 a.m. period on WMCA, beginning Sept. 10. Child-audience is invited to studio broadcasts and receives at the openeing program an illustrated gift book. Agency is H. C. Morris & Co., New York.

Contributing Factor...

The production of oil and natural gas in the tri-state area served by KWKH provides a steady, uninterrupted flow of spendable wealth for the thousands of persons engaged in this vital industry. Alert advertisers are giving their attention to this rich, resourceful market . . . are using powerful, 50,000-watt KWKH to influence the buying habits of these oil workers whose incomes have reached a new high.



KWKH

CBS ★ 50,000 WATTS

A Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

. . 5 LEADING DEPARTMENT STORES USE 50¼-HOURS PER WEEK ON WLAC, NASHVILLE'S 50 KW CBS STATION

Represented Nationally by the Paul H. Raymer Co.



From The Secretary of Agriculture:

"I want to add my hearty congratulations on the inauguration of this Farm Service department. I am sure that the rural people of Oklahoma look upon the launching of this public service with a great deal of personal interest and keen anticipation."

CLAUDE R. WICKARD

From The Federal Communications Commission:

"Under such auspices, it should render a valuable service to the station's many listeners."

PAUL A. WALKER
Commissioner

From U. S. Dept. of Agriculture:

"If we were to prepare a plan for the operation of the ideal radio station farm service department, we couldn't improve on the layout you are setting up. You haven't overlooked a single important detail."

WALLACE L. KADDERLY
Head, Radio Section

WKY'S New Farm Service "Baby" Turns Out to be a *Giant!*

From U. S. Department of Agriculture:

"I believe that the 'Farm Reporter' program can render a very fine service to the farm people of Oklahoma and bring them stories about the accomplishments of farmers throughout the state.

LIPPERT S. ELLIS
Regional Agricultural Analyst
Little Rock, Ark.

From U. S. Department of Agriculture:

"Truly WKY is to be commended upon the undertaking of getting the success stories from one farmer to another."

CHARLIE KILPATRICK
Soil Conservation Service
Chandler, Okla.

From U. S. Department of Agriculture:

"I am glad to learn that even though you are located in the heart of one of the greatest oil producing centers in the world, you are interested in improving agricultural conditions."

LOUIS P. MERRILL
Soil Conservation Service
Regional Conservator
Ft. Worth, Texas

From Oklahoma's Governor:

"I predict that the 'Farm Reporter' will make an indelible mark on the progress of agriculture in Oklahoma that will be long remembered."

ROB'T S. KERR

From a State Regent:

"Please accept my congratulations on the great service you have inaugurated."

M. A. NAIL,
Oklahoma State Regents
for Higher Education

From The President of Oklahoma A. & M.:

"The farm hour inaugurated by WKY will be of incalculable value. Its function will be to challenge, to encourage and to inform. All Oklahoma should be grateful to this great facility for the conception and effectuation of this splendid public service."

DR. H. G BENNETT

From a State Corporation Commissioner:

"I am glad to see your organization sponsoring this great cause. You can and will render a real service to the people of this state."

WM. J. ARMSTRONG

From a Ponca City, Okla., Banker:

"I am sure all of our farmer customers will benefit by these broadcasts."

W. D. PFEIFFER,
Executive Vice Pres.
The Security Bank

From Oklahoma Pecan Growers' Ass'n:

"There will be no doubt about soil conseration and improvement when men of your calibre and your great WKY and your publications continue your efforts."

V L. KIKER, President

From a County Agent:

"I am very much interested in this new department . . . I think a farmer who has done something different and has been successful with it is entitled to be recognized on the air. This will make your program more popular each month."

C. R. HUMPHREY
Okfuskee County

From The President of Wilson & Co.:

"Sincere congratulations upon initiating the splendid WKY farm service program. I am confident that this service will be of great value to the farm people of your good state."

THOMAS E. WILSON

From an Oklahoma City Banker:

"You are certainly to be commended on your foresight in offering this timely service."

HUGH L. HARRELL,
Vice Pres. First Natl. Bank

From an Agricultural Instructor:

"I am sure that your splendid efforts to render a real agricultural service to Oklahoma will prove most successful."

CLYDE M. REED
Frederick, Okla.

From a McAlester, Okla., Banker:

"A program of this kind has been needed in the State of Oklahoma for a long, long time."

C. L. PRIDDY,
Vice Pres. Natl. Bank of McAlester

From a Caddo, Okla., Banker:

"My hat is off to WKY for this fine program known as the 'Farm Reporter.' This will benefit all the farm group organizations as well as business and professional men of this great state."

T. D. CALL, Pres.
First State Bank

From a Public Utilities Executive:

"I wish to extend my sincerest good wishes for the success of your Farm Service Department and I know that it will be an outstanding contribution to the agricultural interests of the state."

J. H. WARDEN, Gen. Sales Mgr.
Oklahoma Natural Gas Co.

From a Tulsa Banker:

"Your radio program will certainly do a real service to all of rural Oklahoma."

VERSER HICKS, Vice Pres.
The Fourth National Bank

From an Insurance Company President:

"I want to commend you for taking these constructive steps in the building of Oklahoma."

R. T. STUART, President
Mid-Continent Life
Insurance Company

From The Oklahoma Farm Bureau:

"Congratulations on the foresight of this new service and it will be a pleasure to assist in any way possible its success."

JOHN I. TAYLOR, President
Mountain View, Okla.

From a Kenawa, Okla., Banker:

"Glad to see this good work going on."

F. P. SWAN, President
The First Natl. Bank

From a State Farmer-Representative:

"I wish to express a profound appreciation for the understanding attitude of your organization relative to the real problems facing the farmers of this state and nation."

BOB BARR
Kingfisher County

From The Oklahoma Bankers Ass'n:

"I want to congratulate you on this new program and the work your company is doing to improve the farming conditions in this state."

R. W. HUTTO, President

From a Book Publisher:

"The public service value of WKY's new program is inestimable."

SAVOIE LOTTINVILLE
University of Oklahoma Press

From a Newspaper Editor:

"The new department should be most helpful in the development of agriculture which, after all, is Oklahoma's No. 1 natural resource."

JOE N. CROOM
Okmulgee Daily Times

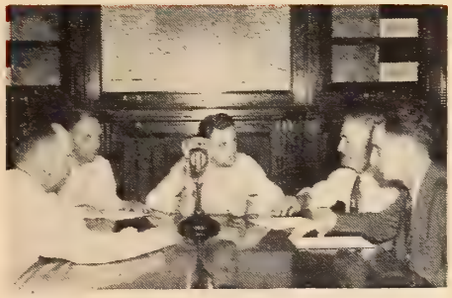
WITH the cheers, blessings, congratulations, and encouragement of high government and state officials, and of business, financial, educational and farm leaders of Oklahoma, WKY's new farm service program was born auspiciously on August 9.

Actually, the destiny of WKY's new service to Oklahoma's No. 1 industry was settled 18 hours before its bow on the air, at the dedicatory dinner attended by the most representative cross-section of Oklahoma citizens ever assembled in Oklahoma City. With the common interests of the more than 600 persons at this gathering focused in one direction, the spark of WKY's leadership ignited spontaneously a giant program of action in the interest of soil and farm improvement which almost overnight has spread statewide.

From business men, bankers, merchants, farmers and stockmen throughout the state have come encouragement and promises of co-operation.

WKY's "Farm Reporter" program, therefore, was launched in high speed, initiating at the very outset a plan and a program for immediate statewide action whose ultimate benefits in soil conservation and agricultural advancement are incalculable.

WKY believes it could render no greater service to its state and its listeners than in promoting and executing such a program.



EDD LEMONS, WKY "Farm Reporter," set the pattern of daily programs on his first broadcast, interviewing outstanding state farmers on various phases of farm operation.



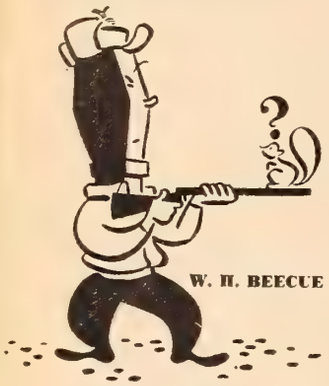
FROM CHANDLER, OKLA., WKY's "Farm Reporter" originated the first of a series of on-the-spot broadcasts. Farmers from this area were heard in a program originating in the town's public square. On succeeding Saturdays, programs originated from Pauls Valley and Clinton, Okla.

WKY
OKLAHOMA CITY

REPRESENTED BY
THE KATZ AGENCY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: The Daily Oklahoman and Times
The Farmer-Stockman ★ KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Management)

YOU DON'T HAVE TO
HUNT
FOR LISTENERS
WHEN YOU BUY
ON WHBQ



AS OUR
ADVERTISERS
KNOW
WHBQ's
ANNUAL VOLUME
HAS INCREASED
EVERY YEAR
YOU'LL ALWAYS
BE IN GOOD
COMPANY
ON WHBQ

DIXIE'S 24 hour station
Exclusive Memphis Station
to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour
WHBQ
your MUTUAL friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

CBS Files for Four Additional 16 mc Ultra-High Frequency Video Outlets

CBS LAST WEEK indicated a willingness to back up its faith in wideband ultra-high frequency television as a reality in the immediate postwar era by filing applications with the FCC for licenses to operate television stations in Boston, Chicago, Los Angeles, and St. Louis, using a 16-mc channel located between 460 and 476 mc. On June 29 CBS applied for a New York station on that same operating channel.

Dual Operation Planned

Applications are in line with the CBS proposals of last April that television be moved upstairs in the radio spectrum as soon as possible after the war, without allowing the new medium to become established on present standards which CBS believes not good enough for successful commercialization, a view which recently received support from the recommendations of the interdepartmental Radio Advisory Committee [BROADCASTING, Aug. 14].

Although the CBS applications for ultra-high frequency video stations total five, the maximum permitted by the FCC for commercial operation, the network does not plan on discontinuing its sight-and-sound broadcasting on its present video station, WCBW New York, which operates on the 60-66 mc channel, until such time as service in the higher frequencies is established. It is expected that dual operation in New York will provide a chance to demonstrate the advantages of the system advocated by CBS over the present narrow-channel service at lower frequencies.

No action on the applications is likely until after the conclusion of the FCC allocation hearings, starting Sept. 28 in Washington, which are expected to be followed by the assignment of definite operating channels for all radio services, including standard broadcasting, FM communications and the others as well as television.

Even then the FCC will retain all applications for new services in a suspended file, pending lifting of a materials freeze order.

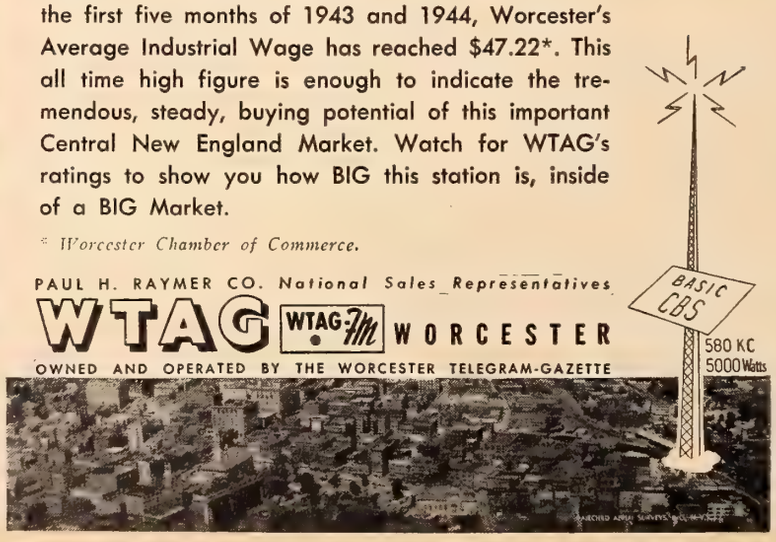
SMITH & BULL Adv., Los Angeles, to enable staff to hear all agency programs as they are broadcast, has equipped its new quarters with loudspeakers connected with master control room.



Stability is Worcester's middle name. Twice now, for the first five months of 1943 and 1944, Worcester's Average Industrial Wage has reached $47.22*. This all time high figure is enough to indicate the tremendous, steady, buying potential of this important Central New England Market. Watch for WTAG's ratings to show you how BIG this station is, inside of a BIG Market.

* Worcester Chamber of Commerce.

PAUL H. RAYMER CO. National Sales Representatives
WTAG WTAG-FM WORCESTER
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



NAB Board Names Allocations Group

Craven Heads Subcommittee To Plan Part in FCC Study

NAB participation in the general allocation hearings called by the FCC to begin Sept. 28 will be drawn by a subcommittee of its Board of Directors, headed by T. A. M. Craven, former member of the FCC and now vice-president of the Iowa Broadcasting Co. Other members of the committee are Kolin Hager, WGY Schenectady, and John E. Fetzer, WKZO Kalamazoo, now serving in Washington as assistant director of censorship in charge of radio.

The Board, at a meeting Aug. 31 following the close of the NAB Executives War Conference, concluded that the NAB should urge adequate provision for all types of broadcast service, present and future, in the new allocations, but without supporting the individual claims of any particular service [BROADCASTING, Sept. 4].

Mr. Craven, elected to the Board by what was understood to be a virtually unanimous vote (the balloting was not made public), will draw upon his comprehensive background as an engineer, a Naval officer and a member of the FCC in formulating the NAB's plans. The Board subcommittee will work with the NAB's Engineering Executive Committee in drafting the appearance, due to be filed by Sept. 11.

Members of the Engineering Executive Committee are: John V. L. Hogan, WQXR New York, chairman; O. B. Hanson, NBC; William B. Lodge, CBS New York; G. Porter Houston, WCBM Baltimore; Dr. F. M. Doolittle, WDRC Hartford.

Block Drug Promotes

BLOCK DRUG CO., Jersey City, is using one-minute live and transcribed announcements on some 10 stations in the east for Dentu-Grip, a dentrifice. Stations will be added as distribution is extended. Agency is Cecil & Presbrey, N. Y.

RADIOMARINE Corp. of America has earned a third star for its Army-Navy E flag, for "continued outstanding production".



"He's been listening to rationing news on WFDF Flint, and he goes home on a furlough tomorrow."

The Washington Post *assumes control of* WINX

EUGENE MEYER, PUBLISHER OF THE WASHINGTON POST, AUTHORIZED THE FOLLOWING STATEMENT UPON COMPLETION OF THE TRANSFER:

"When I took possession of The Washington Post in June, 1933, I stated in the first edition that:

★ ★ ★

"'It will be my aim and purpose steadily to improve The Post and make it an even better paper than it has been in the past. It will be conducted as an independent paper devoted to the best interests of the people of Washington and vicinity, and hopes to have their interest and support.'

★ ★ ★

"Every effort has been made by the management and staff to adhere throughout the years to the ideals announced on the first day of the present ownership and management. The progress of The Post reflects a sympathetic understanding by the public of the purposes and policies which have been pursued.

"In the same way, it will be the aim and purpose steadily to improve WINX and make it an even better radio service than it has been in the past. It will be conducted as 'Washington's Home Station,' devoted to the best interests of the people of Washington and vicinity, and hopes to have their sympathetic interest and support. I indulge the hope that WINX, guided by the same sense of responsibility to the public, will gradually win its way in a program of service to the community. A radio station, like a newspaper, must be a cooperative institution and its value will be established by its success in understanding and meeting the interest and the needs of its constituency."

WINX

The Washington Post Station

Washington 1, D. C.



National Representative: FORJOE & CO. · *New York · Philadelphia · Chicago*

No. 1
Coverage of
N. Carolina's
No. 1
Market!

WINSTON-SALEM
GREENSBORO
HIGH POINT

WSJS

5000 Watts
600 on the Dial

Represented by
HEADLEY-REED COMPANY

Purely PROGRAMS

HISTORY, literature and music of the Jewish people will serve as source material for *The Eternal Light*, weekly half-hour Sunday series to be presented on NBC in cooperation with the Jewish Theological Seminary of America, beginning Oct. 8. Over-all purpose will be to show Judaism as a moral force in the important moments of history. Dramatizations will be followed by choral music and a short talk by rabbis and laymen. Program will be presented under the supervision of a radio committee of lay and rabbinical representatives of all branches of Jewry in the United States, with Rabbi Louis Finkelstein, Jewish Theological Seminary, president, as chairman.

* * *

Highschools on Air

ARRANGEMENTS have been made by WASK Lafayette, Ind., to broadcast each Thursday afternoon from a different high school in that area a new program called *High Schools on Parade*. Participating on the hour program are students, campus organizations and groups and school officials. Local merchants sponsor the program each week which is conducted as a student assembly feature, with school held-over for the show. Idea was originated by Bill Warren, WASK program director.

New Service Show

A PUBLIC service program, *Open House*, offering opportunity of expression to individuals and organizations with messages of public importance, started Sept. 7 on WMCA New York under sponsorship of Abe Stark, Brooklyn clothing merchant. Edward Bobley serves as moderator of series which will be heard two evenings a week. Robert Edwards Co., New York, is producer.

* * *

Reception

RECEPTIONS for returning Canadian war veterans at Exhibition Park railway station are being broadcast by CKCL Toronto on a *Welcome Home* program sponsored by the Assoc. of Toronto Hotel Proprietors. Recorded as the boys come home, program is broadcast at set times weekly. Walsh Adv. Co. Ltd., Toronto, is handling the account.

* * *

Plays on NBC

THREE WINNING one-act plays submitted in a contest for enlisted men of the Navy, Coast Guard and Marine Corps will be broadcast exclusively on NBC in a series of weekly programs starting Sept. 14. Contest was sponsored jointly by the Third Naval District and John Golden, theatrical producer.

MBS Magazine Tieins

MUTUAL Network, in presenting sustaining programs with magazine tieins, has two such shows scheduled to start Sept. 11 and a third in the negotiating stage. In addition to *Real Stories From Real Life*, now presented in conjunction with a broadcast of *Voice of Movieland*, based on a Hillman magazine of the same name and featuring Gerry Larson, songstress, Monday through Friday, 4:30-4:45 p.m. Another new show, Monday through Friday, 11:15-11:30 a.m. will have the title and material of a column *"Do You Need Advice"* appearing in *True Romance*, a Macfadden publication, with the writer, Joan Porterfield, as star. *The Handy Man*, starring Jack Creamer, will be moved into the 4:45-5 p.m. spot and may tie in with the *True Experiences*, of the Macfadden women's group.

* * *

14th for Medical Series

ACCORDED the oldest continuously produced medical program in the world, *Rochester's Medical Broadcast*, conducted weekly over WHAM Rochester by the Medical Society of the County of Monroe, enters its 14th year on the air this fall with presentation of medical advice and counsel, including guest speakers and roundtable discussions, of interest to the public. National and local speakers, from all fields of medical education and practice, as well as Government, are among those featured.

* * *

Arts of Canada

DISCUSSION series on the arts in Canada, *Art In Living*, was started by the CBC Sept. 5 as a weekly feature. Leading Canadians are heard on the series and Arthur L. Phelps acts as chairman. Series deals with the visual arts, drama, music and literature.

NAB Thanks OWI

COINCIDENT with the NAB Executive War Conference in Chicago last week, program managers of American stations formally expressed their thanks to the Domestic Radio Bureau of OWI. The Bureau stated an announcement had shown an excellent understanding of radio's problems, and through its efficiency the thousands of messages of government agencies moved smoothly and swiftly through studios to millions of listeners.



3 KEYS *For Your Spots*

WDRC gives you not one—but *three* keys to successful spot radio advertising. In the Hartford Market, WDRC has the winning combination of 1) coverage, 2) programs and 3) rate!

2 COVERAGE 2 PROGRAMS
GET ALL 3 ON WDRC
1 RATE 3

WDRC
HARTFORD 4 CONNECTICUT

BASIC CBS
Connecticut's Pioneer Broadcaster

FOUR TOP MARKETS!

- Central Kentucky — WLAP *Lexington, Ky.*
- Amarillo — KFDA *Amarillo, Tex.*
- The Tri-State — WCMI *Ashland, Ky.-Huntington, W. Va.*
- Knoxville — WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

To Time-Buyers Who Want

FACTS ...not Fantasy!

OMAHA (WOW) HOOPERATINGS COMPARED WITH NATIONAL HOOPERATINGS

PROGRAMS* (Nighttime—Mon. thru Sun.)	HOOPERATINGS Omaha** (WOW)	National*** (U. S. Urban)	PLUS Ratings of WOW
Bob Hope	44.6	33.0	11.6
Fibber McGee and Molly	48.1	32.9	15.2
Red Skelton	43.5	31.8	11.7
Abbott and Costello	31.4	22.9	8.5
Mr. District Attorney	33.2	22.7	10.5
Bing Crosby	30.7	22.5	8.2
Kay Kyser (10:00-10:30 PM E.S.T.)	30.4	21.6	8.8
Mr. and Mrs. North	22.5	14.6	7.9
Fitch Bandwagon	34.0	16.0	18.0
One Man's Family	23.0	15.7	7.3
People Are Funny	24.7	13.4	11.3
Million Dollar Band	21.5	11.9	9.6
Information Please	18.4	11.0	7.4
Date with Judy	22.0	11.2	10.8
Jimmy Fidler	18.5	8.9	9.6
(Daytime—Mon. thru Fri.)			
Right to Happiness	11.5	8.6	2.9
Ma Perkins	13.7	7.4	6.3
Light of the World	13.9	6.5	7.4
Road of Life	8.2	6.8	1.4
Today's Children	12.8	6.2	6.6
Guiding Light	16.0	6.1	9.9
(Daytime—Sunday)			
John Charles Thomas	11.1	9.0	2.1
Those We Love	13.6	7.7	5.9
World News Parade	12.9	7.7	5.2
NBC Symphony	6.7	5.1	1.6

* List includes 24 representative commercial programs carried by 100 or more stations, including WOW.

** From the Winter-Spring, 1943-1944 Continuing Measurement of Radio Listening. December, 1943 thru April, 1944. C. E. Hooper, Inc.

*** From the 1944 Mid-Winter Comprehensive Hooperatings, "U. S. Urban" Hooperatings based on interviews in 89 cities, a cross-section of all 412 U. S. cities over 25,000 population.

HOOPERATINGS PROVE that WOW has a larger percentage of the available Omaha audience than the average NBC station has of its audience.

SO WHAT?

There must be a reason. There IS —and it's a reason that's important to advertisers:

For 21 years Omaha listeners have *always* been able to get the "mostest of the bestest" in radio by tuning to WOW. They've got the WOW HABIT—a habit that pays off big to advertisers who want the most circulation for their money.

It is also important to note that the Hooper City Zone (Omaha) station listening index for May and June, 1944, gives WOW:

34.4% of the MORNING audience;

49.0% of the AFTERNOON audience;

52.6% of the EVENING audience.

RADIO STATION

WOW INC.

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

KODY NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.

JOHN BLAIR & CO., REPRESENTATIVES

Leading Stores Plan to View GE Video Show

GENERAL Electric's invitation to department stores to attend a television program to be held at WRGB Schenectady Friday, Sept. 29, has been widely accepted. Among stores planning to attend are:

Abraham & Straus, Brooklyn; L. S. Ayres & Co., Indianapolis; Bloomingdale Bros, New York; Milwaukee Boston Stores, Milwaukee; Bullocks, Los Angeles.

Burdine's, Miami; H. C. Capwell Co., Oakland, Cal.; The Dayton Co., Minneapolis; Emporium, San Francisco; William Filene's Sons Co., Boston; B. Forman, Rochester, N. Y.; Joseph Horne Co., Pittsburgh; J. L. Hudson Co., Detroit; Hutzler Brothers Co., Baltimore; F. & R. Lazarus & Co., Columbus, O.; Rich's Inc., The John Shillito Co., Cincinnati, O.; Atlanta; The Rike-Kumler Co., Dayton, O.; Stix, Baer & Fuller Co., St. Louis; Strawbridge & Clothier, Philadelphia; The William Taylor Son & Co., Cleveland; Thalhimer Brothers, Richmond; R. H. White Co., Boston.

A NEW book on training the speaking and singing voice by Dr. Franklin D. Lawson has been published by Harper & Bros., New York, $2.50.



INTRODUCING Ted Mangner (left), new director of farm programs for KMOX St. Louis, is Wendell Campbell, assistant station manager. Mr. Mangner is a former assistant professor of radio extension in the College of Agriculture at the U. of Illinois, and has been broadcasting farm programs from WILL Urbana, Ill., in addition to writing his farm column which is used by 38 stations.

CBS has issued the fourth in a series of pocket-size booklets listing programs available for sponsorship.

Lorillard Pro Grid

P. LORILLARD & SONS, New York (Old Golds) is sponsoring the latest news flashes on horse races plus human interest stories on the sport, on a six-weekly quarter-hour program, conducted by Clem McCarthy on WHN New York. Series will run 52 weeks. Firm also sponsors professional football games of the New York Giants [BROADCASTING, Sept. 4] Sundays from 2:15 p.m. to conclusion of game. J. Walter Thompson Co., New York, is agency.

Correction

PACIFIC NATIONAL Adv., Seattle, does not handle the account of Seattle Brewing & Malting Co. as incorrectly stated in the Aug. 21 issue of BROADCASTING. Seattle Brewing agency is Western Adv., Seattle.

ROBERT ST. JOHN, NBC commentator and veteran war correspondent, has written a novel about a foreign correspondent, *It's Always Tomorrow*, to be published this fall by Doubleday, Doran & Co.

Nets to Start Grid Broadcasts on 16th

Line-up Includes Ted Husing, Hodges, Wismer, Stern

NETWORK coverage of the 1944 football season gets under way Sept. 16 with CBS, NBC and the Blue Network covering the contest between Iowa Pre-Flight and Michigan U., all networks covering selected games each Saturday.

Ted Husing will be assisted by Jimmy Dolan in handling the CBS report. CBS will cover the following games: Sept. 23, Purdue-Great Lakes; Sept. 30, Army-Carolina U.; Oct. 7, Notre Dame-Tulane, with others to be announced.

Blue Schedule

With Harry Wismer, handling the play-by-play description, and Joe Wilson, Chicago staff announcer, doing the "color," the Blue has also scheduled the Purdue-Great Lakes game, future schedules to be announced.

NBC's football broadcasts will he handled by Bill Stern, director of sports, and will be heard each Saturday concluding with the Rose Bowl classic on New Year's Day.

Russ Hodges will again handle play-by-play descriptions for Mutual, with Tom Slater, Mutual director of special feaures and sports, handling the color. First football broadcast on MBS will be Sept. 23. Events will not be scheduled until several days before the game, and whenever possible, the latter portions of both games in the Central and Pacific time zones will be broadcast, allowing more than one game to be carried on the same day.

Gen. Foods Show

GENERAL FOODS Corp, New York, will star Fanny Brice, as "Baby Snooks" in her own show *Toasties Time* on CBS Sunday 6:30-7 p.m. with a supporting cast including Hanley Stafford as "Daddy"; Danny Thomas, night club and radio comic Carmen Dragon's orchestra and a vocalist "to be known only as The Voice of Eloise." Miss Brice will deviate occasionally from her familiar role to portray various characters she has represented as a Ziegfeld Follies comedienne. Al Kaye will produce. Agency for Post Toasties is Benton & Bowles, New York.

CBC to Air Benny

JACK BENNY, whose sponsored program for American Tobacco will not be carried in Canada, may be carried by the Canadian Broadcasting Corp., on its Trans-Canada network as a sustaining program with Government war messages in place of the commercials, it is understood. The CBC is negotiating with the agency for the use of the Jack Benny show as a sustainer since the program is as much an institution in Canada as in the U. S. Final decision will rest with Benny, to assure that no plugs will be carried in the show aside from regular commercials.

To the Radio Industry

After twenty years in the broadcasting industry, I have transferred Radio Station CKCL, Toronto, to new owners, Mr. J. K. Cooke and his associates.

Looking back over my many years in the industry, I appreciate the fact that I have had very loyal support and consideration from the radio industry.

On passing the ownership of CKCL to Mr. Cooke and his associates, I feel that I am transferring my responsibility to a group of men who will continue to operate the franchise in the best interest of you, the radio industry. They are a keen group of business men who are bringing new and fresh ideas which I feel sure will be to everyone's benefit. My sincere thanks to you for your kindness in the past, and my request you pass your loyal support to the new owners of the radio station.

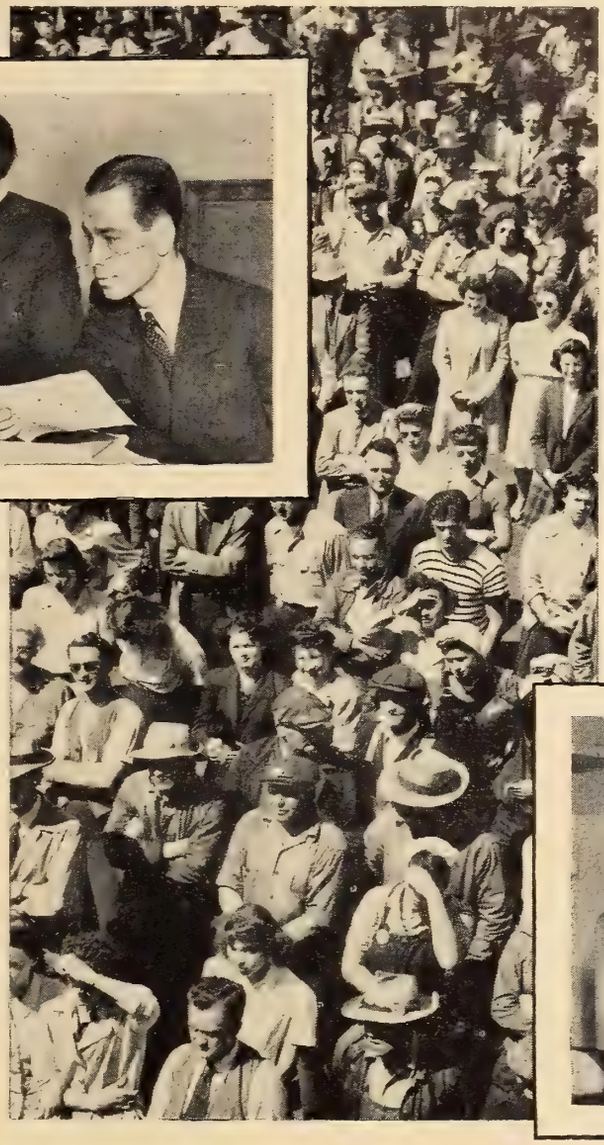
HENRY S. GOODERHAM,
President.

CKCL
TORONTO

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW



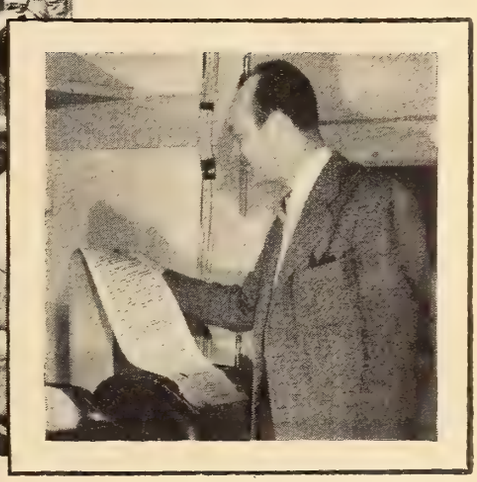
Three KGW announcers often heard on the shipyard newscasts (left to right) Dick Rand, Gordon Bambrick and Hartley Sater (now in the armed services). This special news service is provided during the lunch period to all Portland shipyards



Shipyard workers at the Willamette Iron & Steel corporation, Portland's largest navy shipyard, listen to the KGW lunch-time news broadcasts by special direct wire from the KGW newsroom. Thousands of workers in other Portland shipyards also listen to this service, which is provided as a morale booster in cooperation with the Industrial Incentive division of the U.S. Navy, proving once more that KGW takes public service where and when it will be most effective.

•

Glenn Howard, KGW news editor, checks copy coming "hot" off the teletype.





AUSTIN F. FLEGEL, JR. . . . . EXECUTIVE VICE PRESIDENT OF PORTLAND'S WILLAMETTE IRON AND STEEL CORPORATION

SAYS . . . "Portland's shipyard workers have hung up national records in war production and they're not going to stop until the war is won. KGW, by bringing its lunch hour news of the progress of the fighting to the men and women who are building the materials of war, is helping to keep up production tempo. We're grateful, indeed, to KGW for the fine job it's doing, and its high sense of public responsibility in its service programs . . ."

THE STATION WITH EAR APPEAL
KGW
PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.


Fort Industry Co.
A FORT INDUSTRY STATION
ADVERTISING DOLLAR
WSPD
NBC IN TOLEDO, O.
5,000 WATTS serving the great market of Northwestern Ohio and Southern Michigan.
ADVERTISING DOLLAR
WLOK
NBC IN LIMA, O.
250 WATTS serving the dependable Ohio test market spearheaded by Lima.
ADVERTISING DOLLAR
WMMN
CBS IN FAIRMONT, W.VA.
5,000 WATTS serving one of America's most famous direct response audiences.


tations are Bankable!
A FORT INDUSTRY STATION
ADVERTISING DOLLAR
WAGA
E
GA.
erving the South's
in market. Famous
station.
ADVERTISING DOLLAR
WFTL
MUTUAL IN MIAMI, FLA.
10,000 WATTS serving Florida's top market. State's most powerful radio station.
ADVERTISING DOLLAR
WHIZ
NBC IN ZANESVILLE, O.
250 WATTS serving the busy Southeastern Ohio industrial and farm market.
ADVERTISING DOLLAR
WWVA
BLUE IN WHEELING, W.VA.
50,000 WATTS serving 123 primary counties in Pennsylvania, Ohio and West Virginia.

Editorial

Dewey Speaks

EVER SINCE the political conventions last June and July, broadcasters have hungered for information on the position of the respective Presidential candidates on radio. The Republicans adopted a "free radio" plank. The Democrats ignored radio in their platform.

In this issue we report an interview with Gov. Dewey, the Republican candidate. In frank and forthright fashion he calls for an unfettered system. He is against FCC incursions into fields beyond regulation of technical facilities. He opposes Government ownership, or banning of sponsorship of news. He condemns CIO Political Action Committee demands for radio time as the demands of a "rump part of one wing of a political party". He wants FM and television developed by private enterprise without undue restraint.

Mr. Dewey's expressions put the Republican party on record. In this campaign there have been no statements whatever from the incumbent Democratic party. Broadcasters want to know.

We have said before that, unlike newspapers, broadcast stations carry no political label. They do not pledge themselves to this party or that. They take no editorial position. That is good radio and sound operation.

The Republicans have committed themselves by party resolution, now buttressed by the clear cut views of their candidate, in favor of remedial legislation and rule by law. We are hopeful that before the campaign ends, the Democrats will come forth with renewed and explicit expressions for a free radio and, as Mr. Roosevelt in 1939, for a new radio law.

'This Is Radio'

RADIO'S war hall of fame will contain many names of broadcasters who have performed outstanding service. High on the list will be Edward R. Murrow, CBS European director.

Tribute to Ed Murrow has just been paid by the Assn. of American Correspondents in London. The association has elected him president for the coming year, first time the honor has gone to a broadcaster.

Those who have followed Ed's handling of Columbia's European news setup know how richly he has earned this recognition from an organization that has been dominated by newspaper and press association members. Not yet told in adequate manner is the job Ed did on D-Day.

There are many other untold chapters about Ed Murrow's coverage of World War II. His innate modesty, his sensitive touch, his descriptive genius, his almost poetic insight will be heralded when the radio history of this war is written. It was during the German air blitz of London that his phrase "Orchestrated Hell" was coined. He has been on the European scene since 1937.

Murrow's "This Is London," is now an American by-word. Ed Murrow epitomizes American radio at its best.

Will to Fight

THANKS to the courage and foresight of two independent station owners, radio in the last fortnight has won two labor test cases of vast importance.

WMAL Washington, in a proceeding instituted after the American Federation of Radio Artists had insisted upon an "assigned fee" or "pay-within-pay" principle for staff announcers handling commercial spots, carried its case to the War Labor Board. Its victory is all the more significant because other Washington stations had accepted the "assigned fee" mandate, and many AFRA contracts are due for negotiation and renewal this fall.

WJJD Chicago, while under the ownership of Ralph L. Atlass (the station since was sold to Marshall Field) went to the mat on the platter-turner issue with Jimmy Petrillo's AFL, after the major networks had agreed to recognize the right of AFM to represent record-turners as "musicians". The NWLB regional panel in Chicago has ruled in favor of Mr. Atlass' contention—that WJJD did not require additional musicians to change records, and that in view of the manpower shortage the board could see no justification for giving AFM exclusive jurisdiction over record-turning operations.

The latter decision isn't a conclusive one, and does not decide finally the jurisdictional dispute between AFM and NABET or even IBEW. But it does make a shambles of the Petrillo unemployment argument and the "make-work" issue. The Atlass opposition is a refreshing departure from the position of the networks acquiescing to the Petrillo demands, even after the AFM head had told a Senate Committee he had never meant to pursue the platter-turner issue seriously and that it was just a windfall. With jurisdiction over platter-turners, plus his ability to "pull-the-plug" on network programs using music, Jimmy would have a strangle-hold on music performances over affiliated and independent stations alike.

The AFRA ruling is more conclusive. Kenneth H. Berkeley, general manager of WMAL, tells the story in this issue. (See page 16).

By paying staff announcers, in addition to base salary, a set fee for each commercial announcement without regard to selection by the sponsor, the announcer would get extra pay for doing the precise thing for which he was hired. The announcer with the trick in which most such spots fall would benefit over his colleagues. Individual merit wouldn't be recognized and incentive would be reduced, for the announcer wouldn't have to show proficiency to be selected by the advertiser as "talent" to get an extra fee.

The most telling point Mr. Berkeley cites is that if the assigned fee principle is approved for announcers, the station inevitably would be faced with similar demands from other employes. Engineers, production men, sound effects men, news editors, scriptwriters and administrative help all are essential to station operation. The implications are obvious. The station, as Mr. Berkeley points out, would become a mere concessionaire.

All in radio should be thankful there are independent broadcasters with the will to fight these important issues which, if left uncontested, could well undermine the whole economy and independence of the medium.

Our Respects To —



JOHN CREUTZ

WHEN a boy 13 starts to take an active interest in radio, gets a job in the industry, follows it up through college, and remains in the radio field for 23 years, you can be certain that radio is both his vocation and avocation. Such a man is John Creutz, new (June 1) chief of the Domestic & Foreign Branch of the WPB's Radio & Radar Division.

He was born in 1908 in Beaver Dam, Wis., a town of about 6,000 souls, but no radio station. The closest station is WIBU, a 250-watter in Poynette, Wis., which occasionally originates programs at Beaver Dam.

John Creutz first got into radio while attending Monroe (Wis.) High School when he built his own set. Entering the U. of Wisconsin at Madison after graduation from Monroe High, he "tinkered a good bit with radio" as he puts it, working at WHA, the college station, and incidentally one of the oldest in the country. That was in 1927. At the university he nearly ruined his health because of his interest in radio—he worked at WHA in the afternoons and at WIBA Madison nights. Sometimes he had to keep standing to prevent himself from falling asleep.

After taking his B. S. in electrical engineering at Wisconsin in 1931, he did graduate work there, keeping radio importantly in mind. There he did some of the early pioneering on directional antennas. In the early 30's he became chief engineer at WIBA where he was instrumental in putting on a three-element, directive tower.

Anyone who peruses the FCC records can find some of John Creutz's handiwork in the Commission's files, for in 1936 he entered the consulting business with E. C. Page, a radio engineer. While he was chief engineer at WIBA, Mr. Creutz built one of the first AC operated 5 kw transmitters that used no rotating machinery, considered then quite an innovation.

A year later—1937—Mr. Creutz moved to Washington when Mr. Page went into partnership with G. C. Davis, Washington consulting engineer. After five years in the capital, John Creutz came to his present Government post in the Radio & Radar Division in 1942, serving as assistant chief of the branch under Frank McIntosh. When Mr. McIntosh resigned last June, John Creutz was the logical successor.

He enjoys his work with the Government, says it brings him into contact with many of

(*Continued on page 38*)

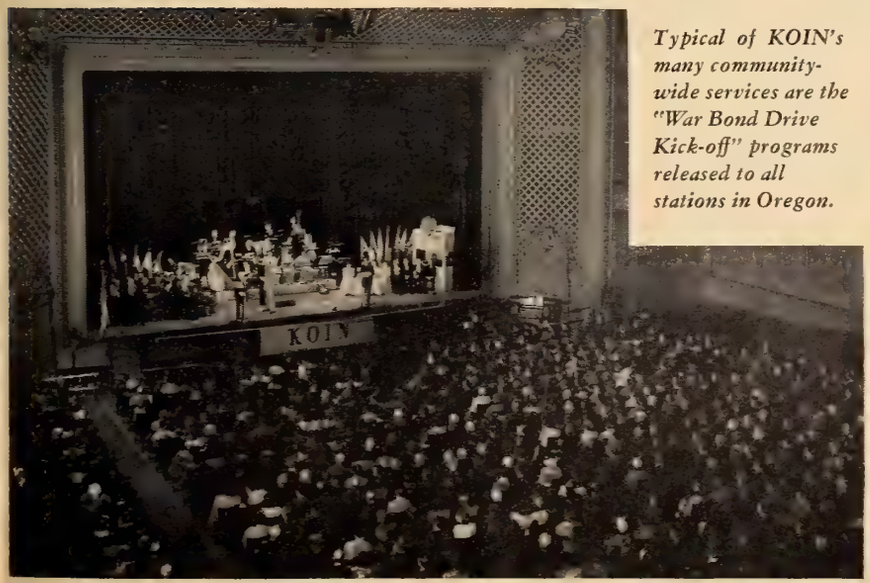
How Big is a Community?



To these five governors 'community' means ...the Pacific Northwest

KOIN'S panel discussion, Northwest Development Association, released through CBS to audiences throughout the Northwest. *Left to right*—Gov. C. H. Bottolfsen, Idaho; Art Kirkham, KOIN; Gov. L. C. Hunt, Wyoming; Gov. Arthur B. Langlie, Washington; Gov. Earl Snell, Oregon and Gov. Sam C. Ford, Montana.

● Portland, Oregon is a wartime city... vital and alive. It would be easy to limit KOIN's Public Service to Portland's metropolitan 522,000 people. But Public Service means responsibility to a community. Our community is also the Northwest. KOIN is firmly a part of the Pacific Northwest's vibrant present and inevitable future.



Typical of KOIN's many community-wide services are the "War Bond Drive Kick-off" programs released to all stations in Oregon.

KOIN

PORTLAND, OREGON

●

FREE & PETERS, INC., National Representatives

WHAT'S WRONG WITH THIS PICTURE?



If farmers customarily wore silk hats and carried canes, you *might* expect them to like "farm stations" which carry perhaps one farm program a day — might even expect them to like "farm editors" with deep Oxonian accents!

But farmers want and need a very different radio diet than appeals to urban people. A good farm station is as vital to a farmer as "Broadcasting" is to a radio advertiser! And farmers can detect a phoney radio farmer just as easily as you detect a phoney radio trade-paper!

That's why KMA is the No. 1 Farm Station in this No. 1 Farm Market—why KMA gets more than *twice* as much listener-mail as any other station in this area. KMA is a true farm station—devotes hours daily to the specific needs of its *farm* audience.

Let us send you the whole amazing story. Until you hear it, you'll never know what a real farm station can do for you. Write!

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.



FREE & PETERS, INC.
Exclusive National Representatives

Our Respects to

(*Continued from page 36*)

his old friends and former business associates. In addition to his official duties as chief of the WPB Domestic & Foreign Branch of the Radio & Radar Division, Mr. Creutz is "chief" of the five-man car pool which carries him and four associates the 20 miles over to Virginia and back every day.

In 1932 Mr. Creutz married the former Ardel Trier of Hurley, Wis., a former classmate at the university whom he met for the first time on vacation when he was guest of his roommate. Mr. & Mrs. Creutz live near McLean, across the Potomac from crowded Washington, where there is lots of sunshine and open space for their two children, both boys—aged 6 years and 6 months. His hobbies—home and radio.

Speaking of ages—Mr. Cruetz will be 36 Sept. 26.

Johnson a Candidate

WALTER JOHNSON, former FCC attorney and Washington radio lawyer, is campaigning for Congress in the First Virginia District as the Republican nominee opposed to the Democratic incumbent, S. Otis Bland. Mr. Johnson lives in Heathsville, Northumberland County.

Personal NOTES

CAPT. JAMES B. ROCK, former KDKA Pittsburgh manager, and Capt. Carl O. Wyman, former engineer of KDKA, recently met in the Pacific area. Both are now in the Marine Corps.

ORVILLE LAWSON, member of the KRNT Des Moines sales staff, has been named sales promotion manager of the station, replacing John Drake, who has joined WLS Chicago.

SAMUEL R. WHITE, former sales promotion manager of WLW Cincinnati, has joined the *Indianapolis Star* and its station, WIRE, as manager of sales promotion and merchandising.

TROY McDANIEL, for the past two years treasurer of KGBS Harlingen, Tex., has been named manager of the station, replacing I. S. Roberts, who has joined KBWD Brownwood, Texas.

VAUGHN P. (Serg) UTT, released by the Marines, has joined the sales staff of WJW Cleveland.

HOWARD J. LONDON, radio director of the National Foundation for Infantile Paralysis, is in Hollywood arranging for the 1945 "March of Dimes" campaign.

PHIL POCOCK, London, Ont., has joined the sales staff of CKSO Sudbury, Ont.

DAN CARR, manager of CJKL Kirkland Lake, Ont., has joined the Toronto office of National Broadcast Sales as director of research, and Ted Morrow, manager of CKGB Timmins, Ont., has joined NBS as a salesman.

KTBS Names Petry

KTBS Shreveport, La. has appointed Edward Petry & Co. as national representatives, the station announced last week. Authorization was granted by the FCC a fortnight ago for swap of the NBC affiliate, sister station of KWKH, with KTHS Hot Springs, Ar. [BROADCASTING, Sept. 4], the exchange resulting from the FCC's "duopoly" ban.

New NAB Members

WKRC Cincinnati, and WROL Knoxville, Tenn., were admitted to membership in the NAB by the Board of Directors at a meeting held Aug. 31, bringing its active membership up to 617. Harry S. Goodman, Radio Productions, New York, was admitted to associate membership, bringing the associate total to 32.

Author Honors Radio

AMONG 32 company presidents used as examples of possessing the essential qualities of big executives, in a new book titled the *Technique of Building Personal Leadership*, two Chicago radio officials, George A. Eastwood, president of Armour & Co., and Eugene F. McDonald Jr., president of Zenith Radio Corp., were mentioned.

HAROLD S. SOLDERLUND, former account executive for Buchanan-Thomas Adv., Omaha, is now in charge of contacts in the Omaha area for KFAB Lincoln.

BOB DOOLEY, formerly with KOIL KFOR and KFAB, since the split in management of the three stations, has been named manager of national sales for KFAB Lincoln.

BILL EDHOLM, salesman of KOIL Omaha, has been named manager of the sales department. Margaret Croghan and Don Paffenrath handle local and regional accounts.

BILL WALKER, in CBS network operations since 1942, formerly with Lynn Murray's chorus, World Broadcasting System and WAAT Jersey City, has been named sales service manager of WABC, CBS key station in New York. He replaces Jim Brown, who now handles production for *Missus Goes A-Shopping*, on WABC.

KARL STREUBER, for ten years in export sales of theatre equipment, has been named theatre equipment sales manager for the international department of RCA-Victor Division of RCA.

NED CALMER, CBS news analyst, will leave shortly for England and France as a CBS war correspondent.

"Your Western New York Salesman"

WHAM

ROCHESTER, N. Y.

50,000 Watt . . . Clear Channel
. . . 1180 on Dial . . .
Affiliated with the
NATIONAL BROADCASTING COMPANY
National Sales Representative:
GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

WING

Dayton, Ohio

Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio

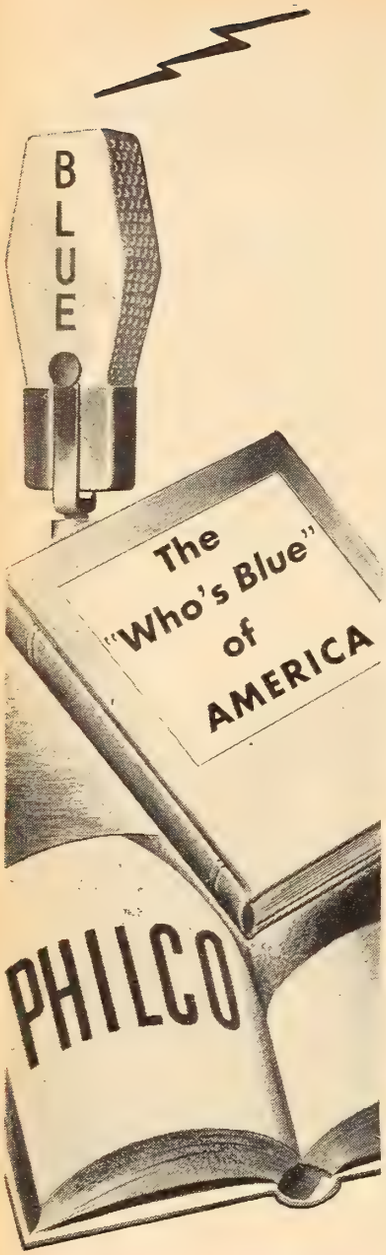
Ronald B. Woodyard
Exec. Vice President

WEED & CO... National Representatives



WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E



. . . another of the Nation's Leaders Using The Blue Network!

A leader in its field, Philco's "Summer Hour," starring Paul Whiteman, gives its Hallmark of Quality to The Blue Network.

HOW YOU

JOIN THE "BLUE BOOK" OF RADIO

At the moment it's easy. Ask us for information on any one of several daytime fifteen minute strips now open. Surrounded by programs sponsored by some of the nation's biggest and smartest radio buyers, these strips deserve immediate action.

NEW YORK • CHICAGO • HOLLYWOOD
SAN FRANCISCO • DETROIT • PITTSBURGH

PACIFIC BLUE NETWORK

'Info Please' Changes

H. J. HEINZ CO., Pittsburgh, in resuming Sept. 11 *Information Please* on NBC Monday 9:30-10 p.m., will present as guest experts Wendell Willkie, former candidate for Republican presidential nomination, and Alexander Knox, lead in "Wilson" RKO film. Program innovations for the 1944-45 series include opening and closing news flashes, and an additional award—a $500 war bond plus a set of the Encyclopedia Britannica — to the person who submits a questions only in part by the "experts." Agency is Maxon Inc., New York.

WOR's New Lineup

WOR New York has rescheduled programs in the period between 1 and 5 p.m. to eliminate long sequences of any single type of radio material such as music or drama, in favor of variety and change of material every quarter-hour and half-hour. New schedule, which goes into effect Sept. 11 and involves several shows on the Mutual network, entails time changes for about seven programs.

New Research Service

BENNETT ASSOCIATES, a marketing research service, has been formed at 512 Fifth Ave., New York, to conduct national consumer and dealer studies in over 400 cities. Firm is equipped to handle area checking of radio programs thru the coincidental or conscious recall method, according to the director, Archibald S. Bennett. Mr. Bennett has served as director of Paul Cornell Avd., Geo. L. Dyer Adv., Jackson Y. Babitt, and recently as director of market research for Welcome Wagon Service Co.

BEHIND the MIKE

CLETE ROBERTS and Arthur Feldman, Blue war correspondents, have arrived at Gen. MacArthur's headquarters in the Southwest Pacific and will soon resume broadcasting. Bill Baldwin is now at Pearl Harbor.

DEAN LINGER and Edward Skotch have joined the Blue's central division in Chicago. Mr. Linger, former syndicated Hollywood columnist and reporter, has joined the publicity department and Mr. Skotch, formerly with KYW Philadelphia and WSLS Roanoke, Va., has joined the production department.

SGT. MORTON C. WARNOW, waist gunner on a B-17 who had been reported missing in action July 20, is a German prisoner, having been shot down during a bombing raid over Germany. He is the son of Mark Warnow, conductor heard on CBS.

O. GRADY COOPER Jr., formerly with WMAZ Macon and WMJM Cordele, Ga., has joined the announcing staff of WGOV Valdosta.

ART FORD, m.c. of WNEW New York, has been named associate editor of *Orchestra World*.

LT. BOB (Red) HEITOFF, formerly in the CBS traffic department, was reported missing over Germany Aug. 3.

SANDY BECKER, CBS New York announcer, is the father of a girl.

CLINT JOHNSTON, former director of CBS' *School of the Air*, is now a lieutenant at the Air Corps Gunnery School, Kingman, Ariz.



INTERVIEW with Lt. Gen. Wm. S. Knudsen, Commanding General of Army Air Forces Materiel and Services, was conducted over WHIO Dayton by Les Spencer (l), assistant manager of the Ohio station. Wire recording of the event was handled by R. D. Higgs (r), WHIO engineer.

Conrad's Blue Post

FRANCIS CONRAD, station contact representative in the New York office of the Blue Network, effective Oct. 1 will be transfererd to Hollywood, to serve as station relations manager of the western division there. The post is a new one.

MORTIMER DANK, senior staff writer of CBS' shortwave news department, and Barbara Allman, Brookline, Mass., are to be married Oct. 1.

INOCENCIO RODRIGUES, announcer-writer-translator, of Rio de Janeiro, has joined the Brazilian section of CBS' shortwave department, replacing Luis Jatoba, who leaves this month for Brazil.

LISA SERGIO, commentator of WQXR New York, became a U. S. citizen last Tuesday at U. S. District Court in New York, Judge John C. Knox presiding. From 1933 to 1937 Miss Sergio was on the broadcasting staff of the Italian Ministry of Propaganda. She came to America in July 1937, and has since been a severe critic of Fascism.

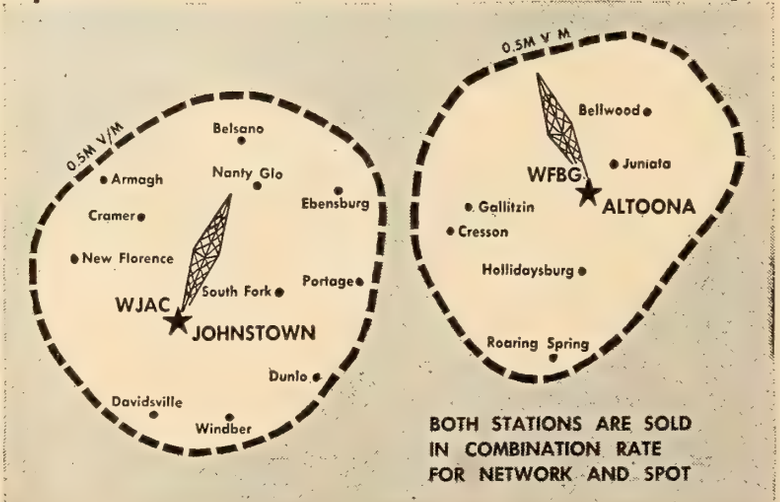
HARVEY MARLOWE, producer-director of dramatice shows for WOR New York, has joined the Television Workshop, New York, as an associate producer. He will direct several programs on WRGB Schenectady in October. Whiting Thornton, display artist at R. H. Macy & Co., New York, department store, and former stage set designer, has been placed in charge of all scenic design and construction at the Workshop.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO

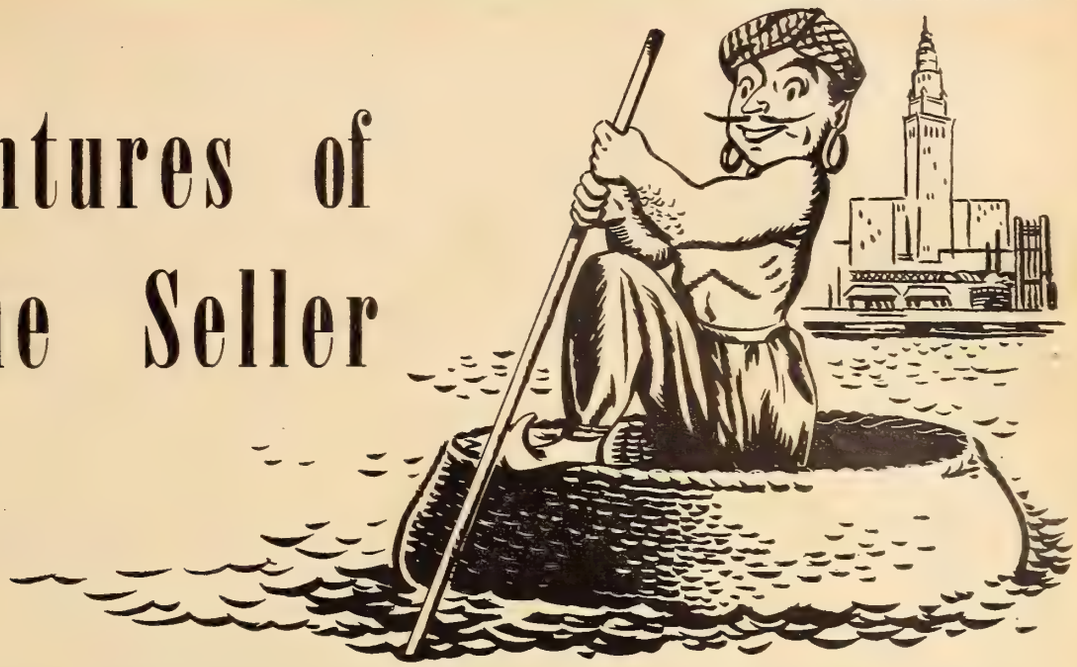
28th METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco

The Adventures of Sinbad the Seller





In Bagdad-on-the-Cuyahoga, which is called Cleveland, lived a boy named Sinbad. His was the ambition to become a great Merchant Prince. And to this end he set forth upon a life of voyaging to famed marts of the world, seeking his fortune.



Yet, in all the lands that touch the Seven Seas, Sinbad failed. In far Cathay, the subjects of the great Khan ignored him. In the bazaar of Samarkand, he tended his booth in penniless idleness. And in the streets of Chandipur, Sinbad was just another bum.



Sinbad returned to the city of his birth. And, lo! it was a paradise for merchants. Sinbad asked, "Wherefore is this felicity?" And a merchant replied, "Look, Chum—if you stayed home you'd know what makes mazuma in Cleveland—*the fantastic selling power of Station WHK!*"

Cleveland merchants buy more time over WHK than over any other leading station

WHK

IS

Retailers' Choice in Cleveland

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland; WHKC, Columbus

Buffalo's Greatest Regional Coverage

WGR

550 K.C.

★

IS NOW BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

★

BUFFALO BROADCASTING CORPORATON

RAND BUILDING, BUFFALO, NEW YORK

National Representatives:
FREE & PETERS, INC.

ANNE DIRECTOR, sales promotion manager of KQW-CBS San Francisco, has resigned to become home economics counselor for the Roma Wine Company.

ELMER W. PETERSON, NBC commentator recently returned from coverage of the European war front, has joined KPO San Francisco as commentator on European, Inter-American and domestic affairs. Prior to his association with NBC, he had served as bureau chief for the AP in Scandanavia, covering German's invasion of Denmark and Norway.

ARTHUR SCOTT, news editor at KGVO Missoula, Mont., resigned Sept. 10 to continue his education. He is a veteran of World War II.

JOHN C. DUVALL, new to radio and former professor at Syracuse U., has joined WFBL Syracuse as news analyst.

Blue Names Bryson

JOHN BRYSON, special features reporter and announcer of the Blue Network central division, has been appointed a war correspondent for the Blue Network, accredited by the Army and Navy to the European theatre, according to G. W. (Johnny) Johnstone, director of news and special features. Bryson, who spent a year overseas before the war, plans to leave for London about Sept. 15. He was formerly with WCLS Joliet, Ill.; KGDM San Francisco, and KFPY Spokane.

MITCHELL B. DeGROOT Jr., publicity director at WCAE Pittsburgh, on Sept. 9 in Chicago was to marry Louise Bloch of Chicago. They will live in Pittsburgh.

JOE MABRY, former announcer and writer of WHUB Cookeville, Tenn., has been promoted to pharmacist's mate, 2d class, USNR. He is now attached to the Marine Corps and stationed at Camp LeJeune, N. C.

BILL BABCOCK, announcer of KDKA Pittsburgh, and Betty Bissett of New Freeport, Pa., have announced their engagement.

DON VICTOR, formerly with KLX San Francisco, has joined the continuity staff of KQW San Jose, Cal.

YVONNE M. BERGE, script writer at WBZ Boston, has resigned to accept a Red Cross appointment as recreational worker.

JOHN ADAMS, announcer at WORL Boston, has resigned to accept an ensign's commission in the Navy.

KEN ARDILL and Judy Brainard, new to radio, have joined the announcing staff of CKSO Sudbury, Ont.

LILLYAN SWAIN, new to radio, has been appointed women's editor of CKSO Sudbury, Ont.

YVONNE LAPLANTE has joined CHEX Peterborough, Ont.

CARL E. ROTH Jr., former publicity director and newscaster at WKRC Cincinnati and now a yeoman in the Navy, is taking his recruit training at the Naval Training Center, Farragut, Ida.

SGT. STERLING TRACY of Armed Forces Radio Service, Hollywood, and former CBS producer, and Lynn Butler of Hollywood were married Sept. 1.

ALLAN MORRIS, former announcer of KIEV Glendale, Cal., has joined KNX Hollywood, replacing Bill Kelso, resigned.

PAUL BERNARD, CBS Hollywood staff writer, has resigned to join Republic Pictures Inc. as radio exploitation director.

ERNEST FELIX, former auditor of KFI-KECA Los Angeles, has joined the Blue Hollywood accounting staff.

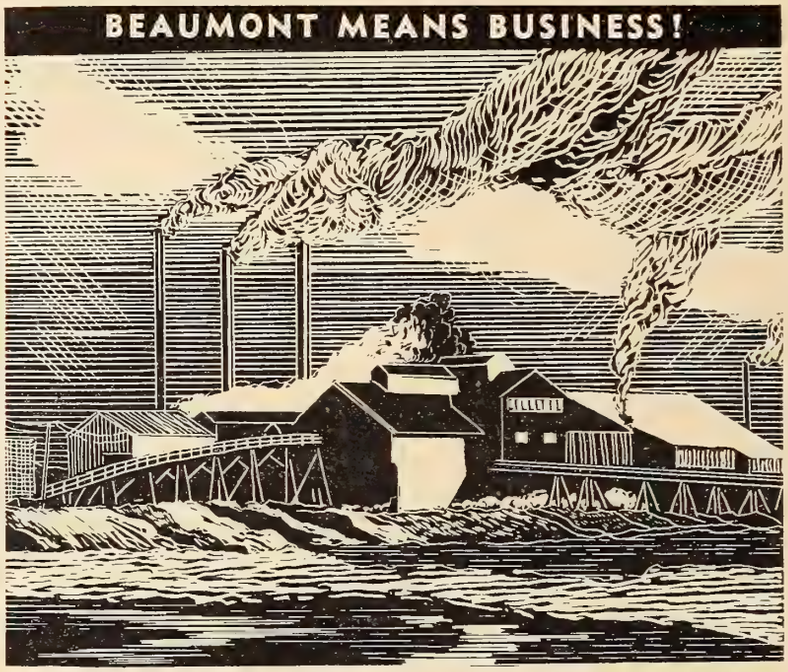
WALTER KAY, formerly in charge of publicity and promotion at WMRN Marion, O., has joined the announcing staff of WJW Cleveland.

LOTTE TULL, formerly of the promotion department of Phillip Morris Co., has joined WCKY Cincinnati as assistant to Wells F. Bruen, promotion manager. Miss Tull succeeds Hazel Kerns, resigned.

HENRY VISCARDI, formerly engaged in special surveys and research on rehabilitation for the U. S. Army, has joined MBS as assistant to Tom Slater, director of special features and sports.

LAVERNE COLTON has been added to the announcing staff of WDRC Hartford.

BEAUMONT MEANS BUSINESS!



LUMBER

POST-WAR AND POST-NOW

The manufacture and distribution of lumber has long been an important industry which has contributed and is contributing to the growth and prosperity of Beaumont and the Sabine area . . . a prosperous and growing market of over 250,000 people. In addition to the essential lumber industry, shipyards, steel and iron works, synthetic rubber plants, oil refineries, rice mills and food canneries also assure the continued growth and prosperity of Beaumont and the Sabine district.

KFDM is the major network station which gives you full coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated audience not matched by any other station in this important market. Put KFDM in your selling plans—now and postwar. Get the facts today.

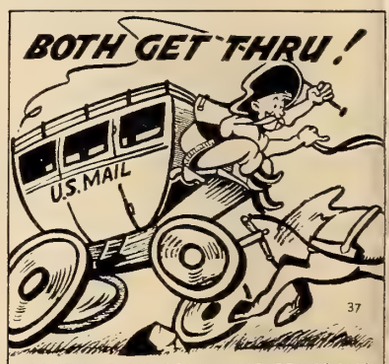
Represented by Howard H. Wilson Company

KFDM

BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE
**MAGNETIZED
SABINE AREA

**Magnetized . . . drawing people and industries from other sections!



CARRYING ALL CBS MAJOR PROGRAMS

KGVO

MISSOULA · MONTANA



'EARNIN' for learnin' marked this after-class session of the NBC and Northwestern Summer Radio Institute as William Murphy, continuity editor of NBC's central division and instructor in continuity writing during the summer school, explained a few things to (l to r): Margaret Mellor, assistant program director of KVOD Denver, Ellen King, continuity writer for WKPT Kinsport, Tenn., and Barbara Draper, who has been a member of the copy staff of WLOF Orlando, Fla.

FRANK LATOURETTE, former senior writer of the Blue newsroom at KGO San Francisco, on Sept. 1 was appointed manager of the station's department of news and special features. He succeeds Henry Orback, now head of the news and special features department of the Blue in Hollywood.

ROBERT CHRISTOPHER, formerly at WHIZ Zanesville, O., has been named program director of WMAN Mansfield, O. Harold Robinson, former editor of the Ohio State U. newspaper, has joined the WMAN announcing staff.

MARY LINNON, formerly of the WATT Newark public relations staff, on Sept. 5 was sworn in as a member of the WAC during the station's *Coffee Club* program.

MARSHALL DANE, former New York freelance announcer, has joined WOC Davenport, Ia. as program director.

BILL MALONE, formerly at WOWO Ft. Wayne, Ind., has joined the promotion department of KOIL Omaha.

CLARK HAYDEN, former announcer at WOC Davenport, Ia., has resigned to become program director at KUMA Yuma, Ariz.

JIM MATTHEWS, new to radio, has joined the announcing staff of WMAZ Macon, Ga.

RALPH J. GLEASON, former news and picture editor of the London and Portugal staff of the Overseas Branch of the OWI, has joined the Blue Network publicity department as a staff writer. Prior to his association with the OWI, Mr. Gleason was trade news editor of CBS. Harold Strickland, currently teaching music at Hunter College, New York, has been appointed Blue music editor.

Sell the Booming Hard Coal Region!

WAZL

Hazleton, Pa.

NBC Mutual

Capt. Clifford McCarthy

CAPT. CLIFFORD McCARTHY 28, member of the Washington bureau of Transradio Press on leave of absence, was killed in action Aug. 5 as a result of machine gun fire in Normandy. Capt. McCarthy, who was awarded the Silver Star, went on active duty in 1940 as a reserve officer. Surviving is his widow, Mrs. Ruth McCarthy, New Britain, Conn.

Radio Men's Articles

DR. JAMES F. BENDER, author of the *NBC Handbook of Pronunciation* is the writer of "Do You Know Someone Who Stutters?" in the September issue of *Scientific Monthly*. Also featured in the same issue is an article on "Electronic Microscopy" by Drs. V. K. Zworykin and James Hillier of RCA.

CBC Lifts Ban

CANADIAN Broadcasting stations originating sustaining and commercial programs for the Canadian Broadcasting Corp. network are allowed, since Sept. 1, to include in the closing announcement the name and city of the originating station. "Payment by the CBC of fees for program originations from stations, other than those owned and operated by the CBC, will cease as of Sept. 1, 1944 provided, however, charges may be accepted by the CBC for special facilities and services not normally available when such charges are established and accepted by the program division or its representative prior to the origination," according to Jack Radford, CBC supervisor of station relations.

HERE'S HOW YOU CAN

DOMINATE

THE SOUTH BEND AREA

TIME	WSBT	STATION "B"	STATION "C"	STATION "D"	STATION "E"	OTHERS
MORNING MON. THRU FRI. 8:00-12:00 A.M.	50.0	17.5	7.5	9.7	12.0	3.3
AFTERNOON MON. THRU FRI. 12:00-6:00 P.M.	41.9	14.1	7.4	11.3	18.9	6.4
EVENING SUN. THRU SAT. 6:00-10:00 P.M.	46.0	4.1	12.4	8.6	27.6	1.3

HOOPER LISTENING INDEX: MAY-JUNE, 1944

Here is a Hooper showing that proves you cannot cover the South Bend area from Chicago—or any place else except South Bend. It is a showing which cannot be duplicated and one which should mean much to anyone interested in the Northern Indiana and Southern Michigan market.

Think it over—an average of almost half the radio listeners, morning, noon and night! Also compare the WSBT figures with the other stations indicated. Nothing more need be said!

WSBT—1,000 watts at 960—is 22 years old. WSBF, our FM station, has already been operating 16 months.

COLUMBIA NETWORK

WSBT SOUTH BEND

PAUL H. RAYMER CO.
National Representatives

COLUMBIA NETWORK

WKBW

1520 K. C.

BUFFALO'S ONLY 50,000 WATT STATION DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representatives:
FREE & PETERS, INC.

Thinking of Expanding to Cuba?

To sell Cuba, use the radio network which blankets the country.....
CADENA AZUL!

★ In a recent survey conducted by the Cuban affiliate of a large U.S. manufacturer, R.H.C. CADENA AZUL was chosen by 65% of all Cuban listeners . . . their nearest competitor scoring only 15%!

Ask to see the complete survey on file in the New York offices.

RHC CADENA AZUL

RADIO RHC CUBA HABANA Cadena Azul

Cuba's only network affiliated with **CBS**

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
WIsconsin 7-1166

WTAR

In the NORFOLK Metropolitan Market WTAR has more listeners throughout the 8 a.m.-10 p.m. day than all other market area stations COMBINED . . .

NBC NETWORK
5,000 WATTS
DAY AND NIGHT
Nat'l Representatives:
EDW. PETRY & CO.

NORFOLK VIRGINIA

Agencies

DINAH DENKE, former assistant timebuyer of Pedlar, Ryan & Lusk, New York, has joined the media department of Doherty, Clifford & Shenfield, New York, as assistant magazine buyer. Ann O'Connor, also formerly with PR&L, has joined the department as general assistant.

DAVID W. CUMMINGS and Thomas C. MacKay have organized the firm of Cummings & MacKay, general advertising and public relations agency, with offices in the Russ Bldg., San Francisco.

JOSEPH D. PROBST, former sales promotion manager of Chek-Chart Corp., Chicago, has joined Henri, Hurst & McDonald, Chicago, as service manager.

BUDD GETSCHAL, formerly in the advertising department of Warner Bros., has joined Blaine-Thompson Co., New York, as copy chief, replacing R. Mitcheltree.

S. JAMES ANDREWS, radio director and talent buyer of Lennen & Mitchell, New York, has been named a vice-president. Programs under his supervision at L. & M. include *Jergens Journal*, *Chamber Music Society of Lower Basin Street* and *Mr. & Mrs. North*.

MAE McCAIN, head of McCain Adv. Agency for 12 years, has joined Kuttner & Kuttner, Chicago, as account executive and cosmetic and fashion consultant.

CLARENCE B. GOSHORN, vice-president of Benton & Bowles, and John K. Evans, vice-president of General Foods Corp., have returned to New York from Hollywood.

H. PAUL WARWICK, president of Warwick & Legler, has returned to New York from Hollywood.

JAYNES, HARSHBERGER & Martin Adv., has opened offices at 639 S. Spring St., Los Angeles. Oliver B. Janes, George Harshberger, promotional director of U. S. Treasury Dept. for Southern California, and John F. Martin, formerly with Douglas Aircraft Co., head the organization, devoted entirely to radio advertising.

MAURIE CONDON, formerly with WGAR Cleveland, and recently medically discharged from the Army, has joined Roy L. Durstine, Inc., Cincinnati branch, as an account executive.

HOWARD RICHMAN, upon release from the armed forces shortly will become head of the postwar television scenic-designing department of Richman-Sanford Radio Productions, New York.

MARVIN SHERRES, former advertising manager of the copy staff of Haire Pub. Co., New York, has opened advertising offices under his own name at 55 W. 42d Street, New York. Telephone is Lackawanna 4-2315.

STANLEY JOSELOFF, radio producer at Young & Rubicam, New York, and former assistant to Paul Rickenbacker, head of the talent department of the agency, succeeds Mr. Rickenbacker who has resigned. Mr. Joseloff also will assist Joseph A. Moran, associate director of radio.

E. J. (Al) EISENMENGER, studio engineer with NBC Chicago for the past 14 years, has joined Dancer-Fitzgerald-Sample to handle management and technical direction of agency's radio recording studio in Chicago.

LANE-FREIBERGER Agency, Denver, dissolved partnership Sept. 1. Curt Freiberger is forming an agency under his own name with offices in Denver's Cooper Bldg.

ROBERT SANFORD, a member of the radio department of Music Corp. of America, where he has been handling talent for guest appearances, has been placed in charge of commercial transcription activities, now expanding.



PRESENTING a united front on the matter of television allocations. Television Broadcasters Association directorate unanimously adopted a resolution advocating that 30 contiguous six-mc channels starting at about 40 mc and 30 more 16-mc channels between 400 mc and 2,000 mc. with adequate relay channels, be allocated for video broadcasting. Pictured are (l to r): Paul Raibourn, Television Productions; F. J. Bingley, Philco; Robert L. Gibson, General Electric; Allen B. DuMont, DuMont Labs.; Worthington Miner, CBS; B. W. Cruger, GE; J. R. Poppele, WOR New York: Will Baltin, secretary-treasurer, Television Broadcasters Assn.

Staff Changes Effected In Hollywood Net Shows

AL SCALPONE, commercial writer of Young & Rubicam, Hollywood, has been assigned producer of the new CBS *Adventures of Ozzie & Harriett*, which starts Oct. 8. Writing staff includes John P. Medbury and Harvey Helm. Ted Bliss replaces Dave Elton as agency producer on the NBC *Time To Smile* show, with Tony Hardt assistant producer. Bobby O'Brien, Izzy Elinson and Johnny Quillan collaborate on script. Walter Bunker has taken over production *Dinah Shore Program* on NBC.

Jack Roche continues as agency producer of NBC *Duffy's Tavern* with Abe Burrows and Bill Manoff, writers. Frank Van Hartesfeldt, previously producing CBS *Kate Smith Hour*, has been shifted to Hollywood and now is handling NBC *Melody Roundup*. Jim Bloodworth, Warner Bros. contract writer, writes the show. Tony Hardt continues as producer of NBC *Those We Love*, with Agnes Ridgway, writer. Ned Tollinger is producer of CBS *Burns & Allen Show* with Willie Burns, Paul Henning, Hank Garson and Aaron Ruben as writers. Glenhall Taylor, agency Hollywood manager, takes over production post on *Adventures of Sherlock Holmes*, replacing Ned Tollinger. Edna Best is assistant with Dennis Green and Bruce Taylor writers. Mr. Taylor also acts in supervisory capacity on Hollywood originating agency shows.

McClinton a Director

HAROLD L. McCLINTON, vice president in charge of radio for N. W. Ayer & Son, has been elected a director, filling a vacancy created by the death of Adam Kessler in June. A former newspaper man, Mr. McClinton joined the agency in December 1929. In 1938 he was made vice-president in charge of all radio.

Mayflower Dresses Test Radio Fashion Drive

MAYFLOWER DRESS Co., New York, dress manufacturer, entered radio for the first time Sept. 5 with a 13-week test campaign on WHN New York, as sponsor of Adrienne Ames' *Hollywood Gossip* column, thrice-weekly quarter-hour evening series. A national advertiser in other media, Mayflower is experimenting in fashion radio promotion as a possible preliminary to regular use of the media in major markets according to Sterling Adv., New York.

Commercials on WHN alternate each week between promotion of Mayflower Dresses, with credit to Lord & Taylor, local department store distributor, and the company's line of Nan Scott dresses with credit to Arnold Constable Co., also of New York.

PHILADELPHIA Orchestra, Sept. 3 Saturday, 5-6 p.m., will begin its second season of weekly broadcasts on CBS under direction of Eugene Ormandy.

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's large advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish Speaking Persons
1,522,946	Italian Speaking Persons
1,236,758	German Speaking Persons
661,170	Polish Speaking Persons
200,000	Spanish Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station



• **The Philadelphia Market—including all the suburbs—all the vast and prosperous trading area—is the WIBG Market. With a clear and powerful signal—with 10,000 Watts, Day and Night, there isn't a home in this great area that can miss WIBG—Philadelphia's Most Powerful Independent Station!**

10,000 WATTS · 990 KILOCYCLES
DAY and NIGHT

Radio Advertisers

HILLS Bros., Co., New York, in promoting Dromedary Mix, a food product, has added KGO San Francisco, using thrice-weekly participations. Firm is increasing radio promotion for the product, using one-minute live spot announcements and participating programs on an undetermined number of stations. Agency is Biow Co., N. Y.

ROGER C. FLEMING, for more than a year regional director of the department of public relations of General Motors Corp., Indianapolis, has been appointed director of advertising and public relations for the Allison division of General Motors.

CROSSLAND Mfg. Co., Toledo, is starting a promotion drive for its new product Ya-De Mothproof. Radio will be used. No agency has been selected.

JACK HANDLEY, export advertising manager of Borden Co., has joined Grant Adv., New York as account executive on International General Electric Co., which plans a Latin American campaign.

INSTITUTE OF LIFE Insurance, New York, has created a women's division under the direction of Mrs. Marion Stevens Eberly which will cooperate with local women's clubs throughout the country in planning programs and preparing radio shows. J. Walter Thompson has been appointed to write radio material.

ANDREA RADIO Corp., Long Island City, N. Y., has appointed John A. Finneran Inc., New York, to handle advertising for its radio sets. No radio considered at present.

Bendix Names Two

BENDIX Aviation Corp., which a fortnight ago anounced its plans to enter the home radio field [BROADCASTING, Sept. 4], has named two district managers to handle radio sales. H. L. Baumgardner, former vice-president of George W. Borg Corp., has been appointed district manager for the Bendix central metropolitan district, with headquarters in Chicago, while Jack C. Wilson, former senior administrative officer of the U. S. Signal Corps, will be in charge of the Bendix radio division on the West Coast, as district manager with headquarters in San Francisco.

HAMILTON Radio Corp., New York, has appointed Butler Adv., New York, to handle advertising for radios and television receivers. Although space advertising is now being used, plans are being made for radio advertising.

CARSON, PIRIE SCOTT & Co., Chicago (department store), on Sept. 3 resumed sponsorship of *The Distinguished Guest Hour*, quarter-hour show, Sundays, on WGN Chicago. Contract is for 13 weeks through Smith, Benson & McClure, Chicago.

SCHOENHOFEN - EDELWEISS Co., Chicago (Edelweiss Beer), on Sept. 11 will begin sponsoring a 10-minute show, Monday through Friday, for 52 weeks, on WMAQ Chicago. Following the World-Series program will expand to 15 minutes. Agency is Olian Adv. Co., Chicago.

SIMON ACKERMAN Clothes, New York, is using one-minute spot announcements, five-minute and quarter-hour live and transcribed programs on WMCA WBYN WOR WINS WLIB and WJZ New York. Agency is Ehrlisch & Neuwirth, New York.

LEWIS G. DUTTON former sales comptroller of Harold H. Clapp Inc., affiliate of American Homes Foods Inc., New York, has been named assistant to H. W. Roden, president of the latter company.

CLINTON WATCH Co., Chicago, has started spot announcement weekly for 52 weeks on WENR Chicago. Agency is Malcolm Howard Adv., Chicago.

DAD'S ROOT BEER Co., Chicago, has renewed for 52 weeks sponsorship of eight spot announcements weekly on WENR Chicago. Agency is Malcolm Howard Adv., Chicago.

BLANKE-BAER Extract & Preserving Co., St. Louis, makers of Win-You brand peanut butter and preserves, has named Jimm Daugherty Inc., St. Louis, as advertising counsel.

FOLEY & Co., Chicago (cough syrup), begins sponsorship of a five-weekly quarter-hour transcribed show Oct. 2 on WDGY Minneapolis, for 52 weeks. Agency is Lauesen & Salomon, Chicago.

MONTGOMERY WARD & Co., Chicago, on Sept. 4 began sponsorship of a quarter-hour record show, *The Novelty Shop*, Monday through Saturday on WGN Chicago. Contract for 13 weeks was placed by Foote, Cone & Belding, Chicago.

EASTERN COLUMBIA, Los Angeles (chain department store), on Sept. 1 for 52 weeks renewed nightly three-hour program of recorded music and news inserts, *Newsical Time*, on KFVD Los Angeles. Firm sponsors a six-weekly half-hour morning program, *Gus*, on KMPC Hollywood. Agency is The Mayers Co., Los Angeles.

LARUS & BROS. Co., Richmond, Va. (Edgeworth tobacco), on Sept. 2 started Blue network show *Musical Autographs* on CJBC Toronto, first time on Canadian radio. Account was placed by Warwick & Legler, N. Y.

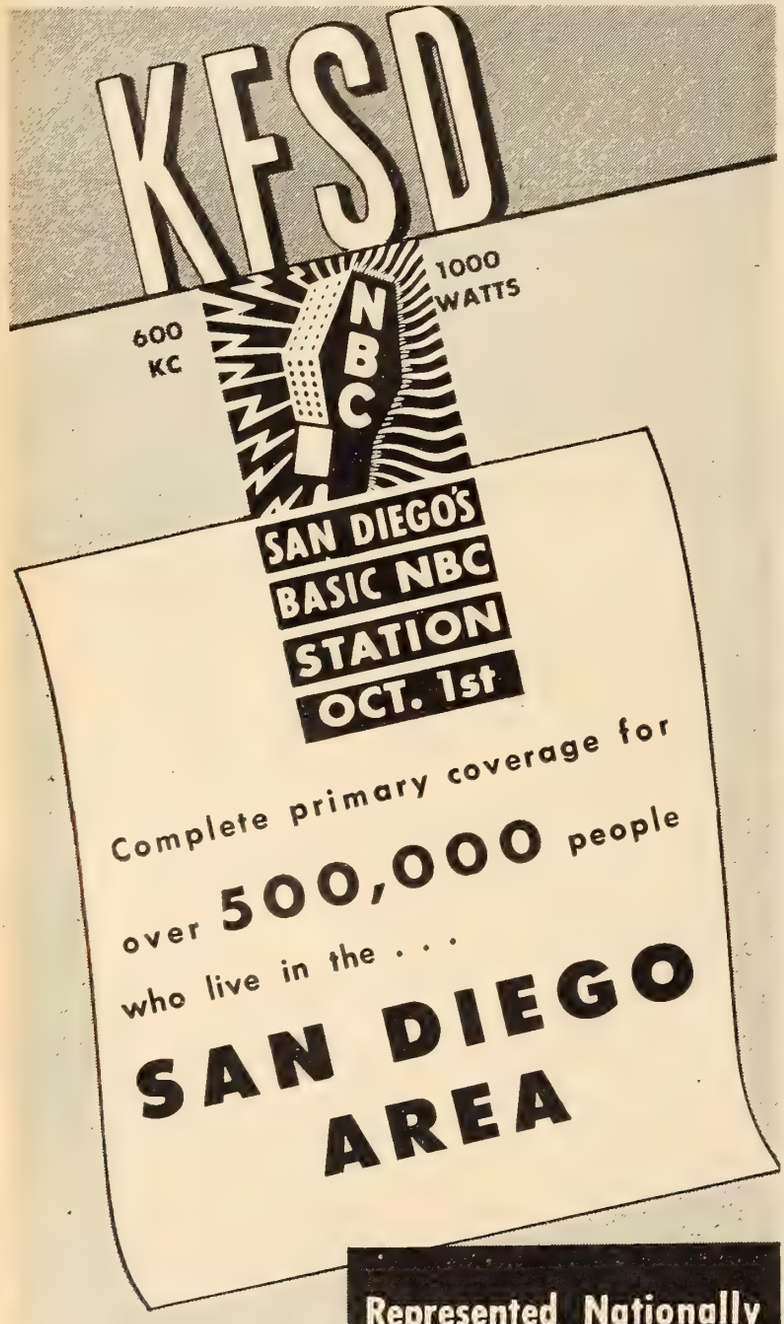
SHIRRIFF'S Ltd., Toronto (marmalade, desserts), has started *Fun Parade* weekly on four Canadian stations. Account was placed by Cockfield, Brown & Co., Toronto.

LYMAN'S AGENCIES, Toronto (Pacquin hand cream), has started transcribed musical programs on CKRC CKCO CHNS CFAC CFCF CJOR CFPL CKWX CKEY. Account was placed by Ronalds Adv., Toronto.

FRUITATIVES Products Toronto (proprietary), on Oct. 28 starts *Double or Nothing* quiz show on CFRB Toronto, and CHML Hamilton. Account placed by McConnell, Eastman & Co., Toronto.

PROCTER & GAMBLE Co. of Canada, Toronto (Drene), on Sept. 9 started *Rudy Vallee* Blue network show on CJBC Toronto, marking first time Drene has been advertised on air in Canada. Account was placed by H. W. Kastor & Sons, Chicago.

JESS H. CLOUD, former chief copywriter of Oakite Products, New York, has been transferred to the San Francisco office, assigned to radio and visual advertising.







8 Great Radio Shows!

...all NBC Recorded

...FOR FAMILY AUDIENCE



. . . awakens immortal classics of James Fenimore Cooper . . . dramatizing the spirit of adventure of frontier America. First, *The Deerslayer* . . . 39 programs. Next, *The Last of the Mohicans* . . . 39 programs. 78 3-a-week quarter-hours.



. . . names that mean news! The "low-down" on the men and women who make the headlines . . . vivid, fascinating human-interest stories . . . told in a graphic, punchy style by William Lang. 260 five-minute sketches for 3-a-week broadcast.



. . . modern dramatizations of the eerie masterpieces of such celebrated writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. Casts of finest talent. Record results for wide variety of advertisers. 65 half-hours.



. . . stories of exciting happenings in far places . . . as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for 1- or 2-a-week broadcast.

...FOR WOMAN APPEAL



. . . fun quiz on food! Bob Russell, MC, questions studio audience contestants, then tosses subject to Board of Experts—Alma Kitchell, homemaking authority, and Gaynor Maddox whose articles reach millions. 78 3-a-week quarter-hours.



. . . true-to-life love stories from the pages of one of America's most popular magazines . . . expertly dramatized . . . excitingly acted . . . skillfully produced. 156 quarter-hours women love . . . find helpful . . . in the tempo of today.



. . . people like your neighbors but they live exciting lives . . . convincingly portrayed by Arlene Francis (Betty), Carl Frank (Bob) announced by Milton Cross . . . memorable theme music by Allen Roth. 390 5-a-week quarter-hours.



. . . starring Stella Unger whose hints on beauty and charm . . . drawn from her personal acquaintance with the great of stage, screen and radio . . . appeal to every woman . . . young and not so young. 156 quarter-hours for 1-, 2- or 3-a-week.

Want to catch the ears of the entire family? Or do you want to capitalize on a special audience—WOMEN! Whichever . . . NBC Radio-Recording has the right answer . . . right in the collection of shows briefed above . . . tip-top shows that you can buy within your budget for the cost is pooled among many non-competing advertisers all over the country. Write, wire, or phone for complete information and audition records *today!*

National Broadcasting Co.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N.Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D.C. . . . Sunset and Vine, Hollywood, Calif.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER April-May, 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A 14.2	WGRC 28.1	B 33.7	C 24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A 28.9	WGRC 27.6	B 25.1	C 17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A 40.6	WGRC 12.6	B 36.7	C 9.7

TAKE A LOOK AT THE RECORD
That's All We Ask!

WGRC Mutual



LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith · National Representatives

"You can SPOT IT in a minute"

ASK A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

Studio Notes

IN COOPERATION with the United Nations Information Offices in New York and Great Britain, CBS and BBC are planning independent series of broadcasts devoted to such international questions as colonies, prevention of future wars, food for all peoples, etc. CBS series will comprise six *People's Platform* programs, broadcast on alternate Saturdays with the intervening Saturday programs devoted to domestic issues.

WEEKLY luncheon meetings of the Oklahoma City Junior Chamber of Commerce and the Kiwanis Club are now supplied with a five-minute news summary from KOMA Oklahoma City to keep the business men abreast of latest developments.

CKSO Sudbury, Ont., has received permission to increase its power from 1 kw to 5 kw, it is learned from manager Don McGill.

CFJC Kamloops, B. C., recently inaugurated its new 1 kw Northern Electric transmitter, with appropriate ceremonies, including a dramatized *Story of CFJC* program.

CHLT Sherbrooke, Que., has been given permission by the Dept. of Transport Ottawa, to increase its power from 250 watts to 1 kw.

OVER 302 stations throughout the country are presenting *One Nation Indivisible*, a dramatic series of 13 quarter-hour transcribed programs prepared by the Institute for Democratic Education. IDE board of governors includes Dr. James Rowland Angell, public service counsellor of NBC; Paul Lazarsfeld, director of office of radio research, Columbia U.; William D. Boutwell, director of information service, U.S. Office of Education, and Norman Corwin, radio writer. Organization is currently preparing another program to follow the present series.

ADOPTING firm name, Patrick Michael Cunnings Teleproductions, recently organized Hollywood television film production group, has dropped its former title to avoid possible confusion with Television Productions Inc., Paramount Pictures Inc. subsidiary and owner-operator of W6XYZ Hollywood. Firm in addition has set up an experimental television cartoon studio under Robert Clampett, supervisor-director of Warner Bros. cartoon productions.

ASSOCIATED Radio-Television Productions Inc. has opened offices at 489 Fifth Ave., New York, to produce radio and video programs, specializing in "Singing Commercials." Firm is headed by Jay E. Kashuk, son of Lew Kashuk, I. J. Fox advertising director.

WQBC Vicksburg, Miss. has acquired the special AP radio wire through Press Assn. Inc.

TO AID in obtaining harvest help in the Prince Albert, Sask., area, CKBI Prince Albert has used spot announcements throughout the daily schedule as well as a number of five-minute playlets. In addition the CKBI staff went out harvest helping on a number of occasions.

FIRST meeting of the 1944-45 Television Seminar of the Radio Executives Club, New York, will be held Oct. 5, and will meet on the first and third Thursdays of each month at the Hotel Roosevelt.

COMMITTEE of judges consisting of representatives of the Blue network and Universal Pictures will select the 10 most talented performers to appear on the Blue *On Stage Everybody* program. During the next three months. Six winners will appear in a Universal picture of the same name.



CONGRATULATIONS are extended by KDKA Pittsburgh women program directors, Evelyn Gardiner (l) and Janet Ross (r) to Mrs. LeRoy Frederick of Leetonia, O., first prize winner in national contest conducted by *Parents Magazine* and the Assn. of Women Directors of all NAB member stations. For her letter telling what she is doing to help make a better postwar work world, top award was presented to Mrs. Frederick.

COLLEGE scholarships totaling $2,000 annually will go to the winners of a quiz session to be sponsored on WMCA New York by Alexanders, an uptown department store, started Sept. 8 and open to Bronx high school seniors only.

DIRECT MAIL ADVERTISING Assn., New York, announces the 1944 "Fifty Direct Mail Leaders Contest" for the best direct mail and mail order produced between Sept. 1, 1943 and Aug. 31, 1944. Theme of the contest will be "Value to the War Effort".

WHEN GERMANY surrenders, the L. B. Wilson station, WCKY Cincinnati, will flash the news to patrons of five RKO theatres in Cincinnati, direct from the WCKY news room. If news of the surrender comes during the night, WCKY will notify persons in the Greater Cincinnati area by telephone, if they have requested the service.

WTSP St. Petersburg, Fla. staff has organized a morale show to play Army camps along the Florida Coast. Production Manager Jack Dadswell is director.

Clapp Appointments

HOWARD S. COOK and Edward F. Schmidt have been named assistant advertising managers of Harold H. Clapp, Inc., an American Home Foods affiliate, it was announced last week. Mr. Cook will head copy, media, point of sale displays while Mr. Schmidt will assist generally in the formulation of advertising policies, specializing in creative art and merchandising. He will also handle agency contact. Both have been with the Clapp organization for several years. Announcement was also made that American Home Products had acquired a new affiliate company, Marietta Dyestuffs Co., Marietta, O., manufacturer of colors and intermediates for the dye industry, and certain war products.

Get a good hold on the SOUTH FLORIDA MARKET!



10,000 WATTS
710 KC
MUTUAL

A FORT INDUSTRY STATION

WFTL MIAMI

ASK HEADLEY-REED

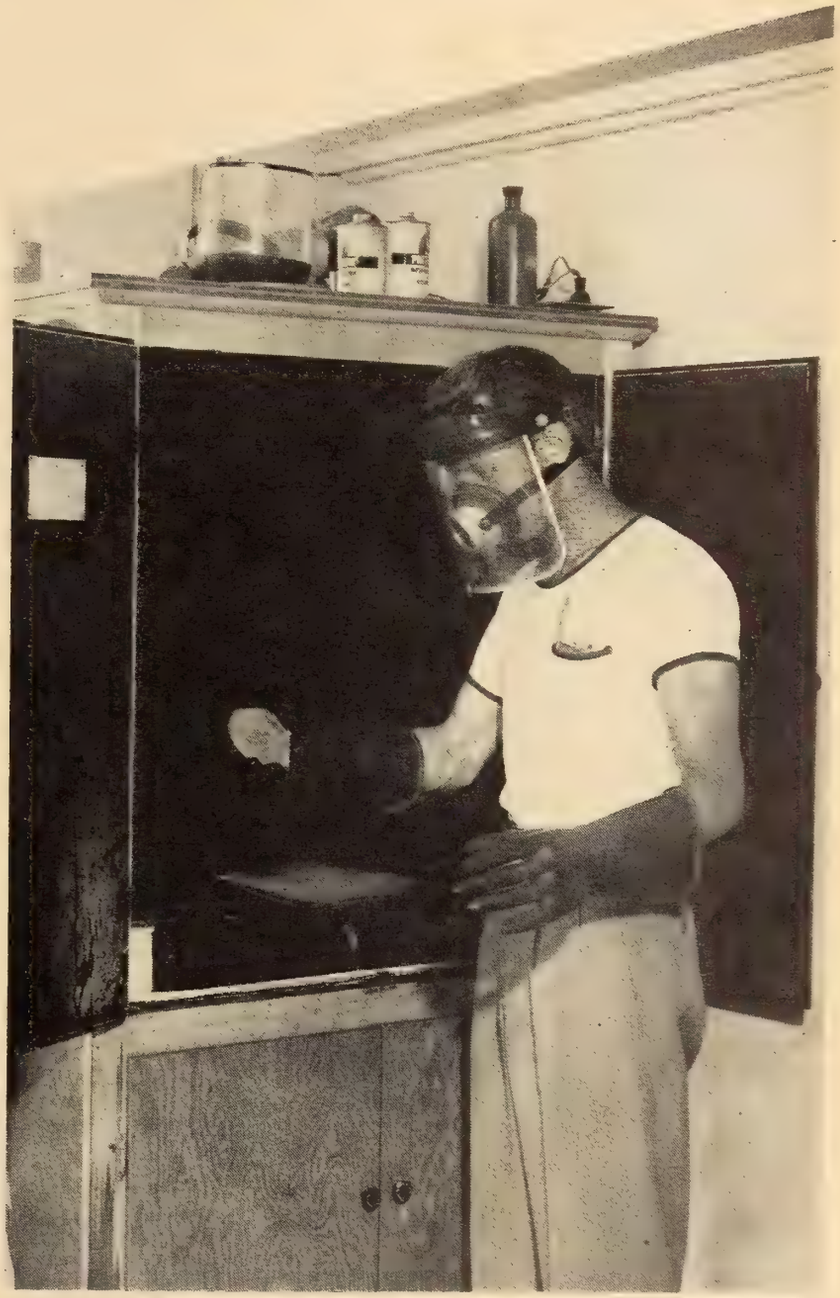
FLORIDA'S MOST POWERFUL STATION

GETTING SET FOR V-DAY Means No Extra Activity At CRECO . . . PRECISION PERFORMANCE holds by the same rules in War as in Peace. ACCURACY, our Wartime Commission and Full Obligation Today, quickly returns to our Peacetime Program Tomorrow . . . to improve and extend our services to the industry and its services to the nation.

ACCURACY IS OUR BUSINESS

in war...in peace

TIME OUT from our War Job permitting . . . WHEN YOU ARE READY . . . our Services are Yours to Prepare a Limited Number of Standard, FM and Television Applications.



ETCHING EXACTNESS

Acid Etching of Quartz Before Inspection to Determine Direction of Cut and Usable Areas. New Methods Require Similar Etching of Crystals to Frequency.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

Evening Star Bldg.
WASHINGTON, D. C.

Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WMAL Washington

Great Atlantic & Pacific Tea Co., New York (A & P peaches), 8 *sa*, thru Paris & Peart, N. Y.
Olive Tablet Co., Columbus, O. (Dr. Edward's Olive Tablets), 5 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Penick & Ford, New York (My-T-Fine desserts), 6 *sa* weekly, 52 weeks, thru BBDO, N. Y.
Seeck & Kade, New York (Pertussin), 5 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.

WHO Des Moines

Reader's Digest Assn., Pleasantville, N. Y., 3 *sa* weekly, 13 weeks, thru BBDO, N. Y.
O'Cedar Corp., Chicago, 5 *sa* weekly, 13 weeks, thru Aubrey, Moore & Wallace, Chicago.
Cook Paint & Varnish Co., Kansas City, 12 *sa* weekly, thru Bruce Brewer & Co., Kansas City.
Seeck & Kade, New York (Pertussin), 4 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Omar Inc., Omaha (flour), *t* weekly, 39 weeks, thru MacFarland, Aveyard & Co., Chicago.
Freeman Coal Mining Corp., Chicago, 3 *ne* weekly, 13 weeks, thru Goldman & Gross, Chicago.
Beech-Nut Packing Co, Canajoharie, N. Y. (gum), *ta* weekly, 52 weeks, thru Newell-Emmett, N. Y.
Gamble Stores, Minneapolis, 6 *sa* weekly, 52 weeks, thru BBDO, N. Y.
Wildroot Co., Buffalo (Cream Oil Formula), 6 *ta* weekly, 52 weeks, thru BBDO, N. Y.

KROW Oakland

Crowell-Collier Publishing Co., New York (*Collier's*), 10 sa weekly, thru Arthur Kudner Adv. Agency, N. Y.
Colbourn Studios, Oakland (photographs), 6 *sa* weekly, 52 weeks, direct.

KNX Hollywood

Armand Co., Des Moines, Ia. (leg-make-up), *sa*, 52 weeks, thru Ivan Hill Adv., Chicago.

WSPR Springfield, Mass.

W. F. Young, Inc., Springfield, Mass. (Absorbine Jr.), 18 *ta* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Carter Products, New York (Carter's Little Liver Pills), 5 *ta* weekly, 13 weeks, thru Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 15 *ta* weekly, 39 weeks, thru William Esty Co., N. Y.
Crowell Publishing Co., New York (*Collier's*), 11 *sa* weekly, 13 weeks, thru Arthur Kudner Inc., N. Y.
Continental Baking Co., New York (Wonder Bread), 13 *ta* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Foster-Milburn Co., Buffalo (Doan's Pills), 3 *ta* weekly, 52 weeks, thru Spot Broadcasting Co., N. Y.
General Baking Co., New York (Bond Bread, 14 *sa* weekly, 52 weeks, thru BBDO, N. Y.
Gruen Watch Co., Cincinnati, 21 *ta*, *sa* weekly, thru McCann-Erickson, N. Y.
Metro-Goldwyn-Mayer, New York, *ne*, *sa*, *ta* weekly, thru Donohue & Coe, N. Y.
Pepsi-Cola Co., Long Island City, N. Y., 12 *ta* weekly, 26 weeks, thru Newell-Emmett, N. Y.
Plough Inc., Memphis (St. Joseph Aspirin, Mexsana), 3 *ta* weekly, 52 weeks, thru Lake-Spiro-Shuman, Memphis.
RKO Pictures, New York, 5 *sa* weekly, 52 weeks, thru Foote, Cone & Belding, Los Angeles.
Jacob Ruppert Brewery, New York, 6 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Walgreen Drug Stores, Chicago, 42 *ta* weekly, 39 weeks, thru Schwimmer & Scott, Chicago.

WBOC Salisbury, Md.

Harold Mangels Co., Baltimore (King's Table Syrup), 5 *sa*, 6 *sp* weekly, 13 weeks, direct.
Gospel Broadcasting Assn., Los Angeles, *tp* weekly, 52 weeks, thru R. H. Alber Co., Los Angeles.
Rumford Chemical Works, Rumford, R. I. (Hearth Club Baking Powder), 3 *sa* weekly, 13 weeks, thru H. B. Humphrey Co., Boston.
Wilmington Provision Co., Wilmington (Tower brand meat products), 4 *sa* weekly, 13 weeks, direct.
Pepsi-Cola Co., Long Island City, N. Y. 28 *sa* weekly, thru Newell-Emmett Co., N. Y.
Consolidated Products Co., Danville, Ill. (semi-solid buttermilk feeds), 6 *sp* weekly, 13 weeks, thru Bert S. Gittins, Milwaukee.

WBBM Chicago

Andy Lotshaw & Co., Chicago, *ne* weekly, thru Arthur Meyerhoff Adv., Chicago.
Beaumont Co., St. Louis (4-way cold tablets), *sp* weekly, thru Donahue &

WOAI San Antonio

Longines-Wittnauer Co., New York (watches), 3 *t* weekly, 39 weeks, thru Arthur Rosenburg, N. Y.
Crowell Publishing Co., New York (*Collier's*), 13 *sa* weekly.
Sterling Drug Co., New York (Dr. Caldwell medicines), 4 *t* weekly, thru Sherman & Marquette, Chicago.
Marlin Firearms Co., New Haven (razor blades), 3 *ta* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
Miami Margarine Co., Cincinnati (Nu-Maid Margarine), 5 *ta* weekly, 52 weeks, thru Ralph H. Jones Co., Chicago.
Byer-Rolnick Co., Garland, Tex. (hats), *sa* weekly, 52 weeks, thru Jack N. Pitluk, San Antonio.
Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (peanuts), 5 *ne* weekly, 52 weeks, thru Goodkind, Joice & Morgan, Chicago.
Humble Oil Co., Houston, 13 *sp*, thru Franke-Wilkinson-Schiwetz, Houston.

WENR Chicago

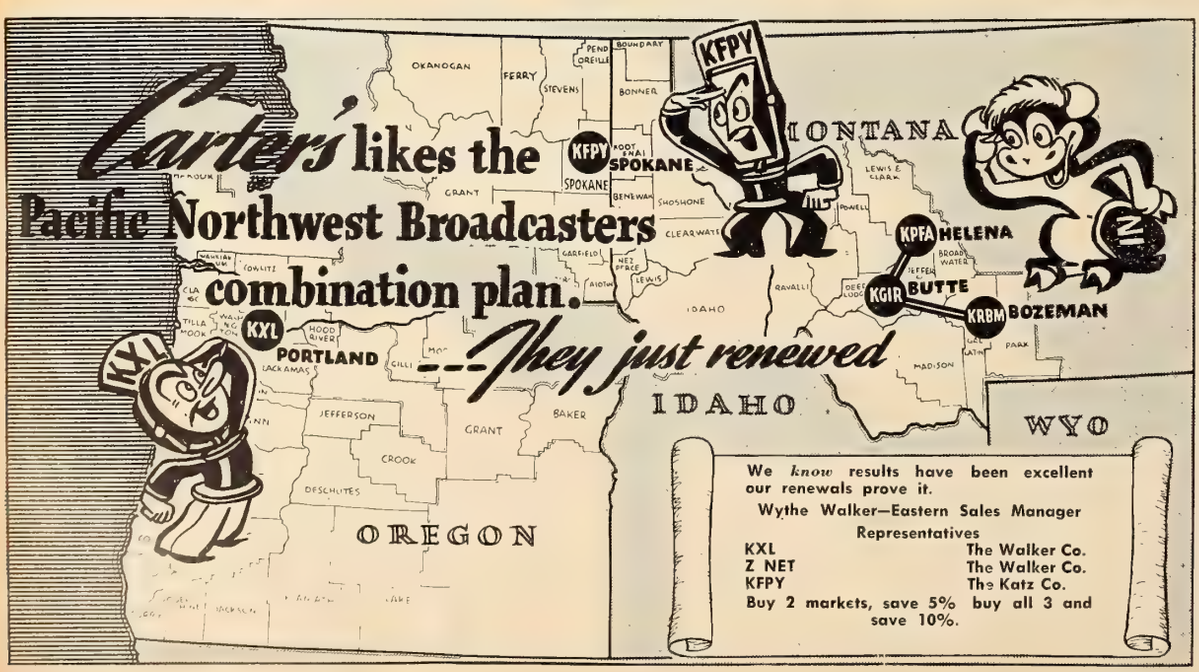
Olive Tablet Co., Columbus, O. (Olive tablets), 5 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Esquire Inc., Chicago (*Coronet*), 10 *sa* weekly, thru Schwimmer & Scott, Chicago.
Prest-O-Lite-Battery Co., Indianapolis, (Prestolite), 4 *sa* weekly, thru Ruthrauff & Ryan, Detroit.
Clinton Watch Co., Chicago, *sa* weekly, 52 weeks, thru Malcolm Howard Agency, Chicago.
Omar Flour Co., Omaha, 5 *sa* weekly, 26 weeks, thru MacFarland, Aveyard Co., Chicago.
Park & Tilford, New York (Tintex), 3 *sa* weekly, 13 weeks, thru Chas. M. Storm Co., N. Y.
Maggi Co., N. Y. (Maggi Seasoning), 3 *sa* weekly, 39 weeks, thru Needham & Grohmann, N. Y.
Sunway Fruit Products, Chicago (Freshie), 7 *sa* weekly, thru Sorenson & Co., Chicago.

KFI Los Angeles

Luer Packing Co., Vernon, Cal. (meat products), 4 *sa* weekly, 52 weeks, thru Mays & Bennett, Los Angeles.
American Utilities Co., Los Angeles (jewelry), 6 *sa* weekly, thru N. J. Newman Adv., Los Angeles.

KGO San Francisco

Musterole Co, Cleveland, 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Triangle Pub., New York (*Seventeen* magazine), *sa*, thru Al Paul Lefton Co., N. Y.



Electronic Device Analyzes Audience

New York Firm Offers Survey Service to Radio Industry

AUDIENCE ANALYSIS CORP., New York, which has been testing audience measurement techniques for the past year, is now offering to radio, television and similar entertainment industries, audience reaction data, obtained through two new electronic devices, the Audience Reactograph and the Reactrograph Totalizer, combined with a "psychological interview".

The Reactrograph is a push-button device registering audience likes and dislikes, comparable to the CBS program analyzer, but different in that it can measure as many as 50 people at a time, according to AAC. Dr. Paul Lazarsfeld, director, Office of Radio Research, Columbia U., who is identified with the CBS analyzer, has been closely associated with the AAC in the development of its measurement services, according to a company spokesman.

Individual Account

Outstanding new feature in audience measurement, according to the AAC, is its Reactograph Totalizer, which automatically totals up individual reactions as they are recorded, so that the minute a program is finished, a preliminary chart of the entire audience reaction can be obtained. Device is particularly useful in auditions, enabling the producer to spot over-all specific reactions to various sections of the program, and to spot for example exactly which gags fall flat, it is said. Inventors of both machines are Bernard Cirlin and Norman Chalfin, who have been working on the devices for the past five years. The psychological interview is used to bring out the reasons for the reactions, as recorded for each individual and the group as a whole.

Firm is expected to announce next week its full executive personnel set-up and expansion plans.

Letter by Walter Damm Contained Two Errors

EDITOR, BROADCASTING:

Unfortunate circumstances led to two errors in the reproduction of my recent letter to you relative to the Lodge article [BROADCASTING, Aug. 28, pp. 54]. The first error was in connection with the vote on the resolution for keeping the FM band at the present portion of the spectrum. The original vote was 27 to 1, whereas your printer decided it was 27 to 11.

The other error was in connection with the frequency position in the spectrum, namely, 50 megacycles, instead of 550 megacycles as the printed story shows.

I have been asked by the board of directors of FMBI to request a correction—particularly in connection with the error regarding the vote, as a 27-to-11 vote would not indicate the general acceptance which a 27-to-1 vote indicates.

(s) Walter J. Damm

Sept. 2.

Something New in New England



STATION WELI of New Haven, Conn. (basic Blue), has been purchased by Harry C. Wilder and Associates.

It becomes the latest unit in the group with WSYR (Syracuse), WTRY (Troy-Albany-Schenectady), and WKNE (Keene, N. H.).

Under its new banner as New Haven's Voice From The Blue, WELI will be, in effect, a *new* "square deal" station—justifying the symbol above.

Many changes in policy will soon be announced.

Two important promotional campaigns—one to build an entirely new listenership, the other to give WELI its rightful place in the national radio scene—will go into action early in the fall.

New Haven is an amazing market. It is capable of tremendous development. Many other stations were given consideration; but New Haven offered the greatest opportunity for our kind of management.

So WELI does not intend to "go places." We intend to stay right here in town.

The job is a big one.

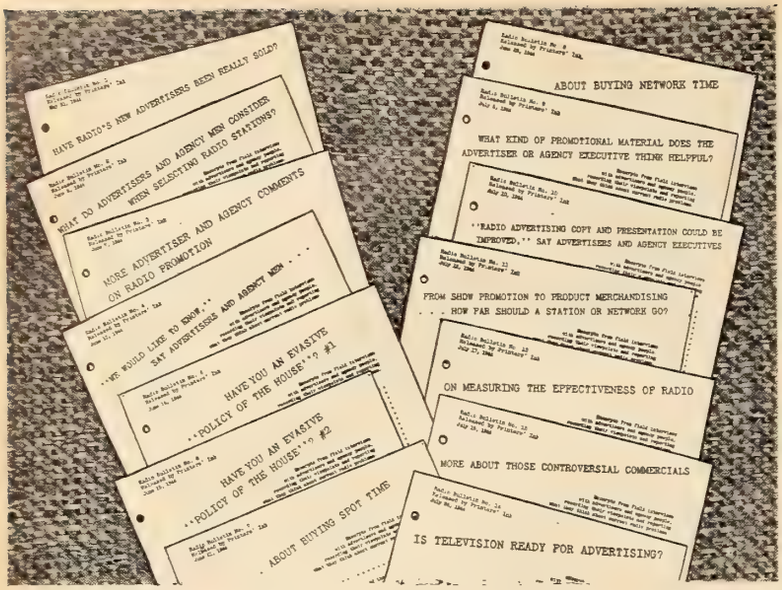
We are going to do it.

(signed)

H. C. Wilder — PRESIDENT

Wm. A. Ripley — VICE-PRESIDENT

Station WELI, New Haven • **Now Associated with WSYR, WTRY, WKNE**



Don't Miss Reading These FREE RADIO MANAGEMENT OPINION BULLETINS

Time Buyers and Advertisers Tell How Broadcasters Help and Hinder Commercial Time and Program Sales.

Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletins are offered free of charge—no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.



Dewey Demands Free Radio

(*Continued from page 11*)

ahead of us. International broadcasting should play an important role in this field.

"I believe that no nation should try to impose its ideologies on anyone against the wishes of its neighbors. Consequently, international broadcasting should be on a high plane to insure understanding and peaceful relations.

"I would be in favor of friendly arrangements being made among all nations, to permit international broadcasting to achieve real usefulness."

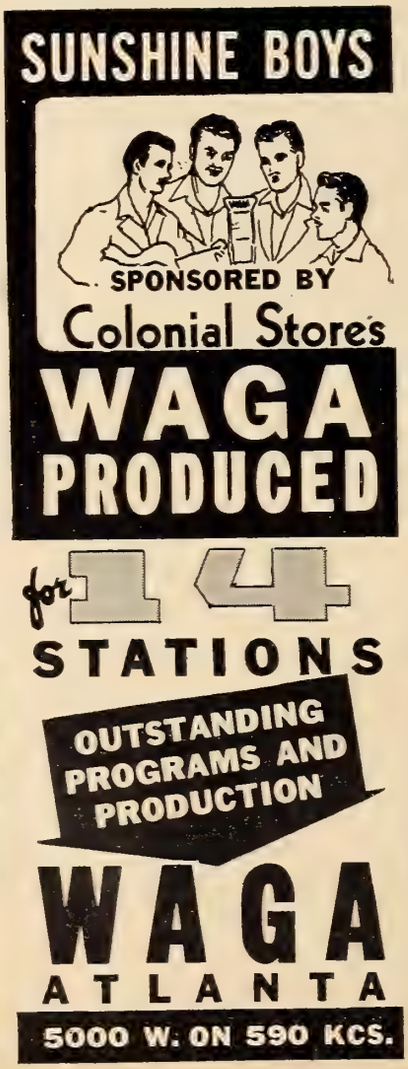
Following our interview, Gov. Dewey and several members of his staff had dinner with a score of radio commentators. The dinner session was off-the-record and ran nearly three hours. Afterward, Gov. Dewey departed for the Empire Recording Studios to record his portion of addresses with the Governors of 24 States, to be used in the intensive spot radio campaign. These will be interspersed with the heavy schedule of network addresses. Thursday morning he left on his campaign tour that will carry him into 21 States.

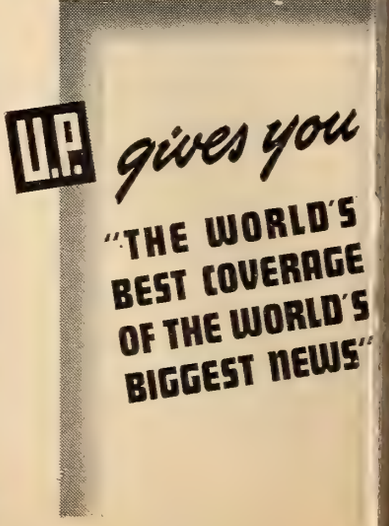
Attending the Wednesday night dinner at the Roosevelt Hotel, in addition to Gov. Dewey and Mr. Turnbull, were Herbert Brownell, chairman of the GOP Committee; Paul Lockwood, executive secretary to the Governor; Wells (Ted) Church, assistant radio director; Ford Bond, in charge of spot radio activities and recording, and Mark Larkin, director of radio publicity. Commentators and other radio people present were, for CBS: Quincy Howe, Bob Trout, Maj. George Fielding Eliot, John Charles Daly, William L. Shirer, Everett Holles, Jesse Zousmer, and Don Pryor; NBC: Don Hollenbeck, H. V. Kaltenborn, John Vandercook, Carleton Smith; MBS: Paul Schubert, Royal Arch Gunnison, Arthur Hale, Charles Hodges, Sydney Moseley, Fulton Lewis jr.; Blue: Walter Kiernan, Leland Stowe, John B. Kennedy, Bruno Shaw, H. R. Baukhage, Henry J. Taylor; Yankee Network: Don Kimball; WMCA: Alice Hughes, Norman Jay; WHN: Sid Walton, William S. Gailmor; BROADCASTING Magazine: Sol Taishoff.

Radio Commitments

Of the aggregate three-million-dollar GOP campaign fund, the maximum permitted by law, commitments already made indicate that upwards of one million dollars will go to radio, and 90% of that national budget will be network. The State Republican Committees, however, are committed to spend about $500,000 for spot time, using transcriptions supplied by the National Committee.

Mr. Turnbull and Mr. Church, both old heads in radio, have a staff of about a dozen assisting them in the radio work. Mr. Bond, also a radio veteran in the announcing and production end, is supervising all spot and transcription production. Virginia Butler, of Duane Jones, is handling the spot time-buying for the committee. Mr. Turnbull was assigned by his agency to devote his full time to the GOP campaign and is using a number of members of his staff in the work. Mr. Church was radio director of the Republican Committee prior to the Chicago convention, and has had a dozen years in network and station news, program and special events work.





1200 Years of Announcing

(*Continued from page 13*)

who do not have the opportunity to receive additional compensation from sponsors deserve higher salaries and there should be periodic pay increases. They also believe that rigid standards of selecting announcers are impossible to apply and that each manager should have a good deal of leeway in exacting standards and changing them from candidate to candidate.

Irregular Hours

Most frequently mentioned of "things looked for" in an applicant for the job of announcer are experience, good speech, ability to work well with others, wide cultural background—especially in music—adaptability, and robust health that can withstand irregular working hours.

What About Television?—Both groups of announcers as well as the managers are in agreement that television will present many new problems to the announcer, that the job of radio announcer will not become extinct as the result of television. Moreover, they believe that radio announcing offers an excellent means of "breaking into" radio, that the rewards that accompany top-flight success are so large that they are worth trying for even under adverse conditions. They also conceive of the job of radio announcer as one that offers much in the way of public service.

Veterans' Advice to the Beginner—The senior group was generous and helpful with its avuncular advice. A digest of it reads like this: "Get a good general education—sample the field of the liberal arts. Don't go into radio announcing with the expectation of making a lot of money; it can be done, but it doesn't happen often. Be sure you have good speech before you try to get a job. Once you land a job, practice daily to improve your voice and diction. Keep your weather eye open for good contacts. Take your lunch with the right people. When you get a job, do it well and make with a larger station. Keep up with radio news. Don't be a *prima donna*. Keep your temper even. Your colleagues and the boss like it that way, especially if it is evenly amiable.

If your station is located in a small or medium sized town, accept as many outside speaking engagements as you can get. Appear before women's clubs, service organizations like the Kiwanis and Rotary, and parent-teacher associations. They'll help to build up your following and thus make your services more valuable. Develop individuality of style without being affected. One successful oldster observed: "If the boss' daughter isn't too homely, marry her. It probably will help".

PEABODY AWARDS OPEN FOR ENTRIES

1944 George Foster Peabody Awards will again give recognition to programs and stations, it was announced last week coincident with the announcement that listening post committees have been set up in cities and colleges throughout the United States.

Awards are to be made on seven counts:

1. That program or series of programs inaugurated and broadcast during 1944 by a regional station (above 1000 watts) which made an outstanding contribution to the welfare of the community or region the station serves.
2. That program or series of programs inaugurated and broadcast during 1944 by a local station (1000 watts or under) which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

Listening posts are under the direction of Dorothy Lewis, NAB coordinator of listener activity. Closing date for 1944 entries, which should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga., is Jan. 10, 1945.

Buckendahl Appointed

HARRY H. BUCKENDAHL, director of commercial relations for KOIN Portland, has been appointed vice-president, C. W. (Chuck) Myers, president of the station, announced last week. He succeeds Simeon R. Winch, who served in that position until the *Oregon Journal* acquired KALE, while releasing its interest in KOIN. Before joining KOIN in 1940, as national sales manager, Mr. Buckendahl was Pacific Coast manager of the advertising firm of Gilman, Nicoll & Ruthman.



Mr. Buckendahl

New Fairchild Cutterhead

FAIRCHILD CAMERA & Instrument Corp., New York, has announced a new, magnetic cutterhead, known as Unit 541, is now in production and will be standard equipment on Fairchild's latest portable recorder.



BILLBOARD . . . "Fulton Lewis, jr., is far and away MBS's top co-op program."



WASHINGTON POST . . . "Not content to sit behind a microphone and quote other people's news and opinions, Lewis has gone out and himself made news."

BILLBOARD . . . "Still by all odds the best of all radio commentators is Fulton Lewis, jr. Lewis stands out as about the best reporter ever to take to the airlanes."

The Men Who KNOW Real Reporting Excellence Have this to Say About

Fulton Lewis, jr.

AMERICA'S YOUNG MEN . . . "For his determined disregard of obstacles; for his news beats; for his forthright, unbiased reporting of the events of the day."

BILLBOARD . . . "Lewis is probably the greatest reporter alive today; his knowledge of the nation's political scene is astute, deep and unfettered; and his sense of the dramatic is, of course, keen."

WASHINGTON POST . . . "Lewis carefully looks into both sides of a matter before he starts hurling accusations. The amazing results of his one man campaigns are a tribute to his unfailing energy and his sincerity in doing what he believes is right."

BUFFALO COURIER EXPRESS . . . "There's no commentator who knows more about the news than Fulton Lewis, Jr., veteran Washington correspondent."

Fulton Lewis jr. is now heard on over 225 statons . . . with 130 sponsors. For list of available cities, call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

first

in

POPULAR APPEAL

AND

PRESTIGE

Biggest audiences offer biggest sales opportunities... and WRC's prestige in the *minds* of listeners provides an extra sales push.

and its been True for 21 years... continuously!

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Network Accounts

All time Eastern Wartime unless indicated

New Business

CAMPANA SALES Corp., Batavia, Ill. (Campana Balm), on Oct. 8 for 52 weeks starts *Winner Take All* on 8 CBS Pacific stations, Sun. 4:30-5 p.m. (PWT). Agency: Wallace-Ferry-Hanley Co., Chicago.

SIGNAL OIL Co., Los Angeles (institutional), on Sept. 4 for 13 weeks started *Lies From Tokyo* on 6 Don Lee Pacific stations, Mon. thru Fri 9:45-10 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

KNOX Co., Los Angeles (Cystex), on Oct. 1 starts *What's the Name of That Song* on 80 MBS stations, Sun. 4:30-5 p.m. Agency: Raymond R. Morgan Co., Hollywood.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Oct. 4 starts Jack Benny on 136 NBC stations, Sun., 7-7:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

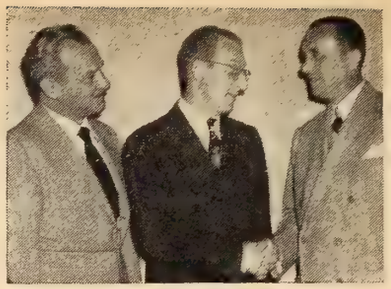
Renewal Accounts

SKELLY OIL Co., Kansas City, effective Sept. 11 renews quarter-hour newscast featuring Alex Dreier on 24 NBC midwest stations, Mon. thru Sat. Contract is for 52 weeks. Agency: Henri, Hurst & McDonald, Chicago.

MINNEAPOLIS-Honeywell Regulator Co., Minneapolis, (temperature, air conditioning and industrial controls), on Oct. 8 renews *Blue Jacket Choir* on 122 CBS stations, Sun., 11:05-11:30 a.m. Agency: Addison, Lewis & Assoc., Minneapolis.

PET MILK Sales Corp., St. Louis (Pet Evaporated Milk), on Oct. 7 renews *Saturday Night Serenade* on 68 CBS stations, Sat., 9:45-10:15 p.m. Agency: Gardner Adv. Co., St. Louis

COLGATE-PALMOLIVE-PEET Co., Jersey City, on Sept. 29 renews *Colgate Sports Newsreel* on 67 NBC stations, Fri. 10:30-10:45 p.m. Agency: Sherman & Marquette, N. Y.



"YOU CAN take it from me," Ben Abrams (r), president of Emerson Radio & Phonograph Corp., tells Everett Sloane, "you did a good job as Grandpa Vanderhof." Everett Sloane (center) played that part in the radio adaptation of *You Can't Take It With You*, premiered on Mutual, under Emerson sponsorship. William H. Weintraub, president of the agency handling the account, joins in the praise.

MAPLE LEAF MILLING Co., Toronto (flour) on Oct. 11 renews *Jolly Miller* on 26 CBC Dominion network stations, Wed. 8-8:30 p.m. with repeat to western stations 11:30-12 midnight. Agency: Cockfield Brown & Co., Toronto.

CANADIAN IRONIZED Yeast Co., Windsor, Ont. (ironized yeast), on Oct. 3 renews *Big Town* from CBS on 26 CBC Trans-Canada network stations, Tues. 8-8:30 p.m. Agency: Pedlar, Ryan & Lusk, N. Y.

KELLEY DOUGLAS Ltd., Vancouver (coffee), on Sept. 11 renewed *Nabob Coffee Time* on 3 eastern Canadian stations, Mon. thru Fri. 8:15-8:30 a.m. Agency: Cockfield Brown & Co., Montreal.

RCA VICTOR Ltd., Montreal (institutional), on Sept. 21 renewed *The Voice of Victor* to June 14, 1945 on 21 CBC Trans-Canada network stations, Thurs. 8-8:30 p.m. Agency: Spitzer & Mills, Toronto.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Oct. 5 for 52 weeks renews *Ellery Queen* on 14 NBC stations, Sat. 7:30-8 p.m. (repeat, 7 NBC stations, 12:30 a.m.). Agency: Ruthrauff & Ryan, N. Y.

PHARMACO Inc., Newark, N. J. (Feen-A-Mint), on Sept. 15 for 52 weeks renews *Double or Nothing* on 198 MBS stations, Fri. 9:30-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

HUDSON BAY Co., Winnipeg (chain department stores and fur posts), on Oct. 28 renews *Red River Barn Dance* on 6 CBC Prairie region stations, Sat. 11-11:30 p.m. Agency: Cockfield Brown & Co., Winnipeg.

BUTAY PRODUCTS Inc., Los Angeles (Raindrops-detergent), on Sept. 13 for 13 weeks renews *World of Tomorrow* on 15 Blue Pacific stations, Wed. 1:45-1:50 p.m. (PWT). Agency: Glasser-Gailey & Co. Los Angeles.

UNION OIL Co., Vancouver (gasoline), on Aug. 30 renewed for 13 weeks *Grand Old Songs* on 5 CBC western stations, Wed. 11:30-12 midnight. Agency: Stewart-Lovick, Vancouver.

BRITISH-AMERICAN OIL Co., Toronto (gasoline), on Sept. 7 renewed *Fighting Navy* on 25 CBC Trans-Canada stations, Thurs. 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto

COLGATE-PALMOLIVE-PEET Co., Toronto (Palmolive shave cream, Cue), on Sept. 9 renewed *Share the Wealth* on 25 CBC Trans-Canada stations, Sat. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

LAMONT CORLISS & Co., Toronto (Ponds Cream), on Sept. 19 renews *John & Judy* on 24 CBC Dominion network stations, Tues. 9-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

Network Changes

H. J. HEINZ Co., Pittsburgh, on Sept. 11 resumes *Information Please*, replacing *Vacation Serenade*, on 137 NBC stations, Mon. 9:30-10 p.m. Agency: Maxon Inc., N. Y.

GENERAL FOODS Corp., New York (Post Toasties), on Sept. 8 discontinued *The Thin Man* on 120 NBC stations, Fri. 8:30-9 p.m. and on Sept. 15 starts program on 122 CBS stations, Fri. 8:30-9 p.m. Agency: Benton & Bowles, N. Y.

LOCKHEED AIRCRAFT Corp., Burbank, Cal. (Institutional), on Sept. 9 shifted *A Man Named "X"* from 72 CBS stations, Mon. 9:30-10 p.m. to 181 Blue stations, Sat. 10:30-11 p.m. Agency: Foote, Cone & Belding, Los Angeles.

GENERAL FOODS Corp., New York (Postum), on Sept. 1 shifted *The Aldrich Family* from 130 NBC stations, Thurs. 8:30-9 p.m. to 122 CBS stations, Fri. 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

RCA Camden, N. J. (institutional), on Sept. 3 shifted *Music America Loves Best* from 159 Blue stations, Sat. 7:30-8 p.m., to full NBC network, Sun. 4:30-5 p. m. Agency: J. Walter Thompson Co., N. Y.

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream), on Sept. 2 shifted *Mayor of the Town* on 57 CBS stations from Mon. 9-9:30 p.m. to Sat. 10:15-10:45 p.m. Agency: Ruthrauff & Ryan, N. Y.

RAINIER BREWING Co., Los Angeles (beer), on Sept. 5 shifted *Club Good Cheer* on 11 Blue Pacific stations from Sat., 8:30-9 p.m. (PWT) to Tues. 9-9:30 p.m. (PWT). Agency: Buchanan & Co., Los Angeles.

RADIO STATION KTBS

Shreveport, La.

NBC AFFILIATE

Announces the Appointment of

Edward Petry & Company

AS NATIONAL REPRESENTATIVES

YOUR MARKETS ARE MOVING

South!

We sell the new Savannah Seaboard Market—at the *lowest per-person cost of any medium.*

NBC

WSAV

SAVANNAH

National Representatives

GEORGE P. HOLLINGBERY CO.

OWI PACKET, WEEK OCT. 2

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 2. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Paper Conservation	X	--	--	--	--	--	--
Merchant Marine	X	--	--	--	--	--	--
National War Fund	X	--	--	--	--	--	--
Prepare for Winter	--	X	--	X	--	--	--
Eat Wisely	--	--	--	-	--	--	X
Better Breakfast and Lunch	--	--	--	--	--	X	--
Home Front Pledge	--	X	--	X	--	--	--
War Bonds	--	--	X	--	X	--	--
Christmas Mail		--	--	--	--	X	--

See OWI Schedule of War Messages 128 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Heller Will Direct WINX Developing

Smith Assumes Managerial Duties of Capital Outlet

INTENSIVE development of all aspects of broadcast service by the *Washington Post*, which recently acquired WINX Washington, were foreseen with the recent appointment of Lawrence J. Heller, founder and former owner of the station, to direct radio developmental activities. John Patrick Smith, assistant general manager of WCPO Cincinnati, has been named manager [BROADCASTING, Sept. 4].



Mr. Heller

While there were no details as to immediate plans of Eugene Meyer, president and publisher of the *Post*, it is known that consideration has been given to launching of FM, facsimile and possibly television operations, in addition to WINX. Moreover, it is presumed that Mr. Heller will explore prospects of improving the facilities of the standard outlet.

Mr. Heller, an attorney, established WINX in December 1940. When he sold the station to Mr. Meyer, it commanded the record figure of $500,000 for a local, non-network outlet. Mr. Heller continued in his capacity as manager until the appointment of Mr. Smith, which relieves the former of operating details and permits him to devote his time to expansion operations and to counsel with Mr. Meyer and Wayne Coy, former State Dept. assistant to President Roosevelt and now Mr. Meyer's assistant.

A NEW magnetic wire recorder, developed by Armour Research Foundation and said to be used for the first time in the U. S. on a commercial station, was used by Larry Haeg, farm editor of WCCO Minneapolis, to record a series of programs at the Minnesota State Fair.

OWI Will Resume WAC Placements

FINIS was written to the War Dept.-OWI controversy over WAC recruitments, insofar as the latter agency was concerned, with the announcement last Friday by John D. Hymes, chief of station relations, OWI Domestic Radio Bureau, that the Bureau now is prepared to issue radio clearances

In a memorandum to station retions regional chiefs, to be dispatched to all stations, Mr. Hymes pointed out that since the War Dept. has announced its complete plans for the present phase of the WAC campaign, including use of commercial radio, OWI now could resume WAC placements under its allocation plan.

The last announcement by Young & Rubicam was that 712 stations of 791 which had accepted the WAC advertising schedule for the four-week period beginning Sept. 4 did so on a straight commercial basis. The remainder said they would broadcast the announcements as a public service, because of policies against accepting paid Government advertising. Text of memorandum:

Since the War Dept. has now announced its complete plans for the present phase of the WAC recruiting campaign, including the use of commercial radio, and since it has clarified its relationship with the radio industry, we wish to advise you that the OWI Domestic Radio Bureau is now prepared to issue radio clearance on WAC recruiting both for policy and for time priority on any and all OWI plans, whenever such action is justified by existing conditions and comparative urgencies.

SERVICE on all RECORDING PROBLEMS local or national

COMPLETE FACILITIES FOR . . .
- Spot Announcements
- Remote Pick-ups
- Full Air Check Service

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1121 Vermont Ave. Washington 5, D. C.

CLAIM STAKE



Dade County (Miami) Real Estate Sales
For 1st 6 months, 1944: $71,716,930.00*
For 1st 6 months, 1943: $30,541,760.00*
* As compiled by The Keyes Co., Realtors Miami Fla.

That $41 Million increase is incontestable PROOF of faith in Miami's future!

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGate, Gen. Manager

WIOD MIAMI

5,000 Watts
610 KC • NBC

[One of a series on the "WHO, WHAT, WHEN, WHERE, WHY" of station WTCN]

Why They Choose News ON WTCN

EXPERTS LIKE THESE
- ★ Raymond Gram Swing
- ★ Walter Kiernan
- ★ Henry J. Taylor
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- ★ Walter Winchell
- ★ Baukhage
- ★ Gil Martin
- ★ Leon Henderson
- ★ Dorothy Thompson
- ★ George Hicks
- ★ Ted Malone
- ★ Drew Pearson
- ★ AND OTHER *BIG* NAMES IN NEWS

PLUS LOCAL NEWS COVERAGE BASED ON BOTH ASSOCIATED PRESS AND UNITED PRESS NEWS SERVICES!

WTCN . . . 1280 ON YOUR DIAL

MINNEAPOLIS - ST. PAUL, MINNESOTA
FREE AND PETERS
National Representatives

CJBC

Going Up

Up in Power from 1,000 to 5,000 watts increasing the range of your program to include 100,000 additional Radio homes in Canada's largest and wealthiest market.

Up in Signal Strength giving Toronto area listeners an effective power equivalent to 10kws due to the concentration of our directional array.

Up With The Best programs from the Blue . . . NBC . . . and BBC as well as originating the majority of programs for the CBC Dominion Network in Canada.

CBC RADIO CANADA

Consult CJBC Commercial Department
55 York Street

Toronto Affiliate of the Blue Network

CJBC

Key Station of the Dominion Network

TORONTO

DIAL 1010

Fall Brings 31 New Net Shows

(*Continued from page 12*)

General Foods Corp., New York (Postum), Sept. 1, *Aldrich Family**, Fri., 8-8:30 p.m. (repeat, 12 midnight), 122 stations, Young & Rubicam, N. Y.

General Foods Corp., New York (Jell-O, Sanka). Sept. 17, *Kate Smith Hour*, Sun., 7-8 p.m.**, 141 stations, Young & Rubicam, N. Y.

General Foods Corp., New York (Grape nuts, Grapenuts Flakes, Maxwell House Coffee), Sept. 15, *Thin Man*, Fri., 8:30-8:55 p.m., (repeat, 12:30-1 a.m.), 136 stations, Young & Rubicam, N. Y.

General Foods Corp., New York (Post Toasties), Sept. 17, Fanny Brice in *Toasties Time**, Sun., 6:30-7 p.m., 113 stations, Benton & Bowles, N. Y.

International Silver Co., Meridan, Conn. (Sterling and silverplate), Oct. 8, *Adventures of Harriet and Ozzie**, Sun., 6-6:30 p.m., 63 stations, Young & Rubicam, N. Y.

Lever Bros., Cambridge (Swan Soap), Aug. 15, Burns and Allen, Tues., 9-9:30 p.m., 137 stations, Young & Rubicam, N. Y.

Lever Bros., Cambridge (Vimms), Aug. 16, *Frank Sinatra Show*, Wed., 9-9:30 p.m., 132 stations, J. Walter Thompson Co., N. Y.

Lever Bros., Cambridge (Lux), Sept. 4, Lux Radio Theatre, Mon., 9-10 p.m., 142 stations, J. Walter Thompson Co., N. Y.

Maryland Pharmaceutical Co, Baltimore (Rem), Sept. 23, *Bob Trout—News**, Sat., 6:55-7 p.m., 19 stations, Joseph Katz Co., Baltimore.

Pacific Coast Borax Co., New York (Borax), Aug. 10, *Death Valley Sheriff**, Thurs., 8:30-8:55 p.m. (repeat, 11:30-midnight), 62 stations, McCann-Erickson, N. Y.

MBS

Allegheny Ludlum Steel Corp., Brackenridge, Pa. (institutional), Oct. 1, *Steel Horizons**, Sun., 9-9:30 p.m., stations not determined, Walker & Downing, Pittsburgh.

Conti Products Corp., Brooklyn (toilet products), Nov. 9, *Treasury Hour of Songs*, Thurs., 9:30-10 p.m., 32 stations, Bermingham, Castleman & Pierce, N. Y.

Cresta Blanca Wine Co., Los Angeles (Dubonnet Wine), Sept. 6, *Stop That Villain**, Wed., 8:30-9 p.m., 59 stations, BBDO. N. Y.

Delaware, Lackawanna & Western Coal Co., New York (Blue Coal), Sept. 24, *The Shadow*, Sun., 5:30-6 p.m., 30 stations, Ruthrauff & Ryan, N. Y.

Emerson Radio & Phonograph Corp., New York, Aug. 27, *You Can't Take It With You**, Sun., 5-5.30 p.m., 63 stations, William H. Weintraub & Co., N. Y.

Gillette Safety Razor Co., Boston, Sept. 8, boxing matches, Fri., 10 p.m., full network (repeat, 12 midnight, 36 Don Lee Stations), Maxon, Inc., N. Y.

Grove Labs., St. Louis (drugs), Oct. 2, *Lanny and Ginger**, Mon., Wed. and Fri., 11:55-12 noon, 246 stations, Russel M. Seeds Co., Chicago.

Knox Co., Los Angeles (Cystex), Oct. 1, *What's the Name of That Song*, Sun., 4:30-5 p.m., 80 stations, Raymond R. Morgan Co., Hollywood.

George W. Luft Co., New York (Tangee), Aug. 24, *Tangee Varieties**, Thurs., 8:30-9 p.m., 80 stations, Warwick & Legler, N. Y.

Union Pacific R. R., Omaha, Oct. 8, *Your America**, Sun., 4-4:30 p.m., stations not determined, Caples Co., Chicago.

NBC

American Tobacco Co., New York (Lucky Strike Cigarettes), Oct. 1, Jack Benny*, Sun., 7-7:30 p.m., 136 stations, Ruthrauff & Ryan, N. Y.

Bristol-Myers Co., New York (Ipana, Minit Rub), Sept. 15, *Duffy's Tavern**, Fri., 8:30-9 p.m., 129 stations, Young & Rubicam, N. Y.

Bristol-Myers Co., New York (Ipana, Sal Hepatica), Sept. 27, Eddie Cantor, Wed., 9-9:30 p.m., 127 stations, Young & Rubicam, N. Y.

Brown & Williamson Tobacco Corp., Louisville, Ky. (Raleigh Cigarettes), Sept. 13, *Carton of Smiles**, Wed., 7:30-8 p.m., 52 stations, Russel M. Seeds Adv., Chicago.

Brown Shoe Co., St. Louis, Sept. 2, *Smilin' Ed McConnell**, Sat., 10-10:30 a.m., 52 stations, Leo Burnett Co., Chicago.

General Foods Corp., New York (Bird's Eye Foods), Oct. 5, Dinah Shore, Thurs., 8:30-9 p.m., 127 stations, Young & Rubicam. N. Y.



HAPPY BIRTHDAY! Celebration is the 10th birthday of the Associated Library of the Associated Music Publishers, transcription library service firm. Loren Watson, left, sales representative, and Ben Selvin, right, vice president and recording director, wait eagerly as "Clint" Finney, president, cuts the big, mouth-watering birthday cake.

General Foods Corp., New York (Maxwell House Coffee), Aug. 31, *Maxwell House Coffee Time*, Thurs., 8-8:30 p.m., 130 stations, Benton Bowles, N. Y.

H. J. Heinz Co., Pittsburgh (food products), Sept. 11, *Information Please*, Mon., 9:30-10 p.m., 137 stations. Maxon Inc., N. Y.

S. C. Johnson & Son., Inc., Racine, Wis. (floor wax), Oct. 3, *Fibber McGee and Molly*, Tues., 9:30-10 p.m., 133 stations. Needham, Louis & Brorby, Chicago.

Kraft Cheese Co., Chicago (Pabstett and Parkay), Sept. 3, *The Great Gildersleeve*, Sun., 6:30-7 p.m., 69 stations, Needham, Louis & Brorby, Chicago.

Lever Bros. Co., Cambridge (Rinso), Sept. 22, *Amos 'n' Andy*, Fri., 10-10:30 p.m., 132 stations, Ruthrauff & Ryan, N. Y.

Lever Bros. Co., Cambridge (Lifebuoy), Oct. 5, Bob Burns, Thurs., 7:30-8 p.m., 75 stations, (repeat: 9:30-10 p.m.), Ruthrauff & Ryan, N. Y.

Lever Bros. Co., Cambridge (Pepsodent), Sept. 12, Bob Hope, Tues., 10-10:30 p.m., 129 stations, Foote, Cone & Belding, N. Y.

P. Lorillard Co., New York (Old Gold Cigarettes), Aug. 18, Jackie Gleason and Les Tremayne, Sun., 10:30-11 p.m., 129 stations, J. Walter Thompson Co., N Y.

Procter & Gamble Co., Cincinnati (Drene), Sept. 9, *Drene Show**, Sat., 8-8:30 p.m., 124 stations, H. W. Kastor & Sons, N. Y.

Procter & Gamble Co., Cincinnati (Duz), Sept. 9 *Truth or Consequences*, Sat., 8:30-9 p.m., 129 stations, Compton Adv., N. Y.

RCA, Camden, N. J. (Institutional), Sept. 3, *Music America Loves Best**, Sun., 4:30-5 p.m., 110 stations, J. Walter Thompson Co., N. Y.

R. J. Reynolds Tobacco Co., Winston-Salem. N. C. (Camel Cigarettes), Oct. 5, Abbott & Costello, Thurs., 10-10:30 p.m., 135 stations, William Esty & Co., N. Y.

Sealtest, Inc., New York (milk and ice cream), Aug. 31, *Joan Davis Show*, Thurs., 9:30-10 p.m., 72 stations, McKee & Albright. Inc., Philadelphia.

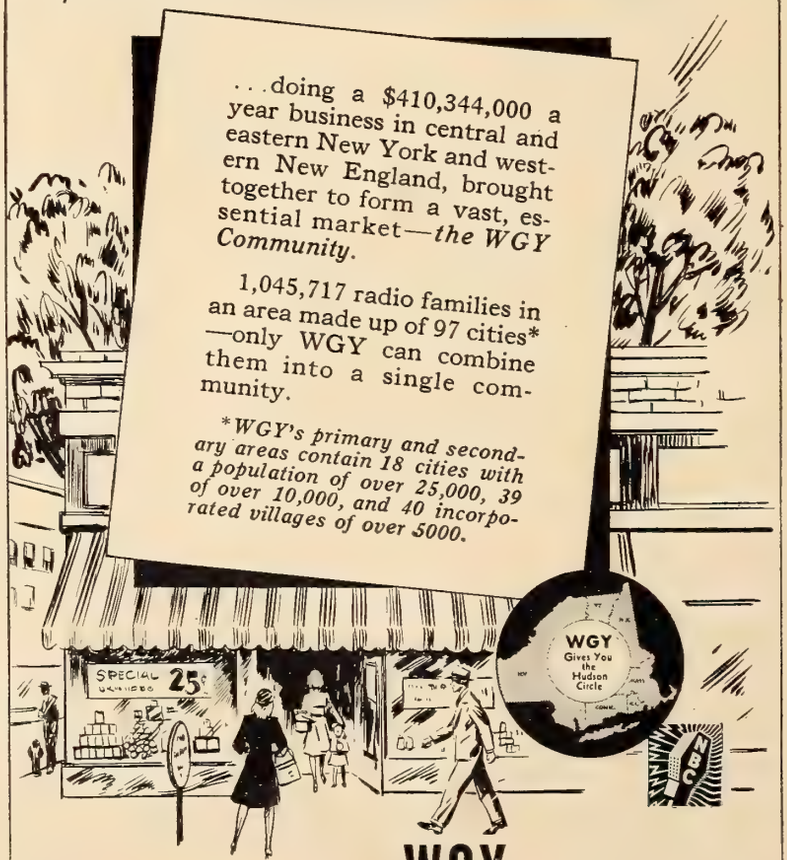
Standard Brands, New York (Chase & Sanborn Coffee), Sept. 3, *Chase & Sanborn Program*, Sun., 8-8:30 p.m., 135 stations, J. Walter Thompson Co., N. Y.

20,226 NEIGHBORHOOD FOOD STORES . . .

. . . doing a $410,344,000 a year business in central and eastern New York and western New England, brought together to form a vast, essential market—*the WGY Community.*

1,045,717 radio families in an area made up of 97 cities* —only WGY can combine them into a single community.

**WGY's primary and secondary areas contain 18 cities with a population of over 25,000, 39 of over 10,000, and 40 incorporated villages of over 5000.*



GENERAL ELECTRIC WGY SCHENECTADY, N. Y.

WGY-192

REPRESENTED NATIONALLY BY NBC SPOT SALES

AP

WHBQ, Memphis, Tenn.

. . . this will express our appreciation for the individual sales presentations on The AP Telescript programs.

E. A. Alburty
Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Treasury Considers 6th Loan Discs; Station Advisory Group Recommended

FOLLOWING discussions held with industry representatives at the NAB Executives War Conference in Chicago on plans for the forthcoming Sixth War Loan, Robert J. Smith, chief of the Treasury War Finance Division's Radio Section, last week stated that proposed recording activities for the next drive call for a schedule of 24 quarter-hour *Treasury Salutes*, six quarter-hour programs featuring Horace Heidt's orchestra, a series of short musical jingles, a series of *War Bond Briefs* and other new disc series still in skeleton form.

He emphasized that as much of the material as possible will be arranged suitable for sponsorship.

Localized Discs

The *Salutes*, to feature war heroes, will stress the importance of investing in War Bonds to assure security for returning troops. A transcribed series of musical jingle station breaks, patterned after those used by WWDC Washington during the Fifth Loan, is being produced by G. Bennett Larson of WWDC and featuring the Lynn Murray Chorus, for proposed national use during the Sixth Loan. The *Bond Brief* series, to consist of discs approximately 2½ to 3 minutes long, will feature outstanding Americans from all fields and will be distributed, according to their adaptability, for use on programs of every type. Special one-minute discs featuring Bond appeals by prominent citizens and national figures are planned, to be suitable also for easy insertion in regular programs.

Treasury plans to continue War Bond promotion discs on a reduced schedule during the interim period following the Sixth Loan, it was stated.

Recordings of two "localized" pre-Sixth Loan quarter-hour programs prepared by the WFD Information Service already have been distributed to all stations in Virginia and North Carolina and are being used as part of Bond activities being staged by local committees in connection with the tobacco auctions. One disc features servicemen of the region who participated in the fighting in Normandy. The other presents Maj. Gen. Roger B. Colton of North Carolina, Brig. Gen. W. F. Tompkins of Virginia and Robert Coyne, WFD field director, discussing heroism of the enlisted men in the first record.

Membership for the committee representing small, medium and large stations to advise Treasury on War Bond program selections was named last week by Treasury in cooperation with Arthur Stringer and Lewis Avery of NAB. Recommendations are: Kern Tips, KPRC Houston; Ted Hill, WTAG Worcester; John Rivers, WCSC Charleston; Chester Wheeler, KWIL Albany, Ore.; William Cline, WLS Chicago; John Hymes, OWI.

Music Activities

Chairman of the network Bond committees are scheduled to meet with Treasury and OWI this week to discuss general policy on Sixth Loan planning. Detail program and promotion plans are to be developed by each committee for its respective net. Nets are also considering designation of representatives to work in liaison with WFD during the planning period.

Dance orchestrations of the song "Dear Friend," written for Treasury by Richard Rogers and Oscar Hammerstein II, have been sent by the WFD Music Promotion Unit to the 429 stations having studio orchestras. In cooperation with the Army Ground Forces, WFD has arranged for the presentation of Irving Berlin's newest Infantry song, "There Are No Wings on a Foxhole," on regular Treasury network programs—Little Jack Little, Blue, weekdays 1:45-2 p.m.; Shep Fields, MBS, weekdays 12:30-1 p.m.

DALTON IS NAMED TO SUCCEED HEALY

NEIL DALTON, assistant chief of the OWI domestic news bureau since April 1, 1944 when he took leave of absence from his post as assistant to Mark Ethridge, publisher of the *Louisville Courier Journal* and *Times* and owner of WHAS, has been named by Elmer Davis, OWI director, to succeed George W. Healy Jr. as director of the domestic branch when Mr. Healy returns to the New Orleans *Times-Picayune* in November.

Other OWI personnel changes include the naming of Willett Kempton, former regional chief of station relations for OWI in Atlanta, as assistant chief of OWI station relations division with headquarters in Washington. Replacing Mr. Kempton in Atlanta on Sept. 15 will be Madellin Chace, former regional radio director for the Office of Civilian Defense in Atlanta and previously in the program department of WSB. Both latter appointments were announced last week by John D. Hymes, chief of the OWI station relations division.

5000 WATTS • DAY AND NIGHT

WOW 850

The Blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.



THE DES MOINES AUDIENCE FOR 'I LOVE A MYSTERY' IS ENLARGED—

173.2% ABOVE NATIONAL HOOPERATING

When Jack Packard and his cohorts go into action for Procter & Gamble, they earn a Des Moines rating nearly three times their national Hooper. In fact, 48 CBS commercial evening shows on KRNT average 27.4% higher in Des Moines than nationally *(ratings for winter-spring '44)*. No wonder more than 150 national and regional advertisers use KRNT in Iowa's No. 1 market, Des Moines.

KRNT, DES MOINES • CBS • A COWLES STATION

Affiliated with Des Moines Register-Tribune
Represented by Katz

IT TAKES a 16-inch Rifle to PULVERIZE enemy coastal defense guns!



IT TAKES A 50,000 watt station to sell the Denver market and the Mountain and Plain States Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER KOA 50,000 WATTS

Represented Nationally by NBC Spot Sales

NBC America's No. 1 Network

WCBM BLUE

A Quality Station with MASS APPEAL in a RICH MARKET

WCBM

BALTIMORE

The BLUE NETWORK Station

JOHN ELMER, President — GEO. H. ROEDER, General Manager

FREE & PETERS, INC.
Exclusive Nat'l. Representatives



"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK

— A HILTON HOTEL —

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

Conspiracy in WFTL Sale Alleged

(Continued from page 14)

ing and incidental expenses until February 1944, while on the other hand he entered into an agreement in April 1943 to represent Fort Industry in the sale, for which he received a $10,000 fee, plus expenses.

Mr. Horton testified that to release Messrs. Hoffman and Vetter from his contract of Dec. 30, 1942, he paid, out of the sale receipts, $60,000 to Mr. Hoffman and $23,000 to Mr. Vetter. He added that Comdr. Storer promised to "take care of Steve Vetter". On the stand Thursday afternoon, Comdr. Storer testified he paid Vetter $10,000 which, in fact, made the station cost $285,000, and addressing Mr. Horton, added: "If I made an agreement I'll pay all of it."

That $17.30 Hotel Bill

Throughout the hearing Rep. Miller and Counsel Sirica, in addressing Chairman Fly, made reference to "your friend, Storer and your friend Bennett". Mr. Fly admitted friendship but denied he gave any favors. And he vigorously denied that Comdr. Storer paid his hotel bill. "No radio broadcaster has paid any such bill for me," he declared.

"Here you were, the chairman of the FCC, accepting a gratuity from a licensee of several radio stations," said Counsel Sirica, after questioning Chairman Fly about the $17.30 hotel bill. "The evidence now conclusively shows that you accepted a gratuity from the licensee of several radio stations."

"It does not," retorted Mr. Fly. "If I were going to accept a gratuity it wouldn't be any $17.30."

Reading correspondence into the record regarding the National Independent Broadcasters, Mr. Sirica inferred that Chairman Fly was behind the organization to combat the NAB. Rep. Miller demanded to know if Mr. Fly didn't foster the NIB in "opposition to the NAB and Neville Miller". The witness declared he had always felt the independent broadcasters needed an organization representative of their interests, but that he did not take any active part in the NIB organization.

"I thought the controls of the NAB were very unfortunate for the radio industry in general," said Mr. Fly. "I was interested in any organization that would give the small independent station a voice."

Referring to a meeting of the American Communications Assn. (CIO) which Mr. Fly attended in Atlanta, Rep. Miller brought up the 250,000 fingerprints which the FCC declined to turn over to the FBI until six months after Pearl Harbor, according to testimony before the Committee last December.

"Didn't you put your feeling for your friend Selly (Joseph P. Selly, ACA president) above your country?" demanded Rep. Miller.

"I think that's an unfair statement. The answer is no," replied Mr. Fly. He added that it was "important to bear in mind" that the fingerprints involved members of "all labor unions, the AFL, independent organizations and the CIO."

No Obligation

Rep. Miller shot one question after the other regarding Mr. Fly's Atlanta visit with Comdr. Storer and when the Congressman remarked: "George Storer has fared quite well before this Commission, hasn't he?" the chairman snapped: "He hasn't gotten a thing from this Commission. . . . I have no obligation to anybody in the industry."

Rep. Miller asked Mr. Fly to "look up your records and see if you have done any favors for Harold Lafount, George B. Storer, Walter Damm, John Shepard 3d, Eugene Pulliam, Gordon Gray, John Fetzer, John A. Kenendy and Scoops (F. M.) Russell. I want to ask you some questions about them."

Comdr. Storer testified that he had played considerable golf with Mr. Fly, but denied he paid his hotel bill. He added "Mr. Fly is so maticulous about paying the bills it is embarrassing to me."

With reference to his purchase of WFTL, Comdr. Storer related details of conferences with Mr. Bennett and later Mr. Horton and Chairman Fly. He said he advised Mr. Horton his contract with Messrs. Hoffman and Vetter should have been filed with the FCC 30 days after it was signed, inasmuch as transfer of stock was involved.

Mr. Fly also testified that he advised Mr. Horton to "go to the Commission and make a clean breast of everything". Chairman Fly denied that he told Mr. Horton the contract was "illegal."

Both Mr. Horton and Mr. Vetter testified that under their contract Mr. Horton would retain majority control of WFTL although Mr. Horton, under cross-examination, pointed to a clause in the contract which said the station's affairs would be guided by a majority of the board of directors. He named as the board himself and Messrs. Hoffman and Vetter.

Well-Sworn Fly

FCC CHAIRMAN James Lawrence Fly holds the record of being sworn three times as a witness before the House Select Committee to Investigate the Commission. When he appeared last Tuesday in the probe of the sale of WFTL Ft. Lauderdale, Fla., to Fort Industry Co., Mr. Fly raised his right hand as Rep. Lea (D.-Cal.), Committee chairman, for the second time administered the oath. Chairman Fly previously had been sowrn in by Rep. Cox (D.-Ga.), former Committee chairman.

Mr. Sirica introduced a letter signed by Mr. Bennett and addressed to T. J. Slowie, FCC secretary, dated Aug. 26 which included a copy of a letter dated April 19 and a copy of the Horton-Hoffman-Vetter contract. Nobody knew why it hadn't been filed earlier.

Mr. Hyde testified that "about April 19" Mr. Benentt came to his office with a letter "or copy of a letter" setting forth details of the agreement between Messrs. Horton Hoffman and Vetter. Attached was a copy of the Dec. 30, 1942, contract. Mr. Hyde said he considered that presentation as "filed" with the Commission. Pressed by Mr Sirica, the assistant general counsel said he "kept it around my office a while and then gave it to Judge Seward". Mr. Sirica brought out, however, that the usual FCC "received" stamp in the secretary's office, as fixed to papers which are filed, was dated Aug. 27, 1943, four months later.

Horton's Agreement

Mr. Fly asserted that to the best of his recollection he never discussed the contract with Mr. Bennett. "Mr. Bennett never told me he represented Fort Industry," he said. "As far as I know he represented Mr. Horton." Again Rep Miller questioned Mr. Fly and the FCC chairman declared: "Seemingly there had been a transfer of control without the Commission's con

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Selling to Six Millions

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ent. I told him (Horton) he'd have better standing with the Commission if he'd put all this before the Commission above board".

"Why didn't you tell Mr. Bennett to bring the contract to the Commission and file it so the law department could pass on it?" asked Mr. Sirica.

"That's precisely what I told Mr. Horton," replied Chairman Fly. "I did not give any opinion as to the validity of this contract. I don't think I ever saw that contract up to this minute."

"Isn't it a fact that you went to Atlanta to help your friend Bennett and your friend Storer get that station?" demanded Mr. Sirica.

"I resent that question—no," was the reply. Mr. Fly said he was "surprised" to learn that Mr. Benentt represented both the seller and buyer, as the testimony had brought out.

Mr. Horton told of his financial difficulties, of borrowing $50,000 from Mr. Hoffman and of executing the agreement with Mr. Hoffman and Mr. Vetter. He said when Mr. Benentt told him Fort Industry wanted to buy he "told them I did not see how I could sell because I had a contract which might make into an interest in the station". He added that Mr. Bennett advised him the contract was "very bad" and a "violation of rules of the FCC".

Mr. Horton testified that while Mr. Fly didn't read the contract in his presence at the Atlanta meeting, the FCC chairman "was familiar with the salient features" and indicated "that it should have been filed. I got the impression Mr. Fly believed certain phases of it were violative of the rules of the Commission," he added.

"I'm confident Mr. Fly didn't say it was totally illegal," continued Mr. Horton. "He said, 'What do you want to do?' and I told him my station had been a source of trouble and I wanted to sell." Mr. Horton added that he had made up his mind to sell to Fort Industry before going to Atlanta to meet with Mr. Fly.

Mr. Hoffman related details of his agreement with Mr. Horton and of a night visit by Mr. Horton and James A. Dixon, Miami attorney representing Comdr. Storer, with an armored truck and $55,000 in cash to pay his notes. He rejected the payment but later settled for $60,000. Mr. Hoffman said he did not construe the contract as violating the Communications Act.

Reps. Magnuson and Miller engaged Mr. Denny in a lengthy exchange regarding Commission regulations and Sec. 310B of the Communications Act of 1934, as amended. Mr. Denny declared that section should be amended to make it mandatory for licensees to file with the Commission any transfer of stock, as low as 1%. The section now has to do with control of a station.

Tells of Contract

Emmett C. Choate, Miami attorney who represented Mr. Vetter in litigation after the sale of WFTL to Fort Industry, testified he examined the contract of Dec. 30, 1942, and studied the Communications Act and could find no violation. He told the Committee he also studied FCC regulations, and said that in his opinion the regulations called for "more than the Communications Act requires".

Mr. Choate outlined details of his court fights and told how the Federal court remanded the case to State court on the grounds that the Communications Act was not involved.

Comdr. Storer, recalled to the stand Friday, said it was his opinion that under FCC regulations the contract of Dec. 30, 1942, should have been filed with the Commission. Questioned closely regarding Mr. Bennett's status, Comdr. Storer said he was under the impression that Mr. Bennett was 'free to represent us", although he said he had known that Mr. Bennett at one time did represent Mr. Horton.

Under cross-examination Friday Comdr. Storer said he wasn't present at the Atlanta conference between Mr. Fly and Mr. Horton, that he felt "it was a matter between Mr. Horton and the Commission". He added that although he and Mr. Horton had made an oral agreement for the sale of WFTL he felt that Mr. Horton "should make a complete disclosure to the Commission".

"Would you prefer to have the opinion of your friend, Fly, rather than the opinion of the whole Commission?" asked Rep. Miller. "No," replied the witness, "as a matter of fact it would have to be decided by the whole Commission."

Pressed on Thursday as to why he wanted to buy WFTL Comdr. Storer said he had a home in Florida and "wanted an excuse to go there in the wintertime". He estimated Fort Industry's "present book value" at "some 900 thousand dollars". Asked what the sale price would be, he said he didn't know and when Mr. Sirica suggested "three or four million dollars", Comdr. Storer replied: 'It might well be".

Messrs. Denny and Hyde and Walter W. White, administrative assistant to the FCC general counsel, all testified that they had searched Commission files and could not locate the original of a letter dated April 19, 1943, and delivered to Mr. Hyde by Mr. Bennett.

Mr. Dixon of the Miami law firm of McKay, Dixon & DeJarnette, who represented Fort Industry in the transaction, said he understood Mr. Bennett represented both Mr. Horton and Fort Industry "with the knowledge and consent of both parties". Attorneys said this was a common and accepted practice.

Mr. Pixley took the stand briefly to relate details of employing Mr. Dixon. He denied there was ever any intention of "breaking" the Dec. 30, 1942, contract.

WPB Orders Revoked

TWO limitation orders, one for tubes, the other for replacement parts, have been revoked by the WPB, it was announced last week. Order L-76 covering tubes, which was originally issued in the spring of 1942 to stop production of several hundred different types of tubes is no longer needed, WPB officials said. The other order, L-293, covering replacement parts for home radios, has been repealed to allow production of home replacement parts on the same production lines as are running for other purposes, the WPB revealed. Distribution and production of these items are now being scheduled under General Scheduling Order M-293, according to WPB.



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TWIN FALLS · IDAHO



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Minneapolis, Minn.
Selling Drugs

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SAN ARTHUR B. CHURCH PRODUCTION



OF YOUR RECORDINGS


33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE
—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

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L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

EVER GET JUGGED IN CALABOOSE (KENTUCKY)?

We don't know whether there's a jail in Calaboose (Ky.). But there *must* be a few people, even though WAVE doesn't ask you to pay for them in our coverage! WAVE concedes the back hills to the *big* stations! We concentrate on the Louisville Trading Area and its major slice of all Kentucky's business. Thereby we save you a lot of waste, a lot of dough—and still give you *big results*. Want the facts?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

18

years of program-planning, development of technical excellence in broadcasting these programs...and of selling to the 417,441 people in the Western North Carolina market's 17 counties...

that's the record of

WWNC 570 KC

Serving Western North Carolina from ASHEVILLE

DON S. ELIAS, Executive Director

Represented by The KATZ AGENCY

Debut Is Delayed By Bricker Talk

Other Broadcasts Scheduled By Republican Candidates

PREMIERE of the new Lockheed Aircraft Corp. program, *A Man Named X*, has been postponed from Sept. 9 to Sept. 16 in order that the Blue can join the other nationwide networks in broadcasting the speech of Gov. John W. Bricker of Ohio, accepting the Republican vice-presidential nomination. The Bricker address, scheduled to be made before the Indiana Republican Editorial Assn. at French Lick Springs, Ind., was broadcast as a sustaining public service feature by all networks, which a week earlier had broadcast the acceptance talk of Sen. Harry S. Truman of Missouri, Democratic vice-presidential candidate, also on a sustaining basis. Gov. Bricker was to have been heard from 10.30-11 p.m.

Other Talks

In addition to the addresses of the Republican presidential nominee, to be broadcast during his western trip—Sept. 18 from Seattle on CBS, Sept. 19 from Portland, Ore., on NBC, Sept. 21 from San Francisco on NBC, and Sept. 22 from Los Angeles on NBC [BROADCASTING, Sept. 4]—Gov. Dewey will also broadcast Sept. 25 from Oklahoma City, 10-10.30 p.m. on NBC.

Republican National Committee has also scheduled a broadcast for Sept. 14, with network, time and speaker to be announced, and one for Sept. 15, 9-9.30 p.m. on NBC, with the speaker to be announced.

CBS Coast Additions

CBS has increased its news staffs in the Pacific and West Coast in preparation for impending increase in the tempo of operations against Japan. CBS correspondent James Fleming, back from Moscow, and Eugene Rider, formerly CBS technician-reporter in London, have been assigned to duty in the Pacific. In addition to doing on-the-spot broadcasts they will also make recordings of action on Navy portable film recording equipment. Tim Liemert, also of CBS, has arrived at Pearl Harbor to work with Webley Edwards. Philip Woodyatt, former CBS news manager in New York, and prior to that head of CBS San Francisco news bureau, has been appointed to direct the news bureau in San Francisco. CBS correspondents already in the Pacific Theater include William J. Dunn, assigned to Gen. MacArthur's command, and Glen Akins at Chungking.

Sterling Ins. Test

STERLING Insurance Co., Chicago, will begin sponsorship of 5 and 15-minute musical and news shows on approximately 60 stations October 16. 26-week contracts were placed by Neal Advertising, Chicago.

Present the Facts, Nimitz and King Tell Broadcasters, and Aid in Pacific War

RADIO CAN do much toward winning the war with Japan, after Germany falls, by broadcasting the facts, the Navy's two highest ranking officers, told the NAB Executives War Conference in Chicago late last month [BROADCASTING, Sept. 4].

Speaking on transcriptions which were flown to the Conference, Adm. Ernest J. King, USN, Commander-in-Chief of the U. S. Fleet and Chief of Naval Operations, and Adm. Chester W. Nimitz, Commander-in-Chief, U. S. Pacific Fleet and Pacific Ocean Areas, assured broadcasters that the Navy soon will provide facilities for the origination of newscasts from the far-flung Pacific areas.

Adm. King warned against over-optimism and declared the "fanaticism of the military" of Japan "surpasses anything that Germany has to offer. . . . To defeat them will be one thing; to force them to surrender will be another. These irrefutable facts must be repeated again and again. If they are presented fully and freely, we need have no further concern about the current wave of over-optimism.

"The broadcasting industy is performing and can continue to perform a most important public service by presenting the war in proper perspective. Your services are needed, and will be increasingly when the conflict in Europe ends and the spotlight is focused on the war in the Pacific."

Adm. Nimitz, couching his talk in the vernacular of broadcasting, said "the United States has forcibly extended its primary coverage thousands of miles to the West and our program featuring the combined forces of the Army, Navy and Marine Corps has been heard clear and loud in the Aleutians, the Gilbert Islands, Marshall Islands, in the Carolines, Marianas and Bonin Islands."

"The program to bring Japan to unconditional surrender will be heard with ever increasing volume in Japan itself," he continued. "There will be no fading in our resolve to carry it through and we are prepared to deal with such interference as may be encountered. . . . We will not remain static in producing and presenting this program for victory in the Pacific. We are confident that we will have the cooperation and support of the entire radio industry."

NBC Pacific News

PLANS for expanding NBC's news staff and technical facilities for covering the Pacific area were announced last Thursday by William F. Brooks, NBC director of news and special events, on his return from the West Coast [BROADCASTING, Aug. 7]. Francis C. McCall, manager of operations of NBC's news division, recently returned from London where he set up NBC coverage for D-Day, has been assigned to a similar task for the Pacific, operating from CINCPAC, Honolulu. Owen Pat Flaherty, since 1943 attached to the American Red Cross, Australia, formerly with WOAI San Antonio and KXYZ Houston, has been added to NBC's Southwest Pacific staff. Elmer Peterson, NBC commentator, has been transferred to the West Coast, working out of KPO San Francisco. The four networks have worked out a pooling agreement for certain types of Army and Navy news, he stated.

Hits Radio Plugs

C. A. ELVEHJEM, professor of biochemistry at the U. of Wisconsin, speaking before the Harris Foundation Institute at the U. of Chicago last week told his audience that radio had done more to destroy faith in nutrition research than any other element in American life. "We have with us continuously," Mr. Elvehjem complained, "the pernicious type of commercial advertising and statements and articles by pseudo-nutritionists." Future research, the professor concluded, should deal with total nutrition and the total fitness and efficiency of an individual.

Knox on MBS

KNOX Co., Los Angeles, will promote Cystex Tablets on 80 Mutua stations Sun., 4:30-5 p.m. as spon sor of *What's the Name of Tha Song*, audience participation pro gram. Originating from the Wes Coast, with Dud Williamson as m.c Program invites contestants t identify old-time songs, awardin cash prizes for ability to give th titles, recite first line of chorus an sing first two lines. Audience join with the m.c. in singing the song Program was originated at the Do Lee Network, where it has bee sponsored by a shampoo firm, late expanding to the full Mutual net work as a sustainer. Agency is Ray mond R. Morgan Co., Hollywood.

Hope Resumed

PEPSODENT CO., Chicago (tootl paste, powder), on Sept. 12 r sumes *Bob Hope Show* on 129 NB stations, Tuesday, 10-10:30 p.r (EWT). Series stars Bob Hop recently returned from entertai ment tour of South Pacific wa theater, with Jerry Colonna, com dian, and Frances Langford, fe tured vocalist, of the radio pr gram. Barbara Jo Allen (Ve Vague) completes talent line-u Skinnay Ennis has been assign musical director. Writing sta comprises Albert Schwartz, No man Sullivan, Glenn Wheaton, R Allen, Fred Fox, Paul Laven, Rog Price, Chester Castellaw. Al Ca staff is producer of Foote, Cone Belding, agency servicing the a count. With initial broadcast Mohave (Cal.) Marine Air Ba troupe moves to Camp Borden, T ronto, Canada, on Sept. 19 f opening of annual Canadian W Stamp drive.



NOT BORED in the least are the newly-elected board of directors of the Canadian Western Assn. of Broadcasters, elected at the Banff, Alberta, meeting. They are (l to r), Dick Rice, CFRN Edmonton, president for the third time; Gerry Gaetz, CKRC Winnipeg; A. A. Murphy, CFQC Saskatoon; Frank "Tiny" Elphicke, CKWX Vancouver.

Frigon Is New CBC General Manager

Appointments of Manson and Bushnell Also Announced

CANADIAN Broadcasting Corp. last week announced the appointment of Dr. Augustine Frigon as general manager, with Donald Manson assistant general manager. Ernest Bushnell has been promoted to director general of programming.

When the CBC displaced the Canadian Radio Commission in



Dr. Frigon



Mr. Bushnell

1936, Dr. Frigon became assistant general manager. As a member of the three-man royal Commission which investigated radio in Europe and the United States, Dr. Frigon recommended nationalization of broadcasting while also allowing the operation of privately-owned stations. For ten years he was chairman of the Quebec Electric Commission, and is an engineer by profession.

Mr. Manson, who was formerly executive assistant of CBC, was secretary of the 1929 Broadcasting Commission. Before joining CBC in 1936, he was assistant controller of radio for Canada.

General Foods' Shifts

GENERAL FOODS Corp., New York, on Oct. 2 will start *Two on a Clue*, a mystery-drama, on CBS, Monday through Friday, 2:15-2:30 p.m., for Postum, LaFrance and Satina. In a reshuffling of General Foods' daytime shows, program replaces *Joyce Jordan, M. D.* (Post's, LaFrance, Satina, Post's Raisin Bran), which shifts to the CBS 12:15 p.m. period, now occupied by *Portia Faces Life* (Grape Nuts Flakes, Wheatmeal). Latter show Oct. 2 replaces *We Love and Learn* (Post's 40% Bran Flakes) the Monday through Friday 15-5:30 p.m. period on 87 NBC stations. *We Love and Learn* will be discontinued by General Foods Sept. 29. Agency is Young & Rubicam, N. Y.

8% Transcripton Sales Levy Imposed by Canada

A SALES TAX license and an 8% sales tax are being levied on Canadian transcription companies, advertising agencies developing their own radio programs, independent producers, sponsors who do their own recording, and stations making transcriptions for broadcasting, it was learned recently. The ruling was received by Hal Williams, Dominion Broadcasting Co., Toronto, from the Dept. of National Revenue, Ottawa, after representations had been made to the department earlier in the summer.

To have gone into effect Sept. 1, a delay 'til Oct. 1 was requested to allow all companies affected to become informed of the operation. It is expected the ruling will cause considerable difficulty of a technical nature, and may bring the cost of certain types of recordings out of line with their commercial values.

National Peanut Council Plans 3-Year Campaign

NATIONAL PEANUT Council, Atlanta, in a proposed three-year campaign for the peanut industry, has appropriated a yearly $300,000 budget to include research, publicity and advertising. Largest allocation will be $230,000 to be spent in radio and publications. Research and publicity work is already financed for the balance of 1944.

According to a booklet issued by the Peanut Council, radio plans call for sponsorship of women commentators on daytime programs in major markets throughout the country. Regarding radio, booklet states "to be effective, the plan must be a continuous one for at least three years." To finance the campaign, funds will be raised by members of the NPC, with allied business and organizations contributing. Agency is J. Walter Thompson Co., N. Y.

Republic Promotion

REPUBLIC Pictures Corp., New York Sept. 11 concludes a five-day campaign in connection with the Sept. 9 premiere in New York of "Storm over Lisbon." Schedule called for from two to eleven announcements and chain breaks weekly on each of the following stations: WJZ WBYN WHN WEAF WABC WINS WOR WMCA WOV WNEW. Agency is Donahue & Coe, New York.

RECORD CKCL PRICE; STAFF ASSIGNMENTS

SAID to be the highest sum ever paid for a Canadian station, consideration of $500,000 was reported last week as the amount involved in the purchase of CKCL Toronto (now CKEY, BROADCASTING, Aug. 28), by a group of Canadian financiers headed by Jack N. Cooke, former general manager of Northern Broadcasting & Pub. Co., who is said to hold controlling interest in the 1,000 w outlet and is president of Toronto Broadcasting Co., partnership formed to take over operations of the station.

Vice-president is Edward W. Bickle, broker. Directors, all of Toronto, are Kenneth Haywood, lawyer; A. W. Carr, mining promoter; D. E. McLean, insurance broker. Shareholders include C. L. Burton, president of Robert Simpson Co., department store chain; Arthur Cobban, Wood, Gundy & Co., investment firm; J. P. Bickell, mining promoter and international financier; W. H. Englebright, mining company president; N. C. Urquhart, broker; W. Zimmerman, lawyer; R. A. Leslie, National Broadcast Sales, Toronto.

Eddie Guest of CKCL has been apointed production and traffic chief, and Don Insley, former program director of CHEX Peterborough, is director of continuity. John Stinson, formerly of WLW WIOD and CKLW, is producer and newscaster. Other newscasters are Lorne Greene, former chief announcer of Canadian Broadcasting Corp.; Michael Fitzgerald, Toronto free-lance, and Ann Abbott, women's news, formerly of CKPC Brantford, Ont. Anouncers are Jack Thompson, formerly of CHEX and CKCL; Roy Dunn, formerly of CKWS Kingston and CHEX; Phil Sandy, formerly of CHEX. Hal Stubbs, former farm broadcaster of CBC Toronto, heads the farm program department. Block program m.c.'s are Mickey Lester, Toronto free-lance; Larry Kent, formerly of CBC; Joe Crysdale, CKCL, Bruce Tremeer, formerly of CKWS, is librarian. Ernie Swan of CKCL remains as chief engineer. Sonya Barnett, secretary to Jack Cooke at Northern Broadcasting, has moved to the same position at CKEY.

Church Radio Plan

A PROPOSAL for an extensive program of broadcasting, which may reach $100,000 a year, is made in a report of a commission on church and radio presented Sept. 6 to the General Council of the United Church of Canada meeting at London, Ont. The commission is headed by Dr. James S. Thomson, president of the U. of Saskatchewan and former general manager of the Canadian Broadcasting Corp. The report recommended spending $15,000 on broadcasting in 1945. Other recommendations include the appointment of "radio pastors" in specified areas; establishment of a central office of supervision and direction of "an aggressive program of evangelization and education through broadcasting"; instruction of radio technique for ministers who broadcast. The CBC Board of Governors was asked to provide funds for a permanent secretary for the National Religious Advisory Council.

REACH THE *Active* SALT LAKE MARKET THROUGH KDYL UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

SPORTS WHN WHN WHN WHN
MUSIC 1050 1050 1050 1050
NEWS WHN WHN WHN WHN
WHN
DIAL 1050-50,000 WATTS

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Cassidy's Look

NBC last week claimed a first for James Cassidy, NBC commentator, who, in a broadcast from France Sept. 6 revealed himself to be the first radio reporter to look into Germany and return to the transmitter to tell about it. "At the very moment I was looking across the border," he said, "I realized that it was the final one to be crossed before the end of this war. . . . I felt a chill running up and down my spine."

NET ALLOCATIONS PROVE SUCCESSFUL

TWO-THIRDS of the programs participating in the Network Allocation Plan of the OWI (weekly "packet") are presenting their war messages interestingly and effectively, according to an OWI Domestic Radio Bureau analysis of 550 monitoring reports submitted by staff members and volunteers between July 10 and Aug. 6.

The survey, the first to be released, covered 257 network programs, representing 72% of all OWI allocations scheduled on commercial shows during the four-week period. 13% of the messages were rated "excellent" and 53% "good", with daytime shows having a slight edge over evening programs.

Tabulation of the answers to the four questions: (1) where the message was placed—opening, middle, closing, or within script; (2) by whom given; (3) technique; (4) length—revealed that the majority of war messages is delivered by announcers at the close of the program. 65% of the 257 programs spotted allocations in the closing; 13% in the middle; 9% in the opening and 5% repeated throughout the broadcast. Announcers delivered 68%; program stars 25%; guests 4% and unidentified actors 2% of the allocations.

NAB Kit Mailed

NAB has mailed to all stations a copy of the radio kit to be used in the National War Fund Campaign, accompanied by a letter from J. Harold Ryan, NAB president. The OWI Radio Section has designated Sept. 25-Nov. 1 for all War Fund radio allocations. The NAB kit contains material on radio information such as station breaks, live spots, and human interest stories on the National War Fund services. It is arranged as a file, and gives directions for securing radio material.

Cuba Honors Newsmen

FOR FAIR and impartial coverage of the Sept. 4, 1933 revolt of the Cuban Army sergeants and privates, lead by President Fulgencio Batista, the Cuban president several weeks ago, honored 14 Cuban and American newsmen, three of them now with CBS. Decorations went to Edmund A. Chester, CBS director of Latin American Relations, then chief of the Latin American Department of Associated Press; Lawrence S. Haas, CBS director of shortwave news, then manager of the United Press Caribbean Division, Havana; and Alex Garcia, CBS Havana correspondent, then assistant to Mr. Haas.



FARM FESTIVAL of WNAX Yankton, S. D., honoring wartime farmers was a great success, as these smiles prove. Military men, radio men, farmers and interested spectators crowded into Yankton for the second annual Midwest Farmer Day. Highlight of the celebration was announcement on the *Vox Pop* program of the typical 1944 Midwest Farmer. Among industry men attending were (l to r, seated): Don Inman, station manager; Ted Enns, national sales executive of the Iowa Broadcasting Co., N. Y.; Roy Miller, Katz Agency, Chicago. Back row (l to r) are: Paul Blakemore, Blakemore Agency, Des Moines; Mike Flynn, Morris Kellener, Katz Agency, N. Y.; Jack Paige, WNAX public relations; Phil Hoffman, vice-president of the Iowa Broadcasting Co., and station manager of KRNT Des Moines; William Bailey, Katz Agency, Kansas City; David Decker, Katz Agency, Chicago.

ANACIN CO. CITED IN FTC COMPLAINT

ANACIN Co., Jersey City (proprietary) has been charged in a Federal Trade Commission complaint with disseminating false advertisements in newspapers, periodicals, pamphlets, circulars and other literature which misrepresents the therapeutic properties of Anacin tablets and fails to reveal their potential danger to health when self-administered indiscriminately. Complaint did not mention radio advertising.

The former Blackett-Sample-Hummert, Anacin agency, was also cited in the complaint. The respondents have been granted 20 days to answer.

Colgate Stipulation

STIPULATION by Colgate-Palmolive-Peet Co., Jersey City, that it will cease certain claims for its Palmolive line is not expected to affect materially the sponsor's radio advertising claims. Prior to the Federal Trade Commission announcement of the stipulation last week the company is understood to have adjusted its claims by removing certain superlatives. Most of the FTC charges were based on out-dated advertising, it is understood. The company's stipulation permits it to retain the Palmolive trademark though other oils than palm and olive are said to be used in manufacture of products carrying the name.

FM Station for FCC

W3FXC are the call letters of an FM station the FCC will establish in Washington to secure technical data on FM. Station will be operated by engineers in the FCC field division, on 50 w on any frequency between 42,000 and 50,000 kc, with both wide and narrow band transmissions. FCC hopes that some data will be obtained in time for use at the FCC allocations hearings Sept. 28.

Russell Joins Probe

APPOINTMENT of Louis J. Russell, veteran FBI investigator, as attorney-investigator to the staff of the House Select Committee to Investigate the FCC was announced last week by John J. Sirica, general counsel. A native of Louisville, Mr. Russell's career began as a professional ballplayer when he was 18 with the Louisville team of the American Assn. In 1934, while attending Columbus U., Washington, he went to work for the FBI and subsequently served as supervisor of criminal accounting with the Newark, Indianapolis, Oklahoma City and Hartford field offices and in Washington. In 1941 he resigned to become chief of detection for the Thos. A. Edison Co., West Orange, N. J., but after six months returned to the FBI. Mr. Russell has a daughter, 6. His wife died a few years ago. He lives in Washington.

Transit Radio

CAPITAL TRANSIT Co., Washington, D. C., last week was granted a construction permit for new special emergency land station and 30 portable mobile units for essential two-way communication between the central dispatcher's office and emergency repair units. Although this type of service has been in extensive use by light and power companies, it has only been recently that metropolitan transportation companies have requested similar facilities. Similar grant was made a few months ago to the Cincinnati Street Railway Co.

PEP UP YOUR ADS
With These Gorgeous
EYEFULLS
In Full Color



Set of 20 girl beauty pictures in striking poses 4x5 to 6x8 with Picture Catalog listing 300 full-color reproductions of original paintings by well known artists (all sizes)—girls, babies, floral, religious. Inspirational, effective. Sent postpaid for $1.00.

FRANK MATTHEWS
Dept. BC
111 W. Washington St. Chicago

Release of Radio Equipment Awaits General Reconversion

Production Cutbacks May Open Manufacturing Facilities to Their 1939 Level

RELEASE of transmitters and ther equipment vital to broadcast- ng will have to wait until the weeping reconversion "blueprint" put into effect and it is learned ow the 40% production cutbacks ill affect radio, it was learned last eek from Ray C. Ellis, director f the WPB Radio & Radar Divi- on. As far as radio receiver sets re concerned, cutbacks estimated ost recently as 30% by Radio & adar officials would take civilian t production facilities back to the gh 1939 level.

Restrictions will be removed fter V-Day in Germany, Mr. Ellis id, but it is impossible to tell at is time just *what* restrictions.

General Cutback Effect

As to how the general reconver- on, which is planned after the feat of Germany, would affect oadcasters' needs generally, offi- als of the Radio & Radar Divi- on indicated that the production tbacks planned in the "blueprint" ould open up civilian manufac- ring facilities to their 1939 level. he "reconversion blueprint" was veloped by Charles E. Wilson's oduction executive committee be- re he resigned as executive vice- airman.

According to John Creutz, chief of Domestic & Foreign Branch of the Radio & Radar Division, it will be necessary to wait and see how the cutbacks in component parts will operate once the reconversion plan is made effective, which will be after the defeat of Germany.

Meanwhile the Components Recovery Section of WPB took action giving distributors the right to obtain stocks to meet emergency requirements of contractors from idle and excess component stocks. The action was in the form of a letter from Mr. Ellis to the industry giving a rating floor of AA-5 or better for all wholesale distributors. Component and material manufacturers will be encouraged to require war contractors and subcontractors with whom they deal to place orders for components and materials long enough in advance to give protection during the necessary period of production, WPB officials said.

It was indicated that the reconversion plan, due to be submitted soon to James F. Byrnes, director of the Office of War Mobilization, would "retain manpower regulations until the labor supply is large enough to have them removed."

BS Service Program o Have 'Host' Sponsors

PROGRAM designed to smooth way for the wounded service- n returning to civilian life will presented on 245 Mutual sta- ns Tuesday, 8:30-9 p.m., under joint auspices of the Army, vy and American Red Cross, h different commercial firms as osts" each week, paying time, nt and production costs.

Tentatively titled *We Live Again* l expected to start in mid-Octo- , the program will originate in ious service hospitals. Bob pe and Joe E. Brown, co-chair- n of the "performers commit- ", speaking from Hollywood will d two-way radio conversations h combat casualties. In addi- , guest stars will join the men the hospitals in staging the adcasts. Format of this part of program will be flexible and pted to the talents of the visit- celebrity.

n approved list of acceptable nsors has been drawn up and n invited to take over one of the kly broadcasts. Series is slated un 52 weeks. Sponsors are not ected to be released until the 13 broadcasts are accounted

ERICAN TELEVISION Labora- s has appointed J. Frank Shea ic relations director in Hollywood.

Schechter to Australia

MAJ. A. A. SCHECHTER, former director of news and special events of NBC, has assumed his new duties as officer in charge of radio, Army Public Relations Bureau, Southwest Pacific area, commanded by Gen. Douglas MacArthur. Maj. Schechter was head of the radio office of Army Air Forces from May 1943 until June 1944. Before entering the Army he was attached to the news bureau of the OWI Domestic Branch.



Maj. Schechter

UOPWA Eyes Radio

THE UNITED Office and Professional Workers of America, CIO, which held its fifth convention in Philadelphia last week, on Sept. 7 announced nationwide plans to extend organizing activities into offices of the radio industry. The resolution adopted by the convention listed as one of the minimum organizing aims of the union, extension to those employed in the field of radio.

Magazine on 75

AMERICAN Poultry Journal, Chicago, will begin sponsorship Oct. 30 of a thrice-weekly five-minute transcribed program on 75 stations, 52 weeks. Simmonds & Simmonds, Chicago, is agency.

CIO to Monitor Labor News Trend

CIO POLITICAL Action Committee, in New York, this week puts into operation a radio monitoring system to determine how labor news and news of the PAC itself is being handled. Where unfair and consistently unfavorable treatment is reported, the PAC will ask cooperation of stations in more impartial handling—where balanced coverage is found, stations will be publicly commended, according to Leila Sussman, who is heading the new "Radio Monitoring Service" as radio content analyst.

Both network and local news programs will be monitored, Miss Sussman said. A selected list of 30 network news programs with the largest audience, will be covered from New York by Miss Sussmann and various volunteers, who will be assigned to one or more periods. PAC regional directors are being asked to set up committees to cover local news programs throughout the country. It was still too early last week to determine how wide local coverage would be.

News monitoring system will be uniform for both groups. Each monitor will be supplied with a code check sheet, listing 15 different topics relating to labor, and including the PAC. Monitors while listening merely have to check after any subject that is mentioned whether treatment was favorable, unfavorable, neutral, or balanced.

All sheets will be turned in each week to New York headquarters, where results will be tabulated and summarized by Miss Sussmann. Findings will be made public from time to time, and they will be available for study at any time to anyone. Sheets and results will be returned to local monitoring committees for their own use.

WOSH BOYCOTT

Station Will Not Broadcast Roosevelt Speeches

WOSH Oshkosh, Wis. has refused to carry any of President Roosevelt's speeches "until after the forthcoming election", because of the so-called "political" nature of the President's Bremerton address, according to a letter sent Stephen Early, secretary to the President, by Myles H. Johns, WOSH president, on Sept. 7. The text follows:

Dear Mr. Early: This letter is to notify you that after careful consideration, I have decided that this radio station will be unable to carry any of President Roosevelt's speeches until after the forthcoming Presidential election. This decision has been reached because I honestly believe that the President's recent much publicized address was "political" in its entirety. Our station is carrying a number of campaign speeches in behalf of or by candidates for both Presidential and other federal and local offices, all of which are being paid for at our regular advertising rates. Consequently, in order to comply with sections 3.421, 3.422, 3.423 and 3.424 of the FCC Rules and Regulations for Broadcast Services, I have decided it is necessary for our station to not accept future political speeches of Mr. Roosevelt's except at regular published advertising rates. In this way we will not only be complying with the FCC Regulations but also operating under a policy fair and just to all political aspirants. Sincerely yours, Miles H. Johns.

Vocal Security

Two speakers might make the same speech; one depress—one impress. How it's said makes all the difference in how they respond. WAIR talks the language of its listeners in the manner that its listeners understand and like.

WAIR

Winston - Salem, North Carolina

Representative: The Walker Company

FIRST IN ALASKA



790 KC **KFQD** 1000 W

ALASKA BROADCASTING CO.

Nat. Rep.: Pan American Broadcasting Company

342 Madison Ave., N. Y. C.

KOVERAGE

RESULTS

OUT-DISTANCES COMPETITION

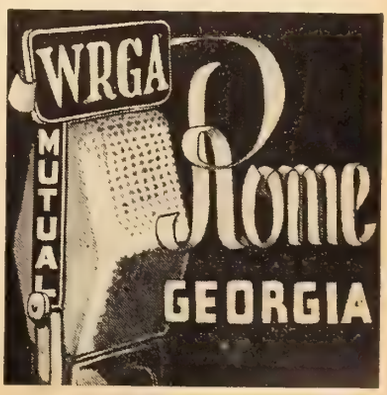
DIVIDENDS FROM ISOLATION

The popular CBS Station

EL PASO, TEXAS

Dorrance Roderick, Owner Val Lawrence, Mgr.

HOWARD H. WILSON CO., National Reps.



Actions of the FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 2 TO SEPTEMBER 8 INCLUSIVE

Decisions . . .

SEPTEMBER 4

WTEL Philadelphia—Granted license to cover CP increase power and changes in equipment.

WSON Henderson, Ky.—Granted license to cover CP authorizing increase power, changes in equipment.

KTYW Yakima, Wash.—Granted mod. CP for extension completion date from 9-11-44 to 10-11-44.

KCMO Kansas City—Granted mod. CP authorizing power increase for extension completion date from 9-4-44 to 12-5-44; conditions.

Filene's Television Inc., Boston—Placed in pending file application for new FM station.

Home News Pub. Co., Brunswick, N. J.—Same.

KGKL San Angelo, Tex.—Same.

Macon Telegraph Pub. Co., Macon, Ga.—Same.

The Philadelphia Inquirer, a Division of Triangle Publications, Phladelphia—Same.

Times Picayune Pub. Co., New Orleans—Same.

Times Star Pub. Co., Alameda, Cal.—Same.

The Evening Leader, Corning, N. J.—Same.

E. Anthony & Sons Inc., Boston—Placed in pending file application for new commercial television station.

Connecticut Television Co., Greenfield Hill, Conn.—Same.

The Philadelphia Inquirer, a Division of Triangle Publications, Phladelphia—Same.

WDAS Philadelphia—Same.

SEPTEMBER 5

WHBU Anderson, Ind.—Granted transfer control from Leo M. Kennett and Cora C. Kennett to C. Bruce McConnell, Robert E. Bausman and Earl H. Schmidt for $45,000.

WCAR Pontiac, Mich.—Granted special service authorization operate from 7 a.m. to local sunrise from 9-1-44 to 4-1-45.

National Broadcasting Co., New York—Granted extension of authority to transmit programs to CBM CBL and oher CBC stations; likewise recorded programs to all CBC stations consistently heard in U. S.

Don Lee Broadcasting System, Hollywood—Granted authority to transmit programs to CKWX.

WFDF Flint, Mich.—Granted license renewal for main and auxiliary transmitters for period ending 5-1-47.

WJBO Baton Rouge, La.—Granted license renewal for period ending 5-1-47.

WRRF Washington, N. C.—Same.

KPQ Wenatchee, Wash.—Granted application for reinstatement of CP as mod. for increase 250 w to 1 kw, install DA, extend completion date to 11-1-44.

WGOV Valdosta, Ga.—Denied without prejudice petition to reinstate application for CP change frequency and for 1 kw D 250 w N unlimited.

KONP Port Angeles, Wash.—Granted 30 day extension time to comply with CP.

KLRA Little Rock, Ark.—Upon consideration of KLRA petition to cancel authority for program tests and designate for hearing applicaion of KWBU Corpus Christi, Tex., for license, and because of interference to KLRA, said KWBU application designated for hearing on engineering conditions set forth in KLRA petition.

Applications . . .

SEPTEMBER 5

WSNJ Bridgeport, N. J.—Mod. license move main studio.

WJXN Jackson, Miss.—Mod. CP authorizing new standard station for approval antenna, transmitter and studio locations.

WCRS Greenwood, S. C.—CP new FM station, 44,700 kc 5,305 sq. mi., $20,860 estimated cost.

WLOL Minneapolis—CP make changes in equipment, increase power, amended to change transmitter location.

KVSO Ardmore, Okla.—Vol. assgn. license from The Ardmoreite Pub. Co. to John F. Easley (returned, incomplete).

SEPTEMBER 8

WQAN Scranton, Pa.—Involuntary assgn. license from The Scranton Times (co-partnership-E. J. Lynett, Wm. R. Lynett, Elzabeth R. Lynett and Edward J. Lynett Jr.) to The Scranton Times (co-partnership-Wm. R. Lynett, Elizabeth R. Lynett and Edward J. Lynett Jr.).

KQV Pittsburgh—Transfer control from H. J. Brennen, H. K. Brennen, Sara A. Brennen, Margaret M. Brennen and Thelma B. Bregenser to Allegheny Broadcasting Corp.

WKAT Miami Beach, Fla.—CP change 1360 kc to 820 kc, increase 1 kw to 50 kw, install new transmitter, DA, and move transmitter.

WGGA Gainesville, Ga.—Acquisition of control by Charles Smithgall through purchase 20 sh (11.43%) from Austin F. Dean (resubmitted).

Sun Pub. Co., Jackson, Tenn.—CP new FM station, 47,100 kc, 13,400 sq. mi.

Farnsworth Television & Radio Corp., Fort Wayne, Ind.—CP new FM station, 46,100 kc, 8,500 sq. mi., $40,000 estimated cost.

KORE Eugene, Ore.—Involuntary assgn. license from Frank L. Hill and Violet G. Hill d/b Eugene Broadcast Station, to Violet G. Hill, individually and as administratrix of estate of Frank L. Hill, deceased, d/b Eugene Broadcast Station.

PROFESSIONAL DIRECTORY

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Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

in the CONTROL ROOM

FRANK PATTERSON has joined th transmitter staff of CHEX Pete borough, Ont.

HARL HOCKEBORN of the WFBL Syracuse control room staff, has re ported for induction into the Arme Forces.

C. F. SCHULTZ, former engineer o WGN Chicago, has joined KHJ Holly wood.

J. A. MAYER, supply sales manage of Graybar Electric Co., New Yor has been appointed Atlantic distric manager, succeeding A. L. Hallstro who is retiring. Mr. Mayer has bee with the firm 31 years.

CARL B. DeLAY, chief engineer WFOY St. Augustine, Fla., is th father of a boy.

WALTER H. DYER, formerly wi RCA, will head Zenith's automoti set division, Chicago, it was announc last week by J. J. Nance, vice-pre dent and director of sales.

RUSSELL B. STURGIS, NBC en neer on leave with U. S. Army, h been promoted to major.

BOB DOWNEY, honorably discharg from the Navy, is now a control op ator with WCOP Boston.

PINCKNEY REED, field engineer the RCA Service Co., is back in U. S. after nearly a year's assignm in Brazil. Mr. Reed will be assig to the Naval Research Lab., Wa ington.

DR. A. M. SKELLETT has b named chief engineer in charge of search at the National Union search Labs., Newark, N. J.

RICHARD KLEEMAN, released the Marines, has joined the engineer staff of KOIL Omaha.

ANITA BLOSSER is the newest a tion to the engineering staff of WW Asheville, N. C.

RAYMOND (Bud) CHELL, assist chief engineer at WITH Baltim has joined the Navy. His successo George McGuigan, who has been the WITH engineering staff for years.

I. B. Sparks

I. B. SPARKS, 50, vice-presid of Gilfillan Bros., manufacturers radio receiving sets, died Aug. following five-week illness, Pasadena, Cal. He had been a ciated with that firm since 192

Blue Special

BLUE network will open at a.m. (EWT), an hour-and-a- before the usual opening t Thursday, Sept. 14, to prese special quarter-hour program brating the 130th anniversary the writing of the "Star Span Banner" by Francis Scott Network will close at the end of program and re-open again at 8

"FIRMAGE'S RENEWING AS USUAL"
writes ARCH MASDEN—KOVO
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

nnouncer. Experienced newscaster, also capable of routine studio work. 5 KW network affiliate, major midwestern market. Opportunity for advancement. Salary commensurate with ability. Include all data in first letter. Reply confidential. Box 540, BROADCASTING.

ransmitter engineer for 5 KW midwest station. Must hold Radiotelephone First Class license. Salary $45.00 per week. Also, control room operator. Salary $40 per week. State experience and education, and enclose a snapshot. Box 546, BROADCASTING.

ccount Executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

edium sized Chicago advertising agency wants intelligent, experienced girl with bookkeeping background to handle billing and paying. Prefer girl with experience handling radio contracts. Box 613, BROADCASTING.

anted—Announcer that is good enough to draw top pay with Blue affiliate. Include all information yourself first letter and when can report for duty. Box 614, BROADCASTING.

nnouncer, 5 KW progressive NBC affiliate n major market. $45.00 for 40 hours plus talent fees. Our good men make $80.00 to $100.00 weekly. Box 650, BROADCASTING.

anted—First class operator, some experience. Radio Station WMFF, Plattsburg, New York.

opywriter—If you are a good radio copywriter, particularly with retail experience, and want a permanent position with a well established agency where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of copy. Jessop Advertising Company, 21st Floor, First Central Tower, Akron 8, Ohio.

ief engineer wanted for 250 watt Mutual station. Permanent position in non-defense area. Give experience, salary requirements first letter, KFFA, Helena, Arkansas.

nted—Announcer experienced in sports and commercials. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

nted—First class operator, program director, announcer. Good opportunity for right men. Non-defense area. Replies confidential. WTMC, Ocala, Florida.

nted at Once. Operator or operator-announcer holding restricted telephone permit. Give experience, draft status and salary required in first letter. WPAD, Paducah, Kentucky.

nted—Associate chief engineer. Permanent, Some announcing. Free apartment. Forty-five dollars. Wire or write J. C. McCoy, WAIM, Anderson, S. C.

nouncer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio station KSEI, Pocatello, Idaho.

announcer, NBC regional affiliate fine working living conditions. Submit full application education, experience, family, wages desired. KGHL, Billings, Montana.

WANTED

Program Director who is commercially minded, who has successfully coped with high-rated competitive schedules on major network stations. Must be able to handle traffic, supervise announcers and production. Columbia regional station in southwest has permanent place with bright future. Submit experience, qualifications, present salary, photograph, when available and full particulars in first letter.

BOX 653, BROADCASTING

Help Wanted (Cont'd)

Copy writer, experienced. Good position with 1,000 watt midwest station. Good salary, based on your experience, for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Aggressive, young news editor with flair for promotion and publicity. Announcing experience helpful. Give full details in application. KGHL, Billings, Montana.

Announcer—Fluent ad-lib versatile personality announcer with continuity and production ability. KTFI, Twin Falls, Idaho. Located in non-defense farming area with post war stability. Send photo, draft status. Reference, transcription.

Situation Wanted

Available—station manager. 8 years radio experience; now in fifth year as station manager. Age 30, 4F draft status, B. A. degree. Familiar with all phases broadcasting including sales, production, management, continuity and on-the-air work. Single. Eastern or midwest location preferred. Want permanent affiliation, preferably with station planning television. Box 598, BROADCASTING.

Chief engineer, radio broadcasting, communications, ten years diversified experience. Specialist audio facilities. References exchanged. Draft status improbable. Salary $100 week. Box 622, BROADCASTING.

Station manager or chief engineer, now employed available four to six weeks. Age 38 with fifteen years success in these two positions. Familiar with and experienced in FCC regulations and hearings. Left broadcast field past three years to do specialized radio work as civilian for Armed Forces. Now employed by large radio company. Permanent forward looking connections in west preferred. Box 625, BROADCASTING.

Radio engineer. First class license. Prefer connection with station in midwest. Fifteen years broadcasting. Please give complete information first letter. Box 626, BROADCASTING.

For play-by-play football this fall: Sportscaster, two years' NBC 5000 watt seasoning, Michigan graduate with Big Ten athletic background. Presently employed as chief announcer. Free to go anywhere. Box 541, BROADCASTING.

Situations Wanted (Cont'd)

West coast woman director and announcer, who has had considerable experience, desires directing, producing or announcing position in network station at the most 300 miles from New York City. Details and transcription upon request. Box 642, BROADCASTING.

Two young men, thoroughly trained, dependable, single, 4F, desire connections as announcers in same station. Will go anywhere. Box 643, BROADCASTING.

Sports announcer—Six years experience all sports, including championship fights, football, basketball, baseball. Present employers unable to carry football this fall. I'd like to broadcast schedule of games on a free-lance basis, on an eastern station. Having successfully handled national accounts on network stations, I know I can do a top-notch job for you. Box 644, BROADCASTING.

Station manager or assistant. 10 years radio experience successfully filling every position from announcer to news editor and night manager. 8 years present location, key eastern network-operated station. Complete knowledge broadcasting, including sales, production, programming, music, etc. Plenty of selling and executive experience before entering radio. Equipped by training and study to develop personnel. An idea man, natural organizer, capable of acquiring the necessary sales connections. 40 years old, married, one child, draft exempt. Box 646, BROADCASTING.

Production man—11 years experience; now program director of 5000 watt NBC station. Desires position with larger station or reputable agency. Knows all phases of broadcasting. 4F, married, college education. Background includes acting, writing, producing for stage as well as radio. Showmanship a specialty. Box 648, BROADCASTING.

Platter jockey! Not just another record spinner, but a real personality, able to produce A-1 morning show. Five years experience announcing, writing, production and engineering. Now employed metropolitan midwestern station. Box 654, BROADCASTING.

Program-production manager. Seven years experience large and small station operation as musician, announcer, actor, producer, program manager. Prefer major market. Box 657, BROADCASTING.

Situations Wanted (Cont'd)

Woman with broad experience in sales, office work, including stenography, wishes permanent position radio advertising field in Chicago, agency, station rep. or radio station. Already has limited experience field. Box 661, BROADCASTING.

Announcer with 3rd class ticket and twelve years in radio. Prefer west coast or mountain states. Available October 1st. Known on the air as Si Perkins, Osborn, Ohio.

Station or sales manager available. Background newspaper, chamber of commerce. Excellent references. Top-notch sales, promotion and producing ability. Thoroughly experienced. Married. Over draft age. Prefer southeast or southern. Box 660, BROADCASTING.

Newscaster-announcer, educated, traveled, business background. Medical discharge, 36. Box 647, BROADCASTING.

Attention, western stations! Two young industrious women with good training in announcing, all phases, continuity and script writing, programming and radio technique desire positions together. Write Box 658, BROADCASTING.

Woman, college experienced in announcing, continuity, dramatic writing, control board, turntable, directing, journalism. Will go anywhere. Box 659, BROADCASTING.

Wanted to Buy

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted—Full or part interest in local station. Box 589, BROADCASTING.

Wanted—RCA MI-4856 Lateral pickup head, with or without arm. Will buy or swap equal value in copper ground wire. Box 652, BROADCASTING.

Wanted to buy—Frequency and modulation monitors. Also 100, 250, 1000 watt equipment. Cash deal. Wire or write. Box 656, BROADCASTING.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect. Chicago, Mr. Clifford.

For Sale

For sale: Presto 8K, Box 645, BROADCASTING.

For sale—RCA 250 watt transmitter in good condition for immediate sale. Box 649, BROADCASTING.

Will sell 250 watt local full-time network station, New York State. Write Box 651, BROADCASTING.

For sale. 250 watt network affiliate, southern state. Box 655, BROADCASTING.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

Qualify for promotion; study at home: management, writing, traffic, newscasting, production, television. Free student placement service. Course prepared by network executives. Chicago Institute of Broadcasting & Television. Suite B818, 32 West Randolph, Chicago, Illinois.

Federal or RCA Field Intensity Measuring Set for sixty or ninety days use. American Broadcasting Corp., Radio Bldg., Lexington, Kentucky.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

United Manufacturing Corp.
Division of U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
District 1640

NATIONAL DESIGN SERVICE
Engineers and Designers
AM - FM
TELEVISION
Now Designing for Post War
96 Liberty St., N.Y.C. Beekman 3-0207

YOUR CANADIAN DISTRIBUTION
is assured thru
WALTER P. DOWNS Ltd.
633 Dominion Sq. Bldg., Montreal, Can.
Present Lines:
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SOUND EFFECTS
Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
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FOR YOUR PROGRAMS
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"ask Adaskin"
JOHN ADASKIN PRODUCTIONS
Montreal Trust Bldg., 67 Yonge St., Toronto

The SCHOOL of RADIO TECHNIQUE
(America's Oldest School Devoted Exclusively to Radio Broadcasting)
8 Weeks' Evening Course
SEPTEMBER 19
6 Weeks' Day Course
OCTOBER 2
Taught by Network Professionals, for Beginner & Advanced students, include:
- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.
R.K.O. BUILDING, RADIO CITY, N.Y.
Circle 7-0193

NAB Plans Drive To Revise Statute

Committee to Inform Congress Of Legislative Problems

FORTIFIED with the knowledge that Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, advocates new radio legislation [BROADCASTING, Aug. 28], the NAB Legislative Committee plans to go all out for a definitive law early in the next session of Congress.

That disclosure was made by Don S. Elias, WWNC Asheville, N. C., Legislative Comittee chairman, following his anual report a fortnight ago at the NAB Executives War Conference in Chicago. At that time he said that because of the war and election this year the Committee had abandoned hopes for legislation this session, but would follow through early next year.

"We went into the fight conscious we couldn't get any legislation this year," said Mr. Elias. "The Committee worked hard, spent a lot of time in Washington, but we found a lot of lack of interest in legislation in Congress." Few members seemed to know anything about radio's problems, he added.

To Provide Facts

Under plans of the NAB Legislative Committee, pertinent information about the need of legislation tuned to radio's growth will be placed in the hands of every NAB member. In turn the members will be asked to counsel their own Senators and Representatives and to invite them to their respective stations to learn the whys and wherefores of broadcasting.

"What we want is definitive legislation that broadcasters can understand without a Supreme Court decision, to tell us how to run our business," said Mr. Elias. "If regulations are necessary—and they are—then they should be made and not shifted on us. If the FCC has no idea of controlling programs—and they tell us they don't—then it should be written into the law that they shall not. Regardless of who is on the Commission, we need to have it in the law. That's just one of the things we want clarified."

Mr. Elias, referring to Rep. Lea's article in the Aug. 28 BROADCASTING, declared: "Congressman Lea has come out flat-footedly and says we need a new radio law. He has had a chance to study the Act and the Commission. We hope to inform other Congressmen as to our problems. It's a long time since we've had any legislation. It's time Congress acts."

Doughnut Spots

DOUGHNUT CORP. of America, New York, in promoting Downyflake for the first time on radio, last week started a 13-week campaign in five markets. One-minute transcribed spot announcements are used at varying frequencies on WMUR WSIX KOL WMAM WIBX. Agency is Grey Adv., N. Y.

FRENCH DRAMA MEETS RADIOMEN

Eyewitness Account of Riviera Landings Sent 'Broadcasting' by Maj. Pellegrin

ABOARD one of the first LST's to hit the Riviera beach in the recent landings in Southern France was Maj. Frank E. Pellegrin, executive officer in charge of operations, and former NAB director of broadcast advertising, and KOIL Omaha commercial manager. He and several other radio officers [BROADCASTING, Aug. 28] went in with a mobile 299 radio transmitter.

They did several recordings aboard the boat, and then within an hour and a half of H-Hour they were sending press and radio copy to Rome, "where it was held for release of the communique and then pooled for the world press". The communique on the landings was released at 12:10 and at 12-10:30 Chester Morrison of NBC, who had won first place in the pool of correspondents there, went on the air from the 299 transmitter.

Five Spools to Rome

"Five spools [of wire recordings] went back to Rome that night by courier plane," Maj. Pellegrin writes. "We hit the beach about two, drove inland, set up in a grove of trees, and Wickham had the transmitter going great guns late that afternoon, filing press and radio copy. . . . Late that first evening [Lt. Carl] Zimmerman set up another transmission period and Morrison, Vaughn Thomas [BBC] and Eric Sevareid [CBS] all got through with D-Day beachhead reports."

The major tells of an especially dramatic encounter with one of the captured German generals. "A couple of nights ago," he writes, "Gen. Tupper and I were called to Gen. Patch's headquarters; there, in a dark little office, lit only by two candles, a German major general, our first important captive, was brought in. He was Maj. Gen. Ludwig Bieringer, the Nazi "administrator" for this district.

"He sat down in the eerie candle light with us in the shadows—a regular Hollywood setting, accentuated by his monocle, graying hair, cigarette, gorgeous uniform of pale blue with red slashes down the legs, complete with shining boots, an Iron Cross and a row of ribbons. He spoke with unusual frankness; only a portion of the interview could be released.

". . . Immediately on news of our landing the French patriots had taken after him, beseiged him in a hospital where he had taken refuge, and French bullets were cracking through the windows at the very moment when our troops, like the old Cavalry column in the movie serials, came charging into the town for a nick-of-time rescue."

He writes of the magnificent French resistance and aid given to our forces—"by the Maquis as well as by gentle old ladies in fragile shawls. . . . These are a magnificent people," he continues, "they have never lost their pride, their self-respect, their fierce loyalty and their frightening hatred of the Nazis. . . . The way these French people say 'Les Boches' and spit, leaves little for the imagination."

GF Expands Talent

GENERAL FOODS Corp., New York, in starting the *Kate Smith Hour* program on CBS Sept. 17, 7—8 p.m., has lined up Harry Savoy, comedian, and Jack Miller and his orchestra as permanent talent for the show. Ted Collins, producer of program, will act as m.c. Agency is Young & Rubicam, N. Y.

WPB Names Folger

JAMES A. FOLGER, former president of the J. A. Folger Co., San Francisco (coffee, tea), has been named chief deputy vice-chairman for field operations of the WPB, it was announced last week by WPB vice-chairman Donald D. Davis.

BOARD of Directors of Decca Records, Inc., at its meeting held Sept. 5 declared a regular quarterly dividend of $0.30 per share, payable on Sept. 30, 1944, to stockholders of record on Sept. 18, 1944.



Drawn for BROADCASTING by Sid Hix

"It's Called a 'Hitch-Hiker'—I Got the Idea From Radio."

Whan Survey Sees Okla. Listening Up

Number of Battery Sets Show Decrease Over Year Ago

BATTERY scarcity is becoming a less important factor in Oklahoma listening, according to a survey conducted in the State by Dr. F. L. Whan, U. of Wichita. The survey is published by WKY Oklahoma City. Conditions of the batteries, with the effect of such conditions on listening, is brought out in the survey which shows that of families listening more than a year ago, only 15.7% utilized batteries sets, and 41.7% used high-line; of families listening less than a year ago, only 15.7 utilized batteries while 17.7% had high-line powered sets. This reveals that the number of battery sets is diminishing and battery scarcity will become a diminishing problem.

Radio ownership by type, condition of set, and classification of listeners by living standards, geographical location, age, sex and education are given in Dr. Whan's exhaustive survey.

Better than 1943

The spiral bound booklet, tab indexed for ready reference, contains classifications of the 6,42 Oklahoma families interviewed, dividing them geographically according to population. Of the families reached in Dr. Whan's study 96.9% have sets in their homes, of which 4.7 families reported sets not in working condition. Mornin afternoon and night listening shown pictorially on maps done four-color, which break the sta up into counties and show listen preferences at different times the day.

One section of the survey is devoted to a comparison of 1944 listening habits to those of 1943, wi 43.1% of families reporting th spent more time listening to ra in 1944 than in 1943. Only 17.1 reported spending less time liste ing in 1944.

The survey concludes with a tabulation showing the frequency a reasons for listeners writing radio stations over a three-mo period. Largest percentage those writing came from the both of low and high income grou who wanted to make a purcha Next reason for writing a stat was "to enter a contest," follow by response to a station offer, sponse to a station plea, and l unsolicited letters.

Latins Tour GE

A BRILLIANT future for televi in South America was forecast three Latin American engineers o visit to the GE plant in Schenect where they inspected the compa broadcasting facilities recently. New York on a scholarship are V ter Heininger, native of Brazil; L Mujica, of Peru, and Jose Vallad of Cuba. Their tour through the plant was under the guidance Charles Feah, who formerly live Guatemala before joining the electronics department.



VINCENNES, INDIANA . . . *"Spirits Among Spires"*

By night, in picturesque Vincennes,
Heroic ghosts walk
Among the long moon-shadows of familiar spires
That once probed through forest roof,
To pierce the darkness of a pagan wilderness,
And grope for day's last lingering glow of sunset.

From statues wrought in bronze,
From granite crypts and graves of common clay,
They venture forth—
Some clad in priestly black,
Some in soldierly buckskin,
Some in the bright garb of Creole peasants,
Some few in beaded loin-cloths—
To walk beside the lyrical Wabash.

There's Clark, Vigo, Father Gibault,
And legendary Alice of Old Vincennes;
There's Bishop Brute, Madame Godare,
Tecumseh, in the shadow of Old Treaty Tree,
Meeting with William Henry Harrison;
Upstairs in Old Legislative Hall,
Spectral lawmakers line the hard benches . . .
While modern Vincennes rests,
A quiet, serene town, in an age of mighty cities.

Yet, there are those to whom the glory of the past
Is still a living heritage for the present,
A challenge hurled into the face of the future—
Folks, for instance, to whom the heritage means Home,
And folks like us, who admire, and second, the challenge.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION

COPIES ON REQUEST! Many readers have expressed a desire to have copies of this series. They will be available soon, in brochure. To help us make our print order accurate and conserve paper, please make your request at once.



1919 1944

25 YEARS OF PROGRESS IN RADIO AND ELECTRONICS

From 1919 to 1944 . . . RCA has pioneered in the science of radio and electronics . . . from world-wide wireless to national network and international short-wave broadcasting . . . from electron tubes to electron microscopes and radiothermics . . . from television to radar.

Twenty-five years of service to the Nation and the public have made RCA a symbol of achievement and progress . . . it is a monogram of quality in radio-electronic instruments and dependability in communications throughout the world.

★ ★ ★

RADIO CORPORATION OF AMERICA

LEADS THE WAY . . . in Radio . . . Television . . . Phonographs . . . Records . . . Tubes . . . Electronics

PRINTED IN U.S.A.

SEPTEMBER 18, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

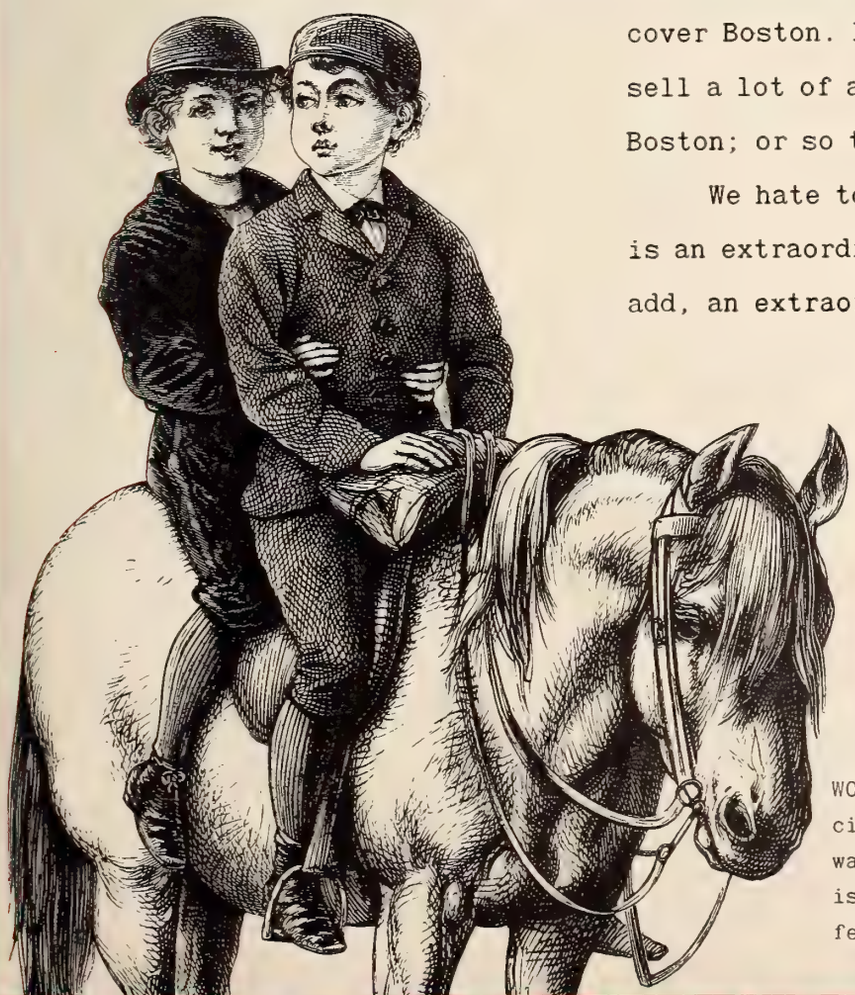
WOR is like a pony...

We mean—WOR can take you today for a smooth and economical canter into 16 of the nation's greatest war-active cities of more than 100,000 people each.

WOR, to be quite explicit about it, will hoof along blithely with your message into Jersey City and Camden and New Haven. It will pad gaily down the road to Bridgeport for you, too. Not to mention Hartford and even Wilmington—which is in Delaware—and ten other dynamic eastern war centers which we will be delighted to rattle off for you at the drop of a request.

WOR may even sell your product for you in Boston—though WOR does not attempt to cover Boston. It just so happens that WOR did sell a lot of a product called "Press-On" in Boston; or so the maker tells us.

We hate to sound vain about it, but this WOR is an extraordinary proposition. At, we might add, an extraordinarily low price.



our address is—

WOR

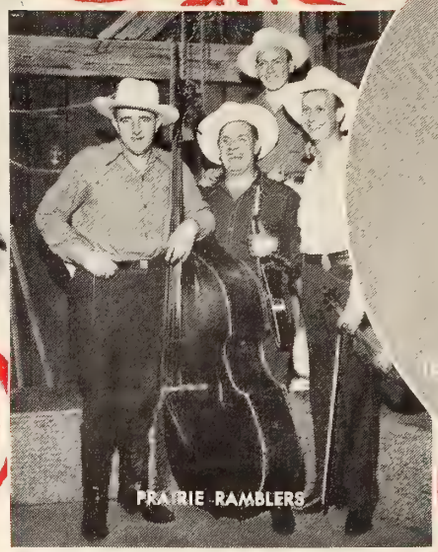
—that power-full station
at 1440 Broadway
in New York

WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

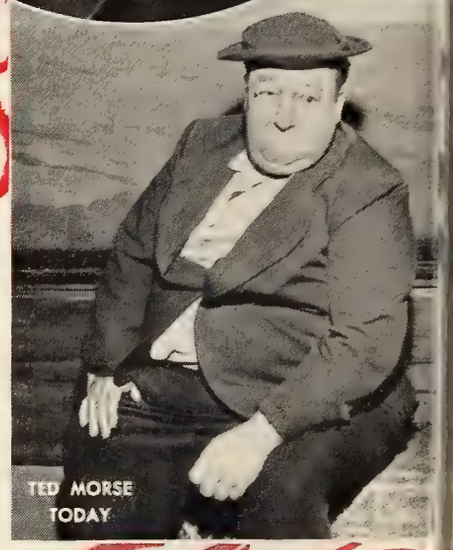
MEMBER OF THE MUTUAL BROADCASTING SYSTEM



Advertisement number 10 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.







THROUGH THE YEARS . . .

These Entertainers Have Been Friends

The longer you know a man . . . or a group of people . . . the more you will know about him . . . or them. That's the way with the folks pictured here; they have been broadcasting on WLS for so long that they know the likes and needs of the WLS audience.

Ted Morse, famed on WLS for his comedy characters of Otto and Little Genevieve, has been with WLS since 1931. The Prairie Ramblers, novelty instrumental and vocal quartet, started on WLS also in 1931. And Jennie Lou Carson, one of the original Three Little Maids of National Barn Dance fame, joined the staff in January, 1932.

Because many of the WLS staff, like those pictured here, have known the Midwest America radio audience a long time, they know what the audience like to listen to, what approach will stimulate listeners to act . . . *and to buy.* That's why *WLS Gets Results!*

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

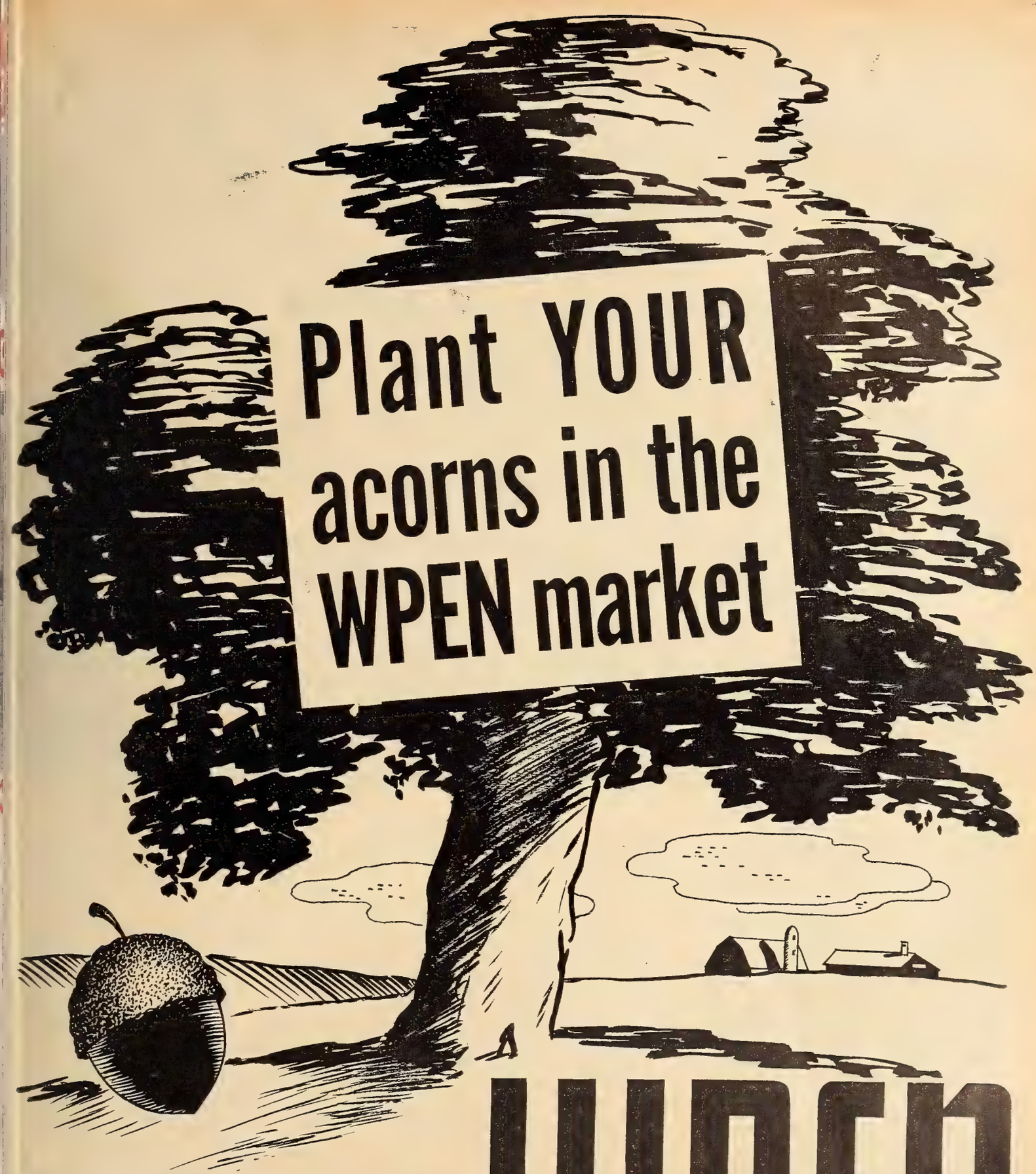
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
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REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWE



The Station That Sells

WPEN

PHILADELPHIA • PA •

950 ON THE DIAL • 5000 WATTS

olished every Monday, 43rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



93% of the population of New York State could be covered by this regional network of five master television stations and nine satellite stations.



A television network relay station.

The G-E Satellite

will bring 1. Network Television 2. Television Revenue

G-E developments will make it possible to provide television program service in small and intermediate markets as well as large cities.

Master television stations, capable of originating television shows of network calibre, will be located in the larger centers of population. These master stations can be linked together in regional networks by G-E ultra-high frequency radio relay stations. Coast-to-coast hook-ups of regional networks logically will follow.

SATELLITE STATIONS THE NEXT STEP

From this broad framework will stem still other stations — hundreds! . . . to bring television to the smaller communities — to make it a still more attractive advertising medium for concerns doing a regional or nation-wide business.

Known as satellite stations, these smaller community stations will tie in with their respective regional networks by taking network programs from the nearest relay station, and rebroadcasting them over the local area. The satellite station can also produce and televise its own film programs, under local sponsorship, independently of the networks.

SATELLITE STATIONS ECONOMICAL TO BUILD AND OPERATE

A satellite television station will be relatively inexpensive to install and operate — and will require a minimum of operating personnel.

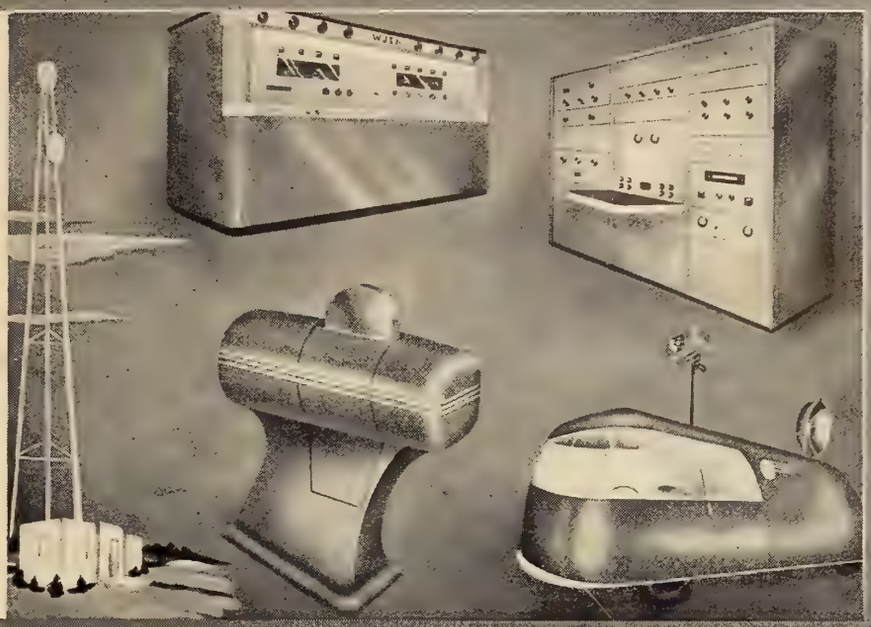
The illustration at the far right, above, shows equipment required for a satellite television

STATION AND STUDIO EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC



The G-E disk-seal tube — a development that makes ultra-high frequency relaying possible.



Equipment for a G-E satellite television station. Antenna 16-mm projector Transmitter Receiver-monitor Mobile pick-up unit

Television Station

to small communities

to local station owners

station of the future. A simple building houses the equipment and a lattice tower supports both the broadcasting antennas and the antenna which picks up the picture and sound signals from the nearest relay station. The small transmitter will have sufficient power to cover the local market area. A receiver-monitor unit, an amplifier unit, and a 16-mm motion picture projector and film pick-up camera complete the essential station equipment.

For local revenue, a 16-mm silent motion picture camera will be used by the satellite station operator to take pictures of products or demonstrations local merchants may wish to advertise. A G-E magnetic wire recorder will add background sound and commentary. Local happenings—parades, fires, dedications, sports, and social events—can be filmed in similar manner to provide other local sponsored programs. For on-the-spot broadcasts of events as they happen, a small truck may be equipped as a mobile unit.

Let General Electric help you with your preliminary plans. Let General Electric provide your complete television broadcasting system. Benefit from G.E.'s experience in operating WRGB — the nation's most powerful television station.

If you are interested in television broadcasting, plan your visit to Schenectady now — Thursdays and Fridays are our "open house" days at WRGB. If you have not received the G-E brochure, "TELEVISION BROADCASTING POST-WAR," write *Electronics Department, General Electric, Schenectady, New York.*

• *Tune in General Electric's* "The World Today" *and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E* "All Girl Orchestra" *at 10 E.W.T. over N.B.C.*

156-C3-6914

ANTENNAS • ELECTRONIC TUBES • RECEIVERS

FM–Television–AM

See G.E. for all three!

STABILITY



in Omaha !

BYRON HEAD

emcee's

The "COFFEE CLUB"

DAILY 7:15 to 8:00 A. M.

On the Air for SIX YEARS

PARTICIPATING FEATURE

MUSIC—GAGS

One hymn set off by bells

TIME
TEMPERATURE
WEATHER

15 minutes available
7:15 to 7:30 A. M.
at
Rate Card Rate
plus
$7.50 daily production

Participations at rate card rate

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha
5000 WATTS . . . 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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SOL TAISHOFF
Editor and Publisher

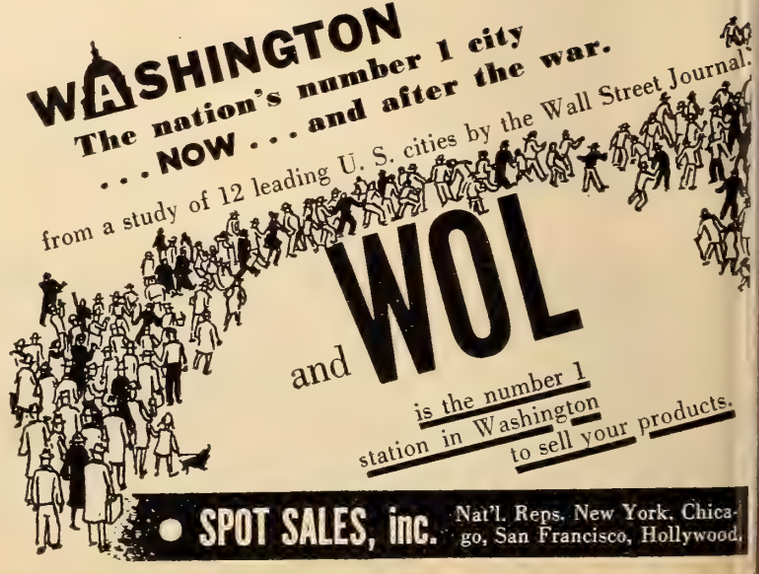
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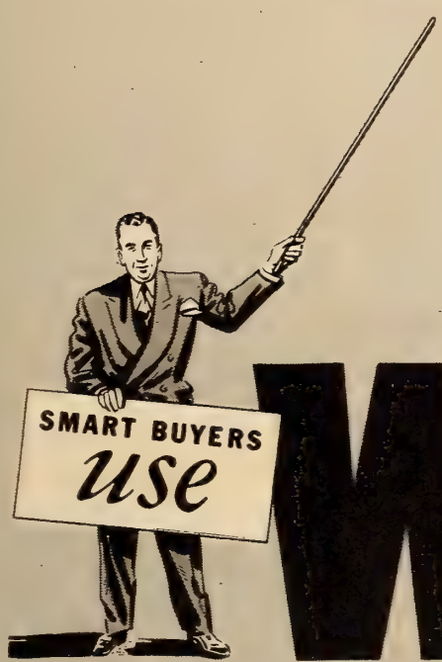
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One Time-Buyer Tells Another:

"DOLLAR FOR DOLLAR YOUR BEST BUY IN AMERICA'S 4TH LARGEST MARKET!"



National Representatives: Spot Sales, Inc.

WAAT

970 KC
NEWARK, N. J.

NEW JERSEY'S FIRST RADIO STATION



ILLUSTRATION, *courtesy of National Cash Register Co.*

ACTION, *courtesy of Nern Listeners*

Why Nern Listeners?

Because Nern listeners are New Englanders, and because New Englanders have 7.7% of the nation's spending money.*

Yes, but who says that New Englanders listen to Nern?

Well, Nern stations offer a combined primary coverage that blankets New England with more than three times the power of any other combination here. And, because they are all NBC affiliates, Nern stations carry the nation's biggest-audience programs. Each Nern station is dominant in its own area.

H'm . . . Expensive?

Never! You can get cash register action from 8,298,472 Nern listeners for only $312 for a daytime quarter-hour, with no line charges and with free studio facilities in New York, Boston and Hartford. When you buy Nern, you buy a network.

*Copyright SALES MANAGEMENT, May 10, 1944, Issue.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WTIC	1080	50,000	Hartford, Conn.
WFEA	1370	5,000	Manchester, N. H.
WRDO	1400	250	Augusta, Maine

Nationally represented by

WEED & COMPANY

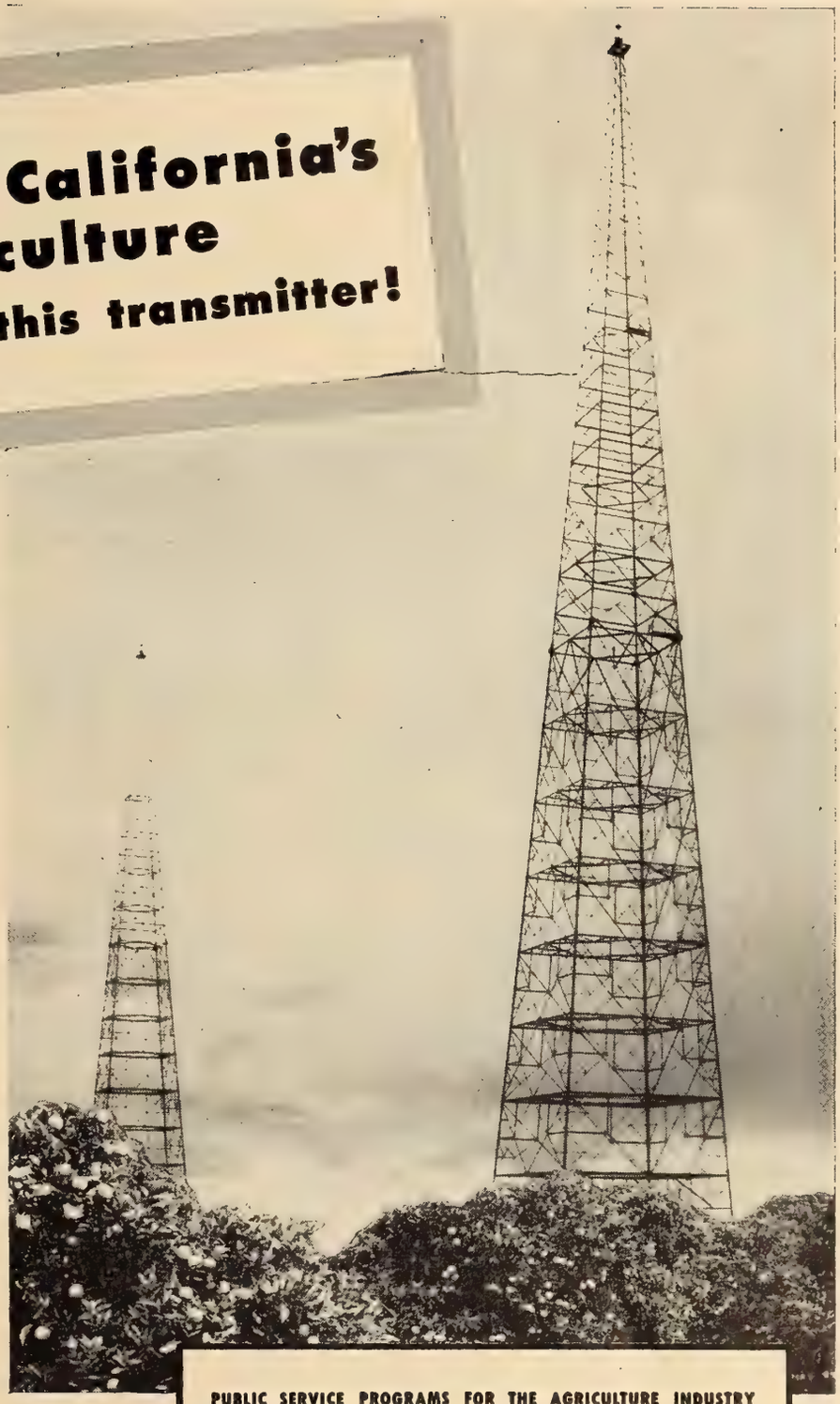
New York, Boston, Chicago, Detroit
San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD
CONNECTICUT

Southern California's Agriculture depends on this transmitter!



Its 50,000 watt, clear-channel signal carries KFI to Southern California's eleven-county agricultural population... and its intelligently-planned Public Service programming to agriculture brings this industry to depend upon it.

Instantaneous mass communication from one source to growers and stockmen throughout the entire Southern California region is vitally necessary to this specialized 1½ billion dollar industry.

Hence KFI's public service obligation... its privilege... its opportunity to build rural listener loyalties.

Local programming in the particular interests and welfare of local listeners... plus the popularity of its NBC offerings... accounts for KFI's leadership in not only the Hooper-surveyed metropolitan district but in the rural areas of approximately a million people.

PUBLIC SERVICE PROGRAMS FOR THE AGRICULTURE INDUSTRY

The KFI Noon Farm Reporter, aired daily from 12 noon until 12:15 P.M., is built upon a constant supply of up-to-the-minute information received from authoritative sources. It presents: news, information on grower-practice, market quotations, weather forecasts.

Through the winter season KFI interrupts its commercial programs to bring nightly frost warnings (8:00 P.M., November 15 through February 15) to growers of citrus and other frost-tender crops throughout California and Arizona. KFI is the only station broadcasting this regional service and it is the only station *needed* to cover all of the frost areas in these states.

KFI...NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES



BRUCE B. BREWER

Partner, Bruce B. Brewer & Co., Kansas City

Says—"Spot broadcasting gets sales increases at low cost, so we like spot!"

●Yes, and Mr. Brewer is *right*—the final payoff on spot broadcasting really is that it does get sales increases at low cost. We can all talk our heads off about selectivity, flexibility, and the rest of the details. But in the end, it all boils down to *sales increases at low cost.*

●Here at F&P, we've concentrated over twelve years' effort into helping make spot broadcasting as economical for agencies and advertisers to *handle* as it is to *use.* If you will take the trouble to tell us frankly about your problems and needs, we believe we can free you from most of the details which do exist, we confess, in this medium. And do it as conscientiously and as tirelessly as though we were a department in your own organization.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . . . . . KALAMAZOO
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
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WCBM . . . . . BALTIMORE
WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KRIS . . . . . CORPUS CHRISTI
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FREE & PETERS, INC.

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Since May, 1932

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BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 12 WASHINGTON, D. C., SEPTEMBER 18, 1944 $5.00 A YEAR—15c A COPY

Boom Predicted in Equipment and Sets

Transmitter Ban May Be Lifted This Fall

By JACK LEVY

WITH RECONVERSION time fast approaching as the Allied armies advance into Germany, the radio manufacturing and broadcasting industries are preparing for the greatest boom in equipment production and station construction in the history of radio. Likelihood of a lifting of the WPB freeze on civilian transmitter production is seen this fall.

The end of the European war, expected now by Oct. 31 at the latest, as revealed last week as the basis for substantial restoration of general civilian production, will result in at least a 30% cutback in military orders for radio equipment, War Production Board officials told BROADCASTING.

Equipment Boom Seen

This cutback, it was indicated, will mean much more than a corresponding resumption of receiver and broadcast equipment inasmuch as the radio industry is now producing at a rate 10 times greater than the prewar volume. In addition, the release of manpower resulting from cutbacks in other industries will likely solve radio manufacturers' most pressing current problem. It is expected that materials will be generally available in adequate supply.

It is quite conceivable, in the opinion of John Creutz, chief of the Domestic & Foreign Branch of the Radio and Radar Division, that the collapse of Germany will be followed by an almost immediate return to prewar civilian production volume without disrupting the flow of needed military equipment for the war against Japan.

In the field of broadcasting equipment, the manufacturing industry will be confronted with the heaviest demands it has ever experienced, demands which, if filled, will mean a transmitter output alone in the first reconversion year of at least five times any prewar year. As of Sept. 14 there were pending or on file with the FCC a total of 250 applications for FM stations and 70 applications for television stations.

With the prospect that the vast majority of these will be granted and that the WPB freeze on construction will be lifted coincident with the 30% cutback, radio manufacturers will have on hand orders to equip stations costing in the aggregate approximately $30,000,000. This does not take into account applications for new stations still to be received, which are coming in to the FCC at an increasing rate, nor does it include the accumulated demands of existing AM stations for replacement equipment.

Radios for Christmas?

In the production of transmitters and other major broadcast equipment, demands for which are restricted to specialized uses, manufacturers will be able to plan their schedules for gradual reconversion to normal operations. The time required for making transmitters—nine months to a year—will make possible an orderly and controlled step-up in this branch of the industry.

Always allowing, of course, for military developments which may prolong the European war beyond its expected duration, there is a good chance that a limited number of 1944 model sets may be available for Christmas gifts this year, although it will be 90 days before any substantial number of sets are available. There is a tremendous backlog of consumer demand, existing and susceptible to artificial sales stimulus, which many manufacturers will not pass up. They are in a position to effect a speedy reconversion to capture the market.

Distribution will be the governing factor in the speed with which manufacturers can get sets into dealers' shelves. In some areas, where factories are located close to large markets, the problem should be simple. Where markets are far from the source of production, wartime controls over shipping and transportation will no doubt delay deliveries.

The goal for the first year's production after reconversion, Mr. Creutz believes, will be based on 1941 demands and will mean an output of from 10 to 15 million sets. The largest bulk of these will go into homes—as replacements of inefficient and old sets and as extra receivers. The automobile will provide the next largest market, as standard or optional equipment, when new car production resumes and through increased use of cars when gasoline rationing is relaxed.

Other markets will be found among offices, restaurants and other business establishments; foreign countries, particularly South American nations which formerly purchased sets from Germany; public services, notably police departments which are expected to double their use of radio; and aviation, in which radio requirements will rise in proportion to postwar expansion.

FM Sets Later

The lag in transmitter production is almost certain to delay the introduction of FM receivers, Mr. Creutz predicts. Although there are now 53 FM stations in operation or under construction and perhaps 200 more which will be broadcasting within a year after reconversion, he finds that few manufacturers plan to resume receiver production with combination AM-FM sets. Many plants, particularly the smaller ones, are anxious to get back into civilian production as soon as possible and do not wish to delay their operation to incorporate FM. They feel, he explained, that there is sufficient market for

(*Continued on page 61*)

How Army Will Handle an Armistice

Modern Setup to Avoid Tragic Hours of Delay in 1918

By MARY ZURHORST

CEASE FIRING! Less than 25 minutes after that order goes out from some meeting place of the Allied and German high commands, the airwaves will carry it to the farthest advance unit, to the fastest plane and to the remotest ship at sea. By radioteletype, Washington, London, Moscow, Chungking, Brisbane, Pearl Harbor, New Delhi will hear the message within 3½ minutes of transmission.

But it is equally important that the Nazi army hear it, too.

An official at the War Dept. speculated last week that, "If German field radio facilities nearly approximate ours, or if we can reach them by radio or by front line PA systems, then there is a strong possibility that the time between the signing of the unconditional surrender terms and notifications of troops can be set at a considerably shorter period than in the last war."

At 5 a. m. in 1918 the Armistice was signed in Paris, and six hours were allowed for word to reach the men in the field, so that hostilities did not cease until 11 a.m. In those hours hundreds of men died.

How It Works

A hypothetical situation will trace the line of communications for such a message:

An official German spokesman wishes to meet with the Allied command for surrender. As the quickest facility available, he uses radio to contact Allied headquarters.

Within the hour, listeners throughout the world will know of the situation—not only civilians but also fighting men via shortwave relays. Thus, authenticity will be lent to the moment when the German Army in the field is notified of surrender either by its own radios or by ours.

Then, the meeting held, terms agreed upon, the end-of-war message goes out in code over the Signal Corps communications facilities. If the negotiations take place at theatre headquarters, the order to lay down arms is transmitted to a network comprising army headquarters (1st Army, 3d, etc.), and the corps whose radios are on the same frequency. Corps headquarters, after passing the coded order through the message center and passing inspection of the commanding officer, relays it on another frequency to the division network.

The same process continues on down through the regiment, battalion, company, and on out into the individual units—tanks, jeeps, planes, walkie-talkies.

In less than a half-hour after

(*Continued on page 65*)

Lennen & Mitchell Gets All Lorillard

Major Changes Are Planned In Net Program Lineup

P. LORILLARD Co., New York, effective Nov. 30 shifts advertising of Old Gold cigarettes to Lennen & Mitchell, New York, and the following month puts into effect a major change in its network advertising with two new shows replacing current programs on NBC and CBS. To handle these and other programs for Andrew Jergens Co., the agency is opening a Hollywood office.

With the new appointment, L&M, agency for Lorillard's Beechnut cigarettes and various cigar and pipe tobacco brands, will again be handling all the company's advertising. Agency handled Old Golds for 15 years up until January, 1941 when the product went over to J. Walter Thompson Co., New York. Current radio under latter agency has included seasonal sponsorship of baseball games in New York and Chicago. Network programs include Allan Jones and Woody Herman's orchestra on CBS Wednesdays, 8-8:30 p.m.; and Jackie Gleason-Les Tremayne show on NBC Sundays, 10:30-11 p.m.

The two Old Gold shows will be *Comedy Theatre*, weekly dramas of stage and film comedies, with stars reenacting their original roles in most cases, and an audience participation show titled *Which Is Which*. Studio audience for the latter program will be asked to guess whether the voices of six guest celebrities hidden behind screens are those of the person himself, or an imitation. Money prizes will be awarded. Richard Himber's orchestra has been signed.

Lorillard has taken the Wednesday 9:30-10 p.m. period on CBS for one of the programs, beginning Oct. 25, and will continue to use its NBC Sunday 9:30-10 p.m. spot beginning Oct. 29 for the other, with decision pending as to which program will occupy which spot. Lorillard thus discontinues Alan Jones in the Wednesday 8-8:30 p.m. spot on CBS following the Oct. 18 broadcast, and Jackie Gleason on NBC the following Oct. 22.

Travis Wells, radio time buyer and assistant to S. James Andrews, radio director and talent buyer in New York, will go out to Hollywood to head the new office. Edith Hophan, now talent agent in the radio department of the Wm. Morris Agency, New York, will serve as business manager. Offices have not yet been selected.

In addition to handling the two Old Gold shows, L&M's Hollywood office will handle two programs for Andrew Jergens Co.: *Mystery Time*, which replaces *Chamber Music Society of Lower Basin Street* on 160 Blue stations Sunday 9:15-9:45 p.m., beginning Oct. 8 in behalf of Woodbury soap. Former program now on the CBS Pacific Coast network Thursday 9-9:30 p.m. will be discontinued on that network Oct. 5.

Beginning Oct. 20 the company will promote Jergens Lotion in the Friday 6-6:15 p.m. spot on the CBS Pacific network with a new program *Tonight in Hollywood*.

Richards Is Named Editorial Director In 'Broadcasting' Staff Realignment

APPOINTMENT of Robert K. Richards, newspaperman and broadcaster, as editorial director, and promotion of several department heads is announced by BROADCASTING.

The realignment was reported to the board of Broadcasting Publications Inc. at a meeting last week, by Sol Taishoff, editor and publisher, and becomes effective Oct. 16.

J. Frank Beatty, managing editor for the last ten years, continues in that capacity at Washington headquarters. Bruce Robertson, associate editor in New York for a decade, becomes New York editor in charge of the New York bureau. John N. (Bill) Bailey, who joined BROADCASTING a year ago, is associate editor in Washington.

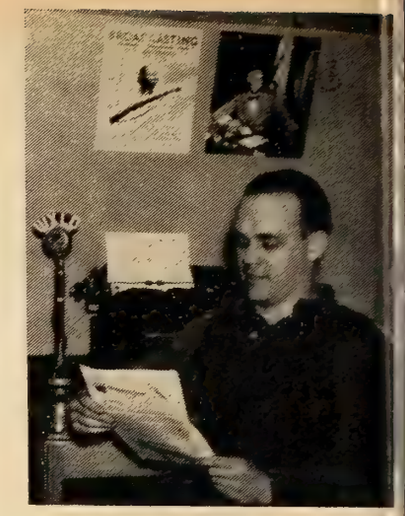
Maury Long, advertising manager for the last four years, takes over duties as business manager, and will continue his supervisory activities over advertising. He has been with BROADCASTING since 1936. S. J. Paul, assistant advertising manager, headquartered in New York, becomes New York advertising manager. He joined BROADCASTING in 1940.

Bernard Platt, circulation manager, takes over a newly established Service Bureau, which includes supervision of the production of the BROADCASTING Yearbook. Functions of the Service Bureau will be expanded when wartime limitations are lifted. Mr. Platt joined BROADCASTING in 1932.

Mr. Richards, since early 1942 has been Assistant Chief Radio Censor in Washington. A native of Urbana, O., and a graduate of Ohio State U. in 1934, Mr. Richards is 32. He was editor of his school paper in his senior year.

In 1934-35, Mr. Richards was a copywriter with Campbell-Ewald, Detroit. He then served successively as continuity editor, WAIU Columbus (now WHKC), 1935-36; reporter, rewrite man and copyreader, *Cincinnati Post*, 1936-38, during which time he also was a newscaster on WCPO; production director, WSPD Toledo, 1938-42. When J. Harold Ryan, president of NAB, left WSPD in December 1941 to become assistant director of censorship in charge of radio, Mr. Richards came to Washington as his aide in January 1942. Subsequently he became chief assistant to Mr. Ryan and served in that capacity under John E. Fetzer, WKZO Kalamazoo, who succeeded Mr. Ryan last April.

Mrs. Richards is the former Betty Greene of Urbana. They have a six-year-old daughter.



NOW A PIN-UP is the July 3 BROADCASTING cover, depicting radio at war, writes Sgt. Ralph S. Durkin, program manager of WXLO "on the Northern route to Tokyo". It's an Army station which broadcasts transcriptions from the Armed Forces Radio Service and five newscasts daily, received via shortwave from the West Coast. Sgt. Durkin in civilian life was with KMBC Kansas City. "Radio's newsmagazine," writes Sgt. Durkin of BROADCASTING, "is almost as welcome around these parts as a letter from the folks at home."

AAAA and ANA to Pass on NAB Plan For New Radio Bureau of Circulations

ANOTHER step in the project toward creation of a Radio Bureau of Circulations occurs next Friday in New York with presentation of the full plan by the NAB to radio committees of the American Assn. of Advertising Agencies and the Assn. of National Advertisers. Hugh Feltis, KFAB Lincoln, former chairman of the Research Committee and now a member of the NAB Board, will make the presentation to the joint meeting at the Biltmore, with ANA the host.

Simultaneously, NAB President J. Harold Ryan announces appointment of Roger Clipp, WFIL Philadelphia, as the new chairman of the Research Committee. He served as chairman of the technical subcommittee in formulating the coverage plan. Messrs. Ryan and Clipp and Paul F. Peter, research director of the NAB, also will participate in the presentation.

The plan, proposing a standard method of coverage measurement for all radio, was unanimously approved by the NAB Executives War Conference in Chicago last month. A permanent bureau would be set up to operate the project, which would entail a controlled mail ballot every two years to one million families at an estimated cost of $1 each. The cost would be absorbed by subscribing stations.

Before the plan can be effectuated, approval of both ANA and AAAA is required. The AAAA Radio Committee already has indicated its approval [BROADCASTING, Aug. 28, Sept. 4].

New GF Series

GENERAL FOODS Corp., New York, on Oct. 2 starts a 13-week promotion for Jell-O with five-minute newscasts and quarter-hour transcriptions on three New York stations. Schedule calls for a thrice-weekly quarter-hour musical show on WOR and WNEW and five-minute newscasts thrice weekly, on WQXR and WNEW. Agency is Young & Rubicam, New York.

CBS Election Plans

CBS is understood to be planning rearrangement of its entire program schedule after 8 p. m. (EWT) election night, Nov. 7, indicating cancellation of at least part of its commercial schedule. Paul White, CBS director of news and special events, has called O&O news chiefs to New York for a meeting Sept. 24.

Welles' Postwar Series For Waltham Watch Co.

SUMNER WELLES, former Under Secretary of State will be heard on Mutual Wednesday 10-10:15 p.m. under commercial sponsorship beginning Oct. 11, in a series of talks on world peace and postwar policies. With no products to sell at present, Waltham Watch Co., Waltham Mass., will sponsor the program for institutional purposes omitting all middle commercials out of deference to the importance of Mr. Welles' topic.

Program represents Waltham's first major advertising effort in recent years, and its first network series. The basic Mutual network of 75 outlets has been ordered and other stations are being added. Tentatively titled *Time For Decision*, also the title of Mr. Welles' recently published book, the program will originate from Washington, Palm Beach or Maine, wherever Mr. Welles is located. Contract, for 52 weeks, was placed through H. B. Humphrey Co., Boston and New York.

Palmer Named Manager of KGO; Follows Searle

T. B. (Bev) PALMER, who has been chief engineer of KGO and the Blue's San Francisco operations since the formation of the Blue Network Co. in February 1942, has been appointed manager of KGO, Blue O&O station. He takes office immediately, replacing Don Searle, who moves to Hollywood Sept. 18 to take over his duties as general manager of the Blue's western division.

Mr. Palmer joined NBC in 1943 as studio field engineer serving successively as control relief supervisor, junior supervisor and, one week before he joined the Blue, field supervisor.

No. 2 Candidates Show Radio Flaws

Truman Reveals Nasal Tone Quality; Bricker Has 'Relaxed' Manner

By LOUIS FOLEY
Professor of English and Language Consultant
Western Michigan College of Education, Kalamazoo

A VERITABLE "presidential campaign of the air" is ahead. FDR is the past-master of the microphone. Gov. Dewey for voice appeal bids fair to run him a tight radio race. What about the No. 2 men? That question was posed to Prof. Louis Foley by the editors of BROADCASTING. His critical analysis of the FDR-Dewey radio techniques [BROADCASTING, May 15] have been widely quoted. Radio observers in recent days have detected a decided improvement in the radio delivery of Sen. Truman, presumably resulting from the tutelage of J. Leonard Reinsch, radio director of the Democratic National Committee, on leave from his post as director of radio of the Cox stations (WSB WIOD WHIO).

AND HOW about the runners for No. 2 position? Both Roosevelt and Dewey have been discussed in these columns as radio personalities, but there remains something to be said concerning the nominees for vice-president. They are prominent enough in their own right.



Prof. Foley

In that same fall of 1942, when Thomas E. Dewey's election to the governorship of New York broke a 20-year span of Democratic governors in the Empire State, John W. Bricker was breaking a record in Ohio by being elected governor for a third consecutive term. Harry S. Truman cannot qualify to make it a governors' foursome, but he has gained national distinction as chairman of an important committee in the Senate.

Truman's Speech

At the close of the Democratic convention in Chicago, there were reports to the effect that Senator Truman, the nominee for Vice-President, would campaign extensively, while the President would give most of his time to the war. The Missouri Senator appeared quite willing to undertake whatever might be expected of him.

The strategy of the Republican camp does not call for just such a division of labor. It seems a fairly safe guess, however, that Gov. Dewey will be too wise to enter upon the kind of over-ambitious speaking tour conducted by Willkie four years ago. At any rate, in Gov. Bricker he has a partner who has already earned considerable reputation outside of his own State, and who will surely be ready to do his part. So it seems likely that Truman and Bricker will figure prominently in the contest now shaping up. Probably they will both be heard increasingly often on the air.



SEN. TRUMAN

What sort of performance may we expect of them? From their previous public utterances we may form some notion of what they will have to offer.

Senator Truman's speech of acceptance at the convention in Chicago was brief enough that we can easily review it here:

"You don't know how very much I appreciate this very great honor which has come to the great state of Missouri. (Applause) There is also connected with it a very great responsibility, which I am perfectly willing to assume. It's been my privilege to be a United States Senator for the past nine-and-one-half years, and I expect to continue the effort which I have been making in that—uh—capacity as a United States Senator to help shorten the war and win the peace under the direction of the great—our great leader Franklin D. Roosevelt. (Applause) There's not much more that I can say to you, except that I accept the honor with all the humility that a—uh—uh—uh—citizen of the United States can assume in this position. Thank you very much."

Now of course it will be said at once that this was an impromptu speech, and that it is unfair to judge a man's speaking ability in such circumstances. With all due allowance, however, it may also be said that the true inward quality of a person's speech is best revealed when he is caught off guard. Then any pose which he may have cultivated will drop off, and he will just be his really natural self. Moreover, there is no need to insist too strongly upon the "impromptu" aspects of Truman's remarks at Chicago. After all, the Missouri Senator is 60 years of age, he has been prominent in politics for a good while, and he must surely have envisaged his nomination as at least a possibility for which to be slightly prepared in advance.

Senator Truman has been described as very "practical" in politics. As we listened to the convention by radio, it was easy to recognize in his voice and manner the personality of a man who is forceful in going after what he wants, and is not lacking in shrewdness.

We may well imagine, however, that he produces a better total impression by his physical presence than he can with his voice alone. To make friends and influence people in committee meetings or even in the open Senate, one can give a general impression that offsets, covers up, or reduces the effect of things that are shown up in all their rawness by the merciless mike.

Vocal Mechanics

In fact, the microphone at Chicago revealed more than the actual text as we have reproduced it here. It registered a certain nasality of tone which might soon become unpleasant to listen to; it marked the lip-laziness of enunciation in such words as "privlege", "uhsoom", and "it's been" which sounded exactly like "spin". But there is more in this matter than mere vocal mechanics in pronouncing words. Though Mr. Truman spoke for only one minute, his speech is noticeably wordy or repetitious. An experienced public speaker might be expected to say quite as much in even less time, besides saying it better.

In the few words of that acceptance speech, there is obvious emphasis upon the idea of his personal humility. His tone of utterance, however, did not strike us as being noticeably humble. He sounded indeed like a person rather well pleased with himself and quite confident of his complete worthiness. He was "perfectly willing" to assume the "responsibility", along with the "honor" which he "accepted".

There may appear to be a certain relationship between these remarks and something else which he had said a good while ago. He was, he said, not a lawyer—"just a farmer who happens to be in the Senate. But I understand words." So again what ostensibly begins as a modest self-abasement turns out to be more like a boast. Perhaps he did not fully realize how much of a boast it was. At any rate, an impartial observer may be permitted to doubt whether he really *does* "understand words" well enough to warrant any particular boastfulness.

Greats That Grate

He said that he *accepted* the "honor". He was not called upon, in fact, to do anything of the sort. Even if he had refused to be a candidate, the honor of having been nominated was already forever his. Then he spoke of his willingness to *assume* the "responsibility". That, however, he need not and cannot do unless and until he is *elected*; he can only seek to have that responsibility entrusted to him.

Moreover, in considering him as a speaker, it is pertinent to notice that his "understanding words" does not involve knowing how to handle them easily without unpleasant combinations of sound, as in "except to accept", especially with the two words practically identical in pronunciation as "uksept".

Explain it as one will, astonishingly often this phenomenon of sound-combinations which annoy or pointlessly attract attention will reveal upon analysis a misuse of a word or an inexactness of grammar. And he does not "understand words" well enough to realize that using *great* no less than five times in those few sentences makes it detract from the intended effect instead of heightening it.

On the opposing side, Gov. Bricker shows up less well in some re-

(*Continued on page 54*)



GOV. BRICKER

Republicans Styling Programs In Commercial Show Pattern

Ford Bond, as 'The Republican Reporter', Acts As Special Events Man on GOP Broadcasts

RADIO STAFF of the Republican National Committee has developed a new technique in political broadcasting by adapting the common practice in commercial broadcasting of using a special announcer, distinct from the one who identifies the station or network, to give the sponsor's sales messages.

Where the usual political broadcast opens with an announcer at the scene of the meeting announcing the speaker and describing the hall and the excitement of the crowd, the Republican technique eliminates the special events announcer and substitutes "The Republican Reporter," speaking from New York. Following the network identification and the courtesy announcement on behalf of the sponsor whose program was displaced by the political speech, "The Republican Reporter", Ford Bond, veteran network announcer, states the nature of the program, including the speech, in a style designed as an audience-building operation instead of a simple description.

True Commercial

When this "opening commercial" concludes, usually after about 20 seconds, program is switched to the scene of the meeting where the dignatory who is to introduce the Republican Presidential candidate steps to the microphone and, after a few seconds of applause, introduces Gov. Dewey in a single sentence: "Ladies and gentlemen, I have the pleasure to present the next President of the United States," leaving virtually the entire broadcast period for the main address.

If the speech should not fill the broadcast time, instead of switching to a network studio for two or three minutes of organ music the program goes back to Ford Bond who is standing by with a sheaf of Republican news items which he reads until the time is almost up, always concluding the broadcast with announcement of the next scheduled Republican talk.

Developed by Radio Director Turnbull, Assistant Radio Director Wells (Ted) Church, and Mr. Bond, this new political radio format is believed by the party leaders to make political broadcasts true commercial programs.

Special Programs

Revamping last week's broadcast schedule, the Republican National Committee added a broadcast by Congressman Everett Dirksen of Illinois on MBS, Sept. 13, 8:15-8:30 p.m.; canceled the broadcast scheduled for Sept. 14, and added a special program, *Governor Dewey's Neighbors*, on NBC, 9-9:30 p.m., Sept. 15. This broadcast comprised two pickups, one from Pawling, N. Y., with a group of Gov. Deweys' neighbors giving their estimates of him, and one from Owosso, Mich., where his boyhood friends and acquaintances did likewise.

During the coming week, the Republican candidate will be heard Sept. 18 on CBS and Sept 19, 21 and 22 on NBC as he addresses meetings in Seattle, Portland, San Francisco and Los Angeles. Next Monday, Sept. 25, he will broadcast on NBC from Oklahoma City.

SOCIALIST PARTY BUYS WQXR TIME

SOCIALIST Party is sponsoring talks by Norman Thomas and Darlington Hoopes, Presidential and Vice-Presidential candidates of the party, on WQXR New York, Sept. 17, 5:30-6 p.m. These talks are to be recorded for submission to the Army for shortwaving to the troops on Sept. 20, according to a spokesman at the party's New York headquarters last week.

Transcriptions of these talks will also be broadcast on 39 stations throughout the country, it was stated, and this plan will probably be followed for the four remaining programs to be sent to the troops overseas. Plans also are being made for other domestic broadcasts for the Socialists, but are not yet completed, it was said.

Blue Names Berry

GIL BERRY, assistant sales manager for the central division of the Blue Network, has been appointed sales manager, succeeding Joe Hartenbower, who became manager of KCMO Kansas City [BROADCASTING, Sept. 4], according to Ed Borroff, vice-president of the Blue central division. Mr. Berry was formerly sales manager of WENR Chicago spots sales and prior to that associated with NBC spot sales. Robert McKee, salesman, will take over Mr. Berry's duties.

NAB Code Committee Plans Oct. 12 Meeting

TO CONSIDER possible changes to the NAB code of ethics, to which most of the country's stations voluntarily subscribe, the NAB Code Compliance Committee will meet at the Roosevelt Hotel, New York, Oct. 12-13. Previously, a meeting had been scheduled for Sept. 25, following informal consideration of code provisions by the NAB Board of Directors in Chicago Aug. 31 after the Executives War Conference.

Richard Frankensteen, vice-president of UAW-CIO, has been invited to address the meeting. Interest attaches to his appearance, in view of the lively controversy over efforts of CIO to "obliterate" provisions of the code which ban the sale of time for the discussion of controversial issues.

Members of the code compliance committee are: William B. Quarton, WMT Cedar Rapids, chairman; William S. Hedges, NBC New York; Felix Hinkle, WHBC Canton, O.; Eugene P. O'Fallon, KFEL Denver; Arden X. Pangborn, KGW Portland, Ore.; Jan Schimek, CBS New York; Lee B. Wailes, Westinghouse stations.

Voting Precinct Meetings Arranged By Democrats for Political Broadcasts

SECOND radio campaign speech of Democratic Presidential Candidate Franklin D. Roosevelt will be broadcast on the full Mutual network, Oct. 5, 10-10:30 p.m. EWT, J. Leonard Reinsch, radio director of the Democratic National Committee, announced last week.

Talk to Teamsters

Broadcast will also include talks by Democratic National Chairman Robert E. Hannagan and Mrs. Gladys A. Tillett, assistant national chairman, and following the President's speech the network will be broken up into State groups for brief messages from state Democratic candidates for governor and senator. Approximately 125,000 voting precinct meetings will be arranged for listening to the broadcast, with a party worker in each district responsible for arranging a meeting of at least 10 of hs neighbors.

First Roosevelt broadcast, on Sept. 23, 9:30-10 p.m., as he addresses the convention of the International Brotherhood of Teamsters in Washington, will be broadcast on both CBS and NBC. Party has also purchased the 11-11:15 p.m. period on the Blue Network Sept. 20, for a talk by Quentin Reynolds, and the 7-7:30 p.m. spot on the Blue, Sept. 27, for a special women's program.

Party's farm series of quarter-hour programs to be broadcast in the early morning hours, chiefly between 6 and 7 a.m., on more than 30 stations from New York to the Dakotas, gets under way this morning on a Monday-through-Friday basis and continues right up to the end of the campaign, concluding on election day, Nov. 7. Series will feature interviews with Sen. Harry S. Truman, Vice-President Henry Wallace, Secretary of Agriculture Claude Wickard; James Patman, president, National Farmers Union and other party leaders as well as farmers, conducted by James Merrifield, farm director of the Committee. Programs are transcribed by NBC Radio Recording Division.

Free Time Granted Socialist-Laborites

Buy Quarter-Hours on WQXR KYA WABY; $100,000 Fund

AVAILING itself of the privilege of demanding free time equivalent to that granted candidates of other parties for acceptance speeches, the Socialist Labor Party has secured quarter-hour periods on the four major networks. The official acceptance speech of Edward A. Teichert, Presidential candidate, was broadcast on CBS Aug. 27. Vice-Presidential Candidate Arla A. Albaugh's acceptance was carried simultaneously on Blue and Mutual Sept. 16, 7-7:15 p.m. Technically not an original acceptance speech, a similar broadcast is scheduled on NBC Sept. 22, 10:45-11 p.m., with a talk by Mr. Albaugh on the CIO Political Action Committee, titled "Socialism Versus Hillmanism."

Considers Net Time

Party is considering buying one or two network broadcasts towards the close of the campaign. In the meanwhile, time has been purchased on WABY Albany, KYA San Francisco and WQXR New York for regular weekly quarter-hour broadcasts, with the KYA series already running and WQXR slated to start Sept. 29 each Friday, 10:30-10:45 p.m., continuing till Nov. 3. In addition, the party has or will have broadcast on commercial time talks by Mr. Teichert as he continues in a cross-country tour heading east, or by Mr. Albaugh on KSTP Minneapolis-St. Paul (and state network) Sept. 14; WHO Des Moines, Sept. 15; WGN Chicago, Sept. 23; WSBT South Bend, Sept. 24; WOWO Indianapolis, Sept. 25; WLEU Erie, Pa., Oct. 4. Party will present Eric Haas, editor of *Weekly People* and U. S. Senate candidate, on WQXR, 10:30-11 p.m., Sept. 18, in a talk on "Socialism Means Jobs for All."

Latter broadcast and a previous half-hour on the same station by Mr. Haas were two of five programs the party has selected to have rebroadcast overseas. The others are the Blue-Mutual program, the CBS and the NBC broadcasts.

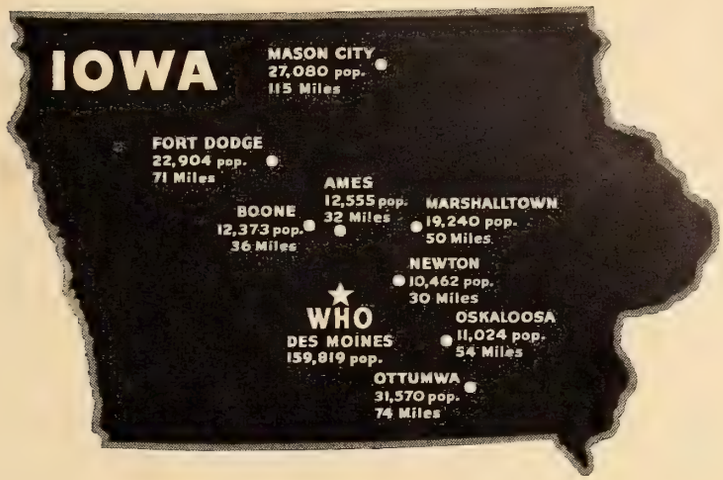
The party's overall campaign budget is $100,000, with radio allocation undisclosed.

Carey Salt Places

CAREY Salt Co., Hutchinson, Kan., begins sponsorship Oct. 16 of a five-minute transcribed program titled *Nothing But the Truth*, featuring Alexander McQueen, five times weekly on the following stations: WAPI WALA WSFA WRUF WMBR WIOD WFLA WALB WGST KWLM KMMJ WRDW WMAZ WTOC WJDX WFBC WIS WTJS WSM KVOD WOAI KFAB WOW WBAP KGHF KFXJ KLRA KFBI KTUL WHO KMA KFAM KXOK KGNC. Contract for 26 weeks placed by McJunkin Adv., Chicago.

REPORT NO. 6

ON STATION WHO'S HOOPERATINGS



At Left: The eight Outside Zone cities covered by the Hooper Radio Report (Winter, 1944) described below. Airline distances from Des Moines, plus 1940 populations, are shown.

DES MOINES is the only city in Iowa with population over 100,000—has less than 7% of Iowa's total people—contains only 5% of WHO's potential audience in daytime primary coverage area.

Hence Hooperatings for Des Moines may be practically worthless for evaluating WHO's influence outside the Des Moines City Limits.

To get the facts for you, we asked Hooper to survey Des Moines *AND* several other cities 30 to 115 airline miles from Des Moines. Eight were selected — five of the eight being within range of other Des Moines stations, and six of the eight having their own radio outlets.

The results are such as to amaze even the most enthusiastic of WHO's proponents. An excerpt:

WHO OUTSIDE ZONE—EVENING HOOPERATINGS
Share of Audience—Sunday thru Saturday

	WHO	OTHER NBC STATIONS	ALL CBS STATIONS	ALL MBS-BLUE STATIONS	ALL OTHERS
6 - 7 P.M.	69.2%	*	18.1%	9.7%	3.0%
7 - 8 P.M.	75.2%	*	14.8%	6.0%	4.0%
8 - 9 P.M.	61.0%	1.3%	20.2%	9.0%	8.5%
9 - 10 P.M.	63.2%	0.8%	21.0%	8.6%	6.4%
6 - 10 P.M.	66.9%	0.6%	19.6%	8.4%	5.5%

* No listeners found in sample.

Please note that, in the above Hooperatings, WHO was not compared with any one "competitive" station. WHO was stacked up against *all other groups and combinations of stations*. The evidence is that even if you use *all* other network stations in Iowa, and omit WHO, you cannot expect to get adequate coverage—you cannot secure as much listenership as if you had used WHO *alone!*

Ask us or Free & Peters to show you the complete Report. Without it, no fully informed evaluation of the Iowa radio situation is possible.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Scope of House FCC Probe Widened

Fly Interference With War Charged; Inquiry Now in Recess

By BILL BAILEY

TWICE leaving the current topic—investigation into the sale of WFTL Miami by Ralph A. Horton to the Fort Industry Co.—the House Select Committee to Investigate the FCC last week branched out into a three-phase probe which included, besides the WFTL case, charges that Commission Chairman James Lawrence Fly "interfered" with the war's progress, and inquiry into business transactions, dating as far back as 1932, of Arde Bulova, head of the Bulova Watch Co. and owner of several stations.

Chairman Fly was summoned before the Committee Friday morning for further examination by Rep. Louis E. Miller (R-Mo.) on secret testimony given the Committee in executive session by two "high-ranking Naval officers". Accompanying the FCC chairman were Commissioners Clifford J. Durr and Norman S. Case. Also present was former Commissioner T. A. M. Craven, who had been subpenaed.

Minority Demands Action

When the Committee assembled Rep. Miller announced he had learned that "certain possible results" detrimental to the "career of a high-ranking Naval officer" might come about if he questioned Mr. Fly. "Because of the future career of the Naval officer I feel it best not to continue," he said.

Following the meeting Reps. Miller and Richard B. Wigglesworth (R-Mass.), minority members, in a public statement called for Committee action demanding that President Roosevelt lift an executive ban against Army and Navy personnel appearing before the Committee.

In a news release late Friday Mr. Fly renewed the old feud between himself and Rep. E. E. Cox (D-Ga.), the Committee's first chairman; Eugene L. Garey, former general counsel, and Committee minority members, by asserting the Miller-Wigglesworth statement "follows the same pattern of unfairness and cheap political trickery established in the Cox heyday". He referred to Rep. Miller as "the St. Louis politician" and Mr. Garey as the "sometime counsel for this Committee".

Charging that Rep. Miller "chose to run out" after calling him for investigation, Chairman Fly said, "he continues to build up a continuous record which can only result in the degradation of the great congressional power of investigation".

Chairman Lea, meantime, adjourned hearings until mid-November.

"During the recess the staff will investigate several transfers, including the Bulova stations, and when the Committee meets again we'll take up the most important ones," said Rep. Lea. When hearings into the WFTL sale opened Sept. 5 John J. Sirica, Committee general counsel, announced his staff was investigating station transfers to ascertain whether the Commission was showing favoritism and whether FCC actions were within the Communications Act of 1934, as amended.

The WFTL phase was highlighted by the appearance of Andrew W. Bennett, Washington attorney, on a stretcher. Mr. Bennett, recovering in Garfield hospital, Washington, from an operation on an infected foot, was brought to the New House Office building by ambulance.

First inkling that the Committee plans to air the Bulova radio transactions came last Thursday morning when Russell M. Arundel, Washington, who described himself as a representative of several firms, including Bulova Watch Co., was questioned by Chief Investigator Robert Barker regarding his former association with Mr. Bulova.

Chairman Fly heard himself accussed of "interfering" with the military, prior and subsequent to Pearl Harbor, when Rep. Miller read into the record parts of confidential testimony given the Committee by Rear Adm. Stanford C. Hooper, USN, retired, former Chief of Naval Communications, and another "high-ranking Naval officer" whom Rep. Miller declined to identify.

Chairman Fly branded the various charges, as read by Mr. Miller, as "utterly false". He frequently clashed with the Congressman and at one point Rep. W. G. Magnuson (D-Wash.) declared: "If this doesn't stop I'll move to adjourn."

Mr. Fly challenged the identity of the second "high-ranking Naval officer" and Rep. Miller retorted: "I can't divulge his identity, for fear he might be given detached duty or some other reprisals might be visited." He charged Chairman Fly with instigating Adm. Hooper's "detached duty".

WMCA Sale Revived

Echoes of the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network board chairman, were heard last week when Rep. Miller, during questioning of Mr. Fly, declared he would ask the Committee to subpena the income tax records of Thomas G. Corcoran, former confidant of President Roosevelt, and Charles G. Guthrie, both attorneys for Mr. Noble at the time of the sale.

The FCC chairman declared he was ready "now or any time" to go into the WMCA sale. It was a majority vote of the Committee to defer further inquiry after hearing two days' testimony from Mr. Flamm last February that led to the resignation of Eugene L. Garey,

(*Continued on page 62*)



TRANSPORTED BY AMBU LANCE from Garfield Hospital Washington, where he is recover ing from an operation on his lef foot, Andrew W. Bennett, Wash ington attorney, spent more tha 3½ hours before the House Selec Committee to Investigate the FC last Tuesday, as a witness in th WFTL Miami sale by Ralph A Horton to Fort Industry Co. Re clining on a mobile stretcher, Mr Bennett identifies an exhibit hand ed him by John J. Sirica, Commit tee general counsel. Seated in cen ter background is Mr. Horton.

Fly Reveals FCC to Limit Ownership of AM Stations

FCC REGULATIONS limiting the number of AM stations any one individual or corporation may own are not far distant, Chairman James Lawrence Fly disclosed last week before the House Select Committee to Investigate the FCC.

His assertion came in answer to a question by John J. Sirica, Committee general counsel, during inquiry into the sale of WFTL Miami by Ralph A. Horton to Fort Industry Co. In answer to the question: "Is there any rule or regulation of the Commission that limits the number of AM or standard stations one corporation may own?", Chairman Fly repiled in the negative, then elaborated as follows:

"The Commission has been sensitive to the problem of monopoly and overconcentration of control. I shouldn't be surprised but that at some early date there will be a limitation to the number of stations in the AM field any corporation can own.

Mr. Fly explained that the Fort Industry Co. owns seven stations and that "both big networks own that number, but most of their stations are 50,000 watts." He said Commission regulations have limited the number of FM stations to six and television outlets to five and added:

"There may be something comparable in the AM field." Pressed by Mr. Sirica as to why the FCC set a policy in the FM and television fields and didn't in standard broadcasting, the FCC chairman declared: "Because we got in the FM and television fields in the beginning."

Asked by Rep. Magnuson (D-Wash.), whether the Commission contemplates such a limiting regulation "in the near future" and whether the FCC had discussed "that subject recently", Chairman Fly asserted:

"Yes, the Commission has had some informal discussions when the issue has come up. It came up when the question of CBS divesting itself of the Charlotte station (WBT) was before the Commission. Columbia would have divested itself of the Charlotte station but would have retained a substantial interest and also a substantial interest in Lincoln (KFAB).

"We have informally discussed something applicable in the AM field, comparable to that in the FM and television fiields."

During the noon recess Mr. Fly said that while no definite policy has been reached by the Commission, there was a general feeling that AM station ownership should be limited to the "present maximum". Pressed further to explain the "present maximum", Mr. Fly said CBS owns eight stations; Fort Industry owns seven, NBC "that number" (NBC owns six stations) then commented: "I doubt whether Columbia would want to cut back."

He indicated, however, that he felt the maximum should be based on the present gross number of stations, which would be eight—owned by CBS. He declined to comment as to minority interests, other than to refer to his testimony before the Committee which gave rise to the speculation that Columbia's proposed 45% interest in KFAB Broadcasting Co. was looked upon by the Commission as too big for a minority holding.

"I wouldn't vote now," said Mr. Fly when asked by BROADCASTING for further details. "I'd have to study the situation. The Commission would hold hearings, I presume, and give it serious study before any action is taken.

Fear of Control

"Unless we place a limitation on the number of stations in the AM field, one of these days a handful of big corporations will control radio."

There was speculation that the Commission might be considering limiting the number of stations to be owned to six, in view of Mr. Fly's statement that the AM limi

(*Continued on page 67*)



The Navy Calls It "Recognized Risk"

The Navy will take a chance on losses . . if the chance for gain is big enough. In war that seems to pay off.

But there is no need for any risk-taking in Baltimore radio time buying.

You have a safe bet . . . when you choose your station on the three-way basis so many shrewd time buyers are adopting these days. Choose your station on the combination of . . . *Coverage*, *Popularity*, *Cost-per-listener*.

This sound principle proves that W-I-T-H produces more listeners for less money than any of the four other Baltimore stations.

If you have a job to do in this, the 6th largest market of the country, when you choose radio . . . choose W-I-T-H, the successful independent station.



W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

FCC Hearings on Allocations Expected to Run Full Month

Appearances Filed by 60, Including 21 From Broadcast Groups; Daily Sessions Probable

WITH THE filing of appearances last week by 60 parties in all phases of radio and communications as well as a substantial number of newcomers, public hearings to run at least a month from Sept. 28 are foreseen by FCC officials in the unprecedented proceedings destined to shape the postwar allocations for all radio services.

While many of the companies did not specify time to be consumed, quick estimates were that the proceedings unquestionably would run through most of October. The hearings probably will be held from 10:30 a.m. to 5 p.m., Mondays through Fridays, with the Commission sitting en banc. Customary practice has been for a luncheon recess between 12:30 and 2.

Entire Spectrum Embraced

Of the 60 appearances, 21 are from groups or interests identified with broadcasting or in related television or FM fields. From the radio standpoint, testimony dealing with the new broadcast services will predominate. Testimony also will be adduced, however, for proposals to extend existing broadcasting band below the present 550 kc limit to provide three additional 10 kc channels (540, 530 and 520 kc).

Basic technical evidences will be by the Radio Technical Planning Board, created a year ago by industry groups in cooperation with the FCC, to devise recommended allocations looking toward postwar developments. The entire spectrum, ranging from 10 to 30,000,000 kc, will be covered. RTPB had not filed its formal appearance last Friday when BROADCASTING went to press but had received permission to submit it after the Sept. 11 deadline had expired.

The FCC is expected to issue shortly a statement on the order in which testimony will be heard from groups and the estimated time of appearances. The Commission is shooting for a Dec. 1 deadline in preparing its recommendations in compliance with the suggestion from the State Dept. that plans be whipped into final shape for forthcoming postwar international telecommunications conferences on allocations.

The Commission already has indicated the order in which services will be heard, listing the broadcast services at the top of the 17 different categories to testify. This testimony will include the reports of each of the RTPB Panel chairmen [BROADCASTING, Aug. 21]. Approximately 10,000 licensees, as well as other interested groups, are receiving notices of the proceedings.

The plan is to have the examination conducted by Charles R. Denny, FCC general counsel, and George P. Adair, chief engineer. It is presumed both technical and economic testimony will be offered by the Commission through its own witnesses.

J. Harold Ryan, NAB president, pursuant to action of his board, notified the FCC that NAB would testify on the importance of all broadcast services to the social and economic life of the nation. Witnesses will include Paul F. Peter, research director.

FM Broadcasters Inc., through Philip G. Loucks, general counsel, notified the FCC that President Walter J. Damm will testify on various aspects. His testimony will include estimated requirements for FM broadcasting on a nationwide basis and subsidiary services such as relay, pickup and studio transmitter link. Representatives of receiving set manufacturers will offer technical testimony on set design problems and their effects upon allocation. This will cover studies made jointly by GE, Stromberg-Carlson and Zenith. C. M. Jansky Jr., consulting engineer, will testify as chairman of RTPB Panel 5 on FM broadcasting.

Other broadcast groups and their witnesses include:

CBS: Paul W. Kesten, standard, FM, television, international broadcast; Frank Stanton, all aspects except international; William B. Lodge, all aspects except international; Peter C. Goldmark, television and relay systems.

Iowa Broadcasting Co., Des Moines: T. A. M. Craven, former member of the FCC, and Worthington C. Lent, consulting engineer, on allocations for FM and television.

Don Lee Network: Lewis Allen Weiss, Frank M. Kennedy and Harry R. Lubcke, on FM and television allocations and experience as licensees.

NBC, including RCA, RCA Communications and Radiomarine: all phases with Thomas E. Harris and G. B. Margraf as attorneys. Witnesses not specified.

Stromberg-Carlson (WHAM Rochester): W. F. Cotter, on standard and FM; Dr. G. R. Town, television, and Dr. R. H. Manson, RTPB and FM Broadcasters Inc.

Television Broadcasters Assn., through Allen B. DuMont and William A. Roberts. Allen B. DuMont Labs. (WABD): Dr. T. T. Goldsmith.

Finch Telecommunications Inc., on facsimile, with the following witnesses: Paul Loyet, WHO; J. R. Poppele, W. H. Singer, WOR; G. W. Lang, WGN; R. J. Rockwell, WLW; H. K. Carpenter, WHK; H. E. Smith, WOKO; A. D. Ring, KSTP.

Balaban & Katz Television Productions, through Paul Raiborne.

WNYC New York, through M. S. Novik on allocations for facsimile use by municipal agencies and departments.

Raytheon Mfg. Co., all phases, through Joseph Pierson, former president of Press Wireless; James B. Ferguson, Percy L. Spencer, and John C. Trump.

Also in the broadcast line, the National Assn. of Educational Broadcasters, through Carl Menzer, stated it desired to be heard on further needs of education in the FM spectrum. The U. of Michigan, Interlochen, through Joseph Moddy, professor of radio and music instruction, said it desired to show the need for additional channels for educational networks and would defend the 200 kc channel for FM.

The American Vocational Assn., through William D. Boutwell, will present testimony on postwar needs of vocational education.

Other educational groups include State Dept. of Education, Baltimore, through four witnesses; National Assn. of State Universities, Columbus; National Congress of Parents & Teachers, Chicago; Dept. of Education, Columbus. The National Education Assn., writing for the Georgetown Graduate School, said it wanted to explore the possibility of a network for Jesiut colleges in the U. S. using FM. The witness will be Rev. Hunter Guthrie, dean, Georgetown Graduate School.

World Wide Broadcasting Corp., which protested failure to allocate for direct international broadcasting in the recommendations of the Interdepartment Radio Advisory Committee, at hearings last month by the State Dept., asked to be heard on that subject through Walter S. Lemmon, president; E. K. Cohan, technical director, and Mark MacAdam. On the same subject, the CIAA asked to be heard through John W. G. Ogilvie, director of the Radio Division of the Government wartime agency. OWI, through Llewellyn White, will testify on international broadcasting and worldwide distribution of news and pictures.

Associated Broadcasters Inc., licensee of KSFO and several West Coast international shortwave transmitters, also filed an appearance on international allocations to be covered by J. E. Patt, director of engineering.

Several city and state groups, as well as telephone companies and utilities, filed appearances on use of facilities for non-broadcast services, such as police, fire and forestry protection, geophysical and emergency communications.

RCA, Press Wireless, Tropical Radio, Mackay, AT&T and Western Union asked to be heard on various communications aspects. Western Union specified it wanted to be heard on plans for an ultra-high frequency network of radio relay stations, presumably to compete with AT&T.

John V. L. Hogan, president of WQXR New York and a consulting engineer, filed an appearance for the Research Council, Academy of Motion Picture Arts & Sciences, Hollywood. Dr. A. N. Goldsmith, consulting radio engineer identified prominently with RTPB, filed a separate appearance.

Radio Manufacturers Assn. said it would send one representative, to testify on data of general interest to Association members.

Among other appearances are: American Radio Relay League, through K. B. Warner, managing secretary, on amateur requirements; D. W. Lentzel, president of Aeronautical Radio Inc., on aviation requirements, and Raymond M. Wilmotte, consulting radio engineer, on railroads and allocations for communications services.

Miscellaneous appearances included those of the American Trucking Assn., International Municipal Signal Assn., Edison Electric Institute and Edison Illuminating Co., H. G. Fisher & Co., Chicago, on shortwave diathermy; Assn. of Taxicab Owners, on use of two-way shortwave communication for taxicab control; American Surgical Trade Assn., Chicago; Parker Bros. & Co., Houston, tugboat owners, XELO Chihuahua, Mexico, which desired to send a representative to observe the proceedings.

RTPB NAMES BAKER FOR ANOTHER YEAR

W. R. G. BAKER, vice-president of General Electric Co., was reelected chairman of the Radio Technical Planning Board for another year as were all other officers of the organization, at a meeting held last Thursday at the Hotel Biltmore New York. Meeting, attended by about 35 members, also discussed plans for the presentation of the findings and recommendations of various Panels to the FCC during the allocation hearings to start in Washington on Sept. 28.

Reelected officers, in addition to Dr. Baker, are: Dr. Alfred N. Goldsmith, consulting radio engineer, vice-chairman; Bond Geddes, executive vice-president, Radio Manufacturers Assn; treasurer, L. C. F. Horle (consulting engineer), coordinator; W. B. Cowilich, assistant secretary, Institute of Radio Engineers, secretary, Mrs. Martha McKinzie, General Electric Co., assistant secretary.

Question of RTPB's continuance following the completion of the FCC hearings was discussed, with a general agreement that even after allocations have been made there will still be a lot of work needed by some if not all RTPB panels, particularly those dealing with problems of services operating in the higher radio frequencies which have not as yet been fully explored, and so the RTPB should continue to function during the immediate future at least.

Now Col. Marcy

LT. COL. ALFRED R. MARCY, former chief engineer at WFBL Syracuse, now stationed in Hawaii, has been promoted to Colonel. He was the first member of the WFBL staff to enter the service.

Breakdown of 880 kc Clear Channel Is Proposed in KGA-Wasmer Petition

BREAKDOWN of the 880 kc clear channel is proposed in a petition and accompanying application filed with the FCC last week by Maj. Louis Wasmer, operator of KHQ and KGA Spokane, in which modification of Sec. 3.25 (a) of the Commission's Rules and Regulations is requested to permit simultaneous nighttime operation by KGA with WABC, CBS key station in New York.

Application also seeks to increase the power of KGA to 50,000 w, but would operate with its present 10,000 w equipment "for the duration". KGA is now assigned to 1510 kc with a directional antenna. Maj. Wasmer is now on active duty in Washington with Army Air Forces in communications.

No Effect on WABC

In view of the fact that the "applicant has been informed, and upon such information alleges that the ultimate use of this amount of power upon the frequency 880 kc, may be authorized at the location proposed, or some other suitable site to be selected, petitioner believes that the operation of KGA at its present location and with the present equipment and power ... will not in any respect adversely affect the service" of WABC. Engineering data is offered to substantiate the KGA case for 10 kw and also at the increased power.

It is also pointed out that under the "duopoly" ruling of Sec. 3.35, the applicant is faced with the necessity of disposing of one of his two stations. License renewal hearings for the two outlets are scheduled for Oct. 10. KHQ is a NBC outlet, while KGA is on the Blue.

The modification, to make possible the proposed operation of KGA involves shifting of the frequency 880 kc from part (a) of Sec. 3.25 to part (b). Those channels listed in part (a) provide for class I stations, and also "one or more class II stations operating limited time or daytime only. Part (b) includes both class I and II stations.

DON DUNPHY and Bill Slater will do play-by-play and Bill Corum the color on 1944 World Series on MBS beginning Oct. 4, sponsored by Gillette Safety Razor Corp., Boston.

here comes

THE BIGGEST SHOW IN TOWN!



Radio's greatest promotion "goes all out" Sept. 17!

Building audience for the strongest line-up of network radio ever offered, the stations of the Columbia Broadcasting System are firing today the opening guns of the strongest campaign of program promotion ever undertaken.

Powerful and novel use of radio itself, as well as of newspapers, of posters and cards and collateral media, combine to present to the American public the most attractive and pressing invitation to *headline* entertainment ever offered. The CBS night-time line-up is indeed "The Biggest Show in Town" throughout the United States —and this campaign presents it proudly—urging early and constant listening purely on the merits of its superb entertainment.

The following pages give you a glimpse of the skilfully planned "arms" of the campaign for—

"The Biggest Show in Town!"

THE BIGGEST SHOW IN TOWN

on the air...



1. Live Announcements— in which CBS stations remind their audiences constantly of new and pleasant listening "coming right up"—at a conservative average rate of 1400 a day.

2. Star Recordings by CBS Evening Headliners — The audience of each CBS station hears the actual voices of the stars in informal teaser-invitations to listen to their next regular programs.



KATE SMITH



GEORGE BURNS AND GRACIE ALLEN



GARRY MOORE AND JIMMY DURANTE



FRED ALLEN



FANNY BRICE

3. SPECIAL RADIO "GUEST CRITICS" — The big-timers —Fred Allen, Kate Smith and Ted Collins, Fanny Brice, Jimmy Durante and Garry Moore, George Burns and Gracie Allen, and others, take turns (in a surprise series of special daily recordings) in telling the audience frankly *not* about their own programs—but *about their friendly rivals on the CBS "Biggest Show in Town."*



—in hundreds of Great Newspapers throughout th



.S., CBS stations present

Big 1000-line and 1200-line advertisements to proclaim the best-of-listening for every evening of the week—in over 200 cities and towns throughout the nation—bought and paid for jointly by CBS stations and the Network.

The amazing illustrations are from the pen of the dean of American theatrical illustrators—Al Hirschfeld of *The New York Times.* Composed in the true spirit of big-time entertainment, the advertising sharks tell us that these advertisements will reach new highs in readership. Certainly they'll make "listenership!"



—and throughout the stations and



etail stores of 141 trading centers



PROGRAM-PRODUCT POSTERS like those shown here in miniature—and postcards reproducing them—are flying out over the land to focus attention, especially at the point-of-sale, to the 70 sponsored products of the brilliant pageant of CBS programs.



"THE BIGGEST SHOW IN TOWN"—tonight and every night

These stations of the CBS Network

Akron ..... WADC	Dayton ..... WHIO	Lincoln ..... KFAB	St. Louis ..... KMOX
Albany, Ga. ..... WGPC	Decatur ..... WSOY	Little Rock ..... KLRA	Salt Lake City ..... KSL
Albany, N.Y. ..... WOKO	Denver ..... KLZ	Los Angeles ..... KNX	San Antonio ..... KTSA
Albuquerque ..... KGGM	Des Moines ..... KRNT	Louisville ..... WHAS	San Francisco ..... KQW
Anderson ..... WAIM	Detroit ..... WJR	Macon ..... WMAZ	Santa Fe ..... KVSF
Asheville ..... WWNC	Du Bois ..... WCED	Mason City ..... KGLO	Sarasota ..... WSPB
Athens ..... WGAU	Duluth ..... KDAL	Memphis ..... WREC	Savannah ..... WTOC
Atlanta ..... WGST	Durham ..... WDNC	Meridian ..... WCOC	Scranton ..... WGBI
Atlantic City ..... WBAB	El Paso ..... KROD	Miami ..... WQAM	Seattle ..... KIRO
Augusta ..... WRDW	Erie ..... WERC	Milwaukee ..... WISN	Shreveport ..... KWKH
Austin ..... KTBC	Evansville ..... WEOA	Minneapolis-St. Paul ... WCCO	Sioux City-Yankton ... WNAX
Baltimore ..... WCAO	Fairmont ..... WMMN	Missoula ..... KGVO	South Bend ..... WSBT
Bangor ..... WABI	Fort Myers ..... WINK	Montgomery ..... WCOV	Spartanburg ..... WSPA
Beckley ..... WJLS	Frederick ..... WFMD	Muncie ..... WLBC	Spokane ..... KFPY
Binghamton ..... WNBF	Fresno ..... KARM	Nashville ..... WLAC	Springfield, Ill. ..... WTAX
Birmingham ..... WAPI	Gloversville ..... WENT	New Orleans ..... WWL	Springfield, Mass. ..... WMAS
Bisbee ..... KSUN	Grand Forks ..... KILO	New York ..... WABC	Springfield, Mo. ..... KTTS
Boston ..... WEEI	Great Falls ..... KFBB	Oklahoma City ..... KOMA	Stockton ..... KGDM
Buffalo ..... WKBW	Green Bay ..... WTAQ	Omaha ..... KOIL	Syracuse ..... WFBL
Burlington ..... WCAX	Greensboro ..... WBIG	Orlando ..... WDBO	Tampa ..... WDAE
Cedar Rapids ..... WMT	Harlingen ..... KGBS	Paducah ..... WPAD	Topeka ..... WIBW
Champaign ..... WDWS	Harrisburg ..... WHP	Parkersburg ..... WPAR	Tucson ..... KTUC
Charleston, S. C. ..... WCSC	Hartford ..... WDRC	Peoria ..... WMBD	Tulsa ..... KTUL
Charleston, W. Va. ..... WCHS	Hopkinsville ..... WHOP	Philadelphia ..... WCAU	Uniontown ..... WMBS
Charlotte ..... WBT	Houston ..... KTRH	Phoenix ..... KOY	Utica ..... WIBX
Chattanooga ..... WDOD	Indianapolis ..... WFBM	Pittsburgh ..... WJAS	Washington ..... WTOP
Chicago ..... WBBM	Ithaca ..... WHCU	Portland, Me. ..... WGAN	Waterbury ..... WBRY
Cincinnati ..... WCKY	Jacksonville ..... WMBR	Portland, Ore. ..... KOIN	Watertown ..... WWNY
Cleveland ..... WGAR	Jamestown ..... KSJB	Providence ..... WPRO	Wausau ..... WSAU
Colorado Springs ..... KVOR	Kalamazoo-Grand Rapids ..... WKZO	Quincy ..... WTAD	West Palm Beach ..... WJNO
Columbus, Ga. ..... WRBL	Kansas City ..... KMBC	Richmond ..... WRVA	Wheeling ..... WKWK
Columbus, Ohio ..... WBNS	Keene ..... WKNE	Roanoke ..... WDBJ	Wichita ..... KFH
Cookeville ..... WHUB	Knoxville ..... WNOX	Rochester ..... WHEC	Wichita Falls ..... KWFT
Corpus Christi ..... KEYS	Kokomo ..... WKMO	Sacramento ..... KROY	Worcester ..... WTAG
Dallas ..... KRLD	Lawrence ..... WLAW	St. Augustine ..... WFOY	Youngstown ..... WKBN
Danville ..... WDAN			

This is CBS . . . the Columbia Broadcasting System



Campaigns for Cold Weather Remedies Planned as Autumn Season Approaches

MOST RADIO campaigns for medcines to fortify against cold weather are now under way, with a few starting in early October.

Smith Bros., Poughkeepsie, N. Y., in a 26-week campaign for cough drops, starting about Sept. 18 will use one-minute live and transcribed spot and chain break announcements on some 100 stations in the Smith Bros. markets throughout the country. Agency is J. D. Tarcher & Co., New York.

Pierces' Proprietaries, Buffalo, in a 38-week campagin that started Sept. 5, is using five minute and quarter-hour news programs and one-minute transcribed spot announcements on some 120 stations at the rate of approximately six announcements per week for Dr. Pierces' Favorite Prescription, Vitamins, Pellets and Golden Medical Discovery. Agency is Duane Jones Co., New York.

Grove Active

Grove Labs., St. Louis, which has already started some radio promotion of 4-Way Cold Tablets, begins its major efforts early in October, using five, ten and quarter-hour news and musical programs on about 100 stations. One-minute live and transcribed spot and chain-break announcements at varying intervals will also be used. Tablets are advertised on the Leland Stowe program, Sunday 1:55-2 p.m. on the Blue network. Agency is Donahue & Coe, New York. Product will also be promoted on a new program, *Lanny and Ginger*, starting Oct. 2, Monday, Wednesday and Friday, 11:55-12 noon, on MBS. Agency on latter show is Russel M. Seeds Co., Chicago.

Ludens Inc., Reading, Pa., around Sept. 1 for 26 weeks, started about four transcribed announcements weekly on 140 stations for cough drops. Agency is J. M. Mathes Inc., New York.

Musterole Co., Cleveland (Musterole); Seeck & Kade, New York (Pertussin) and Olive Tablet Co., Columbus (Dr. Edward's Olive Tablets), all handled by Erwin, Wasey & Co., New York, in addition to using transcribed chain break and one-minute spot announcements at varying frequencies on a number of stations in their respective markets throughout the country, are also using, or planning, news and five- and ten-minute programs.

Vick Chemical Co., New York, two weeks ago began its fall and winter drive for VapoRub, Va-tro-nol, Nose and Throat Drops, Cough Drops and Vicks Inhaler. Transcribed and live spot and chain break announcements, five- and ten-minute and quarter-hour news and programs are being used on an undetermined number of stations. Vicks maintained a spot schedule throughout the summer, dividing promotion equally between cold products and Vitamin Plus. Approximately the same schedule is now being used to promote the Vick cold products Vapo-Rub and Va-tro-nol will be advertised on programs while cough drops and the inhalor are being promoted with chain break and spot announcements. All Vick products are being advertised on the CBS program, *Dangerously Yours*, Sunday, 2-2:30 p.m. Agency is Morse International, New York.

Pinex on 100

PINEX Co., Fort Wayne, Ind. (Pinex cough remedy), will begin sponsorship, Oct. 9, of one-minute announcements, quarter-hour programs and chain breaks on approximately 100 stations for 22 weeks. Agency is Russel M. Seeds Co., Chicago.

Local Pegler Spots

KING FEATURES Syndicate, New York, in releasing promotion material on its new columnist, Westbrook Pegler, suggested to 147 newspaper subscribers the use of local spot announcements to promote the column, which made its first appearance for King Features last Monday. In New York, the *New York Journal American* last week sponsored six chain-break announcements for a three-day period on each of the following— WEAF WJZ WOR. Placed direct.

New Pearson Office

OPENING of Kansas City offices by John E. Pearson Co., station representatives, effective Oct. 2, was announced last week by John E. Pearson, owner. Owen H. Balch, formerly general manager of KSAL Salina, Kan., will manage the new offices.

IT DIDN'T HAPPEN IN CHICAGO

Failure of Ryan and Damm to Discuss Merger —Charged to Conference Distraction—

WHO STOOD up whom apparently was the post-NAB Executives War Conference question on discussions looking toward a possible fusion of FM Broadcasters Inc., with the NAB.

In a letter to BROADCASTING on Sept. 7, Walter J. Damm, president of FMBI and directing head of the *Milwaukee Journal* stations, explained that he had made an engagement with J. Harold Ryan, NAB president, to discuss the matter of "cooperation" between the two trade associations but that Mr. Ryan had failed to appear. His letter to the editor stated:

"In accordance with the resolution of the Board of Directors of FMBI, adopted at its meeting in Chicago, Ill., on Aug. 28, 1944, accepting the NAB's invitation to confer on cooperation between the NAB and FMBI, I arranged with Mr. Ryan that afternoon to meet with him at 5 p.m. on Wednesday, Aug. 30, in my suite at the Ambassador Hotel. I was in my rooms, or within telephone reach in the hotel, from 7:30 p.m. Tuesday until 3 p.m. Thursday. Mr. Ryan did not keep the appointment, nor was any message received cancelling or postponing it."

Call Not Returned

When queried last Tuesday, Mr. Ryan asserted that he had made an engagement with Mr. Damm but that he could not recall whether it was for Wednesday or Thursday of the War Conference week. He said he had attempted to contact Mr. Damm on Wednesday and had left his name but that the call was not returned. Then, in the helter-skelter of War Conference activity, he had no occasion to check again until Thursday afternoon, only to find Mr. Damm had checked out.

Upon his return to Washington Sept. 7, Mr. Ryan declared he wrote Mr. Damm in detail asserting he did not know who stood up whom on the engagement and that if he had been at fault, he desired to apologize. He set forth in his letter the proposal that the respective spheres of activity of the two trade groups be explored and pointed out that as long as FMBI had a promotional or propaganda aspect, some barrier would be set up toward a total fusion. Mr. Ryan explained that the NAB was equipped to handle overall industry problems and that NAB and FMBI in effect represented two methods of doing the same thing. It was evident. Mr. Ryan stated last Thursday he had talked with Mr. Damm and had arranged to confer with him in Washington during the allocation hearings before the FCC, which begin Sept. 28.

WEST COAST HOOPER SHOWS SUMMER DIP

C. E. HOOPER Inc., New York, in a report on the Pacific network Hooper ratings for July-August, shows *Can You Top This* heading the list of "Top Ten" programs, followed by *Mr. District Attorney*, in second place, and *Crime Doctor*, third. The list continues with *Ellery Queen*, fourth, followed respectively by *Take It or Leave It*, Phil Harris, *Thanks to Yanks*, *Mr. & Mrs. North*, *Your Hit Parade*, and *Manhattan Merry-Go-Round*.

There is a drop in rating from the last report, and the report of a year ago in average audience, sets-in-use, and available audience. Evening listening shows a greater decrease than daytime listening.

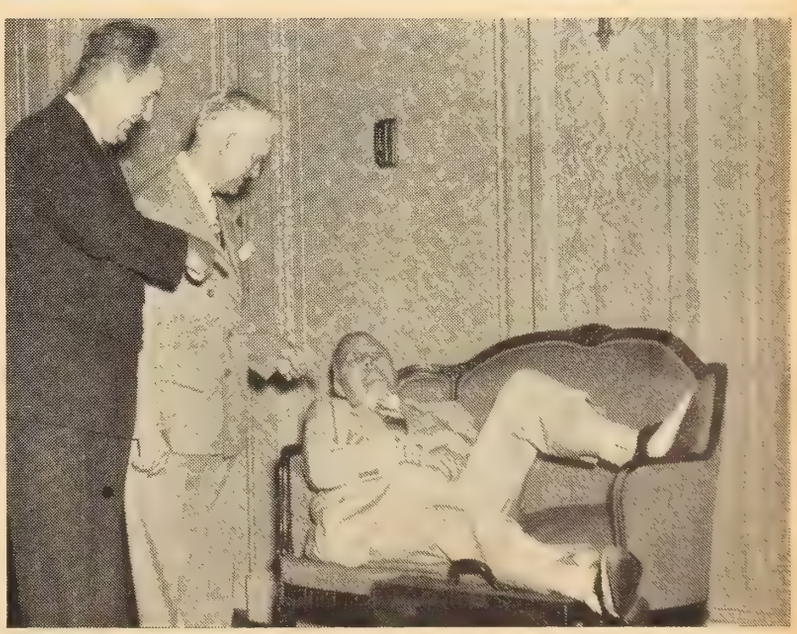
For the evening, the audience rating is 6.4, down 0.7 from last report, down 1.0 from a year ago; sets-in-use rating is 25.9, down 2.8 from last report, down 0.9 from a year ago; and available audience is 72.3, down 0.8 from last report, down 1.6 from a year ago.

The daytime ratings are as follows: Audience, 3.6, down 0.1 from last report, down 0.6 from a year ago; sets-in-use, 13.1, down 0.8 from last report, down 1.1 from a year ago; available audience, 65.3, down 0.6 from last report, down 2.1 from a year ago.

Consolidated Adds

CONSOLIDATED PRODUCTS Co., Danville, Ill. has announced the addition of four stations to its advertising schedule for promoting sales of Semi-Solid Buttermilk Emulsions. The four new stations are WCCO Minneapolis, KFEQ St. Joseph, KFAB Lincoln, and KPAS Pasadena. Agency is Bert S. Gittins Adv., Milwaukee.

Still Resting From Conference?



HEXED BY HIX! C. E. (Bee) Arney Jr., NAB secretary-treasurer, (reclining) got his inspiration at the NAB Executives War Conference from Sid Hix, cartoonist for BROADCASTING, who portrayed the NAB executive asleep on a park bench because the Palmer House had no rooms left [see page 202, BROADCASTING, Aug. 28]. Finger pointers are (l to r): Leslie C. Johnson, general manager of WHBF Rock Island, Ill., and Al Harrison, radio sales manager, United Press Assns., New York. Reporters have it Arney liked the idea so well he has moved a settee into his office to "catch up" on his rest, after War Conference.

Straus Advocates Congress on Radio

Says WMCA Plans Coverage As Soon as Made Available

PLANS of WMCA New York to broadcast sessions of Congress as soon as they are made available were disclosed last week in a letter written by Nathan Straus, president of WMCA, to Sen. Claude Pepper (D-Fla.), supporting his resolution to air Congressional proceedings. Copies of the letter, which revealed that Mr. Straus has tried without success to get permission to broadcast Congressional debates since his purchase of WMCA last November, were sent to the NAB and to station owners throughout the country in an attempt to poll industry opinion on the subject.

Informal station reaction has been against the Pepper plan. Moreover, Speaker Sam Rayburn of the House stated following introduction of the Pepper resolution that he was unalterably opposed to it and that he doubted whether it would get anywhere. Another legislator told BROADCASTING that if members of Congress wanted to try out the broadcast plan, they should air a typical day's activity in the office of each Congressman. He predicted that not a single legislator would be returned to office at the next election.

Letter Hits Incompleteness

Objection that the installation of radio equipment in Congress would violate privacy could be overcome by the installation of a switch at each seat so a member could disconnect the microphone when he rose to speak, the letter explains. The claim that "as it would be impossible to broadcast all congressional debate, the incompleteness of what the radio audience would hear might convey a false or misleading impression", the letter continued, "seems to have little validity. If it were sound it would apply with equal force to the printing in the daily papers of quotations or parts of speeches of members of Congress."

Mr. Straus stated further: "There is no justification for excluding from the radio arguments on which legislators base their decisions. To assert the contrary is to give enemies of the democratic process the opportunity to say that there is something to conceal. Radio can perform no greater service than to bring the deliberations of those who make our laws and guide our national destiny, into every American home."

Big Nyal List

NYAL PRODUCTS Co., Windsor, Ont. (drug products), has started spot announcement campaign on a large number of Canadian stations, and weekly quiz show on CFRB Toronto. Account was placed by A. J. Denne Co., Toronto.

British Advertisers Disclose Desire To Employ Radio on Commercial Basis

NATIONAL advertisers in Great Britain are deeply interested in use of radio on a commercial basis, according to a census taken by the Incorporated Society of British Manufacturers.

In sending a questionnaire to 450 national advertisers, the society found that 103 of the 205 replying firms expressed readiness to regard themselves as potential users of commercial radio after the war. Of the remaining 102, 63 were in categories which could not be expected to use commercial radio.

The bulk of pre-war radio users deemed their participation again as likely and showed preference for a British operated station, though not by a large margin. Before the war a number of European stations with strong signals carried commercial programs which reached the British audience.

Of 125 non-users of radio, 40 replied that they would use commercial radio, 67 that they would not. Among these non-users, 64 said they would favor opening one or more BBC stations for commercial sessions, with 45 replying in the negative. Asked if they would use a British commercial station, 40 of the non-users said yes and 61 said no.

Asked if they had any "rooted objections" to radio advertising, 5 of the pre-war users said yes, 68 no; 21 of non-users said yes, 80 said no.

* * *

Era of Salesmanship

POST-WAR growth will require international perspective, with an age of salesmanship heavily based on radio as a main factor, according to an article by Howard Thomas in the *London Star*. The writer points out that America, with its bolder and more expensive radio policy, has led the world in radio service. Therefore, he writes, radio must convey the prestige of Britain, the merits of British goods to the rest of the world.

Diamond Co. Spots

KING CUT DIAMOND Co., New York, has appointed Hirshon-Garfield, New York, to handle advertising. In line with an apparent trend within the diamond industry towards use of radio, King Cut is planning a spot radio campaign this year, using transcribed 30-second discs on an undetermined number of stations national, and may use network radio in 1945. A recent member of the same industry to enter the radio field, Louis Roselaar & Co., New York, diamond dealers, last August, made available transcribed and live spots and quarter-hour musical programs for placement locally by jewelers.

NAB-Net Conference

A MEETING to plan for a projected radio education conference, sponsored by the NAB and the four networks, was held Sept. 14 at New York U. with Robert MacDougall, regional director, as chairman. Cooperation of 60 stations in the northeast has been secured through the NAB's listener activities division. Conference is to be held sometime in December to discuss radio as an educational medium.

WAVE Recruiting Series Adds 12 New Programs

NAVY program *Something for the Girls*, a WAVE recruiting campaign, will be extended to include 12 more shows, following arrangements on the Coast. Recording for a series of 14 has been completed. Shows are recorded either as broadcast, as portions of the actual broadcast with the rest of the program rewritten and narrated for the discs, or they are programs made especially for the series

Programs being cut in New York for the latest series are: *Hour of Charm*, *Stage Door Canteen*, Andre Kostelanetz and Lily Pons, Sammy Kaye, U. S. S. Hunter (a special show from a WAVE training center), Allan Jones and Woody Herman. Tentative shows from the West Coast are: Bergen & McCarthy, Ginny Simms, Burns & Allen, Kay Kyser, Bing Crosby, Johnny Mercer.

THE KATZ AGENCY has been appointed representative of WHOM Jersey City, effective immediately. Station previously had no national representative.

OWI PACKET, WEEK OCT. 9

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 9. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Fuel Conservation	X	--	--	--	--	--	--
Christmas Mail	X	--	--	--	--	--	--
National War Fund	X	X	X	X	X	--	--
Paper Conservation	--	X	X	X	X	--	--
Careless Talk	--	--	X	--	X	--	--
Don't Travel	--	--	--	--	--	X	X

See OWI Schedule of War Messages 129 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Free Time Offered Dewey on WOSH

Candidate Given 37 Minutes For Answer to Roosevelt

FOLLOWING his letter of Sept. 7 to Stephen T. Early, secretary to President Roosevelt [BROADCASTING Sept. 11], announcing that his station would carry no more sustaining broadcasts of the President until after the November election Myles H. Johns, president of WOSH Oshkosh, Wis., wrote Gov. Thomas E. Dewey, Republican candidate for President, offering him 37 minutes free time "to be used at any time between now and the first week in November, at your convenience".

Mr. Johns informed Gov. Dewey that under Secs. 3.421, 3.423 and 3.424 of FCC Rules & Regulations for Broadcast Services, the station felt bound to give the Republican candidate equal time to answer President Roosevelt's address from Bremerton, Wash., which the station construed as a political talk.

"This offer is being made not because of any political beliefs or inclinations on my part, but rather to promote fairness and to comply with the FCC Rules & Regulations," Mr. Johns wrote Gov. Dewey. The station president sent copies of his letters to Mr. Early and Gov. Dewey to T. J. Slowie, FCC secretary, advising the Commission "This action has been taken not to raise any political issue, but rather to be sure that at no time will there be any question of my willingness to adhere to the FCC's Regulations and Practices."

A White House spokesman said the letter to Mr. Early had been referred to the Democratic National Committee, since the Committee would be paying for all of the President's time between now and November. The Bremerton speech was not construed, however, as political but rather as a report of the President to the people on his trip to Hawaii and Alaskan waters.

WRGB Video Test

WRGB Schenectady, the GE television station there, will promote five different products on Sept. 29 as a test demonstration of how department stores can utilize television on either a coaxial cable internal system or for general advertising on a regular telecast station Representatives from approximately 25 leading department stores will be guests of GE. Arranged in cooperation with the Associated Merchandising Corp., program will include commercials by Carters Underwear, Textron (new synthetic fabric), Elizabeth Arden's cosmetics; McCall's patterns and fashions; and the U. S. Time Corp. makers of Ingersoll watches. Cooperating with the station in program preparation are: Ted Long and Jo Lyons, of BBDO, who are working on the Carter spot; Jean Kuhne of J. Walter Thompson Textron agency; A. M. Behrens and Mrs. A. Winslow of Elizabeth Arden; S. Cunningham and W. J. Boyle of McCall's; and Edith Dunn of U. S. Time Corp.

For Outstanding Audience Promotion on

BLUE NETWORK PROGRAMS



. . . so reads the citation which was awarded to WFIL, by The Blue Network, as a result of a recent poll among Advertising Agency Account Executives.

Through the individual stations which comprise it, The Blue Network fulfills its obligations of service to the public and to the advertiser. The network and the stations fine work in acquainting the public with the programs broadcast over their facilities has merited the accolade of all advertisers. While all the stations on The Blue Network have done a magnificent job in the promotion of programs, WFIL is justifiably proud that its work has been cited outstanding.

We feel grateful to The Blue Network and to the advertising agencies using The Blue Network for their clients . . . for singling out WFIL for doing a job which we have always felt our duty to perform without any special recognition.

WFIL
560 KC

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

TO ADVERTISERS WHO ARE LOOKING SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in **your** industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you **how and why** this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.



WIS

COLUMBIA SOUTH CAROLINA

5000 WATTS • 560 KC



FREE & PETERS, Inc., National Representatives

STORER LETTER TO CHAIRMAN LEA

TEXT of the letter from George B. Storer, president of Fort Industry Co., to Chairman Lea of the House FCC investigating committee, dated Sept. 11, follows:

Dear Mr. Lea:

In order that the record before your Committee might be full and complete and the position of the Fort Industry Co. made perfectly clear, I should like to submit the following comments in connection with testimony heretofore taken before your Committee involving the acquisition by my company of Station WFTL Ft. Lauderdale, Fla.

Was The Price Paid For WFTL Unfairly Low?

The purchase price we offered Mr. Horton was $275,000. He accepted the offer six or seven days before he talked to Mr. Fly in Atlanta. One year and five months have passed, and Mr. Horton is still apparently satisfied with the deal. If he feels that he has been unfairly treated in any way, he should so advise us and we shall be glad to consider any reasonable request. Up to the time of this hearing, we had not been advised of any dissatisfaction with the deal by Mr. Horton but, quite to the contrary, we had been informed that Mr. Horton was most happy to have been relieved of the responsibility in the operation of WFTL, which was verified by his testimony in the present hearing.

The price we offered Mr. Horton, according to his own statement, represented a profit of $25,000, or better than 10% of his investment. At the time we made this offer, WFTL had been operating on 10,000 watts only two weeks. I think $25,000 profit on such a new enterprise is pretty fair.

If the Committee wishes to compare the fairness of our offer with others, suppose they take the case of the deal with Mr. Carl T. Hoffman and Mr. Stephen A. Vetter. Mr. Hoffman was to advance Mr. Horton $50,000 for which he was to obtain an ownership of 34%. This was on Dec. 30, 1942, after 10,000 watts had been authorized for WFTL. According to this, the station on that date was worth $150,000. Three and one-half months later, we offered $275,000, or $125,000 more than Hoffman did. Does this look like we were trying to cheat Mr. Horton?

The price we paid was actually above the market value of similar stations which changed hands at or near the same time. Only a few weeks after our purchase of WFTL, or on June 1, 1943, WDSU New Orleans was sold for $200,000. This is $75,000 less than we paid for WFTL in spite of the fact that New Orleans is a city of 500,000 population as contrasted with Miami with a population of 230,000, and WDSU has a substantially more lucrative network contract, being on the Blue Network.

Upon seeing Mr. Horton here in Washington at this hearing for the first time since the evening of April 6, 1943, I could not help but be impressed with his very apparent prosperous and healthy appearance as contrasted with his harassed and gaunt condition before we purchased WFTL. [Mr. Sirica has endeavored to convey the idea that WFTL was stolen from its poor defenseless former owner instead of having been purchased for more than $275,000 in cash. I wonder if the next investigation of this purchase will possibly be to determine whether we paid more than it was worth and hence were trafficking in wavelengths.] (Deleted from record on objection by Mr. Sirica.)

Was Mr. Horton Deceived on the Validity of the Hoffman-Vetter Contract?

Mr. Horton testified that both Mr. Bennett and myself informed him that in our opinion the contract between Mr. Horton, Mr. Hoffman and Mr. Vetter, dated Dec. 30, 1942, violated the Communications Act of 1934, as well as the Rules and Regulations of the FCC.

What Mr. Sirica has failed to bring out is that my opinion was formed and held in good faith at that time. So far as I am personally concerned, I still believe that the contract in question violated the Act and the Regulations. I, therefore, did not deceive Mr. Horton when I told him that was my opinion.

Did I Use a Priority on the Phone Call of April 6, 1943?

The photostatic records of the telephone company, in the possession of the Select Committee, conclusively show that the call of April 6, 1943, to Mr. Fly was *not* a priority call. A photostat of this record is also in my possession.

Any imputation in the press or in the record of this hearing to the contrary is entirely false and completely baseless.

Did We "Break" the Horton-Vetter-Hoffman Contract?

Mr. Sirica has repeatedly referred to our "breaking" the Hoffman-Vetter contract. Actually no such thing occurred. Carl Hoffman loaned Mr. Horton $30,000 and sold him equipment he valued at $15,000, or a total of $45,000. Less than six months later, Mr. Hoffman voluntarily surrendered his rights under the contract for $55,000. He made a profit of $10,000. I wouldn't call that "breaking" Mr. Hoffman's contract.

With respect to Mr. Vetter, the contract of December 1942 was an employment contract, and a bonus contract to reward him with a 10% interest in the station if he did a certain gross business.

In fact, we tried at intervals, from April 1943 to January 1944, to "take care of Mr. Vetter", as Mr. Horton says I agreed to do. But Mr. Vetter's demands were so exorbitant that we were unable to agree. However, on Jan. 12, 1944, we did come to an agreement with Mr. Vetter—to employ him for five years on exactly the same terms as had Mr. Horton, and to give him the exact money equivalent of a 10% ownership in the station. I wouldn't call that "breaking" Mr. Vetter's contract.

As a matter of fact, we agreed to pay Mr. Vetter $16,700 over and above what Mr. Horton agreed to pay.

My conscience is entirely clear of any misdeeds in this matter, and I would welcome a full and impartial investigation by Mr. Sirica or anyone else.

We would greatly appreciate the incorporation of this letter in the record.

New Advertisers Star Commercial Video Show

FASHION FROCKS Inc., Cincinnati, last week presented its first television program on WABD New York, the DuMont station. Power models displayed 15 dresses, with Helen Lewis as announcer. RKO Television Corp., New York, produced the program for Keelor & Stites Co., Cincinnati, with Thomas Hutchinson, producer and William Saulter, designer.

Another advertiser experimenting with television on WABD is Felix Tausend & Sons, New York, manufacturers of Cel-O-sheen Tablecloths. Tausend, Oct. 8, will present The Savoy Opera Guild in Gilbert and Sullivan's "Trial by Jury." The "commercial" will show glass, china and silverware from Black Star & Gorham, New York, displayed on Cel-O-sheen tablecloth. Program will be produced and directed by Norman D. Waters & Associates, New York, assisted by the Television Workshop.

Vogue Foundation Plans

VOGUE FOUNDATIONS Inc., Newark, is launching a spot radio campaign on five or six eastern and midwest stations, using women's participation programs from three to five times weekly. Drive started Sept. 14 on WMAL Washington and was to begin Sept. 18 on WCAU Philadelphia, WNAC Boston and WTAM Cleveland, with plans to extend to Chicago and Buffalo as time availabilities can be secured. Commercial copy, prepared in informal conversational style, aims to build up "Vogue Foundations" as a brand name. With only limited stocks of corsets and brassieres available, product promotion is limited to general descriptions, with no mention of price. Listeners are offered tips on what to look for in purchasing foundations. Agency is Williams Adv., New York.

Denver Delivers



Five and a Half Tons of Spending Money Daily

• Denver's biggest money-making concern, the United States mint, broke all previous records in coin production for the fiscal year ended June 30, 1944. Average daily production was five and a half tons and during the year stamped out 453,338,600 separate coins of all sizes, from half dollars to pennies.

Denver is frequently called "The Little Capital of the United States". Next to Washington, D. C., Denver is one of the principal administrative centers of the United States with 185 offices of departments, bureaus and divisions of the government which are on a permanent basis, representing all the departments whose heads are members of the President's Cabinet except State.

The Denver Mint, therefore, is just one of the government activities in this area which before the war employed 11,550 persons, who with several thousand additional employees in federal agencies with wartime and post-war functions will continue to have jobs and buying power when peace comes.

KLZ
Delivers the
DENVER
MARKET

Affiliated in Management with The Oklahoma Publishing Company and WKY, Oklahoma City

Represented by
THE KATZ AGENCY



COLORADO FARMERS are having one of their best years in history. Cash receipts from farm marketings during the first 5 months of 1944 were 25% greater than during the same period in 1943.



SEVENTY-TWO-YEAR-OLD Colorado Fuel & Iron Company at Pueblo, up to the war the largest producer of coal and steel west of the Mississippi, is today turning out the greatest volume of products and byproducts for war and civilian needs in its history.



THE CONTINUED PROSPERITY of Colorado's farmers, miners and industrial workers is reflected in Colorado's retail sales, up 6% the first six months of this year; and Denver's bank debits, up 12% during the same period.

Jenkins Tells Executives of Agencies Story of KSTP Promotion Campaign

THE STORY of the promotion campaign conducted by KSTP Minneapolis-St. Paul to effect the best possible audience relations, dealer relations and civic relations for the station and its advertisers, was presented by Ray C. Jenkins, KSTP commercial manager, to about 100 advertising agency radio executives at luncheon meetings held last Tuesday and Wednesday at the Hotel Ambassador, New York.

Farm Coverage

In addition to the daily program listings in the Twin City newspapers, KSTP uses two-column by eight-inch space daily to promote special programs, Mr. Jenkins reported. Other city promotion includes movie trailers, posters, billboards, car cards, window displays, participation in civic events, cooperation with civic, church and fraternal organizations.

In the station's rural areas, advertising is run in 344 country newspapers, a Farm Forum appears in paid space in 81 farm journals and 40 papers carry a column on the KSTP *Sunset Barn Dance*, while the station's farm director has a column in farm magazines. KSTP has exhibits at state and county fairs; its Barn Dance troupe has made personal appearances; the farm service director distributes memo pads listing the station's farm programs. A "Family Album", issued last spring, was purchased by 12,000 people who sent dimes to KSTP as a result of eight one-minute announcements.

For its advertisers, KSTP has developed what it calls "Planalyzed Promotion", individual direct mail campaigns to jobbers, dealers and distributors, each designed in accordance with the distribution problems of the particular advertiser. Lever Bros., General Mills, Procter & Gamble Co., Colgate-Palmolive-Peet are among those who have praised the system.

KPLM Transfer Sought

VOLUNTARY assignment of license of KPLM Minot, N. D. from John B. Cooley, sole owner, to a partnership composed of Mr. Cooley, Ethel H. Cooley and Carroll W. Baker, was requested in an application filed with the FCC last week. Purpose of the shift, according to the application, is to insure continuation in case of the death of Mr. Cooley. No money is involved in the transaction, but "valuable consideration" was given in application instead. Mr. Cooley holds major interest (80%) in the partnership, Minot Broadcasting Co., while remaining share is equally divided between E. B. Cooley, commercial manager of KPLM, and C. W. Baker, chief engineer.



RADIO GOES GI in the person o these ex-industry men now wit AES station Noumea in New Cale donia. Capt. Clifford A. Frin (seated), theatre radio officer fo the "Mosquito Network" of th South Pacific, goes over a script a (l to r) WO (jg) Robert LeMon S/Sgt. Lawrence Trombly, M/Sg Paul Masterson beam approva WO LeMond has been publicity di rector of KEHE Los Angeles, pro duction manager of KYA San Fran cisco, announcer at KNX Holly wood. Sgt. Trombly was formerl an engineer with KFRU Columbia Mo., and KSD St. Louis. Sgt. Mas terson has been an announcer wit KGER Long Beach, KOY Phoenix KMPC Beverly Hills, and with th Blue Network in Hollywood.

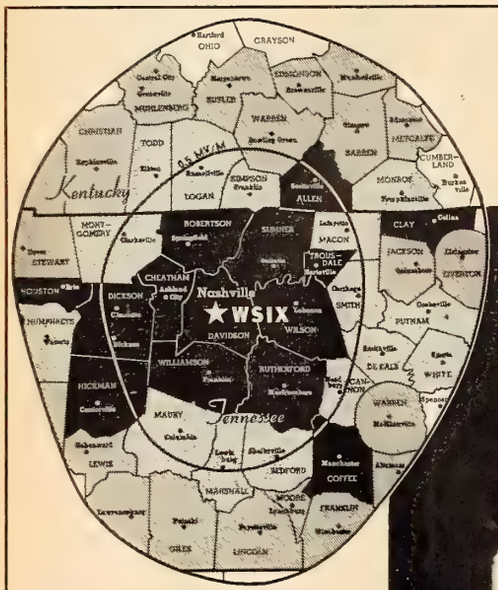
WOR WGN INCLUDEL IN LAMBERT 'QUIZ

LAMBERT PHARMACAL Co., St Louis, which last March started sponsorship of *Quiz of Two Cities* on local stations, last Sunday extended the feature to WOR New York and WGN Chicago. Utilizing a direct wire hook-up between the two Mutual stations *Quiz of Two Cities* presents a contest between teams of four from each city, Sunday 3-3:30 p. m. Through special cut-offs, the teams in each studio do not hear the questions given to the opposing team, and only the audience follows the score. Cash prizes go to the winners, and each participant and member of the audience receives Listerine Toothpaste, product promoted on the program.

List of stations now carrying the feature singly or in pairs includes, in addition to WOR WGN—WJR WGAR KRLD KOMO KGW WNAC WEAN WTIC KHJ KFRC KMOX WHO WOW WBEN WHAM KTRH. Agency is Lambert & Feasley Inc., New York.

Navy Conferences

BECAUSE of the accelerating pace of the war in the Pacific, the Navy has started a series of background news conferences for accredited correspondents of the four major networks, representatives of wire services, and newsmen from the Washington bureaus of leading newspapers. The deputy director of Navy Public Relations, Capt. George W. Campbell, USN, just promoted to that rank, held the first conference with radio and pressmen last Monday at 2:30 p.m., the hour set for the weekly meetings. Either the Navy Public Relations director, Rear Admr. Aaron S. Merrill, USN, or Capt. Campbell, will be present each week to answer questions and give general background news of Naval operations.



ARE YOU LISTENIN'?



5,000 WATTS
980 KILOCYCLES

NASHVILLE people listen to WSIX. Surveys prove how much more they listen morning and afternoon.

WSIX's listening area closely parallels the true trading area of Nashville — marketing, distributing and shipping center of a wealthy market. Within WSIX's Primary Area live 803,981 people (1940 census) who transacted a total retail business of $200,589,000 for the year ending 9-30-43 (Sales Management). WSIX's Primary and Secondary Areas together have a total population of 1,249,962. For low cost and high coverage it will pay you to use WSIX.

WSIX "The Voice of Nashville" NASHVILLE, TENN.

Member Station The BLUE Network and MUTUAL Broadcasting System.

The top network programs in news and entertainment are skimmed from BLUE and MUTUAL for WSIX broadcasts — no wonder Nashville listens!

THE KATZ AGENCY, *National Representatives*



the World of Other Things

People live in one world, yet always seek another. When they hear of new things, they want to taste them, feel them, see them, have them!

The story of a good product, well told via radio, will create desires.. lead to trial buys. It is thus that the difficult hump between seller and buyer is leveled, and in the quickest possible way. From then on, it's up to the product, and makers of good products welcome this sort of situation.

Manufacturers and distributors of consumer-goods will find, in the stations of Westinghouse, a most efficient present and post-war sales-force.. an irresistible force.. that moves objects off shelves and into homes.

Through Westinghouse stations, you can broadcast the story of your product to five great consumer-groups.. *our* audiences in the marketing-areas of Boston, Springfield, Philadelphia, Pittsburgh, and Fort Wayne. See NBC Spot Sales for available time.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • WGL

FRANK LEE Hat Co., Danbury, sponsor of Dale Carnegie in *Little Known Facts About Well-Known People* on 30 Mutual stations, Thursday 10:15-10:30 p.m., in a series of weekly ads in station cities during September calls attention to the personality to be discussed the same night. Local dealers receive the preceding Monday postcard editions of the newspaper ads, with the request to feature in their stores the hats to be highlighted on the program. Lee has just released the third in a series of portrait-and-poem store displays, built around prominent personalities discussed on the programs. Deviating from the customary highlighting of station, product, program and broadcast-time in program merchandising, Lee mentions these details inconspicuously in small print at the bottom of the promotion piece which measures about 16 by 9 inches.

Merchandising & Promotion

Poem & Portrait—Ticket Office Promotion
History—Token Holders—War Maps

Ticket Office Promotion

CORNER window of the downtown ticket office of the Louisville & Nashville and N. C. & St. L. railroads is being used for promotion by WLAC Nashville. Station maintains a billboard arrangement in the window with publicity "stills" of leading programs.

* * *

News Schedule

TO THOSE requesting tickets to NBC broadcasts at Radio City goes a complete schedule of news programs heard on WEAF, NBC's New York affiliate. Schedule is printed on an easel-type desk piece 12 by 3 inches.

News Coverage History

HISTORY of NBC's news coverage from 1931 through June 6, 1944, is related in text and pictures in a 176-page volume published in a limited edition by the network's promotion department under the supervision of Charles P. Hammond, director of advertising and promotion. Book is titled *The Fourth Chime*, from the extra note added to the three-chime NBC signature to summon operating and executive news personnel to their posts in time of emergency, a signal first used at the time of the Hindenberg disaster in 1937.

KXOK Booklet

LATEST sales brochure of KXOK St. Louis presents coverage data; listings of local advertisers and Blue Network and national spot advertisers; briefs of civic activities, promotion activities and talent, in addition to tabulations showing counties covered with number of families in each, retail sales and other data of interest to the radio advertiser. Illustrated and loose-leaf bound in heavy baby-blue paper, booklet was prepared by M. Medearis, promotion manager of KXOK and the *St. Louis Star Times*, which owns and operates the 5,000 w outlet.

* * *

KGER Brochure

LATEST promotion piece of KGER Long Beach, Cal. singles out the California warworkers as typical of the "1,000,000 or more 'ordinary guys'—men and women—who live in Los Angeles and Long Beach" and who spend part of their leisure time listening to the radio. Brochure defines KGER as "the people's station" and shows a war worker, carrying full dinner pail, with copy stating that KGER is the "ONE Southern California Station made for folks like Joe!"

* * *

WIBW Token Holder

LATEST promotion piece of WIBW Topeka, Kan., is a cardboard mailing piece, done in four colors, with a handy ration token holder attached. Copy says, "To keep your ration point change quickly available, use this handy token holder; to keep your Kansas sales volume on the increase, hire WIBW." A return postal attached brings current availabilities, a copy of the "Kansas Radio Audience for 1944," and extra token holders if desired.

* * *

Health Week

ANNUAL "Health Week" sponsored by 73 advertisers in the drug field and conducted by *Drug Topics*, trade publication, will be titled "National Health Aid Week" this year, Oct. 6-16, and will be promoted through the radio programs of the participating firms, about 90% of which use radio. Appropriate spot announcements are being offered to radio advertisers, and to individual network outlets by *Drug Topics*.

* * *

CBC Booklet

A BOOKLET outlining the school broadcasts for the 1944-45 school year has been published by the Canadian Broadcasting Corp., titled *Young Canada Listens*. The 52-page booklet gives the full program of school broadcasts, hints on proper reception, and a contest for teachers for a dramatized version of Robert Louis Stevenson's *Black Arrow*.

* * *

KVOA War Maps

MAMMOTH maps bearing the legend "Keep Tuned to KVOA for Complete War News" have been set up in one of the leading Tucson, Ariz., stores with the catch phrase "Watch the Allies Squeeze the Axis." Maps are changed daily to show advances on all fronts. One map shows the European theatre, the other the Asiatic.

NEW SPENDABLE INCOME

From this tri-state area comprising parts of Texas, Arkansas and Louisiana comes one-fifth of the nation's supply of oil and the second largest supply of natural gas. Increased activity in the exploration, drilling and production of this resource has meant increased spendable incomes for the people of this area. The most effective means of influencing the buying habits of these people is to place your advertising message on powerful, 50,000-watt KWKH.



KWKH
A Shreveport Times Station
SHREVEPORT, LOUISIANA
CBS ★ 50,000 WATTS
Represented by The Branham Co.



MAYOR EARL RILEY

MAYOR EARL RILEY OF PORTLAND SAYS:

"In all of Portland's many projects for the happiness and well-being of servicemen and women, KGW has played a leading part. We are grateful for the many fine examples of co-operation with Portland's own George A. White Servicemen's Center. The KGW broadcasts there always rate high in entertainment with the boys. By publicizing the Center in public service programs, KGW helps immeasurably in the recruitment of volunteers, without whose hard-working help the servicemen's snack bar wouldn't be the success it is."



Scenes from Portland's George A. White Service Center, reproduced on this page, indicate very inadequately the extent of the activities of this popular local "canteen". And, as usual, the KGW staff is "in there", putting a capable, collective shoulder to the wheel to help keep the Center going. By KGW standards public service programs must be interesting, entertaining and constructive.

THE STATION WITH EAR APPEAL
KGW
PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

Studio Notes

DURING its tenth year on the air, beginning Sept. 18, *Cavalcade of America* sponsored on NBC 8-8:30 p.m. by E. I. Du Pont de Nemours Co. will present ten programs selected from the outstanding broadcasts heard on the series in previous years. Agency is BBDO., N. Y.

KUTA Salt Lake City and five other Utah stations have granted to the *Deseret News* time on the air to answer charges that the paper had been attacked on an AFL broadcast carried by KUTA and the Intermountain Network. Fulmer Latter, Utah AFL president, spoke for the Union and George Sutherland, *Deseret News* editor, answered Mr. Latter's charges.

CANADIAN Broadcasting Corp. Toronto offices annual fall golf tournament is being held this year at Cedarbrae Golf and Country Club, Scarboro, on Sept. 25, with all those in the broadcasting industry in Toronto area invited.

COLUMBUS BOYS' Choir will present concerts of popular, classical and religious music in a weekly quarter-hour series to be heard on Mutual from WHKC Columbus beginning Oct. 1.

IN COOPERATION with the fashion department of the *N. Y. Times*, now owner of WQXR New York, station will present a series of four broadcasts highlighting the opening Oct. 24 of the newspapers third annual fashion show. Alma Dettingers regular 11-11:30 a.m. period on WQXR will be turned over to discussion of fashions and the show itself by various members of the industry on Oct. 4, 11, 18, 25. Programs will be jointly conducted by Miss Dettinger and Virginia Pope, Times fashion editor, and originator of the show.

CITY COLLEGE of New York on Sept. 28 will start a 15-week television (non-technical) and radio announcing and dramatic course, both in the evening. Course will be conducted by Gerald O. Kaye, advertising manager of Bruno Inc., commercial television consultant to RCA, New York. Jo Ranson, publicity director and Ted Cott, program director of WNEW New York, will instruct radio classes.

Blue Demonstration

DEMONSTRATION of radio's worldwide news-gathering facilities was given Sept. 13 before the Washington Rotary Club by the Blue network. Correspondents were brought in from Belgium, Pearl Harbor and Chungking. Earl Godwin, Blue commentator, introduced the correspondents with Jack Edmunds, program director of WMAL Washington, in charge of production.

KFBC Cheyenne, Wyo. has arranged for 21 play-by-play football broadcasts this fall. The 11 game Ft. Warren schedule will be aired as well as contests with Great Lakes, Iowa Pre-Flight and the 2nd Air Force.

SAID to be first serial to be released by television in installments, *Embarrassing Situations* started on W6XYZ Hollywood Sept. 8. Written by J. Gordon Wright, quarter-hour series will be enacted by stock players of Paramount Pictures Inc. on the studio lot. Klaus Landsberg is director of television for Television Productions Inc., Paramount subsidiary, and owner-operator of W6XYZ.

AMERICAN MERCURY Inc., New York, magazine publisher, is releasing to a selected list of 200 stations *American Mercury of the Air*, a 52-week series of quarter-hour programs, available for local sponsorship. Patterned after the "living newspaper" idea, programs present dramatizations of topics of public interest, with Bernard Dudley as announcer and Roberta Bard, of Huber Hogue & Sons, New York, as scripter, director and contact representative. WOR Recording Division is cutting the discs. Magazine previously distributed a script *Between the Headlines* for production locally.

WIND Chicago, on Sept. 11 moved to larger headquarters from the 2nd floor to the 10th floor in the 230 N. Michigan Blvd., Chicago. Station will originate all shows from the new quarters, except for seven hours a day, when studios in Gary, Ind. will be used.

NEW YORK City's postwar program to provide employment for returning servicemen—a plan for a $1,250,000,000 public works program to provide jobs for 250,000 persons—will be described on WNYC New York's municipal station in a series of 12 half-hour broadcasts *Peace Time Jobs*, beginning Sept. 19. Series will be presented in cooperation with the New York City Planning Commission. City officials will review plans for new schools and other projects, while Mayor F. H. LaGuardia will summarize the entire project in final broadcast Oct. 27.

WEEKLY guide to New York, distributed in all the leading hotels, *The Host*, has inaugurated a service for out-of-town hotel guests who want tickets to broadcasts, by publishing a list of tickets available to visitors and where tickets can be procured.

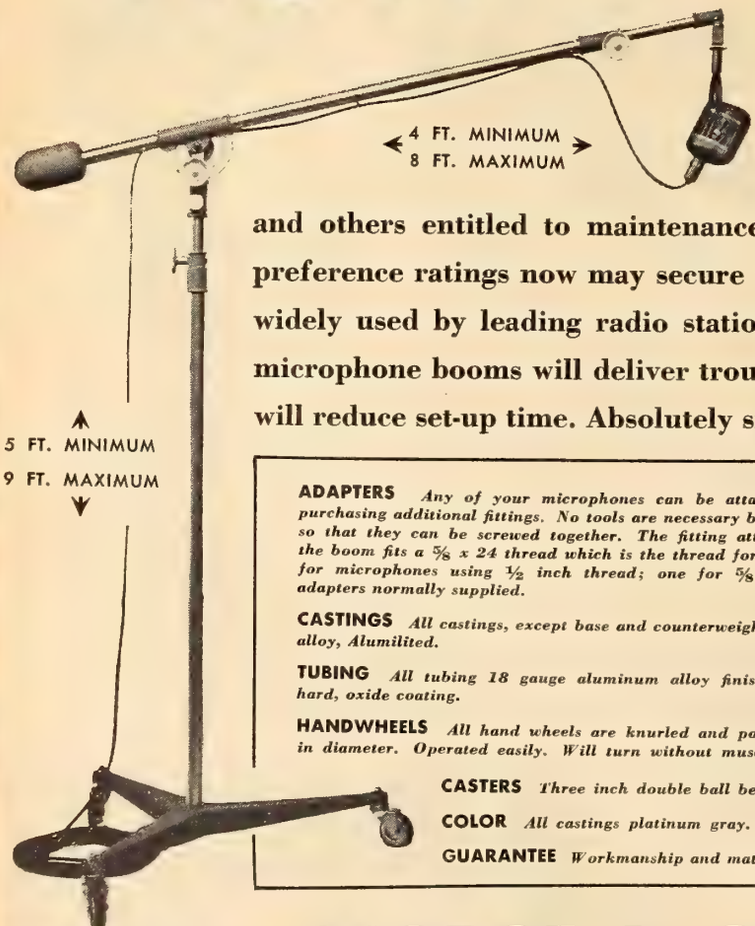
WOWO Ft. Wayne in celebration of invasion of German soil by American troops presented a program reviewing briefly World War II up to the last minute bulletins.

WMCA New York last week started a series of nine quarter-hour transcribed programs, designed for presentation by metropolitan area chapters of the American Red Cross, to simulate interest in ARC nutrition classes. Titled *Food For All*, program features factual talks on nutrition by Melva Bakkie, ARC national nutrition director, with Wallace Kadderly, head of the radio division, U. S. Dept. of Agriculture, and dramatized stories on food problems.

KBS Coverage Brochure

KEYSTONE Broadcasting System discloses the results of a survey of listening by C. E. Hooper Inc., New York, in 15 cities having KBS stations, in a brochure featuring on the cover a campaign poster with the words "Elected! Local Favorites Win In Hooper Poll!"

☆ NOW OBTAINABLE BY QUALIFIED BUYERS



Radio stations, commercial sound studios, advertising agencies and others entitled to maintenance, repair and operating preference ratings now may secure these booms. Long and widely used by leading radio stations and networks, these microphone booms will deliver trouble-free service . . . and will reduce set-up time. Absolutely silent in operation.

ADAPTERS *Any of your microphones can be attached easily to this Boom without purchasing additional fittings. No tools are necessary because all the adapters are threaded so that they can be screwed together. The fitting attached to the clevis on the end of the boom fits a 5/8 x 24 thread which is the thread for all W. E. Microphones. An adapter for microphones using 1/2 inch thread; one for 5/8 x 27; and a hook complete the adapters normally supplied.*

CASTINGS *All castings, except base and counterweight (cast iron), are strong aluminum alloy, Alumilited.*

TUBING *All tubing 18 gauge aluminum alloy finished by the Alumilite Process — a hard, oxide coating.*

HANDWHEELS *All hand wheels are knurled and polished aluminum alloy, 2 1/2 inches in diameter. Operated easily. Will turn without muscle strain or injury to your hands.*

CASTERS *Three inch double ball bearing, rubber tired Darnell Casters.*

COLOR *All castings platinum gray. Baked enamel.*

GUARANTEE *Workmanship and materials fully guaranteed.*

Distributed by Graybar Electric Company

See your Graybar representative for descriptive folder and details on priority requirements.

GEORGE A. STARBIRD MICROPHONE BOOMS

950 NORTH HIGHLAND AVENUE
LOS ANGELES 38, CALIFORNIA

AP

KFNF, Shenandoah, Iowa

. . . there is so much new material on the AP wire we are now able to give our listeners real news-on-the-hour service.

Frank Stubbs
Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

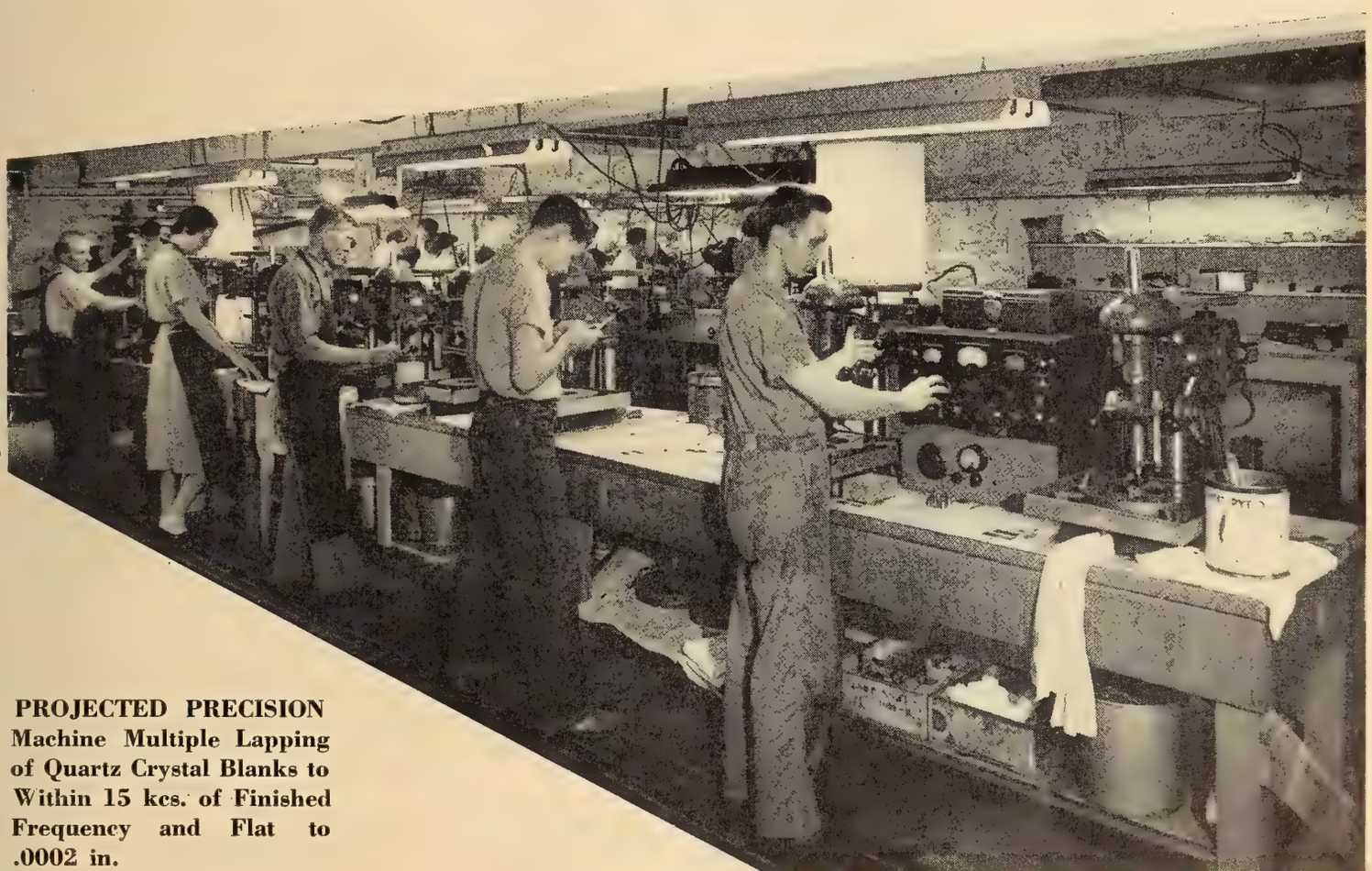
ACCURACY

is our business . . .

IN WAR . . . IN PEACE

Through D-Days into V-Days . . . Our Unchanging Production Watchword and Workword is ACCURACY . . . PRECISION to help speed the end of war . . . EXACTNESS to help point the way to and plan for THINGS TO COME . . . Expansion, Perfection, New Performance in the Industry that Promises Unlimited Progress in Peace.

WHEN YOU ARE READY, there is time now . . . though closely prescribed . . . for CRECO to Prepare a Limited Number of Standard, FM and Television Applications.



PROJECTED PRECISION Machine Multiple Lapping of Quartz Crystal Blanks to Within 15 kcs. of Finished Frequency and Flat to .0002 in.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

Evening Star Bldg.
WASHINGTON, D. C.

Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

CINCINNATI'S LOVELY

Claire



Received 53,000 pieces of mail. ● Addressed in person nearly 500,000 persons, including 56,000 persons within 3 days, and a single audience of 18,000. ● Public appearances booked as far in advance as Christmas week of 1944. ● Receives mail every week from an average of 21 states. ● Trained more than 100,000 persons for stage and radio. ● Called by "Billboard", "The most remarkable woman in America in her line of work". ● Rates Who's Who, Women of the Nation, and the International Blue Book.

Lackley



WOMEN'S PROGRAM DIRECTOR

ICKY

3 YEARS · 6 DAYS WEEKLY

50,000 WATTS
C B S

Editorial

Radio's 'V-Day' Task

THE END of Nazism is in sight. Allied armies are on German soil. Unconditional surrender is ahead. Elaborate plans are being made for "V-Day." Broadcasters, ever alert, will herald the event on traditional split-second schedule. There will be clanging of bells, shrieking of sirens, parades, confetti and ticker-tape snowing down on Wall Street.

That's the story we pick up in the daily news reports. But isn't it all premature. Victory in Europe and the crushing defeat of the Nazi tyrant is inevitable. Yet it is but half the job. There's still the Jap. Several million Americans are under arms in the Pacific theaters, wallowing in swamps, in steaming jungles, on the seas, in the air . . . all in relentless pursuit of the Jap.

Is the war over for them? Is it their V-Day?

This anomalous situation—the first in world history—calls for restraint. A duty devolves upon the broadcaster. Those with fighting sons or husbands or brothers in the European theatre will have reason to rejoice when the firing ceases. But those with kin in the Pacific, will still look to that other day ahead.

The broadcaster can't go all out. He must keep in clear view the other war. Broadcasters have met all other war crises, and they'll meet this one.

Justice James F. Byrnes, director of War Mobilization, last week, in his report to the President on return to civilian production when Germany surrenders, made the most cogent suggestion we have yet seen to distinguish between victory in Europe and in the Pacific. He coined the phrase "V-E Day" for victory in Europe. He suggested "V-J Day" to denote victory over the Jap.

That makes good, simple sense. Broadcasters should put the quietus on V-E Day as a symbol of total victory. Rather, all America should observe the occasion by praying for a speedy V-J Day.

Ho Hum!

PICK UP almost any issue of *Editor & Publisher* and you'll find (usually on the editorial page) some blistering blast against radio. Oftimes there is a challenge—to radio or to this journal.

The latest decries "pig-in-the poke" buying of radio time. It alludes to the recent WPB statement that 28% of all American radios have needed repairs this year, and 15% won't work at all. It calls upon radio promptly to reduce its rates by 15%.

Editor & Publisher, of radio, turns Bibical and avers: "Ears have they and hear not." To which we are constrained to rejoin: "Eyes have they but see not." As we read the WPB statement, 85% of the owners reported that they had sets in working order. Only 8% of the homes reported they had none working. More than half of the 28% which reported sets in need of repair since the first of the year said they had no difficulty whatever in getting repairs.

What wasn't said was that nearly half of the nations radio homes have more than one set, and that No. 2 set may be giving service.

Then there was overlooked, unwittingly or not, the Census Bureau-OCR estimates on radio homes. In April 1940—when the decennial census was made, there were 30,800,000 radio homes. Last April the official estimate was 33,716,460 radio homes—a figure which more than offsets the 8% of homes without working radios.

Radio hasn't attempted, business-wise, to capitalize on the misfortunes ascribed to the war. Newspaper accounts haven't been raided because of paper rationing. Nor have rates been boosted because of demand for time.

Advertisers measure media by *results*. In the Aug. 7 BROADCASTING there appeared a breakdown of expenditures for 1943 by the 100 leading national advertisers. Their wisdom won't be questioned. Of $298,477,527 spent for all media, the four major networks alone received for time and facilities $126,097,616. Magazines (including *American Weekly* and *This Week*) received $103,163,285 and newspapers $61,299,500.

So without working up our blood-pressure in these hectic, sweltering days, we opine: "Nothing succeeds like success."

SWORDS will be forged into ploughshares when Germany collapses. Much of the tremendous plant capacity now being used for radio and electronics manufacture will be converted to civilian production. With no allocations yet fixed for FM and television, some manufacturers plan to turn out sets of pre-Pearl Harbor vintage, using the same dies, jigs and circuits. Something should be done, lest the market be glutted with cigar-box, one-purpose sets.

Let's Tell 'Em

"WE FOUND a lot of lack of interest in legislation in Congress." Thus did Don S. Elias, of WWNC Ashville, N. C., chairman of the NAB Legislative Committee, explain to the NAB Executives War Conference in Chicago one of the potent reasons why the White-Wheeler Bill (S-814) was shelved. Only a few knew what radio was all about, except that when one didn't like a particular program a flick of the dial brought in something else.

But radio has awakened to the public relations job necessary if it is to have legislation in keeping with the times. The Legislative Committee plans to circularize NAB members, giving each an armful of verbal ammunition to fire away at Senators and Representatives on the why of broadcasting. Every NAB member is asked to keep his respective Senators and Representatives informed.

With radio on the threshold of its greatest expansion—into television, FM and facsimile—there arises even greater need for legislation replacing the obsolete Communications Act of 1934 as amended, which embodies provisions of the old Radio Act of 1927.

Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, and Rep. Wallace H. White Jr. (R-Me.), acting Minority Leader, know the need for legislation. So does Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee. But by and large the members of Congress haven't been as close to communications as these three stalwarts and a few others. They just haven't been told.

Our Respects To —



LT. COMDR. JOHN HARRISON HARTLEY

TEAMWORK is the watchword in the successful career of Lt. Comdr. John Harrison Hartley, USNR, just arrived at Pearl Harbor to supervise radio and news facilities on the staff of Adm. Chester W. Nimitz, USN, commander-in-Chief, U.S. Pacific Fleet and Pacific Ocean Areas.

Teamwork is second nature to Jack Hartley. By coincidence and the fortunes of war the original team of Schechter, Hartley & Feldman, long known as the NBC news and special events battery, once more will be working together in the Pacific. Maj. A. A. Schecter, AAF, former NBC director of news and special events, is radio officer on the staff of Gen. Douglas MacArthur in the Southwest Pacific. Comdr. Hartley, his former assistant at NBC, has been detailed the added duty of setting up radio facilities to expedite news from the Central Pacific [BROADCASTING, Aug. 28]. Arthur Feldman, who became Maj. Schechter's assistant at NBC when Jack left in 1941 for Navy service, has just arrived in the Southwest Pacific as Blue Network war correspondent [BROADCASTING, Sept. 11].

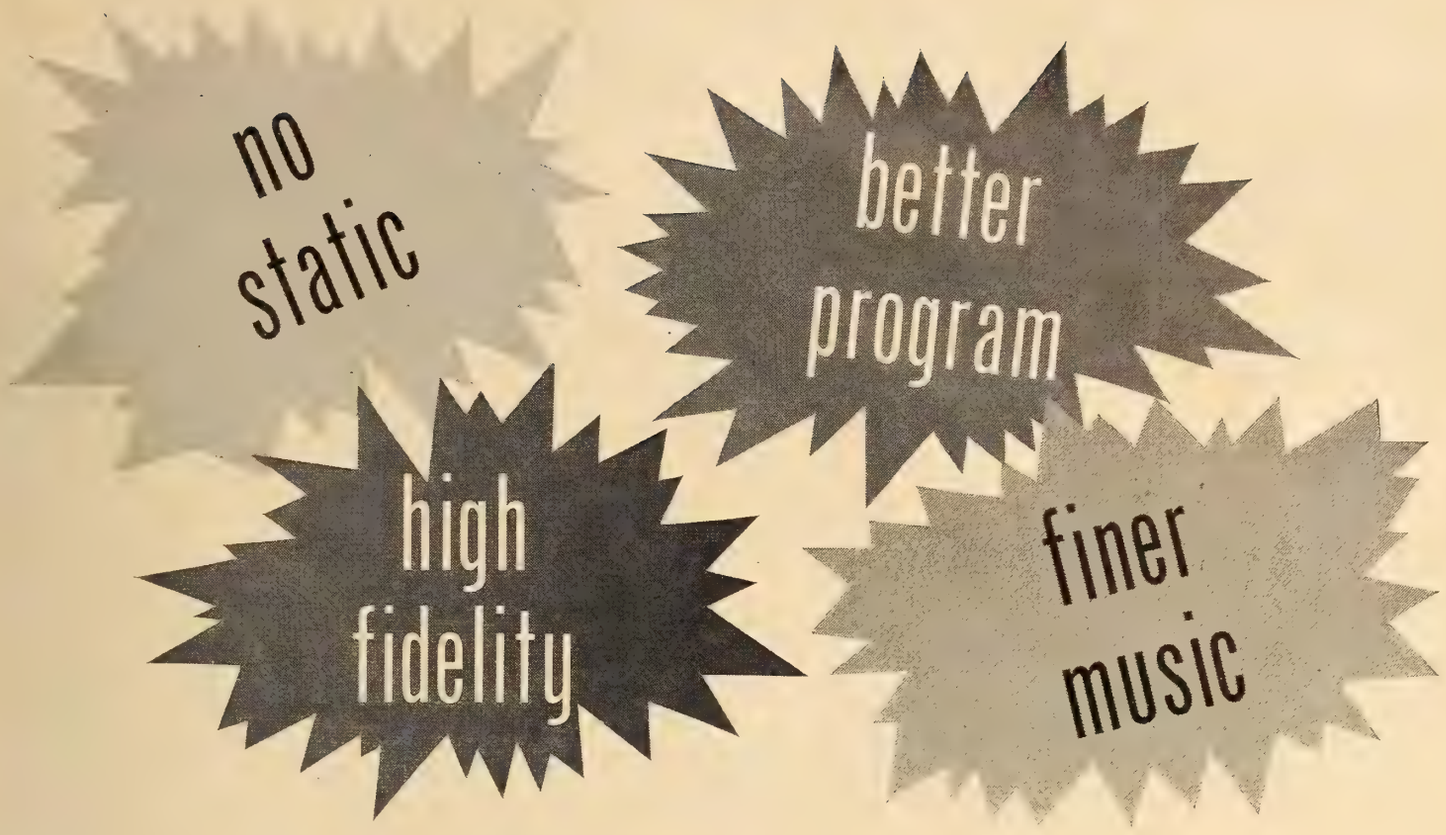
The Radio Section of the Navy's Office of Public Relations, of which Comdr. Hartley is Officer-in-Charge, long has been recognized in broadcasting circles as one of the smoothest-running, most efficient agencies of Government. Attesting to Comdr. Hartley's ability is his new assignment, in which he will supervise transmission of all radio and news from the area commanded by Adm. Nimitz.

Jack came up the hard way. Son of Capt. James William and Emma Ford Hartley, he was born June 1, 1910, in Barrow-in-Furness, Lancashire, England. His father, a British merchant marine officer, came to America during World War I to become marine superintendent of the Barber Steamship Line. On Jan. 19, 1919, Capt. Hartley's family, including young Jack, arrived in the U. S. aboard a ship that brought back American soldiers from Europe.

Jack immediately enrolled in the Brooklyn Model School, a model school for the Maxwell Training School for Teachers. He attended Brooklyn Technical high school and later entered Brooklyn Polytechnical Institute night school. His father's death, however, on March 10, 1931, cut short his college education after almost a year and Jack went to work on a fulltime basis.

Meantime the call of the sea was in his blood. Besides he needed extra money, so in his high school days Jack went to sea every

(*Continued on page 42*)



THERE'S MANY A REASON
for WMFM's popularity

By combining the qualities that Milwaukee and Wisconsin listeners have always wanted, WMFM has established itself as Wisconsin's *prestige-building, sales-promoting station.*

Take High Fidelity, for example. WMFM's superb FM equipment brings a warmth, a realism that is far in advance of standard radio. Along with higher fidelity comes the welcome relief from static and interference. WMFM listeners are happy about their freedom from disrupting crackles and fading.

The outstanding WMFM programming further enhances the inherent advantage of FM. From the WMFM studios in Milwaukee's ultra-modern Radio City comes a sound, well-planned schedule that features better programs, keyed to the wants and needs of the community.

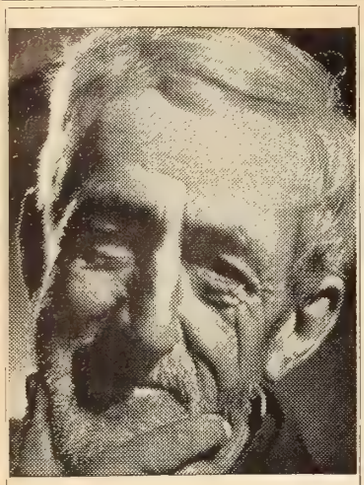
WMFM has everything that a radio listener wants. And WMFM has the formula that wise advertisers are taking advantage of.

When considering the Wisconsin market, you must consider WMFM. Plan now to include WMFM in your fall schedule.



WMFM

THE MILWAUKEE JOURNAL FM STATION



Try to fool him!

He's an American—every dog-gone home-spun inch of him. Ten to one, his stalwart sons or grandsons are slogging along with the Infantry guys who are slugging their hearts out for Democracy.

He's a family man—shrewd but tolerant—rough like a raw diamond, and a liberal but not fussy buyer of merchandise. You can't fool him!

He's one of thousands of Americans who, with their families, make up America's famous direct-response audience—the audience served by WMMN and which is making advertisers wholly happy!

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

A FORT INDUSTRY STATION

WMMN

FAIRMONT, W. VA.

Our Respects to

(*Continued from page 40*)

summer during 1925-27, first as deck boy and working his way up to petty officer. He made 17 trips to England in those three summers.

In 1927 Jack got a job with the New York Telephone Co., working 4 to midnight while attending school from 9 a.m. to 3 p.m. After two years he went to NBC as assistant receiving set supervisor. In those days NBC provided receiving sets for clients and business contacts. It was Jack's job to help install them and keep them operating.

Then came a promotion at NBC. Jack Hartley was detailed to maintenance and construction in the engineering department. In 1932 he was made building maintenance supervisor, having charge of all mechanical maintenance except broadcasting equipment. After handling a good part of the NBC move to Radio City, Rockefeller Center, in 1934, Jack went after a bigger job. The assistant director of special events left in March 1935 and Jack asked for the post. He got it.

Three months later the news and special events departments were consolidated under Abe Schechter and Jack was named assistant director. Art Feldman joined the staff as assistant to Hartley.

In the Navy

Came the war clouds over Europe and finally the war in September 1939. Seven months later Jack Hartley, believing that eventually the U. S. might become involved, applied for a commission in the Naval Reserve and was commissioned lieutenant (junior grade).

When the Navy Dept. Office of Public Relations began to expand and a Radio Section was created with Lt. Comdr. Norvelle Sharpe as Officer-in-Charge, Lt. Hartley was offered the post of assistant. The late Secretary of the Navy Frank Knox held, however, that Hartley could serve better as a civilian than as a junior officer so he resigned his commission and on June 2, 1941, joined the Radio Section as a civilian.

The following Dec. 8 Comdr. Sharpe was transferred to the Welfare and Recreation Division, Bureau of Naval Personnel, where he later was made a full commander. Mr. Hartley became chief of the Radio Section and served in that capacity as a civilian until March of this year when he was recommissioned and ordered to active duty as Officer-in-Charge.

Even though his rank is that of a lieutenant commander, Jack dislikes being called "commander", explaining: "A commander should be qualified to comand a ship. I'm not."

Whether or not he can command a vessel, his command of the Radio Section is not a controversial issue among the network and station news, program and special events personnel. They'll tell you Skipper Hartley knows his radio.



PROMOTION through pictures for the weekly CBS *Stars Over Hollywood* was discussed by this network-agency trio when Roy Sorenson, president of Sorenson & Co., Chicago, conferred with CBS Hollywood executives. Bowey's Inc. sponsors the weekly half-hour program. Discussers are (l to r) Ernie Martin, CBS National Sales Service; Mr. Sorenson; Ralph Taylor, sales promotion manager for CBS on the West Coast.

On his Radio Section team are Lt. Comdr. Charles Dillon, USNR, executive officer and former radio director of the American Red Cross; Lt. Marvin F. Royston, USNR, engineering officer, formerly with NBC and presently on leave from the Blue; Chief Warrant Officer Joseph E. McCormack, USNR, assistant to the engineering officer; Lt. Hazel Kenyon Markel, (WR) USNR, WAVES and women's activities liaison officer and former educational director of KIRO-CBS Seattle; Lt. (j. g.) Caroline E Robbins, (WR) USNR, administrative officer; Radio Tech. 1/c Charles Chrismon.

Versatile

In the New York branch office at 580 Fifth Ave. are: Lt. Thayer Cumings, USNR, Officer-in-Charge, formerly of BBDO; Lt. Armand S. Deutsch, USNR, assistant, who in civilian life was with McKee & Albright, Philadelphia; Ens. Lavina Merrick, (WR) USNR, assistant and liaison officer for WAVES and women's activities.

With Comdr. Hartley in the Pacific are Lt. James C. Shattuck, USNR, who will head a station in Guam; Lt. Royston and Radio Tech. Chrismon. Comdr. Hartley is supervising installations and start of the service from Guam and Pearl Harbor. Lt. Shattuck, recently back from Europe, was commended by Adm. Harold R. Stark, USN, Commander, U. S. Naval Forces in Europe, for his "planning and execution of radio coverage" of the Normandy invasion [BROADCASTING, Sept. 4].

Comdr. Hartley's career has been one of variety. In addition to his seafaring, technical and radio experiences, he is a musician. While living in Brooklyn he was assistant organist at St. Bartholomew's Protestant Episcopal Church, known as Brooklyn's "little church around the corner." When he went to Washington he sang bass-baritone in the choir of the Washington National Cathedral of Sts. Peter & Paul. His last service there was the consecration of Bishop Angus Dun as head of the Episcopal Church in Washington.

On Aug. 9, 1941, Comdr. Hartley married Maxine Winifred Cook, then assistant drama editor of the *New York World-Telegram* and daughter of Max B. Cook, promotion and aviation editor of Scripps Howard Newspapers. On Oct. 9, 1942 Maxine and Jack became the parents of twins, James William and Mary Anne. During his absence overseas his family will visit relatives in Sarasota, Fla.

As for hobbies, the Commander had ideas about living in the nation's capital, so he took with him to Washington boxing gloves (he enjoys boxing), golf clubs and tennis equipment. But, to quote him, "They're still in the apartment, unused. I haven't time for recreation. If the office hasn't got me going in circles, the twins have."

Comdr. Hartley brushes aside any idea that he's a "necessary man" for, he explained, the Radio Section is so organized that "should I drop dead, Charlie Dillon can take charge. If he's away Hazel Markel can take over and so on down the line. Our whole operations is to facilitate coverage of the Navy by radio, not to do it ourselves. Our job is to serve the industry."

To that end the Washington and New York offices have three scheduled telephone calls daily over Navy facilities when program schedules are checked and notes compared. In addition, each office keeps a complete daily log. If one or more officers are away, others can carry on. Copies of the logs are exchanged each night so that both offices are completely informed at all times.

Jack Hartley's method of team work operation dates back to New York when the team of Schechter, Hartley and Feldman handled news and special events for the network, whose initials to them meant, according to Jack, NBC—Never Behind Columbia."

CHATTANOOGA

IN THE HEART OF TVA

POWER EMPIRE

WDOD

CBS

5,000 WATTS

DAY AND NIGHT

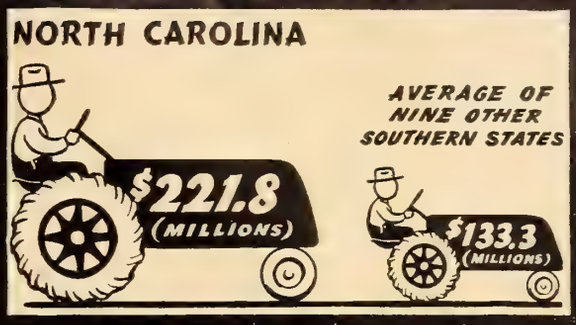
PAUL H. RAYMER CO.

NORTH CAROLINA

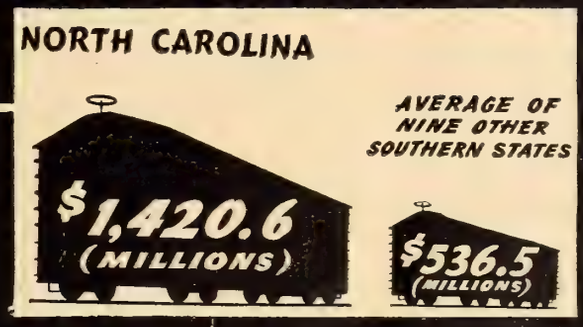
IS THE SOUTH'S

No. 1 STATE . . .

IN AGRICULTURE



IN INDUSTRY



WPTF

IS NORTH CAROLINA'S

No. 1 SALESMAN

50,000 WATTS !
AT 680 KC !
N. B. C. !



WPTF · RALEIGH

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

IT TAKES the striking power of a THUNDERBOLT to harness the LUFTWAFFE!



IT TAKES A 50,000 watt station to sell the Denver market and the Mountain and Plain States Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER KOA 50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC America's No. 1 Network

Personal NOTES

COL. LUTHER L. HILL, executive vice-president of Iowa Broadcasting Co., on leave, returned to Miami last week after a 25,000-mile inspection in the European war theatre on a special mission for the Army Air Forces personnel redistribution activities. For the last 2½ years he has been commanding officer of Redistribution Station 2, Miami Beach.

RAY C. ELLIS, director of the WPB Radio & Radar Division, is to be principal speaker Oct. 21 at the Electronic Parts and Equipment Industry conference in Chicago.

EARL BRADLEY, former field representative for the WLW Cincinnati merchandising department, has joined Specialty Sales, WLW subsidiary, as a member of the sales staff.

1ST SGT. VICTOR A. SHOLIS, former director of Clear Channel Broadcasting Service, Washington, is the father of a boy, born in Seattle, Wash. Sgt. Sholis is now on overseas duty with the Army, and Mrs. Sholis is the former Jane McDonald, also a member of the CCBS staff.

MAJ. PURNELL H. GOULD, former commercial manager of WFBR Baltimore, chief of the Armed Forces Radio Service in the Central Pacific, is now stationed in Hawaii.

H. W. RODEN, president of American Foods Inc., subsidiary of American Home Products Corp., and a member of the board of directors of the Assn. of National Advertisers, and the War Advertising Council, is the author of mystery book *Too Busy to Die*, just released by William Morrow & Co., New York ($2).

ANNE DAVIS, daughter of Elmer Davis, director of OWI, and Lt. Morris Kaplan, AUS, formerly on the news staff of WOR New York, were married in Washington last week.

JAMES FLORA has been named advertising manager of Columbia Recording Corp., Bridgeport, and Sidney Asp, assistant advertising manager, according to Paul Southard, vice-president in charge of sales. Mr. Flora joined the art department of CRC in February 1942, later becoming art director. He fills post vacated earlier this year when Alex Steinweiss left to do a special assignment for the Navy. New art director is Richard Staples Dodge, with the CRC art department since August 1943, formerly with several West Coast advertising agencies. Mr. Asp, who joined Columbia Recording in December 1940 as manager of advertising production, will serve as production manager in addition to his new duties.

MRS. GEORGE FIELDING ELIOT, radio chairman for the Women's Action Committee on Victory and Lasting Peace, former assistant to Margaret Cuthbert, NBC director of women's activities, has been named chairman of the New York committee for the George Foster Peabody Awards. Her husband is a CBS news analyst.

DOROTHY LEWIS, coordinator of listener activity of the NAB, has been appointed to serve on the women's civilian committee of the Women's Army Corps.

CHET SUTHERLAND has joined the sales staff of CJKL Kirkland Lake, Ont.

JOSEPH D. MACKIN, general manager of WHAM Marinette, Wis., is the father of a boy.

Beaton Directs KWKW

WILLIAM J. BEATON, account executive of KMPC Hollywood, has been appointed general manager of KWKW Pasadena, Cal. He succeeds Howard Tullis, who resigned to form his own advertising agency. Prior to joining KMPC Mr. Beaton was with advertising and promotion departments of various Los Angeles newspapers. James Walsh, formerly announcer of KPRO Riverside, Cal., has taken over Mr. Beaton's KMPC post. M. H. Gresham, formerly in Chicago advertising, has joined KMPC as account executive.



Mr. Beaton

BARNEY CRAGSTON, for six years broker for producers of syndicated radio programs, Sept. 20 will join the Blue Network as a salesman in the cooperative program department, following his discharge the preceding day as a lieutenant in the Army Anti-Aircraft. Mr. Cragston will contact national and regional spot advertisers, turning over all orders to Blue stations and their representatives.

ALBERT G. FINK and Oliver Miller are new members of the sales staff at WJW Cleveland. Both formerly had been associated with Standard Brands.

CHARLES E. WILSON, former vice-chairman of the WPB, has been elected president and a director of General Electric Co. He had held that post from January 1940 to September 1942, when he was called to Washington by the President. Mr. Wilson succeeds Gerard Swope, resigned. Owen D. Young, chairman of the board, has also resigned.

WILLIAM PABST, who resigned two years ago as manager of KFRC San Francisco to accept a commission as a lieutenant in the Navy, resumed his duties this week as station manager. Dan Donnelly, who has been acting manager during Mr. Pabst's absence, becomes assistant manager.

HARVEY FREEMAN has been appointed manager of CKGB Timmins, Ont., replacing Ted Morrow who has joined the Toronto office of National Broadcast Sales. Al Huggins has been appointed commercial manager of CKGB to replace Mr. Freeman.

KENNETH McCLELLAND, personnel manager of the Hallicrafters Co., Chicago, is chairman of the newly-organized Radar-Radio Personnel Group, which places special emphasis on employment of returned veterans.

BEHIND the MIKE

IRVIN G. ABELOFF, program service manager of WRVA Richmond, Va., has received the Service Citation of Merit from the Commonwealth of Virginia "in grateful appreciation of the volunteer services in civilian defense".

EDMUND PILLA has been added to the announcing staff of WORL Boston, replacing John Adams, now an ensign in the Navy.

WILLIAM FARISS, announcer, formerly of WTAG Worcester, has joined WBYN New York.

M. WAYLAND FULLINGTON, former assistant manager of KGBX Springfield, Mo., has joined KWTO Springfield, Mo., as promotion director, and Radiozark Enterprises transcription division, Springfield, Mo., as manager.

NANCY HANBURY has joined the announcing staff of CBL Toronto.

GORDON HOWARD, Toronto, formerly with Vickers & Benson, Toronto agency, is now freelancing.

JUDSON BERNARD, formerly with NBC and CBS, New York, has been released from the Canadian Army and is now in Toronto.

RONALD GRANT, released from the Royal Canadian Air Force, has joined CFRB Toronto as announcer replacing Lloyd Owens, who has joined the Canadian Army.

JAFF FORD, former freelance, has joined the CFRB Toronto announcing staff.

FRED HARPER, announcer at WLW Cincinnati, is the father of a boy.

FERN H. STORER has joined WCKY Cincinnati as food expert, replacing Sylvia Brown.

PVT. BRUCE MacDONALD, former news editor at WJW Cleveland, has finished his basic training and begun a training course in teletyping and cryptography.

JOHN W. STEELE, newscaster and announcer, has joined WFAA-KGKO Dallas.

GENE HURLEY, script writer, has joined the continuity staff of WNEW New York.

RICHARD KARP, for the past six years a member of the Pittsburgh Symphony Orchestra, has joined the production department of KDKA Pittsburgh.



THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE



5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, *INC.*

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



"The Heart of an Empire"—where assessed valuations of real estate zoomed to an all-time high of $90,816,070 for 1944, an increase of $7,168,806 or 8.6% over the previous year. KHQ, too, is the "Heart of an Empire." Its veins carry its choice programs throughout the 37 counties in its primary coverage, building unequalled Consumer Acceptance. *Invest* in KHQ's *Complete Coverage.*

JOHN HENRY, announcer of KFI Los Angeles, has shifted to KVOO Tulsa as producer-sports announcer.

BRUCE KAMMAN, NBC New York and Chicago producer, has joined the network's Hollywood production staff.

RICK FREERS, James J. Wills, Charles Morton and David Hutton, television producers, have joined Independent Television Producers of the West Coast, Hollywood.

JACK WELLS, released from the Army after three years service, has joined the announcing staff of KODY North Platte, Neb.

HOMER LANE, with NBC before entering the Army in December 1942, has joined CBS as assistant to the supervisor in network operations, replacing William Walker, who has been named sales service manager of WABC, CBS' New York outlet.

DICK ESKELSON has been appointed assistant production manager of KUTA Salt Lake City.

BETTY JONES, formerly in the publicity department of WBBM Chicago, succeeds Peggy Byrne, resigned, as publicity writer and trade news editor.

CHARLOTTE INGALLS, former market editor of AP, has joined the WBBM Chicago news staff.

Paige to WHOM

JACK PAIGE, promotion director of WNAX Yankton, S. D., has been appointed to a similar post at WHOM Jersey City, which has been added to Cowles group. Mr. Paige, who also handled promotion for the second annual Midwestern Farmers Day, is expected to come East around Oct. 15 to take up his duties. The post at WHOM is a new one. Gladys Miner has been added to the staff as secretary of Craig Lawrence, newly appointed general manager of WHOM. Miss Miner comes from the Katz Agency and previously served with WWNC Nashville, N. C. and Air Features.

DON DOOLITTLE, announcer for more than a year at WJJD Chicago, has been promoted to chief announcer.

MARTIN GOSCH, former Hollywood radio producer, and now with MGM in production capacity, is the father of a girl.

1ST LT. GENE FILIP, who was wounded in action, has received a medical discharge from the Army and has returned to the news staff of WGN Chicago.

RANNY DALY, production manager of WING Dayton, O., has returned to the station after two years' service as sergeant in the Marine Corps.

RICHARD DICKOFF, new to radio, has joined the announcing staff of WMAM Marinette, Wis.

RAY BUFFUM, program director of KPO-NBC San Francisco, has resigned effective Oct. 15 to join Republic Pictures as writer.

WINFIELD LEVI, former promotion director of WSAI Cincinnati, last week was promoted to captain, Air Corps, Space Control Officer, in Miami. He is slated shortly for overseas duty.

SIG ROUSH, Stan Trout and Ed Henry are new additions to the announcing staff of WHIO Dayton. Bill Hamilton, former WHIO program director, has accepted an ensign's commission in the Navy and is stationed in Maryland. Mary Waters has joined the WHIO continuity department. Betty Jane Buehrle is a new addition to the newsroom staff of WHIO.

CONSTANCE DEVER, traffic manager of WORL Boston, was to be married Sept. 16 to Charles A. Reynolds, Boston accountant.

Students Placed

OVER half of the 110 students available for employment following graduation from this year's Summer Radio Institute, conducted by NBC in conjunction with Northwestern U, had been absorbed by the industry less than two weeks after the close of the session, according to Judith Waller, co-director of the Institute, and public service counsellor for NBC's central division.

JOHN McKENZIE, soloist in the Don Large Chorus at WJR Detroit, has been named director of the chorus, succeeding Don Large, director for 13 years, who now is serving in the Navy as an assistant chaplain.

JOHN BECKER, director of *Trans-Atlantic Call*, CBS-BBC program, and Lucille Russell of NBC Radio Recording Division were married Sept. 12.

PAT KIBLER, former music director and traffic manager of WCOL Columbus, more recently publicity manager of Bernard Dudley, radio announcer, has joined NBC as assistant to Marion Noyes, manager of the literary rights division of the script program.

PVT. RICHARD MAWSON, USMC combat radio correspondent and former program director of WBAX Wilkes Barre, Pa., has been assigned to Pacific duty.

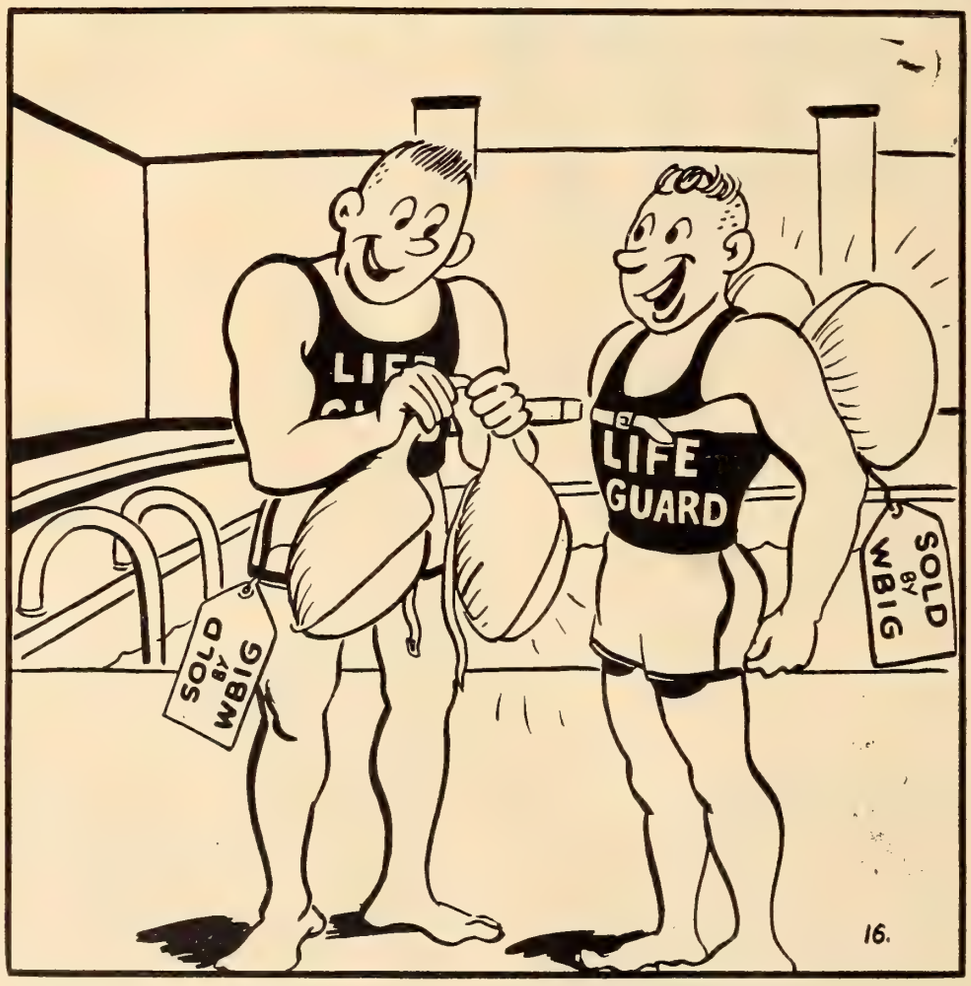
STAN LOMAX, sportscaster of WOR New York, has been re-elected to his second year as president of the New York Sports Broadcasters Assn. Other officers elected include Bill Stern, NBC, and Sam Taub, WHN, WMCA, vice-president; Tom Slater, MBS, secretary; Jim Dolan, CBS, treasurer and Ted Husing, CBS, chairman of the board of directors.

JAMES McMILLEN, formerly of WIBG Philadelphia, and Roma Carpenter, a graduate of the American Academy of Dramatic Arts, New York, are two new additions to the announcing staff of WTBO Cumberland, Md.

FRANCIS X. ZUZULO has joined Mutual's press department, assigned to night duty with emphasis on handling news stories. Mr. Zuzulo has been associated in the past with the radio department of the UP. He comes to Mutual after two years' service as captain in the Army.

THOMAS GRANDIN, Blue Network war correspondent who has been attached to the network's London staff, is now in this country on sick leave, recovering from injuries received while on assignment in Normandy. He returned about three weeks ago.

IT TAKES KNOW-HOW AND PRESTIGE



TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. **WBIG** **CBS**

GREENSBORO, N. C.

Represented by Hollingberry

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

A Million For Your Spots!

WDRC gives your advertising message wings—to reach a million people in the station's Primary Listening Area. WDRC, Hartford, is the Basic Columbia Station for Connecticut.

USE WDRC TO CONNECT IN CONNECTICUT

CBS



CONSIDER *Simplicity of Control*

WHEN YOU SELECT A NEW TRANSMITTER

Easy to put on the air, easy to keep on the air . . . that's what you want in a transmitter, and that's what Westinghouse equipment assures.

Specifically, here are some of the features that make for operating simplicity in Westinghouse Transmitters:

1. One Master Control puts the transmitter on the air and cuts the power off at the end of the broadcast period. It is impossible for power to be applied in the wrong sequence.
2. Individual Tuning and Adjustment Controls are mounted on the front panel, easily accessible.
3. Indicator Lights Flash Circuit Conditions to Operator, indicating instantly which circuit requires attention.
4. Simplified Circuits—require a minimum of tubes . . . no tricky wiring.
5. "De-ion" Breakers Show Outage Location, providing fuseless protection for the low-voltage power circuits.

Simplicity of Control is only one feature of Westinghouse Transmitters. Others equally important are: ***Low Operating Cost, Continuity of Operation, High Fidelity Signals, Ease of Maintenance.***

PLACE YOUR ORDER NOW
FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.

J-08080

Westinghouse RADIO DIVISION

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

. . . AM • ELECTRONICS • FM

NBC BASIC NETWORK STATION

WDEL

1150 KC

Wilmington, Delaware

5000 WATTS

DAY & NIGHT

Sales Representative

PAUL H. RAYMER

Radio Advertisers

GROVE LABS, Inc., New York, as part of its spot radio campaign for 4-Way Cold Tablets, effective Sept. 18, starts five-weekly five-minute news programs on WJZ New York for 26 weeks. Agency is Donahue & Coe, New York.

BARNEY'S, New York, men's clothing store, with the renewal of its radio schedules in the metropolitan area through next year, enters its 12th consecutive year in radio advertising, according to Emil Mogul Co., New York, agency in charge. Renewal for coming year covers total of 22 ten-minute programs, 34 quarter-hours, and 121 "musical jingle" discs weekly on WNEW WMCA WPAT. Schedules on WLIB and WHOM not ready for renewal, continue.

ATLAS BREWING Co., Chicago (Atlas Prager), began sponsorship Sept. 11 of quarter-hour program featuring the Dinning Sisters, five times weekly, for three weeks on WMAQ Chicago. Starting Oct. 4th, format of show changes to feature the Vagabonds for 52 weeks. Agency is Olian Adv., Chicago.

G. SCHIRMER Inc., New York, music publisher, will use radio for the first time, as sponsor of twice-weekly quarter-hour *Musical Memory* program, and a weekly live spot announcement on WQXR New York, beginning Oct. 27. In addition to promoting its sheet music, Schirmer will advertise musical toys, records and albums available in its New York stores. Business placed direct.

ARMOUR & Co., Chicago (Mayflower margarine, meat products), has begun spot announcements on KCKN Kansas City, Kan., five times weekly, 13 weeks. Agency is Foote, Cone & Belding, Chicago.

PETER FOX BREWING Co. Chicago (Fox DeLuxe beer), on Sept. 11 started a four-week quarter hour program of transcribed music on WMAQ Chicago, Monday through Friday. Schwimmer & Scott, Chicago, is agency.

O'BRYAN Bros., manufacturers of overalls and work clothes, on Sept. 16 started sponsorship on WSM Nashville of a weekly half-hour hillbilly program.

R. B. THOMAS has been named vice-president and chief administrative and executive assistant to H. W. Roden, president of American Home Foods Inc., it was announced last week. He has been vice-president of Harold H. Clapp Inc., AHF affiliate.

GROVE LABS., St. Louis, starting Sept. 17 sponsors three-weekly five-minute war commentaries on WSPA Spartanburg, S. C. Consolidated Drug Co., for Peruna and Kolorbak, has resumed six-weekly half-hour *Hillbilly Hit Parade*, after summer layoff.

SLACK Furniture Co., St. Louis, has started its 15th consecutive year of advertising on KMOX St. Louis. Schedule for the next year calls for 832 quarter-hours.

PERFECT CIRCLE Co., Toronto (piston rings), has started five-weekly announcements on 10 Canadian stations, and six-weekly newscasts on CKEY Toronto. Account was placed by McConnell, Eastman & Co., Toronto.

LYMAN AGENCIES Ltd., Toronto (Tintex dyes), has started spot announcements three and five times weekly on 23 Canadian stations. Account was placed by Ronalds Adv. Agency, Toronto.

AMERICAN INSTITUTE of Food Products, New York, in behalf of the products it tests and approves for member companies, will sponsor *For Women Only* on WHN New York, Monday through Friday 1-1:30 p.m., for 52 weeks, starting Oct. 2. The Institute also sponsors *The Food & Home Forum* on WOR New York. Business placed direct.

MARKING its first use of radio, Benjamin & Johnes, New York, will promote Bien Jolie corsets on WOR New York in a weekly Sunday quarter-hour program *Voice of Broadway*, which began Sept. 10. Dorothy Kilgallen, columnist, presents Broadway and Hollywood news. The series is a test, and was placed through Alfred F. Tokar Adv., Newark

MARLON CONFECTIONS Co., New York, Sept. 11 was to enter radio for the first time with a test campaign on WHN New York using a thrice-weekly five-minute musical program and Dick Gilbert, record m.c., on a thrice-weekly quarter-hour basis. Business placed by Accurate Adv., New York.

PERSONNA BLADE Co., New York, which has been using spot radio in New York, has appointed J. D. Tarcher & Co., New York to handle advertising. There are no future radio plans at present.

C. D. WING, former account executive of Maxon Inc., Detroit, has been named director of advertising and sales promotion of the Nash Motors division of Nash Kelvinator Co., with headquarters in Detroit.

SHIPSTAD & JOHNSON, Chicago, in a five-week campaign ending Sept. 25, is using a total average of 30 transcribed one-minute and station break announcements daily on 16 Southern California stations to promote Los Angeles showing of *Ice Follies of 1945*. Allied Adv. Agencies, Los Angeles, has the account.

TIDEWATER Associated Oil Co., San Francisco, on Sept. 24 starts a schedule of 20 Pacific Coast collegiate and servicemen football games on KMPC Hollywood. Placement is through Buchanan & Co., San Francisco.

PACIFIC AVIATION Co., Los Angeles (employment), in addition to three transcribed announcements per week, on Sept. 9 started sponsoring thrice-weekly, quarter-hour participation in *Make Believe Ballroom* on KFWB Hollywood. Firm also started using six transcribed announcements weekly on KFAC, with 12 per week on KFVD. Contracts are for 13 weeks. Placement is through Dean L. Simmons Adv., Hollywood.

DESERT Grapefruit Industry Committee, Phoenix, Ariz. (fresh grapefruit), plans a regional campaign starting in January with spot announcement and participation schedule. Agency is J. Walter Thompson Co., Los Angeles.



FOLLOWING acquisition of controlling stock interest in Schutter Candy Co. by Universal Match Corp., this trio representing both companies gathers for discussion of postwar expansion plans. L to r are Harry Golden, sales manager of Universal Match; S. M. Rosenberg, vice-president and director of sales for Universal Match and its affiliates; Paul R. Trent, vice-president and sales manager of Schutter Candy. Schutter will continue operations under its same management, it was stated.

THE IT Co., Toronto (shoe cleaner), has renewed singing spot flashes on CFRB and CKEY Toronto. Account was placed by R. C. Smith & Son, Toronto.

GILSON MFG. Co., Guelph, Ont. (heating equipment, washing machines), has started weekly *Home-Town Philosopher* on CFRB Toronto. Account was placed by R. C. Smith & Son, Toronto.

CONSOLIDATED BISCUIT Co., Chicago, has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Radio plans are being considered.

KELLOGG Co. of Canada, London, Ont. (cereals), has started transcribed musical shows 5 times weekly on a number of Canadian stations. Account was placed by J. Walter Thompson Co., Toronto.

LONDONDERRY Ice Cream Mix, San Francisco, is sponsoring Lou Holtz (transcribed) on KGO San Francisco, Monday through Friday 6:15-6:20 p.m. (PWT). Contract, placed through Brisacher, Van Norden & Staff, San Francisco, is for 13 weeks.

CHURCHES OF CHRIST, Glendale, Cal. (religious), on Sept. 3 started weekly quarter-hour program featuring Rev. Gene Valentine on 13 ABC Pacific stations, Sun. 2-2:15 p.m. (PWT). Contract is for 52 weeks. Station list includes KPMC KTRB KHUB KSRO KHSL KWLK KVCV KWJJ KVI KPRO KRNR KSAN KPQ. Placement is through V. G. Freitag Adv., Los Angeles.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:

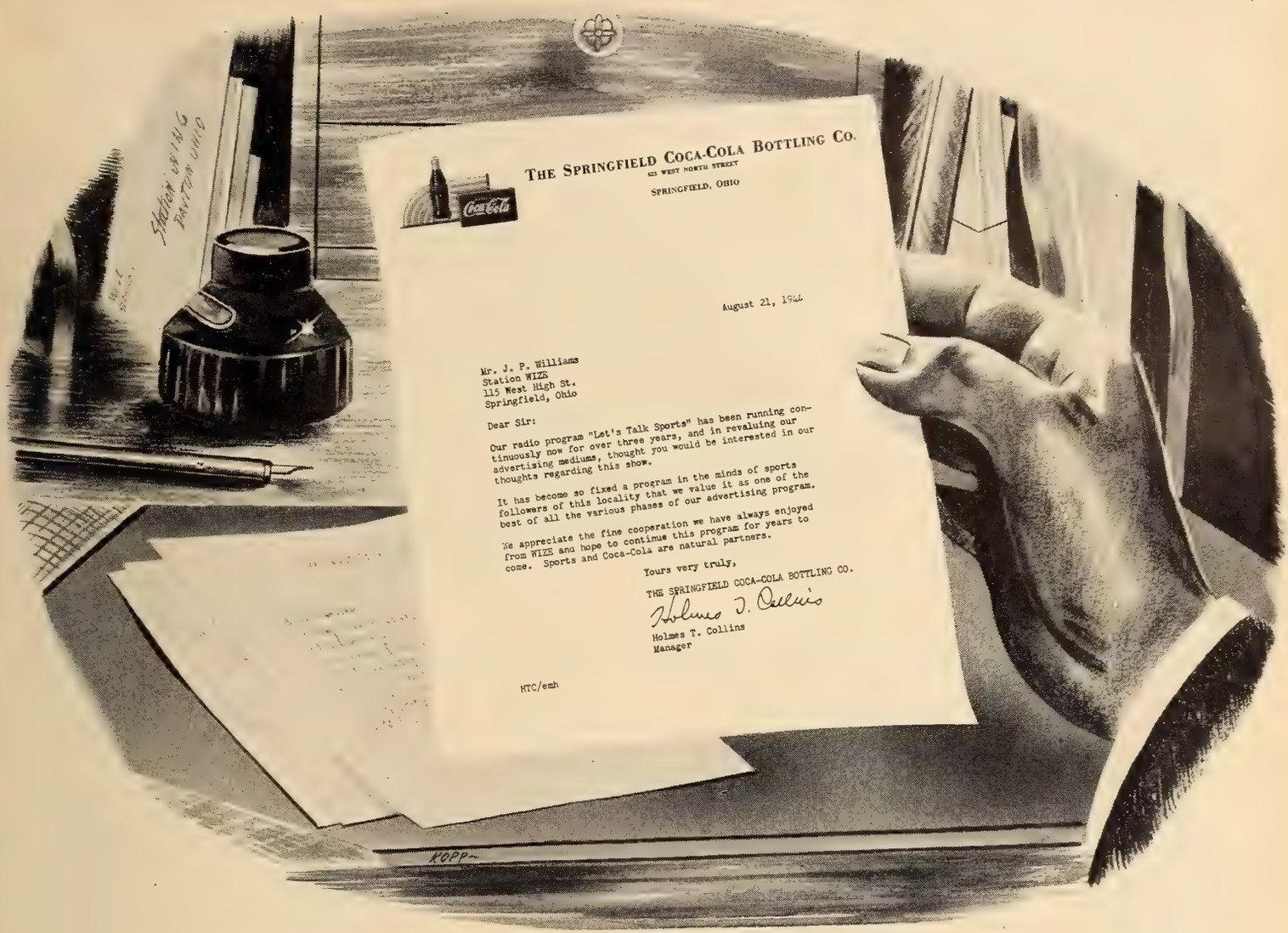
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station



For minimifidians ONLY!

A minimifidian according to Websters unabridged is "one who doubts."

This ad is directed only to those who doubt that station WIZE is Springfield, Ohio's dominant advertising medium.

As a little added proof we show one of the many letters from our files of success stories.

A letter like this speaks for itself. Just remember, to reach and sell this market you must use WIZE. No other media or outside station can do it for you.

BLUE NETWORK

WIZE

Springfield, Ohio

WEED AND COMPANY NATIONAL REPRESENTATIVES

Agencies

TOM O. MORRIS Jr., formerly in sales promotion department of CBS Hollywood, has been appointed Los Angeles manager of Botsford, Constantine & Gardner. He succeeds Richard C. Brush who resigned to re-establish his own agency in Waco, Tex.

PAUL A. RICKENBACHER, former head of the radio talent department of Young & Rubicam, New York, has joined Foote, Cone & Belding, New York, where he will specialize in the radio, merchandising and exploitation phases of the agency's motion picture accounts. He will also have special assignments in connection with the agency's television activities.

GEORGE H. GIESE, former accountant with Ward Wheelock Co., Philadelphia, has joined McCann-Erickson, New York, as account executive.

BENNETT BATES, on inactive duty after two years in the Marine Corps, has rejoined Erwin, Wasey & Co., New York as vice-president.

JEAN E. MacCLATCHIE and Ted Byron have joined the copy department of N. W. Ayer & Son. Miss MacLatchie, formerly in the copy department of Ivey & Ellington, Philadelphia, will work in the Philadelphia office and Mr. Byron, formerly on the production staff of OWI, is in the New York office.

JOHN SMITH, formerly head of his own advertising agency in Los Angeles, has joined the media department of Export Adv. Agency, New York. Mr. Smith will make a study of South American radio.

JEAN BRUYERE, former production manager of Chas. Dallas Reach Co., Newark, previously with Paris & Peart, New York, and the Paris office of McCann-Erickson, New York, has been named production manager of Doherty, Clifford & Shenfield, New York.

Burbach to Agency

GEORGE M. BURBACH Jr. joins the radio department of McCann-Erickson, effective Sept. 18. He has been eastern sales service supervisor of MBS for the past year and prior to that time was with NBC for eight years.

C. F. HENTHORNE, formerly with Henri, Hurst & McDonald, Chicago, has joined the Buchen Co., Chicago, as account executive.

MELVIN G. GRINSPAN, former general manager of Goldberg Adv. Agency, has joined Kuttner & Kuttner Adv., Chicago, as radio department head.

RUTH KNIGHT BARRETT, former production manager of McCann-Erickson, Minneapolis, has joined Almon Brooks Wilder Inc., Chicago, as production manager.

LEAH BROWN, former advertising and promotion manager of Saks Fifth Ave., Chicago, has joined the copy staff of Weiss & Geller, Chicago.

DR. RALPH L. POWER, Los Angeles radio counsellor, has been elected permanent secretary-treasurer of the newly formed Trained Seals' Chowder & Marching Club, which consists of ex-inspectors from San Francisco Signal Corps Inspection Zone.

SCOTT ITTNER, former advertising manager of the Heiss Hotels, St. Louis, has joined the Gardner Adv. Co., St. Louis, in an executive capacity.

ROBERT BOYD, formerly with Wm. G. Rambeau Co., Chicago, station representatives, and most recently with Addresso-Graph Co., has rejoined the sales staff of Wm. G. Rambeau Co., Chicago.

Harrington Will Resume Y&R Radio Post Oct. 2

THOMAS F. HARRINGTON, vice-president and director of radio of Young & Rubicam Inc., New York who has been on leave of absence to recover from an illness, will resume his executive duties Oct. 2, according to Sigurd S. Larmon, president. Announcement of Mr. Harrington's recovery and return to active duty had been made to the Y&R radio staff the preceding week at a luncheon at the Hotel Biltmore, New York.



Mr. Harrington

Associated with Mr. Harrington in supervising Y&R radio activities are Hubbell Robinson Jr., vice-president and executive manager, who has been acting radio chief, Joseph A. Moran and Harry Ackermann, associate directors. Mr. Robinson will supervise day-by-day operations in the radio department, while Mr. Harrington will serve as overall coordinator and supervisor of all Y&R radio in general. Mr. Robinson left New York last week for the West Coast.

W. C. Gilchrist

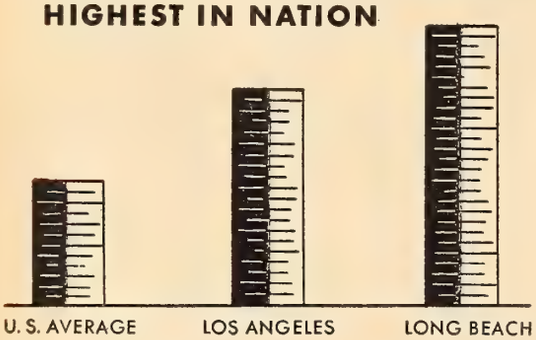
WILLIAM CLINTON GILCHRIST, 47, director of Cockfield, Brown & Co., Toronto advertising agency, died at Toronto Sept. 8. Born in Buffalo, he came to Sarnia, Ont., as a boy, and after returning from overseas during the First World War, joined the newly formed Cockfield, Brown & Co. He had been a director of the agency for 11 years.

FACTS FOR YOUR FILE ON THE...

Los Angeles-Long Beach Market

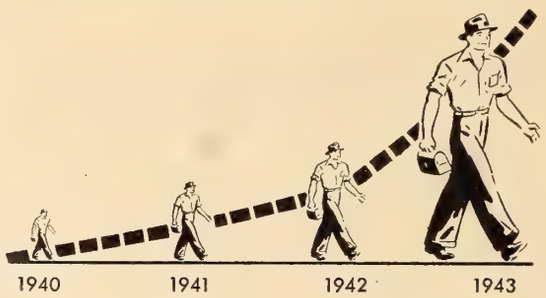
Heart of the Southern California market, greatest west of the Mississippi, is the Los Angeles-Long Beach area. Here are concentrated hundreds of the West's leading industrial plants, employing more than a million men and women. Total population of this vast, rich area is now over three million! And Los Angeles-Long Beach has probably the greatest **future** of any major market in the nation!

1. PER CAPITA INCOME AMONG HIGHEST IN NATION



The average annual per capita income in Los Angeles is far above the national average . . . in Long Beach, it's the highest in the nation! Reason is that employment and wages are at all-time highs. **KGER's programs are tailor-made for this audience of working people with money to spend!**

2. KGER ANNUAL BILLING UP MORE THAN 73% SINCE 1940



. . . with further substantial gain indicated for 1944! Other advertisers have proved the surprising resultfulness of KGER, with its complete, intensive coverage of the entire Los Angeles-Long Beach market. **KGER belongs on every schedule for Southern California!**



"THE PEOPLE'S STATION" 5,000 WATTS, DIRECTIONAL

KGER

OWNED AND OPERATED BY MERWIN DOBYNS

REPRESENTED NATIONALLY BY SPOT SALES, INC., NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS

Spartanburg, S. C.

Represented by Hollingbery



Advertisers like to keep their programs on the Baltimore station that does the job!

Real friends stick with you through the years. And when that happens in radio . . . when advertisers renew contracts year after year . . . look for two big reasons—*service* and *listeners!*

WFBR has been delivering plenty of both in Baltimore for a long, long time . . . that's why advertisers stay with us!

Here are the facts!

A quick glance at the record shows that: our oldest advertiser has been on the air with us for over thirteen years . . . then, there are 2 advertisers for eleven years, 1 for ten years, 3 for nine years, 3 for eight years and 3 for six years. These are just our oldest consistent advertisers. The great majority of WFBR's advertisers, both local and national, have enjoyed solid sales results for periods of three to six years.

The fact that so many advertisers like our station well enough to consistently renew is just part of the story that we have been telling advertisers right along . . . that in Baltimore, a market of a million, it's just good business to put your shows on WFBR.

•

RADIO CENTRE, BALTIMORE-2, MARYLAND
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA Pittsburgh

Park & Tilford, New York (Tintex), 3 *sa* weekly, thru Charles M. Storm Agency, N. Y.
Grove Labs, St. Louis, 3 *ne* weekly, thru Russel M. Seeds Co., Chicago.
Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), *ne* weekly, thru Rogers & Smith, Chicago.
Rumford Chemical Works, Rumford, R. I. (baking powder), 3 *sa* weekly, thru H. B. Humphrey Co., Boston.
Seeck & Kade, New York (Pertussin), 2 *ne* weekly, thru Erwin, Wasey & Co., N. Y.
Hubinger Co., Keokuk, Ia. (Quick Elastic Starch), *sa* weekly, thru Ralph Moore, Inc., St. Louis.
Quaker Oats Co., Chicago (Ful-O-Pep feeds), *t* weekly, thru Sherman & Marquette, Chicago.
Standard Brands, New York (Blue Bonnet Margarine), 5 *sa* weekly, thru Ted Bates Inc., N. Y.

WJZ New York

Curtis Pub. Co., Philadelphia (*Sat. Eve. Post*), 3 *t* weekly, thru MacFarland, Aveyard & Co., Chicago.
Musterole Co., Cleveland, 5 *sa* weekly, thru Erwin, Wasey & Co., N Y.
Luden's Inc., Reading, Pa. (cough drops), 2 *sa* weekly, 26 weeks, thru J. M. Mathes, N. Y.
American Chicle Co., Long Island City, N. Y. (Sen-Sen), 2 *sa* weekly, thru Badger, Browning & Hersey, N. Y.

CKSO Sudbury, Ont.

Tip Top Tailors, Toronto (chain stores) 3 *sa* weekly, thru McConnell, Eastman & Co., Toronto.
Louis K. Ligget Co., Toronto (chain druggists) *t* weekly, thru Ronalds Adv. Agency, Toronto.

WLIB Brooklyn

Penik and Ford, New York (My-T-Fine Dessert), 15 *t* weekly, 52 weeks, thru BBDO, N. Y.
New York Telephone Co., New York (help), 3 *sa* weekly, 13 weeks, thru BBDO, N. Y.

KFI Los Angeles

Sparkletts Drinking Water Co., Los Angeles (Sparkletts), 3 *sp* weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood.
Santa Fe Railway Co., Los Angeles (employment), 52 *sa*, 13 weeks, thru Leo Burnett Co., Chicago.
Pure Food Co., Mamaroneck, N. Y. (Herb-Ox), 3 *sp* weekly, 13 weeks, thru J. M. Mathes Inc., New York.
Sunway Fruit Products Co., Chicago (Freshie), 52 *sa*, thru Sorenson & Co., Chicago.
Cracker Jack Co., Chicago, *ne* weekly, 52 weeks, thru Rogers & Smith Adv., Chicago.
Wilbert's Products Co., New York (polish), 4 *sa*, 3 *sp* weekly, 13 weeks, thru Duane Jones Co., N. Y.
Crowell-Collier Publishing Co., Philadelphia (*Collier's*), 58 *sa*, 13 weeks. thru Arthur Kudner Inc., N. Y.
General Electric Co., New York (Mazda lamps), 260 *sa*, 52 weeks, thru BBDO, N. Y.

WLAG LaGrange, Ga.

Puritan Mills, Atlanta (My-T-Pure flour), 26 *sa*, thru Eastburn & Siegel, Atlanta.
Wm. B. Reilly Co., New Orleans (Luzianne coffee) 8 *sa*, *ta* weekly. 52 weeks, thru Walker-Saussy Adv., New Orleans.
Cat's Paw Co., Baltimore (heels & soles), 6 *ta* weekly, 52 weeks, thru S. A. Levyne Co., Baltimore.
Muir Photo Labs, Grand Rapids, 26 *sa*, thru Wallace-Lindeman, Grand Rapids.
Lane Drug Co., Atlanta, 28 *ta* weekly, 52 weeks, thru Eastburn & Siegel, Atlanta.
Plough Inc., Memphis (St. Joseph Aspirin Penetro), 10 *ta* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.
W. B. Caldwell Co., Monticello, Ill. (Laxative-Senna), 5 *ta* weekly, 52 weeks, thru Sherman & Marquette, Chicago.

KYW Philadelphia

Grove Labs, St. Louis, 5 *ne* weekly, 26 weeks, thru Russel M. Seeds Co., Chicago.
Hubinger Co., Keokuk, Ia. (starch), *sa* weekly, thru Ralph Moore, St. Louis.
Dr. D. Jayne & Son, Philadelphia, 5 *sa* weekly, 28 weeks, thru J. M. Korn, Philadelphia.
Penick & Ford, New York (My-T-Fine dessert), 5 *sa* weekly, 52 weeks, thru BBDO, N. Y.

KPAS Pasadena, Cal.

Consolidated Products, New York, 3 *sp* weekly, 26 weeks, thru Bert S. Gittins Adv., N. Y.
Oakite Co., New York (Oakite), 3 *sp* weekly, 13 weeks, thru Calkins & Holden, N. Y.

WHOP Hopkinsonville, Ky.

Pepsi Cola Bottling Co., Long Island City, N. Y., 14 *ta* weekly, 39 weeks, thru Newell-Emmett Co., N. Y.
Groves Labs, St. Louis (Pazo ointment), 6 *ta* weekly, 52 weeks, thru Russell M. Seeds Co., Chicago.
Midcontinent Petroleum Co., Tulsa (D X products), 7 *ne* weekly, 52 weeks, thru R. J. Potts, Calkins & Holden, Kansas City.
B. C. Remedy Co., Durham, N. C. (headache powder), 7 *ta* weekly, 52 weeks, thru Harvey Massengale, Durham, N. C.
Stanback Co., Salisbury, N. C. (headache powders), 7 *ta* weekly, 52 weeks, direct.
Gospel Broadcasting Assn., Pasadena, Cal. *t* weekly, 52 weeks, thru R. H. Albers Co., Los Angeles.
Fleet Coffee Co., Dallas, 10 *ta* weekly, thru Nelson-Chesman Co., Chattanooga.
Dr. Pepper Bottling Co., Dallas, 7 *ta* weekly, 52 weeks, direct.

KQW San Francisco

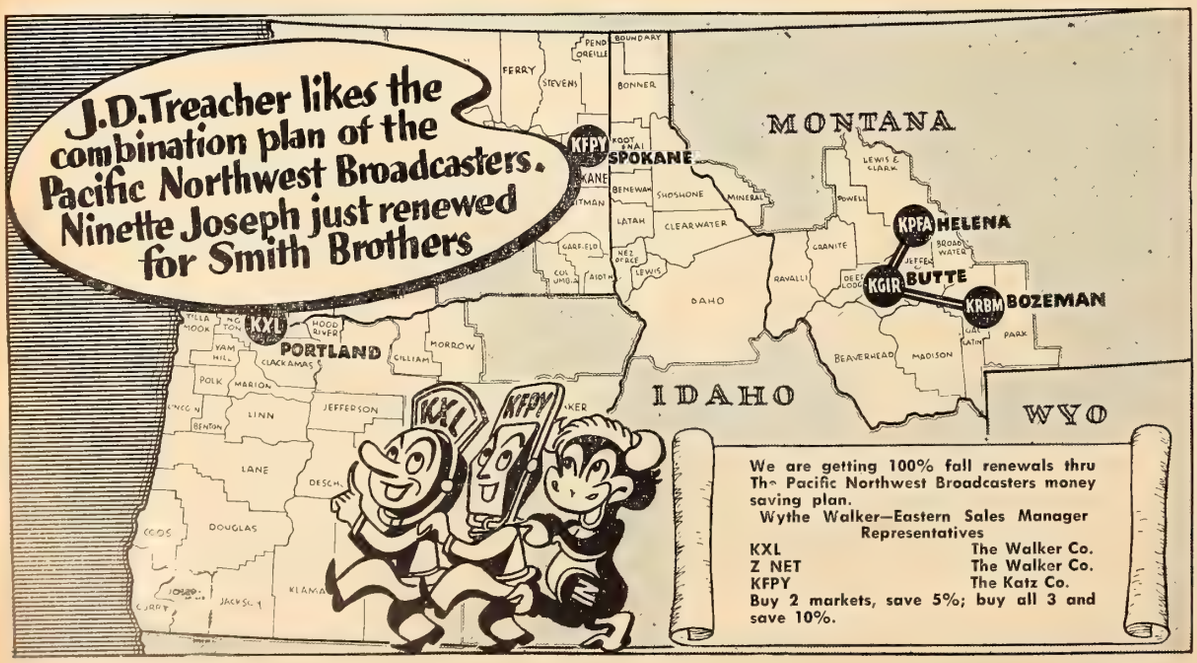
Bell Brook Dairies, San Francisco (milk), 5 *sa* weekly, 13 weeks, thru Botsford, Constantine & Gardner, San Francisco.
Hunt Bros. Packing Co., San Francisco (canned foods), *sa* weekly, 52 weeks, thru Garfield & Guild, San Francisco.
20th-Century-Fox Film Corp., San Francisco ("Wilson"), 16 *sa* weekly, direct.
Pierce's Proprietaries, New York (Golden Medical Discovery), 2 *sa* weekly, 52 weeks, thru Duane Jones Co., N. Y.
Milens Jewelers, Oakland (jewelry), 2 *sa* weekly, 52 weeks, thru Theo. H. Segall Adv. Agency, Oakland.
The Musterole Co., New York (Musterole), 4 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.

WABC New York

Gallowtur Chemical Co. (Skat insecticide), 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.
M. Louis Products, N. Y. (Egg Nog Shampoo), 2 *sa* weekly, thru Hirshon-Garfield Inc., N. Y.
Twentieth Century Fox Film Corp., N. Y., 2 *sa* weekly, thru M. H. Hackett, Inc., N. Y.
Abraham & Straus Dept. Store, Brooklyn, N. Y., 3 *sp* weekly thru Neff-Rogow, Inc., N. Y.
Corinthia Inc., N. Y. (lipstick) 6 *sa* weekly thru Arthur Rosenberg Co., N. Y.
Savings Bank of N. Y. State, 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

KFI Los Angeles

United Artists Studio Corp., Los Angeles (motion pictures), 42 *sa*, 52 weeks thru Glasser-Gailey & Co., Los Angeles.



Atlantic Broadens Football Schedule

High School and Pro Games Are Added by Oil Company

ATLANTIC REFINING Co., Philadelphia, which last month announced plans for sponsorship of high school, college and professional games [BROADCASTING, Aug. 14] has issued a schedule for each group of games to be broadcast.

A network of 73 stations comprises the Atlantic Football Network and covers the Atlantic seaboard as far south as Miami and an area westward to Cleveland. 89 college, 57 high school and 21 professional games will be covered, including a number of games in the Middlewest.

Sponsorship of the eight Navy games marks the first time that a commercial radio sponsorship of the Naval Academy's team has been authorized. Six home and two out-of-town games are scheduled.

Stations on the high school schedule are:

WRAK WARM WBAX WAZL WEEU WKOK.

The Atlantic Football Network for 1944 consists of:

WSAN WFBG WFPG WRDW WBAL WNBF WNAC WICC WGR WISR WBT WCHV WTAM WBNS WBTM WCED WDNC WEST WENY WERC WSAR WEIM WHAI WJEJ WSVA WKBO WHYN WHCW WMBR WJAC WLNH WGAL WMRF WLLH WLVA WMAZ WFEA WFTL WNBH WKST WELI WNLC WOR WDBO WCAU WIBG WFIL KDKA WWSW WBRK WHEB WEAN WPTF WEEU WRNL WDBJ WHEC WSYB WBOC WSAV WGY WARM WBZA WKOK WSYR WMBS WJPA WATR WBAX WRAK WDEL WAAB WORK.

The professional games will be carried over two stations: WWSW and WIBG.

Sets for Canada

RADIO SETS will be among the first items to be allowed to be manufactured for civilian use, with an easing of war production, it is learned at Ottawa. It is expected that radio and signal communication equipment in 1945 will be only at half the 1944 production for war use, according to the present war outlook. Plans are all ready to allow the radio industry to resume civilian production in order to take up the slack which will come in any event in a few months' time, and which may come sooner if the European war ends suddenly. Currently some 35,000 people are employed in radio communication and instrument manufacture.

Capt. Denslow Recovering

CAPT. WILLIAM R. DENSLOW now on leave as farm director of WGN Chicago, is in a field hospital overseas recovering from combat exhaustion, according to word received last week. Capt. Denslow, liaison officer for a tank battalion, was carried from his post of duty after 61 days in France.

WESTERN Electric & Manufacturing Co. Steam Division plant and the 30th St. Manufacturing & Repair plant at Lester and Philadelphia, have been presented fourth renewals for their Army-Navy "E" awards.



"This is all we have left, Henry—advertising on WGN has somewhat simplified our inventory."

WGN carries more retail, local and national spot business than any other major Chicago station.

A CLEAR CHANNEL STATION

CHICAGO 11 ILLINOIS

50,000 WATTS 720 KILOCYCLES

WGN



MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal., San Francisco, Cal.

No. 2 Candidates Show Flaws

(*Continued from page 13*)

spects than Gov. Dewey as a broadcaster. He has much more limited range in voice-pitch. His diction is less clean-cut than Dewey's. This is largely because he does not, as a rule, enunciate his consonants with that sharpness which helps to give a biting precision to Dewey's vibrant, dynamic utterance.

Bricker lets down sometimes into a "relaxed" manner of pronunciation of which Dewey is never guilty; he is capable of saying "compny" for *company*, "constutooshnl", "ndooring", "intrust" for *interest*, "nd" or "n" for *and*.

On the other hand, occasionally he gives to certain words an exaggerated distinctiveness, an overpreciousness, which reminds one of the more or less standard affectations of pulpit oratory. To give an effect of emphasis, he spaces out words and even splits them into separate syllables: "po-lit-i-cal", "ques-tions", "per-fec-tion", "e-lections", "pee-pul".

Some of his little mannerisms, no doubt cultivated unconsciously, are of the kind that are really downright incorrect: "unknow-en", "stay-bility", "doe-mestic". He has a slightly British way of pronouncing "courage and "American"; he has learned to say "program" instead of the natural, logical, correct American *program*.

Yet though Bricker rates below his chief on the purely linguistic side of speaking, he may perhaps rank somewhat higher than Dewey in the handling of rhetorical effect —when, that is, he is really *speaking*. He chooses words well for effective impression, and has a genuine gift of originality in his manner of saying things, a creative ability to hit off an idea with a combination of words that makes you see the thing in a new light.

He has the knack of the alliterative phrase which works such magic in English—"cunning cultists", "dictatorship and despotism"—and he has also the good sense not to overwork that bit of technique. In fact, he may well offer a positive contribution to Republican campaign oratory in the way of a certain warmth of color and emotionalism which at times makes Gov. Dewey's speeches seem slightly cold by comparison. We may be pretty sure that Bricker will hold up his end.

Room for Improvement

When he reads from a manuscript, Bricker has a tendency to depart from the natural pitch and timing of living speech. He will break up sentences in queer ways, as if influenced by faulty punctuation. The visual effect of a typewritten sheet makes him pronounce "a" or "the", or subordinate phrases like "with them" or "of it", the way we pronounce such words when we single them out and *mention them*, but not when we actually use them in a sentence. Sometimes he misreads his script and has to correct himself. In short, he has room for improvement in oral reading. He falls too easily into an intonation which simply does not bring out the natural rhythm and emphasis of idiomatic English.

We need not be surprised, however, if Gov. Bricker improves rapidly in his broadcasting habits. He showed at Chicago how he could rise to an occasion, and he can display the same ability in lesser matters. Comparison of his public speeches with his addresses made exclusively by radio proves that he knows something about adapting himself to radio audiences. No doubt it is the same quality of adaptability which has earned him an excellent reputation in press conferences and interviews.

The effect might seem ironical or even rather ridiculous, if a Vice-Presidential candidate were a better speaker than his running-mate, the nominee for the supreme office. Perhaps there have been times in the past when just such an effect would have been felt, had radio been functioning then as now, to make the general public aware of it by focusing attention upon the voice alone. At all events, the present campaign involves no such situation. As a radio personality, neither candidate for the Presidency is in any danger of being outclassed by his immediate subordinate.

On the Democratic side, the top-ranking pair are far apart in their quality as speakers. In contrast to the very effective voice and "charm" of the President, Mr. Truman's efforts appear amateurish at best. The Republican team is much better matched. Dewey has his points of clear superiority over Bricker, but they are not too many or too great. The man from Ohio will not do badly on the air; his opponent from Missouri is not likely to be nearly so impressive in any way.



There's a heck of a lot more to the WIBW market than just the farmer in the field. There are tens of thousands of workers in the huge plants and giant industries which manufacture, process and distribute farm products.

Remember too, the thousands of small towns and trading centers with their grain elevators, feed businesses, hardware and farm implement stores, doctors, dentists, and lawyers. Purchasing power has risen in each of these centers with the increased agricultural wealth in WIBW's six-state area.

These non-farm people are also consistent WIBW listeners because their income hinges directly upon the success of the farmer . . . their best customer. Yes, remember the *other* side of WIBW.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

TELEVISION: THE GREATEST SHOW ON EARTH



Coming! Television: the greatest show on earth! Glamorous musicals and the stage's most brilliant dramas! Boxing and ball games, races and wrestling! Parades, movie premieres and political conventions... running bumper to bumper in the most magnificent pageant ever dreamed!

There are sweet sales opportunities for your products and your services in Television's exciting peacetime parade. Today, effective commercial techniques are evolving in experimental programs conducted (for the past 18 months) by DuMont in collaboration with leading advertisers and their agencies. Sight-plus-sound selling is ready to roll! DuMont *pioneering* gave television its first really *clear* picture reception. DuMont engineering has lowered telecasting costs to the point where they make economic horse-sense. DuMont *experience* assures you of the maximum value, in peacetime, for every penny of your television time-buying dollar... you'll find it profitable to look into television. Get in touch with DuMont. Get in touch today.

DuMont Television Studios and Telecasting Equipment Dept. of Allen B. DuMont Laboratories, Inc., Station WABD, 515 Madison Ave., New York 22, N.Y. General Offices and Plant, 2 Main Ave., Passaic, N.J.

Copyright Allen B. DuMont Laboratories, Inc., 1944

DUMONT
TELEVISION
STATION WABD

Out of the Jungle--An Army Hookup

Eight Stations Cover New Guinea War Theatre

A NATIVE thatched hut in New Guinea has replaced the Radio City office for NBC's former advertising and promotion director, Ken R. Dyke. Now a lieutenant colonel, Information and Education Officer, U.S. Army Forces in the Far East, Col. Dyke writes *Broadcasting* of his Pacific radio activities. A top sergeant in 1917, his career between wars has included advertising director of Colgate-Palmolive-Peet Co., NBC executive posts, and OWI Director of Bureau Campaigns. Because of defective vision, Col. Dyke was turned down repeatedly by the Army before he finally was given his overseas assignment in late September, 1943.

I ARRIVED in this forward area base the other day in the midst of one of New Guinea's drippingest, most drenching downpours—jeeped out to quarters and believe it or not—the first thing that greeted my eyes was a copy of the April 3rd issue of BROADCASTING on the floor—muddy, bedraggled—but still BROADCASTING! What a field day I had getting caught up on radio—1944 model!

It's a long haul from here to that cozy office I used to have at NBC in Rockefeller Plaza—but I'm *still* in the radio business!

For the past ten months I've been Information and Education Officer, U. S. Army Forces in the Far East—and a more interesting and exciting assignment couldn't be concocted for an ex-radio guy.

Under our section we operate among other activities the SWPA "Jungle Network", consisting of eight stations stretching from one end of Guinea to the other! There's a 1,000 watter, a 450, a 250 and the balance 50's.

As you know there are Armed Forces Radio Stations operating all over the world—and we're the SWPA Network. Obviously, our "Jungle Network" is a network in name only—no line hookup—but we have a master-schedule setup by us at headquarters for all stations which you might call "network time"—and periods set aside for local "station time". And no FCC to argue about it!

My radio officer is Maj. Ted Sherdeman, ex-NBC and CBS, and among our station managers Lt. Wynne Orr, ex-NBC Chicago; Lt. Dick Wells, ex-NBC and WHO, and father of Iowa Broadcasting System; Capt. Ham Nelson, Y&R, and a flock of enlisted men with NBC, CBS, Mutual and independent station experience, including Tom Moore, J. Walter Thompson, WOR; John Deitrick, Ohio State U. Station (WOSU); Al Cohen, WXYZ, WYR; Ham O'Hara, CBS; Rolf Bayer, freelance radio actor and announcer; Bob Darby, KYW; Karl Schmidt, WHK, WHA, WHBC, WIBA and young Scott Bowen, WIBX. There's one thing about radio men—as soon as they hear a station is about to be activated in an area they're like old fire horses—they flock in from every outpost within ear-range, ex-actors, sound effects men, commercial salesmen, program directors, writers—who are now everything from paratroopers to staff officers—and we all get together, tilt a canteen of jungle juice or state-side beer and the bull-session sounds just like Toots Shor's or Louis and Armands at noontime in the good old days.

In the Raw

This is really radio in the raw brother! Digging in a station site on a jungle hillside—getting the engineers to smack a bull-dozer through the undergrowth to clear the studio base (and discovering a Mills Brothers quartette in the process!)—setting up business and a Radio City opening in a native thatched hut, with Papuan boys as pages—Jack Benny via transcription at the regular time Sunday night (and all the other top CAI ratings in their regular niches!)—picking up the first flash of th





"WFDF Flint was advertisin plumbing service dear, and thi is who we got."



PORTRAIT OF A HOUSEWIFE ENJOYING "GLOOM DODGERS"

She has just started the children off to school and her husband off to work. Quiet steals into the home. She takes time out for relaxation from the endless tasks of housework—time out to tune to the gay humor and whistleable music of **GLOOM DODGERS,** New York's own daytime variety show. She enjoys the music, singers, instrumental soloists, quick-witted emcees, the brilliant array of guest artists plus the latest news every hour. Built solely to give listening pleasure---**GLOOM DODGERS**---offers complete escape from the constant toil of a busy home, with as many as **10%** of all homes in the New York area tuned to this program.

LOTS OF FUN FROM NINE TILL ONE • MONDAYS THRU SATURDAYS

Ask a WHN representative about the new sales policy for this program.

WHN
NEW YORK
1050
50,000

50,000 WATTS IN THE NATION'S No. 1 MARKET!

Represented by
RAMBEAU

European invasion shortwave and getting all the thrills of an NBC newsroom out of flash bulletins throughout the evening and until 2 a.m.—then a call of commendation from the Commanding General of the area—that's better than a raise back in Rockefeller Plaza!

Then the trials and frustrations of "sweating it out" waiting for transportation—for example this week we're ready to move into two forward areas—our transmitters, generators and personnel all ready to go—but that good old New Guinea rainy season has grounded all planes and naturally ammunition and rations and ordnance have to be moved first in a coastwise strip. SO-O-O we sadly wait dock and strip-side—but within the next two weeks there'll be two more AFRS stations pumping out on the jungle air in a couple of spots where the Nips were pretty active a couple of months ago.

As to commercials—well, our clients are myriad, accounts many—but no rate cards. We sell accident prevention, War Bonds, security measures, advice on censorship of mail—in short anything that the command needs understanding and cooperation on from the GI's. And it works just as it does on Jello or Colgate.

And radio jungle-style is just as absorbing as it is at home—but with a feeling of urgency and importance that I'm afraid we'll all miss when we get back to the sidewalks of Radio City or Madison Ave.

New Transmitter

We've worked out a new lockermink size transmitter that works off a jeep battery—and Ted Sherdeman and I plan to take it on a trial run on the next operation and set her up on the beach and go into business. There's a fine built-in receiver and we tune in to shortwave programs from the States or from the nearest AFRS station—flip a switch and she automatically rebroadcasts within an area of about 3-4 miles radius. We hope to equip every SWPA task force with such a setup. We believe that broadcasting can and *should be* as mobile as troop movement itself. Ted calls it the "Purple Heart Special"—but adds "it can't be worse than those FCC hearings in 1941"!

Seriously, radio has a real place in this war. In addition to its great tactical uses, broadcasting over these field stations is making a major contribution to troop morale. The cooperation of advertisers and radio talent in making transcriptions of all the top shows available to the Armed Forces through Tom Lewis' efficiently functioning AFRS headquarters, Morale Service Division, Los Angeles deserves and gets highest citations from all of us out here.

Weekly Newsmap

In addition to radio, we're editing a weekly "Newsmap" covering the progress of the war on all fronts which is posted in every outpost in SWPA; an eight-page "Maptalk" with background material on the war and operations for news discussions which are held each week; an SWPA newsreel shown twice a month in all GI movie theatres; and our educational program includes an Armed Forces Institute in which we have over 20,000 GI's enrolled in correspondence courses. How's that for a batch of GI's who fight or work all day and still have time to do a little brainwork. You'd be amazed at the interest in study and the sincerity with which these kids tackle it in their off-duty time. We visited a negro engineer outfit the other night who reorganized a "Jungle University" with an elementary school (40% of these lads are illiterate and they're learning to read and write!); a business school (stenography and typewriting); a technical school, (auto repair, electricity, shoe repairing, bakery, etc.) and a school of higher education.

Radio at Night

The dean is an ex-Mission County superintendent of schools. These guys work all day on the roads of Guinea, up to their knees in mud or dust, and at night are doing this amazing, educational activity—all organized and instructed by their own men! Believe me it's thrilling and inspiring!

USMC Guam Records

LATEST Marine Corps film recordings are those sent from Guam last week from Capt. Earl Wilson, and Sgt. Edward C. Stodel, USMC. Sgt. Stodel was responsible for the Guam tank action recordings [BROADCASTING, Aug. 14]. Capt. Wilson interviewed two Marine flyers who told of finding a Japanese fully armed with hand grenades in their plane during a recent flight. The record was played on the Marine Band program on Mutual, 12:30-1 p.m. on Saturday, Aug. 23. On the same day, 1:30-1:45 p.m., Sgt. Stodel's recording of interviews and songs by the liberated people of Guam was heard on MBS. WRC Washington broadcast it 3:30-3:45.

announcing.....

AN INCREASE IN POWER
From 250 Watts to 1000 Watts

A CHANGE IN FREQUENCY
FROM 1230 TO 1480

NOW A • BASIC MUTUAL OUTLET

WHBC
CANTON, OHIO

Covering the Electric Furnace Steel Capital of the World . . . Canton is the 73rd Retail Market in the United States

"THERE'S GOLD IN CANTON STEEL"

SERVICE on all RECORDING PROBLEMS local or national

COMPLETE FACILITIES FOR . . .
• Spot Announcements
• Remote Pick-ups
• Full Air Check Service

U. S. RECORDING CO
1121 Vermont Ave. Washington 5, D. C.

What's the Rush?



It's the telephone rush. Every night thousands of service men and women dash to the nearest telephones to talk with families and friends at home. Most of the Long Distance calls from camps and naval stations are crowded into a few short hours.

Many circuits are likely to be crowded at that time and it helps a lot when you "give 7 to 10 to the service men."

BELL TELEPHONE SYSTEM

How Army Will Handle Armistice

(*Continued from page 11*)

the original transmisison, every unit with a radio receiver, barring isolated cases of sets out of order, is notified.

The basic network structure is flexible and varies constantly, especially in the case of the mobile warfare being fought today. For instance, artillery units can be tuned to the same frequency as division artillery headquarters, or can operate on the battalion frequency. Or reconnaissance groups deep in enemy territory can be linked by vehicular radio direct with division headquarters.

Many of the message centers are now located in trucks and other vehicles. The networks, fundamental units with two or more stations on the same frequency, continue operation under all conditions.

Plane radios, on shortwave, can be linked with whatever group to which they are attached. All can be reached within a few minutes, no matter what the origination point of the message.

Although ground forces keep contact with alternate methods other than radio—telegraph, telephone, flag signals, courier, the inevitable grapevine, and other means—planes rely almost exclusively on radio. All ships can receive a message from headquarters of command instantaneously.

The German army can be reached by our powerful shortwave radio at SHAEF and by ABSIE, the OWI station in England, already responsible for transmission of innumerable vital messages to the Germans and the European underground forces. The stations are monitored constantly by the Germans.

"Propaganda radios, shortwave interception and the PA systems, used successfully countless times at the front—notably at St. Malo—will probably be the more effective in announcing cessation of hostilities in view of the natural disposition of the Germans to give up in their present confused state," a War Dept. spokesman told BROADCASTING.

Nazis Listen In

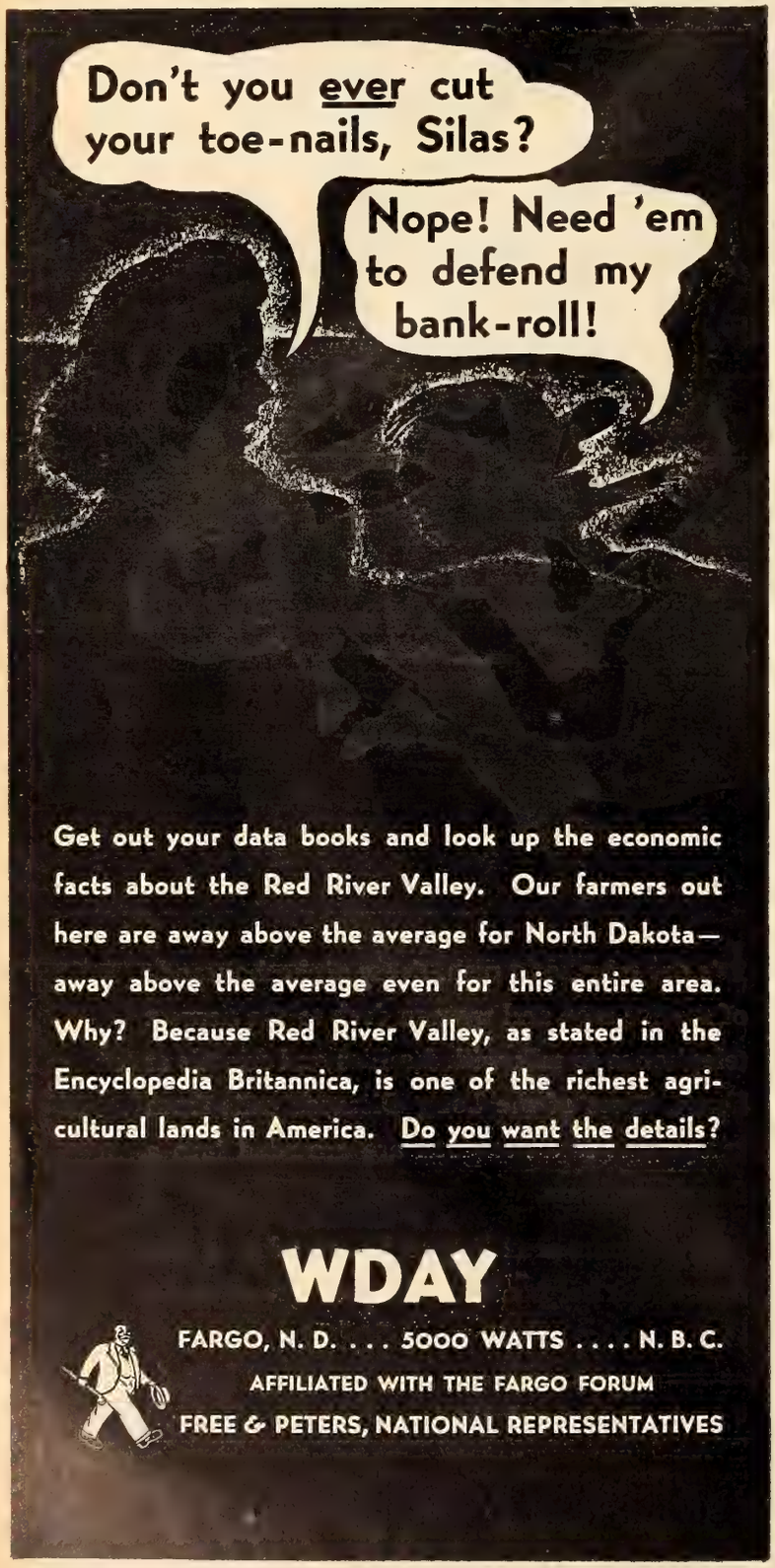
"In fact, the Nazi is more apt to hear the surrender news from our radios than from his," he said, "because the German army is on the run and their lines of communication are probably badly disorganized. But to predict his reaction is difficult. He may not trust the news heard on our airwaves.

"One fact, though, I am sure of," he continued, "Gen. Eisenhower will notify our men in the field immediately—even before the War Dept. gets word. And that is as it should be."

In World War I negotiations for the meeting of the German delegation and Allied Grand Headquarters were conducted through the Nauen and Paris wireless. On Nov. 9, the terms were presented to the Germans, then sent by courier to German government headquarters. Because of the distance involved and the destruction of the roads, combined with constant firing, the German delegation was given 72 hours in which to answer.

After 47 hours the courier reached German headquarters. At 10 a.m., Nov. 11 he returned to the meeting place of the delegates. As the Armistice was signed in Paris at 5 a.m., "it was generally assumed here," a *New York Times* reporter wrote from Paris, "that the German envoys within French lines had been instructed by wireless to sign the terms."

So early radio, or wireless at it was then called, played a part in that peace, too. Today, radio will doubtless be used throughout entire negotiations, and the needless, costly delay of other methods will be abolished.

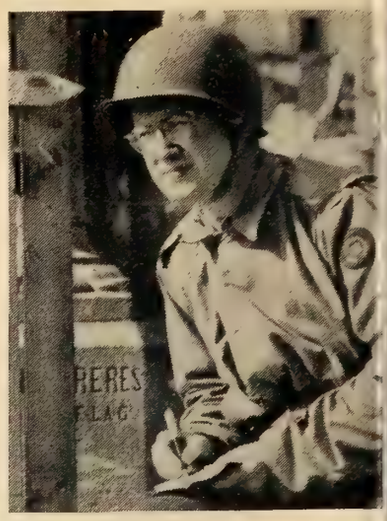


Miller on 40

RUSSELL MILLER MILLING, Minneapolis, will begin sponsorship of quarter-hour programs effective Oct. 1 for 26 weeks on approximately 40 stations. Agency is Cambell-Mithun, Chicago.

FIRST FROM GERMANY

Cassidy Said to Lead Way For Radiomen



Cassidy Takes Notes

FIRST U. S. RADIO man to broadcast on German soil since the War started, according to WLW Cincinnati, is Jim Cassidy, special events director of WLW, now overseas war correspondent. Broadcasting on NBC from the front lines of the Third Army, Mr. Cassidy reported American citizens as they passed through an unnamed town en route to Trier.

He left the United States July 29 and two weeks later was in Normandy, bringing to Midwest listeners news of soldiers from the WLW area, Monday through Friday at 6:25 p.m. (EWT), and at unscheduled times when there is a sudden news development. He also does two daily broadcasts for NBC. Mr. Cassidy has also worked extensively with BBC toward the furthering of international broadcasting.

Maynard Back at NBC

GEORGE MAYNARD has resumed his post as assistant production manager at NBC after 2½ years' service in the Army. Mr. Maynard, who replaces Bruce Kamman, now with NBC in Hollywood, has been assigned to direct programs of serious music. Mr. Maynard became staff sergeant at Moore Field, Tex., where he handled *Flying Blind*, local program put on by the special services division. He later earned his commission in Military Intelligence. Going overseas in December, 1943, he became producer of the *Army Hour* heard on NBC for the European Theater of Operations.



Equipment Boom

(*Continued from page 11*)

all the AM sets they can produce for some time to come.

Some of the largest manufacturers of radio equipment, especially those who will carry the brunt of military requirements for the war against Japan and those who were producing FM sets before the war, plan to produce combination sets shortly after reconversion. They will rapidly shift to combination sets exclusively and will continue on this basis as long as the two systems of broadcasting operate side by side.

As for television sets, Mr. Creutz believes the volume of production following reconversion will be determined by developments in telecasting. Manufacturers are ready to go ahead with video receivers immediately after the cutback is put into effect and expect to have sets on the market within a few months after the Nazis surrender. Some industry circles entertain the opinion that a million sets will be made in the first year after reconversion, but Mr. Creutz thinks the volume will be much less. He feels that problems attending the development of television relays will limit the market for receivers to the large cities for many months ahead.

The end of the European war will be followed by increased activity on the part of broadcasters, particularly as new FM and television stations come into operation. It is likely that the rule requiring owners of both AM and FM stations to carry at least two hours of unduplicated programs, waived because of war manpower shortages, again will be put into force. With hundreds of new FM stations broadcasting, there will be thousands of additional personnel required for programming, technical and clerical duties.

Mr. Creutz believes it will not be many years before there will be twice the number of stations in operation as at present, as the result of FM. He foresees a greater competition between stations, comparable to that which has existed among newspapers which reached a saturation point as the result of economic factors rather than technical discoveries which now provide more room in the radio spectrum.

Simon Ackerman Adds

SIMON ACKERMAN Clothes, New York, men's clothing store, has added a weekly quarter-hour musical program, *The Master Voice*, on WOR New York to its list of programs and stations in New York. Contract is for 52 weeks. In addition to using five one-minute transcribed spot announcements six days a week on WBYN Brooklyn firm also sponsors five-minute, quarter-hour and 25-minute news and musical programs on WMCA WOR WINS and WLIB New York. Agency is Ehrlich & Neuwirth, New York.



THIS LITTLE ADVERTISER

went to market

(but he wasn't any "pig")

Last July J. W. Landenberger & Company of Chicago decided to test the voice of WENR and one of its most ardent disciples, Beulah Karney. They wanted to see if that heretofore winning combination would draw any requests for Footlets, those miniature socks that protect stockingless feet from shoes and vice versa.

Two one-minute announcements were planned but look what happened!

2200 letters were received within twenty-four hours of the first plug. The client, overwhelmed, cancelled the second one. In all, 5169 requests came pouring in.

We quote: the result was twice the total returns received from another similar test on another station—end of quote —AND:

Quote: we want to take this opportunity to thank you and Miss Karney for your cooperation and to assure you that we are thoroughly sold on WENR—end of quote.

Just goes to show what can happen when you don't confine your message to Chicago but tell it to no less than one tenth of the nation—at a lower cost per 1000 families than any other Chicago station.



Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT • PITTSBURGH

Scope of FCC Probe Widened

(*Continued from page 16*)

former general counsel of the Committee.

When hearings opened Tuesday morning Chief Investigator Barker took the stand to discuss what Mr. Sirica outlined as three phases of WFTL: (1) operations loss of the station; (2) removal of the antenna and (3) wartime priorities for carrying out a 10,000 w construction permit.

Mr. Barker outlined the operations losses of WFTL, how the transmitter was moved after the Navy had requested it and finally he told of priorities obtained from WPB when Chairman Fly wrote the WPB requesting such priorities after WPB had rejected the original application of WFTL. Concluding his testimony Mr. Barker said his conclusions were taken from records subpenaed by the Committee.

Mr. Fly said the Commission requested priorities for the 10,000 w equipment to "back up" the Navy. He added, after further questioning, that Commissioner Paul A. Walker voted against moving WFTL to Miami.

Bennett Testifies

Tuesday afternoon was devoted to questioning Mr. Bennett, who denied that he represented both Mr. Horton and Fort Industry without the knowledge and consent of both parties. He told of a trip to Detroit to confer with Comdr. George B. Storer, President, and L. A. Pixley, then general manager of Fort Industry stations, and of going to Ft. Lauderdale, where he told Mr. Horton of his conversations with the Fort Industry officials.

Mr. Sirica questioned the witness about his affiliation with the National Independent Broadcasters and attempted to wring from Mr. Bennett an admission that Chairman Fly virtually controlled the NIB. Mr. Bennett steadfastly insisted that Mr. Fly was interested in the small broadcasters and so was he.

As to representing both Fort Industry and Mr. Horton, Mr. Bennett testified: "Mr. Storer asked me if I was in position to represent Fort Industry. I told him I saw no reason why not, providing Mr. Horton knew about it. I told him I could see no reason why he should object." He denied he accepted a fee from Fort Industry or made any agreement until he had talked to Mr. Horton.

Mr. Bennett said he didn't consider himself attorney for Fort Industry until he had talked to Mr. Horton. He added that he introduced Comdr. Storer to Mr. Horton and that "Mr. Storer did his own negotiating". Mr. Bennett said he never discussed price with Mr. Horton, nor with Comdr. Storer except in general terms.

Pressed as to his friendship with Mr. Fly, Mr. Bennett said: "I'm very fond of Mr. Fly. I admire his ability. I think he's one of the ablest men ever to sit on the Commission." He denied being an "intimate" or "social" friend of the FCC chairman.

"Do you think it's proper and ethical to represent both sides in a sale?" demanded Mr. Sirica.

"I certainly do," replied Mr. Bennett. "I represent clients before the FCC. I refused to discuss any price with Mr. Horton. I was bringing two parties together. I was representing Mr. Horton's operations of WFTL."

Mr. Bennett denied charges of Mr. Sirica that he accepted a $10,000 fee from Fort Industry, $5,000 for representing the firm and the additional $5,000 for getting the station for less than $300,000. He said he spent 111 days out of Washington at the rate of $100 a day. He asserted his fee was to be $5,000 and insisted he didn't know how much more he would get.

He said, witn reference to the contract into which Mr. Horton entered with Carl T. Hoffman and Stephen A. Vetter [BROADCASTING, Sept. 11], he had advised Mr. Horton it violated Commission regulations and should have been reported. "I urged Mr. Horton to make a full disclosure to the Commission," he said.

"As a result of your preconceived plan with Mr. Storer and Mr. Fly, you thought it was better to take Mr. Horton to Atlanta?" inquired Counsel Sirica. "The way you put it, no," replied the witness. "It was agreed that Mr. Fly would see us in Atlanta, that Mr. Horton and I would go to Atlanta."

Regarding the Atlanta meeting Mr. Bennett said Mr. Fly didn't see the "physical" contract, that he did not discuss the purchase price with the FCC chairman and that he didn't think Mr. Fly "was any more interested in this than any other station".

Mr. Bennett said he filed on April 19, 1943, an original letter with Rosel H. Hyde, assistant general counsel of the FCC in charge of broadcasting, setting forth Mr. Horton's contract with Messrs. Hoffman and Vetter and that later the same day he talked to Chairman Fly. He explained he had left out of the first letter a reference to the Atlanta meeting and that Mr. Fly had insisted it be put in.

Horton Recalled

"I went back to Mr. Hyde's office and got the letter," he said. "I rewrote the letter and returned it to the Commission April 2. I delivered the original letter and one copy." So far the original copy has not been found.

"Judge Seward (P. W. Seward, FCC attorney) has always taken the position I never filed the original," said Mr. Bennett. "I pled that and I still consider the letter addressed to T. J. Slowie, the secretary and delivered to the assistatnt general counsel in the presence of the general counsel, as properly filed."

During hearings in Miami, FCC minutes disclosed that reference to the Atlanta meeting were objected to by Mr. Seward. Of that, Mr. Bennett asserted: "Seward told me beforehand he was going to oppose it. He said he didn't think it had any place in the hearing."

"I certainly did try to keep it out of the record," said Mr. Seward. "I objected to it because I thought it was inadmissible in the case." He denied he was instructed by "anyone at the Commission" to keep it out of the record.

Wednesday morning, Mr. Sirica recalled Mr. Horton who testified tha

First
✓listeners
✓advertisers
✓results
BUT, THAT IS THE USUAL STORY FOR WRC
FIRST, CONTINUOUSLY SINCE 1923
WRC
Represented by NBC Spot Sales
Washington

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER April-May, 1944

TAKE A LOOK AT THE RECORD that's all we ask!

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · National Representatives

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

couldn't recall Mr. Bennett's "exct words" but he got the impression e Fort Industry Co. was paying e attorney's travel expenses.

"No mention was made of any fee cept that I assumed he would get a e if the transfer went through," id Mr. Horton. Mr. Sirica announced s case was concluded.

Charles R. Denny Jr., FCC general unsel, and George P. Adair, chief enneer, explained the legal and techcal phases of removing the WFTL ansmitter and increasing its power. r. Fly took the stand in his own fense to explain he went to Atlanta April 1942 to address the American mmunications Assn. and in 1943 to nfer with A. N. Williams, president Western Union, and to inspect a nitoring station and other facilies.

Mr. Sirica read from a newspaper pping a story about the 1942 speech which Joseph P. Selly, ACA present, was quoted as saying that the CC chairman was a "powerful opnent" but "now he's on our side". "I want it to be a matter of record at I have an interest in small indendent broadcasters," said the chairan. He and Mr. Sirica exchanged rds and the general counsel, pointg a finger at Mr. Fly, declared:

"You're not going to run this Comittee as you'd like to do it. After l, you've conducted a lot of examnaons before the Commission and you ar down pretty hard."

Miller-Fly Clash

Rep. Miller wanted to know how the mmittee became interested in the FTL investigation. Mr. Barker exained it as follows:

"The investigation was started by a sit on March 26, 1943, by Maj. Joph E. Keller. He told me I should e a man named Robert M. Tigert Fort Lauderdale. Keller said he as with the FCC four years as sectary to Commissioner Thad Brown. e's on leave from the law firm of ow & Lohnes. Mr. Garey and I went Fort Lauderdale. Tigert said he d talked it over with Dan Mahoney, rmer son-in-law of Gov. Jim Cox, and cided to give WFTL the works."

Mr. Barker said the original investgation was into rumors that money ed to finance WFTL at the time me from dog track interests and inlved a former henchman of Al Cane. He made it clear the investigaon disclosed such rumors as false. le of WFTL was incidental, he said, the original investigation.

Mr. Miller began his examination Chairman Fly in one of the most trolic sessions the Committee has en. Mr. Fly testified that the Dense Communications Board, now the oard of War Communications, was ggested by the Army Chief Signal fficer and the Director of Naval mmunications.

Congressman Miller began reading from a transcript which he later identified as a statement given the Committee by Rear Adm. Hooper. He read the statement bit by bit and asked Mr. Fly if he agreed. To most of the assertions the chairman replied: "That's wholly false".

Mr. Fly branded a purported statement by Adm. Hooper that the FCC chairman opposed legislation authorizing wire-tapping in Hawaii as "absolutely false". With reference to the 250,000 fingerprints of radio operators which evidence before the Committee shows were not delivered by the FCC to the FBI until after Pearl Harbor, Rep. Miller read: "At least two or three times Naval Intelligence came to me to try to get me to force the FCC to turn over the fingerprints to the FBI.' Is that a correct recital of what transpired, Mr. Fly?"

"It is not, sir," indignantly replied the FCC chairman. As to wire-tapping Mr. Fly asserted that "either or both Naval Communications and Signal officers of the Army were tapping some time before Pearl Harbor".

More Denials

Rep. Miller read excerpts to the effect that seven out of 10 directors of the ACA were "known Communists" and that, "It was decided not to disqualify Communists" on BWC committee. To that charge Mr. Fly retorted: "That's just a plain hallucination. Are you asking questions or just making the headlines?"

"You'll find out," quipped Rep. Miller. He continued to read: "'Fly and Selly were like that (holding up two fingers). . . . We had started on the Communists. When we got that pressure, we asked where it came from and were told the White House."

"That's totally false," ejaculated Chairman Fly.

"Youre thoroughly experienced in the Communist party amongst radio operators, aren't you," asked Rep. Miller. Mr. Fly said he wasn't. He branded as "not true" a statement that he had promoted himself as chairman of the DCB and during the ensuing argument which touched on the telegraph merger and monopolies, Mr. Fly asserted:

"I have continually sought permission from Congress to have an international monopoly." He expressed the belief a monopoly was the only solution to international communications.

As to Pearl Harbor, Adm. Hooper's statement, as read by Rep. Miller, re-

Moon

RADIO RECEPTION, which has been found to vary with the phases of the moon, according to Dr. Harlan T. Stetson, director of the laboratory for cosmic terrestial research, MIT, is best immediately before and at the time of a full moon. Mr. Stetson revealed this phenomena last week before a General Electric science forum in Schenectady.

Old Judge Active

OLD JUDGE COFFEE, St. Louis, began sponsorship of one-minute spot announcements Sept. 11, on KWK WIL KXOK, all of St. Louis, WGBF Evansville, WAOV Vincennes, for 13 weeks. Firm also renewed one-minute announcements and five-minute news shows on approximately 15 stations for 13 weeks. Agency is Ruthrauff & Ryan, Chicago.



U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press



Utah has one of the highest per capita ratings as a radio listening market.

●

National Representative
JOHN BLAIR & CO.

flected that the failure of the FCC to stop Japanese-language broadcasts in Hawaii may have had some bearing on the attack, but Mr. Fly vigorously denied it.

Rep. Miller, quoting "another high-ranking Naval officer", said the FCC personnel engaged in Radio Intelligence Division activities were not adequately trained, that FCC employees had sent a "light task force" into Alaskan waters and caused them to "encounter a superior Japanese force". Mr. Fly called those assertions "completely false".

"Do you know, if this Committee were permitted to take the gag off the Army and Navy, we'd be able to show the FCC interferred in national defense by interjecting itself into this (military radio intellgence) field?" demanded Rep. Miller.

"That's false," said Mr. Fly.

"Are you willing to join this Committee in requesting the President to make the files available?" continued Rep. Miller.

"That's something for this Committee," replied the charman. "I'd be perfectly happy to see you do it. I think it would be the most wholesome thing in the world if you can get this out of your head.'

Not 'Amateurs'

The Wednesday afternoon session waxed hotter as Chairman Fly challenged the statements read by Rep. Miller as "star chamber". Mr. Miller informed the witness, "You'll have your say."

Mr. Fly snapped: "I doubt it. I think the record ought to show what has been done." Rep. Miller quoted the officer as saying the RID activities had been of "absolutely no value" to the Navy. Mr. Fly declared the RID "never undertook to replace the Navy work".

Rep. Miller read an excerpt that referred to the FCC as "amateurs" and added, "that are accomplishing nothing; they are only annoying us".

"I don't agree,' said Mr. Fly. "I don't think any high-ranking Naval officer made that statement."

Rep. Wigglesworth interjected a question on the limitation, "if any, on the use of commercially sponsored time for politcal subjects". Mr. Fly said "the only regulation is the law itself". He added that the law is applicable only to candidates for public office. but said it was up to station management to decide whether equal time should be afforded political views opposing any which might be expressed on the air, either commercally or sustaining. "Its almost a matter for a licensee to meet himself," he said. "We're not going to set up our judgment as superior to his."

Storer Letter

Comdr. Storer read into the record a letter to Chairman Lea, but on objection of Mr. Sirica a portion of one paragraph was deleted (see text, page 30). Mr. Horton took the stand voluntarily to tell the Committee he wanted to clear up a few points. He said in the negotiatons with Comdr. Storer "I thought my lawyer was present. Mr. Storer has testified he was his lawyer. Consequently I have no one to substantiate my interpretation of what took place."

Mr. Horton listed his estimated losses, after the sale, as follows: Paid to Mr. Vetter, $23,000; to Vetter's attorney, $3,000; to Mr. Hoffman, $10,000; operating loss, $20,000; improvements to station before the FCC approved the transfer, $5,000; travel ing expenses for Mr. Bennett, $3,000.

"That $64,000 came out of my $25,000 profit," he said. Comdr. Storer resumed the stand to say:

"I'm learning here for the very first time that Mr. Horton is not entirely satisfied with the deal. I told Mr. Horton I would make any adjustment I am perfectly willing, if he'll show he shouldn't foot those bills, to pay the bills up to the full amount. I want to make this public statement here and now." Comdr. Storer explained that his negotiations with Mr. Horton were verbal but because he was preparing to enter the Navy, he could not be present when the contract was signed.

On Thursday morning Messrs. Horton, Hoffman and Barker were recalled by Mr. Sirica for a few rebuttal statements.

In a surprise move Mr. Sirica called Mr. Arundel, who was examined by Mr. Barker. Testimony had to do with his connection, which he said has been severed since late 1941, with the Bulova Watch Co. He said he was secertary to former Sen. Jesse H. Metcalf of Rhode Island, from 1928-36, originated the *National Radio Forum*, had served in the Naval reserve and represented several firms as consultant.

After preliminary examination, Rep. Magnuson inquired what the witness knew of Mr. Bulova's stations. "I know nothing of his radio stations," Mr. Arundel replied. "I never contacted the Commission on a matter of business. I may have made some informal inquiries."

Mr. Arundel said he owned the 3,000-acre Wildcat Farms near Warrenton, Va., and Rep. Magnuson quipped: "Well, we've got into everything else. We might as well get into wildcat farms."

Stephens Defeated

E. A. STEPHENS, part owner of WDSU New Orleans, was defeated last week in the Louisiana primaries for the Democratic Senatorial nomination by Sen. John H. Overton. He ranks second among four contestants. Mr. Stephens, an automotive distributor and civic leader, is associated with H. G. (Bud) Wall, of Indianapolis, and Fred Weber, former general manager of Mutual, in the ownership of WDSU.

WLW Sells Grid Games

MacGREGOR-GOLDSMITH Inc. Cincinnati, sporting goods manufacturer, will sponsor 10 leading football games, including those of Notre Dame and the Big 10 Conference over WLW Cincinnati and several other midwestern stations. First game will be the Indiana-Michigan clash Sept. 30. Dick Bray, veteran sportscaster, will do play-by-play with WLW feeding other stations not yet announced. Agency is Hug Wagenseil & Associates, Dayton.



FOUR TOP MARKETS!

Central Kentucky
WLAP Lexington, Ky.

Amarillo
KFDA Amarillo, Tex.

The Tri-State
WCMI Ashland, Ky. Huntington, W. Va.

Knoxville
WBIR Knoxville, Tenn.

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

George H. Hill

GEORGE H. HILL, 61, veteran examiner-attorney of the FCC who died suddenly at his Washington home Sept. 8, less than 24 hours after he had appeared as a witness before a Congressional committee, was buried last week in Tupelo, Miss., where he was born Jan. 28, 1883.



Mr. Hill

Mr. Hill was a witness in the sale of WFTL before the House Select Committee to Investigate the FCC on Thursday, Sept. 7. He appeared in good health. He had presided as examiner in hearings on the proposed transfer. Death came as a result of a heart attack about 8 a.m. the next day.

He was admitted to the bar in 1906 after attending the U. of Mississippi. Mr. Hill served in the Mississippi Legislature and as district attorney of the First Judicial District of Mississippi. On Nov. 2, 1931, he joined the old Federal Radio Commission as associate attorney and examining attorney.

When the FCC was created in 1934 Mr. Hill was appointed examiner and senior attorney, a post he held at the time of his death. He is survived by his widow, three sons, two of whom are in the armed services, and a daughter.

In tribute to his memory the Commission adopted the following resolution:

Whereas, the Federal Communications Commission has learned with deep regret of the death of George H. Hill; and

Whereas, Mr. Hill has served with this Commission and its predecessor, the Federal Radio Commission, since 1931, and during all of this period of his service has been a loyal, conscientious and untiring public servant whose devotion to duty and cooperativeness endeared him to all with whom he was associated; now therefore be

Resolved that the death of George H. Hill is a real loss to the Commission, and to his associates in the Law Dept; and be it further

Resolved, that this resolution be spread upon the minutes of the Commission and a copy thereof transmitted to the bereaved family.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

Direction of Video Discussed by ATS

Opening Meeting of Society Is Held in New York

CAPT. JOHN G. T. GILMOUR, studio manager of the General Electric Co. television station, WRGB Schenectady, before entering the service; Busby Berkeley, Hollywood director, and Bretaigne Windust, stage director, spoke on "Direction for Stage, Screen and Television" at the opening meeting of the American Television Society's 1944-45 season, held last Thursday at the Museum of Modern Art, New York, new meeting place of ATS.

Director's Problems

Capt. Gilmour told the group that if a television director has a background of motion picture or stage direction he can produce better video shows. Problems such as lighting, camera technicalities and make-up, he said, will be so improved after the war that the work of the video director will be comparatively easy. Television actors appear to get a "lift" from performing before an audience, he said.

Mr. Berkely said the greatest problem Hollywood directors will have to face in video production is that of having actors memorize a complete show for a single presentation. There can be no retakes in a video production, he said. Though technique may be different in stage, radio, television and screen presentations, he said, the fundamentals and basic principles of acting are always the same.

Mr. Windust said stage directors should familiarize themselves with television so that when they enter the video field they will not be completely bewildered.

Meeting was also the occasion of the presentation of the ATS award for outstanding contribution to commercial television to WABD New York, DuMont Labs video station, the award being accepted by Allen B. DuMont. Subjects of future meetings and their dates are: "Television and Government," Oct. 12; "30,000,000 Television Sets—When and Where," Nov. 16; "Television and Sports," Dec. 14; "Television in Advertising," Jan. 11; "Scenic Design," Feb. 15; "Television at Home and in the Theater," March 15; "Television Camera Techniques," April 12, and "Television and the Visual Arts," May 10.

WKY Farm Addition

CLARENCE BURCH, former county agent of Cleveland County, Okla., has joined the staff of WKY Oklahoma City's *Farm Reporter* program as assistant farm reporter. He attended Oklahoma A & M college and Washington State U. He has been in the extension service since 1933.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., went on a five-day 40-hour week effective Sept. 1 under an authorization from the War Manpower Commission.

Lt. McIlwaine Assigned

LT. ROBERT H. McILWAINE, USNR, reported Sept. 11 for temporary duty in the Radio Section, Office of Public Relations, Navy Dept. in Washington. A former writer with J. Walter Thompson Co., Lord & Thomas and CBS New York, Lt. McIlwaine joined the Navy in 1942 as a gunnery officer. He went to England in July 1942 to prepare for the North African invasion, in which he participated. In May 1943 he was made a senior gunnery officer with the task forces of the Sicilian and Salerno invasions. Lt. McIlwaine has been awarded the Silver Star for "gallantry in action" during the Tunisian campaign, and a Secretary of the Navy citation for the record of his gunnery crew and his organization of rescue parties during the Salerno action.



Lt. McIlwaine

ASCAP TO PROVIDE SIXTH LOAN DISCS

ASCAP has offered talent and facilities for a series of quarter-hour transcriptions to be used during the Sixth War Loan Drive, it was announced last week by the Treasury War Finance Division. In addition, the organization will absorb all production costs for the series, which will be available for local sponsorship, it was stated.

To be sent to all stations, series is expected to consist of 12 separate programs which will commemorate the role of music on the American scene during ASCAP's 30 years of existence.

John G. Payne, ASCAP general manager, has assigned Robert Murray, director of public and customer relations, to work on production of the discs in cooperation with Maurice H. Kafka, War Finance coordinator of music. The David Broekman orchestra will handle the music for the programs.

Treasury last week also announced Sept. 21 as production date for the first of a special series of individual transcribed discs which WFD hopes to offer during the Sixth Loan. Written by Lynn Murray, CBS orchestra leader, and Pvt. Millard Lampell, radio writer, quarter-hour discs will be based on the President's Liberation Day prayer. To be titled "Liberation", program features Frederic March as narrator. Music is by Lynn Murray and orchestra with Burl Ives is soloist.

Dr. Horton to CBS

DR. DONALD HORTON has joined CBS as research psychologist to direct television audience research, according to John K. Churchill, CBS director of research. A research associate at Yale U.'s Institute of Human Relations since 1940,with a Ph.D degree from that university, Dr. Horton has specialized in the study of family and community reactions to technological and social changes in American life. In 1943-44, he served as special consultant to the Morale Services Division of the War Department, on education and training.

Durham★ makes 25% of nation's cigarettes

WDNC

COLUMBIA NETWORK CBS

★NORTH CAROLINA

Represented by Howard H. Wilson Co.



Official U. S. Navy Photograph

RADIO COVERAGE for the Pacific operations will be in the hands of these network representatives, photographed as they were leaving from National Airport in Washington, Handling news of the Pacific fleet will be (l to r): James Fleming, CBS correspondent; Gene Rider, CBS engineer; Francis McCall, NBC correspondent; Edmund Franke, MBS, and Fred Frutchey, NBC, engineers who accompanied the party.



CALIFORNIA GOLD RUSH, 1944

The Gold Rush of '49 was only a dress rehearsal for the Rush of '44. Today the *great Central Valley* area and *Western Nevada* is experiencing an agricultural and industrial boom unparalleled in history.

Retail sales in the 41 county *Beeline* Area were over *2 billon dollars* in the last 12 months.

WHAT IS
The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community... combined* on a new basis for National spot business.

**See McClatchy Beeline rate listing first under California in Standard Rate and Data.*



McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO. National Representative

Jan. 5, 1883 — John T. Griffin — Sept. 14, 1944

JOHN T. GRIFFIN, 61, president and principal owner, KTUL Tulsa and KOMA Oklahoma City, died last Thursday at his home in Muskogee, following an illness of several months resulting from a stroke.

An Oklahoma pioneer, Mr. Griffin was born in Houston, Miss., and journeyed to the Indian Territory in 1902, becoming a grocery salesman. He established the Griffin Grocery Co., wholesale grocers and manufacturers, which operates in Texas, Oklahoma, Arkansas, Missouri and Kansas, one of the largest wholesale grocery firms in the country. He was a director of the MKT railroad and president of the State Bank Assn.

Mr. Griffin established KTUL in 1933, having purchased a small station in Chickasha, Okla., which he removed to Tulsa. He purchased KOMA in 1939 from Hearst Radio for $315,000.

He is survived by his widow, a son, Pvt. John Griffin, now in military service in Pennsylvania, and a daughter, Marjorie Griffin Leake, of Dallas. Mr. Leake is manager of the Griffin Grocery Co. operations in Texas.

Mr. Griffin maintained his home in Muskogee and supervised operations of his many properties from there. Manager of KOMO is Kenyon Brown, while KTUL is directed by John Esau.

Petrillo to Appear At Platter Hearing

New York Meeting Deferred By NLRB to Sept. 28

AT THE REQUEST of James C. Petrillo, president of the American Federation of Musicians, the National Labor Relations Board has again postponed its hearing on the question of platter turning jurisdiction in NBC and Blue owned stations. NLRB has set Sept. 28 as the new date in order to allow Mr. Petrillo to appear.

The hearing was originally set for Aug. 28 but was postponed to Sept. 20 [BROADCASTING, Aug. 21, Aug. 28] at the request of Joseph A. Padway, AFM counsel.

The proceedings were instigated by the National Assn. of Broadcast Engineers & Technicians to recover jurisdiction over turntables at the network-owned stations in Chicago. NABET claims that an exception it granted four years ago permitting musicians to handle platter turners at WENR and WMAQ was later withdrawn and charges the networks with unfair labor practice in continuing to give AFM jurisdiction.

Affects Future Plans

The outcome of the NLRB hearing will have a direct bearing on Mr. Petrillo's plans to force the employment of musicians as record turners exclusively in stations throughout the country. His efforts to take over turntable functions at all network owned stations brought threat of a strike last May by NABET technicians at all NBC and Blue owned stations, resulting in a National War Labor Board order maintaining the status quo until the question of jurisdiction is determined.

Should the NLRB decide that jurisdiction over turntables properly resides with the technicians, Mr. Petrillo's virtual monopoly on platter turning in Chicago would be broken. A WLB regional panel recently voted against demands of the union to force employment of additional musicians by WJJD Chicago for platter turning operations [BROADCASTING, Sept. 4].

Meanwhile, broadcasters awaited action by Director of Economic Stabilization Fred M. Vinson to enforce compliance by Mr. Petrillo of the WLB directive terminating the two-year strike against the Victor and Columbia recording companies. OES officials said a decision may be expected in a matter of weeks.

DuMont Expansion

SALE of 225,000 shares of Class A common stock, to help finance production of television transmitters and sets when priority restrictions are lifted, is sought by Allen B. DuMont Labs. in a registration certificate filed with Securities & Exchange Commission. Van Alstyne Noel & Co. and Kobbe, Gearhart & Co. will handle the stock. DuMont also announced that its new live talent television studio of WABD New York begins operation Sept. 17, giving multiple-studio telecasting facilities to the DuMont station, permitting continuous live talent shows.

No. 1 Station in a No. 1 Market

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS · National Representative

KVSO Shift Sought

APPLICATION was filed with the FCC last week for voluntary assignment of license of KVSO Ardmore, Okla., from The Ardmoreite Pub. Co., publisher of the *Ardmoreite*, to John F. Easley, editor of the paper and major interest holder in the publishing company. Transfer is for "valuable considerations" application stated. KVSO operates on 1240 kc with 250 w local sunset and 100 w night.

RCA Video Ads

RCA has launched a national campaign to promote television, listing 46 television manufacturers who will be ready to supply video sets after the war. Schedule calls for 1,000-line insertions in 20 newspapers in cities that have or are planning television stations. Ads, which will run from time to time, 1944-1945, will carry no mention of RCA. Agency is Ruthrauff & Ryan New York.

Fred Allen Off

WITH Fred Allen definitely not returning to the *Texaco Star Theatre* on CBS Sunday 9:30-10 p.m., Texas Co. is retaining James Melton and Al Goodman's orchestra, summer replacement, and Oct. 1, adds Alex Templeton, pianist-composer, as a regular feature. Five actresses have been signed to alternate on the program by Henry Souvaine Inc., producer. Agency is Buchanan & Co., New York.

Reichold Concerts

REICHOLD CHEMICALS Inc., Detroit, will sponsor network broadcasts of the Detroit Symphony Orchestra beginning Oct. 21 on MBS, Saturday 8:30-9 p.m., according to Grant Adv., New York, appointed last week to handle institutional advertising for the company.

WESTERN ELECTRIC CO., New York, at a meeting of the board of directors Sept. 12 declared a dividend of 50 cents per share on its common stock. Dividend is payable Sept. 29, 1944, on stock of record Sept. 22, 1944.



Represented Nationally by HEADLEY-REED CO.

Fly Reveals

(Continued from page 16)

itation should be "comparable" to that of the FM and television fields. Supporting that theory is the provision in the White-Wheeler Bill (S-814), which would limit the number of stations in any one band to six. In that connection Mr. Fly is reported to have suggested the provision to Sen. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee and co-author of the proposed measure with Sen. White (R-Me.), acting Minority Leader.

Although CBS withdrew its application to transfer WBT to the KFAB Broadcasting Co., Lincoln, by which it would have acquired a 45% interest in the KFAB company, it was learned that the Commission informally had apprised CBS and KFAB that it would not be inclined to look with favor on the transfer. It was felt by certain Commissioners that CBS should own no more than a third interest.

While the Commission has no regulations limiting the number of stations any one corporation may own, there has been an unwritten "policy" in that connection. Andrew W. Bennett, Washington attorney who testified before the House Committee last Tuesday, said he consulted Chairman Fly as to whether the Commission would oppose a seventh station for the Fort Industry Co.

When Mr. Sirica pointed out that there was no regulation placing a limit on stations, Mr. Bennett replied: "But there was a policy." He didn't elaborate.

Acme on MBS

ACME WHITE LEAD & Color Works, Detroit, on Oct. 1 will begin two Sunday mystery shows on Mutual. Firm has signed for the 5:30-6 p.m. (EWT) period to present *The Shadow* on 35 stations west of Chicago, and on those Mutual stations in the East that do not carry the program for Delaware, Lackawanna & Western Coal Co. In the latter areas Acme will sponsor the *Return of Nick Carter*, 3:30-4 p.m., with plans to sponsor this program on the full Mutual network at a later date. Both contracts are for 26 weeks. Agency is Henri, Hurst & McDonald, Chicago.

KWBU to Blue

KWBU Corpus Christi, Tex., operating daytime only with 50,000 w on 1010 kc, Oct. 1 becomes affiliated with the Blue Network as a supplementary station to the Southwestern Group. Total number of Blue affiliates is now 196. Station is owned by Century Broadcasting Co.

Griesedieck Drive

GRIESEDIECK BREWERY, St. Louis, began a one-minute campaign on the following stations, KBTM WSOY KWOC KDRO KFVS KWOS WCBS WTAX WJPF WTAD KWTO KTTS WDZ. Sept. 18. Eight-week contracts were placed by Ruthrauff & Ryan, Inc.

POLICY ON SPOTS CHANGED BY WLW

ACCEPTANCE of all announcements on WLW Cincinnati, as of last Friday, Sept. 15, will be judged by the WLW program department on the basis of program content as well as the product and commercial content. Robert E. Dunville, vice-president of the Crosley Corp. and general manager of WLW, announced last week.

Mr. Dunville said that certain announcements will be barred from adjacencies to regular programs "that in our sole opinion would not be in the interest of good programming." Content alone would not decide its acceptance. "Further," Mr. Dunville said, "we will not guarantee the acceptance of an announcement in a time period on a continuing basis and reserve the right at any time to consider the announcement not in the interest of good programming if the preceding or following program changes its format or general appeal.

"Current advertisers whose announcements conflict under this new regulation will be afforded the opportunity of (1) changing their spot announcements to periods which will be acceptable; (2) changing the announcement either from a transcribed to a live basis or to another transcription that will be satisfactory; or (3) canceling the announcements without short rate."

WE REACH NO SOULS IN BAREFOOT (Ky.)!

Or heels, either—we don't reach *nuthin* in Barefoot, Kentucky. But we're pretty callous about them pore people, because we've got quite a job here in the Louisville Trading Area, giving practically exclusive NBC service to nearly a million consumers in this concentrated, worth-while market. If you want "shoes for baby", you can make the where-with-all at WAVE!

LOUISVILLE'S WAVE



5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

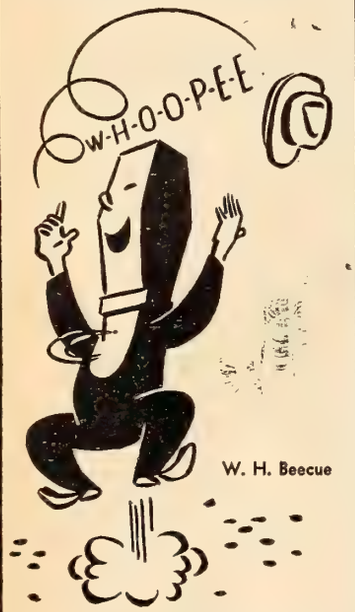
FREE & PETERS, INC.,

HAVE YOU SEEN

THE NEW

WHBQ

RATE CARD?



Of course the rates are the same but look at all the pretty pictures and colors.

The Rambeau man (or woman) will come a running, or if you want to keep your secretary busy, dictate a line —and the card will be on its way.

DIXIE'S 24 hour station
Exclusive Memphis Station to Present
ASSOCIATED PRESS NEWS
News Every Hour on the Hour

WHBQ

your MUTUAL friend

MEMPHIS, TENNESSEE
Represented by RAMBEAU

Dewey and Reynolds Heard by Troops Abroad

A TRANSCRIBED version of Quentin Reynolds' talk before the Democratic Convention will be shortwaved to American troops abroad today (Sept. 18) as the first in the series of political addresses under Army auspices. Transcription of the Philadelphia address delivered Sept. 7 by Gov. Thomas E. Dewey, Republican presidential candidate, will be broadcast Sept. 19 as the Republicans' initial campaign talk to the troops overseas.

These broadcasts will be followed by similar addresses presented by speakers for the Socialist party, Prohibition party and Socialist-Labor party in accordance with Army provisions for equal opportunity for all political parties with Presidential candidates in six or more states. Each party will have five broadcasts in all, two 30-minute and three 15-minute addresses, all recorded versions of speeches broadcast to the public in the United States. [BROADCASTING, Sept. 11].

MacHarrie Back at Blue

LINDSAY MacHARRIE has been named New York production manager of the Blue Network, reporting to Adrian Samish, national production manager. Mr. MacHarrie returned to the Blue's production staff last April having left the network in Sept. 1942, to serve with the American Red Cross in London, handling programs shortwaved to this country. He became director or ARC public relations in London in March, 1943 returning to this country earlier this year.

V-Day Prayers

WASHINGTONIANS want a quiet, prayerful V-Day when Germany is defeated, according to a survey made by Kenneth Banghart, WRC Washington newscaster, in his morning news show. Mr. Banghart asked his listeners to voice their opinions, and the next day 370 letters were received, the majority desiring to observe V-Day in quiet prayer.

Y&R London Office

YOUNG & RUBICAM, New York, will open a London office Jan. 1, 1945, with George D. Bryson, contact executive of the agency, as managing director. Mr. Bryson, prior to his joining Y&R, was a member of the sales organization of *Redbook Magazine*. Due to leave for London in October, Mr. Bryson will be accompanied by Lorimer B. Slocum, vice-president and manager of the agency's foreign department. Mr. Slocum returned recently from England where he made preliminary arrangements for opening the new office. No announcement was made as to accounts that will be handled. Offices now include five in the U. S. and two in Canada.

KTOK Names Wessell

KENNIS WESSELL, former professor at Denver College of Music, has been added to the staff of KTOK Oklahoma City as studio director. Mr. Wessell, reportedly one of the outstanding voice development instructors in the southwest, brings to KTOK a rich background of professional experience in voice production and music.

Alex Campbell Named WIBC General Manager

ALEX CAMPBELL Jr., former commercial manager of WKAT Miami Beach and afterward sales executive of WBBM Chicago, has assumed the general managership of WIBC Indianapolis, recently acquired by the *Indianapolis News*. Mr. Campbell started in radio in New York in 1931 and for last 5½ years was with WKAT. He resigned last March in anticipation of a station purchase transaction, but when that failed to develop he joined WBBM. He was there from June 15 until last month, when he resigned to take over the management of WIBC.


Mr. Campbell

Mr. Campbell announced the appointment of Joe Higgins, formerly advertising manager for Crawford MacGregor, Dayton, and more recently with Airtemp in that city, to the sales staff.

Stuhler, Morris Named

TED BATES Inc., New York, last week announced the appointment of William B. Stuhler as vice-president in charge of radio production —a new post— and Seymour Morris as account executive on Standard Brands Inc., New York. For the past year Mr. Morris has been assistant to Gardner Cowles Jr., president of the Iowa Broadcasting Co., Des Moines, *Register Tribune* and *Look Magazine*, working with him in Washington and Des Moines on various Cowles enterprises and operations, including recent station transactions. Mr. Stuhler, who will handle advertising on Standard Brands desserts for Ted Bates, was until recently radio assistant to the general advertising manager of General Foods Corp., New York.


Mr. Stuhler

RADIO REPORTS Inc., New York, has issued a complete index to its *Weekly Digest of Radio Opinion*, January-April, 1944.



Adventures from immortal classics of James Fenimore Cooper

• 78 quarter-hours that bring alive the ageless classics of James Fenimore Cooper, dramatizing the daring . . . courage . . . the spirit of adventure that is our American heritage. First, *The Deerslayer* . . . 39 recorded programs. Next, *The Last of the Mohicans* . . . 39 programs. Later, other Leather Stocking Tales. Thrilling listening for children of all ages . . . for grown-up "children," too, who relive the stories of these familiar novels! *Destiny Trails* . . . sky-high in writing, acting and production . . . all the time-tested elements of a success program for a vast variety of sponsors. Judge for yourself! Write, phone, or wire for audition record *today*.

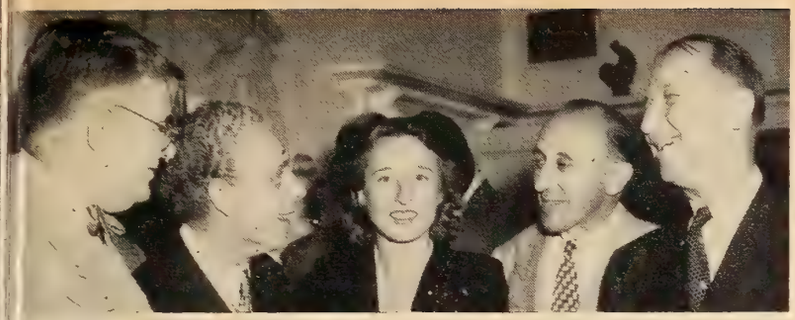
National Broadcasting Co.
A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

Cover the Rich Lehigh Valley





'ALL TEE-OFF of NBC *Maxwell House Coffee Time* occasioned this Hollywood gathering of agency clan with sponsor when series resumed in Aug. 31. Confabbers (l to r) are Clarence Goshorn, president of Benton & Bowles, New York, agency servicing account; Walter Craig, agency vice-president in charge of radio who returns to his New York headquarters in late September; Betty Buckler, manager of agency's Hollywood office; Al Kaye, program producer; J. K. Evans, vice-president of General Foods Corps., *Maxwell House Coffee Time* sponsor.

TWO NEW STATIONS GRANTED BY FCC

PETITION for reconsideration and grant of application for a new standard station at Ann Arbor, Mich., filed by Washtenaw Broadcasting Co., was granted by the FCC last week, in accordance with procedure outlined in the Commission's Jan. 26, 1944 policy regarding the use of restricted materials for construction purposes. Granite District Radio Broadcasting Co., Salt Lake City, at the same action was granted reconsideration and grant of its application for a new standard station, also upon conditions relating to the Jan. 26 construction policy.

Facilities for Ann Arbor are 1050 kc with 250 w and daytime operation only. The Salt Lake City outlet will operate on 1400 kc with 250 w and unlimited time.

Washtenaw Broadcasting is owned by A. E. Greene (40%,) president, who owns Greene Cleaners & Dyers, Ann Arbor; Paul G. Greene (40%), secretary-treasurer, who is half-owner of Johnson & Greene, road contractors, and Ed. F. Baughn (20%), vice-president, an employe of CKLW Windsor-Detroit.

Imperial Oil Test

IMPERIAL OIL Co., Toronto (gasoline) has started as a test campaign of *Esso Reporter* newscasts on CKY and CKRC Winnipeg. Account was placed by MacLaren Adv. Co., Toronto.

RTPB Video Meeting

TELEVISION Panel (6) of the Radio Technical Planning Board will hold a special meeting Sept. 19 in New York to give reconsideration to the specific location of the experimental television broadcast channel and to relay channel assignments between 300 mc and 1000 mc. Requests of Panel 6 for these channels were found to be in conflict with those of other services at a recent meeting of RTPB Panel 2, on allocation, and an attempt will be made to resolve this conflict before the next meeting of Panel 2 in New York Sept. 22 and especially before the start of the FCC hearings on allocations Sept. 28 in Washington.

Raytheon to Sponsor 'Meet Your Navy' Show

RAYTHEON MFG. Co., Newton, Mass., marking its first use of network radio, will promote radio tubes and equipment on the Blue Network as sponsor of *Meet Your Navy* beginning Oct. 14. Originating at the U. S. Naval Training Center, Great Lakes, Ill. and featuring music and entertainment furnished by servicemen, the series has been sponsored by Hall Bros. Inc., Kansas City for greeting cards since Aug. 21, 1942 in the Friday, 8:30-9 p.m. period. Under the new sponsorship *Meet Your Navy* will shift to the Saturday 7:30-8 p.m. spot, with a delayed broadcast for Mountain and Pacific Coast areas at midnight. Business was placed through Burton Brown Adv., Chicago.

Hall Bros. has taken the Sunday 3-3:30 p.m. spot on the Blue Network, for 52 weeks, effective Oct. 15 for a program yet to be announced. Full network is expected to be used. Agency is Foote, Cone & Belding, Chicago.

BLAZING NEW SALES IN IDAHO



KSEI
POCATELLO · IDAHO

NORTH EAST WEST SOUTH
The Texas Rangers
SELL MANY PRODUCTS FOR MANY ADVERTISERS
NOW ON
WKBO
Harrisburg, Pa.
Wildroot Hair Tonic

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

The San Francisco Radio Picture *Has* changed!



Look up Blue's KGO in your latest Hooper!
It's THE Bay Area Buy!

+

This is a. . . '*plus*' market

Approximately one-half of Washington's Million and a Quarter population is gainfully employed. The greatest concentration of spendable income in any similar area on earth.

For complete coverage of this market you need WINX. The station that has endeared itself to the community by a constant interest in their needs and desires.

Let WINX do the *PLUS* job in this all-important *PLUS* market.

The Best Test Market at MINIMUM COST



WINX
The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

WCBM blue

A QUALITY STATION

with MASS APPEAL

in a

RICH MARKET

WCBM

BALTIMORE

The BLUE Network Station

John Elmer
President

Geo. H. Roeder
Gen. Manager

FREE & PETERS, INC.
Exclusive National Representatives

FCC OKAYS SHIFT OF WJLS TO 560 KC

FCC last week announced findings of fact, conclusion and order granting application of WJLS Beckley, W. Va., for a construction permit to change frequency from 1240 kc to 560 kc, with power of 250 w day and 100 w night and unlimited hours of operation. Grant is subject to the condition that the permittee submit certain data on proof of performance.

Citing a significant increase in service and expressing certainty that the applicant was financially able to carry out the proposed operation, the Commission statement concluded "In view of all the evidence it appears that the granting of the instant application would tend toward a fair, efficient and equitable distribution of radio service as contemplated in the Communications Act of 1934, as amended, and that public interest, convenience and necessity will be served by a grant of the instant application."

The new operation also would not affect interference to WFIL Philadelphia, intervenor in the proceedings, the FCC statement contended.

Commissioner Jett dissented to the action while Chairman Fly and Commissioner Wakefield did not participate. Applicant proposes, when equipment becomes available, to apply for power increase to 1,000 w day and 500 w night, operating as a class III outlet.

WFIL last week had not decided any further legal remedies it will pursue. It operates on 560 kc. with 1,000 w.



AMERICA THE BEAUTIFUL, in the person of Venus Ramey, Miss America of 1944, visits the Copacabana in New York with (l to r): G. Bennett Larson, manager of WWDC, Washington; Joe Weed, Weed & Co., national representative; Joseph Katz, president of Joseph Katz Co. and chief owner of WWDC Washington. WWDC sponsored Miss Ramey's trip to Atlantic City, where she won the beauty contest.

C. B. Heller Overseas

C. B. HELLER, former commercial manager of WLOK Lima, O., is now on his way to England on an OWI assignment. He will be a newsman in England for OWI's Overseas Branch, having previously been in the cable and wireless division of the OWI news and features bureau. In March of this year, Mr. Heller left WLOK to accept an appointment with the Overseas Branch in New York. He was a newspaperman before entering radio.



Mr. Heller

Set Mfrs. Meeting

OPA has called an organizational meeting of an industry advisory committee representing manufacturers of radio sets, to be held in Washington Sept. 22. Committee members are: Benjamin Abrams, Emerson Radio & Phonograph Corp.; R. C. Cosgrove, Crosley Corp.; J. J. Nance, Zenith Radio Corp.; J. M. Spain, Packard-Boll Co.; A B. Wells, Wells-Gardner & Co.; P. S. Billings, Belmont Radio Corp.; P. V. Galvin, Galvin Mfg. Co.; E. E. Lewis, RCA; H. A. Nicholas, Farnsworth Radio & Television Corp.; Fred D. Williams, Philco Corp.

CBS SPIKES RUMOR OF PALEY LEAVING

RUMORS that the Atlass brothers, Ralph and Leslie, Chicago radio pioneers, were trying to buy control of CBS have turned out to be somewhat erroneous. In the first place, it is not the Atlass brothers—it's the Atlas Corp., Floyd Odlum's investment trust, which has recently transferred to its own name about 35,000 shares of CBS stock acquired during the year.

In the second place, it's not control. There are currently 1,717,076 shares of CBS stock outstanding. So the Atlas Corp. owns slightly more than 2%, in contrast to the Paley holdings of approximately 325,000 shares, or slightly less than 20 per cent.

Hasn't Resigned

Another recurrent rumor—that William S. Paley has resigned as president of CBS—is scored as "absolutely untrue" by top CBS executives, who say that during his recent flying visit to New York from his wartime duties in London with the Office of War Information, Mr. Paley expressed a strong desire to return permanently to his office at CBS as soon as possible, adding the guess that this might well occur before the first of the year.

Denny Advocates Filing Of 15-25% Transfers

EDITOR, BROADCASTING:

BROADCASTING magazine for Sept. 11, 1944 contains the following at page 59:

"Reps. Magnuson and Miller engaged in a lengthy exchange regarding Commission regulations and Sec. 310B of the Communications Act of 1934, as amended. Mr. Denny declared that section should be amended to make it mandatory for licensees to file with the Commission any transfer of stock, as low as 1%. The section now has to do with control of a station."

Actually, I testified as follows (Tr. 9747):

"In my opinion Section 310 (b) should be amended so as to give the Commission control over the transfer of smaller interests. I would advocate that the Commission be given jurisdiction over transfer of 15 or 20 or certainly 25 percent interests. I think if a man owns a 15 or 20 or 25 percent interest in so important a mechanism as a radio station, it is very desirable that he come before the Commission and let the Commission find out who he is and approve his ownership."

The draft amendment which I submitted for the record (Tr. 9763) provides that the Commission must consent to any transfer which will result in the transferee holding an interest of 20% or more.

I feel that this typographical error is a matter of some consequence, as it would be unnecessarily burdensome to require written consent in the case of an interest as small as 1%. Accordingly, I would appreciate your correcting this error.

/s/ CHARLES R. DENNY
General Counsel, FCC

Sept. 12

"You can SPOT IT in a minute"

ASK A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

Do You Know

Ultra low-drift Crystals are now available for prompt shipment to Broadcasters

HOLLISTER CRYSTAL CO.

Boulder Colorado

Network Accounts

All time Eastern Wartime unless indicated

KELLOGG Co., Battle Creek, Mich. (All Bran), on Oct. 2 starts *Jack Berch and the Three Sons* on about 170 Blue stations, Mon. thru Fri. 11:45-12 Noon, having discontinued Sept. 29 same program on 203 MBS stations, Mon. thru Fri., 1:15-1:30 p.m. For Pep also discontinues Sept. 29 *Pep Superman* on over 189 MBS stations, Mon. thru Fri. 5:45-6 p.m. Agency: Kenyon & Echkardt, N. Y.

TIP TOP TAILORS, Toronto (chain stores), on Oct. 1 starts *Music for Canadians* on 28 CBC Dominion network stations, Sun. 8:30-9 p.m. Agency: McConnell, Eastman & Co., Toronto.

LAWRASON Co., Toronto (snowflake ammonia), on Sept. 1 started *Name It* on 4 Ontario stations, Fri. 7:30-7:45 p.m. Agency: MacLaren Adv. Co., Toronto.

ROBIN HOOD Mills, Montreal (Robin Hood oats), on Oct. 4 starts *Claire Wallace's They Tell Me* on 30 CBC Trans-Canada network stations, Mon., Wed. and Fri. 1:45-2 p.m. Agency: Young & Rubicam, Montreal.

INTERNATIONAL Silver Co. of Canada, Hamilton, Ont. (silverware), on Oct. 8 starts *Ozzie & Harriet* on 27 CBC Trans-Canada network stations, Sun. 6-6:30 p.m. Agency: Young & Rubicam, Toronto.

TUCKETT Ltd., Hamilton, Ont. (Buckingham cigarets), on Sept. 13 started *Curtain Time* on 27 CBC Trans-Canada stations, 9:30-10 p.m. Agency: MacLaren Adv. Co., Toronto.

CAMPANA SALES Corp., Batavia, Ill. (Campana balm), on Sept. 30 for 52 weeks, starts *Don't You Believe It*, on 8 CBS Pacific stations, Sat. 9:45-10 p.m. (PWT). Agency: Wallace-Ferry-Hanley Co., Chicago.

SHIPSTEAD & JOHNSON Ice Follies on Sept. 21 for the Hollywood premiere, 34 MBS stations, 11:30-12 midnight, (rebroadcast 34 MBS stations Sept. 22). Placed direct.

LEDERLE LABS Inc., New York (institutional), unit of American Cyanamid Co., on Oct. 6 for 52 weeks starts *The Doctor Talks It Over* on about 160 Blue stations, Fri. 10:30-10:45 p.m. with delayed broadcasts. Agency: Hazard Adv., N. Y.

UNION Pacific Railroad, Omaha, Neb. on Oct. 8 starts *Your America* on undetermined number of MBS stations, Sun. 4-4:30 p.m. Program is now heard on NBC, Saturday 5-5:30 p.m. Agency: Caples Co., Chicago.

Renewal Accounts

PEPSODENT Co., Chicago, on Sept. 9 for 52 weeks renewed *Bob Hope* on 135 NBC stations, Tues. 10-10:30 p.m. Agency: Foote, Cone & Belding, Chicago.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on Sept. 30 for 52 weeks renews Alex Dreier on full NBC network, Sat. 10:45-11 a.m. Agency: Henri, Hurst & McDonald, Chicago.

ADMIRAL Corp., Chicago (institutional), on Oct. 1 renews *World News Today*, Sun. 2:30-2:55 p.m., adding 19 CBS stations for a total of 62 CBS stations. Agency: Cruttenden & Eger, Chicago.

WNEW-WABD Tie-in

WNEW New York has completed arrangements for a tie-in with WABD New York, DuMont station, effective Oct. 1. The AM station is taking over the Sunday 8:30-9 p.m. period every three weeks on WABD to present television adaptations of its own programs, with *Crime Quiz*, Paula Stone, Hollywood Commentary, and Raoul Henry's Spanish Lesson scheduled for the first three telecasts. Purpose is to give WNEW staff experience in the medium. WABD in return receives promotional advantages, and WNEW will inaugurate a series of television forums.

STERLING Drug Inc., New York, on Sept. 18 for 52 weeks renews, on 136 NBC stations, Monday thru Friday, *Back Stage Wife* (Haley's M-O, Dr. Lyons Tooth Powder), 4-4:15 p.m.; *Stella Dallas* (Phillips Creams, Phillips Milk of Magnesia), 4:15-4:30 p.m.; *Lorenzo Jones* (Dr. Lyons Tooth Powder, Bayer Aspirin), 4:30-4:45 p.m. and *Young Widder Brown*, (Phillips Milk of Magnesia, tablets, Phillips Tooth Paste and Powder), 4:45-5 p.m. Agency: Dancer-Fitzgerald-Sample, New York.

WHITEHALL PHARMACAL CO., New York (subsidiary of American Home Products, New York), on Sept. 11 for 52 weeks renewed *Just Plain Bill* (Anacin) on 51 NBC stations, Mon. thru Fri. 5:30-5:45 p.m. and *Front Page Farrell* (Kolynos), on 51 NBC stations, Mon. thru Fri. 5:45-6 p.m. Agency: Dancer-Fitzgerald-Sample, New York.

DENALAN Co., San Francisco (dental plate cleanser), on Sept. 12 for 13 weeks, renewed Clinton (Buddy) Twiss on 15 Blue Pacific stations, Tues. Thurs. 1:45-1:50 p.m. (PWT). Agency: Rhoades & Davis, San Francisco.

AL WILLIAMS Health Club, Long Beach, Cal. (health club), on Sept. 16 for 52 weeks, renews Al Williams—commentary, on 38 Don Lee Pacific stations, Sat. 10:15-10:30 a.m. (PWT). Agency: Max Becker Adv., Los Angeles.

COCA COLA Co., Atlanta, on Sept. 18 for 52 weeks renews *Victory Parade of Spotlight Bands* on 177 Blue stations, Mon. thru Sat. 9:30-9:55 p.m. Agency: D'Arcy Adv., New York.

Network Changes

ALLIS-CHALMERS Co., Milwaukee (institutional), on Oct. 7 for 30 weeks resumes *Boston Symphony Orchestra* on 181 Blue stations, Saturday 8:30-9:30 p.m. Agency: Compton Adv., N. Y.

HELBROS Watch Co, New York, on Sept. 10 expanded *Quick as a Flash* from 26 to 112 MBS stations, Sun., 6-6:30 p.m. Agency: William H. Weintraub Co., N. Y.

CONTI Products Corp., Brooklyn, N. Y. (toilet products), on Oct. 5 adds 11 MBS stations to *Starlight Serenade*, Thurs. 9:30-10 p.m., making a total of 32 MBS stations, and on Nov. 9 replaces *Starlight Serenade* with *Treasury Hour of Songs*, 32 MBS stations, Thurs. 9:30-10 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

GENERAL FOODS Corp., New York, on Oct. 2 begins *Two on a Clue* on 122 CBS stations, Mon. thru Fri. 2:15-2:30 p.m., replacing *Joyce Jordan, M. D.* (Postum, LaFrance, Satina, Post's Raisin Bran) which shifts to 2-2:15 p.m. period, Mon. thru Fri., on 122 CBS stations, and on Oct. 2 shifts *Portia Faces Life* (Grape Nuts Flakes, Wheatmeal), Mon. thru Fri. 2-2:15 p.m., on 122 CBS stations to 87 NBC stations, Mon. thru Fri. 5:15-5:30 p.m., replacing *We Love and Learn* (Post's 40% Bran Flakes), which will be discontinued Sept. 29. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Crisco. P & G white laundry soap) on Oct. 2 will replace *Vic & Sade* with a new quarter-hour dramatic serial *Rosemary*, which will originate in New York on full NBC 10:15-10:30 a.m. (CWT), 52-week contract was placed by Benton & Bowles, New York, and Compton Adv., N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury Soap), on Oct. 5 discontinues *Hollywood Mystery Time* on 8 Pacific coast CBS stations, Thurs. 9-9:30 p.m., shifting program Oct. 8 to 160 Blue network stations, Sun. 9:15-9:45 p.m., replacing *Chamber Music Society of Lower Basin Street*. Agency: Lennen & Mitchell, N. Y.

SIGNAL OIL Co., Los Angeles (petroleum products), on Sept. 18 shifts *Suspense* on 10 CBS Pacific stations, from Sun. 7:30-8 p.m. (PWT) to Mon. 9-9:30 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

GUM LABS Inc., Clifton Heights, Pa. (Ivoryn Peroxide chewing gum), on Sept. 16 added 68 Blue stations to *Hello Sweetheart*, making a total of 191 Blue stations, Sat. 5:45-6 p.m. Agency: McJunkin Adv., Chicago.

LUTHERAN LAYMAN'S League, St. Louis, on Sept. 17 shifted *Lutheran Hour* from over 200 MBS stations, Sun. 1:30-2 p.m., to over 200 MBS stations, Sun. 12:30-1 p.m. Agency: Gotham Adv., N. Y.

GOSPEL BROADCASTING Ass'n, Los Angeles, on Sept 17 resumed *Pilgrim Hour* on over 200 MBS stations, 12 noon-12:30 p.m. (having discontinued program May 14 on over 200 MBS stations, Sun. 2-2:30 p.m.) and on Sept. 10 discontinued *Old Fashioned Revival* on over 200 MBS stations Sun. 7-8 p.m. Agency: R. H. Alber Co., Los Angeles.

ROMA WINE Co., Fresno, Cal. (wines), on Sept. 14 shifted *Suspense* on 80 CBS stations from Mon. 8-8:30 p.m. with West Coast repeat 9-9:30 p.m. (PWT), to Thurs. 8-8:30 p.m. with West Coast repeat 9-9:30 p.m. (PWT). Agency: The Biow Co., New York.

GROVE LABS., St. Louis (4-way cold tablets), on Sept 24 adds 23 Blue stations to Leland Stowe Sun., 1:55-2 p.m., making a total of 171 Blue stations. Agency: Donahue & Coe, N. Y.

GENERAL ELECTRIC Co., Schenectady (lamps), on Sept. 10 added 13 NBC stations to *Hour of Charm*, making a total of 137 stations, Sun. 10-10:30 p.m. Agency: BBDO, N. Y. and Foster & Davies, Cleveland.

BEN HUR PRODUCTS Inc., Los Angeles (Ben Hur products), on Sept. 11 shifted Aunt Mary on 12 NBC Western stations from Mon. thru Fri. 10:30-10:45 a.m. (PWT) to Mon. thru Fri. 3:45-4 p.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Supersuds), on Sept. 17 added to *Blondie* on 140 CBS stations, Sun. 8-8:30 p.m., West Coast repeat, Sun. 8:30-9 p.m. (PWT). Agency: William Esty & Co., N. Y.

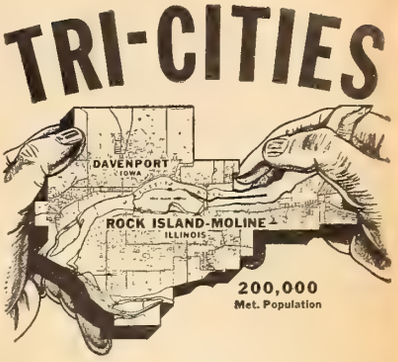
BRISTOL MYERS Co., New York (Mum), on Nov. 3 discontinues *Parker Family* on 150 Blue stations, Fri. 8:15-8:30 p.m. (repeat 11:15 p.m.). Agency: Doherty, Clifford & Shenfield, N. Y.

BROWN & WILLIAMSON Tobacco Corp., Louisville, Ky. (Raleigh cigarettes), on Sept. 13 replaced *Beat the Band* on NBC, Wed. 7:30-8:00 p.m. (CWT), with *Carton of Smiles*, new variety show. Contract for 26 weeks thru Russel M. Seeds Adv., Chicago.

ENGLANDER Co., Brooklyn (spring, mattresses), on Sept. 15 replaced *We Who Dream* on 43 CBS stations, Fri. 7:15-7:30 p.m. with *Undercover Carrigan*. Agency: Biow Co., N. Y.

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanut oil, salted peanuts), on Sept. 17 shifted *Adventure of Bill Lance* on 8 CBS Pacific stations, from Wed. 9:30-10 p.m. (PWT), to Sun. 9-9:30 p.m. (PWT). Agency: Erwin, Wasey & Co., San Francisco

FOREMAN & CLARK, Los Angeles (chain clothiers), on Sept. 4 for 52 weeks, added KROY to *Ten O'Clock Wire* on KQW Mon., Wed., Fri. 10-10:15 p.m. (PWT), making total of 2 CBS Pacific stations. Agency: Botsford, Constantine & Gardner, Los Angeles.



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There's more than 200,000 urban population in the TRI-CITIES . . . one of the mightiest markets in the Mid-West, both in size and in buying power . . . a market larger than Nashville, Des Moines, or Grand Rapids! So call on WHBF's SELLING POWER to help put your product across in this full-sized, prosperous market. WHBF is the local, result-getting station.

WHBF

5000 WATTS 1270 KC

BASIC MUTUAL NETWORK

Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l. Representatives

Hon: George Duram
H. W. Kastor & Sons Adv. Co.
Chicago, Ill.

Dear George:

Talk about exciting—you should hear Howard Chernoff's dispatch relating the capture of Cezembre Island off the French coast. Not only did Chernoff report this capture exclusively, but he even partially participated in the actual surrender of the Germans. Ed Morrow read Chernoff's story, and aside from the report on the bombing and artillery barrage prior to the surrender, Chernoff had a mighty interesting discussion with a German medic whose philosophy on life was 100% Hitler. This was an added job in addition to Chernoff's contact with W. Va. boys, but the people here love it, and us for bringing it to them.



Regards,
Yours,
Algy

The W. Va. Network

WCHS Charleston WSAZ Huntington
WPAR Parkersburg WBLK Clarksburg

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S MEMORABLE BATTLE GROUNDS
WIDER MARKET BETTER GUARANTEE

5000 WATTS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 9 TO SEPTEMBER 15 INCLUSIVE

Decisions . . .

SEPTEMBER 12

Washtenaw Broadcasting Co., Ann Arbor, Mich.—Granted petition for reconsideration and grant CP new station, 1050 kc 250 w unlimited; conditions.

Granite District Radio Broadcasting Co., Salt Lake City, Utah.—Granted reinstatement and grant CP new station, 1400 kc 250 w unlimited; conditions.

WERC Erie, Pa.—Granted CP change 1490 kc to 1230 kc.

Fred Jones Broadcasting Co., Tulsa, Okla.—Denied without prejudice application for reinstatement of application CP new standard station.

WING Dayton—Granted CP make changes DA and move transmitter; conditions. Granted license renewal for construction period.

Fetzer Broadcasting Co., Grand Rapids, Mich.—Adopted decision on order denying petition of WBKZ for rehearing or other relief directed against FCC grant of Fetzer Broadcasting application for new standard station.

KARM Fresno, Cal.—Denied without prejudice petition for reinstatement of application mod. license change 1430 kc to 1030 kc and make changes DA.

KPKW Pasco, Wash.—Granted 30-day extension to file application for transmitter site approval.

KALE Portland, Ore.—Granted license renewal for period ending 11-1-45.

KFH Wichita—Same.
KGB San Diego—Same.
KGBX Springfield, Mo.—Same.
KHSL Chico, Cal.—Same.
WBBR Brooklyn—Same.
WEVD New York—Same.
WFBM Indianapolis—Same.
WKST New Castle, Pa.—Same.

KFQD Anchorage, Alaska—Granted license renewal for period ending 5-1-46.

KTKN Ketchikan, Alaskan—Granted license renewal for period ending 5-1-47.

Columbia Broadcasting System, New York—Granted CP new experimental television station on channel 460-476 mc; conditions.

National Broadcasting Co., Cleveland—Placed in pending file application new commercial television station.

Badger Broadcasting Co., Madison, Wis.—Placed in pending file application new FM station.

SEPTEMBER 13

Chattachoochee Broadcasters, Marietta, Ga.—Granted motion postpone consolidated hearing now scheduled for Sept. 18 to Nov. 17 on applications of Chattahoochee Broadcasters and Marietta Broadcasting Co. for new stations.

WOV New York—Granted motion filed by Murray Mester and Meyer Mester for order to take depositions, re transfer WOV.

Tentative Calendar . . .

SEPTEMBER 19

KGKO Fort Worth, Tex—License renewal.
WBAP Fort Worth, Tex.—Same.
WFAA Dallas, Tex.—Same.

SEPTEMBER 21

KFVD Los Angeles—License renewal.
KPAS Pasadena, Cal.—Same.
KSOO Sioux Falls, S. D.—Same.

SEPTEMBER 22

WQAM Miami, Fla.—Mod. license use auxiliary N.
WORL Boston—License renewal.

Applications . . .

SEPTEMBER 11

Fidelity Broadcasting Corp., Boston—CP new FM station, 47,100 kc 4,830 sq. mi., $66,000 estimated cost.

WGH Newport News, Va.—CP new FM station, 44,700 kc, 5,950 sq. mi., $37,000 estimated cost.

W9XG West Layfayette, Ind.—Mod. CP for extension completion date from 9-24-44 to 9-24-45.

KGA Spokane, Wash.—CP change 1510 kc to 880 kc, increase 10 kw to 50 kw, install new transmitter and make changes DA-N.

SEPTEMBER 13

WINS New York—Mod. CP as mod. authorizing increase power, install new transmitter and changes DA, for extension completion date from 11-3-44 to 11-3-45.

Columbia Broadcasting System, Boston—CP new experimental television station, channel 460-476 mc, 1 kw, A5 emission.

King Trendle Broadcasting Corp., Detroit—CP new commercial television station, amended to change ESR to 1548.

KLPM Minot, N. D.—Vol. assgn. license from John B. Cooley to John B. Cooley, Ethel H. Cooley, and Carroll W. Baker d/b Minot Broadcasting Co.

Columbia Broadcasting System, Chicago—CP new experimental television station, channel 460-476 mc, 1 kw A5 emission.

Columbia Broadcasting System, St. Louis—Same.

WTCN Minneapolis—CP new FM station, 45,300 kc, 16,155 sq. mi., $109,860 estimated cost.

KFAC Los Angeles—Mod. CP authorizing move transmitter and install new antenna for extension completion date from 9-15-44 to 10-15-44.

KPQ Wenatchee, Wash.—Extension special service authorization operate by indirect method on 560 kc with 250 w N 1 kw D unlimited to 2-1-45.

Columbia Broadcastng System, Pasadena, Cal.—CP new experimental television station, channel 460-476 mc, 1 kw unlimited.

SEPTEMBER 15

WITH Baltimore—CP new FM station amended to change frequency to 44,100 kc, coverage to 28,898 sq. mi., change type transmitter, antenna and transmitter location.

WMPC Lapeer, Mich.—Mod. license change hours, adding 9-10 a.m. daily except. Sat.

WJAC Johnstown, Pa.—CP new FM station, 45,100 kc, 21,792 sq. mi., $55,950 estimated cost.

W8XCT Cincinnati—Mod. CP as mod. authorizing new experimental television station for extension completion date from 10-28-44 to 4-28-45.

WAGF Dothan, Ala.—Mod. license to change hours from D to unlimited with 250 w DN.

KVSO Ardmore, Okla.—Vol. assgn. license from Ardmoreite Pub. Co. to John F. Easley.

Texas Broadcasters, Houston—CP new standard station amended to 1580 kc, 500 w N 1 kw D.

CKFI Fort Frances, Ont.—Authority to transmit programs from International Falls, Minn. to CKFI.

in the CONTROL ROOM

EDMUND McKENZIE, former studio engineer of CKAC Montreal and CKY Winnipeg, has joined CFPA Port Arthur, Ont., as control room operator.

JACK E. BANNON, former chief engineer of WLOK Lima, O., is now overseas with the OWI as engineer for ABSIE in London.

STANLEY A. BECK, formerly with KDTH Dubuque, Ia., has been named chief engineer of WIND Dayton, O.

W. L. MURTOUGH, chief engineer of WENT Gloversville, N. Y., on Sept. 8 maried Rene Villon of Sherman Oaks, Cal.

DOUG JOHNSON has been named chief of studio maintenance for WSPA Spartanburg, S. C., succeeding Alvin Lanford, who has been inducted into the Navy. New addition to the control room staff is David Woodruff.

CHARLES HAMILTON, studio engineer at WLW Cincinnati, is the father of a boy.

REX G. BETTIS, Jonathan L. Smith, Joseph F. Dessert and Ernest E. Sams, engineers of KFI Los Angeles, have joined Blue Hollywood engineering staff, assigned to KECA, network's outlet in that city.

ELMA ODDSTEAD, secretary to George Greaves, chief engineer of KPO San Francisco, has started as apprentice engineer in the KPO control room.

LESLIE J. WOODS has been named manager of the Industrial Radio Division of Philco Corp., with headquarters in Detroit. Martin F. Shea has been appointed assistant manager of the division.

DAVID JEFFERIES, formerly with the OWI in Alaska, has been named chief engineer at WTBO Cumberland. New members of the transmitter staff are Ralph Wirgman and Marjorie Muncaster.

FRANK SCHOLES has been appointed chief engineer of CKWS Kingston, Ont., taking the place of George McCurdy who has been moved to the Toronto office of Northern Broadcasting & Publishing.

MAX WEINER, chief engineer of WNEW New York, has returned to his post after several months illness.

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PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

nouncer. Experienced newscaster, also capable of routine studio work. 5 Kw network affiliate, major midwestern market. Opportunity for advancement. Salary commensurate with ability. Include all data in first letter. Reply confidential. Box 540, BROADCASTING.

ansmitter engineer for 5 Kw midwest station. Must hold Radiotelephone First Class license. Salary, $45.00 per week. Also, control room operator. Salary, $40 per week. State experience and education, and enclose a snapshot. Box 546, BROADCASTING.

count executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

anted—News editors. Experience rewriting, editing, leg work helpful. Exceptional opportunity for three alert young men or women. WINX, 8th & I Sts., N. W., Wash. 1, D. C.

anted—Experienced operator, first or 2nd class phone. Ideal station S. E. Florida. State qualifications and minimum salary expected and draft classification in first letter. Box 663, BROADCASTING.

ading midwest clear channel station has immediate opening for experienced radio news man. Rush letter with complete background details and salary requirements. Box 689, BROADCASTING.

mmercial salesman wanted by 250 watt Blue Network affiliate. Must know radio and how to sell and service accounts. Box 676, BROADCASTING.

anted—Station manager to take complete charge of new forthcoming 250 watt station in modern thriving community, Pennsylvania. State background, experience, expected income, etc. Your application will merit our complete confidence. Box 679, BROADCASTING.

anted—Announcer experienced in sports and commercials. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

ief engineer wanted for 250 watt Mutual station. Permanent position in non-defense area. Give experience, salary requirements first letter, KFFA, Helena, Arkansas.

opywriter—If you are a good radio copywriter, particularly with retail experience, and want a permanent position with a well established agency where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of copy. Jessop Advertising Company, 21st Floor, First Central Tower, Akron 8, Ohio.

anted—First class operator, some experience. Radio Station WMFF, Plattsburg, New York.

opy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

nnouncer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

anted—Assistant chief engineer for live up-to-date 250-watt Blue Network station. Town eighteen thousand population. Must be sober and reliable. Wire, write or call station WOLS, Florence, S. C.

ief engineer, permanent position, for Sedalia, Missouri, 250 watt station latest RCA equipment, Mutual Network.

nnouncer wanted—NBC 5 kw station. A well-equipped man with at least two years' successful announcing experience. We prefer somebody who wants to become firmly rooted in the region which we serve. We'll start him at $47.50, and give him opportunity to earn extra talent fees for programs he produces. Send transcription, photo, detailed experience and education. Station WIS, Columbia, S. C.

Help Wanted (Cont'd)

Chief engineer—Engineering school graduate. Must be thoroughly experienced in all phases construction, maintenance and operation of AM up to 50 kw., FM and knowledge of television and facsimile. Must be able to direct men and understand FCC rules, forms, etc. This is opportunity with security now and in future and decent salary for right man now employed in radio broadcasing as chief engineer, or in government service, manufacturing company, etc., who wishes to make a change for the better. New York City station. Write in confidence. Box 685, BROADCASTING.

Situations Wanted

Program-production manager. Seven years' experience large and small station operation as musician, announcer, actor, producer, program manager. Prefer major market. Box 657, BROADCASTING.

Young man with B.A. in radio and theatrical background desires position with progressive station; announcing, writing, production, acting, promotion and unusual program ideas. Box 662, BROADCASTING.

Chief engineer—Thirteen years' experience. Eight years large network, mostly supervision, maintenance and installation. Two years radio engineer for United States Government. Three years radio manufacturing. Last one-and-a-half years, chief engineer of concern designing and manufacturing special equipment for U. S. Navy. References exchanged. Salary $100 to $125 a week. Must be permanent. Available six weeks. Box 664, BROADCASTING.

Sales representative of small station with success story, wants better proposition. Minimum salary, $75.00. Box 667, BROADCASTING.

Chief engineer, capable, experienced, finest references. Age 28, married, 4F. Available 3 weeks notice. Desire chief engineer with progressive organization, college community. Box 668, BROADCASTING.

Announcer—4F, married, experienced, good all-round man, seeks better opportunity. Box 669, BROADCASTING.

Permanent position wanted by experienced staff announcer-sportscaster. 2½ years metropolitan and regional 5 kw experience. References and transcription immediately available. Box 670, BROADCASTING.

Experienced and highly recommended time salesman available. Five years record of success. Draft exempt. Box 671, BROADCASTING.

Situations Wanted (Cont'd)

Program writer-director. Expert on news, continuity publicity, postwar programs. 10 years, experience Chicago, New York City, Hollywood and Europe. Chicago preferred. Mathilde Ernestine, 1405 E. 67th Place, Chicago, Phone, Fairfax 7867.

Experienced radio station representative, station time salesman with unexcelled record, excellent background, desires to make permanent change. Prefer commercial or general manager position. Would consider representative organization. In answer please state approximate salary, etc. Box 666, BROADCASTING.

Radio engineer desires chief engineer's position with station located in midwest or Rocky Mountain section. Twenty years' experience construction, maintenance and operation. Minimum $60.00 weekly. Please state all first letter. Box 674, BROADCASTING.

Manager—I am single, forty-four, have spent twenty years in radio. Have come up the road from announcer to general manager, and have done each job thoroughly. All of those with whom I've been associated may be used as references. My interest lies in radio at $5,000 per year or better. Will be available in a few weeks. Would you want to hear further? Box 678, BROADCASTING.

SALES MANAGER OF NORTHERN REGIONAL, WANTS SIMILAR POSITION, SOUTHERN, LOCAL, OR REGIONAL, OFFERING SALES DEVELOPMENT OPPORTUNITIES. WANT CONTRACT ON COMMISSION ONLY. BOX 680, BROADCASTING.

Program director-announcer. Eight years' experience. Available two weeks. Box 681, BROADCASTING.

Two-years' all-round experience in New York City and CBS affiliate: announcing, news editing and broadcasting, some script writing, seeks position as program director or assistant to station manager. 30, 4F, married. Box 682, BROADCASTING.

Producer's assistant—21, draft exempt, wants to get into radio or television production in agency or station. Two years' experience in advertising, also theatrical, announcing experience. Excellent knowledge dramatics, music, show business. Highly capable detail worker, typist. Top references. Box 683, BROADCASTING.

Radio news, analysis, commentaries. 4 years' experience midwest. Former college and university teacher diplomacy, history and government both in midwest and east. Widely traveled, several languages. Conservative. 43 and married. Experienced lecturer and thus capable of representing a station before the public. Immediately available. Good ratings. Address 4004 Grand Avenue, Des Moines, Ia., Telephone 7-5934.

Situations Wanted (Cont'd)

Woman graduate—Experienced announcing, acting, writing, Third class operators' license. No location preference. Box 665, BROADCASTING.

Young man, 32, college graduate, 4F, single. Three years' motion picture production experience. N. Y. U. Radio Workshop training in announcing, script writing and production. Desires permanent connection. Box 684, BROADCASTING.

Cowbilly-Hillbilly m.c. & singer. Good mail-puller. Can put new "sock" in your corn shows. Box 673, BROADCASTING.

All-around announcer. Seasoned on one of nations leading record stations (Baltimore), in addition to network affiliate. Bill French, 213 South Front Street, Harrisburg, Pa.

Press Association man, available Oct. 15 as news editor-newscaster. Long experience handling World National and local news. Fine voice. Highly recommended. Draft exempt. Will consider offer from network affiliated stations or independents desirous of building profitable news operation. Box 688, BROADCASTING.

Wanted to Buy

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—250-watt station, for cash. Box 677, BROADCASTING.

Wanted—Any type vertical antenna. Phone collect Centrol 6595, Chicogo, Mr. Clifford.

For Sale

First check received for $3,100.00 purchases 250-watt transmitter and spare tubes in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

For sale—RCA 250 watt transmitter in good condition for immediate sale. Box 649, BROADCASTING.

Will sell 250-watt local full-time network station, New York State. Write Box 651, BROADCASTING.

250 watt network station in south for sale or lease. Box 675, BROADCASTING.

First check received for $2,975.00 purchases 250-watt broadcast transmitter in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

For sale—Two 150 foot bolted insulated towers. Available immediately. Box 686, BROADCASTING.

Miscellaneous

Japanese dialect for plays, dramas, etc. Am not oriental. Will send sample disc. Box 687, BROADCASTING.

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

Wanted to lease, Federal or RCA Field Intensity Measuring Set for sixty or ninety days use. American Broadcasting Corp., Radio Bldg., Lexington, Kentucky.

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CIRCLE 7-0193

Seaboard Stations Aid Public As Hurricane Causes Damage

Local Stations Active in Giving Warnings and Covering Progress of Tropical Storm

THE tropical hurricane that swept the Atlantic Seaboard last Thursday was heralded by broadcast storm warnings, accompanied by eyewitness descriptions broadcast on the spot and followed by bulletins aired to inform residents and rescue workers of conditions. Microphones were installed in weather bureaus, police and Red Cross headquarters, atop office buildings and on remote coastal locations.

Nature of the storm made it chiefly a matter for local stations rather than networks and the local broadcasters rose to the occasion, interrupting regular programs for storm warnings and news bulletins or canceling them in whole or part for emergency broadcasts. In brief, radio was ready for the emergency and when it came, radio handled it in the best industry tradition for public service.

New York Silence

In New York the storm silenced several transmitters for intervals varying from intermittent breaks of 15 or 20 minutes for WINS to much longer periods for other stations. WOV was off from 6:37 to 11:50 p. m., WHN from 6:40 to 11:54, WBNX from 6 to 11:52.

WEAF was silenced at 7:49 when its second power line went dead but got back on the air from 8:12 to 8:52 by taking advantage of an offer made earlier by WOR to the other network stations and using its 5-kw gasoline motor power auxiliary transmitter. At 8:52 both of WOR's power sources failed and it had to take back its emergency equipment, first time in 10 years this has been necessary. On Friday morning WOR went back to 50 kw at 8:47 and at 9 a. m. WEAF resumed operations via WOR's emergency transmitter.

WOR's hurricane broadcasts began at 11:30 p. m. Wednesday when Benjamin Parry, chief meteorologist in the New York Weather Bureau, made the first of more than a score of broadcasts on weather conditions.

WHN had a man stationed at the weather bureau. Dave Driscoll, WOR news chief, and Paul Killiam of the station's news staff, set out in the afternoon for Smithtown, Long Island, and Bridgeport, Conn., respectively, broadcasting reports of the storm to the station and to MBS during the evening hours. Don Goddard, of WEAF, reported from Riverhead, L. I., for his station and NBC until WEAF's power failure silenced him along with the station.

A Blue Network crew of three announcers and two engineers started for various Long Island points but impassable roads halted them at Baldwin, from where they broadcast on a network storm roundup that included an eyewitness report from Atlantic City, one of the places hardest hit by the storm. This pickup and an earlier one came from WFPG Atlantic City via WFIL Philadelphia, over a direct tieline between the two stations.

CBS listening post at Brentwood, L. I., was hard hit, losing its power supply and its lines to the network. Most of the roof of the building was blown off and the antenna was blown down. The network's FM station in New York, WABC-FM, had its antenna badly blown around but was able to continue without interruption. WABC, like other stations, broadcast storm bulletins but the only program cut out on the network was the *Chesterfield Passing Parade*, which was halted midway by line trouble in Utah, not to be blamed on the hurricane.

Most New York stations broadcast information about stoppages in subway service and similar emergency news. WNYC, municipal station, acted as official clearing house for official city news, remaining on past its usual signoff hour to render this service.

Hartford Hit

Hartford, Conn., stations, which performed outstanding public service in the disastrous Ringling Bros. and Barnum & Bailey circus fire last July, again came to the fore during Thursday night's hurricane. The storm hit its peak shortly before midnight. WTIC and WDRC were off the air about a half hour each. WNBC and WTHT remained on the air.

Shortly after the storm struck about 8 p.m. WNBC's power lines developed a hum and Manager Richard W. Davis made emergency arrangements to move operations to the transmitter at Newington, 7 miles away. At 9 p.m. two regular loops between studios and transmitters went out, but WNBC went on the air with auxiliary transmitter and power, although the power was cut from 5 kw to 1 kw.

WNBC was back on normal operations Friday morning.

At the height of the five-hour storm, the 200-foot tower of WSAP Portsmouth, Va., went down and WTAR Norfolk handled public service emergency announcements for WSAP. WTAR sent Clyde Moser, announcer, to Virginia Beach and Bill Johnston to Willoughby. The main transmission line of WTAR went out, blanking the station briefly but emergency equipment was set up and broadcasting resumed. WGH Newport News ran a line into the Norfolk Weather Bureau and broadcast bulletins.

After the storm WTAR beamed a program to Richmond, Va., to reassure people in the interior that the danger had passed. Storm announcements also were carried by WRVA Richmond with studios in Richmond and Norfolk. All stations in the area worked late Wednesday keeping listeners informed of the progress of the storm toward Norfolk.

WEIM Fitchburg, Mass., served as information center for the State Guard, Red Cross, Civilian Defense and public utilities and issued bulletins on closing of war plants and movement of the hurricane. All local commercials were canceled after 9:30 p.m.

KSAL Appointments

ROBERT J. LAUBENGAYER, owner of KSAL Salina, Kan., will take over management of the station, effective Oct. 2. He replaces Owen H. Balch, who will manage Kansas City office of John E. Pearson Co., station representative. Ray Jensen, formerly with KOAM Pittsburgh, Kan., has been appointed KSAL assistant manager.



Drawn for BROADCASTING by Sid Hix

CBS Starts Fall Promotion Drive

Net to Use Top Talent Discs Newspaper Ads, Posters

CBS FALL Program Promotion Campaign for 1944, which the network describes as the "most comprehensive and powerful ever undertaken in radio," began Sept. 17 to continue through Oct. 14, or longer in cities where newsprint shortages prohibit the use of all desired advertising within the four-week period. Built around the central theme, "The Biggest Show in Town", the drive promotes all CBS evening and Sunday afternoon sponsored programs, 68 at the outset.

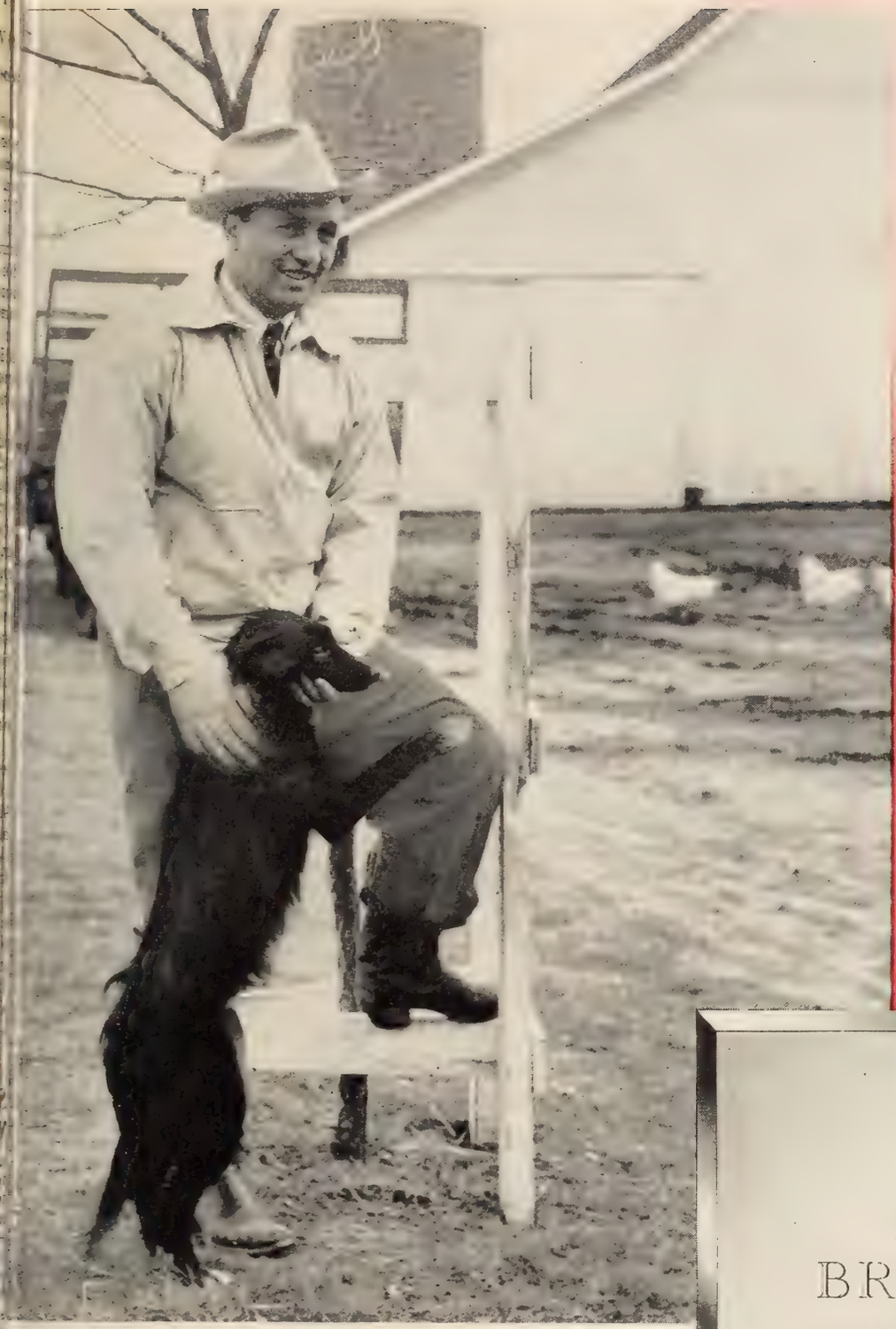
Radio promotion for use by the network's 141 U. S. affiliates includes 14 recordings made by Kate Smith and Ted Collins, her producer, devoted to the new Sunday program line-up on CBS; recordings by Fred Allen, Fanny Brice, George Burns and Gracie Allen, Jimmy Durante and Gary Moore and other network stars, acting as guest critics of the network's fall programs; personal invitations to listen to their shows recorded by the top CBS talent; and 680 individual local announcements.

Newspaper ads of 1200 lines each, covering each day of the week on CBS and illustrated by Al Hirschfeld, New York theatrical artist, have been distributed for local placement and will appear in over 200 cities, paid for jointly by the stations and the network. Same illustrations appear on posters and postcards sent to each station for all commercial network shows it carries. Stations have also received full promotion and publicity material for these programs.

BORDEN SHOW PLANS $150,000 PROMOTION

MORE THAN 500 newspapers in some 180 cities throughout the country will be used to promote the Borden Co. Ed Wynn program *Happy Island*, which had its premiere Sept. 8 on 182 Blue Network stations, Friday, 7-7:30 p.m. Borden will spend more than $150,000 in a magazine-newspaper and display advertising campaign to run for six weeks. $35,000 will be spent in a weekly series of ads on the radio pages of the newspapers and $60,000 has been appropriated for program advertising in the *Saturday Evening Post, Newsweek, Time, The American Weekly, Collier's, Life* and *Look* magazines. Other promotion includes program promotion on milk bottle collars. Executives of Borden and Young & Rubicam, agency handling the account, met in New York last week to discuss further advertising plans and promotion for the show.

Elsie the cow, Borden symbol used in space advertising, is doing the commercials on *Happy Island*, being characterized by Hope Emerson, stage and radio actress. Arrangement has been made for a cut-in on each program to permit Borden's 52 local dealers throughout the country to promote their products, milk and ice-cream.



Livestock Raiser

Joe O'Bryan, owner of the noted O'Bryan Ranch at Hiattville, Kansas, says—"Radio was the first modern improvement for better living on the farm. It showed the farmer and the livestock man how the rest of the world lives. Through making him want for something better, other improvements followed. We actually live today by the radio. We eat breakfast at a certain time—we come back to the farmhouse at a certain time for lunch—just so we don't miss any of the valuable information that radio gives in our behalf."

DEDICATED

IN BEHALF OF

AMERICAN BROADCASTING

TO THE HOME AND THE COMMUNITY

VICTORY THROUGH FOOD

All indications point to the importance of food in the making of a lasting peace. KMBC, recognizing radio's responsibility to the *Heart of America*—the foodbasket of the nation—now operates a typical Missouri-Kansas farm in service to its rural audiences. Here Phil Evans, KMBC's nationally known farm editor, puts into practical demonstration latest farming developments, telling listeners of progress made in three remote broadcasts daily from "KMBC Service Farms." Radio is limited only by man's ability to utilize its potentialities.



KMBC

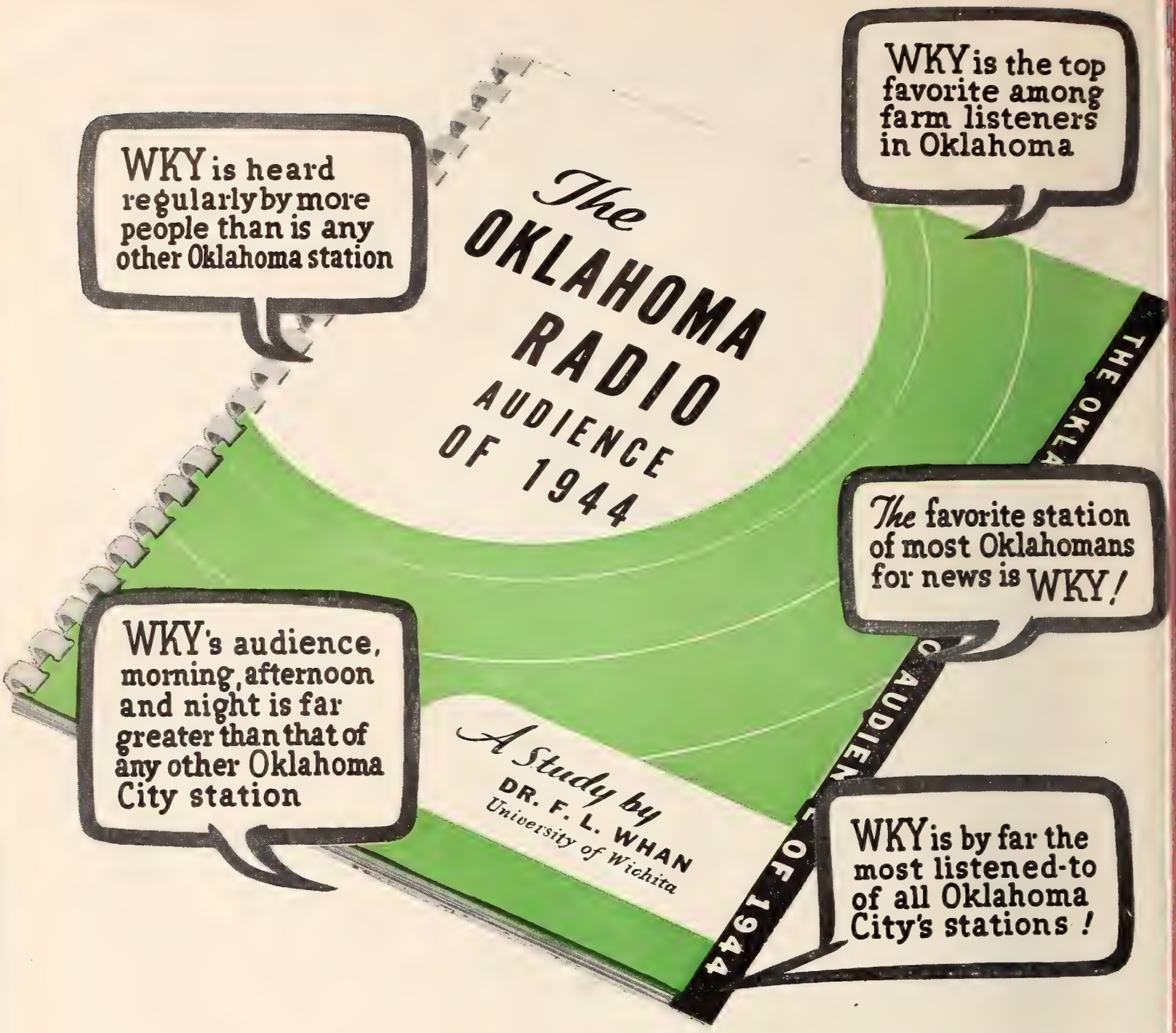
OF KANSAS CITY

REPRESENTED BY FREE & PETERS, INC.

SINCE 1928

THE BASIC CBS STATION FOR MISSOURI & KANSAS

Of course — KMBC-FM — An extra service at no extra cost.



Some of the Things the New Oklahoma Radio Study Tells Advertisers!

● Just off the press is the first statewide survey of radio listening habits and preferences ever made in Oklahoma. This fact-packed study, conducted by the author of the well known Iowa and Kansas studies, Dr. F. L. Whan of the University of Wichita, is a complete diagnosis of Oklahoma listening in cities, villages and on farms.

As for station preferences of listeners in Oklahoma one fact stands out above all others: WKY IS THE DECISIVELY DOMINANT STATION OF OKLAHOMA! WKY is heard regularly, morning, afternoon and night, by more Oklahomans in cities, villages and on farms than any other station. It is Oklahoma's favorite station for news and market reports. It shows, as has every survey before it, that WKY has by far the greatest audience of any Oklahoma City station. It shows that the best buy for radio advertisers in Oklahoma is WKY!

WKY
OKLAHOMA CITY

REPRESENTED BY
THE KATZ AGENCY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. The Daily Oklahoman and Times
The Farmer-Stockman ★ KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Management)

PRINTED IN U.S.A.

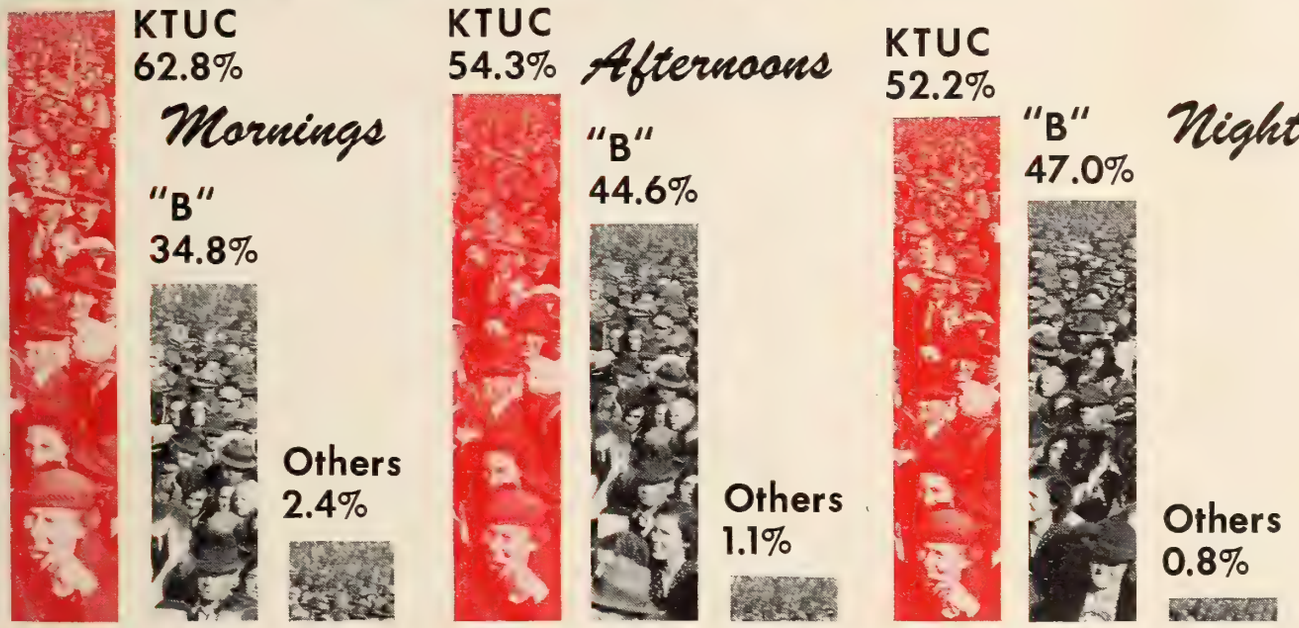
SEPTEMBER 25, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

HOOPER SHOWS KTUC



TOPS IN TUCSON

What sales results have said again and again—what audience response has told station and advertiser—Hooper says, too: KTUC IS TOPS IN TUCSON. Not just morning, not just afternoon or night but ALL THREE TIMES—morning, afternoon and night.

Note, too, that outside stations ("others") make no dent in Tucson listening. Tucson people listen to their own stations—and ALL the time, most of them listen to KTUC: 62.8% in the morning, 54.3% afternoon, 52.2% night, according to Hooper City Zone Station Listening Index for Spring, 1944. For further details, contact KTUC, the "station that is doing things" (and is listened to) in Tucson. Let your sales story reach the audience that is "Tops in Tucson."

TO SELL ARIZONA

The Arizona Network

★

KTUC, Tucson KSUN, Bisbee-Lowell

KOY, Phoenix

KTUC

TUCSON, ARIZONA—CBS

1400 Kilocycles—250 Watts LEE LITTLE, Manager

MANAGEMENT AFFILIATED WITH **WLS**, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY

State Farm Program Praised By Sixth District Lawmaker

Last week Mrs Johnson and I said that more such districts are in the making that Oklahoma farmers are rapidly becoming soil conservation conscious and are adopting conservation methods that are vastly increasing the productivity of the soil.

We were told that millions of acres have been totally lost, or seriously impaired, because of erosion in America, but much of such land can and must be reclaimed. It is refreshing to know Choma farmers are lead-

Aggie Broadcast To Be Staged Here Saturday Morning

WKY of Oklahoma City will come to Pittsburg county on Saturday to stage an agricultural broadcast that will originate from the assembly room of the McAlester Chamber of Commerce and Agriculture beginning at 11:30 a.m.

The following will appear on the program: W. B. Harrington, Clyde Mason, C. L. Priddy, George McCorkle, A. L. Fields, Mrs. Elizabeth Ward, Mrs. Ola Bynum, Gould Bryan, D. B. Grace, J. W. Scott. The 4-H club members who will go on the air are Richard

WKY INSTALLS NEW FARM REPORTER SERVICE

It was a big party that W. K. Y. gave at the Skirvin Glade Room of the Skirvin Hotel Tuesday night announcing the beginning of their farm reporter service. The service will be of great value to the farmers of Oklahoma. The dinner was attended by several hundred farmers and business men of the state. Secretary of Agriculture Wickard, here from Washington addressed the gathering. Grover Hill, under secretary of Agriculture was also present. Dr. Bennett of the A. & M. College gave one of the best addresses of the evening. Governor Kerr was toastmaster.

featured by the serv-

Custer Countians To Appear on Radio Program August 26

A farm news broadcast originating in Clinton will be heard over station WKY, Oklahoma City, Aug. 26 according to information received by Carl Neumann county agent. The agent and Edd Lemons station farm reporter are making arrangements for the show.

Harvesting of Sweet clover, native grass and alfalfa seed will be the program theme worked out in interview style with four or five farmers and a seed dealer partici-

New Farm Program To Go On Air Saturday

Chandler Selected For First Broadcast Of Weekly Feature

WKY's new radio farm service department will broadcast its first 30-minute program from 11:30 p. m. to noon Saturday from the Lincoln county courthouse square here. Edd Lemons, director and producer of the department, will serve as Oklahoma's

WKY Farm Broadcast Is Scheduled For City On August 19

A meeting will be held Monday afternoon at the high school building at 2:30 for the purpose of arranging a program which will be broadcast over the WKY Mobile Unit which will be here Saturday, August 19. This units is part of the newly instituted Farm program of WKY at Oklahoma City, which will visit in all parts of the state from time to time.

The Pauls Valley program will be given from the grounds of the high school building, and the public is invited to attend the broadcast, according to Tom Glaze, vocational agriculture director

Edd Lemons,

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Edd Lemons, Earl Harvey, head of

County Farmers to Broadcast on Soil Building Program

Sam Whitlow and Mrs. Nina Hoss of the Extension department of A. & M. college were in Pawnee Wednesday at the county agent's office taking preliminary interviews of farmers and Chamber of Commerce members about the soil conservation program. These interview will be broadcast from Pawnee over WKY Saturday, September 9, for 30 minutes, beginning at 11:30 a. m.

Among those interviewed were Del Crudow, dairy farmer, who will tell his experiences with rye grass. Crudow is a firm believer in this kind of early pasture. He will testify that he had 30 acres of rye grass which pastured 25 grown cattle from March 1 to May 15 after which he got $20 worth of rye grass seed from each acre.

John Ockleaf, Black Bear farmer, will tell of his experience with lespedeza and sweet clover pasture. Ockleaf, a small grain grower, in his

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Edd Lemons, Earl Harvey, head of

Local Broadcast Scheduled For 11:30 Saturday

Edd Lemons, WKY's farm re-

WKY's "Farm Reporter" Is

MAKING NEWS

All Over Oklahoma!

SINCE his first program on August 9, WKY's Farm Reporter has been making news, north, south, east and west in Oklahoma. Most important, he has been making a hit with farmers.

WKY's new farm service department is quickly becoming the focal point toward which the important agricultural information of the state gravitates and toward which farm folk look daily for up-to-the-minute farm news and ideas.

The five-a-week quarter-hour broadcast at noontime is all meat; the kind of information farmers can use to farm better and live better. Saturdays, the program originates in some outstanding farming community with prominent farmers of the district participating.

The expanding activities of the farm service department have already necessitated an addition to the staff.

WKY already has the largest farm audience of any station in Oklahoma. WKY's Farm Reporter will make them better farmers and better customers as time goes on.



Clarence Burch

STAFF ENLARGED

Clarence Burch has been named to assist Edd Lemons, WKY's Farm Reporter. Burch has been county agent of Cleveland county since 1937 and owns a 1,200-acre cattle ranch in southern Oklahoma. He is a graduate of Oklahoma A. & M.

With this addition, WKY's farm service department now employs three persons full time.

WKY
OKLAHOMA CITY

REPRESENTED BY
THE KATZ AGENCY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. The Daily Oklahoman and Times
The Farmer-Stockman ★ KVOR Colorado Springs ★ KLZ, Denver (Affiliated Management)

PROGRAM FOR BROADCAST IS OUTLINED

WKY Officials Met Here Monday To Plan For Saturday Morning Event

The program for the WKY broadcast which will be made at 11:30 Saturday morning in the highschool grounds was outlined at a meeting held at the highschool Monday afternoon at

Gale Grubbs, business manager WKY, W. E. Lemons, Farm and Ed Harvey,

New Radio Farm Program Praised Here

Bryan county's representatives at the inauguration ceremony for Radio Station WKY Farm Reporter program returned home late Wednesday with high praise for the initial program and the prospects for the future agricultural promotion project.

Those from Bryan county attending the meeting were A. W. Mason, L. K. Hughey, County Agent E. L. Whitehead, Harry Moran, Charles Roff, Miss Nina Craig, home demonstration agent, and Miss Pearl Winterfeldt of Durant, and T. D. Call and Otis Murdock of Caddo.

Speakers on the initial program were Under Secretary of Agriculture Grover B. Hill, Governor Kerr, Dr. H. G. Bennett and E. K. Gaylord, Daily

WKY Broadcast Will Honor FFA Boys Saturday

Saturday morning from 11:30 until 12:00 is the time set for the half hour program over WKY which will broadcast from the campus of the high school here was chosen as the Pauls Valley scene of the second of three "On the Spot" programs by Edd Lemons, WKY's farm reporter, to honor the FFA boys who will represent at the National

Participants In Approaching Radio Program Named

Local people who will participate in a radio broadcast originating in Clinton Aug. 26 were named today by Carl Neumann, county agent, who is in charge of preparing a radio show to be aired on the WKY farm news series.

Those who opinions will be heard on the show are Witcher Hatcher and G. S. Sheppard, both of Arapaho, Robert Edgar, Custer City, Bennie Harper, who lives in the southwest end of the

WKY FARM BROADCAST AT CLINTON, SAT. AUG. 26

Edd Lemons, WKY's Farm Reporter, has selected Clinton as his Saturday on-the-spot broadcast, August 26. The 11:30 a.m. program will originate in the sales arena of the livestock pavilion on the Fair grounds. Many prominent citizens of Custer county will appear with Edd Lemons on the broadcast.

Carl Neumann, Custer county agent; Charles Collins, seed buyer and dealer; G. S. Shepherd, director of Custer county Alfalfa Improvement Association; Witcher Hatcher, operator of one of the largest farms in Custer county; R. B. Harper, and Bob Edgar, two

WKY TO SPONSOR NEW PROG... CHANDLER SATURDAY, AUGUS... TO DEAL WITH SOIL CONSERV...

Ed Lemons, farm representative and Oklahoma ... expert, who resigned as executive secretary of the Future Farmers of America to be with Radio Station WKY, was in town last week making arrangements to inaugurate an entirely new program which will have its first Saturday appearance on August 12 in Chandler. Monday through Friday, the new service program will be broadcast from 12:30 to 12:45 noon A ... 20-minute program will be featured on Saturdays.

A commercial program has re... leased its regular ...

Panhandle A. and M. President Attend Launching Of WKY Station Farm Service Department

program will be: Claude Smith, Bud Hicks, Ralph Hemphill, George Sidhemmer, Adrain ... Mr. W. K. Mote ...

Marvin McKee of the Panhandle A. and M. College attended the banquet in the Skirvin Tower Hotel, Oklahoma City, Tuesday night August 8th, launching the new farm service department of radio station WKY. The evening's program included talks by Governor Robert S. Kerr; Dr. Henry Bennett, president of Okla-

...ducing the ...n's new department, ...acted a group of offi... agriculturalists from ... and Lincoln county.

The banquet was atte... hundreds of farm leade... cultural officials and ... newsmen and radio stati...

Bicket Appears On Radio Program

Representing the agricultural vocational phase of ... Marvin Bicket, Lawton high school vocational instructor, was interviewed on Wednesday's initial WKY noon daily farm service program.

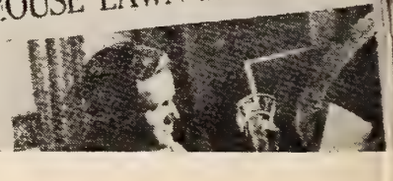
Questioned by Edd Lemons, WKY farm reporter, Mr. Bicket gave information on his vocational activities and the Lawton department.

He was interviewed along with Lippert ... from Bureau of Agriculture Economics ... Rock, Ark. and A. L. Brewer, a farmer ... appearing on ... Oklahoma ... and Ward Cromwell ... county agent.

LINCOLN COUNTY FARMERS TO BE ON WKY RADIO PROGRAM BROADCAST FROM COURTHOUSE LAWN SATURDAY

Chandler has been chosen as the locale for the first 30-minute broadcast by WKY's new radio Farm Service department.

Ten Chandler and Lincoln county officials and farmers will appear on the program which will be broadcast Saturday from the ... square from the



Today's Moolah—
for Tomorrow's Merchandise



Never have there been such high payrolls as are in Detroit today; never so much take-home pay.

What are war workers doing with their lush dollars?

Mostly, they are buying War Bonds in such quantities that Michigan is at the head of the 48 states in payroll deductions for Bond purchases. And, they're making double and triple monthly payments on mortgages—in many cases mortgages are being paid off in lump sums.

Recently, a Detroit News reporter surveyed the situation for story material. He discovered that "easy money" was being spent the hard way—with surprisingly little waste. He learned that debts are being paid off; that bills are met promptly; that bank savings accounts are in an upward spiral. Everywhere there is a sober realization that in the tomorrows ahead, today's dollars will come in mighty handy.

All this adds up to tremendous postwar buying power. No matter what happens in the reconversion period, Detroit will be one of the Country's prime markets for years to come.

Keep your eye on Detroit, and remember that WWJ is the most listened-to station in this great market.

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY

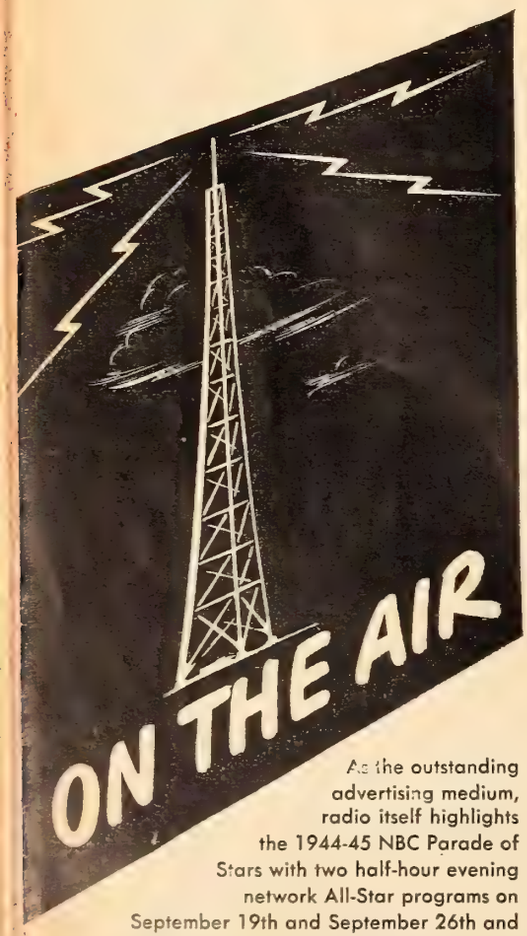
National Representatives
National Representatives

NBC BASIC NETWORK

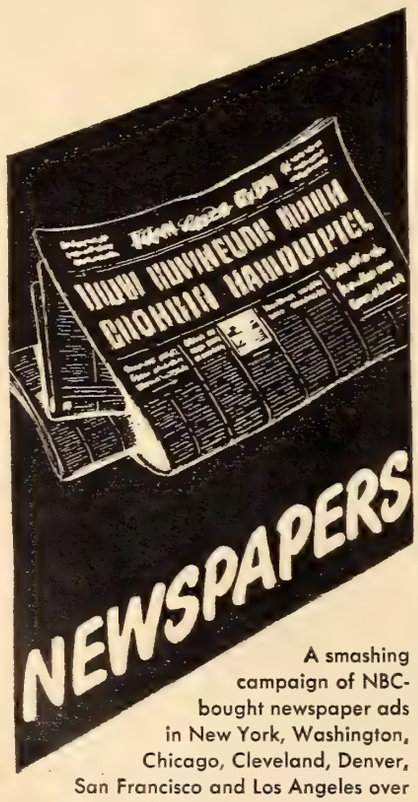
ASSOCIATE FM STATION WENA

MORE about National





As the outstanding advertising medium, radio itself highlights the 1944-45 NBC Parade of Stars with two half-hour evening network All-Star programs on September 19th and September 26th and five daytime half-hour programs during October 2nd - 6th. All this in addition to thousands of locally produced star programs and announcements.



A smashing campaign of NBC-bought newspaper ads in New York, Washington, Chicago, Cleveland, Denver, San Francisco and Los Angeles over a nine-week period in papers having a daily circulation of 20 million, supported, of course, by the intensive year-round campaigns of NBC affiliated stations in their own areas.



A new medium —movie trailers in nearly 1,000 theatres in 117 NBC affiliated station cities. Lowest estimates indicate over 30,000,000 people will see the four-week film campaign. A new film each week will feature top NBC stars.



A comprehensive package of individualized program promotion material for every NBC commercial program containing 65,100 recorded star spots . . . 44,785 live announcements . . . 14,815 newspaper and photo mats . . . thousands of car cards, posters, publicity releases and photos.

the NBC Parade of Stars

In August NBC announced the new Parade of Stars as a year-round operation ... and outlined some of the preliminary details.

Now, with the opening of the fall season, NBC and its 143 stations have begun a four-pronged program promotion drive using:

On-the-air programs, both network and local—

A hard-hitting newspaper advertising campaign in all NBC-owned station cities and production points supported by newspaper ads of NBC affiliates—

Specially-built movie trailers in 117 NBC station cities from coast to coast.

All-inclusive program promotion material (the Parade of Stars Bandbox) sent stations in mid-August.

As a result, NBC advertisers will have even greater audiences for their programs which have habitually dominated the attention of the listening public.

Tested in 1942 and 1943, the new NBC Parade of Stars represents the ideas and promotion devices that have consistently proved successful in building listeners to radio programs.

The 1944-45 NBC Parade of Stars is no "shot-in-the-arm" seasonal promotion but a *year-round* program promotion designed to induce listeners to keep their dials tuned to the 143 stations of "*The Network Most People Listen To Most.*"

Broadcasting Company

America's No. 1 Network



A Service of Radio Corporation of America



WWL Advt.
Nov. 1941

Today—

When You
Think of
NEW ORLEANS

. . . You Think of

549,281 RATION BOOKS NO. 4



. . . AND

WWL
NEW ORLEANS



The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

*WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity*

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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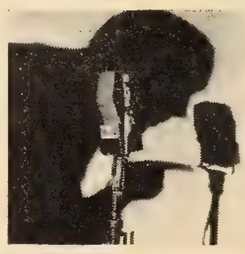
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San Francisco, Mills Bldg. Los Angeles, Pershing Square Bldg.

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"Mystery Chef"

One of the Blue Network's
Greatest Salesmen

1:15 P.M.
Monday thru Friday

For KFOR Sponsorship Contact

EDWARD PETRY & CO.



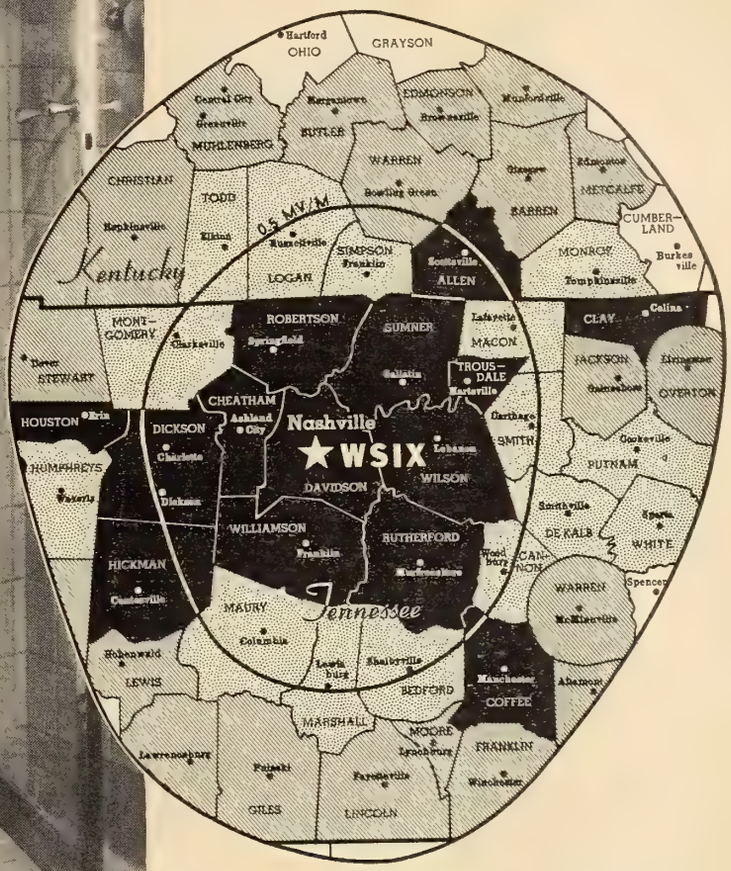
Blue and Mutual Networks

KFOR LINCOLN Nebraska

"Nebraska's Capital City Station"



What is COVERAGE ?



5,000 WATTS — 980 KC

Covers the Metropolitan Trading Area of the Prosperous City of NASHVILLE

WSIX with its 5,000 watts on 980 kc covers a population of 610,984 in its 0.5 mv contour, and a total of 1,264,494 within its 0.1 mv contour.

Well selected Blue and Mutual network programs, with numerous topnotch local broadcasts, furnish strong listener appeal. Here's a powerful sales force ready to serve you. Selling costs per dollar in Nashville are lower when you use WSIX.

For availabilities, write or wire this station or

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

BLUE **MUTUAL**

THE KATZ AGENCY, INC.,

National Representatives

Published every Monday, 43rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

It takes



Now

THE WHISTLER

7:30 SUNDAYS

COLUMBIA NETWORK

IDEAS *to make a network*

. . . here are four notes on a good one

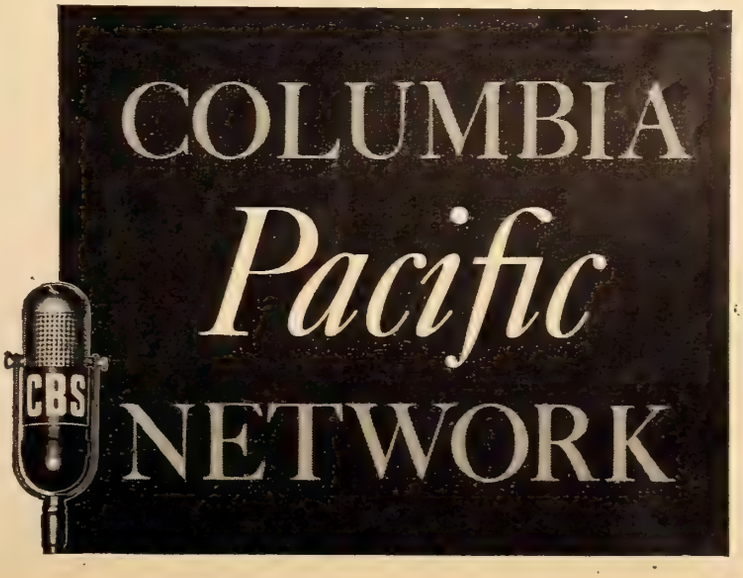
Practice whistling these notes: *B, E, F#, B.* If you can do it like *The Whistler,* maybe millions will listen to you, too. When the Pacific Coast hears those four somber and meanful tones, it steels itself against terrifying suspense.

The mystery of *The Whistler* has held rapt public attention for two solid years. *Today, it ranks fifth among 40 radio shows produced expressly for Coast Networks.* Columbia Pictures has made one successful movie out of it, now has another in production.

Its sponsor on Columbia Pacific whistles, too—but happily—as 1800 independent Signal Oil dealers applaud the way those four notes keep their grease-racks and wash-stalls filled. Their business flourishes despite rationing.

With mystery shows crowding the air and bodies lying stacked in studios, we look on *The Whistler's* successful record as exceptional. Ideas, of course, are responsible . . . better ideas for plots, better ideas for characterizations, for creating atmosphere, for sound effects. In short—more thought applied to attaining a superior radio production.

The success of *The Whistler* is another example of what Columbia Pacific *thinking* accomplishes. We have many other shows (including four of the 10 most popular Western programs)—and some of them may be just what you need. If not, the *idea network* can invariably custom-make one to your requirements. Our ideas are yours for the asking—from us or the nearest office of Radio Sales.



A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS



"Dash it, Thistlewaite—I said to round up some spots—*not* some tots!"

● We don't know much about *tots*—but our F&P Colonels really are pretty good at rounding up *spots!* We're in constant contact with all the stations we represent, by both telephone and teletype—either know or can quickly find out *exactly* what's available. And believe *us!*—our telephone bill attests the fact that we save hundreds of dollars each month for agencies and advertisers all over the Nation!

What spots can we round up for you—now?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KOIN	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

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BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 13 WASHINGTON, D. C., SEPTEMBER 25, 1944 $5.00 A YEAR—15c A COPY

Realigned Blue Slated to Be ABC Network

LaRoche Directing Head; Woods, Kobak Duties Changed in Reorganization

CHANGE IN name of the Blue Network to American Broadcasting Co. (ABC Network), is expected before the end of the year as a sequel to the executive reorganization last week which placed Chester J. LaRoche, chairman of the executive committee of the Blue, in the position of operating head as vice-chairman of the board. Arrangements already have been completed whereby American Broadcasting System Inc., holding company of Edward J. Noble, Blue chairman, acquires the names "American Network Inc." and "American Broadcasting Co."

While official confirmation was withheld, Blue officials did not deny the move toward the name change, which is expected to be announced through a large-scale campaign to promote the new identity nationally. The name "American Network Inc." heretofore has been held by the FM project looking toward establishment of a post-war FM network. With dissolution of that project in the last fortnight [BROADCASTING, Sept. 11], it was reported all rights to the name have been disposed of to Mr. Noble's company for $10,000.

Relinquished by WOL

The name "American Broadcasting Co." held by Mrs. Helen Mark as licensee of WOL Washington is being transferred to the Blue organization without financial consideration by voluntary action of Mrs. Mark and William B. Dolph, executive vice-president.

The only other licensed company in radio having an "American" name identity is the American Broadcasting Corp., a Kentucky company, which is licensee of WLAP Lexington and KBIR Knoxville. Conversations have been held with J. Lindsay Nunn, executive head in the absence of his son, Maj. Gilmore N. Nunn in overseas Army service, regarding a waiver. Mr. Nunn told BROADCASTING last Friday the transfer would be made.

American Broadcasting Co., by virtue of an action of the FCC last week, becomes the licensee of WMT Cedar Rapids, Ia., under a transaction whereby the Iowa station was exchanged for WOL Washington with the Iowa Broadcasting Co., owned by the Cowles group. Presumably, Mrs. Mark and Mr. Dolph will relinquish the American Broadcasting Co. name and establish another corporate designation to operate WMT.

Mr. LaRoche, former chairman of Young & Rubicam and of the War Advertising Council, joined the Blue last June as chairman of its executive committee, following purchase of 12½% of the stock of the holding company, American Broadcasting System Inc. Under the reorganization announced last Monday by Mr. Noble, Mr. LaRoche was elected vice-chairman of the network's board and, as such, became chief executive officer of the network.

Move is part of a general reorganization of executive responsibilities of the network's officials, the announcement stated. Mr. LaRoche, whose former position of chairman of the executive committee has been abolished, will supervise the program and publicity activities of the Blue.

Work Realigned

Mark Woods, Blue president, will work directly with Mr. LaRoche in executive responsibility for the network's operation and will assume duties formerly carried out by Edgar Kobak, executive vice-president of the network. Under the new line-up, the sales, traffic, stations, engineering, operations and general service departments will come under Mr. Woods.

Mr. Kobak has been placed in charge of the Blue's plans for television, FM, facsimile and international broadcasting. Blue has applications on file with the FCC for FM stations in New York, Chicago and Los Angeles and has announced its intention of filing for a San Francisco FM station as well. Mr. Kobak will also supervise studio construction for the network, which plans construction of its own studios in the network key cities as soon as material and labor are available.

Business Gains

Mr. Kobak will outline plans for the network's program of expansion both physically and into new fields of radio service at a press conference Sept. 25.

In announcing these changes, Mr. Noble said: "A reorganization and expansion of the executive division of the Blue Network Co. has been necessitated by a 60% increase in business in the last year and by a determination to intensify our efforts in the fields of television, FM and facsimile. As soon as the war is successfully completed, these developments will require the building of the most modern studios in New York, Chicago, San Francisco and Holly. wood."

LaRoche Role Foreseen

Expectations that Mr. LaRoche would assume an active role in the management of the Blue have been general in industry circles since his purchase of an eighth of Mr. Noble's interest in the network the end of last year for a reported $500,000. At the same time a similar block of stock was acquired by Time Inc. for a like sum, and smaller holdings were acquired by Mr. Woods and Mr. Kobak. The amount of stock purchased by the latter two executives was undisclosed, but their combined stock was believed to be in the neighborhood of 5%. Mr. Noble purchased the network from RCA for $8,000,000 in cash in October 1943, at that time announcing his intention of inviting management and possibly other interests to participate in its ownership.

A lengthy illness prevented Mr.

OWI Spot Plan in Third Year; 132 Sponsors Air 250 Programs

Growth From 2 to 30 Million Listener Impressions Since 1942; Time-Talent Value $63,000 Weekly

PROSPECTS for delivering approximately 30,000,000 listener impressions per week for war information campaigns through the National Spot and Regional Allocation Plan were seen last week by the OWI Domestic Radio Bureau as the Plan went into its third year of operation with 132 participating sponsors broadcasting 250 programs. The Bureau estimated value of time and talent contributed for the messages at $63,000 per week.

Developed in 1942

The Bureau recalled that when the Plan first began operations in September 1942 it brought in only 2,000,000 listener impressions. The tremendous increase since that time, it was explained, is due to the growth in the number of sponsors which have joined the Plan and to relaxation of restrictions which originally limited participation to programs broadcast in five or more cities.

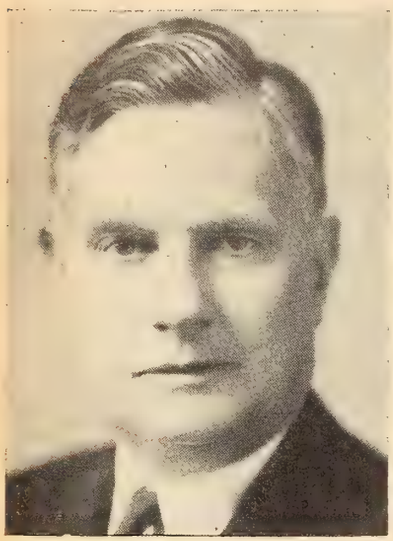
Operating much like the Network Allocation Plan, the National Spot and Regional Plan was developed in 1942 by the Bureau and the Radio Committee of the War Advertising Council in order to reach the important audiences of increasingly popular regional network shows and spot programs, both live and transcribed. Each of the 250 programs participating carry at least one assigned war message a month and most of them carry more.

The Plan requires that weekly programs carry one war message every four weeks and programs broadcast more than once a week carry two war themes in four weeks. Programs of five minutes or more which are sponsored on two or more stations are eligible for participation.

The Bureau finds that the quality of the messages contributed by the sponsors is high. The appeals are well written and often the entire program is devoted to the war theme. Very few "hitchhike" or "throw away" messages are used by the advertisers, it was stated.

Advertisers sponsoring regional programs eligible for participation who wish to join the Plan are urged to communicate with the OWI Domestic Radio Bureau, Washington 25, D. C.

KEY FIGURES IN BLUE EXECUTIVE REALIGNMENT



MR. NOBLE
Chairman



MR. LA ROCHE
Vice-Chairman



MR. WOODS
President



MR. KOBAK
Executive Vice-President

LaRoche from becoming active for some months, however, but on his return to New York last June he resigned his former post of chairman of the War Advertising Council to devote his full time to the Blue.

Last week, upon assuming his new duties, Mr. La Roche said:

"Radio, through the efforts of advertisers and the networks, has had its biggest development and maturity in the entertainment field. Major growth and recognition as a respected and mature informational force lie ahead. These opportunities will be immeasurably increased with television.

Informative Shows

"Radio can help millions of people see clearly how national and world events affect their lives. This will be done on the Blue Network by devoting important evening hours to featured service and informational shows and by putting behind these shows the experienced production that has gone into the entertainment field.

"Along with the press, radio is and should be a potent informational force for preparing this country to recognize its obligation to world peace and economic leadership.

"The Blue will venture boldly in this field. Its policy is summed up in the words 'in the service of the people'."

Rumors of the Blue's reorganization were rife during the recent NAB Executives' War Conference in Chicago, when it was reported that an executive shake-up was impending that would include the departure of Mr. Kobak from the network in the development of which he has played a major part since its separation from NBC more than two years ago. At that time Mr. Noble, Mr. Woods and Mr. LaRoche declared that such rumors were without foundation.

Merle Jones to Manage WOL; Quarton to Retain WMT Post

Transfer of Stations Is Approved by the FCC; Craven Named to Head All Cowles Stations

COINCIDENT with the approval last week by the FCC of the exchange of WMT Cedar Rapids, Ia. for WOL Washington, Gardner Cowles Jr., president of Iowa Broadcasting Co., as the new owner of WOL, announced appointment of Merle S. Jones, general manager of KMOX St. Louis, as the new general manager of WOL. William B. Dolph, executive vice-president of American Broadcasting Co., which takes over WMT Oct. 1, simultaneously announced that William B. Quarton would continue as general manager and that no changes in the WMT staff are contemplated.



Mr. Jones

The FCC last Tuesday approved the transaction whereby the license of WOL, Mutual outlet on 1260 kc with 1,000 w power was exchanged for that of WMT, CBS and part-time MBS outlet on 600 kc with 5,000 w fulltime, with a differential on value of physical equipment. The total consideration specified for WOL was $38,367.41 and that for WMT $35,081.55, with the $3,000 differential paid to the American Broadcasting Co.

Mr. Cowles simultaneously announced that T. A. M. Craven, who became vice-president of IBC last July after seven years on the FCC, will be the executive head and technical advisor of all four of the IBC stations (WOL, WHOM New York, KRNT Des Moines, and WNAX Yankton). Comdr. Craven will headquarter in Washington. Craig Lawrence, IBC vice-president, has established headquarters in New York and is in charge of WHOM with studios in New York and Jersey City. He also will become vice-president of WCOP Boston, which has been purchased from Bulova radio interests for $225,000. This transaction awaits approval of the FCC.

It is understood that the name of Iowa Broadcasting Co. will be changed to Cowles Broadcasting Co. in the near future.

Phil Hoffman has been elected vice-president with headquarters in Des Moines, supervising the operations of KRNT and WNAX. Don Inman is manager of the Yankton-Sioux City station.

Mr. Dolph has established new headquarters for American Broadcasting Co. in the Barr Bldg., Washington. He plans to divide his time between Cedar Rapids and Washington, as well as to look out for other American Broadcasting Co. and personal radio interests. President and principal stockholder of American, as the operator of WMT, is Mrs. Helen Mark.

Appointment of Mr. Jones' successor at KMOX has not been announced, and no date for his leaving CBS has been set. The selection will be made shortly by H. Leslie Atlass, CBS vice-president in charge of central division operations, who said it was likely someone from within the organization would be named.

GILLETTE WIDENS SERIES COVERAGE

TO FACILITATE shortwaving of the World Series to servicemen overseas the Gillette Safety Razor Corp., Boston, sponsor of the event on Mutual, has agreed to confine all commercial copy to periods at the end of every inning. System allows the Armed Forces Radio Service to make clean-cut deletions for overseas consumption. Details were worked about by representatives of AFRS, Gillette, Mutual and Maxon Inc., New York, Gillette agency.

According to J. P. Spang Jr., Gillette, president, the series will reach the most expansive audience ever claimed by any athletic contest. The games will be shortwaved via WCBN New York, WLWL-1 New York and WLWL-2 Cincinnati. On the West Coast, three San Francisco transmitters will be used: KROJ KGEX KWIX. A "recreation" summary of from 35-40 minutes in length by Joe Hasel and Mel Allen, will be beamed to Iceland and Greenland, and another 45-minute summary by the same team, to the Southwest Pacific. The BBC will serve primarily as a "technical distribution line. Troops in India will hear a daily quarter-hour resume of the series beginning Oct. 5.

Quaker Spots

QUAKER OATS Co., Chicago, begins sponsorship of one-minute transcribed announcements, placed by Ruthrauff & Ryan, on the following stations:

KOMA KOCY WKY KOIN KXL KGW KALE KEX KMBC KCMO WHB KRLD WFAA WBAP KFJZ WRR KFDA KWFT WOR WABC WEAF WNEW WMCA WGN WCFL WJJD WIND WMAQ WAIT WLS KXOK KMOX KWK KSD KLRA KARK KGHI KWTO KTTS KGBX KPO KGO KJBS KQW KSFO KMTR KNX KFI KFWB KMPC KHJ KMA KIRO KXA KJR KOL WCKY WCPO WSAI WKRC WLW KOIL KOWH WGAR WHK WHAM WJW KYW WCAU WFIL WIP WPEN KDKA WJAS WCAE WTAD WNAX WMT KRNT KSO KFH WXYZ WJBK WWJ WJLB.

FCC to Hear Claims for Spectrum Space

Extensive Study to Get Under Way Sept. 28

WITH MORE than 75 organizations, corporations and individuals listed for appearances, the FCC hearings in the allocation of frequencies of the radio spectrum from 10 kc to 30,000,000 kc will get underway Thursday (Sept. 28) at 10:30 a.m. under the guidance of Charles R. Denny Jr., FCC general counsel, and George P. Adair, chief engineer, before the Commission en banc.

Hearings will be held daily except Sundays and Mondays at the Interdepartmental Auditorium, Constitution Ave. between 12th-14th Sts., Washington. During the sessions the Commission will hold its regular weekly meeting on Mondays instead of Tuesdays to avoid a break in the allocations hearings.

Propagation Data

The first three days (Thursday, Friday and Saturday this week) will be devoted to preliminary discussions by Commission officials and those of the Radio Technical Planning Board. Under the tentative schedule announced last week, propagation data assembled by the FCC Engineering Dept. will be presented when the hearings are called to order.

Although Commission officials late last week had not announced who would make the presentation, it appeared likely that Dr. Lynde P. Wheeler, chief of the Technical Information Division, Engineering Dept., would be the logical speaker since his division has been working for months assembling the necessary data. Messrs. Denny and Adair are expected to conduct the questioning and cross-examination.

Following the propagation data, Dr. W. R. G. Baker, chairman of the RTPB, will present his board's findings. These RTPB panel chairmen will offer their respective preliminary discussions: Howard S. Frazier, Panel 4, Standard Broadcasting; C. M. Jansky Jr., Panel 5, Very-High Frequency (FM) Broadcasting; David B. Smith, Panel 6, Television; John V. L. Hogan, Panel 7, Facsimile Broadcasting; Haraden Pratt, Panel 8, Radio Communications; E. W. Engstrom, Panel 9, Relay Systems.

D. W. Rentzel, Panel 11, Aeronautical Radio; A. Senauke, Panel 12, Industrial, Scientific & Medical Equipment; D. E. Noble, Panel 13, Portable, Mobile & Emergency Service Communications.

After the panel chairmen have concluded, Dr. A. N. Goldsmith, chairman of Panel 1 on Spectrum Utilization, and Dr. C. B. Jolliffe, chairman of Panel 2 on Frequency Allocations, will summarize. Panel 3 on High-Frequency Generation, of which R. M. Wise is chairman, and Panel 10 on Radio Range, Direction and Recognition, headed by E. M. Deloraine, had not been assigned places on the schedule last week.

Four Major Groups

Under the Commission's tentative schedule the various services will be broken into four major groups as follows:

Group I—Fixed public service (other than Alaska); Coastal, Marine relay, ship, mobile press and fixed public service in Alaska; Aviation; Amateur; International Broadcast.

Group II—Standard Broadcast; High-Frequency (FM) Broadcast; Noncommercial Educational; Television; Facsimile Broadcast; Other Broadcast Services.

Group III—Police, Fire & Forestry Services; Special Emergency, Provisional & Motion Picture Services, Special Services (geophysical, relay press).

Group IV—Industrial, Scientific & Medical Services; Relay Systems (Program and Public & Private Communications); New Radio Services (Railroads, Buses, Taxicabs).

Chairmen of the various RTPB panels will lead the discussions of each topic. They, in turn, will be followed by witnesses from other organizations, corporations and by individuals. In many instances the RTPB chairmen also will represent private industry. In such cases they are expected to combine their testimony, except where their private interests go beyond those to be covered by the RTPB.

FULL TEXT of FCC Public Notice setting forth order of evidence in allocations hearings beginning Sept. 28 on page 30; allocation schedule on page 26; cross-examination procedure on page 60.

After all the testimony is completed, the Commission will receive recommendations from the chairmen of Panels 1 and 2 based on testimony. That phase is expected to begin about Nov. 1. Evidence from any other person or group having recommendations also will be heard.

Although the Commission originally set a Sept. 20 deadline for exhibits, several of the RTPB panels and individual corporations asked for more time in view of the short time between notice of the hearings and Sept. 20. Consequently the FCC announced it would accept exhibits filed after Sept. 20, although interested parties were urged to get them in as early as possible.

Because of the large number of appearances and desire of the Commission to conclude its hearings and present its recommendations to the State Dept. by Dec. 1, certain restrictions have been adopted with reference to cross-examination. Forms will be available at the hearing auditorium for any participants who wish to cross-examine any of the witnesses. The forms request permission, give space for the subject concerning cross-examination, length of such cross-examination and name of person who desires to conduct it, together with his organization.

Educators Active

If the question is appropriate and the subject matter has not been or will not be covered by other cross-examination, Commission counsel will ask the question. In each instance the Commission will decide whether to permit cross-examination. Where more than one question is to be asked the Commis-

(*Continued on page 60*)

Fly Urges Video in High Frequencies

Says Improvement Must Be Made Before Its Return

TELEVISION should be moved into higher frequencies of over 500 mc to provide for maximum results and technicalogical developments, FCC Chairman James Lawrence Fly declared at a luncheon meeting of the Radio Industries Committee of the Kisch Foundation in New York last Thursday.

Video Important

Speaking on postwar trends in television, the FCC Chairman said that "Television is raring to go. Yet it must seek and must develop improvements. For optimum results it would seem better to push television up into the broader band width of 500,000 kc or higher. There we can experiment and find plenty of room in the broadened band width for bigger and finer pictures. Also in that setting, color television may be developed and operated successfully and add to the attractiveness of television and hence to its success".

Mr. Fly stressed the importance of chain television. "Chain television", he said, "must be developed. We must have radio highways on which to convey television and FM from point to point, establishing an effective chain system of television and FM broadcasting.

"These are examples of major steps that must and will be taken in due course. In each of them there are important and technical difficulties that require the benefit of research carried on by competent technicians that will work in such laboratories as the Kisch Foundation plans to establish. What is needed is more research today and more tomorrow and tomorrow.

"In the meantime", Mr. Fly continued, "television is going to move into commercial operation and develop a demand for radio equipment as this country has never seen before. The better the system, the greater the success of television for everyone engaged in the venture".

Alluding to FM, Mr. Fly said at the outset that FM is ready to go and has been ready to go for quite some time. "FM has brought to radio a quality which has not to this date been equalled in the field of AM," he stated.

Lauds Foundation

The group that Mr. Fly addressed is the radio and industry division of the Kisch Foundation, organized to erect electrical and industrial engineering laboratories in the memory of the late Brigadier General Frederick H. Kisch, chief engineer of Field Marshal Sir Bernard L. Montgomery's Eighth Army. Gen. Kisch was killed in action in Tunisia last year. The laboratories are to be erected at the Hebrew Institute of Technology in Haifa, Palestine, with funds of $500,000 raised by the American Society for the Advancement of the Institute in this country. The radio industries division quota is $50,000. William Fondiller, assistant vice-president of Bell Telephone Labs., an organizer and founder of the Society, addressed the meeting briefly, explaining the aims and objectives of the Kisch Foundation and the work of the Institute in expanding its studies into the fields of electronic broadcasting and electrical industrial engineering. Mr. Fly, in his opening remarks, lauded the project as well as the Institute, which is known as the MIT of the Near East.

Speaks at Cornell

In an address delivered at Cornell U. as the Bernays lecturer last Wednesday, Mr. Fly characterized radio as the only practical mechanism of free speech. Speaking on "some observations of freedom of speech and press", he stated that "monopolistic controls in the fields of newsgathering and news distribution and in the field of communication must be watched most carefully. Various devices utilized to suppress and control the gathering and distribution of news throughout the world must be considered . . . Bias", he said, "has a great variety of sources". Mr. Fly's appearance at Cornell was one of a series of lectures on freedom of speech established last year by Edward L. Bernays, New York publicist.

ANA-AAAA Vote NAB Survey Plan

Informally Accepted at Joint Meeting Held Friday

UNANIMOUS APPROVAL of the NAB standard stations coverage measurement plan was informally given last Friday by the radio committee of the Assn. of National Advertisers following a presentation of the plan by Hugh Feltis, KFAB Lincoln, past chairman of the NAB Research Committee, at a meeting called by the ANA at the Hotel Biltmore, New York.

Vote, given by a show of hands following intensive questioning of Mr. Feltis on details of the plan, was participated in by representatives of the radio, timebuying and research committees of the American Assn. of Advertising Agencies and by a number of advertising executives of national advertiser members of ANA, all of whom joined the ANA radio committee in expressing their informal approval of the uniform system of measuring station coverage.

Formal Approval Expected

Official endorsement of the NAB plan of the ANA and the AAAA is expected within the next month, following its presentation to the respective boards of directors. At those meetings it is also anticipated that each group will appoint a committee to work with a similar NAB committee in drafting articles of incorporation and by-laws governing operations of a bureau to supervise the creation and carrying out of the plan. All three organizations —NAB, ANA, and AAAA—will be represented on the bureau.

After the committees have been appointed and articles of incorporation and by-laws have been drafted, the NAB research committee will request the NAB board for an appropriation to cover the initial expense of setting up the bureau.

Paul West, ANA president, presided at the meeting, introducing J. Harold Ryan, NAB president. D. B. Stetler, advertising director of Standard Brands and chairman of the ANA radio committee, conducted the discussion, during which Frederic Gamble, AAAA president, voiced his endorsement of the standard coverage measurement program.

NAB delegation at the meeting, in addition to Messrs. Ryan and Feltis, included: Roger W. Clipp, WFIL Philadelphia, chairman of the subcommittee which drew up the plan and new Research Committee chairman; Paul F. Peter, NAB Research Director, and Lewis H. Avery, NAB Director of Broadcast Advertising. About 50 advertisers and agency executives attended.

KSFD on NBC Basic

KSFD, 1,000 w station, San Diego, Cal., operating on 600 kc, and since Aug. 13, 1943, a supplementary NBC outlet, on Oct. 1 becomes a basic network station.

Favor Congress Airings

PRELIMINARY returns of a station poll initiated by Nathan Straus, president of WMCA New York, on proposals to broadcast proceedings of Congress indicate an overwhelming endorsement of the plan. Of 56 stations heard from last Thursday, 42 endorsed Congressional broadcasts and 14 said they would carry them. In the House last week Rep. Coffee (D-Wash.) introduced a joint resolution to authorize the broadcast and recording of all proceedings (see page 20).

ALLOCATION PLAN STUDIED BY PANEL

FINAL meeting of the Allocations Panel (No. 2) of Radio Technical Planning Board before the start of the FCC hearings on allocations for all radio services in Washington, Sept. 28, wound up with a number of overlapping requests from various industry groups. Another meeting will be called in Washington following the initial stage of the hearings to make further efforts to eliminate these conflicts before the time arrives for the detailed presentation of frequency needs.

All-day meeting of Panel 2 in New York completed the task of charting the requests of the various service panels of the RTPB during the morning session and in the afternoon attacked the task of resolving the remaining conflicts. Despite the overlapping requests, chiefly involving conflicts between television, amateurs and the aeronautical radio services, many of the latter currently devoted to Government use and earmarked as immovable in the recent proposals of the Interdepartment Radio Advisory Committee, enough progress was made to justify the calling of another meeting. Dr. C. B. Jolliffe, RCA, chairman of Panel 2, presided.

Congress Adopts Worldwide 'Free News' Pact Resolution

CONGRESS went on record unanimously last week in favor of an international pact protecting the "right of interchange of news" on a worldwide basis "without discrimination as to sources, distribution, rate or charges". After adopting the resolution, a compromise of resolutions introduced by Sens. Taft (R-O.) and Connally (D-Tex.) and Rep. Fulbright (D-Ark.), both Houses adjourned last Thursday until Nov. 14.

Aside from the reconversion bill and hearings by the House Select Committee to investigate the FCC, Congress conducted little other major business in its eight weeks following the major political conventions. President Roosevelt failed to send to the Senate a nomination to the FCC post vacated last July 1 by Lt. Comdr. T. A. M. Craven, now vice-president of the Iowa Broadcasting Co.

Hyde Is Mentioned

Whether the White House plans to make a recess appointment could not be learned. While one is possible, on Capitol Hill it was speculated that the President probably would withhold the FCC appointment until after election. Among those favorably mentioned for the post is Rosel H. Hyde, assistant general counsel in charge of broadcasting and a Republican.

Sen. Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, planned to leave the capital soon after adjournment. He scotched any likelihood that radio legislation would be revived this session.

"When radio finally decides what it wants in the way of legislation, maybe we can get together," he commented last week.

On the House side Chairman Clarence F. Lea (D-Cal.) of the Interstate and Foreign Commerce Committee, plans to make radio legislation one of his first orders of business in the new session, he indicated. Although Rep. Lea is expected to be replaced as chairman of the Committee should the Republicans win a majority in the House, nevertheless he declared that whether he's chairman "or one of the Congressmen," he is convinced of the need for new legislation.

During the recess his Select Committee staff plans to delve further into station sales and transfers in an effort to determine whether or not the Commission has showed favoritism in granting certain transfers. Chairman Lea also indicated his Committee is studying FCC rules and regulations to determine whether the Commission has gone beyond the intent of Congress.

The Connally "free news" resolution as adopted by both Houses was drawn up by a subcommittee of the Senate Foreign Relations Committee, headed by Sen. Alben W. Barkley (D-Ky.), Majority Leader, and including Sen. Wallace H. White Jr. (R-Me.), acting Minority Leader. Text follows:

"Resolved that the Congress of the United States expresses its belief in the worldwide right of interchange of news by news-gathering and distributing agencies, whether individual or associate, by any means, without discrimination as to sources, distribution, rates or charges; and that this right should be protected by international compact."

Blue Asks Special V-E Sponsor Copy

Heavy News Schedule Likely; Constructive Shows Urged

THE BLUE Network's proposed policies for V-E Day broadcasting were set forth in a letter sent Friday to clients and agencies by Chester LaRoche, vice-chairman of the board, asking that they inform the Blue of plans for handling programs and commercial announcements on that day.

Letter placed strong emphasis on the responsibility of both broadcaster and advertiser to counteract a possible over-exuberance and letdown in effort following Germany's defeat, and to channel the anticipated wave of elation into "constructive effort which will shorten the war with Japan". V-E Day, the letter stated, presents to both network and client a real opportunity to drive home to the listening public certain important points vitally affecting the morale and effectiveness of those at home and on the fighting fronts.

Prominent Speakers

"The Blue Network," the letter announces, "is planning not only to provide its audience with all the news available on V-E Day but in our sustaining periods we intend to bring to our microphones the most distinguished and informed speakers and the most outstanding features we can present which will illuminate the above point of view. It is our desire to work with advertising agencies so that their shows can participate in the Blue Network's plans for the day Germany surrenders."

The letter concludes, "Naturally, in rebuilding of your show it becomes apparent that you would want to substitute a different type of commercial than the straight selling copy you now employ for purposes of normal broadcasting. We hope that for both the rebuilding of your show and its commercial, this letter can serve as a preliminary guide. . . . May we know your plans as soon as possible?"

The Mutual Network has already announced plans for special feature programs [BROADCASTING, Aug. 21]. Miller McClintock, president, said: "If we can keep commercial obligations without harming our news service to the public, we will do so, but our first consideration will be to serve the public."

NBC and CBS have not announced definite plans but have, in effect, indicated that treatments of commercials also would depend on circumstances attending nature of the news and its release.

Covel to Associated

BRETT COVEL, formerly promotion manager of the Wilder stations, previously promotion manager of WSAI Cincinnati, has been named program and promotion manager of Associated Recorded Program Service, a part of Associated Music Publishers, the parent company of Muzak Corp.



Pick out the work boat

It's easy to by-pass the glamour cruise ship in that picture above. You can spot in a flash the hard-working, power-slugging work boat.

And down here in Baltimore radio it's just about as easy to spot the hard-working, sales-producing independent station that does the man-sized sales job in this, the 6th largest market.

There's not much glitter to W-I-T-H. No glamourous call letters. No sing-song network identification. No . . . none of that.

Just a hard-working, sales-slugging station that produces greatest sales results for each dollar spent.

We have the facts to prove that W-I-T-H is the big buy in Baltimore. A lot of smart advertisers have studied those facts. They must have . . . few radio stations have come so far, so fast.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* · *Represented Nationally by* Headley-Reed

Cowles Group Asks Change In FCC Chain Contract Rule

Petition Claims Six-Months Clause Restricts, Rather Than Stimulates Competition

CONTENDING that Sec. 3.103 of the FCC Network Regulations restricts rather than stimulates competition, the Iowa Broadcasting Co., through Segal, Smith & Hennessey, Washington law firm, last week filed petition with the Commission requesting an amendment to the rule, one of the eight chain broadcasting regulations upheld by the May 10, 1943, Supreme Court decision.

Amendment sought would make it lawful for a station to enter into an original network affiliation contract more than six months prior to the effective date of such contract. Under Sec. 3.103 network affiliate contracts must be entered into "within six months prior to the commencement" of contract.

Rule Works Hardships.

"Sec. 3.103, and particularly the proviso clause of this section, was designed to prevent the perpetuation of existing network relationships through multiple short-term contracts between a particular network and a particular station," the Iowa Broadcasting Co. pointed out. No change is requested with respect to renewal or extension agreements.

As the rule now stands, hardships are worked not only on stations desiring to change networks but on new stations, the petition recited. As an example petitioner set forth this hypothetical case: Licensee A has an affiliation contract with Network X, expiring June 30, 1945. It desires to become affiliated with Network Y on July 1, 1945. Licensee B in the same city has a contract with Network Y, but licensee B's contract expires Dec. 1, 1944.

"Under Sec. 3.103, it would appear to be unlawful for licensee A to make a contract with the Y network prior to Jan. 1, 1945," the petitioner explained. "The Y network must therefore either renew its contract with licensee B on or before Dec. 1, 1944, or be prepared to forego an outlet in that city for seven months. As a consequence Y network will invariably renew its contract with licensee B which in turn forces licensee A to renew its contract with the X network."

With reference to an applicant for a construction permit and license for a new station, Iowa Broadcasting declared that under Sec. 3.103 it would be unlawful for the new applicant to enter into a network affiliation agreement more than six months in advance of the date on which he receives a license. "Because this date is determined by circumstances beyond his control, such an applicant can neither plan wisely nor enter proper responses on the Commission's application form," the petition contended.

Pointing to Sec. 307 (e) of the Communications Act of 1934, as amended, petitioner said "Congress dealt with the problem of license renewals but imposed no restrictions upon the granting of original licenses".

Sec. 3.103, as adopted by the Commission, follows:

Terms of affiliation—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

Under the amendment proposed by the Iowa Broadcasting Co. the rule would remain unchanged to the proviso. From there on the following amended language is requested:

An original contract, arrangement or understanding for a period of up to two years may be entered into at any time but extensions or renewals thereof between the same parties shall not be entered into more than six months prior to the commencement of the additional term.

RADIO EXECUTIVES APPOINTED ENVOYS

APPOINTMENTS of two important radio figures—Charles Sawyer, owner of WING Dayton and WIZE Springfield, and Richard C. Patterson Jr., former executive vice-president of NBC—to ambassadorial posts in Europe were confirmed last week by the Senate following nominations by President Roosevelt.

Mr. Sawyer, Cincinnati attorney and Democratic National Committeeman, was named Ambassador to Belgium and Minister to Luxemburg. In addition to his ownership of WING and WIZE, he is general counsel of Crosley Corp. and a newspaper publisher. He is a former Lieutenant Governor of Ohio and was a candidate for Governor in 1938. He acquired both WING and WIZE in 1940.

Col. Patterson, former Commissioner of Correction of New York, was named Ambassador to Yugoslavia. He served as executive vice-president of NBC from 1932 until 1936. Afterward he became president of RKO, prior to sale of control by RCA. He was also former Assistant Secretary of Commerce.

KMBC to Be Heard

ORDER denying petition of KMBC Kansas City for amendment of Sec. 2.71 of the Commission's rules and Regulations was adopted by the FCC last week. KMBC requested that the Commission take necessary steps to designate frequency 540 kc for standard broadcast use, or that action be taken in order to remove the present obstacles to the consideration of the application filed by KMBC for that frequency. The Commission at the same action designated the KMBC application for hearing. Outlet now operates on 980 kc with 5,000 w and seeks 50,000 w on 540 kc.

Bu-Tay Campaign

BU-TAY PRODUCTS Ltd., Los Angeles (Rain Drops, detergent), in an 11-week $2,500 slogan contest campaign, on Sept. 18 started using from three to six transcribed one minute announcements on 15 stations nationally. List includes KYA KFVD KFSD KGKO KABC KOL KTAR KVOA KVOD KSTP WLOL WOW KOWH KFAB KUTA. In addition daily participation is being sponsored in *Homemaker's Club* on KHJ Hollywood and *Hospitality House* on KWJJ Portland. Firm is also promoting contest on its weekly five minute program *The World Tomorrow* on 15 Blue Pacific stations, Wed. 1.45-1.50 p.m. (PWT). Agency is Glasser-Gailey & Co., Los Angeles.

Brach Candy Spots

E. J. BRACH & Sons, Chicago (Brach candy), began sponsorship Sept. 18, of 1 minute transcribed announcements on the following stations: WDAF KCMO WOW KOIL WHO KSO KRNT KSTP WDGY WFBM WISH KMOX KWK WIL WSAI WKRC WCKY WWJ WJR WJW WMAQ WIND. Thirteen-week contracts were placed by Hill Blackett & Co., Chicago.

WMBO to MBS

WMBO Auburn, N. Y., owned and operated by the *Auburn Citizen Advertiser*, with 250 w on 1340 kc, effective Oct. 1 joins Mutual, bringing the total number of network outlets to 247.

Field Assumes Possession of WSAI; Station Will Share WLW's Facilities

POSSESSION of WSAI Cincinnati was taken over last Tuesday from Crosley Corp. by Marshall Field, Chicago capitalist, publisher and station owner, with the execution of final contracts. Station was purchased by Mr. Field for $550,000, the sale resulting from the FCCs "duopoly" regulations by virtue of Crosley Corp.'s ownership of WLW, as well as WSAI.

Mr. Field, Clem Randau, business manager of the *Chicago Sun;* James D. Shouse, Crosley vice-president, and attorneys representing both sides worked out the terms under which WSAI will continue to share facilities with WLW at Crosley Square, Cincinnati, until wartime restrictions are lifted. Charles Sawyer, Cincinnati attorney and the owner of WING Dayton, and WIZE Springfield, represented Crosley. Lewis Stix Weiss, of New York, appeared as counsel for Mr. Field.

Mr. Field announced that no staff changes are contemplated, with Walter Callahan continuing as WSAI general manager. Mr. Randau said applications had been filed for an FM station in Cincinnati whenever materials are available.

Mr. Field declared he had purchased the station purely for investment purposes. Asked whether he planned to purchase the *Cincinnati Enquirer*, he said he did not know it was for sale and that he had his "hands full running the *Sun* in Chicago." He pointed out that WJJD Chicago, which he had recently purchased, has no operating connection with the newspaper. Mr. Field also owns *PM* in New York.

Mr. Shouse stated following the formalizing of the transfer that while WSAI and WLW will remain jointly as occupants of Crosley Square, the stations will share only in a joint use of physical facilities and that all management of policy and administration of WSAI passed into the hands of the new owner.



SEATED (l to r): Marshall Field, new owner of WSAI, and James D. Shouse, Crosley vice-president. Standing (l to r): Charles Sawyer, Crosley counsel, named last week by President Roosevelt as Ambassador to Belgium and Luxemburg; Clem J. Randau, *Chicago Sun* business mgr.



The Right Combination.....

WOV has the combination that opens the door to two great New York markets and gives this important station a constant, around-the-clock selling power . . . night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 8:00 and 10:00 p. m., WOV is listened to in more metropolitan homes than any other New York independent station . . . at less than half the cost of the next ranking station. Two great markets listen to WOV . . . a great combination for sales success.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY, McGILLVRA, Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

Most Powerful Shortwave Transmitters, Built by WLW, Are Formally Opened

WITH ELABORATE ceremonies planned for the event, including a half-hour dramatic broadcast over NBC, the Bethany transmitters, built by the Crosley Corp. for the OWI and the Office of Coordinator of Inter-American Affairs, were to be dedicated last Saturday as the most powerful shortwave link in the "Voice of America".

Scheduled to participate in the broadcast were Elmer Davis, OWI Director; Nelson Rockefeller, Coordinator of Inter-American Affairs; Robert Sherwood, Director of OWI Overseas Operations, recently returned from abroad; and Clifford J. Durr, FCC Commissioner. The officials were to speak from the Willard Hotel in Washington where a reception and buffet dinner was to be held for the occasion.

Powerful Group

In his address prepared for the program, Mr. Durr referred to the Bethany plant as "the most powerful group of shortwave broadcasting stations in the world", comprising three transmitters of 200 kw power—"a quadrillion times the power it takes to light up the radio of an underground leader somewhere in occupied Europe".

He called the project "a proud achievement . . . in the story of the 'Voice of America'", a story which is a "tribute to men who have worked without credit and praise to make the Voice of America great—the Americans, the exiles, the men of our Government, to technicians and our fellow members of the broadcasting industry who have taken part in this work."

Mr. Rockefeller recalled the dark days of 1942 before American shortwave facilities were coordinated for the use of the Government. Broadcasters came to Washington, he said, to turn over the existing 18 transmitters and to build new ones "and out of many small voices, create one strong voice —the Voice of America".

The problems of the CIAA, which was assigned the task of programming for South America, were serious, he said. Not only were the Germans pouring in shortwave broadcasts from Berlin but they were also buying up all available time on local South American stations. They were pouring in not only propaganda but money as well —their agents and spies had unlimited funds with which to win sympathizers for their cause . . . and to cause trouble for ours . . .

"We had to counteract their propaganda quickly—and we did . . . for we knew that until our back was safely guarded, our Army and Navy could not begin to fight on either East or West".

KXOK's Sixth

KXOK St. Louis on Sept. 19 celebrated its sixth anniversary on the air with the completion of 2,192 consecutive days of public service since the station first started operation Sept. 19, 1938. Highlights of the station's history include its affiliation with the Blue Network Jan. 1, 1941; a citation for distinguished service by the Commanding General of the Sixth Service Command, a meritorious service award by the Ninth Naval District, recognition of the station's activities by the U. S. Treasury War Finance Committee, outstanding promotion award by the Blue Network, and a testimonial of appreciation from the Veterans of Foreign Wars. KXOK operates 20 hours a day on 630 kc with 5,000 w.

Tintex on 124

PARK & TILFORD, New York, for all-fabric Tintex, with budget dyes 72% above last year's and the largest in Tintex history for a comparable period, has allocated the largest portion of the increase to spot radio. Broadcasting schedule—started Sept. 4 for 13 weeks—calls for live and transcribed announcements and station breaks at varying frequencies and local programs include 124 stations. Agency is Charles M. Storm Co., New York.

Adam Hat Considers

ADAM Hat Stores Inc., New York, is considering a plan to place daily five-minute transcribed programs on about 100 stations in Adam Hat markets. Discs would feature "Joe" and his horse "Asbestos", figures in the *New York Daily Mirror* comic strip and include provision for local announcer to insert a tip on the winning horse at a local track.

CBS Sends Resignation To Television Assocation

TOTAL variance in the points of view of CBS and other members of the Television Broadcasters Assn. on major problems of industry policy has persisted beyond the point where compromise is possible, CBS informed TBA last week in a letter of resignation from the organization.

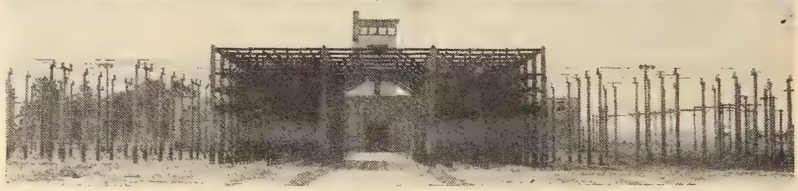
Letter, written Sept. 14 by Worthington Miner, manager of the CBS television department, to Allen B. DuMont, TBA president, expresses concern over the fact that TBA's membership does not represent the point of view of the broadcaster, "uncolored by any intimate affiliation with the manufacturing end of the industry." There is a "wide difference of perspective," Mr. Miner wrote, "between broadcasting units organized as promotional show-windows for the manufacturer and broadcasting units set up for the simple and sole purpose of broadcasting to the public."

Referred to Board

Resignation of CBS from TBA has been referred to the organization's board, Mr. DuMont said in his reply on Thursday. He expressed surprise at the CBS move and speculated if it "could be an ardoit publicity move to dramatize the hopes of the management of CBS regarding allocations."

WLW'S NEW SHORTWAVE PLANT





LAST WORD in radio engineering is the new shortwave plant for WLWS WLWR and WLWL near Cincinnati, carrying *The Voice of America* around the world. Operated by the Crosley Corp. for the OWI and the Office of Coordinator of Inter-American Affairs, the Bethany transmitters were dedicated Saturday with a broadcast over WLW and ceremonies in Cincinnati and Washington.

First broadcast from Bethany was made July 1. A month later one of the six transmitters began broadcasting with 100 kw power and last week was stepped up to 200 kw. The other five are expected to be in operation on the high-power basis by the end of the year. Bethany is already beaming factual news and top American shows to several European and African countries and will soon operate to reach other continents.

Upper photo shows three units in the transmitter building, three others being similarly placed on the opposite side of the concourse. Lower view shows part of the forest of 20-foot poles on which are mounted 216 switches which can be manually operated from the ground to connect any of the six transmitters with any of the antennas atop more than 800 poles each 165 feet high.

These antennas are located in a circle around the transmitter house, each beamed to a fixed area overseas. The plant is located on a mile-square tract 20 miles from Cincinnati and, in addition to transmitter building and antenna switch gear, contains living quarters for engineers.

Radio Helped Take Nazis — Sherwood

OWI Official Sees Tripartite Control of Enemy Stations

THE EFFECT of Allied radio propaganda directed to the German armies in France following the invasion varied with different troops but in some cases large numbers of Nazi soldiers "surrendered to the loud speaker," Robert E. Sherwood, Director of the OWI Overseas Branch, told a news conference last week upon his return from Europe.

Mr. Sherwood came to Washington, he said, to confer with Elmer Davis, OWI director, and other officials on plans to curtail overseas operations in Europe and Africa upon the collapse of Germany and to shift emphasis to Japan. He expects that many of the radio personnel now in European outposts will be transferred to the Pacific theatre.

Tripartite Control Seen

Asked what will be done with radio stations in Germany when the European war is over, Mr. Sherwood asserted that plans have not yet been determined but he thought that German radio would probably be put under tripartite control, with Russia, Britain and the U. S. participating. If the stations are found intact, OWI's initial operations will likely be straight news broadcasts to the German people, he said.

"Our first job inside Germany," he declared, "will be to convince the people they have lost the war." Mr. Davis, who also participated in the conference, added: "and that they would lose the next one."

Mr. Sherwood said that it is generally accepted by military authorities that psychological warfare played a part in the success of the invasion.

He said that most of the stations captured in France had been destroyed by the Germans.

Mr. Sherwood estimated that OWI would wind up its overseas operations within six months after the surrender of Japan. In the meantime, he said, propaganda activities in the Pacific will be stepped up with military operations.

Mr. Sherwood planned to participate in the dedication ceremonies Saturday in Washington of the Bethany Transmitters near Cincinnati, built by the Crosley Corp. for the OWI and the Office of the Coordinator of Inter-American Affairs. He expects to remain in Washington two weeks and then to return to London to resume direction of OWI overseas operations in Europe.

FLEETWOOD LAWTON, commentator of KFI Los Angeles, now serving as a war correspondent in the South Pacific, has made a series of 80 quarter-hour recordings in that area, which are being offered to radio stations for broadcast as public service features only through Radio Features Inc., Los Angeles.

"THE greater the importance of safeguarding the community . . . the more imperative is the need to preserve inviolate the constitutional rights of free speech, free press and free assembly."

CHARLES EVANS HUGHES



HEAR
"VICTORY FOB"
CBS COAST TO COAST
Saturdays 3:00 PM E.W.T.

★

RADIO STATIONS

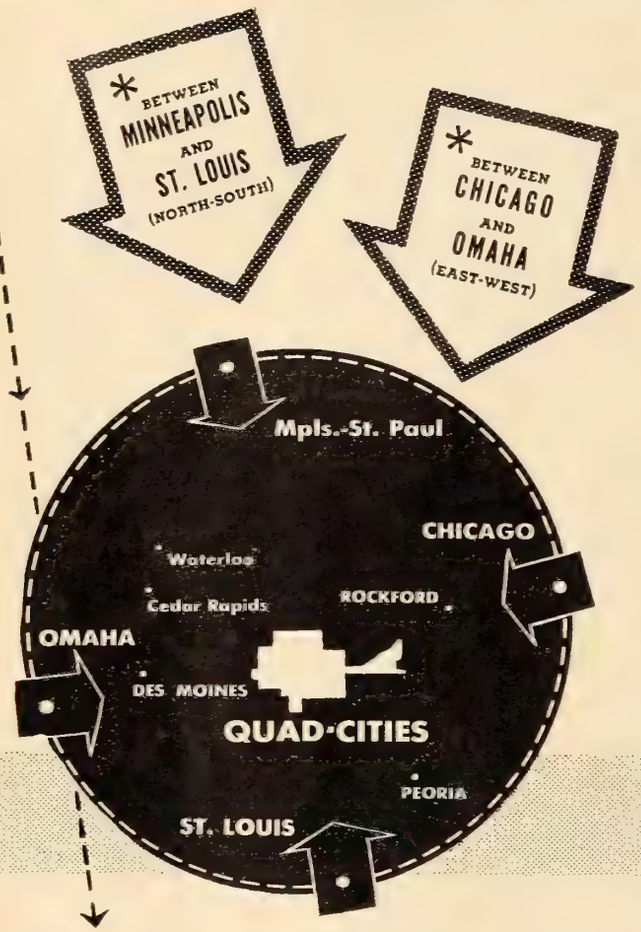
WJR DETROIT ★ **WGAR** CLEVELAND ★ **KMPC** LOS ANGELES

WHEN YOU GO WEST OF CHICAGO

STOP IN THE QUAD-CITIES!

MORE RETAIL BUYERS

THAN IN ANY OTHER MARKET *



The Quad-City market, including Davenport - Bettendorf, Rock Island, Moline and East Moline - Silvis, includes the largest concentration of retail buyers to be found in the midwest, outside the four largest markets of Chicago, Omaha, Minneapolis - St. Paul and St. Louis! When you go west of Chicago, stop at the Quad-Cities. WOC, Davenport, *covers* the market completely, according to the latest Hooper (May, 1944) which shows WOC's daytime audience is approximately equal to the combined audiences of the next two stations heard. WOC delivers the Quad-City market.

WOC DAVENPORT, IOWA

FREE & PETERS, INC., NATL. REPRESENTATIVES

BASIC BLUE • 5,000 WATTS • 1420 Kc.

OWI PACKET, WEEK OCT. 16

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 16. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
National War Fund	X	--	--	--	--	X	X
Hold Prices Down	X	--	--	--	--	--	--
WAVES	X	--	--	--	--	--	--
Paper Conservation	--	X	X	X	X	--	--
Prepare for Winter	--	--	X	--	X	--	--
Ceiling Prices	--	X	X	X	X	--	--

See OWI Schedule of War Messages 130 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

CONGRESS AIRING URGED BY COFFEE

BROADCAST of Congressional proceedings and the "complete and continuous" recording of sessions of the Senate and House would be authorized under a joint resolution (HJRes-311) introduced last Tuesday by Rep. John M. Coffee (D-Wash.). The resolution was referred to the Rules Committee.

Rep. Coffee said his resolution was prompted by a wave of requests from labor unions throughout the country urging the broadcast of Congressional proceedings, similar to those of the New Zealand National Legislature. The campaign, believed started by the International Building Service Employes Union (AFL), Seattle, Wash., spread to both AFL and CIO organizations on the West Coast and then moved East.

Congressman Coffee pointed out that newspapers and radio newscasters cannot cover all phases of Congressional proceedings. He admitted, however, that "a lot of stuff is not of public interest" but asserted that "only through radio" can the personalities of Senators and Representatives be imprinted in the minds of the people. "Let the people know how we vote on important bills and how we stand," he added.

Although petitions from 25 or more labor unions suggested that Congress could buy or lease necessary time on the networks and powerful independent stations, the Coffee resolution made no mention of commercial aspects, other than to authorize the Capitol architect to sell transcriptions to stations and networks "at cost".

The resolution authorizes stations and networks "to broadcast any proceedings on the floor of the Senate or the House" provided "no station or network shall be required to broadcast any proceeding, nor shall any proceedings of either House be broadcast when such House otherwise orders". The architect would be authorized to arrange for broadcasting by stations and networks as well as install recording equipment.

WCOL Now on 24 Hrs.

ROUND the clock operation has been inaugurated by WCOL Columbus as a service to the 20,000 war workers in the area on graveyard shifts. Early morning program, consisting of records and news, is titled *The Night Owl Club*.

Electro-Voice Produces New Model Microphone

ELECTRO-VOICE MFG. Co., South Bend, Ind., which has just become Electro-Voice Corp., according to Albert Kahn, president, has completed a new model, 600-D Communications Microphone. It is designed for portable public address installations and other mobile communications such as police, airport and utility sets.

The 600-D features a "press to talk" switch which opens the microphone and closes the relay simultaneously. A 9-ounce, high impact molded phenolic case had been built for rough military use. Able to withstand temperature changes from —40 to 185 degrees F., the new microphone has a frequency response ranging from 50 to 8,000 cycles.

SHEPARD TO SEEK VIDEO STATIONS

THOUGH he expressed the opinion that it will be from one to five years after the war before television comes into its own as a household feature, John Shepard 3d, chairman of the board of the Yankee Network last week disclosed plans to apply for television licenses for the Yankee station in Providence (WEAN) and Hartford (WNBC, for which the Yankee Network has been negotiating with the Bulova interests).

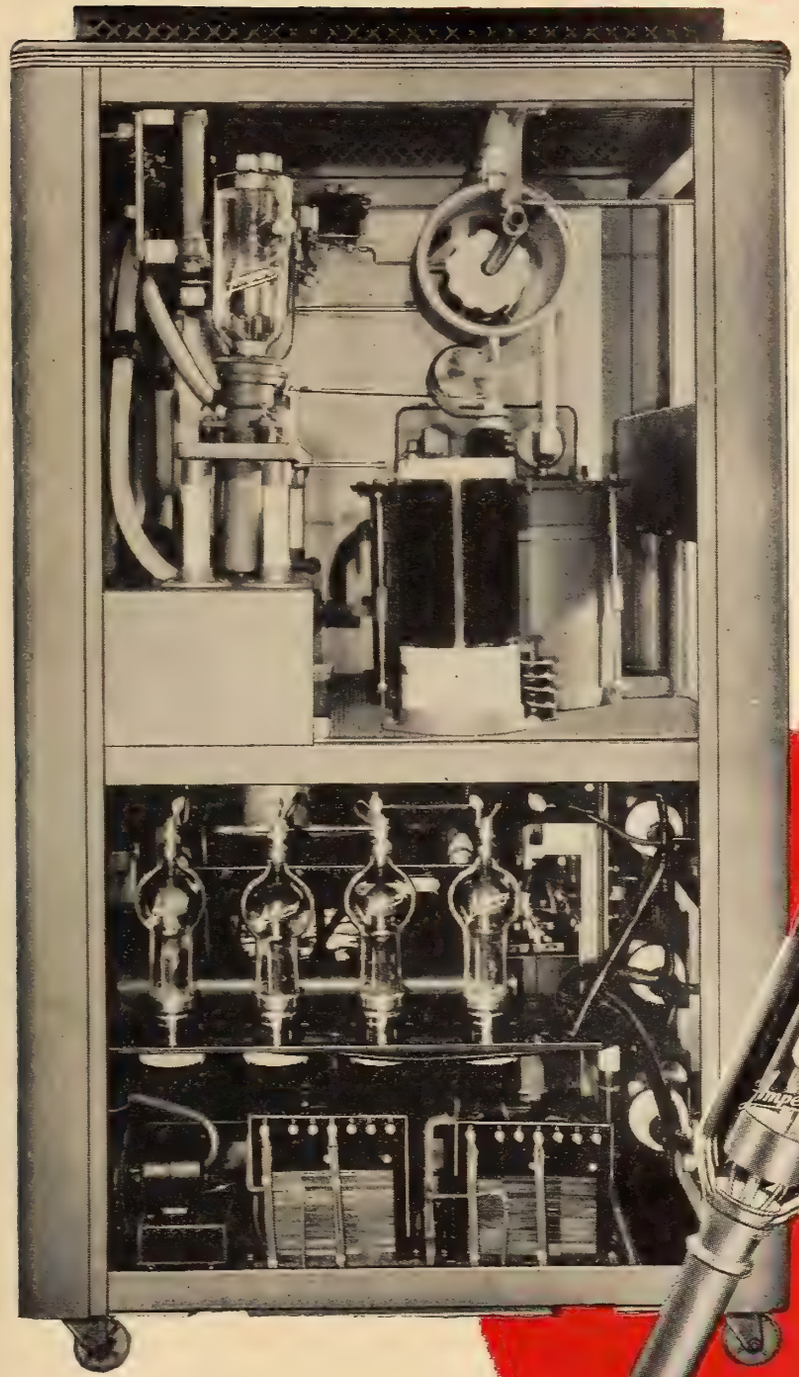
The Yankee Network had previously applied for a commercial video license for Boston to be operated in conjunction with its key AM station there, WNAC. Channel 2, 60-66 mc is sought.

Mr. Shepard explained that the high cost of television programs would invariably slow up progress and further stated that costs would force individual stations into networks in order to stay in the black. Initial programs, he predicted, would probably consist mostly of films, some live shows, with three or four persons, and an occasional parade, fire, or sports pickup.

WDRC Branch Studio

WDRC Hartford, has announced opening of a branch office in New Haven, where special educational and cultural programs for Connecticut listeners will originate. First program to originate from the new studios was *College Digest*, heard Sept. 17, with Professor Samuel F. Bemis, Farnham professor of diplomatic history at Yale, interviewed by Harvey Olson on the coming peace.

Why AMPEREX

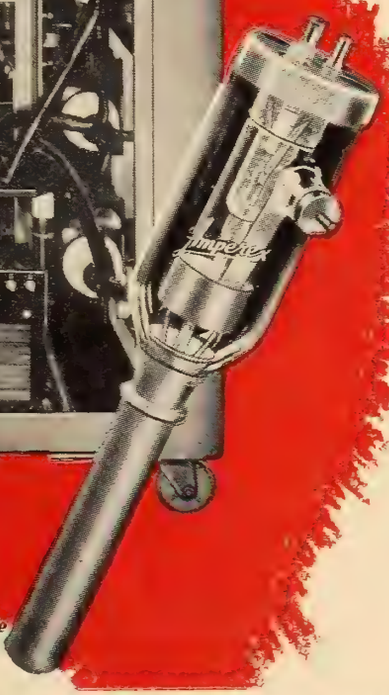


WATER AND AIR COOLED TRANSMITTING AND RECTIFYING TUBES

Largest producer of electronic induction heating equipment, the INDUCTION HEATING CORPORATION utilizes AMPEREX tubes for the "heart" of its products. "Thermonic" set-ups, designed and developed by this company, are giving efficient round-the-clock service in such applications as brazing, annealing, hardening, melting and forging.

Used ever since the first "Thermonic" unit was marketed. AMPEREX tubes have provided consistently satisfactory service in all assignments. This, then, is another high endorsement for the performance of AMPEREX tubes. Consult an AMPEREX engineer for the solution to your present or peacetime problem.





AMPEREX . . . the high performance tube

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET . . . . . BROOKLYN 1, N.Y.

EXPORT DIVISION: 13 EAST 40th STREET, NEW YORK 16, N.Y., CABLES: "ARLAB"

Your servant's 

buttons are popping again to make room for 4 new awards. First, local newspaper radio editors voted KPO 

in Billboard's Annual Publicity Survey. Then came 

from the same publication. Next, "For maintenance of a superior standard of protection" . . . 

followed by Bells of Freedom award for 

. Indicating that "official" as well as public attention is keeping tuned to

KPO

SAN FRANCISCO

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.



THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

Pulp Radio Drive Declared Success

Spots Renewed for 13 Weeks In Six Southern States

SPOT CAMPAIGN on 24 Southern stations in six states, urging farmers to help build up paper supplies by cutting and hauling pulpwood and sawlogs [BROADCASTING, July 17], has scored definite results, and has been renewed for another 13 weeks, following the conclusion of the first cycle Aug. 31, through Albert Sidney Noble, New York. Drive started July 3 with Periodical Publishers National Committee, Washington, buying six spot announcements weekly, and receiving additional support on the radio programs sponsored by *Progressive Farmer*, Birmingham, Ala.

According to a tabulation of results obtained from county agents of the U. S. Department of Agriculture and state extension service units through bi-weekly surveys conducted by the agency and the committee, there was a substantial increase in yield of pulpwood and sawlogs during the first six weeks of radio promotion. Farmers in 200 sample counties in the radio campaign area harvested 420,357 cords of pulpwood and 267,156,920 feet of sawlogs, as against 142,633 cords and 62,986,200 feet of sawlogs for the first month of operations, it is reported.

Responding to radio suggestions that they contact agents and foresters for advice on the best methods for cutting and disposing of the wood, 11,782 farmers had requested such information, from 237 representatives by the end of six weeks of radio announcements, according to the survey.

Following a month of broadcasting and supported by direct mail, the PPNC drive received additional support when the Farm Press Forest Products Committee, representing farm publication, delegated representatives to present advertisers with the committee's story. All prospective cooperating advertisers are receiving an advertising guide booklet "This Battle Must Be Won in Farm Woodlands" accompanied by spot announcement scripts.

Light & Power Shift

160 ELECTRIC LIGHT & POWER Companies, New York (institutional), on Sept. 20 started *Electric Hour* on 133 CBS stations, Wednesday, 10:30-11 p.m. (EWT). With guest policy, and starring Nelson Eddy, baritone, series replaces *Report to a Nation*. Robert Armbruster has been assigned musical director with Rupert Pray as writer. Charles Herbert has been shifted from New York to Hollywood to handle production for N. W. Ayer & Son, agency servicing account. E. R. Dunning and James Hanna, agency New York vice-president and radio department executive respectively, are on the West Coast for start of the show.

$1000.00 in War Bonds

for a program title!

FIRST PRIZE $500—TWENTY $25 BONDS

You know the success of "The Texas Rangers" transcribed library, now contracted for by nearly 100 radio stations. You know the success of many other KMBC radio acts and personalities promoted by Arthur B. Church productions, a division of KMBC of Kansas City. The title of "The Texas Rangers" was well established nationally when the library was offered to advertisers and radio stations.



Now a new transcribed library is ready for advertisers and stations—quite different in type from KMBC's famous western and hillbilly acts—a library of sparkling instrumental and vocal novelties by the Midland Minstrels and Bonnie King. You will agree we think that the title of the Midland Minstrels, successful as they have been on KMBC, is local or regional in character, and that they deserve a much better name for their national exploitation.

You've heard Bonnie King on the Columbia Broadcasting System and Decca records with Bob Crosby's orchestra. This KMBC singing discovery, accompanied by modern organ stylist Gene Moore, contributes to this transcribed library voice sex appeal.



Someone at KMBC suggested the title, "The Novelteers, with Bonnie King." It sounded good, but we found it already in use. Certainly an even better title for the new library can be originated.

The rules of this title naming contest are simple. If you are in any way connected with advertising or with radio or with musical entertainment, you are eligible to enter. Send as many titles as you wish. All prize winning titles become the property of Arthur B. Church productions, but none of such prize winning titles need necessarily be used by us. Be sure your entry is postmarked before midnight, October 31, 1944. Announcement of the prize winners will be made in November.

The prizes again—$500 War Bond for the best suggestion, and twenty $25 War Bonds for runner-ups.

Arthur B. Church

SAMPLE RECORDING *sent to those interested on request. Price information on the library of 300 selections is yours for the asking.*

AN ARTHUR B. CHURCH PRODUCTION

WRITE GEORGE E. HALLEY, PICKWICK HOTEL, KANSAS CITY 6, MISSOURI



...via WMAQ

Music, the finest obtainable—broadcast from coast-to-coast and around the world by short wave over the National Broadcasting Company network—comes to Chicago's millions via WMAQ.

Music of every variety . . . classical, semi-classical, light music and dance music . . . it's all heard over WMAQ. Every American is a lover of some form of music. It's an important ingredient for a happy, well-balanced life. That's why WMAQ devotes over 34% of its broadcast hours to this entertaining, pleasing type of radio show.

To music belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

This fact is yet another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers know that their campaigns on this station do reach and influence Chicago's millions and that increased sales and profits are the result.

In Chicago it's WMAQ.

WMAQ
CHICAGO

America's No. 1 Network

A Service of Radio Corporation of America

NBC's key midwest station
670 on your dial—50,000 watts

ALP Buys Time To Support FDR

Dramatic Shows and Spots On 20 N. Y. Stations

THE AMERICAN LABOR Party, a New York state organization, in a pre-election radio campaign, is concentrating on the use of dramatic shows and transcribed announcements featuring such talent as night-club, theatrical and radio artists, rather than the traditional straight political speaker. With a radio time budget of about $15,000, the ALP is utilizing available time by making full use of radio showmanship, according to Larry Menkin, free-lance writer-director, who is directing radio and rallies for the organization.

The ALP drive is divided into two phases—"registration," running Oct. 6-14 in New York (Oct. 1-21 in upstate New York) and which will be primarily "non-partisan," and "voting," running from Nov. 1-6, in behalf of the Roosevelt-Truman ticket, with radio material containing open-ends to allow for promotion of local candidates throughout the state. The ALP describes itself as "labor's non-partisan political party for the election of candidates of any party" on their merits. Campaign themes are "Victory and Jobs for All," "Vote for a Better Tomorrow," and "Vote Row C."

Schedule for the drive in New York City calls for a total of 39 quarter-hour live and transcribed programs, one half-hour live show and a total of 250 30-60 second transcribed spots on WMCA WBYN WOV WBNX WABC WJZ WEAF. In upstate New York, the ALP will use a total of 28 quarter-hour programs and 250 spots on WOKO WJTN WSAY WSNY WWNY WEBR WKBW WBEN WHEC WAGE WFBL WGY WIBX.

The ALP campaign is being handled by William Warren Agency, New York, and Russell & Roberts, New York. Discs are cut by WOR Recording Division.

Canada Listening Report Reflects Summer Change

A CANADIAN program, *Soldier's Wife*, with a rating of 13.5 led the Elliott-Haynes daytime national program rating report for August, it was reported last week. *Big Sister* was in second place with a 12.4 rating, followed by *Road of Life*, 11.5, *Ma Perkins*, 11.1, *Vic & Sade* fifth, with 9.6 and *Pepper Young's Family*, *Lucy Linton* (Canadian origination) placed seventh, with *Right of Happiness*, and *Woman of America*. Largest number of sets in use was for *Big Sister*, with a report of 17.4, a slight drop from July.

Among French programs on the August daytime national rating, *Jeunesse Dorree* was first with 22.5 and sets in use 32.1, an increase over July. *Vie de Famille* was second with 19.5, followed by *Quelles Nouvelles*, *Pierre Guerin* and *La Rue Principale*. Nine other French daytime programs were listed.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE



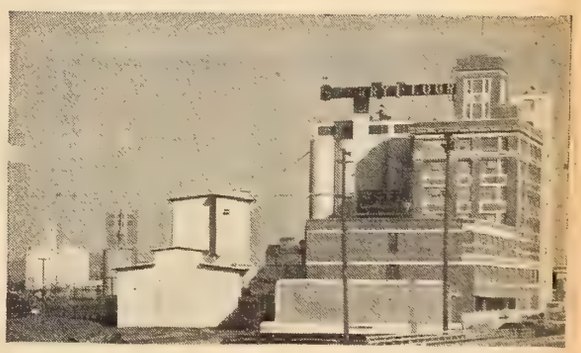
5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



"Sentinels of an Empire." Three of Spokane's Flour Mills line up — explaining why Spokane leads the Northwest as a grain inspection center—21,079 carloads of wheat, or an increase of 22% over the previous year. KHQ, too, is a "Sentinel of an Empire"—completely covering this rich area at the cost of just one Medium. It's an investment in Coverage, Popularity and Consumer Confidence.

FCC ALLOCATIONS HEARING SCHEDULE

FOLLOWING is the tentative schedule of appearances for the FCC Allocations Hearings, opening Sept. 28 in Washington. Commission officials pointed out, however, that the schedule is subject to change. In cases where witnesses are not listed, none was supplied by petitioners.

On Thursday, Friday and Saturday (Sept. 28-30) FCC propagation data will be presented, followed by Dr. W. R. G. Baker, Radio Technical Planning Board chairman, and the following panel chairmen: Howard S. Frazier, Panel 4, Standard Broadcast; C. M. Jansky Jr., Panel 5, Very High Frequency (FM) Broadcast; David B. Smith, Panel 6, Television; John V. L. Hogan, Panel 7, Facsimile Broadcast; E. W. Engstrom, Panel 9, Relay Systems; D. W. Rentzel, Panel 11, Aeronautical Radio; A. Senauke, Panel 12, Industrial, Scientific & Medical Equipment; D. E. Noble, Panel 13, Portable, Mobile & Emergency Service Communications; Dr. A. N. Goldsmith, Panel 1, Spectrum Utilization; Dr. C. B. Jolliffe, Panel 2, Frequency Allocations.

GROUP I

Oct. 3-7

FIXED PUBLIC SERVICE (other than Alaska)—Chairman, Haraden Pratt, Panel 8. Appearances: AT&T, F. M. Ryan; Amer. Waterways Oprs., Joseph Earp; Mackay Radio & Teleg. Co., Mr. Pratt; Press Wireless, A. W. Norton, E. J. Kerrigan, D K. DeNeuf, E. E. Eldredge, R. A. Hilferty; Southern Continental Telep. Co., Wabash Telep. Co., Tri-County Telep. Co., Union Telep. Co., Texas Telep. Co., V. E. Chaney, Rear Adm. S. C. Hooper, USN (Ret.), Col. William R. Blair; U. S. Independent Telep. Assn., Harold V. Bozell, Clyde S. Bailey.

COASTAL, MARINE RELAY, SHIP, MOBILE PRESS and FIXED PUBLIC SERVICE IN ALASKA—Chairman, Mr. Pratt. Appearances: AT&T, Mr. Ryan; Amer. Waterways Oprs., Mr. Earp; Eastern Transp. Co., Joseph E. Hooper; Parker Bros. & Co., W. R. Parker, W. A. Wansley (tugboat allocation); Tropical Radio Teleg. Co., Charles C. Harris, Robert V. Howley.

AVIATION—Chairman, D. W. Rentzel, Panel 11. Appearances: AT&T, Mr. Ryan; Aeronautical Radio Inc., Mr. Rentzel, J. Russell Cunningham, Gordon A. O'Reilly, Carl E. Swanson; Lockheed Factory, C. W. Peale; Raytheon Mfg. Co., Joseph Pierson, James B. Ferguson, Percy L. Spencer, John C. Trump.

AMATEUR—Chairman, Dr. C. B. Jolliffe, Panel 2. Appearances: Amer. Radio Relay League, George W. Bailey, K. B. Warner.

INTERNATIONAL BROADCAST—Chairman, Mr. Pratt. Appearances: Associated Broadcasters Inc., Jay E. Tapp; CBS, Paul W. Kesten; CIAA, John W. G. Ogilvie; Crosley Corp., James D. Shouse; OWI, Llewellyn White; Worldwide Broadcasting Corp., Walter S. Lemmon, Mark MacAdam; E. K. Cohan.

CBC Shortwave Tests

SHORTWAVE stations built by the Canadian Broadcasting Corp. at Sackville, N. B., for the Canadian Government, are to be ready for test operations towards the end of October, Dr. A. Frigon, CBC manager stated at Ottawa recently. The stations will be operating on regular schedule by Jan. 1.

GROUP II

Oct. 10-14; 17

STANDARD BROADCAST — Chairman, Howard S. Frazier, Panel 4. Appearances: CBS, Mr. Kesten, Frank Stanton, William B. Lodge; Evansville On the Air, J. B. Caraway Jr.; NAB, J. Harold Ryan, Paul F. Peter; Stromberg-Carlson Co., W. F. Cotter, Dr. G. R. Town.

HIGH FREQUENCY (FM)—Chairman, C M. Jansky Jr., Panel 5. Appearances: CBS, Messrs. Kesten, Stanton, Lodge; Don Lee Broadcasting System, Lewis Allen Weiss, Frank M. Kennedy, Harry B. Lubeke; FMBI, Walter J. Damm; Iowa Broadcasting Co., Lt. Comdr. T. A. M. Craven, Worthington C Lent; Stromberg-Carlson Co., Mr. Cotter.

NON-COMMERCIAL EDUCATIONAL—Chairman, Dr. John W. Studebaker, U. S. Commissioner of Education. Appearances: Amer. Vocational Assn., William D. Boutwell; Assn. of Land-Grant Colleges & Univs., W. A. Lloyd; Cleveland Board of Education, Dr. W. B. Levenson; Intercollegiate Broadcasting System, Louis M. Bloch Jr., George Abraham; Maryland Dept. of Education, Robert C. Deming, Lawrence J. Tidrick, Kenneth C. Ray, Dr. Thomas G. Pullen Jr., D. W. Zimmerman; Michigan Dept. of Education, Carl Wesser, Mr. Tidrick; Nat. Assn. of Educational Broadcasters, Carl Menzer; Nat. Assn. of State Univs., Howard L. Bevis; Nat. Congress of Parents & Teachers, Harold McCarty; Nat. Council for Social Studies, Dr. William H. Hartley; Nat. Education Assn., Belmont Farley, Mr. Levenson, S. D. Shankland, Donald DuShane, Clyde M. Huber, W. C. Eells, Paul C. Elicker, Jane E. Monahan, Leopold Stokowski, Dr. Joseph Maddy, William G. Carr, Lt. Col. Harold W. Kent, Mr. Boutwell, Dr. I. Keith Tyler, Hilda Maehling, Rev. Hunter Guthrie; Nat. Educational Assn. and Music Educators Nat. Conference, Dr. Maddy; Nat. Univ. Extension Assn., Dr. Bruce Mahan; Office of Education, Dr. Studebaker, R. R. Lowdermilk; Ohio Dept. of Education, K. C. Ray, W. L. Sprouse; Ohio State U., R. C. Higgy.

TELEVISION — Chairman, David B. Smith, Panel 6. Appearances: Allen B. DuMont Labs., T. T. Goldsmith Jr.; Balaban & Katz Corp., Paul Raibourn; CBS, Mr. Kesten, Mr. Stanton, Peter C. Goldmark; Don Lee Broadcasting System, Messrs. Weiss, Kennedy, Lubeke; Dr. A. N. Goldsmith (appearing for himself); Iowa Broadcasting Co., Comdr. Craven, Mr. Lent; Paramount Communications Inc., Mr. Raibourn; Stromberg-Carlson Co., Dr. Town; Television Productions, Mr. Raibourn; Television Broadcasting Assn., T. T. Goldsmith Jr.

FACSIMILE BROADCAST — Chairman, John V. L. Hogan, Panel 7. Appearances: Finch Telecommunications, James L. Bradford, Maj. Frank R. Brick Jr., Samuel Ostrolenk, George Henry Payne, William S. Halstead, Prof. C. M. Jansky Jr., J. D. Woodward, John Keel, H. H. Buttner, Paul Loyet (WHO), J. R. Poppele and W. H. Singer (WOR), George W. Lang (WGN), R. J. Rockwell (WLW), H. K. Carpenter (WHK), Ralph DeLany (WHK), Harold E. Smith (WOKO), A. D. Ring (KSTP); FMBI, Mr. Damm; City of New York, M. S. Novik.

OTHER BROADCAST SERVICES — Chairman, Mr. Frazier. Appearances: CBS, Messrs. Lodge, Goldmark; FMBI, Mr. Damm; Raytheon Mfg. Co., Messrs. Pierson, Ferguson, Spencer, Trump.

GROUP III

Oct. [illegible] 31

POLICE, FIRE, FORESTRY SERVICES—Chairman, D. E. Noble, Panel 13. Appearances: Associated Police Communications Officers, Capt. Donald S. Leonard, Capt. Robert L. Batts, E. C. Denstaedt, D. J. McFarlane, Capt. Lewis J. Boss, Warren Lane, Ray Groenier, A. C. Kadow, Lt. A. H. Vickerson, Z. E. Audritsch, Frank W. Walker, R. A. Kridler, C. B. McMurphy, Capt. J. M. Wherritt; Eastern States Police Radio League, Mr. McFarlane, A. F. Bullock, Lt. Basil F. Cutting, Walter Hartford, Lt. Vickerson, Frank Bramley, Capt. Boss; Intl. Assn. of Chiefs of Police, Capt. Leonard, Capt. Batts, Messrs. Denstaedt, McFarlane, Audritsh, Walker, Charles Fetteweis, James M. Lewis, Capt. Wherritt; Intl. Municipal Signal Assn., Herbert A. Friede, Calvin G. Lauber, Messrs. McFarlane, Boss; City of Los Angeles, K. V. Keeley, RTPB Panel 13, Committee 3, R. A. Thompson, George Wirt, Perry Merrill, Joseph Kaylor, E. C. Vanderwall, Henry Weber, E. C. Nelson, Durward Robson, Mr. Schafer, Russell Smith, Harry

Announcing . . . .

AN INCREASE IN POWER
from 250 Watts to 1000 Watts

A CHANGE IN FREQUENCY
from 1230 . . . to 1480

WHBC

CANTON, OHIO

NOW A BASIC MUTUAL OUTLET

Covering the Electric Furnace Steel Capital of the World

. . . Canton is the 73rd Retail Market in the United States

"THERE'S GOLD IN CANTON STEEL"



Responsibility!

Why did we pick this illustration?

Well sir, we'll tell you! Number One, we had a hunch it might stop you quicker than an orthodox antennae job; and Number Two, we couldn't help but sense the tremendous responsibility placed upon a shoulder strap!

Just sort of reminded us of our own responsibility which has sprung from an extreme confidence in our judgment and ability to produce among advertisers and their agencies.

For example, may we quote from a recent letter received from an agency with whom we have had a happy association over the years:

"You are the only station to whom I am sending this proposition at this time. Frankly, we will just about stand or fall on the decision you make as to the radio possibilities of this firm, so I know we can count upon you for an unbiased reaction."

BLUE NETWORK AND FIFTY THOUSAND WATTS! YOU CAN BANK ON US!

123 Primary Area Counties in the Steel and Coal Belt of the Nation.

WWVA
50,000 WATTS
WHEELING, W.VA.
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
A FORT INDUSTRY STATION

One of America's most highly personalized broadcasting operations.

Collingwood, O. B. Slocum, Ray Klenenti, Louis Clark, S. J. Hyde, F. C. McLane, Nelson S. Rogers, A. B. Recknagel.

SPECIAL EMERGENCY, PROVISIONAL & MOTION PICTURE SERVICES—Chairman, unassigned. Appearances: AT&T, Mr. Ryan, Academy of Motion Picture Arts & Sciences, Research Council, John V. L. Hogan; Amer. Gas Assn., Ernest R. Acker, Warren T. Bulla; Balaban & Katz, Mr. Raibourn; Edison Electric Institute, Philip H. Chase, G. H. Underhill; Southern Cal. Edison Co., C. T. Malloy; Southern Continental Telep. Co., Wabash Telep. Co., Tri-County Telep. Co., Union Telep. Co., Texas Telep Co, V. E. Chaney, Rear Adm. S. C. Hooper, USN (Ret.), Col. William R. Blair; 20th Century-Fox, E. H. Hansen.

SPECIAL SERVICES (Geophysical, Relay Press)—Chairman, unassigned. Appearances: Petroleum Administration for War; Society of Exploration Geophysicists, W. M. Rust Jr.

GROUP IV

Oct. 25-28; 31.

INDUSTRIAL, SCIENTIFIC & MEDICAL SERVICES—Chairman, A. Senauke, Panel 12. Appearances: Amer. Surgical Trade Assn., A. W. Mathis, Dr. Lee DeForest; Amer. Hospital Assn., Dr. Warren P. Morrill; Birtcher Corp., Mr. Mathis; Council of Physical Medicine, Howard A. Carter, Dr. H. B. Williams; H. G. Fischer & Co., Mr. Mathis.

Minwax Adds

MINWAX Co., New York, has added WOR New York to its list of stations promoting Preen Floor Wax, sponsoring a thrice-weekly quarter-hour program, effective Sept. 11 for 52 weeks. Participation programs are used thrice and twice weekly on WJZ WQXR New York; WTIC Hartford, Conn.; KYW Philadelphia. Agency is R. T. O'Connell Co., New York.

RELAY SYSTEMS (Program and Public & Private Communications)—Chairman, E. W. Engstrom, Panel 9. Appearances: AT&T, Ralph Bown; Raytheon Mfg. Co., Messrs. Pierson, Ferguson, Spencer, Trump; Southern Continental, Wabash, Tri-County, Union, Texas Telep. Cos., Mr. Chaney, Adm. Hooper, Col. Blair.; Western Union Teleg. Co., F. B. Bramhall, W. B. Sullinger, J. B. Coleman.

NEW RADIO SERVICES (Railroads, buses, taxicabs)—Chairman, unassigned. Appearances; AT&T, Mr Ryan; Amer. Trucking Assns.; Nat. Assn. of Taxicab Owners, Clewell Sykes, Daniel Sherby, Lawrence W. Johnson, Oliver W. Moore; RTPB Panel 13. Committee 8, W. M. Hill, R. C. Hoffman, A. N. Brion, Nyland Young, L. H. Ristow, R. F. Thompson, J. L. Williams, G. A. Huguelet, F. D. Spofford, W. A. Duvall, R. H. Griffiths, W. Churchill, A. A. Junger, Mr. Taussig; Southern Continental, Wabash, Tri-County, Union, Texas Telep. Cos., Mr. Chaney, Adm. Hooper, Col. Blair; Raymond M. Wilmotte (appearing for himself on railroad radio).

Hooper Service Expansion Includes Data for Non-Subscriber Programs

C. E. HOOPER Inc., New York, beginning with the Sept. 15 evening report on Network Hooper Ratings, expands its service on four counts, including the release of data on "sponsor identification" and "program audience composition," for non-subscriber as well as subscriber programs. Reports will also list the agency placing each commercial network program, and will give the rating for the previous year, in addition to that for current and previous reports except where a major change has been effected.

Top ranking programs listed in terms of number of listeners per listening set, as released in the Sept. 15 report, are as follows:

	Women	*Men*	*Children*	*Total*
Sammy Kaye	1.79	0.85	0.53	3.17
Guy Lombardo	1.60	0.91	0.61	3.12
James Melton	1.40	0.93	0.70	3.03
Old Fashioned Revival	1.63	0.85	0.37	2.85
Your All Time Hit Parade	1.54	0.85	0.44	2.83

The *Sammy Kaye* program has the largest number of men listeners per listening set; *Gabriel Heatter*, the largest number of men; and *Lone Ranger* the most children listeners.

Program with the highest "sponsor identification" is *Take it or Leave It*, with 84.9 representing those giving the correct product, 3.8 giving the wrong identification; and 11.3 representing those who didn't know the sponsor.

The report shows an average evening audience rating of 6.8, up 1.0 from the last report, down 0.7 from a year ago; average evening sets-in-use at 23.0, up 2.9 from last report, up 0.5 from a year ago; and average evening available audience at 72.3, up 0.9 from last report down 1.8 from a year ago.

Charlie McCarthy heads the list of "First Fifteen" evening programs, followed by Joan Davis with Jack Haley, in second place, and *Radio Theatre*, third. The list continues, *Mr. District Attorney*, Walter Winchell, *Screen Guild Theatre*, Lowell Thomas, *Take It or Leave It*, H. V. Kaltenborn, Frank Morgan, *Mr. and Mrs. North*, *Aldrich Family*, Gabriel Heatter (Tuesday, Thursday), *March of Time*, *Can You Top This.*

SETTING NEW RECORDS

The oil industry is on the move in KWKH-land. Busy are the roughneck, driller, pumper, gauger in meeting the demand for increased oil production in this tri-state area rom which comes one-fifth of the nation's supply of oil. Resulting from this accelerated activity is a highe effective buying income per worker. To influence the buying habits of the thousands engaged in this industry, advertisers are using powerful, 50,000-watt KWKH more than ever before.



KWKH

CBS ★ 50,000 WATTS

A Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

Television Broadcasters Make Conference Plans

PLANS for the first annual conference of the Television Broadcasters Assn., scheduled for Dec. 11-12 at the Hotel Commodore, New York, were outlined by O. B. Hanson, NBC general chairman of the conference committee, and J. R. Poppele, WOR New York, vice-chairman and coordinator, at a committee meeting in New York Sept. 15. Following committees were established and their chairmen appointed:

Reception: R. L. Gibson, General Electric Co., chairman; L. S. Shugg, GE, co-chairman. Displays: J. D. McLean, GE, chairman; T. J. Bernard, RCA; James D. Shouse, Crosley Corp.; Leonard Cramer, DuMont Labs; James Carmine, Philco, co-chairmen. Budget: Douglas Day, Buchanan & Co., chairman; F. J. Bingley, Philco, co-chairman. Awards: Paul Raibourn, Television Productions, chairman. Panel Meetings: Dorman D. Israel, Emerson Radio Corp., chairman. Publicity: Will Baltin, TBA, chairman. Program: Ralph Austrian, RKO, chairman. Worthington Miner, CBS; William Morris, William Morris Agency, co-chairmen. Speakers: Allen B. DuMont, DuMont Labs.

WESTINGHOUSE Electric & Mfg. Co. has selected the plant at Sunbury, Pa., for the manufacture of home receivers after the war, Walter C. Evans, vice-president, has announced.



WOWO'S FAMOUS "HOOSIER HOP"

on the Blue Network, Coast to Coast
Saturdays, 10:00 to 10:55 P.M., C.W.T.

"Hoosier Hop" is a typical Indiana contribution to radio, as typically Hoosier as James Whitcomb Riley himself. A wholesome, tuneful, fun-packed variety-hour that carries the spirit of real American home-life. Mountain and western music, old ballads, comedy-acts, novelty-numbers, and rural rhythms by thirty of the Midwest's most popular entertainers.

"Hoosier Hop" originates at WOWO in Fort Wayne, and brings the atmosphere of the Midwest to a nation-wide audience over the Blue Network. Presented now (Saturdays, 10 to 10:55 P.M., C.W.T.) as a sustainer, it is ripe for sponsorship. Unbeatable plus-value: One August, 1944, personal appearance drew an audience of 8,000 in a town of 33,000 population! WOWO or the Blue Sales Department has all the details.

WOWO
FORT WAYNE
Indiana's most powerful station

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WBZ • WBZA • KYW • WOWO • WGL

REPRESENTED NATIONALLY BY NBC SPOT SALES



Order of Allocations Hearings

FULL TEXT of FCC Public Notice No. 77820, outlining the schedule of hearings on allocation of frequencies to the various classes of non-governmental services in the radio spectrum from 10-30,000,000 kc under Docket 6651, follows:

Notice is hereby given of the order in which the Commission will receive evidence concerning the various services. Because of the difficulty of securing hotel and railroad reservations the Commission is endeavoring to estimate when each of the particular services will be reached. It should be emphasized, however, that it is impossible to foretell accurately in advance just when one phase of the hearing will end and another begin and all dates used are at best only approximate. However, every effort will be made to adhere to the schedule as closely as possible.

The hearings will open on Sept. 28 at 10:30 a.m. at the Interdepartmental Auditorium (Constitution Ave. between 12th & 14th Sts.). For the first three days of the hearing, Sept. 28, 29 and 30, general information and data will be presented. The hearing will open with testimony by members of the Commission's staff concerning material which has been assembled concerning the effects of bursts, sporadic E transmission, and other propagation data about the very high-frequency band. This will be followed by a statement of Dr. W. R. G. Baker, Chairman of the Radio Technical Planning Board. When Dr. Baker has competed his statement, chairmen of Panels 4 through 9 and 11 through 13 of the RTPB will present brief statements concerning the recommendations of their panels. Then the chairmen of Panel 1 and Panel 2 will submit their panels' reports.

The Commission will then proceed to consider the various services in the order listed below. In considering each service, the Commission will first hear testimony from the RTPB witnesses for the service in question and will then receive evidence from all other interested persons. For convenience in estimating the time to be consumed by the various services they have been divided into four groups and the time expected to be consumed by each group is set forth in the table below. (The topic number in the following table refers to the numerical designation of the services as set forth in Public Notice of Aug. 17. 1944.)

Order of Services

Topic No.	*Services*	*Estimated Date*
	GROUP I	
8	Fixed Public Service (other than Alaska)	Oct. 3, 4,
9	Coastal, Marine Relay, Ship, Mobile Press, and Fixed Public Service in Alaska	5, 6, 7.
10	Aviation	
14	Amateur	
6	International Broadcast	
	GROUP II	
1	Standard Broadcast	Oct. 10, 11,
2	High Frequency (FM) Broadcast	12, 13, 14, 17.
3	Non-commercial Educational	
4	Television	
5	Facsimile Broadcast	
7	Other broadcast services	
	GROUP III	
11	Police, Fire and Forestry Services	Oct. 18, 19,
12	Special Emergency, Provisional and Motion Picture Services	20, 21, 24.
13	Special Services (Geophysical, Relay Press)	
	GROUP IV	
15	Industrial, Scientific and Medical Services	Oct. 25, 26,
16	Relay Systems (Program and Public and Private Communications)	27, 28, 31.
17	New Radio Services	

Upon the completion of all this testimony, the Commission will again receive evidence from the chairmen of Panels 1 and 2 of the RTPB concerning the recommendation they have to make for overall allocation in light of the evidence adduced at the hearing. The Commission at that time will also receive evidence from any other person or group that has recommendations to make concerning overall allocation. It is estimated that this phase of the hearing will commence Nov. 1.

Many questions have been raised concerning the Sept. 20 date specified in the Commission's order for the filing of exhibits. These letters indicate that in many instances it is impossible to comply with the Sept. 20 deadline. Because of these difficulties, the Commission will receive exhibits which have not been filed by Sept. 20. However, it is requested that five copies of these exhibits be submitted to the Commission as soon as possible. This request applies to all exhibits which it is contemplated will be used at the hearing.

Cantor Back

BRISTOL-MYERS Co., New York, on Sept. 27 resumes Eddie Cantor in *Time to Smile* on NBC Wednesday, 9-9:30 p.m., after a summer rest, with new regular talent including Leonard Sues as trumpet player and orchestra leader, and Emily Kip, comedienne. Nora Martin, singer, Harry von Zell, and Bert Gordon continue. Program replaces *Alan Young Show,* summer replacement which moves Oct. 3 to Tuesday, 8:30-9 p.m. on the Blue. The comedian writes his own shows, assisted by Jay Sommers, and Will Glickman. Agency is Young & Rubicam, New York.

Botany Dealer Discs

BOTANY WORSTED Mills, Passaic, N. J., is distributing to local dealers transcribed spot announcements promoting "Botany 500 Suits —Tailored by Daroff." Some 230 dealers, including Gimbel's, Philadelphia, and The Hub, Chicago, have indicated their intention of placing the discs on local stations, according to Alfred J. Silberstein-Bert Goldsmith Inc., New York, agency in charge. Discs were cut by World Broadcasting System. Series comprises 25 30-second and 10 one-minute discs. The company itself, which has used spot radio for several years, continues advertising on WQXR New York.

Signed for Shorts

MORRIS GREEN, stage producer, has been signed to make a series of television shorts for Television Motion Pictures Co., New York, it was announced last week by Jack Goldberg, president of the company. Subjects for the shorts are to be selected from among Mr. Green's list of Broadway attractions.

Amertype-Hart Merger

AMERTYPE RECORDOGRAPH Corp., New York, a subsidiary of American Type Founders, has merged with Frederick Hart & Co., Poughkeepsie, also a subsidiary of ATF. New firm will be known as: Frederick Hart & Co., Recordograph Division, headquartered at 333 W. 52d St., New York, 19, N. Y.

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

"For you a rose in Portland grows" . . . Each June Portland pays homage to its famous flower with the nationally known Rose Festival, a celebration precious to the heart of every Oregonian. KGW is very proud of its part through the years in this beloved Portland tradition. In the coronation ceremony KGW proves its skill again in making fine entertainment out of public service.

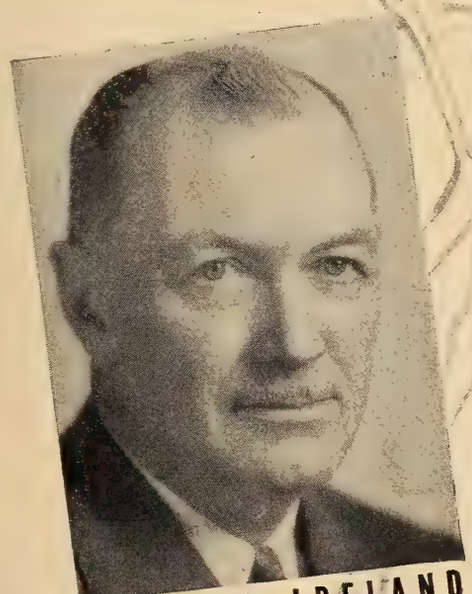




In the larger rose, Prime Minister Herbert Goode crowns Queen JoAnne Bush, 1944 ruler of Rosaria. In the small rose, three queenly candidates of former years make acceptance speeches over Station KGW.



READE M. IRELAND . . . PRESIDENT OF THE 1944 PORTLAND ROSE FESTIVAL



READE M. IRELAND

SAYS . . . "KGW is a real part of the Rose Festival tradition —which is itself now an inseparable part of Portland. From the selection of the candidates for Queen at the city high schools, through the coronation ceremony itself—KGW co-operates all the way. This year, for instance, the coronation was staged through the cooperation of the whole KGW staff—script writers, announcers, orchestra. KGW always knows the entertainment value of public service—plus . . .

THE STATION WITH EAR APPEAL
KGW
PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

Guestitorial

RADIO CAN SELL RADIO

By ARDEN X. PANGBORN

Managing Director, KGW-KEX Portland, Ore.



Mr. Pangborn

SINCE New York radio audiences in mid-August first heard the name of Portland, Oregon's Radio Station KGW in the opening announcements of a 13-week campaign to acquaint prospective sponsors, account executives and time buyers with the station and its market, we at KGW have been deluged with question and comment.

One of the most repeated queries has stemmed from the admittedly unusual approach to the station advertising problem: "Is it a serious campaign, or it is really just a stunt?"

Faith in Radio

Our answer at KGW has been that we have sold for other sponsors millions of dollars worth of soap, cigarettes, breakfast food and countless other products. These sponsors buy radio for only one reason. Radio produces results. We believe radio will produce results for radio just at it will produce results for other types of sponsors.

As a matter of fact we believe in *advertising*. Our campaign was designed to supplement, but in no way to replace, our current campaign in BROADCASTING and other trade publications. We feel trade paper advertising is an essential foundation for any well-rounded station advertising program. And we feel that radio also can be used effectively in any well-rounded station advertising program.

A good deal of thought and planning went into preparation of the New York campaign, which consists of a series of nightly minute announcements over the Times' station, WQXR, and its FM affiliate, WQXQ. It was decided that each announcement should present in capsule form one outstanding or unusual fact regarding the Pacific Northwest area served by KGW, so the copy would be of some interest to the general listener, as well as to the specific audience it sought. If this test series proves as successful as anticipated, we plan expansion to other stations and other markets.

So strongly do we feel on this subject of radio advertising that we are using radio in our own community in a way we believe to be somewhat different from the normal station approach. Faced with sold-out schedules and with the usual requests from accounts for program promotion, we have purchased time on two independent Portland stations, KXL and KWJJ, to promote KGW programs. Currently we use three announcements daily on one of these stations and four announcements daily on the other, both on 26-week contracts.

We found the managements of these stations, when approached with the idea, not only willing to sell us time to promote our programs but most helpful in assisting us to select good spots. They agree that radio can sell radio, and that while, at first glance, KGW program copy might seem to be competitive to themselves, anything that increases audience will in the long run be good for all stations.

So, if we must finally get to the point of this "guestitorial", it is simply to put forth the idea that perhaps radio can better serve radio than it has in the past. It is to urge a general re-examination of our own medium toward the end that it may be used more effectively in its own behalf.



CREATIVE FORCE

MAKES WTAG A BIG STATION IN A BIG MARKET

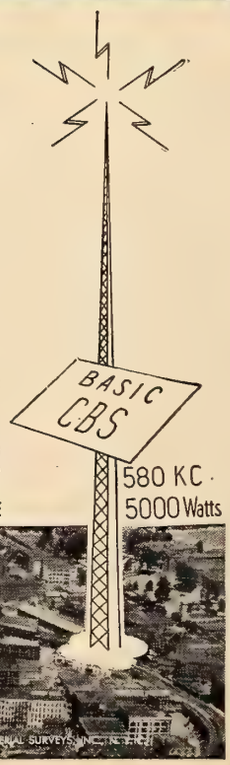
Producers, Musical Directors, Home Economists, Staff Writers, News Editors, Publicity Department and latest engineering equipment, including a mobile transmitter . . . creative advantages associated with metropolitan key stations are part and parcel of WTAG's operation.

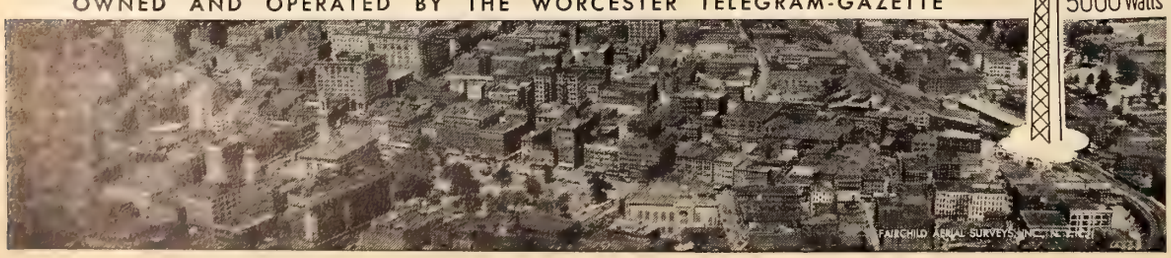
Central New England is a big and important market. WTAG dominates the audience of this market and maintains steady coverage by virtue of its outstanding facilities. It's a big station INSIDE of a big market.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE





CINEMA TELEVISION DESIRES FACILITIES

TELEVISION COMMITTEE of the Society of Motion Picture Engineers last Monday adopted a resolution recommending the immediate postwar assignment of 1200 mc to national theatre television service, comprising 30 contiguous channels, each 20 mc wide, or a band of 600 mc in the radio spectrum between 1,000 mc and 3,000 mc, and 30 more contiguous 20-mc channels, or a 600-bc band between 3,000 mc and 6,000 mc.

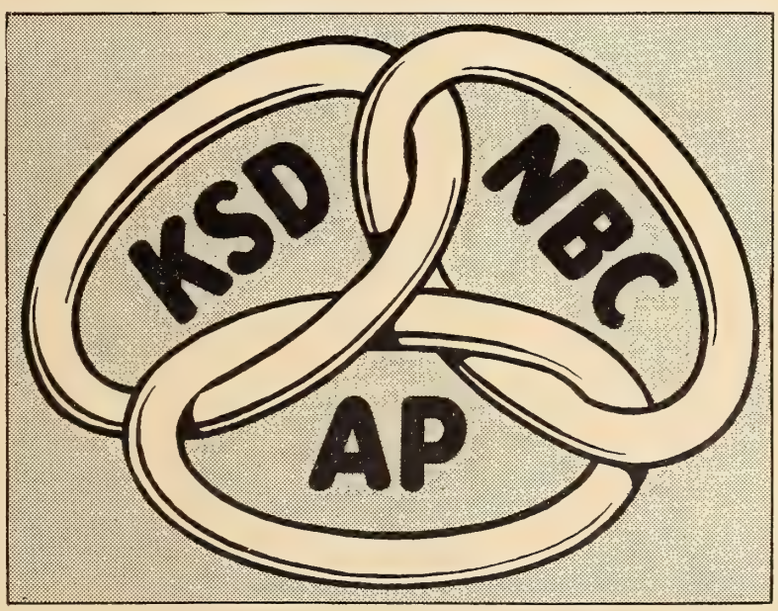
SMPE resolution also asks that another frequency band of 10,000 mc to 20,000 mc, in groups of 20-mc channels, be allocated in the radio spectrum above 6,000 mc for future expanded and improved theatre television. Resolution was presented to the television panel (No. 6) of the Radio Technical Planning Board last Tuesday in New York by P. J. Larsen, SMPE representative on the panel.

The initial requirements, the resolution says, are based on providing for 15 agencies in an area.

Comparison with 35-mm film presentations will demand higher definition pictures, on the order of 1200 lines monochrome, requiring channels 40 mc wide, or color pictures with 750-line definition, requiring 60-mc channels, the resolution states. An area such as New York City should also provide for should allow each agency two channels for remote pick-ups and two channels for inter-city relays, according to SMPE.

WJJD Chicago has added the United Press wire. Station now has facilities of both UP and AP.

The Combination that -C-L-I-C-K-S- in St. Louis!



KSD is the NBC basic station for St. Louis. It is more than 225 miles to the nearest other NBC basic outlet.

KSD is the only station in St. Louis with complete Associated Press news service —the AP news wires plus the PA radio wire.

KSD is a distinguished broadcasting station, recognized throughout its listening area for its high standard of programming and advertising acceptance.

KSD

550 ON THE DIAL

SAINT LOUIS

Owned and Operated by the
ST. LOUIS POST-DISPATCH

Nationally Represented by
FREE & PETERS

BEGINNING Oct. 12, NBC University of the Air will present a 38-week "radio course" *Music in American Cities* as the third in a series broadcast on *Music of the New World*, Thursday 11:30-12 midnight. Subject will be approached from three angles—chief historical musical contributions of cities in the Western Hemisphere; compositions about cities; and music written by composers identified with certain cities. Two programs on music of Canadian cities will be prepared and broadcast from Canada by the Canadian Broadcasting Corp. The "University" will publish a handbook containing an explanatory chapter on each program, together with a bibliography and record list, for the use of teachers, students and others following the program. Cost for the volume will be 25 cents.

Purely PROGRAMS

Social Column

SOCIAL activities of local interest and the forthcoming social calender are now presented weekly by Judy Atkinson of WTAG Worcester. Titled *Judy Goes to Town*, the social news column of the air will also present latest home furnishing and fashion hints.

* * *

Navy Yard Series

COMBINING talents of the Navy, Coast Guard and Marines, the Philadelphia Navy Yard is presenting its first radio series on WCAU Philadelphia featuring vocalists, musicians and a weekly salute.

Orientation

ORIENTATION course for youngsters about to enter the first grade in Piedmont public schools was presented by Jane Dalton of WSPA Spartanburg, S. C., on one of her regular programs. "Wise and experienced second-graders, who had been through the rigors of the first year" also participated on the program to render counsel and consolation to those of their kind about to take the fateful step. Commercials were tied-in with the pre-school induction course, featuring school merchandise offered by Jane Dalton's sponsor, Aug. W. Smith Co., Spartanburg.

WJW Air Paper

COMPLETE news presentation is the goal of WJW Cleveland in inaugurating the *WJW Newspaper of the Air*, daily hour program featuring "everything but the funnypapers". First ten minutes consists of national and international news, the next five minutes verbal stories of news personalities, a quarter-hour of news analysis and background, a quarter-hour of local and state events and the final quarter-hour consisting of the latest news in the sports world.

* * *

Video Cooking

SERIES FEATURING electric cooking lessons, titled *Cooking by the Dial*, is now presented by television station WBKB Chicago in cooperation with Commonwealth Edison Co., Chicago. Participants are Commonwelath Edison's advertising and home economics staff. Company furnishes the necessary cooking equipment. Show is heard weekly on alternate Wednesdays and Thursdays.

* * *

Science Program

WFIL Philadelphia, in cooperation with the Franklin Institute, has arranged a *Science Is Fun* series for the 1944-45 school term. To be heard weekly, program will be scheduled in the mornings so it can be heard in classrooms throughout the Philadelphia school district. The program will be designed to teach fundamental scientific principles.

* * *

Regional Service

PROBLEMS of the Maritime provinces of Canada on the Atlantic seaboard will be discussed in a weekly network program series of the Canadian Broadcasting Corp. The series *Maritime Future* will include talks on the problems of the region's farmers and fishermen, industrial development, health improvement, and federal government assistance.

* * *

Service Interviews

INTERVIEWS with wounded servicemen, recorded at the Mitchell Field Hospital, New York, after their arrival via Air Transport Command, is an added weekly feature of *WOR Newsreel*, heard on WOR New York. Series presents recordings of war stories made by BBC, the Army, Marines and the Mutual overseas staff.

* * *

WHN Service

IN COOPERATION with the New York City Center, WHN New York is broadcasting a series of programs devoted to building New York as a cultural center. Broadcast Thursday 8-8:30 p.m., series presents previews of City Center attractions, selections from musicals, interviews with noted artists, etc.

* * *

Recruitment

TO RECRUIT 17-year-old boys for the Air Corps Enlisted Reserve, WNEW New York has started a weekly quarter-hour program *Young Men With Wings*, dramatizing true stories about members of the Army Air Forces with a cast including soldiers who were professional entertainers in civilian life.

Blanket BUFFALO with



and you cover the
Western New York Market



AT LOWEST COST!

HERE ARE THE FACTS: 65% of the population and 70% of the total retail sales of the eight-county area in Western New York are CONCENTRATED in METROPOLITAN BUFFALO - - - well within WEBR's primary service area.

Nationally Represented
by
WEED & COMPANY

WEBR
MUTUAL NETWORK

what makes a . . .



EXCLUSIVE

PRIZE PACKAGE of the waterfowl family, the Duck is EXCLUSIVE because of its great food-and-feather value . . . and because of its adaptability. Flat-billed and happy in lake or puddle, best-known are Mallard and Canvas Back. Latter called "king of waterfowl" because of fine flavor due to feeding on wild celery or eel-grass. Most domesticated ducks are derived from Mallard species.

PRIZE BUY of FM Coverage, K-O-Z-Y is EXCLUSIVE because of its proven value as First FM Voice in the Kansas City Market Area . . . because its active acceptance today and throughout the duration already fulfills its Promise of Tomorrow. Step Ahead of the Postwar Swing to FM . . . Capture this KOZY COVERAGE now! Rate Card 3 Tells All!

EVERETT L. DILLARD
General Manager

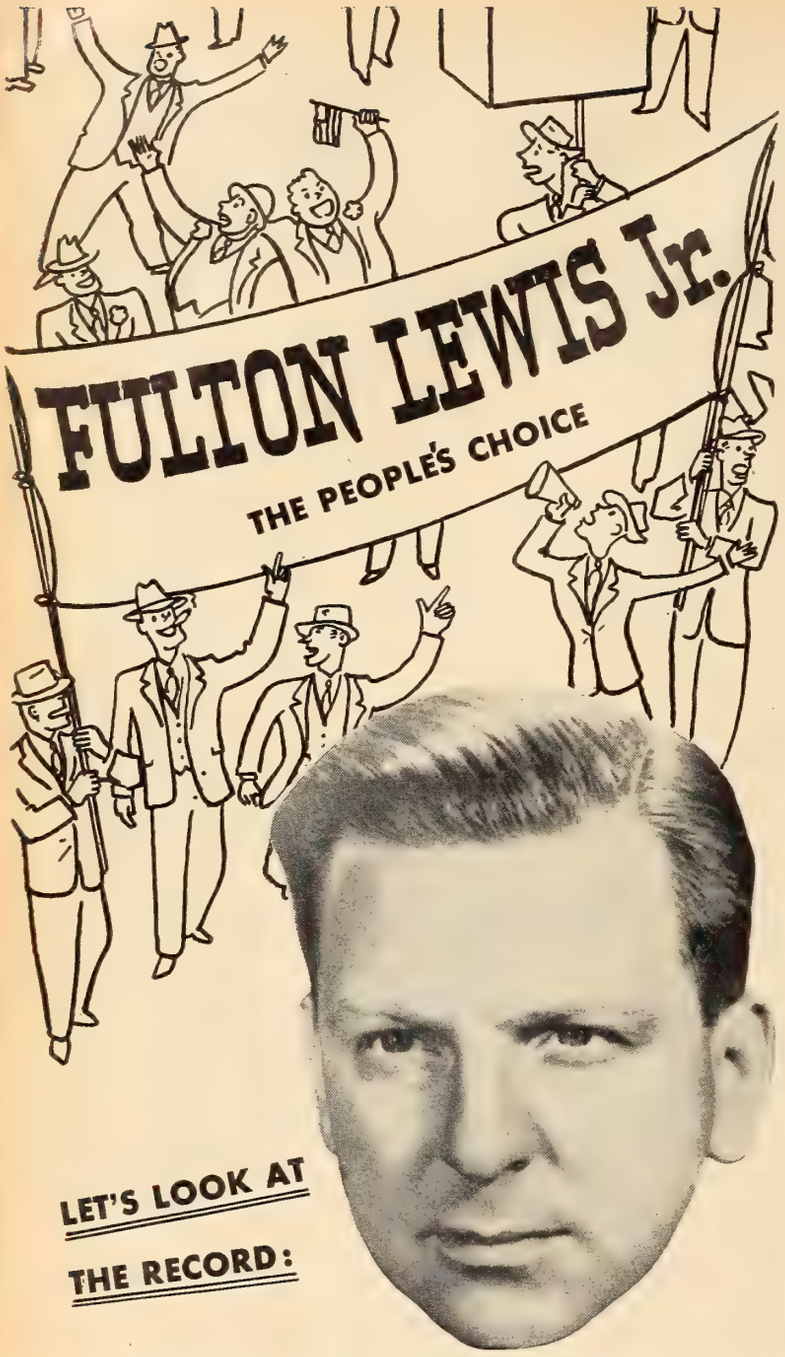
ELIZABETH WHITEHEAD
Station Director

FM Radio Station

PORTER BUILDING • KANSAS CITY, MISSOURI

KOZY

FM Pioneer in the Kansas City Area



LET'S LOOK AT THE RECORD:

It was Lewis who helped ease the sugar situation 2 years ago.

It was Lewis who investigated the synthetic rubber problems. 12 pages of the Congressional Record were devoted to his discoveries.

It was Lewis who got the farmers gasoline, tires and essential equipment in furtherance of war production.

It was . . . and is . . . Lewis who speaks for the people . . . works for the people . . . champions the people.

Listen to Mutual's famous News Reporter, now heard on over 210 Mutual stations, sponsored by over 130 different sponsors. A few cities still available . . . call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

CBS Claims IRAC Proposals On Video Sustain Net Stand

VINDICATION of the CBS position supporting high-definition, color television as a postwar service, rather than an immediate start of visual radio under prewar standards, is claimed by the network in a brochure hailing the allocation recommendations of the Indepartment Radio Advisory Committee [BROADCASTING, Aug. 14, 21].

Releasing its second "progress report" since issuance of its provocative proposal five months ago for "new and higher postwar television standards", CBS cited the IRAC report as "a 10-league stride . . . toward better postwar television". The report was considered at the State Dept. treaty preparatory sessions in Washington Aug. 11-12.

Manufacturers Opposed

The IRAC allocation recommendations hewed closely to those espoused by CBS in precipitating the television controversy last April. Paul W. Kesten, CBS executive vice-president and its directing head in the absence of President William S. Paley on war duty with the OWI in the European theatre, has spearheaded the CBS effort. Manufacturing companies and others who have engaged actively in television experimentation have opposed the CBS position.

"We urged last April that amazing wartime progress in the field of electronics be applied to postwar television, that prewar standards be revised as soon as the release of wartime secrets made this possible, that television manufacturers concentrate on the goal as soon as men and materials were available", said CBS.

Alluding to the IRAC television proposals as published in the Aug. 14 BROADCASTING, CBS said they bear the "enormous weight of informed and official authority" and open the door wide for the "brilliant 'high-definition' television pictures which CBS has urged". It cited four points:

1. CBS proposed 10 to 16 mc instead of 6 mc channels to permit pictures with twice as much detail, in black-and-white and in full color. IRAC, it pointed out, "proposes channels 16 mc wide or perhaps as wide as 20 mc."

2. CBS proposed that television move "upstairs" in the spectrum above 200 mc as against below 100 mc now. IRAC, it declared, proposes that these new video channels be assigned between 450 and 1000 mc.

3. CBS proposed 30 or more such channels to encourage freer competition and national service. "IRAC proposes 31 such channels', said CBS.

4. CBS proposed that present television service be retained on the lower, narrow channels until service is established on the wider, higher channels. The IRAC proposal, said CBS, "permits precisely this flexible and logical procedure".

CFPA Takes Air

CFPA Port Arthur, Ont., 250 w station, went on the air early in September and was welcomed to the CBC Dominion network with a special program.

WCBM BLUE

A Quality Station

with MASS APPEAL

in a RICH MARKET

WCBM

BALTIMORE

The BLUE NETWORK Station

JOHN ELMER, President — GEO. H. ROEDER, General Manager

FREE & PETERS, INC.
Exclusive Nat'l. Representatives

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS



BOTH HALVES NEED TELLING

for Pacific Coast Selling!

Two halves make up the Pacific Coast...and only Don Lee gives complete radio coverage of both halves.

Surprising as it seems, half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located. Not so surprising is the fact that Don Lee is the only network completely covering this OUTSIDE HALF. Most markets in the "outside half" are surrounded by mountains, and long-range broadcasting won't work. Don Lee, *with* 38 *local stations*, broadcasts from within these mountain-blockaded markets. The largest coincidental survey ever made on the Pacific Coast (C. E. HOOPER, 276,019 calls) gives Don Lee 60 to 100% of the listeners in many of these "outside" markets.

Hooper reports of the "inside half" are loaded with Don Lee success stories. When Lowell Thomas recently changed from Network A to Don Lee, in 3 weeks he got twice the Hooper he had obtained in 13 weeks on Network A. Don Lee's Jack Benny "repeat" release got a higher Hooper than Network B's original broadcast. And Don Lee commentator Gabriel Heatter tops all competing network commentators on his six times weekly broadcasts, according to the August 15 Hooper Report.

For radio results, you can't ignore half the Pacific Coast. Buy Don Lee and be sure of *both halves!*

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

BALTIMORE: A CONTAINER & CL

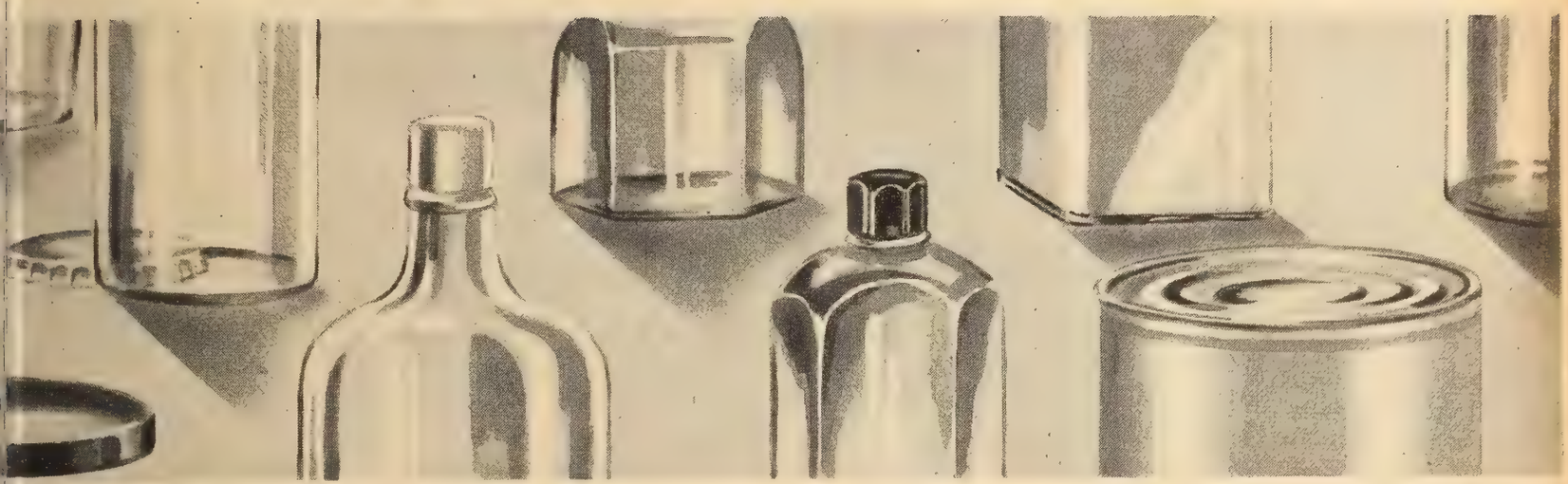


BY THE BILLIONS
METAL--GLASS--PLASTIC

Literally BILLIONS of containers and closures are turned out in Baltimore every year—for, located in Baltimore are the leaders of the industry: Crown Cork and Seal Co., Continental Can, Tin Decorating Co., Owens-Illinois, Swindell Brothers, Maryland Glass Corp., Carr-Lowrey, Buck Glass Co., Standard Cap and Molding—and others.

These products of metal, glass and plastic carry American-made goods to markets all over the world.

LEADER IN THE OSURE INDUSTRY



This great and growing industry could well support an entire community. But, in Baltimore, it is only one of more than 100 different industrial classifications. And it is this amazing diversification that keeps industrial Baltimore on an even keel and insures a sound and healthy expansion. Baltimore is the fastest growing big city in the East. For more than 25 years its rate of growth has outstripped all other Atlantic Seaboard industrial centers.

To influence this great and growing market, turn to Baltimore's Number One advertising medium — WBAL!

BASIC NBC NETWORK

WBAL *means business in Baltimore*

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

Allocation of '44

THIS WEEK hearings before the FCC get under way on postwar allocations for all kinds of radio service. The whole usable spectrum—and portions that haven't been harnessed—will be covered. Never before have proceedings of this scope been scheduled.

The hearings will be largely technical. There will be presentations on behalf of 17 different types of radio services—each seeking allotments in the bands ranging from 10 to 30,000,000 kc. As has always been the case, the demand will far exceed the supply of available and usable wavelengths. The Government, for military and other purposes, already has made its bid for a substantial portion of the usable bands. The FCC proceedings have only to do with non-governmental allocations.

While the essence is technical, the economic and social factors inevitably are drawn in. Classes of service must build their cases upon economic need and public interest. The whole future of commercial broadcast services—television, FM and facsimile—are interwoven in the basic substance of adequate allocations in areas of the spectrum best suited for their development.

Before set manufacturers can tool up for FM and television set manufacture they must know the precise allocations, so circuits can be designed. Thus, a race against time is inherent in the proceedings. If V-E Day comes by mid-October as predicted (and we all fervently hope) chances are manufacturers will not await the decision on allocations but will turn out sets with pre-Pearl Harbor circuits.

Veteran broadcasters will recall the efforts in the latter '20s to get the long waves below 550 kc for broadcasting. It is recognized that these lower frequencies are best suited for broadcast transmission because of strong ground wave propagation.

At the International Conference of 1927, the long waves were denied broadcast service on this continent but were used in Europe. One of the topics at the hearings opening this week will be enlargement of the standard (AM) band to include the 540, 530 and possibly the 520 channels. If this happens, expect a mad scramble, FM notwithstanding, for broadcasters *know* the coverage potentials of these frequencies.

Without belaboring the competitive merits of requests for facilities, it is obvious that the greatest bid will be for the lower end of the high-frequency band. The Government services already have pitched their tent in this area. Moreover, there is the difficulty of attempting to devise an intelligent allocation without important information known only to the military, developed through war incentive.

Gleaned from the appearances filed, there is evident an organized movement by educators to get in on the ground floor of postwar FM. Allotted frequencies under the original FM allocations for such non-profit stations are pronounced insufficient, and the educators seek a larger chunk of the FM band for regional and statewide networks.

There is another race against time, too. The State Dept. has set a Dec. 1 deadline on preparation of proposals for the next International Telecommunications Conference (date to be set after V-E Day). The direct testimony before the FCC will run about a month, it is estimated. Then there will be cross-examination. That may run the hearings into mid-November.

There will be stiff competition for the most desirable portions of the new high-frequency bands. We trust there will be no bickering or quibbling and that the engineers and operating executives will rely upon technical facts in seeking equitable allocations. But there should be no yielding to services or groups whose requirements can be met by wire lines because, next to safety of life factors, broadcast or mass communications constitute the broadest and most effective use of radio.

James C. Petrillo is slated to appear before an NLRB panel in New York Thursday on the platter-turner grab. Jimmy once told a Senate Committee he wasn't really serious in asking that platter-turners belong to his AFM, but that Chicago stations surprised him and accepted his original request several years ago. Jimmy's new story, explaining his deal with IBEW to unionize all record-turners, should prove interesting.

On News Judgment

WITH a German armistice expected momentarily, broadcasters must use extreme care in repeating over the air unconfirmed reports. In these days what few neutral countries remain are hotbeds of rumor. Not infrequently the so-called unconfirmed reports are planted by the enemy for a definite purpose. And not a few of them are published.

An experienced American newsman seldom jumps the gun on flimsy reports of doubtful origin. The announcer—good as he is at the microphone, but with no news experience—might take such reports as legitimate. In fact, some good programs have been interrupted by stations whose announcers felt they had something hot. Frequent interruptions of regular programs to broadcast unconfirmed reports is not good news judgment. Neither is it good radio.

When the armistice comes we'll get it through our own reliable channels—the major networks, news wire services and independent correspondents. Let's not dignify those unconfirmed reports originating in one neutral country and published in some other by interrupting programs with them.

Byron Price, Director of Censorship, Elmer Davis, Director, Office of War Information, the Army and Navy in the last few weeks have cautioned broadcasters and publishers alike to be wary of "false rumors of German surrender or of negotiations looking toward surrender". A joint statement by the OWI, War Dept. and Navy Dept. cautions: "If there should be a general surrender, headquarters of the Allied Expeditionary Forces will be the first to know it. Accordingly no rumors of surrender should be accepted unless confirmed by Gen. Eisenhower."

Radio has done too good a job in war reporting to acquire demerits now by broadcasting unconfirmed reports. Let's keep radio's record clean.

Our Respects To —



CAPT. FRANZ OTTO WILLENBUCHER

KEEPING abreast of radio law as an avocation while a Naval communications officer has been the priceless preparation for Capt. Franz Willenbucher's present assignment as Special Assistant to the Director of Naval Communications. The scope of that office cannot be told until the war's end, but it is now described as one of the largest single communications organizations in the world today. Denoting the significance of his work was his promotion last week to captain.

Handling the legal aspects of that organization, under Capt. Willenbucher, is a staff of top-flight experts in the field of radio law. Among them are: Lt. Comdr. Duke M. Patrick, former general counsel of the Federal Radio Commission, and a partner in the office of Hogan & Hartson; Lt. Comdr. Paul M. Segal, of Segal, Smith & Hennessy, and former assistant general counsel of the FRC, who was executive officer for Capt. Willenbucher before his assignment in the Pacific Theatre; Lt. Joseph F. Zias, on leave from the law firm of Loucks & Scharfeld; Lt. Ed Cooper, former expert of the Senate Interstate Commerce Committee, now on inactive duty to assist the Senate with the postwar merger of international communications.

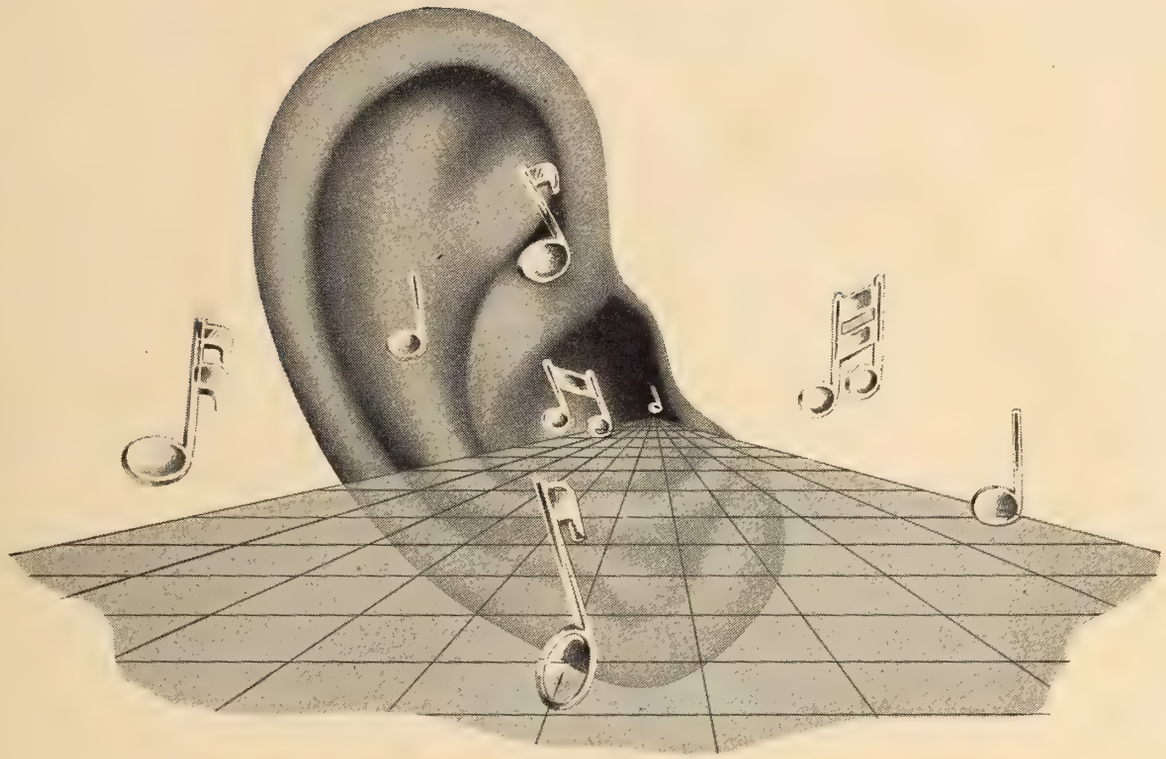
Together with the staff, the newly-promoted Capt. Willenbucher advises the Director on policy determination of Naval communications, legal aspects of the service, and legislative matters of interest to the Navy from a communications standpoint. He forms a liaison with other Government departments in the same field, and advises on treaties and on the administration of the tremendous organization.

Capt. Willenbucher's past experience peculiarly fits him for the assignment. After graduation from the Naval Academy in 1918, he served overseas in World War I on the transport *USS Mongolia* and on mine sweepers as communications officer until the Armistice.

After the Armistice he went to Vienna with Prof. Archibald Cary Coolidge, appointed by Wilson to head the Austrian Field Party of the American Commission to negotiate peace. Capt. Willenbucher handled the communications aspects of the reports of this committee, concerned with the Central European Powers, excluding Germany.

At the American consulate in Vienna, he operated a small radio receiving station which provided communications for the peace agency. Messages were received there from Paris headquarters radio and many European political messages were intercepted that were of great

(*Continued on page 42*)



CONSIDER THE EAR

. . . and WMFM

Radio appeals to the ear. The station that most appeals to the ear will appeal to most of the listeners. That is simple logic.

Ear appeal is why WMFM sets the pace in Wisconsin.

Ear appeal is the reason for WMFM's intense listener loyalty.

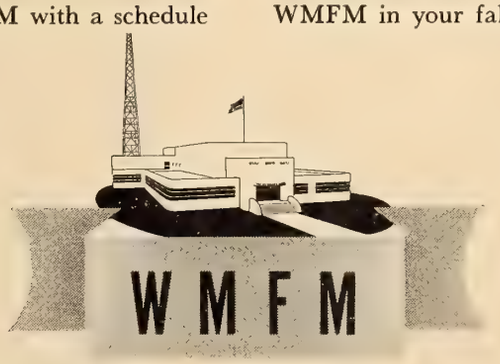
WMFM is Wisconsin's FM station. Crystal-clear and static-free, it offers the listener a quality of reception that is new, superior, exciting.

Add to these technical advantages the other qualities possessed by WMFM. WMFM backs up FM with a schedule that combines better programs with outstanding personalities. WMFM delivers distinctive, quality programs, keyed to the wants and needs of the community.

So it is little wonder that Wisconsin has found a favorite in WMFM.

And it is little wonder that national and local advertisers have found WMFM is Wisconsin's prestige building, sales promoting station.

Get the full story. Find the many advantages in including WMFM in your fall schedule.



THE MILWAUKEE JOURNAL FM STATION

FIRST
with
NATIONAL
SPOT and
LOCAL
TIME
BUYERS
Not just this year— But, every year, Continuously
WRC
Represented by NBC Spot Sales
Washington

Our Respects to

(*Continued from page 40*)

help to the American commission.

That mission completed, the young officer accompanied Admiral Knapp's flagship on a diplomatic tour of the European waters, from Constantinople to the Baltic.

From 1919 to 1924, he served as communications officer aboard the *Chattanooga* and the *Arkansas*, being assigned in June of 1924 to the Third Naval District in New York City as assistant to the legal officer and in the War Planning Office.

Having been interested in law from his youth, Capt. Willenbucher had been studying the law in any spare time he could manage from his naval duties. When he could, he attended night school, and in 1930 he received his LLB from New York Law School. In 1937 when he was graduated from Georgetown U. Law School in Washington as Juris Doctor, he was given the Faculty Award for his thesis in the field of price regulation.

By 1941 he had completed all seminars leading to an SJD Degree from Georgetown U. Law School.

Sea Duty

Meanwhile, he had had several turns of sea duty, was officer in charge of the Navy Motion Picture Exchange, selecting movies for the Navy men as a morale service and was, for a year, engineer officer of the U. S. Naval Station, Guantanamo Bay, Cuba.

In 1935 he was called to the office of Adm. Hooper, the then Director of Naval Communications. "I know you are wondering why I chose you," the admiral told him. "I want your knowledge of law and your advice in dealing with the legal problems of Naval Communications."

He was then assigned as Commercial Traffic Superintendent, and his job was almost a rehearsal on a smaller scale for the work he is doing now.

After two years in that position he performed duty at sea as executive officer and in command of the Heavy Mine Layer, *USS Oglala*. And at his own request he was retired from active duty on Dec. 31, 1938.

Usually a retirement is the end of a story, but with Capt. Willenbucher it could be called a beginning. For a year he was in the legal publishing business. Then in November 1939 he was recalled to active duty. Again it was in the Office of Director of Naval Communications, the director now being Rear Adm. Joseph R. Redman. He served as legal officer and also was in the Plans Division, the section that furnishes legal opinions in national and international communications.

Under the recent reorganization, Capt. Willenbucher has been promoted to special assistant to the director. And it is his office that comprises the "all-time" radio law firm, all working now on an international scope beyond anything ever possible before.

At the time of the Normandy invasion Capt. Willenbucher also served as traffic coordinator of international communications for the Board of War Communications, supervising volume and expediency of traffic over commercial lines.

"The commercial companies handled the job so smoothly," though," says the captain, "that my job became a mere precautionary measure."

Capt. Willenbucher has been a member of the coordinating committee and the law committee of the Board of War Communications since its creation as the Defense Communications Board in September 1940.

His clubs include the New York Yacht Club and the Army & Navy Club in Washington. He belongs to Phi Delta Phi, legal fraternity, and Pi Gamma Mu, honorary social science organization.

He was born in Jersey City in 1897. In 1924 he married Amy Katherine Hart of his hometown of Westwood, N. J. They have three children, Dorothy Elizabeth, 19, a junior at Swarthmore, Shirley Ann, 18, and Marshall Redfield, 8.

Dorthy Elizabeth intends to study law. If plans go according to schedule she will join her father in the practice he hopes to establish after the war, when he "retires"—for the second time before 50.

Personal NOTES

JAMES A. BAUBIE, assistant manager of the public relations department of Westinghouse Electric & Mfg. Co., has been awarded the company's Order of Merit for "exceptional ability" in his field.

GEORGE B. PORTER, former assistant general counsel of the FCC, and Andrew G. Haley, former FCC senior attorney, have announced dissolution of the law firm of Porter & Haley, effective Sept. 30. They will continue the general practice of law with offices at the same location, 1101 Earle Bldg., Washington.

DAVID S. COOK, for two years editor of *Speaker*, house organ of Stromberg-Carlson Co., Rochester, and until last year a vice-president of International Platform Assn., has been named sales promotion manager of Stromberg-Carlson, working directly under Stanley H. Manson, manager of public relations, advertising and sales promotion.

C. S. YOUNG, manager of WBZ-WBZA Boston, has been named to the professional advisory board of the radio department of Boston U.

JOHN ACKERMANN, former commercial manager of KPAS Pasadena, has joined the sales staff of WBBM Chicago.

HOMER HOGAN, owner of Homer Hogan & Co., Chicago, station representatives, is recuperating from an operation at St. Luke's Hospital, Chicago.

EVERETT A. LANDE, formerly in charge of talent for high school studio programs on WMAQ Chicago, has joined the sales staff of WIND Chicago.

Iowa Broadcasting Co. Names Hoffman, Inman

PHILIP R. HOFFMAN, manager of KRNT Des Moines, has been elected vice-president of Iowa Broadcasting Co., and Don E. Inman was named vice-president and treasurer of WNAX Yankton, S. D., according to an announcement of the IBC board of directors last week. Mr. Inman was formerly with WMT Waterloo, Ia., and succeeded Mr. Hoffman as WNAX manager when Mr. Hoffman joined KRNT.

In his new post Mr. Hoffman succeeds Craig Lawrence, now general manager of WHOM New York. Mr. Lawrence remains a vice-president and director of Iowa Broadcasting Co. and the South Dakota Broadcasting Co., and a vice-president of WNAX.

KRLD Plans Opening Of Fort Worth Studios

OPENING of Fort Worth studios for KRLD Dallas-Fort Worth CBS outlet, about Oct. 1, was announced last week by J. W. Runyon, president of KRLD Corp. and vice-president of the *Dallas Times-Herald*.

Hal Noble, former City Councilman of Dallas and a former official of the Texas Co., has been named manager of the Fort Worth studios at 801 Fifth St. Clyde Rembert, KRLD general manager, will also supervise Fort Worth operations.

CHRISTOPHER CROSS, assistant publicity director of Mutual, has been appointed public relations manager of the BBC effective Oct. 16, succeeding Stanley Stevens, who resigned to set up his own office.

DEWEY H. LONG, manager of WELI New Haven, is resigning from that post effective Nov. 15. Mr. Long is a former manager of WSAI Cincinnati, commercial manager of WBT Charlotte, national sales manager of WAPI Birmingham and Southeastern representative of CBS Radio Sales. He went to WELI last year from Chicago where he was manager of the WLW Chicago sales office.

FRANK M. FOLSOM, vice-president in charge of RCA victor division of RCA, has been elected a director of Eversharp Inc.

FRANK McHUGH formerly with KJBS San Francisco, has joined the KGO-Blue San Francisco sales staff.

COL. R. ERNEST DUPUY, chief of SHAEF public relations and former head of news division, War Dept. BPR, last week was awarded the Order of Merit by Gen. Eisenhower for his handling of Normandy invasion news.



"WFDF Flint says post-war planning is OK now."

YOU CAN SEE THE SUN RISE IN THE PACIFIC AND SET IN THE ATLANTIC*—



BUT—YOU CAN'T COVER WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the Wednesday evening figures, 7 to 10 p.m.!

WKZO	51.9%
STATION B	29.9%
SIX OTHERS	18.1%
MISC.	0.1%

In some localities radio "fading" is a natural phenomenon as predictable as the sun-rise. Western Michigan is one of those areas. Most people who live here just don't even try to listen regularly to "outside" stations. They listen to WKZO.

If you've been sold on the idea that you get Western Michigan as a "bonus" from Chicago or Detroit, we ask that you take the following anti-balogna steps: (1) Analyze this area's present or potential value to you; (2) check your local wholesaler or distributor as to the *truth* of the statements above; (3) let us (or Free & Peters) show you recent Hooper Surveys as to *which* stations are most popular in Western Michigan. . . . You'll soon be inquiring about availabilities on WKZO.

* This feat is actually possible in the Republic of Panama. Get out your map and check it!

WKZO

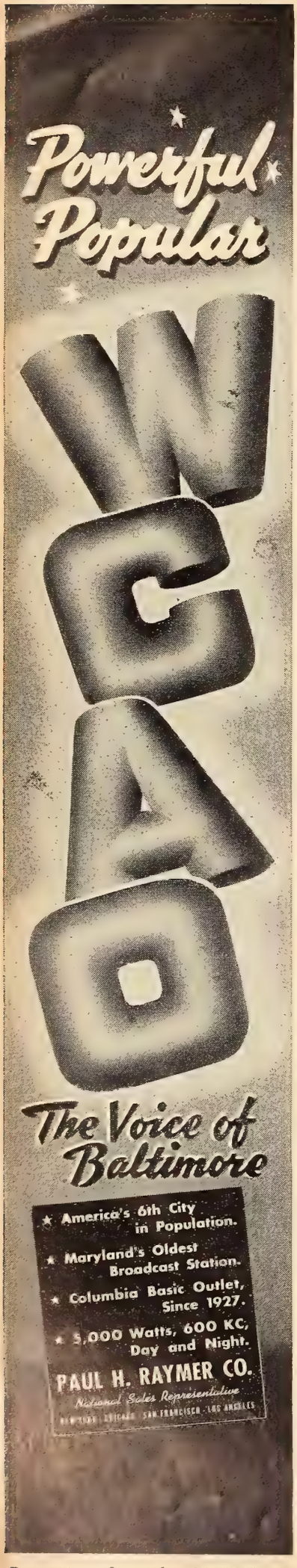
5000 Watts
590 KC
CBS

Strongest selling force in Western Michigan
Owned and Operated by Fetzer Broadcasting Company

KALAMAZOO and GRAND RAPIDS



FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



BEHIND the MIKE

LARRY MEIER, Mutual correspondent who was taken ill while en route by plane to the West Coast, will not proceed to the South Pacific area as originally planned because of his condition. Illness was brought on by injuries received at Dieppe, while covering the European theatre for Mutual.

DOROTHY DRISCOLL, effective Sept. 15 became manager of station traffic of Mutual. She has been assistant to the former manager, Paula Nichols, resigned.

TOM SLATER, director of special features and sports for Mutual, has received an award of merit from the armed service forces for his services in conducting *This Is Fort Dix*, MBS servicemen's program originating from Fort Dix, N. J., now off the air.

AL RUHFEL, continuity chief of WSPD Toledo, is the father of a girl.

WAYNE C. BYERS, formerly with WTAM Cleveland, has been named program director of WCAR Pontiac, Mich. Other new members of WCAR are William J. Lofback, chief announcer, and Glyn Ellis, announcer.

ROBERT ST. JOHN, NBC commentator heard on *World News Roundup*, is leaving for England. He will continue to be heard in his Monday through Friday 10:15 a.m. spot for Miles Labs., and will also broadcast on the London pickup of *News of the World*. He may also broadcast from Paris and plans to return to the United States in time for the publication Nov. 3 of his forthcoming book *It's Always Tomorrow*, by Doubleday Doran Co., New York.

PAUL MANNING, recently returned from Europe where he has been broadcasting for WOR New York, accredited to Mutual, left last week on a lecture tour. His Sunday broadcasts on WOR, sponsored by Sperry Corp., New York, will be picked up through special lines while he is en route.

TED LAWRENCE, former WINS New York announcer, has joined WBYN Brooklyn.

EDWARD SCHOEN, member of the WGN Chicago publicity department, is convalescing at home following an operation at the Swedish Covenant Hospital.

HENRY SCHACHT, farm editor of KPO San Francisco, is the father of a girl.

JACK RANG, former night announcer's clerk of NBC Chicago, has joined WOAI San Antonio.

DAVE LICHTER, former traffic clerk of NBC Chicago, has joined the announcing staff of WTMA Charleston, S. C.



SHADOWED PORTION of the map to which Edward Wood Jr., MBS general sales manager is pointing, is the area covered by the Mutual stations that will carry *The Shadow* for Delaware, Lackawanna & Western Coal Co. Seated is Henry Gage, DL & W sales agent, while account executive Robert Hunter of Ruthrauff & Ryan, sponsor's agency, is in the center.

JOHN C. DUVALL, world traveler and lecturer on current international topics, has joined WFBL Syracuse as news analyst.

IDA COLLINS has been named traffic manager of KFEL Denver succeeding Guy Alexander.

GEORGE SNELL, former production manager of KDYL Salt Lake City, has been appointed program director of KIDO Boise, Ida.

BETTY BLACKBURN VOGT, continuity director of KOIL Omaha, has accepted an overseas assignment with the Red Cross as staff assistant.

HAZEL KERNS of the promotion department of WCKY Cincinnati, has announced her engagement to Paul Mowrey, assistant director of television for CBS.

PERRY E. HILLEARY, former manager of KINY Juneau, is a new addition to the program department at KFAR Fairbanks, Alaska.

ED KING has returned to KSAL Salina, Kan., after announcing with several other stations in the interim.

PFC. JAMES KNOX, USMC, former producer of the Ginny Simms program, is now producer for the *Marines in the Making* show from Parris Island, part of the *Service Time* series on CBS. He temporarily returned to his former job of producing *Spotlight Band* when it originated from Parris Island last Thursday.

LESLIE ECKLUND, with honorable discharge from the Navy, has joined the CBS Pacific Network sales promotion staff to handle exploitation.

Esquire *presents*

"The Boys from Boise"

Television's first full-length Musical Comedy written and produced especially for television



September 28th at 8 P.M.

Station WABD Channel 4 New York



Represented Nationally by HEADLEY-REED CO.



Timing, coordination, follow-through .
all these are exemplified in the tennis stroke. All these are the result of habit, of doing the same thing time and again

Another result of habit is the vast number of listeners which WTIC commands in the Southern New England market. During more than 19 years, the people of this area have come to depend upon WTIC for their radio entertainment. They know what they want . . . and WTIC sees that they get it.

This long established habit is of great importance to national advertisers for it means the existence of a waiting and attentive audience for your sales message. Acquaint these people with the merits of your product . . . convince them of its value . . . and they will buy it. And buy it they can, for the 3,500,000 residents of WTIC's primary area possess a spendable income more than 60% in excess of the national average.

Get into the habit of getting results in Southern New England. Put WTIC's 50,000 WATTS to work for *your* product.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

IT TAKES a
C-46
to Hop the
HIMALAYAN
HUMP



IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

VINC WILLIAMS, formerly with WBNY Buffalo and KTFI Twin Falls, Ida., has joined the announcing staff of WGY Schenectady.

MARJORIE THOMA, script writer at KDKA Pittsburgh, has been loaned to the United War Fund for the organization's annual Fall campaign.

BOB BENCE, San Francisco m.c. on the weekly *Quiz of Two Cities* on Don Lee Pacific stations, has joined the network's Hollywood staff as announcer.

ROD O'CONNOR, announcer of Don Lee Broadcasting System, Hollywood, is the father of a boy. Mrs. O'Connor was formerly manager of KSL Salt Lake City.

PAUL PHILLIPS, announcer of WCAU Philadelphia, has been promoted to production manager. He succeeds Joe Gottlieb, who left to take a similar post at WMCA New York.

BILL RAMBO, news editor of KYW Philadelphia, has been elected president of the 1619 Club, company-employe organization of KYW and Westinghouse Radio Stations Inc. succeeding Ed Skotch, formerly of the program department and now with the Blue network in Chicago.

PAUL RICHARDS, newspaper advertising salesman, has joined the sales staff of WHAT Philadelphia.

BOB CORNWELL, former chief announcer at KFEL Denver, and Ned Serrell, formerly of WIND Gary, Ind. are new to the announcing staff of KDYL Salt Lake City. Tommy Grenhow, formerly of KSL has transferred to KDYL as publicity and promotion director.

JOHN SLAGLE, special events man at WXYZ Detroit, has been promoted to chief announcer, succeeding Jack McCarthy, now in the Marines.

OTTO KRENN is a new announcer at WCAE Pittsburgh.

Frank Davis Missing

SGT. FRANK DAVIS, formerly of the accounting department of Westinghouse Radio Stations Inc., Philadelphia, is reported missing on an air mission in the Italian war theatre. He had been radio man and gunner in the Army Air Corps with two years of service and had taken part in at least 29 air missions.

RALPH A. ROSE, of the Philadelphia AP bureau has joined WCAU Philadelphia as assistant to Bud Reinhard, news editor.

ELEANOR ULMER, sales promotion manager of KYW Philadelphia, has resigned to join *Tide* magazine in New York.

ALAN A. HAHN, former announcer of WNEW New York and news photographer of CBS, has joined the production staff of KYW Philadelphia.

ALUN B. WILLIAMS, former night program supervisor of WMCA New York, has been added to the announcing staff of KYW Philadelphia.

MARY JEAN SWART, former publicist of the Philadelphia Travelers Aid Society, has joined the program department of WFIL Philadelphia.

JOE GRADY, former announcer of WIP Philadelphia, has joined WPTZ, Philco television station in Philadelphia.

GEORGE W. SLADE, publicity manager at WBZ-WBZA Boston, has been loaned to the local branch of the National War Fund to serve as radio consultant for the Greater Boston United War Fund campaign which opens Oct. 31.

BOB YOUNG, announcer at WOWO-WGL Ft. Wayne, Ind., suffered a broken ankle last week.

LT. COMDR. RICHARD A. VELZ, former production manager of WRNL Richmond, reported last week for temporary duty in the Radio Section, Public Relations Office, Navy Dept.

LT. DONALD G. WEISS, assistant to Maj. A. A. Schechter, radio officer for Army Public Relations Bureau, Southwest Pacific Command, has been promoted to Captain.

JACK McCORMACK, announcer at WSGN Birmingham has been promoted to program-production manager replacing Bill Terry, resigned.

DR. SIGMUND SPAETH, music authority, has joined Television Workshop as consultant.

BILL ALSPAUGH, formerly of WAIR Winston-Salem, is now announcing at WPTF Raleigh, N. C.

JERRY MURRAY, formerly on the sales promotion staff of the Blue Network, has joined Young & Rubicam, New York, as assistant to Lester Gottlieb, manager of radio publicity. Miss Murray will handle promotion and coordination of network programs. Prior to joining the Blue, she was associated with WOR New York and *Printers Ink*.

TOM REDDY, free-lance announcer and m. c., who has been handling *Fitch Bandwagon* on NBC, has joined the announcing staff of the Blue Network.

ED WHITNEY, who has been in broadcasting for the past 15 years, has resigned as producer at the Blue Network, to retire. He has been handling the *Town Meeting of the Air* programs.

MARTIN MAGNER has resigned from NBC where he directed *Arthur Hopkins Presents* to join Transamerican Radio & Television Corp., New York, as director, assigned to *Radio Reader's Digest* sponsored on CBS by Campbell Soup Co. C. Herbert Rice has taken over direction of the NBC program.

C. W. (Wib) PETTEGREW has resigned as program supervisor of WOSU Columbus to become an editor for the American Education Press, Columbus. He will continue as play-by-play announcer for Ohio State football games over WOSU and six Ohio stations and will serve as moderator of the *Junior Town Meting League.*

RUSS RYAN, formerly of WHK Cleveland, has joined WAAF Chicago as newscaster.

RCA Communications Inc., on Sept. 16 reestablished direct radio telegraph communication between New York and Paris, suspended since June, 1940. Circuit will carry only Government and press messages for the present. No commercial traffic will be accepted.

★ MORE
NEWS SERVICE
than any other Dayton Station

★ PROOF? The
WHIO line-up
includes I.N.S.-A.P.
U.P.-REUTERS

WHIO IS
THE DAYTON MARKET
5000 WATTS • BASIC CBS
G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative



KTFI
TWIN FALLS • IDAHO



Moccasin Bend
from Lookout Mountain

WEST of Chattanooga, the Tennessee River winds its way between Lookout and Elder Mountains, its course carving out one of the most interesting phenomena of nature. For as the river winds and turns, the land within the turn forms a perfect moccasin from toe to heel.

This moccasin-shaped land is at the present time being considered as a site for Moccasin Bend Park, providing an additional land mark to the many which now make scenic Chattanooga one of the truly beautiful spots in all America.

In addition to its many dazzlingly beautiful natural splendors, Chattanooga is also located in the heart of the TVA power empire, an industrial center of present and growing significance.

•

The Chattanooga Market From A Time Buyer's View-Point

A survey made by a disinterested company in Chattanooga reveals that of all national business placed in Chattanooga, 76.9% went to WDOD Station B received 18.3%, and Station C received 4.8%. Among time buyers, men whose business it is to know the best buy for their money, WDOD is the overwhelming choice

WDOD	76.9%
STATION B	18.3%
STATION C	4.8%

WDOD

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.

Post No Bills

Sales come easier when you use the powerful influence of WAIR. We have the listeners and the listeners have money. Don't post bills. "Post" an order to—

WAIR

Winston - Salem, North Carolina

The Walker Co.,
Nat'l Representatives

REACH THE *Active* SALT LAKE MARKET THROUGH KDYL UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

FOUR TOP MARKETS!

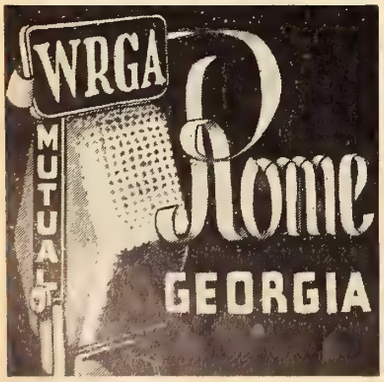
Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky. Huntington, W. Va.*

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.



Agencies

HARRY A. BATTEN, president of N. W. Ayer & Son, Philadelphia, has been named a vice-chairman of the United Chest Campaign in Philadelphia, which gets under way Oct. 16.

DAVID W. DOLE, associate radio director of Henri, Hurst & McDonald, Chicago, is studying television activities at GE, Schenectady, and contacting television directors of New York agencies as basis for a series of reports he will write for agency clients.

LESTER GOTTLIEB, radio publicity director of Young & Rubicam, New York, is the father of a girl.

WALTER GORMAN, released from the Army Transport Service, has rejoined Young & Rubicam, New York, as staff producer.

BARRETT BRADY, formerly in the copy department of Maxon Inc., New York, has joined Warwick & Legler Inc., as copy chief.

JAMES E. HANNA, former radio copy chief of N. W. Ayer & Sons., Philadelphia, previously in the agency's Detroit office, has been transferred to New York to serve as radio account supervisor, a new post. Philip A. Young, a member of the Ayer writing staff in New York, has succeeded Mr. Hanna as radio copy chief in Philadelphia.

W. THEODORE OKIE, with J. M. Mathes Inc., New York, since its formation in 1933, has been elected a vice-president.

TOM WALLACE, head of Tom Wallace Radio Productions, Chicago, specializing in package shows, has opened a New York office at 366 Madison Ave.

NELL JANE HOPKINS, formerly with The Katz Agency, Kansas City, has joined John E. Pearson Co., station representatives, as office manager in Kansas City. Agnes Terrace, formerly with the American Red Cross, has joined the Pearson Chicago office. New Kansas City, Mo. offices of the John E. Pearson Co. will be located in the Dierks Bldg. effective Oct. 2 [BROADCASTING, Sept. 18].

E. W. STEPHENSON, former district sales manager of General Outdoor Adv. Co., Chicago, has joined Burton Browne Adv., Chicago, as executive vice-president.

BEN S. LAITIN, formerly on the copy staff of Young & Rubicam, New York, has been appointed copy chief of J. D. Tarcher & Co., New York.

TOWNLEY & Assoc., new talent firm, has been established at 1175 Bay St., Toronto.

CARTER R. JONES, copywriter, formerly with BBDO, New York, has joined Sherman K. Ellis & Co., New York.

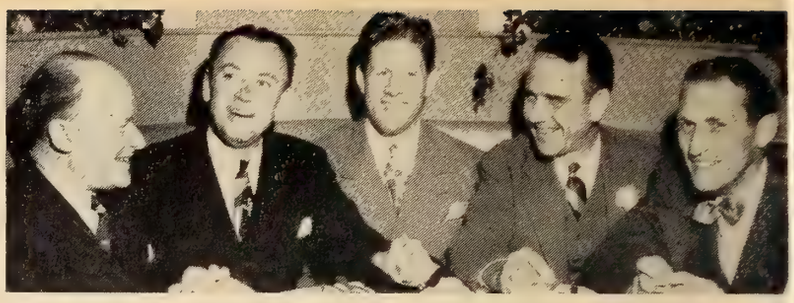
PAUL O. RIDINGS, former director of public relations and advertising at Illinois Institute of Tech., has been appointed director of public relations of McCann-Erickson, Chicago.

CONNER Co., advertising, has moved its offices from 116 New Montgomery St., San Francisco, to the Flatiron Bldg., 544 Market St., San Francisco 4. Telephone is unchanged.

GERTH-PACIFIC ADV., has moved Los Angeles offices to 412 West Sixth St., and added Ruth Gustavson as copy writer.

WALTER GAYNER has joined Barnes Chase Co., Los Angeles, as account executive.

JOSEPH SILL, on leave of absence as radio producer-copy chief of Davis & Beaven Adv., Los Angeles, and now in the Army stationed at Camp Hood, has been promoted to lieutenant-colonel.



TIME OUT for refreshments. was taken by this sponsor-agency-network-talent quintet before huddling on future program plans for NBC *Rudy Vallee Show*. Procter & Gamble Co. (Drene), sponsors half-hour variety program which started on Sept. 9. Hungry but happy are (l to r): Mann Holiner, producer for H. W. Kastor & Sons Adv., agency servicing account; Sidney N. Strotz, NBC western division vice-president; Rudy Vallee, program star; William Ramsey, radio director of Proctor & Gamble Co., and Murray Bolen, agency's Hollywood representative.

D. H. STEELE, recently returned from Spain where he had been on assignment for the State Dept., has joined Charles Daniel Frey Adv., Chicago, as copy writer.

GENE DUCKWALL and Roy Swanfeld of Foote, Cone & Belding Hollywood radio department, have been transferred to the San Francisco offices.

ROBERT R. McKEE has rejoined the Philadelphia office of Doremus & Co.

LAWRENCE I. EVERLING Adv., Philadelphia, has been elected to membership in the American Association of Advertising Agencies.

BYRON KEATING Co., Cincinnati, advertising agency, has been opened by Byron Keating, formerly with Lord & Thomas, and author of *Industrial Advertising*. Agency will specialize in industrial accounts and will also handle newspaper and radio advertising for three regional food manufacturers.

Franco Promoted

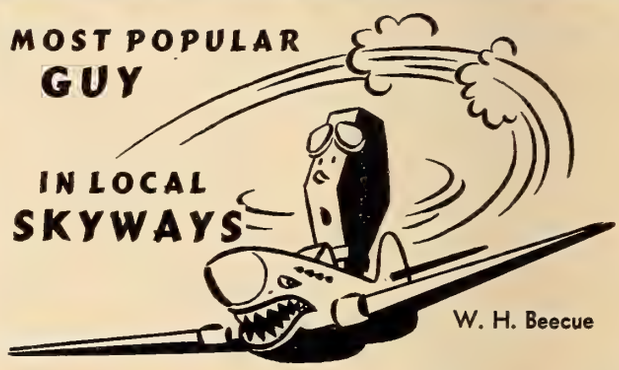
CARLOS A. FRANCO, manager of station relations of the radio department of Young & Rubicam, New York, for eight years, has been named associate director of radio.

L. Raymond Nelson

L. RAYMOND NELSON, office manager of Campbell-Ewald Co., New York, died in New York Sept. 15.

JOHN A. E. McCLAVE, for 11 years with N. W. Ayer & Son, Philadelphia, has joined Lewis & Gilman, Philadelphia advertising agency, in an executive capacity.

LENNEN & MITCHELL will reestablish Hollywood radio production offices with Travis Wells in charge as manager.



WHBQ *is the Non-Stop Winner in MEMPHIS*

No other station here has given its listeners so much news, music and entertainment. According to our advertisers no other station gives them so many buyers at such low cost. You'll be among the best on WHBQ.

News Every Hour on the Hour

DIXIE'S 24 hour STATION

WHBQ

your MUTUAL friend

REPRESENTED BY RAMBEAU

MEMPHIS, TENNESSEE

Adv.

Reprint from July Issue "Advertising & Selling"

THE RUBBER NETWORK

How the transcribed program is hitting the Big Time

JACK SMALLEY

Manager, Hollywood Office, Batten, Barton, Durstine & Osborn, Inc.

That harassed expression on the face of the agency time-buyer is becoming a mark of chronic suffering. All the good network time is sold. Every day brings another urgent demand from a client. And the time-buyer can foresee that when peacetime products return, the pressure will be enormous.

There is, of course, no way to pour a gallon of advertising into a quart of ears. The time-buyer must lapse at moments into a beaten daze during which he dreams of a new major network of powerful stations materializing out of nowhere, with beaming salesmen actually offering him choice availabilities, and where a fortune isn't needed to win an audience.

Yet such a network actually exists.

Considerable good time is available, safe from recapture, complete with ratings, on top-notch stations. The transcription boys have been building it up for years against this very day.

While transcribed shows are by no means the cure for the time-buyer's torment, any and all possibilities are worth investigating in these times.

Known in some quarters as the Rubber Network because it has a three-way stretch, the use of a transcribed program on a series of stations permits the advertiser to:

1. Cover only his choice of territories, with no basic network requirements to meet;

2. Broadcast during advantageous local times, without the need for rebroadcasts;

3. Stretch the budget to cover box-office talent.

FIRST TEST

The first crucial test of transcribed programs was made on the West Coast when Jack Benny tried a rebroadcast on wax to reach a larger night-time audience. It was a success, as the Blue Network proved. This year, on the Don Lee-Mutual net, Benny's night-time broadcast on wax continues to break down any prejudice against transcriptions and is helping to double his rating in the area.

But out here in Hollywood the honors for taking the first big gamble on the possibilities of the Rubber Network belong to **C. P. ("Chick") MacGregor,** who nervily and nervously invested a substantial sum in producing a big-name, big-time show on wax, and now has a network that includes eleven 50,000-watt stations and a program that had a March Pacific Hooperating of 8.1.

His adventures with the Rubber Network are worth exploring. For years **Chick** has been producing shows—probably around 5,000 programs. Most of them went to the cow-towns on the "Barbed Wire Network." When he finally decided to get into the big time and compete against major network programs in the metropolitan areas, he first asked: "What have we got out here that others haven't got?"

Movie stars, of course. He made his dicker with the talent agents and put together "Hollywood Theater," investing in stars like Herbert Marshall, Joan Bennett, Miriam Hopkins, Carole Landis, Annabella, Jon Hall and others. The resultant half-hour dramatic show is now sponsored on the Rubber Network, at times chosen for a minimum of competition and a maximum of available audience, on such stations as WEAF, WMAQ, WHO, WOW, KOA, KSL, KIRO, KOP, KFI, WOAI. Ratings on some of these stations run from 11 to 13 points.

Transcribing a program has not only lost most of the stigma formerly attached to wax, but has demonstrated many advantages. Some of our topnotch radio producers now in the armed forces, having discovered the possibilities of transcriptions through the vast overseas network, predict a surge toward this method in postwar.

Chief advantage is that movie stars can make records just as they make movies—with as many retakes as are necessary to make the performance top-notch. What's more, they can rehearse and cut at their convenience. That saves time, and time is money. And studios don't have to hold up movie production while a star goes on the air.

If a star makes a fluff, just lift the needle and cut it over again. After the program is cut, it's still possible to make changes before it goes on the air, since transcription engineers are so expert they can dub in a laugh or dub out a word, without detection.

EDIT TO SUIT

Lieut. Col. Tom Lewis of the Armed Forces Radio Section, which handles more than a hundred transcribed shows a week, waxes the half-hour show "Command Performance" by transcribing three-quarters of an hour of star entertainment and then dubbing out fifteen minutes of it, using the best of the material like a movie cutter editing a film.

Editing is one advantage; timeliness is another. By planning ahead you can release your program when the star's latest film is being shown and talked about. **Chick** has a baseball drama starring Joe DiMaggio ready to broadcast at the opening of the baseball season—as it began in each locality.

Unfortunately, stars have been lacking in the transcribed programs generally being offered. These have relied chiefly on getting local sales results, and have not been able to offer a sponsor a prestige show that can compete with the big-time evening entertainment programs. When **MacGregor** proved it could be done, a new and more inviting horizon opened. Now there are several shows being waxed with box-office names featured.

A prestige show requires box-office names. These are not readily available in transcription centers other than Hollywood.

There you have the major elements for constructing a program for the Rubber Network:

1. Editing—the method of production, being similar to movie making, permits mistakes to be corrected. The sponsor can hear his finished show and avoid hazards.

2. Timeliness—a Christmas show can be transcribed in July, if that's when your chosen talent is handy.

3. Stars—use of box-office names can put a transcribed show into the big time.

Some of the arguments for the transcription show in relation to the infinitely variable needs of sponsors are well worth considering. Not all products have national distribution, yet the advertiser cannot afford to buy a network that takes him where his product is not on sale.

On the basis of distribution alone, therefore, the transcription salesmen have long had a good argument.

LOCAL OPENINGS

After selecting the market areas, the radio time-buyer knows he must still have the best stations if he wants a rating. Here is a break for the radio department; there always seem to be local openings even on network periods. At least here you have a hope of finding, during the week, a favorable availability.

Favorite time in **Chick's** estimation is the 9:30-10:00 P.M. spot, and if it's Sunday night, so much the better.

Here's his West Coast line-up as shown in the Pacific Network Hooperatings for March, 1944:

SKIPPY HOLLYWOOD THEATER—Spot-Broadcast in Los Angeles over KFI Sunday 9:30-10 P.M.; in San Francisco on Friday 9:30-10 P.M. over KPO; in Portland Tuesday 9:30-10 P.M. over KGW; and in Seattle on Friday 7:30-8 P.M. over KIRO.

Sets in Use	*Program Rating*	*Share of Audience*
26.7	8.1	30.2

This represents only a small share of the **"Hollywood Radio Theater"** outlets, and the program rates well above this average in many localities. In Des Moines, on WHO, the rating is 12.3; in Denver 11.7; in Salt Lake City 13.2, according to the October-February running average. In Los Angeles over KFI it hit 11.9. Compare this rating on a transcribed show with ratings on live broadcasts of comparable star dramas, and there's no cause to give this show a back seat. On the basis of cost-per-thousand listeners, the story is even better, since a transcription program offers a dozen economies.

Competing with daytime serial dramas is "Betty and Bob," a transcribed 15-minute package produced by NBC Radio-Recording Division, with a long record of success. Apparently it would be only a step for NBC Radio-Recordings to expand its many transcribed offerings to include big-name talent shows suitable for competition with evening network shows. At present the Division is showing department stores and local retail advertisers how to put the transcribed program to work to produce sales, and its imposing list of sponsors proves not only the successful application of transcribed radio, but also indicates how the old prejudice against wax is vanishing.

It all makes a pretty good case for the Rubber Network. Add it up yourself:

1. Distribution—no need to waste money covering a basic network market when your goods aren't sold there.

2. Ratings—Hooper recognizes a spot program as having a network of its own. The sponsor can have his ratings as easily as a major network program.

3. Costs—you can compete with the biggest at a cost within reach.

Facilities for producing transcribed shows are at hand in all the metropolitan areas. Agencies can produce their own shows, or buy a show as a package, or prescribe a show to be programmed and sold as a package, or select from many excellent offerings. Technically, the records are impossible to distinguish from live shows.

If this little excursion hasn't brought a solution, at least it may offer a more hopeful note. Until somebody repeals the 24-hour day or find some other means of opening up new times, the radio department will need considerable ingenuity in trying to satisfy those hungry customers.

C. P. MacGregor, 729 S. Western, Hollywood 5, California

Adv.

Down South It's
WLAC
NASHVILLE, TENN.
★
50,000 WATTS

THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY
★
NATIONAL REPRESENTATIVES PAUL H. RAYMER

LOOK OVER . . .
NOT OVER LOOK
250,000 PROSPECTS
IN THE SABINE AREA OF TEXAS
KFDM
Blue Network, 560 K. C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS
Represented by the Howard H. Wilson Company

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

Friendly, Persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas in TOPEKA

Radio Advertisers

CHICAGO MOTOR CLUB, Chicago, will sponsor 10 outstanding college football games for the third consecutive season, starting Sept. 23, with Jack Brickhouse, sports announcer, on WGN Chicago. Agency Service Corp., Chicago, placed the contract.

REFRIGERATION Corp. of America, New York, has appointed Peck Adv. Agency, New York, to handle its advertising. Radio will probably be used.

ARNOLD CONSTABLE & Co., New York department store, has appointed Chernow Co., New York, to handle advertising. Radio will be used. Appointments also included John Forsythe stores, men's specialty shops in New York, a subsidiary of Arnold Constable & Co. Radio will also be used for the latter account.

CALIFORNIA WINE Co., Lodi, Cal., (Barloma wines), on Sept. 18 started quarter-hour news show, titled *The Last Word*, featuring Capt. Michael Fielding, commentator, thrice weekly on WENR Chicago. The 52-week contract was placed by Irving Myerson Adv., Chicago.

ROSEFIELD PACKING CO., Oakland, Cal., to promote Skippy peanut butter, has signed a 52-week contract, effective Oct. 2, for a total of six participating weekly in *Sunrise Salute* and *Housewives Protective League*, combination programs featuring Galen Drake, on WJZ New York. Agency is Garfield & Guild, San Francisco.

BARNSTEAD Still & Sterilizer Co., Boston, has appointed Copley Adv., Boston, as agency effective Oct. 1.

JUNE DAIRY Products Co., New York, producers, packers and marketers of dairy products, on Sept. 24 began sponsorship of Walter Preston's *Show Shop*, weekly half-hour musical program on WOR New York. Contract is for 52 weeks. Agency is A. W. Lewin Co., New York.

JULIAN DEPREE, former assistant to the president of Axton-Fisher Tobacco Co., now dissolved, has joined General Foods Corp., New York, as assistant sales promotion and advertising manager in the marketing department of Birds-Eye-Snider Inc.

HART SCHAFFNER & MARX, Chicago, will begin sponsorship of a quarter-hour sports commentary period *Football Preview*, co-incident with the Chicago Bears football schedule, Saturday on WIND Chicago. Contract for length of football season, was placed through BBDO, Chicago.

SPARKLETTS Drinking Water Corp., Los Angeles (bottled water), on Sept. 30 starts weekly quarter-hour *Women's Breakfast Club Forum* every other Saturday on KMTR Hollywood. Contract is for 52 weeks. Firm recently started thrice-weekly participation in *Art Baker's Notebook* on KFI Los Angeles, in addition to its schedule on Southern California stations. Agency is Raymond R. Morgan Co., Hollywood.

RAYMOND LABS Inc., St. Paul, Minn. (Bayve Shampoo), in a 13-week California campaign which started Sept. 5, is sponsoring twice-weekly participation in *Art Baker's Notebook* on KFI and *Women's Editor* on KJBS, with thrice-weekly schedule in *Women's Magazine of the Air* on KPO. Firm on Sept. 26 starts participation four times per week in Ruth Wentworth's program on KECA. Agency is Milton Weinberg Adv. Co., Los Angeles.

SQUIRT Co., Beverly Hills, Cal. (carbonated grapefruit juice drink), in a fall campaign starting immediately, and with local bottler tie-up, will utilize a series of transcribed announcements on stations nationally. Placement is through Davis & Beaven Adv., Los Angeles.

B. F. DEWEES Inc., Philadelphia, select women's wear shop, is sponsoring quarter-hour news commentaries of Besse Howard Monday through Friday on WCAU Philadelphia. Newspaper advertising and direct mailing pieces are being used to promote the store's first radio program. Contract for 26 weeks placed through LaBrum & Hanson, Philadelphia.

LEVER BROS., Toronto (Rinso), started *Amos 'n Andy* Sept. 2 on CKEY Toronto and CFCF Montreal. Account was placed by Ruthrauff & Ryan, Toronto.

SALVATION ARMY of Canada, Toronto (financial drive), has started spot announcements on 32 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

WILCO Corp., Los Angeles (Biff, Clearex, Stopspot), in a concentrated four-week campaign started in early September is using daily transcribed announcements on major market stations in California, Washington and Oregon. Agency is Elwood J. Robinson Adv., Los Angeles.

PHILADELPHIA Gas Works Co., Philadelphia, has appointed John Falkner Arndt & Co., Philadelphia, to handle its advertising.

CURTIS PUBLISHING Co., Philadelphia, has appointed the James G. Lamb Co., Philadelphia, to handle advertising of *Country Gentleman*, effective immediately.

STANDARD BRANDS Inc., Chicago, (Stan "B" vitamin tablets) begins sponsorship Oct. 3, of *Service Men's Center*, twice weekly, for 26 weeks on WBBM Chicago. Agency is H. W. Kastor & Sons, Chicago.

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco-Wheats), on Sept. 10 began sponsoring *Melody Time*, quarter-hour show starring Skip Farrell, heard Sunday on WMAQ Chicago. Contract for 29 weeks was placed through Rogers & Smith Adv., Chicago.

OHIO OIL Co., Findlay, O., has signed for sponsorship of 11 top Notre Dame and Big Ten football games this fall on WOWO Ft. Wayne, Ind. Series will be fed to WIBC Indianapolis.

ANDES CANDIES Shops, Chicago, began sponsorship Sept. 21 of a quarter-hour musical show featuring the Kings Jesters, Thursday, on WBBM Chicago. 52 week contract was placed by George Hartman Co., Chicago.

ATLANTIC & PACIFIC Tea Co. has signed for sponsorship of *Breakfast With Ed & Rainbow*, quarter-hour program on KDKA Pittsburgh. Contract for 26 weeks was placed direct.

BOOK-OF-THE-MONTH Club, New York, Nov. 5 resumes *New Friends of Music* for a series of 16 concerts from Town Hall, New York, Sunday, 5:30-7 p.m. on WQXR New York. Business placed direct.

JOHN STUART SALES Co., Toronto (Smith Brothers cough drops), starts on Oct. 1 a spot announcement campaign on 23 Canadian stations. Account was placed by Harry E. Foster Agencies, Toronto.

J. LYONS & Co., (Canada) Ltd., Toronto (Lyons Tea), has appointed Ferres Adv. Service Toronto. A radio campaign is being planned.

Wichita KFH



Another FIRST for Booming Wichita . . . one of the greatest industrial achievements in American history—the production of the biggest bomber in the world, in the air six months ahead of schedule.

WICHITA is also first in the U. S. in wage earner employment gains . . . first in the great Southwest in solid sales gains. Kansas, with Wichita its industrial and financial center is going places in a big way . . . already planning for practical peacetime expansion as America's permanent Aviation Center.

Wichita is a Hooperated City
Get the Facts at any Edw. Petry Office



For permanent sales increases, stay on that Selling Station in Kansas' Richest Market—

KFH
WICHITA

CBS 5000 WATTS DAY & NITE ASK ANY PETRY OFFICE

"One audition of your library sells a client for us!"

says **WAYNE SANDERS**
Program Director KTUC, Tucson, Arizona

HERE'S more proof that the ASSOCIATED LIBRARY gives you more, *gets* you more. (Even though it costs no more!)

Wayne Sanders of KTUC writes: "Working with ASSOCIATED gives me the feeling that I am producing live-talent shows of a calibre to match anything we receive on the network. The Associated tunes never seem to grow old . . . which is a tribute to your many colorful arrangements and commercial-minded policy of producing music that is really styled for radio.

"We have found that one audition of your library sells a client for us. We have sixteen of your own programs sponsored, plus a number of others we've developed using Associated transcriptions.

"I've been in radio since 1932 — have had ample opportunity to compare library services — and can say without reservation, on all counts: Associated is the finest on the market."

Take a tip from the experience of progressive, successful KTUC. Whether you're a "small-watter" or a "big-watter," ASSOCIATED'S big time radio material can help *you* sell . . . can help your *clients* sell!

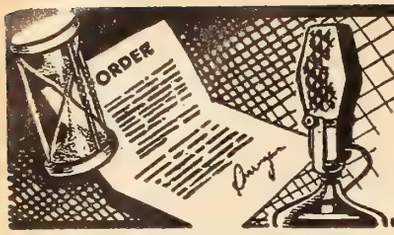
Why not get the facts now?



Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KMOX St. Louis

The Hubinger Co., Keokuk, Ia. (Elastic starch), *sp* weekly, thru Ralph Moore Inc., St. Louis.
Purity Bakeries, Chicago, *t* weekly, thru Sherman & Marquette, Chicago.
Groves Labs., St. Louis, 5 *ne* weekly, thru Russel M. Seeds Co., Chicago.
Beaumont Co., St. Louis (4-way cold tablets), 6 *t* weekly, thru Donahue & Coe, N. Y.
Park & Tilford Co., New York (Tintex), 3 *sp*, *t* weekly, thru Charles M. Storm Co., N. Y.
Omar Mills, Omaha, 3 *t* weekly, thru MacFarland, Aveyard & Co., Chicago.
Flex-O-Glass, Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Pinex Co., Fort Wayne, Ind., 3 *sa* weekly, thru Russel M. Seeds Co., Chicago.
United Wall Paper Factories, Chicago, *sa* weekly, thru MacFarland, Aveyard & Co., Chicago.

WHOP Hopkinsville, Ky.

Nehi Corp., Columbus, Ga. (Royal Crown), 7 *ta* weekly, 52 weeks, direct.
Terre Haute Brewing Co., Terra Haute, Ind., *t* weekly, 52 weeks, thru Pollyea Adv., Terre Haute.
American Cyanamid Corp., New York, 6 *sa* weekly, thru Donahue & Coe, N. Y.
Miles Labs., Elkhart, Ind. (Nervine), 5 *ta* weekly, thru Keystone Adv., N. Y.
DeKalb Agr. Assn., DeKalb, Ill. (hybrid corn), 3 *sp* weekly, 13 weeks, thru Western Adv., Chicago.
Sterling Ins. Co., Chicago, 5 *sp* weekly, 13 weeks, direct.
Swift & Co., Chicago (shortening), 5 *ta* weekly, direct.
Willard Tablet Co., Chicago, 5 *sp* weekly, 13 weeks, First United Advertisers, Chicago.

KPO San Francisco

United Wallpaper Co., Chicago (Trimz), 5 *sa* weekly, 52 weeks, thru MacFarland, Aveyard & Co., Chicago.
Simmon Mattress Co., San Francisco (mattresses), 2 *ta* weekly, thru Leon Livingston Adv. Agency, San Francisco.

WOR New York

Sodus Creamery Corp., N. Y. (Creamed Cottage Cheese), 5 *sa* weekly, 52 weeks, thru Charles W. Hoyt Co., N. Y.
Hawaiian Pineapple Co., San Francisco, 5 *sa* weekly, 52 weeks, thru N. W. Ayer & Son, N. Y.
Maggi Co., N. Y. (seasoning), 5 *sa* weekly, 52 weeks, thru Needham & Grohmann, N. Y.
R. U. Delapenha & Co., N. Y. (marmalade), 5 *sa* weekly, 13 weeks, thru Gotham Adv. Co., N. Y.
Can Mfgrs. Institute, N. Y., 5 *sa* weekly, 39 weeks, thru Benton & Bowles, N. Y.
Florida Citrus Exchange, Tampa, Fla. (oranges and grapefruit), 5 *sa* weekly, 26 weeks, thru W. W. Garrison & Co., Chicago.
Dugan Bros. of N. J. (whole wheat products), 5 *sa* weekly, 52 weeks, thru Chas. Dallas Reach Co., Newark.
The Wander Co., Chicago (Ovaltine), weekly *ne*, 13 weeks, thru Hill Blackett & Co., Chicago.

KYW Philadelphia

O'Cedar Corp., Chicago (floor wax), 5 *sa* weekly, 13 weeks, thru Aubrey, Moore & Wallace, Chicago.
Procter & Gamble, Cincinnati (Drene), *ta* weekly, thru H. W. Kastor, Chicago.
Philadelphia Electric Co., Philadelphia (electric appliances), 3 *sa* weekly, 26 weeks, thru Al Paul Lefton, Philadelphia.
Radnai Cosmetics, Philadelphia (hand cream), 2 *sa* weekly, thru E. L. Brown, Philadelphia.
United Wallpaper Factories, Chicago (Trimz Ready-Pasted Wallpaper) 3 *sa* weekly, 52 weeks, thru MacFarland, Aveyard & Co., Chicago.

WBBM Chicago

Beaumont Co., St. Louis (four-way cold tablets), 6 *sp* weekly, 26 weeks, thru Donahue & Coe Adv., N. Y.
Borden-Weiland Co., N. Y. (condensed milk), 3 *sp* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Standard Brands, N. Y. (Stan-B), 2 *sp* weekly, thru H. W. Kastor & Sons, Chicago.
Griffin Mfg. Co., Brooklyn (shoe polish), 2 *sp* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Eight-In-One Cold Tablets, Chicago, 2 *ne* weekly, thru H. W. Kastor & Sons, Chicago.

KECA Los Angeles

Carter Products, N. Y. (Arrid), 2 *sa* weekly, 52 weeks, thru Small & Seiffer, N. Y.
Kellogg Co., Battle Creek, 4 *sa* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.

WHO Des Moines

Mesa Co. Peach Marketing Order, Palisade, Colo. (Colorado Peaches), 11 *sa* weekly, thru Conner Adv. Agency, Denver.
American Beauty Macaroni, Kansas City, 2 *sa* weekly, thru R. J. Potts & Co., Kansas City.
Kaiser Corp., Portland, Ore. (labor recruiting), 14 *sa* weekly, direct.
American Dairy Assn., Chicago, *sp* weekly, 13 weeks, thru Campbell-Mithun, Chicago.
Plough Inc., Memphis (St. Joseph, Penetro, Mexsana), 6 *ta* weekly. 52 weeks, thru Lake-Spiro-Shurman, Memphis.
Procter & Gamble Co., Cincinnati (Teel), 3 *ta* weekly, 26 weeks, thru Biow Co., N. Y.
Procter & Gamble Co., Cincinnati (Duz), 2 *ta* weekly, thru Compton Adv. Co., N. Y.
Park & Tilford, New York (Tintex), 5 *ta* weekly, thru Charles M. Storm Co., N. Y.

WDGY Minneapolis

Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 5 *sp* weekly, 26 weeks, thru Rogers & Smith Agency, Chicago.
Mantle Lamp Co., Chicago (Aladin lamps), 4 *t* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.
Flex-o-Glass Mfg. Co., Chicago (Warp products), 6 *sp* weekly, 26 weeks, thru Presba, Fellers & Presba, Chicago.
Foley & Co., Chicago (cough syrup), 5 *sp* weekly, 52 weeks, thru Lauesen & Salomon, Chicago.

WHN New York

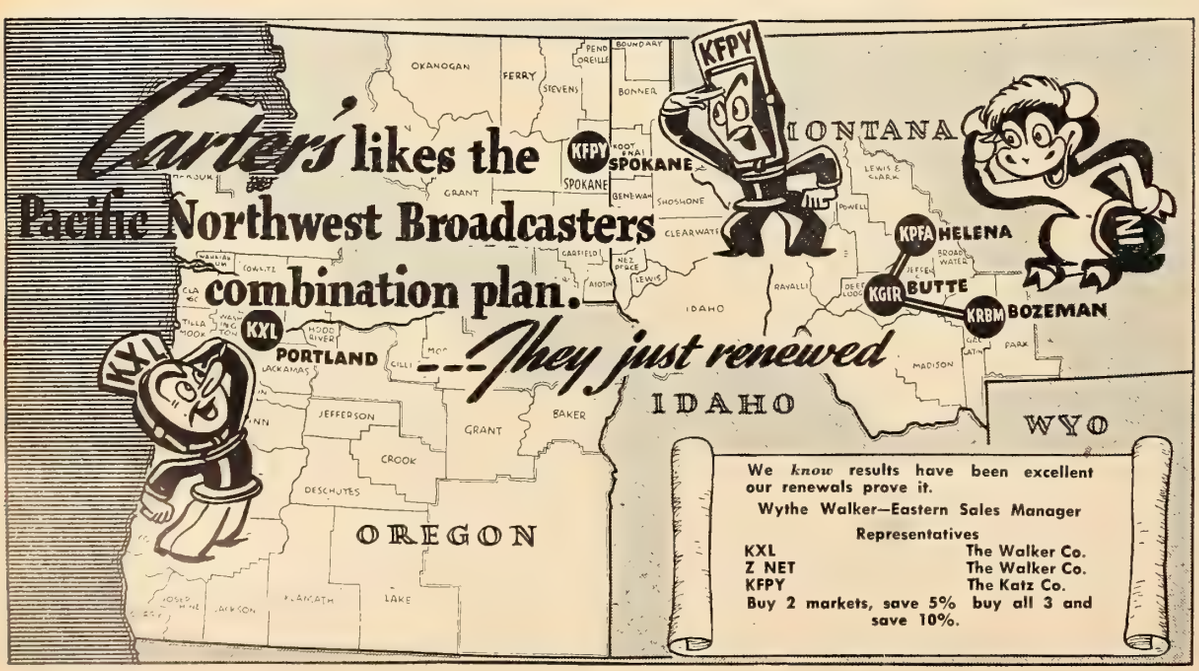
Marlon Confections Co., New York, 6 *sp* weekly, 52 weeks, thru Accurate Adv. Agency, N. Y.
Wilbert Products Co., New York (floor polish), 5 *ne* weekly, 52 weeks, thru Duane Jones Co., N. Y.
American Jewish Broadcasting Co., New York (Matzos, other Jewish food products), weekly *sp*, 52 weeks, thru A. B. Landau Inc., N. Y.
Sunway Vitamin Co., Chicago (vitamins), 6 *ne* weekly, 52 weeks, thru Sorensen & Co., Chicago.
P. Lorillard & Co., New York (Old Golds), 6 *ne* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.

KHJ Hollywood

Yami Yogurt Co., Los Angeles (dairy products), 3 *sp* weekly, 52 weeks, thru Erwin Wasey & Co., Los Angeles.

KPAS Pasadena

Consolidated Royal Chemical Corp., Chicago (Peruna, Kolor-Bak), 6 *t* weekly, thru United Adv. Co., Chicago.



60 FM APPLICANTS FILE BEFORE CBC

OVER 60 applications for commercial FM stations have been made to the Canadian Broadcasting Corp., Dr. Augustin Frigon, CBC general manager stated at Ottawa recently in reviewing FM and television development in the Dominion. Licensing of the stations rests with the Canadian government, with the CBC advising.

First FM stations in Canada are to be opened soon by the CBC at Montreal and Toronto, with the Montreal station being located on Mount Royal, and the Toronto station somewhere in the northern part of the city which is higher than any of the tall office buildings in Toronto. A number of special receivers will be distributed by the CBC "among a few persons qualified to pass judgment" Radio and department stores are also expected to put on demonstrations, but FM sets for retail sale are not expected on the market in Canada until sometime in 1945. The sets are expected to be similar to those sold in the U. S.

Only FM broadcast sets till now built in Canada have been a few experimental ones, and some built by the CBC early in the war for emergency use in case of enemy action on wire lines.

Dr. Frigon did not expect that television for public use in Canada would be available for another 15 years.

WFIL Acquires Building Now Housing Its Studios

WFIL Blue Network station in Philadelphia, purchased on Sept. 18 the 18-story Widener Building in the center of the city. The building was sold by Albert M. Greenfield & Co. for the Peter A. B. Widener Estate to the WFIL Broadcasting Co., which now occupies almost the entire 18th floor of the building.

The building was sold previously by the Wideners in 1926 to Joseph Caplan for $8,500,000, at which time a purchase money mortgage of $7,000,000 was retained by the sellers. Subsequently, in 1936, Caplan deeded the property back to the Title Holding Corp., a holding company for the Wideners. The building was originally built in 1913. Occupying a lot 150 x 199 feet, it is assessed at $4,929,100. The purchase price to WFIL was not disclosed.

American Gas Project

AMERICAN GAS ASSN., through its executive board, has approved an expenditure of $1,400,000 a year for three years in research, advertising and general promotion, the fund to be raised among 500 member gas utility companies. Over-all purpose of the drive will be "to get ready for post-war selling of gas utilities", according to a spokesman for the association, who said that radio would doubtless be one of the media used. A group of utility members, organized as Regional Adv. Inc., sponsored *Mystery Chef* on about 13 NBC-Red stations some five years ago. McCann-Erickson, New York, handles the association's account.

An Open Letter

TO EVERY TIMEBUYER, AGENCY EXECUTIVE AND ADVERTISER

FROM CUBA'S NETWORK RHC CADENA AZUL

Here are the Facts about Radio and the Cuban Market

CUBA today is a major market with a population of 5,000,000 persons. Cuba is prosperous. National income is higher than ever before. And the time to cultivate the Cuban market is RIGHT NOW.

If you have or are planning distribution in Cuba, you should investigate **RHC** Cadena Azul for advertising your product. **RHC** is affiliated with the Columbia Broadcasting System, and brings to the people of Cuba the same high quality of network programming and operation that CBS does to the people of the U. S.

RHC maintains a large staff of major radio performers — well known Cuban actors and actresses, vocalists, musicians, writers, directors. This array of outstanding talent produce the finest programs in Latin American, and brings to the Cuban listeners their favorite performers in live talent programs.

The result is that **RHC** DOMINATES THE CUBAN MARKET. A recent impartial survey made by a group of nationally known advertisers showed that:

1. ***RHC** during the 12-hour period of 12:30 a.m. to 12:30 p.m. has twice as many listeners as its nearest competitor.*
2. *Some highly rated programs **RHC** have as much as nine times the audience of the nearest competitor.*
3. *The Havana outlet of **RHC** is the station people listen to most in Havana.*

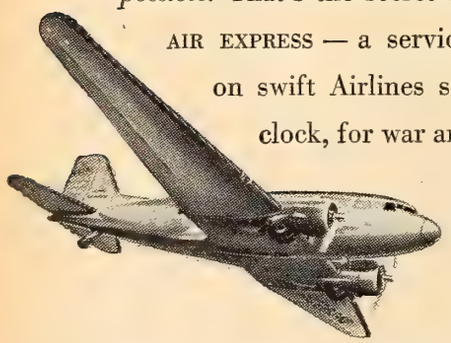
Many advertisers, as a matter of fact, are using **RHC** as a test before expanding into Latin America generally. We have a few selective programs available for sponsorship — programs that are great favorites with the Cuban listener.

For complete information, write, wire or call Humberto D. Gonzalez
220 West 42nd Street, New York 18, N. Y. Wisconsin 7-1166

CUSTOMERS ARE CLOCK WATCHERS



DON'T let your reputation for promptness lie around on the shipping room floor. When a customer marks his order "RUSH"—call for AIR EXPRESS pick-up *and get it on its way as early in the day as possible!* That's the secret of fastest delivery by AIR EXPRESS — a service that moves cargo on swift Airlines schedules around the clock, for war and reconversion jobs.



SPECIFY AIR EXPRESS
A Money-Saving, High-Speed Tool for Every Business

With additional planes and space available for all types of traffic, 3-mile-a-minute Air Express directly serves hundreds of U.S. cities and scores of foreign countries. And shippers nationwide are now saving an average of more than 10% on Air Express charges—as a result of increased efficiency developed to meet wartime demands.

WRITE TODAY for "North, East, South, West"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-10, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

Studio Notes

NBC ATHLETIC Assn., headed by Easton C. Woolley, assistant to NBC's vice-president in charge of stations, held its annual outing Sept. 21 at the Crescent Club, Huntington, N. Y.

NEW SCHOOL for Social Research, New York, as part of its "Dramatic Workshop" sessions for the 1944-45 season, offers courses in radio writing, and acting, broadcasting and television production, utilizing facilities of WABD New York, the DuMont station, and New York AM stations for practical experience.

ASSOCIATION of the Junior League of America, New York, has prepared a transcribed series of 13-quarter-hour dramatic adaptations of children's books which will be made available about Oct. 15 to 156 AJLA branches in the United States and Canada, libraries, schools, radio stations, parent-teacher groups and other organizations.

OFFICERS of the 1944 WJR Detroit Bowling League have been elected as follows: Eric Howlett, chief producer and dramatic director, president; Franklin (Bud) Mitchell, director of operations, vice-president; William Siebert, assistant treasurer, treasurer; Charles Park, announcer, secretary. Captains will be: Lou Cervenak, musician; Marc Williams, writer-producer of *Happy Hank;* Norman White and Dave Olson, producers.

KDKA-FM Pittsburgh has inaugurated "live" shows every Monday 7:30-8 p.m. featuring Aneurin Bodycombe and the KDKA staff orchestra and Florence Berg as lyric soprano.

WEBR Buffalo recorded interviews at a large fire last week broadcasting the transcription as part of two successive newscasts the same day.

WEVD New York this week starts the 13th cycle of the *WEVD University of the Air.* Scheduled on a weekly basis in evening hours are: *New York University Forum, Authors' Round Table* and *Beyond Victory,* latter transcribed series produced by World Wide Broadcasting Foundation. Other programs include *Freedom Forum* and *Postwar America.* Station also continues *War and Postwar Problems* and monthly forums.

LYN MURRAY and Jeff Alexander, conductors, composers and arrangers, in conjunction with Eugene Loewenthal, business manager and artistic assistant, have formed Murray-Alexander Associates at 20 East 53d St., New York. Firm provides orchestras, choral groups and arrangements.

Lincoln, Loveton Join Lennen & Mitchell Radio

JOSEPH LINCOLN, radio timebuyer of Donahue & Coe, New York, for the past year, around Oct. 2 becomes business manager of the radio department of Lennen & Mitchell Inc., New York. Creation of the new post follows by a few weeks the announcement that the agency was slated for expanded radio activities, with acquisition of Old Gold account, entailing two network programs and some spot radio. [BROADCASTING, Sept. 18.] Before joining D & C Mr. Lincoln was in charge of the timebuying department of Erwin, Wasey & Co., New York. Richard Nicholls continues at D & C as radio director.

To direct Andrew Jergens Co. *Mr. & Mrs. North* on NBC L & M has added John W. Loveton, to be assisted by Vee Harder, who also does commercials on Jergens' Walter Winchell show on the Blue. Mr. Loveton has been with Geyer, Cornell & Newell, New York, since Jan. 1944 as co-director of radio.



SYMPTOMS of "Movie Premieritis", under the influence of which people may do that which they are unaccustomed, were apparent on the occasion of the first Pittsburgh showing of "Wilson" as Arthur Simon (rear right), general manager of WPEN, urges Dr. Leon Levy (front right) of WCAU into "saying a word to the radio audience" over a WPEN mike. Dr. Levy's brother, Isaac (rear left), studies technique of Don Frank, WPEN announcer, as he describes movie premiere proceedings.

CBS 'School of the Air' Enters 15th Year Oct. 9

STARTING its 15th season Oct. 9, the CBS *American School of the Air* will be heard Monday through Friday, 9:15-9:45 a.m. Monday and Friday broadcasts of the series of 145 programs will be devoted to science and current events respectively, Robert L. Shayon directing, while Oliver Daniel will conduct *Gateways to Music* on Tuesdays. The Wednesday and Thursday sessions will be on geography and literature, under the direction of Richard Sanvile, and Roy Chapman Andrews, explorer, as narrator on the geography broadcast.

Six programs will be written, directed and produced in Canada, the remainder originating in New York. CBS states the program is taken by 177,000 U. S. and Canadian classrooms and is shortwaved to Latin America and overseas. Lyman Bryson, CBS director of education, maintains overall supervision, with Leon Levine broadcast director.

Croxton Succeeds Hough

APPOINTMENT of Hardy W. Croxton of Monticello, Ark., as assistant superintendent of the Senate Radio Gallery, succeeding Bobby Hough who entered the Navy, was announced last week by D. Harold McGrath, superintendent. A graduate of the U. of Richmond (Va.), Mr. Croxton attended U. of Arkansas Law School for a year. He has enrolled in the George Washington U. night law school to continue his studies while working in Washington.

Union Pacific to MBS

UNION PACIFIC Co., Omaha, shifts *Your America* to 115 Mutual stations Sunday 4-4:30 p.m. (EWT) on Oct. 15. W. M. Jeffers, president, said the series, now on NBC, Saturday 5-5:30 p.m., is especially suited to Sunday afternoon entertainment and that thousands of Union Pacific employes had not been able to listen to the Saturday show. NBC could not offer a suitable spot. Agency is Caples Co., Chicago.



History of Communications. Number Nine of a Series

MILITARY COMMUNICATIONS BY TELEPHONE



During the Spanish-American War the telephone as a means of electronic voice communication met with favor and played a vital part in military action for the first time. Replacing men and horses, a telephone message could cross and recross enemy territory by wire without delay and cost of life.

Today, telephones in the office and home life of the average American have been an instrumental force in our higher standard of living.

Universal, manufacturing microphones and other voice communication components for the allied forces, will again after Victory is ours, stock dealers' shelves with the Universal components you have been waiting for. Until then — *Buy War Bonds.*

Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U. S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

HOOKIN' ANY BUSINESS IN FISH TRAP (Ky.)?

Don't expect many nibbles in Fish Trap, stranger, you'll just be wastin' your bait! The big run in Kentucky is the Louisville Trading Area—and that's where you'll find the real sport. The section covered by WAVE is a market with 17.1% more retail sales than all the rest of the State combined. A good cast here and you've really *got* something! How about throwing some plugs over thisaway?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

18

ASHEVILLE ranks 6th in population in North Carolina...but it climbs to 2nd place in food sales...ranks with the leaders in drug sales, too... and one of its principal advertising forces...a force which covers 17 counties as well as Asheville, is

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
CBS
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY

RTPB for Canada Planned at Ottawa

Inaugural Meeting Attended By 14 Organizations

A CANADIAN RTPB is being planned, similar to that in operation in the United States, it has been announced. Inaugural meeting for the establishment of the Board was held at Ottawa Sept. 11, with representatives of 14 organizations and the Canadian armed forces attending. Meeting was called as a result of representations made by R. M. Brophy, president of the Radio Manufacturers Assn. of Canada, and was convened by Walter A. Rush, controller of radio, Department of Transport.

Organizations present signified their agreement that there was a need for such a planning board, which would formulate plans for the technical future of the radio industry and services, including frequency allocations and systems standardizations in accordance with public interest and the technical facts. The Board would also advise the Government, industry and the public of its recommendations.

Like U. S. RTPB

Walter Rush, after calling the meeting together, explained that the Department of Transport would not participate directly in the activities of the Board, but will render assistance wherever it can and will give careful consideration to the Board's recommendations and data. He then turned the meeting over to R. M. Brophy, who was appointed chairman, and explained the purposes of the setting up of such a board to the association representatives. No officers were elected and no chairmen of panels were appointed. A second meeting is to be held about mid-October when the Board will be formally established, officers elected and panels formed, along lines similar to the American RTPB. Canadian applications of the RTPB findings will be discussed at these panel meetings.

Those attending were: W. A. Rush and G. C. W. Browne, radio branch, Department of Transport; Dr. A. Frigon, general manager, and Donald Manson, assistant general manager of the Canadian Broadcasting Corp.; Glen Bannerman, Toronto, president of the CAB; Dr. F. S. Howes, McGill U., Montreal, and Ernie Swan, chief engineer of CKEY Toronto, as representatives of the Canadian section of the Institute of Radio Engineers; Alec Reid, Montreal, Canadian representative of the American Radio Relay League; R. M. Brophy, Canadian Marconi Co., and CFCF Montreal, president of the RMA, along with RMA representatives R. A. Hackbush, Stromberg-Carlson of Canada, Toronto, Alan Oxley, RCA Victor of Canada, Montreal, and W. W. Richardson, RMA secretary; J. W. Bell, National Research Council of Canada, Ottawa; Capt. S. A. Worth, Royal Canadian Navy; Col. W. Laurie, Canadian Army; Group Captain C. J. Campbell, Royal Canadian Air Force; and representatives of the Engineering Institute of Canada, Canadian Electrical Association, Canadian Standards Association, Air Industries and Transport Association of Canada, Canadian Electrical Manufacturers Association, Telephone Association of Canada, Railway Association of Canada, and Canadian Medical Association. Invited but not attending were representatives of the Canadian section of the American Institute of Electrical Engineers and the Society of Automotive Engineers.



SOLID SATISFACTION is expressed by smiles of this agency-sponsor gathering following initial broadcast of CBS *This Is My Best* on Sept. 5. Cresta Blanca Wine Co. sponsors half-hour dramatic series. Post-broadcast discussers (l to r) are standing: W. B. Geissinger, BBDO vice-president in charge of Los Angeles office; Sander Heyman, wine firm advertising and sales promotion director; Dave Titus, agency producer; Arthur Pryor, agency vice-president in charge of radio; seated: Homer Fickett, and Wayne Tiss, agency executive producer and associate director of radio, respectively; and Sherman Gregory, radio director of Schenley.

GM Opens Oct. 22

GENERAL MOTORS Corp., New York, on Oct. 22 enters the winter season broadcasts of the *NBC Symphony Orchestra* on NBC Sunday 5-6 p.m., with a "Beethoven Festival" extending over a period of nine weeks, under the direction of Arturo Toscanini. Mr. Toscanini will alternate at varying intervals as conductor of subsequent broadcasts with Eugene Ormandy, of the Philadelphia Orchestra, and Malcolm Sargent, London Philharmonic. Agency is Campbell-Ewald Co., Detroit.

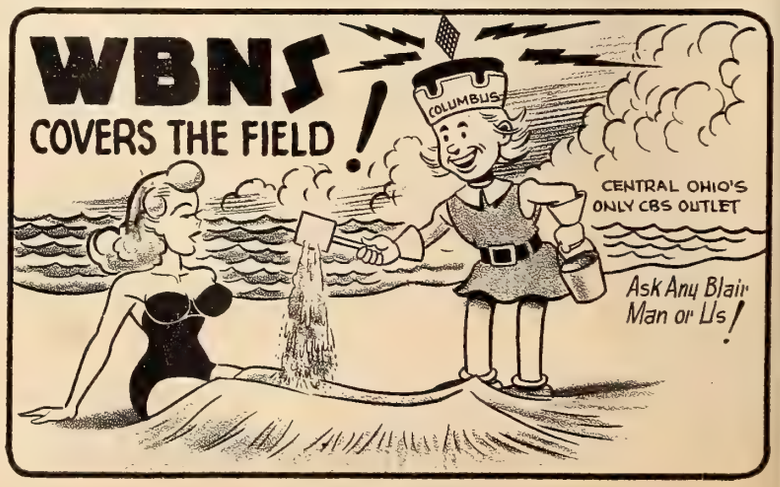
COAST NEWS STAFF EXPANDED BY NBC

TO MEET stepped up tempo of the Pacific war, the NBC San Francisco news staff has been virtually doubled and is on a 24-hour basis, monitoring United Nations and Tokyo broadcasts, recording all shortwave programs.

Additional equipment has been set up. A teletype news service will feed the network as well as local newspapers and press services. Staff of news editors and recording engineers will reportedly be doubled. Elmer Peterson, NBC foreign correspondent, has been transferred to San Francisco, and is to be paired off with Larry Smith, network's far eastern news expert.

Plan was set up by John Elwood, KPO general manager, and George Greaves, chief engineer. Owen (Pat) Flaherty has gone to assist George Folster in the Southwest Pacific; Robert McCormick to aid Jim Wahl at Honlulu and Jim Cooper to cover the front lines on a roving assignment. Francis McCall, NBC manager of operations in news and special events, currently is in Honolulu.

LAFAYETTE RADIO Corp., Chicago and Atlanta, producer of radio and electronics equipment, has changed its name to the Concord Radio Corp. The only change is in the name, it was announced; the personnel remains the same.



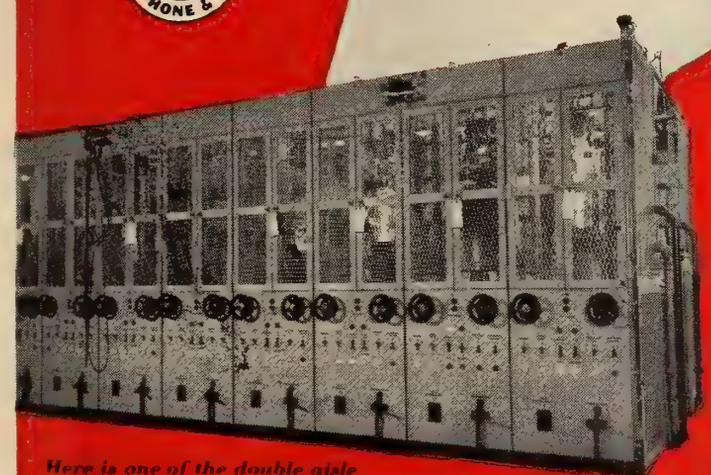
Federal Tubes...

come CLOSER to the

PERFECT VACUUM



FEDERAL TELEPHONE & RADIO FTR



Here is one of the double aisle exhaust banks where 16 high power tubes can be exhausted at one time, each with individual control.

Always in the forefront of tube research and development, Federal makes another advance and now has added exhaust units of entirely new and original design to its production equipment.

This latest Federal achievement produces a tube that is substantially closer to the perfect vacuum—a tube with greater efficiency and longer life.

Arranged in banks of eight and operated with identical control equipment, these units exhaust uniformly every size of Federal tube—assuring a consistent and high standard of quality.

For any communication and industrial power tube need, turn to Federal now—test its reputation that "Federal always has made better tubes."

Federal Telephone and Radio Corporation

Newark 1, N. J.

An IT&T Associate

U. S. Weather Bureau Praises Radio For Service During Coast Hurricane

REPORTS on radio's public service during the recent hurricane continued to pour in as BROADCASTING went to press last week. A statement praising radio and the press for keeping the public informed of the hurricane's approach was issued by the New York office of the U. S. Weather Bureau through Walter J. Noxon, regional director, and Dr. Benjamin Parry, chief meteorologist.

When the storm struck Atlantic City, Doug Arthur, program director of WIBG Philadelphia, went directly to the Steel Pier there and aired descriptions of the catastrophe direct from the scene. Graphic reports of the disaster were gathered by Mr. Arthur from the damaged boardwalk and from the flooded streets of the city. Bill Markward, *Philadelphia Daily News* reporter, described the destruction as seen in daylight.

In New Jersey, Eugene Vreeland, a Towaco farmer, bought spot announcements on WPAT Paterson to save loss of 13,000 bushels of peaches, blown to the ground by the storm. Beginning at 7:55 a.m. and continuing through the day, WPAT carried five announcements offering a bushel of peaches for a dollar to those who would come out to the orchard and pick them off the ground. Farmer Vreeland unloaded 10,000 bushels in response to the announcements.

In Hartford, WTIC canceled its regular 5:15 p.m. show to give an outline of precautions the public should take before and during the height of the storm.

Governor Makes Appeal

WBZ Boston supplied full storm coverage until 11-12 p.m. when power lines supplying the WBZ transmitter at Hull, Mass. failed, but WBZA Springfield remained on the air until 2 a.m. with hourly bulletins on the storm.

Personal appeals were made by Governor Saltonstall of Massachusetts and Mayor Tobin of Boston who broadcast warnings over WNAC Boston appealing to residents to keep off the streets. The Yankee Network News Service in Boston remained on the air until 3 a.m., Sept. 15, breaking in on all programs with storm warnings, late flashes and emergency bulletins. Robert J. Myers, editor-in-chief of the Yankee News Service, attributed the negligible loss of life to radio warnings from WNAC and the Yankee Network. The entire Yankee staff was on hand to receive the thousands of phone calls and requests for urgent announcements, such as cancellation of legion meetings, theatre performances, changes in railroad schedules, and cancellation of night shifts in war plants.

Don Goddard, who covered Long Island for WEAF New York, was offered the only vacant bed in Riverhead, L. I.—in a jail cell. He refused this hospitality. At NBC New York headquarters, Don Pardo, announcer, used equipment set up on the 67th floor of the RCA Bldg. to air a description of the storm at its climax over New York.

Broadcasts From Pier

WFPG Atlantic City went off the air at 5:27 due to power failure, but three minutes later Chief Engineer Blair K. Thron and technician Bud Brandow had emergency equipment working. Broadcasts over the Blue Network were given directly from the famous Steel Pier by Edgar A. Sweet, WFPG program director, with Ray Starr, announcer, giving first hand reports of scenes along the boardwalk while Announcers Bill Reynolds and Earl Martin stayed by the telephones, operated under emergency conditions, to receive information from newspapers, City Hall, U. S. Coast Guard, and hospitals.

In Worcester, Mass., the entire WTAG staff was mobilized to keep the station on the air until 3 a.m. with weather reports and special bulletins.

WHYN Holyoke, Mass. remained on the air until 2 a.m., two hours past signoff time. Special broadcasts were aimed at various swing shifts which would have to travel from a distance to reach war plants. Superintendents called to ask for bulletins requesting shifts not to report. Announcements were also aired by WHYN in behalf of the USO, Salvation Army and other agencies maintaining shelters for stranded pedestrians. WHYN lost the roof from a workshop shed in the rear of the main building, as well as some shrubbery which was uprooted by the storm.

WNBH New Bedford and WCOB West Yarmouth were in the hurricane's path and lost their 385-ft. radiator antenna, according to Hugh R. Norman, manager of both stations. The WNBH tower twisted off at 10:50 the night of the storm, but emergency equipment was put into operation immediately.

Towers for WPRO

WPRO Providence lost both its 400 ft. towers as a result of the hurricane, according to WPB, which immediately granted authorization for purchase of new ones. Loss of the two towers marked the second time within the past few years that such a calamity has hit WPRO. Station received permission from the FCC to operate with a special antenna attached to the 50-foot stump of one of the damaged towers, using the reduced power of 5 kw day and 1 kw night, for a period of 30 days. Normally station operates 5 kw unlimited.

IF YOU SELL

OIL



(OR BEER OR BRUSHES)

ASK YOUR DISTRIBUTOR ABOUT

KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how much gasoline and grease that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows* — and ten to one he'll say "KDAL"!



1000 WATTS . 610 KC . CBS

FREE & PETERS, INC., Exclusive Representatives

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER April-May, 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

TAKE A LOOK AT THE RECORD
That's All We Ask!

WGRC Mutual



LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith · National Representatives

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

"COME OVER TO OUR PATIO, SEÑOR!"



Of course you'll find Tamales and Tortillas in Mexico! Also the gayest of fiestas and lovely senoritas.

You will also find that Mexico is one of the world's most versatile nations... amazingly cosmopolitan... definitely progressive!

Do you know that the National University of Mexico was founded in 1553, almost a century before John Harvard was born . . . that Mexico's minerals present an international passport to importance . . . that Mexico's industries number over 12,000 establishments, 500 electric plants, 30,000 cotton looms, 4,000 miles of railroad!

Come over to our Patio, Senor. Here's a friendly invitation from a friendly neighbor to permit us to show you how our two networks of 80 stations can prove that there's more than Tamales and Tortillas in Mexico . . . there's business and plenty of it. Write for details!

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P.O. Box 1324, MEXICO, D.F.—EMILIO AZCARRAGA, Pres.; CLEMENTE SERNA MARTINEZ, V.-Pres., Gen. Mgr.

RPM — RADIO PROGRAMAS DE MEXICO



WIBX

Utica, N. Y.

Wildroot Hair Tonic

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
SAN ARTHUR B. CHURCH PRODUCTION

FCC to Hear

(*Continued from page 13*)

sion may permit the organization's representative to conduct the cross-examination.

What promises to become a lengthy discussion topic is that pertaining to noncommercial educational stations, which will be led by Dr. John W. Studebaker, U. S. Commissioner of Education. More educational organizations have filed for appearances on that topic than have filed for any one other topic.

In addition to discussing radio's overall part in education, the educators plan to seek additional space in the very-high frequency spectrum for FM stations and networks. Testimony will be presented to prove that educational work, both in schools and homes, cannot expand without additional frequencies for noncommercial educational stations.

Another topic which promises to elicit much interest is that of relay systems. Raytheon Manufacturing Co., which will be represented by Joseph Pierson, formerly of Press Wireless; James B. Ferguson, Percy L. Spencer and John C. Trump, will discuss a public transcontinental and intercontinental service based on micro-wave for air safety plane location, television program relay, broadcast program relay, facsimile and photo relay and local broadcasting, telephone, printer and high-speed telegraph.

These services would include, according to the Raytheon filing, "point-to-point and, in the case of facsimile, local broadcast within the immediate orbit of powered or booster relay stations for popular or subscriber reception". Western Union filed to discuss a proposed high-frequency relay system. Representing WU will be F. B. Bramhall, transmission research engineer; W. B. Sullinger, assistant, and J. B. Coleman, chief engineer.

In preparation for the FCC hearings, Committee 2 (technical) of the State Dept. Committee on the World Telecommunications Conference, met last Wednesday and Thursday in Washington to discuss the overall spectrum. A rough draft of findings and recommendations was submitted to the more than 50 members by Dr. J. H. Dellinger, chairman, who also is chief of the Radio Section, Bureau of Standards.

Craven a Witness

"We expect that the work of the RTPB and the results of the hearings of the FCC to be of distinct value to the State Department", Dr. Dellinger asserted as he opened the meeting in the New House Office building chambers of the Interstate & Foreign Commerce Committee.

One of the most active witnesses at the FCC hearings will be Lt. Comdr. T. A. M. Craven, who retired from the FCC last July 1 to become vice-president of the Iowa Broadcasting Co. in charge of technical developments. Comdr. Craven, recognized as one of the outstanding engineers in the country, will discuss FM and television.

George Henry Payne, another former Commissioner, will appear for Finch Telecommunications on facsimile. Rear Adm. Stanford C. Hooper, USN (Ret.), former chief of Naval Communications and another outstanding engineer, will testify for a group of telephone companies, including Southern Continental, Wabash, Tri-County Union, and Texas.

FCC preparations for the hearings have been under the supervision of Harry M. Plotkin, assistant general counsel and chief of the Law Dept. Litigation Division.

Cross-Examination

TEXT of FCC Public Notice on cross-examination during allocations hearings, beginning Sept. 28, follows:

The Commission has received numerous inquiries concerning the procedure to be followed at the hearing in connection with cross-examination of witesses. The Commission is desirous of being as liberal as possible in permitting cross-examination of witnesses by interested parties. On the other hand, it must be realized that because of the large number of persons participating in the hearing it will be impossible to permit unrestricted cross-examnation if the hearings are to proceed expeditiously. The following system has therefore been devised with respect to cross-examination.

Forms have been prepared which will be available in the hearing room. Copies of these forms are attached to this public notice. One side of the form may be used by those persons who desire to ask only one or a few questions of a particular witness. In such a case the person should fill in the form giving the name of the witness and the question he desires Commission counsel to put to the witness. If the question is appropriate and the subject matter has not been or will not be covered by other cross-examination, Commission counsel will ask the question.

Persons who desire more extensive cross-examination should fill out the other side of the form. They should state the name of the witness they desire to cross-examine, the subject matter the cross-examination will cover, and the name of the person who will do the cross-examining and the name of the organization he represents. This form should be handed to Commission counsel who will pass it on to the Commission which will decide on the basis of each case whether to permit or not to permit cross-examination.

All persons are urged to keep their requests for cross-examination down to a minimum. This is the only way in which the hearing can be handled expeditiously.

NO GAMBLING IN ROANOKE!



When you buy WDBJ and the Southwest Virginia market, you don't gamble on losing a third or half of your audience to one or more other stations.

WDBJ is the *only* station that covers all Southwest Virginia and WDBJ therefore offers you more actual *listening homes* than many a 50,000-watter in more competitive situations.

And our rates are based on what you really get—NOT based on a "potential" audience several times larger! For all the facts, ask Free & Peters!

CBS • 5000 WATTS • 960 KC



Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.

SERVICE
on all
RECORDING
PROBLEMS
local or national

COMPLETE FACILITIES FOR . . .
- Spot Announcements
- Remote Pick-ups
- Full Air Check Service

U. S. RECORDING CO.
1121-Vermont Ave. Washington 5, D. C.



TESTING TOMORROW'S RADIO TUBES

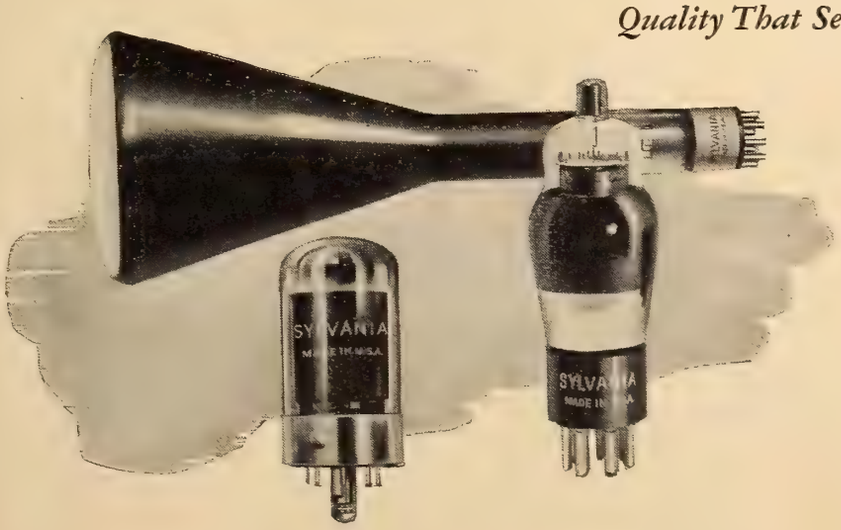
• Early in the war, Sylvania engineers stepped up experiment to perfect more rugged and more sensitive radio tubes for vital military communications.

Engineers added to a great array of precision checking instruments. They designed and built special new instruments to detect variations in radio tube characteristics never charted before.

This intensive research program has developed improved radio tubes. Many are now military secrets. But they promise to make postwar radio reception a revelation of clarity and fidelity.

After the war, as in the past, it will pay you to sell Sylvania.

Quality That Serves the War Shall Serve the Peace

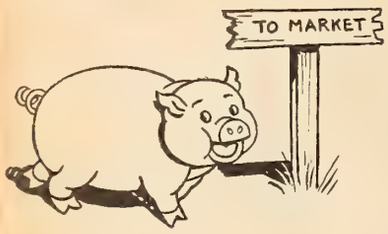


RADIO DIVISION ARMY (E) NAVY EMPORIUM, PENNSYLVANIA

SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES



THIS little PIG went to market

No need for this fabulous story here and now...

Increase your Washington budget and the market will come to you.

Millions of Dollars in Washington waiting to be spent.

Just tell the large, loyal WINX audience the whys and wherefores... they'll buy.

The Best Test Market at MINIMUM COST

WINX

The Washington Post Station

Washington 1, D. C.

Represented Nationally by FORJOE & COMPANY

Network Accounts

All time Eastern Wartime unless indicated

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), sponsor of *Blondie* on 140 CBS stations, Sun. 8-8:30 p.m., on Sept. 17 started repeat on 9 Pacific Coast stations, 11:30-12 Midnight. Agency: William Esty & Co., N. Y.

BRISTOL-MYERS Co., New York (Minit-Rub and Sal Hepatica), on Oct. 3 starts *The Alan Young Show*, Tues. 8:30-9 p.m. on 150 Blue stations and at same time renews time period for 52 weeks. Agency: Young & Rubicam, N. Y.

DOMINION OF CANADA, National War Finance Committee, Ottawa (7th Victory Loan), on Oct. 8 starts series of half-hour and hour programs for one month on 73 Canadian English-language stations. Agency: National Radio Committee, Toronto.

McCOLL-FRONTENAC Oil Co., Montreal, on Oct. 1 starts *Texaco Star Theatre* with James Melton on 33 CBC Dominion network stations, Sun. 9:30-10 p.m. Agency: Ronalds Adv., Montreal.

HALL Bros., Kansas City (greeting cards), on Oct. 15 for 52 weeks starts undetermined program on the Blue Network, Sun. 3-3:30 p.m. having discontinued Oct. 6 *Meet Your Navy* on 162 Blue stations Fri. 8:30-9 p.m. Agency: Foote, Cone & Belding, Chicago.

ACME White Lead & Color Works, Detroit, on Oct. 1 starts *The Shadow* on over 35 Mutual stations, Sun. 5:30-6 p.m. and *The Return of Nick Carter* on about 11 stations, Sun. 3:30-4 p.m. Agency: Henri, Hurst & McDonald, Chicago.

WALTHAM Watch Co., Waltham, Mass. (institutional), on Oct. 11 for 52 weeks starts Sumner Welles in program tentatively titled *Time for Decision* on undetermined number of MBS stations, Wed. 10-10:15 p.m. Agency: H. B. Humphrey Co., Boston, N. Y.

REICHHOLD CHEMICALS Inc., Detroit, on Oct. 21 starts *Detroit Symphony Orchestra* on 61 MBS stations, Sat. 8:30-9 p.m. Agency: Grant Adv., N. Y.

Renewal Accounts

THE TEXAS Co., New York (Texas products), on Oct. 1 renews *Texaco Star Theatre* on 122 CBS stations, 25 CBC stations, Sun. 9:30-10 p.m. Agency: Buchanan & Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shave cream), on Sept. 30 renews *Inner Sanctum* on 123 CBS stations, Sat. 8:30-8:55 p.m. (Repeat 11:30-11:55 p.m.). Agency: Ted Bates Inc., N. Y.

E. R. SQUIBB & Sons, New York (Squibb products), on Sept. 25 renews *To Your Good Health* on 129 CBS stations, Mon., Wed., Fri. 6:15-6:30 p.m. Agency: BBDO, N. Y.

GENERAL FOODS Corp., New York (Grape Nuts Flakes, Wheatmeal), on Oct. 2 renews Mon. thru Fri. 2-2:15 a.m. on 122 CBS stations and at the same time starts *Joyce Jordan, M.D.*, which started from 122 CBS stations, Mon. thru Fri. 2:15-2:30 p.m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., N. Y. (Postum, LaFrance, Satina, Post's Raisin Bran), on Oct. 2 renews Mon. thru Fri. 2:15-2:30 p.m. on 122 CBS stations, at the same time starting *Two on a Clue*. Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C. (Camels & Prince Albert tobacco), on Oct. 2 renews *Thanks to the Yanks* on 132 CBS stations Mon. 7:30-8 p.m. (repeat 11-11:30 p.m.). Agency: William Esty & Co.

SOCONY-VACUUM Oil Co., New York (petroleum products), on Oct. 2 for 52 weeks renews Raymond Gram Swing, commentator, on 139 Bue network stations, Mon. thru Thurs. 10-10:15 p.m. Agency: Compton Adv., N. Y.

RAYTHEON Mfg. Co., Newton, Mass. (radio tubes, equipment), on Oct. 14 for 52 weeks *Meet Your Navy* on about 190 Blue stations, Sat. 7:30-8 p.m. (delayed broadcast 12 Midnight-12:30 a.m. to Mountain, Pacific Coast regions). Agency: Burton Browne Adv., Chicago.

IMPERIAL TOBACCO Co., Montreal (Sweet Caporal cigarettes), on Oct. 5 renews *Light Up and Listen* on 26 CBC Dominion network stations, Thurs. 10-10:30 p.m. Agency: Whitehall Broadcasting Co., Montreal.

GROVE Labs Inc., St. Louis (Grove's Cold Tablets, Vitamins), on Oct. 2 for 52 weeks *Reveille Roundup* on 86 NBC stations, Mon. Wed. Fri. 7:45-8 p.m. Agency: Russel M. Seeds Co., Chicago.

Network Changes

HUNT BROS. PACKING Co., Los Angeles (canned food products), on Sept. 18 expanded Boake Carter on 38 Don Lee Pacific stations, Mon. Wed. Fri. 9-9:15 a.m. (PWT), adding Tues. Thurs 9-9:15 a.m. (PWT). Agency: Garfield & Guild Adv., Los Angeles.

BRISTOL-MYERS Co., New York, on Sept. 15 resumed *Duffy's Tavern*, shifting program from 147 Blue stations, Tues. 8:30-9 p.m. to 129 NBC stations, Fri. 8:30-9 p.m. *Time to Smile* with Eddie Cantor, resumes Sept. 27 on 127 NBC stations, Wed., 9-9:30 p.m. replacing the *Allan Young Show*.

GENERAL FOODS Corp., New York, on Sept. 28 resumes *Night Editor* on six Pacific coast NBC stations, Thurs. 8:15-8:30 p.m., shifting promotion from Post Toasties to Swans Down flour. Agency: Young & Rubicam, N. Y.

KFSD

NBC

600 KC

1000 WATTS

SAN DIEGO'S BASIC NBC STATION OCT. 1st

Complete primary coverage for over 500,000 people who live in the . . .

SAN DIEGO AREA

You must use KFSD to get complete coverage of the San Diego area

Represented Nationally by PAUL H. RAYMER CO.

New York • Chicago • Detroit
San Francisco • Los Angeles



50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

Radio Aid Lauded By War Shipping

Broadcast Promotion Steps-Up Seamen Recruitment

RADIO is credited with manning "at least 125 Liberty ships—" by the War Shipping Adm. in a letter expressing thanks for aid in recruiting merchant seamen. A total of 10,417 telegrams and letters received at WSA's Washington office were the direct result of three-way radio campaign July 16-Sept. 9, the letter states in part.

Radio drive consisted of eight weekly Sunday evening dramatized programs *Men at Sea* on NBC, eight weekly Saturday evening variety programs *It's Maritime* on CBS and three weeks of announcements on OWI allocation plan. More than 50% of the responses came from qualified applicants, enough to man 125 ships, it was explained. Letter adds that undoubtedly hundreds of others reported to port offices and unions since local recruiting stepped up during the broadcasts.

Caldwell Drive

DR. W. B. CALDWELL, division of Sterling Drug Inc., Monticello, Ill., starting Sept. 25, will resume sponsorship of one-minute announcements on part of the Keystone Broadcasting System and 170 stations. Company will also participate in the WHO Des Moines *Barn Dance*, beginning Sept. 30. Agency is Sherman & Marquette, Chicago.

Paramount Spots

PARAMOUNT Pictures, New York, in connection with the New York premiere Sept. 20 of "Frenchman's Creek", started a series of participations of local programs and transcribed chain-break and one-minute spot announcements on WEAF WJZ WOR WABC WNEW WMCA WHN WQXR New York. Promotion of film started Sept. 11 and continues through Oct. 7. Agency is Buchanan & Co., N. Y.

EIGHT-IN-ONE COLD TABLETS, Chicago, sponsors, as of Oct. 2, the *Richard Harkness Newsshow*, 5 times weekly, for 52 weeks on WCFL Chicago. Contract placed through H. W. Kastor & Sons, Chicago.

in the CONTROL ROOM

DAVID S. COOK, editor of the Stromberg-Carlson Co. house organ, *Speaker*, has been appointed sales promotion manager of the company. He will be in charge of company's sales training program and will direct Stromberg-Carlson publications activities.

DAVID B. PECKHAM, former comptroller of sales of Western Electric Co., has been appointed comptroller of manufacture, filling vacancy caused by the death of John M. Stahr. Clifford W. Smith, former assistant comptroller of sales, moves up to succeed Mr. Peckham.

GERTRUDE R. SIMONETTI has been added to the operating staff of WSNY Schenectady.

FRED MOORE has rejoined the engineering staff of WFIL Philadelphia.

HIRSCHEL FRICKEY, new to radio, has joined the transmitter staff of KFAR Fairbanks, Alaska.

CHARLES KOCHER, former FCC inspector in Cleveland, is now chief engineer at WXYZ Detroit and will be responsible for the engineering duties of the Michigan Network.

PERRY AIKEN will assist in the control room of WBIG Greensboro, N. C., while attending Guilford College this fall.

JARVIS MFG. Co., Glendale, Cal. (aircraft, agricultural equipment), has appointed Pacific Adv. Service, Los Angeles, to handle its advertising.



Ringing Doorbells

There are 5,777,051 people in WOAI's primary area . . . and in this same area there are 958,390 radio homes. In these homes—among these millions of Texans—WOAI is preferred by more listeners than any other station in this big and prosperous market.

Because it rings so many doorbells and is welcomed in so many homes, WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS - - - - - - - - - - CLEAR CHANNEL

NBC AFFILIATE - - - - - - - - - - MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

NBC Station For WINSTON-SALEM GREENSBORO & HIGH POINT

5000 WATTS 600 KC.

WSJS

Representatives HEADLEY - REED CO.

5,000 WATTS

POWER

That Will Ring The Bell In 100,000 More Radio Homes

CJBC, Toronto's Key Station of the Dominion Network, has increased its power from 1,000 to 5,000 watts. This will give your program a greater market of an additional 100,000 Toronto and area radio homes, and a signal within Toronto equivalent to 10 kws due to the concentrated effect of CJBC's directional array.

CBC RADIO CANADA

Consult CJBC Commercial Department
55 York Street
Toronto, Canada



Toronto Affiliate of the Blue Network

CJBC

Key Station of the Dominion Network

TORONTO



"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK

— A HILTON HOTEL —

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

R. F. Voynow

RICHARD F. VOYNOW, 44, West Coast director of Decca Records and veteran radio and recording executive, died Sept. 16 in a Hollywood hospital following a long illness.



M. Voynow

For many years he was with the old Brunswick-Balke - Collender Co., which later became Brunswick Records, and now Decca. In 1935 he was appointed production manager of WLW-WSAI Cincinnati, and in the summer of 1936 he resigned to become sales and production manager of WEAN Providence, R. I., and WICC Bridgeport, Conn., owned by John Shepard 3d.

Mr. Voynow left the Shepard stations early in 1940 to take a post with the CBS program service department. A year later he joined Ward-Wheelock and after a short time with that agency, returned to the West Coast to head Decca Records.

Although he had been ill for some time, Mr. Voynow was released from the hospital, but suffered a relapse a fortnight ago and returned for treatment. He is survived by two brothers, Lt. Col. Edward Voynow, now on duty with the War Dept. in Washington and just back from the Far East; Ben Voynow, New York, and a sister, Mrs. Mildred Freeman, Hollywood.

Shaken in Wreck

THREE radio men aboard the Dewey special train wrecked last Monday in Oregon were shaken up, according to Kenneth Banghart, of WRC Washington, who is taking the trip for NBC. With him for NBC was Keith Williams, engineer. Don Pryor, of CBS Washington, was with the special. Bob Evans, of CBS, left the train at Seattle. NBC's equipment was damaged but quickly repaired. CBS had no equipment on the train. Henry J. Turnbull, radio director of the Republican National Committee, received a black eye.

Ideas Exchange Urged

URGING interchange of ideas through international shortwave after the war as a means of preserving peace, Commissioner Clifford J. Durr of the FCC addressed the Christ Church Forum in New York last Wednesday on "Building for a Better World". Mr. Durr said: "Ideas which lead to war must not be permitted to grow and the only effective weapons against such ideas are contrary ideas, and information. Here our modern methods of communication can and must play their essential role." He visioned conversion of military surplus communications equipment to civilian use after the war to expand all phases of communications, including telephone, telegraph and radio.

'Vic & Sade' Replaced

PROCTER & GAMBLE Co., Cincinnati, sponsor of *Vic and Sade* on NBC and previously on CBS for a number of years, on Oct. 2 replaces the program with *Rosemary*, another daytime serial, written by Elaine Carrington, author of P & G's *Pepper Young Family* and *When a Girl Marries* on NBC. New show centers around the story of a secretary and her boss who move from a small town to a government job in New York where the young lady finds romance. Series will be heard Monday through Friday 11:15-11:30 a.m. on 55 stations for White Laundry soap (Benton & Bowles), on 23 stations for Ivory Flakes (Compton Adv.) and on 4 stations for Dash (Pedlar, Ryan & Lusk). Program will be sponsored by Benton & Bowles, New York, individual producer still to be named.

OWI Radio Bureau Staff Realignment

Ludlam Names Bailey, House, Mrs. Cunningham, Rosenberg

APPOINTMENT of Mrs. Marjorie Cunningham, formerly with the Radio Section of the Office of Civilian Defense, as assistant chief of the Special Assignment Division, with headquarters in Washington, was announced last week by George P. Ludlam, chief of the OWI Domestic Radio Bureau.

Mrs. Cunningham succeeds Mrs. Betty Carter who has resigned. Mrs. Carter is owner and publisher with her husband, Maj. W. Hodding Carter, of the Greenville (Miss.) *Democrat Times* and was on leave of absence with OWI.

Other Changes

Several staff changes were also announced by Mr. Ludlam, chiefly affecting the New York operations of the Bureau. Harold Rosenberg has been named deputy chief of the Bureau in charge of the New York office and will continue as chief of the Special Assignment Division.

Harry P. Bailey, formerly an assistant in the Special Assignment Division, has been appointed assistant deputy chief of the New York office.

Jerome Brooks, assistant copy chief of the Radio Bureau, has been made chief of the copy and production section of the editorial and production division with New York headquarters. He will be responsible for the production of recorded spot announcements distributed to local stations throughout the country under the Station Announcement Plan.

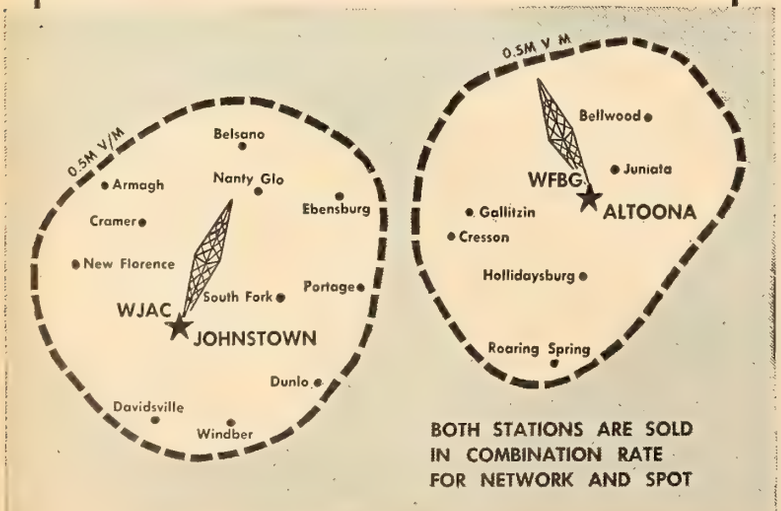
Lee House, with the Radio Bureau since 1942, has been appointed chief of the traffic section of the editorial and production division, headquarters Washington. Mr. House was formerly associated with WLW in Cincinnati. Roderick Holmgren, assistant station relations chief in the Radio Bureau's Chicago office, has been promoted to Assistant Deputy Bureau Chief in Chicago.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives

HEADLEY-REED COMPANY

New York, Chicago, Detroit, Atlanta, San Francisco

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

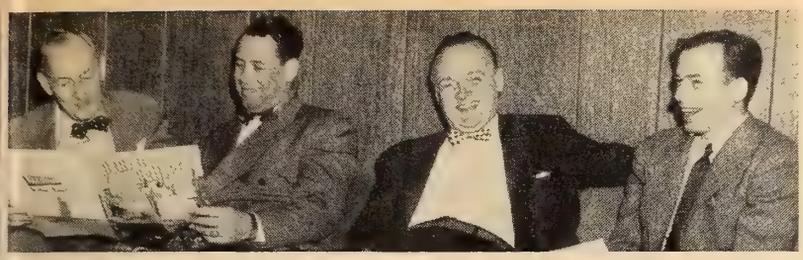
IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish	Speaking Persons
1,522,946	Italian	Speaking Persons
1,236,758	German	Speaking Persons
661,170	Polish	Speaking Persons
200,000	Spanish	Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station



INFORMAL "idea conference" developed at KLZ Denver between (l to r) Charles Pekor Jr., CBS press; Roger Rambeaux, KLZ publicity; Robert J. Landry, head of CBS program writing, and John Prince, KLZ writer, when the two network representatives coincidentally met in the offices of the Denver outlet a short time ago.

MBS LOOKS AHEAD ON ANNIVERSARY

IN ANTICIPATION of the tenth birthday anniversary of Mutual in October, Miller McClintock, MBS president, last week issued a summary of the Network's growth from four stations in 1934 to its present total of 247, and in a statement on the occasion said that the year ahead offers a period of challenge to the radio industry unsurpassed in broadcasting history.

"As proud as we at Mutual are of the great expansion of the network," said Mr. McClintock, "we are thinking not in the terms of the past but of the future, a future that promises fulfillment of the miracle of radio." He added that the shareholders and affiliated stations of Mutual "stand firmly with the rest of American business to assume responsibility for the tremendous task ahead of us in the postwar world."

The summary shows that on the eve of its celebration, the Mutual network is entering its 11th year on the air with gross billings during the first nine months of 1944 showing an increase of 45% over 1943.

WAC Names Katz

JOSEPH KATZ Co., New York and Baltimore, has been appointed by the War Advertising Council as volunteer task force agency to produce Sixth War Loan transcriptions for the use of local stations. Current plans call for an initial series of 24 quarter-hour programs which may be offered for local sponsorship. Production on first of the Treasury discs was reported to have been started last week.

Canada Loan Drive

PLANS for paid broadcasts for Canada's Seventh Victory Loan, which opens on Oct. 23 for $1,300,000,000, are now nearing final stages, with allowances being made, it is understood, for a sudden termination of the European war during the campaign. All spot broadcasts and announcements will be sponsored by national and local advertisers. Network programs on all 73 English-language stations consist of half-hour dramas and hour all-star variety shows. Plans for French-language programs are not yet available. The campaign is in charge of the National Radio Committee, which includes broadcasters, agency executives, and government department heads.

New Bristol-Myers Show

BRISTOL-MYERS Co., New York, is expected to promote Ipana, Mum and Ingram's shaving cream in the Tuesday 9-9.30 p.m. period it has secured on the Blue network. The starting date is understood to be set for Nov. 14 on a hook-up of 149 stations. Fred Brady, comedian, is reported to be signed to team with Gracie Fields, with Myron Dutton directing, but no confirmation of these details was forthcoming from the network or Doherty, Clifford & Shenfield, New York.

FIRST NATIONAL Stores Inc., Somerville, Mass. has renewed *Wartime Food News* featuring Gretchen McMullen, five times weekly, Monday through Friday 9:30-9:45 a.m. on New England Regional Network stations: WBZ Boston, WCSH Portland, Me., WJAR Providence, WLBZ Bangor, WTIC Hartford, WFEA Manchester. Contract for 52 weeks was placed by Badger & Browning, Boston.

Dr. Sloan Drops W&L

ADVERTISING for Dr. Sloan's Liniment, a product of William R. Warner & Co., New York, handled by Warwick & Legler Inc., New York, for a number of years, will no longer be handled by that agency after Jan. 5, 1945. Product is promoted on *Gangbusters* on 91 Blue stations, Friday 9-9:30 p.m. Selection of a new agency is not expected to be set for some time, according to a company spokesman. No change in radio plans has been indicated. Through Warwick & Legler, Warner has advertised the liniment on various "crime" shows, including Warden Lawes' program *20,000 Years in Sing Sing*, in 1939 *Youth vs. Age*, quiz show, on NBC Blue and Red networks, and from October 1940 until the present on the Blue *Gangbusters*, the Phillips H. Lord production.

'Barn Dance' Promotion

PARAMOUNT PICTURE film version of *National Barn Dance*, sponsored on Saturday 9-9:30 p.m. by Miles Labs Inc., Elkhart, will receive extensive promotion on this and other Miles' network programs before the premiere in Chicago Oct. 14 and continuing through Oct. 27. Arrangements for promotion on the air were made by R. M. Gillham, advertising and publicity director of Paramount, with Walter Wade, president of Wade Adv., Chicago, representing program's sponsor, and George Cook representing WLS Chicago, which originates for NBC.

Miss Genevieve Lemper
Foote, Cone & Belding
Chicago, Ill.
Dear Genevieve:
The best proof of what a genuine public service we rendered when we sent our own war correspondent, Howard L. Chernoff, overseas to contact W. Va. boys, is now becoming still more evident. With Chernoff soon due back, requests for public appearances by him are really piling up. Kiwanis, Rotary and Lions Clubs are mighty anxious to set dates for him to appear. In Charleston, the Charleston Open Forum, too, has arranged to have Chernoff as guest speaker for the opening of their 1944 season. This is really significant, since this organization never employs local speakers but always secures the top talent from this country's foremost personalities. We've surely got something worth bragging about, don't you think?
Regards, Yours, Algy



The W. Va. Network
WCHS Charleston WSAZ Huntington
WPAR Parkersburg WBLK Clarksburg

THE 8 COWBOYS
SPONSORED BY
THE SPEARMAN
BREWING COMPANY



WAGA
PRODUCED FOR
8
STATIONS

OUTSTANDING
PROGRAMS AND
PRODUCTION
WAGA
ATLANTA
5000 WATTS ON 500 KILOCYCLES
REPRESENTED BY HEADLEY-REED CO.

Do You Know
Ultra low-drift Crystals
are now available for prompt
shipment to Broadcasters
HOLLISTER CRYSTAL CO.
Boulder Colorado

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

ALASKA
More listeners per $ through KFQD
COVERING METROPOLITAN AREA OF ALASKA
790KC—1000W
First in Alaska
ALASKA BROADCASTING CO.
Anchorage, Alaska
National Representatives:
Pan American Broadcasting Co.
New York 17, New York

First in Prestige!
First in Audience!
First for Advertisers!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Election Coverage Arranged by CBS

Night Schedule Rearranged After 8 p.m. for Results

MOST extensive coverage of a Presidential election in the history of radio is planned by CBS for the night of Nov. 7, the network announced last week. Paul White, director of news broadcasts, said the entire evening program schedule will be rearranged after 8 p.m., to give listeners all details of the balloting. Other networks said last week that they are working on election night plans, but have nothing ready to announce as yet.

Elmo Roper, *Fortune* magazine public opinion analyst, will join the CBS news and commentator staff to analyze returns. Staff will be seated on a platform in CBS Studio 22, which will be equipped with batteries of phones, teletypes and news tickers, facing a large blackboard on which returns will be tabulated as they come in.

Full details of the CBS election coverage were to be discussed by Mr. White and news directors of the CBS owned and operated stations at a meeting scheduled to be held in New York Sept. 24.

DEWEY DEMOCRATS PLAN RADIO DRIVE

AMERICAN Democratic National Committee for Dewey, New York, through various local affiliates through the country, such as Democrats for Dewey, Jefferson Democrats for Dewey and All-Party Ticket, is planning quarter-hour talks on stations in from 10 to 12 major cities, including Cleveland, Chicago, Detroit, Milwaukee, Los Angeles, San Francisco and New York, beginning around Oct. 1.

In New York, the ADNCD has signed for two quarter-hour periods on WMCA, Nov. 1 and Nov. 6, 9:15-9:30 p.m., for live talks. Committee is negotiating for time on WEAF WABC WJZ and has been declined time by WOR New York, on grounds that all time available for politics has been given to parties with candidates on the ticket, according to John J. O'Connor of New York, chairman of the executive committee. The committee may use network radio, he said.

Chimney Sweep Spots

G. N. COUGHLAN Co., West Orange, N. J. (Chimney Sweep soot destroyer), on Oct. 2 begins sponsorship of spot announcements, musical clock participation programs, and quarter-hour shows on WBBM WWJ WCCO KXOK WLW KOIN WCAU WJAS KIRO WTIC WEEI WOW WSPD WJAR WWVA. Contracts are for 13 weeks through Roche, Williams & Cleary, New York and Chicago.

LISTENERS to *America's Town Meeting of the Air*, now sponsored on the Blue by Reader's Digest Assn., were told last Thursday that Franklin D. Roosevelt, Thomas E. Dewey and Norman Thomas had been invited to participate in the Oct. 26 broadcast. Mr. Thomas had accepted, and noncommittal acknowledgments had been received from the White House and the headquarters of Mr. Dewey, it was stated.

N. J. Political Series

JOINING in the flurry of campaigns and counter-campaigns to influence New Jersey citizens in casting their vote Nov. 7 for or against the adoption of a new State constitution, the New Jersey Committee for Constitutional Revision is planning a spot radio drive on nine stations in the State to urge a "Yes" vote. Plans call for sponsorship of 30-second and one-minute spots, five and fifteen-minute programs on WAAT WPAT WTTM WTNJ WSNJ WBAB WFPG WCAM WHOM, beginning probably around the middle of October, with the possibility of expanding to New York and Philadelphia. Agency is United Adv., Newark.

GOP Buys Time

REPUBLICAN National Committee has purchased the 8:15-8:30 p.m. period on MBS, Wednesday, Sept. 27, for a broadcast by Congressman Everett Dirksen of Illinois, who was also heard at that time on Mutual last Wednesday and on several previous Wednesdays.

N. Y. Democrats Name Klinger

THE WOMEN'S Division of the N. Y. State Democratic Committee has appointed Klinger Adv., New York, to handle a pre-election campaign and will sponsor thrice-weekly quarter-hour transcriptions of dramatic or straight talk material on 14 New York stations, beginning Sept. 25 and continuing through Nov. 6. Station list, which will be expanded, includes WENY WMBO WBTA WGR WHCU WJTN WMCA WBYN WNBF WHEC WGY WFBL WIBX WATN.

CBS, MBS Carry FDR Precinct Talk

BROADCAST of President Roosevelt and other Democratic Party spokesmen to the Party's precinct workers Oct. 5 will be carried on CBS as well as Mutual, Leonard Reinsch, radio director of the Democratic National Committee, announced last week. He also said that Fredric March, stage and screen star, will speak on the women's program the Democrats are sponsoring Sept. 27 on the Blue.

On Oct. 1, a program aimed at the negro voters will be broadcast on MBS, 4-4:30 p.m., under Democratic sponsorship. Details have yet to be completed, but the broadcast will probably originate from a meeting in Harlem, Negro district of New York.

Last week the Democratic National Committee sponsored the broadcast of a talk made Thursday by Vice-President Henry A. Wallace at a New York rally held by the Independent Voters Committee of the Arts and Sciences, on Mutual 10-10:30 p.m. President Roosevelt's first campaign speech, made to the convention of the Teamsters Union, was broadcast Saturday, 9:30-10 p.m., on NBC and CBS. On Sept. 24 Secretary of the Interior Harold Ickes addressed the convention of the American Slav Congress in Pittsburgh, his talk being broadcast on MBS, 4-4:30 p.m., sponsored by the ASC.

WHAT ARE YOUR POST-WAR PLANS
in the DETROIT AREA
Naturally you want a good slice of profits from America's Third Market after the war. The sure way to secure it is to include CKLW in your plans **now!** 5000 watts at 800 kc. gives you **the largest concentrated coverage of the entire area at the lowest dollar cost.** Let's get together and go over your post-war sales picture in this market now!
Union Guardian Bldg., Detroit
J. H. McGillvra, Inc.
Representative
CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

'VOTE' DISC PLAN OFFERED BY ASSN.

NON-PARTISAN Assn. for Franchise Education, New York, whose chairman is Henry J. Kaiser, shipbuilder, is engaged in raising funds to finance production and distribution of recordings designed to encourage people to register and vote. Plan calls for a series of 16 discs of jingles, dramatic skits and straight copy appeals, to be offered gratis to all radio stations for use the week before election.

Content would be strictly nonpartisan, according to a spokesman for the organiaztion, which held its first meeting in New York last week. Members of the national committee are said to include Gardner Cowles Jr., president of the Cowles stations and Iowa Broadcasting Co.; Maj. George Fielding Elliott, CBS commentator; Clifton Fadiman, NBC m.c.; Palmer Hoyt, owner of KGW Portland, and Raymond Graham Swing, Blue Network commentator.

Maltex Regional

MALTEX Co., Burlington, Vt., has signed a 13-week contract effective Sept. 26 for participation in *Breakfast With the Fitzgeralds*, on a thrice-weekly basis. Current schedule includes news and women's interest programs on WEAF New York, WEEI Boston and New England Regional Network. Agency is Samuel C. Croot Co., New York.



JUST BEFORE the B-29 Super Fortresses took off for their first raid of strategic targets in the industrial heart of Japan in June, Lt Col. Edward E. Voynow, vice-president and Chicago manager of Edward Petry & Co., was there somewhere in China to see things were shipshape. Since transferred to Washington at Army Air Forces headquarters, Plans Section, Col. Voynow was Materiel Officer for the famed XX Bomber Command [BROADCASTING, June 19, 1944]. Public relations officer of the XX Command is Maj. Hugh Higgins, former promotion manager of WRC Washington, who worked with Col. Voynow in China.

Alice E. Lovejoy

ALICE E. LOVEJOY, 28, script reader of the Blue Network in 1942 and a member of the Women's Airforce Service Pilots (WASP), was killed Sept. 13 in a plane crash at St. Port Isabel Channel, Tex. She leaves her parents, a sister and a brother.

State Political Hookup Opened in Pennsylvania

A PENNSYLVANIA statewide regional network for political business has been set up by Dr. Leon Levy, president of WCAU Philadelphia. Political parties and candidates will be able to purchase blanket coverage, with 16 to 20 stations available. The hook-up, set up by Gil Babbitt, publicity and special events director of WCAU, includes: WSAN WFBG WERC WHP WJAC WKST KDKA or WJAS WKOK WRAW WARM WGBE WJPA WRAK WBRE WBAX WGAL WEST WAZL WORK WKBO.

The first business placed for the political network is that of the State Republican Committee, using weekly 15-minute periods, and a spot campaign, six times daily, of 30-, 50- and 100-word announcements. A similar schedule, using 20 stations, is being arranged by the State Democratic Committee.

SHIFTS GRANTED TO WLAY, WGCM

CONSENT was granted by the FCC last wek to the acquisition of control of Muscle Shoals Broadcasting Corp., licensee of WLAY Muscle Shoals, Ala., by Frank Mitchell Farriss Jr. through purchase of two-thirds interest for $16,000. A director of the Smith Packing Co., Nashville meat packers, Mr. Farriss now becomes sole owner of the station through acquisition of the third-interests of Joseph W. Hart and Joseph C. Russell, architects.

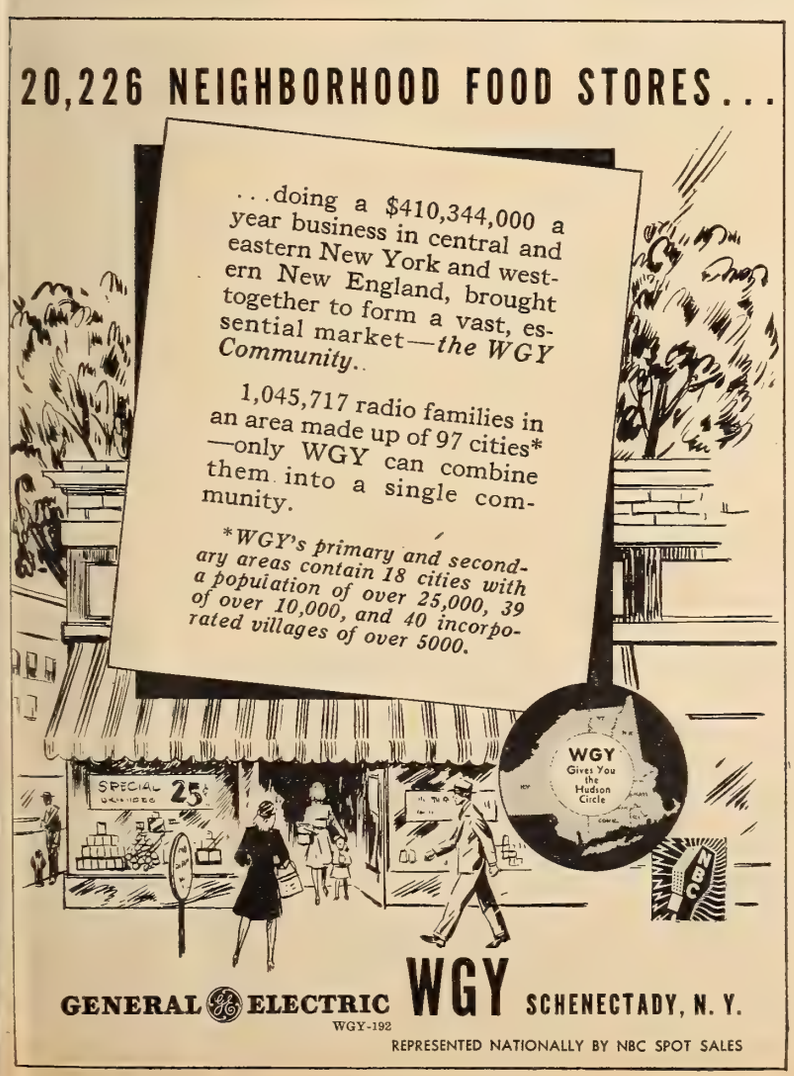
Assignment of license of WGCM Gulfport, Miss., from WGCM Inc. to a co-partnership, WGCM Broadcasting Co., was also granted. There is no change in ownership. The transfer application of WTAD Quincy, Ill., for voluntary assignment from Illinois Broadcasting Corp. to Lee Broadcasting Inc., at the same action was designated for hearing. Lee Broadcasting is a new corporation in which majority stock is owned by Lee Radio Inc., which operates KGLO Mason City, Ia. [BROADCASTING, July 10.]

N. Y. Club Course

RADIO Production Clinic sponsored by the Advertising Club of New York as part of its advertising and selling course, opens Oct. 9 with Eugene S. Thomas, sales manager, WOR New York, as chairman. Among those who will conduct clinic meetings are: Julius F. Seebach Jr., program director, and Roger Bower, program producer, WOR; Frank Dahm, free-lance script writer; Joseph A. Moran, associate director of radio, Young & Rubicam Inc.; Dorothy Lewis, coordinator of listener activities. NAB.

Armour Replaces

ARMOUR & Co., Chicago, effective Oct. 2, will replace *Dateline* on CBS Monday 7:15-7:30 p.m. with a new series of Hollywood news and human interest stories on prominent personalities, conducted by Hedda Hopper. Miss Hopper has been heard during recent years on CBS Pacific Coast Netork. Agency is Foote, Cone & Belding, Chicago.







Yes, indeed, WINN "KEEP 'EM REMEMBERING" in Louisville with BASIC BLUE PROGRAMS



The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

The OPEN DOOR to the prosperous homes of the important EL PASO TEXAS MARKET

KROD CBS

Only KROD can take your message to ALL the El Paso Southwest.

DORRANCE RODERICK, Owner
VAL LAWRENCE, Manager

Howard H. Wilson Co.
National Representatives

AP

WLBC, Muncie Indiana

. . . have subscribed to several other news services, but your AP radio wire is "tops."

W. F. Craig
Commercial Manager

available through
PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N.Y.

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

ASCAP Honors Pischke

VAIL W. PISCHKE, of the legal staff of Kirkland, Fleming, Green, Martin & Ellis, Washington radio lawyers, has received the ASCAP copyright law award for 1944. The award, consisting of $100 in cash and an illuminated scroll, was made to Mr. Pischke for his paper, "Plural Liability of Musical Copyrighted Compositions." Mr. Pischke, an alumnus of Notre Dame where he participated in radio shows on WSBT South Bend, joined the Washington radio law firm this year.

AD COUNCIL SEEKS WAR THEME CHANGE

TWO IMPORTANT advertising campaigns of the major war agencies can be dropped in whole or in part, and several new drives may be developed, according to a study of home front information campaigns made by the War Advertising Council in the light of recent military successes.

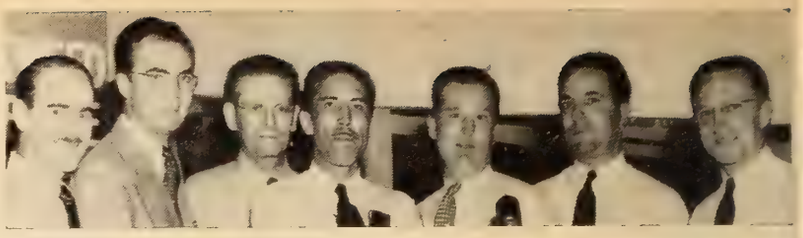
The Council announced that it was advising advertisers, agencies and media to limit and change emphasis hereafter on the Food Fights for Freedom program, and to discontinue, effective Dec. 1, nationwide recruitment campaigns for women workers. According to War Manpower Commission estimates, the latter drive may be confined to getting workers for specific plants in specific areas by that date.

One of the new campaigns, which has been accepted by the Council in cooperation with the Retraining and Reemployment Administration, and the OWI, will probably be directed both to civilians and returning servicemen, with the aim of speeding rehabilitation and training of veterans. Recruiting for the Merchant Marine, which is expected to become a more pressing need after Germany's collapse, will be the object of another campaign now in preparation by the Council.

The WAC emphasizes, however, that many current drives must continue and be intensified after the fall of Germany and throughout the war with Japan—notably War Bonds, the fight against inflation, paper salvage, and conservation.

Army Query Protest

CHARGING a questionnaire sent out by Army District 1, Detroit, of the Sixth Service Command, Chicago, is an "imposition" on all stations receiving it, the NAB last week filed formal protest with the War Dept., Washington. A station member, not identified by the NAB, received a questionnaire from the First District public relations office, seeking information about each quarter-hour on the particular station from noon to 6 p.m. Seven questions were asked about each 15-minute spot, one of which was: "Is this program satisfactory to your station?" At the same time the NAB urged members to notify its headquarters in Washington immediately of any doubtful questionnaires. The NAB Research Committee is working with a Committee on Government Questionnaires to reduce unnecessary forms. Government questionnaires must be cleared by the committee.



AGENCY, SPONSOR and network representatives stuck together at the Wisconsin State Fair, held in Milwaukee the week of Aug. 19-27, when Pillsbury Feed Mills aired a program from the Junior Fair Bldg. Those involved in the Pillsbury undertaking at the Fair are (l to r): Bill Sheppard, radio director, McCann-Erickson, Chicago; Don C. Wirth, managing director, Wisconsin Network; Homer Havermale, vice-president and manager of McCann-Erickson; H. R. Lathrope, Wisconsin Network farm announcer; Everett Mitchell, NBC farm announcer; Dave Hendricks, vice-president, Pillsbury Feed Mills; M. E. Cook, advertising manager, Pillsbury Feed Mills, Clinton, Ia. The Wisconsin Network includes the following stations: WRJN Racine; WCLO Janesville; WHBL Sheboygan; WIBU Poynette-Madison; KFIZ Fond du Lac; WHBY Appleton; WSAU Wausau; WFHR Wisconsin Rapids.

KROS Control Transfer

TRANSFER of control of the licensee corporation of KROS Clinton, Ia. is sought in application filed with the FCC last wek. Sale of 55 shares (27.5%) by Peter Matzen, president, to W. S. Jacobsen, secretary-treasurer of the Clinton Thrift Co., for total consideration of $5,500 is involved in transaction. Mr. Jacobsen now holds 50 shares and Mr. Matzen 102 shares.

FRANCIS H. LEGGETT & Co. (food products), Oct. 2 begins sponsorship of *Meet Miriam Kressyn*. Monday, Wednesday and Friday 2:30 p.m. on WEVD New York. Show will be produced by Joseph Jacobs Organization, New York.

To Honor Novik

MORRIS NOVIK will be tendered a testimonial luncheon in tribute to his work as director of WNYC, New York municipal station, and as coordinator of the New York Radio Committee Sept. 28, by a group of New York network and station executives.

UP in Brussels

UNITED Press reopened its bureau in Brussels last week, with John A. Parris of the London staff in charge, UP reported. This is the third UP bureau to reopen since June, as Reynolds Packard is back in Rome and Henry T. Gorrell and Richard D. McMillan have restored service in Paris.

Stability Counts

NOW---AND IN THE POST-WAR PERIOD

THE rich markets of Richmond and Virginia, covered by Station WRNL, are stable markets . . . the markets you will want to cultivate for present and post war sales.

For first choice, then, you'll choose the stable Richmond station. As proof of WRNL's constancy we present the following facts:

- 70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL

5000 WATTS NIGHT AND DAY 910 KC

WRNL

...EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES...

Montgomery AM CP, Two New FMs Requested

NEW STANDARD station at Montgomery, Ala. is requested in an application filed with the FCC last week by United Broadcasting Co. President of the company is T. E. Martin, 76%, attorney. Vice-president is John S. Allen, partner with Besse Kadden in Kadden-Allen Advertising Agency, Montgomery, which holds a 19% interest in the new company. Walter J. Knabe, attorney, holds 5% interest and is secretary-treasurer. Facilities requested are 1,000 w unlimited time on 1600 kc.

Applications for new FM stations were filed by the licensees of WMAZ Macon, Ga. and WDWS Champaign, Ill. Assignment requested for the Macon outlet is 47,700 kc and 12,600 sq. mi. coverage. Estimated cost is $46,000. Champaign assignment requested is 49,100 kc with 4,660 sq. mi. coverage. Estimated cost is $15,800.

War Shifts

CLARK SANDERS, transferred from the KGO-Blue Network engineering department in San Francisco to the overseas staff of the news and special features division, has arrived at Pearl Harbor, according to the Blue Network. As technician-reporter, Mr. Sanders will cover the Pacific naval action with Bill Baldwin, William Ewing and Victor Eckland. Herbert M. Clark has returned to London from France to relieve Harold Peters who has been in charge of Blue's London office.

VIDEO EXPANSION TOLD TO AD CLUB

THE PRESENT 10,000 television-equipped homes in the United States should increase to 741,000 within 18 months after television sets are available at $200 — and within ten years, television equipped homes should multiply to around 23,000,000, Eugene S. Thomas, sales manager of WOR New York, told the Advertising Club of New York, at its first fall meeting, Sept. 19. Mr. Thomas, director of the Advertising Club, attributed the statistics to Thomas F. Joyce, manager of RCA Phonograph & Television Dept.

He said that the five kinds of commercials paying off successfully in television include visual, dramatized, remote pick-up, film and animated or mechanical attention getters. Mr. Thomas said that "instead of adding up all the known costs to get the charge to the advertisers, we should work the other way—calculate what the television audience is worth to the advertiser, and keep costs under that."

If the television program sells four times as much soap as its radio counterpart, he said, a time and talent budget three or four times that of the radio show will make sense. Besides appealing to both eye and ear, Mr. Thomas said, television will appeal to a high-class pocketbook, as ownership of a $200 video set will indicate existence of better-than-average purchasing power.

American Net Programs Maintain Canadian Lead

AMERICAN NETWORK shows lead the September evening national ratings of Elliott-Haynes Ltd., Toronto, with *Radio Theatre* having a rating of 23.5, followed by *Edgar Bergen & Charlie McCarthy* with 20.1, and *Album of Familiar Music* in third place with 18.4. A Canadian quiz show *Treasure Trail* is fourth, with *Words At War* fifth, *Bing Crosby Music Hall, Waltz Time, Aldrich Family, Fighting Navy* (Canadian origination), *Big Town, Share The Wealth* (Canadain origination), *Lum 'n Abner, Victory Parade* (Canadian origination), *Green Hornet* (Canadian origination), *Vacation Serenade* and *Canadian Cavalcade* (Canadian origination), following in that order.

French language evening program popularity for September is topped by *Course au Tresor* with a rating of 26.8 (up 10.2 points from August), followed by *Le Cafe Concert, Secrets du Dr. Morhanges, Radio Theatre,* and *Les Amours de Ti-jos.*

ACA IS NEGOTIATING ON ANNOUNCER FEES

AMERICAN Communications Assn. (CIO) is negotiating for an agreement with WLIB Brooklyn for commercial fees for announcers. The union, which won recognition for the announcers several weeks ago, has held a contract for technicians at WLIB for several years.

Negotiations for a new agreement with WARM Scranton, Pa., began Sept. 12, with issues involved including increase in pay and improved working conditions for studio technicians. Outcome is subject to WLB approval. Renewal of agreements, with increase in wages for studio technicians and technician announcers, were negotiated successfully by the ACA with WCAO Baltimore and WDAS Philadelphia.

Other Negotiators

Notices for reopening of negotiations for new contracts have been sent to WHN and WNEW New York; WBNY Buffalo; WHAT and WIP Philadelphia. Also, by mutual agreement with management of WPEN Philadelphia, negotiations for renewal of contract covering announcers and all office workers will be begun before the time provided for in the current agreement.

With preparations for renewal of agreements in progress, dispute between KYW Philadelphia and the ACA was settled amicably and a joint WLB form has been filed by the parties requesting wage adjustments retroactive to August 21, 1943. Recent approval of a new contract between ACA and WCAU Philadelphia provided for increased wages and back pay to technicians.

Hearings were ordered by the NLRB at Palm Beach, Fla., for Sept. 8 on a petition filed by ACA for sole and exclusive bargaining agent for all employes of WWPG Palm Beach. Outcome has not yet been determined.

Sporting Co. Sponsors

MACGREGOR-GOLDSMITH, Cincinnati (sporting goods), on Sept. 30 will begin sponsorship of the first of a series of ten collegiate football games on WJJD Chicago, WLW Cincinnati, and WJR Detroit. Dick Bray, of Cincinnati, will do the announcing. Agency is Hugo Wagenseil & Assoc., Dayton, O.



THE GRANDEST OF CHRISTMAS SHOWS...

"Happy THE Humbug"

A radio-cartoon for kids up to 60 about the amazing adventures of that half-sad, half-glad hybrid of the animal kingdom and his unusual associates. Complete promotional kit including a 16-page Coloring Book, poster-prints, animal cut-out patterns and other publicity material. 15 quarter-hours for pre-Christmas broadcast at rate of 3-a-week. 39 additional shows for continuation past New Year's. Two series may be bought separately or in combination.

THE MAGIC CHRISTMAS WINDOW—another star NBC Recorded Show! Two typical kids discover the secret of walking through the Magic Christmas Window into a world of living toys. Such familiar tales as "The Shoemaker and the Elves"..."A Visit From St. Nicholas"... plus several modern stories are among the 12 thrilling adventures dramatized. Offers unlimited tie-ins with sponsor's own Christmas windows. 12 programs for a suggested 4 week pre-Christmas campaign, using 3 a week.

Write, wire or phone for audition records *today!*

National Broadcasting Co.

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, N. Y...Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C... Sunset and Vine, Hollywood, Cal.

BLUE NETWORK

WFMJ

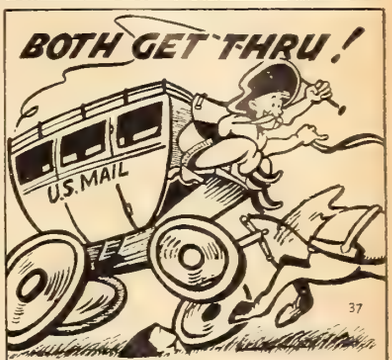
YOUNGSTOWN OHIO

28th METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco



CARRYING ALL CBS MAJOR PROGRAMS

KGVO

MISSOULA · MONTANA

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

This is WDRC Hartford . . .

It's the Basic Columbia Station for Connecticut . . . the station that has one low uniform rate for all advertisers—national, regional and local. It's the station that gives you all 3—coverage, programs, rate!

USE WDRC TO CONNECT IN CONNECTICUT

SPORTS MUSIC NEWS

W ★ H ★ N

50,000 WATTS

DIAL 1050

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.

MISSISSIPPI POPULATION UP

Mississippi, expanding rapidly in agriculture and industry, is also growing in population. Latest figures from the U. S. Census Bureau show Mississippi gained 47,605 residents from April 1, 1940 to July 31, 1943—further evidence that the Mississippi market is stable in every way.

Mississippi will hold its wartime growth and continue to grow at a rapid rate after the war. Sensational oil development is giving new impetus to Mississippi business. And WJDX, "the Voice of Mississippi", continues to DOMINATE this profitable, stable, growing market.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Thompson Heads WBEN As Twamley Successor

APPOINTMENT of C. Robert Thompson, commercial manager of WBEN Buffalo as station director succeeding Edgar H. Twamley, on leave for overseas Government service, was announced last week by A. H. Kirchhofer, vice-president of WBEN Inc. and managing editor of the *Buffalo Evening News*. Frank W. Kelly, of the WBEN sales staff, was elevated to commercial manager, succeeding Mr. Thompson.

Mr. Twamley, who has been with WBEN since 1932, has accepted a confidential overseas assignment, it was announced. Prior to joining WBEN, he was on the station relations staff of NBC. Mr. Thompson has been with WBEN since December 1942, coming from WEBR Buffalo. He formerly had served as manager of WCOL Columbus and had served with stations in Baltimore and Philadelphia. Mr. Kelly, former commercial manager of WHAM Rochester, joined WBEN in 1938. He holds a first-class commercial operator's license and is an amateur.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

6 Weeks' Evening Course
OCTOBER 2

8 Weeks' Day Course
OCTOBER 16

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

34 Canada Outlets Get Power Boosts

But Many Lack Equipment To Go From 1 to 5 kw.

THIRTY-FOUR Canadian broadcasting stations have been notified by Walter A. Rush, Controller of Radio, Department of Transport, Ottawa, that they can increase their power from 1 to 5 kw under Havana Treaty allocations. The stations are located in all parts of the Dominion. A forecast of these power increases was given some time ago [BROADCASTING, May 15] by Augustin Frigon, Canadian Broadcasting Corp. general manager, before the Parliamentary Committee on Broadcasting, when he stated that possibly 46 Canadian broadcasters could go to 5 kw under the Havana Treaty.

From the Atlantic to the Pacific the increases go to CJCB Sydney, N. S.; CJFX Antigonish, N. S.; CFNB Fredericton, N. B.; CHSJ St. John, N. B.; CKNB Campbellton, N. B.; CKCW Moncton, N. B.; CFCY Charlottetown, P. E. I.; CHNC New Carlisle, Que.; CJBR Rimouski, Que.; CHRC Quebec, Que.; CKEY Toronto; CHML and CKOC Hamilton, Ont.; CKTB St. Catherines, Ont.; CHEX Peterborough, Ont.; CKWS Kingston, Ont.; CKGB Timmins, Ont.; CJKL Kirkland Lake, Ont.; CFCH North Bay, Ont.; CKPR Fort William, Ont.; CKKC Winnipeg; CKCK and CKRM Regina, Sask.; CHAB Moose Jaw, Sask.; CKBI Prince Albert, Sask.; CFQC Saskatoon; CJOC Lethbridge, Alta.; CFAC Calgary; CFRN and CJCA Edmonton; CKOV Kelowna, B. C.; CJAT Trail, B. C.; CKWX Vancouver, and CJVI Victoria, B. C.

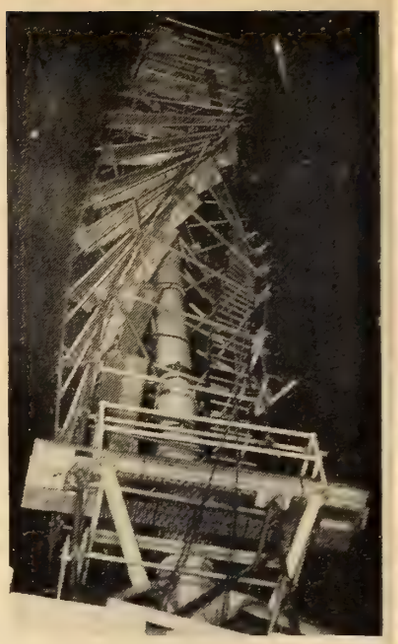
Few of these stations have at present the equipment to make the increase, and some are not yet operating on the full 1 kw for which they are licensed. But, with equipment expected to be available soon after the end of the European war, a number of the 34 Canadian stations are ready to go to the limit of their frequency allocation.

Conkey on 20

G. E. CONKEY CO., Cleveland, began sponsorship of one-minute announcements Sept. 18 three to five times weekly, and quarter-hour programs in October on 20 stations. The 26-week contract was placed by Rogers & Smith, Chicago.

Thadeus W. Jacobs

THADEUS W. (Tad) JACOBS, for five years with Frederic W. Ziv Co. as southern representative, died Sept. 3 in Atlanta. He is survived by his wife, daughter, and mother.



TWISTED WRECK is all that remains of the CBS New York FM antenna after the hurricane hit it. Antenna is 85 feet high and is located at 500 Fifth Ave., New York.

New to Networks

BLUE NETWORK, in a review of new and returning commercial programs this fall, reports that out of 18 new shows on the network, six are sponsored by advertisers new to network radio—Chatham Mfg. Co. (blankets, fabrics), sponsoring *Chatham Shopper*, Sat., 1-1:15 p.m.; Raytheon Mfg. Co. (radio tubes and equipment), *Meet Your Navy*, Sat., 7:30-8 p.m.; Reader's Digest Assn. (magazine), *Town Meeting*, Thurs., 8:30-9:30 p.m.; Scripto Mfg. Co. (pencil leads), *George Hicks*, Sun., 1:15-1:30 p.m.; Lederle Labs. (institutional), *Do the Doctors Talk It Over*, Fri., 10:30-10:45 p.m., and John H. Breck Inc. (hair shampoo), *Beautiful Music*, Wed., 3:30-4 p.m.

RCA, RMA 'Interested'

ALTHOUGH not filing appearances, RCA and Radio Manufacturers Assn. both notified the FCC their organizations were interested in all phases of the allocations hearings beginning Thursday in Washington and would send observers. RCA also filed in behalf of its subsidiaries, NBC, RCAC, Radiomarine Corp., but said RTPB speakers would cover their interests.

Cereal on 35

CAMPBELL CEREAL Co., Minneapolis, will sponsor minute announcements, quarter-hour and half-hour shows on 35 stations for 26 weeks. Agency is Cambell-Mithun, Chicago.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

United Manufacturing Corp.
Division of U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
District 1640

SOUND EFFECTS
Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions—Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

YOUR CANADIAN DISTRIBUTION *is assured thru*
WALTER P. DOWNS Ltd.
633 Dominion Sq. Bldg., Montreal, Can.
Present Lines:
PRESTO RECORDING CORP.
FONDA CORP. AMPEREX TUBES
AUDIO DEVELOPMENT CO.

FOR YOUR PROGRAMS in CANADA
"ask Adaskin"
JOHN ADASKIN PRODUCTIONS
Montreal Trust Bldg., 67 Yonge St., Toronto

BUY WAR BONDS

"OUR FIFTH YEAR"
for Kohlers Dry Cleaners, WFMJ
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Timebuying Tips Revealed to Bakers

Hedges, NBC Vice-President Advises Daily Schedule

"DON'T expect overnight miracles in buying radio time," William S. Hedges, NBC vice-president, told a meeting of the Quality Bakers of America, held last Tuesday at the Waldorf-Astoria, New York.

"It is the long pull that counts and it pays off well," he declared, stating that the only way an advertiser can get stung in buying station time is by making the mistake of quitting too soon. Every station has a following, he said, and station rates are in line with what the station delivers.

Advising the bakers to match their station selection with their distribution, Mr. Hedges said: "Even where a powerful station outside of your community may be listened to more on the average than your local station, unless your marketing area extends beyond the influence of your local station, you should buy locally because the influence of your local station, particularly in the early morning hours, is far greater than the influence of any outside station.

Urges Daily Schedule

Daytime is probably the logical buy for bakers, who are more interested in reaching women and children than men, he said, adding that the time is not so important since sets in use vary only slightly from 8 a.m. to 1 p.m. More important, he added, is the program opposite on another station or next to it on the same station, advising his audience to choose time near a popular program on the station they use.

"If your budget can possibly stand it, get on a daily schedule at a fixed time," Mr. Hedges said, citing a survey in which 43.5% of the housewives interviewed believed that a program every day would be most useful to them and adding that this preference is also held by successful retail users. "It is even more satisfactory to supplement your one program daily with announcements scattered throughout the station schedule," he added.

KSOO, KELO HEARD IN DUOPOLY RULING

OVERLAPPING of service as forbidden in the FCC duopoly rule (3.35) is not applicable to KSOO and KELO Sioux Falls, S. D., the Sioux Falls Broadcasting Assn., licensee, contended last Thursday in a license renewal hearing before the Commission. Licensee had petitioned for a hearing on the grounds that the duopoly rule is not applicable, since KSOO, a 5 kw station, operates days only on 1140 kc, while KELO, operating on 1230 kc with 250 w is a fulltime station.

Interpretation of the word "substantial" with reference to overlapping was one of the major factors in the hearing, petitioner asserting that because KSOO is a parttime station there is no "substantial" overlapping. Witnesses included George Davis, consulting engineer; Mort Henkin, vice-president and general manager, and George Hahn, commercial manager. Segal, Smith & Hennessey appeared for the licensee.

'Meeting' on WCPO

CINCINNATIANS heard *America's Town Meeting* debate on the CIO Political Action Committee last Thursday night over WCPO instead of the regular Blue outlet, WSAI. Not only that, but Mortimer C. Watters, vice-president of Scripps-Howard Radio and general manager of WCPO, canceled one commercial and postponed another to carry the *Town Meeting*, a sponsored program, without charge. WSAI previously was committed to air a double header game between the Cincinnati Reds and Philadelphia Phillies and had to cancel the *Town Meeting*.

PERFORMING rights to symphonic and concert music of SACEM, French performing rights society, have been acquired by ASCAP from the Alien Property Custodian, which seized them following the German occupation of France. Previously the copyrights had been controlled in the United States by Elkan-Vogel Co., Philadelphia.

DICK HOTTELET, Columbia war correspondent, speaking on CBS *World News Roundup*, 8-8:15 a.m. last Thursday from the town of Maastrich in Holland, said it was the first broadcast direct from that country.

Dennis Joins Allied

WALT DENNIS, director of public relations of WHN New York, will join Allied Purchasing Corp., buying association of 64 retail stores throughout the country, Oct. 16 as manager of radio and television. One of his first duties in his new post will be to work with the NAB in connection with the test retail radio campaign to be conducted by Joske's of Texas, San Antonio department store, an Allied affiliate, under the supervision of the NAB [BROADCASTING, April 3]. This will be a resumption of old associations for Mr. Dennis, who was chief of the NAB news bureau for eight months before joining WHN in late 1943. Prior to NAB he had been director of merchandising and sales promotion of KVOO Tulsa.



Mr. Dennis

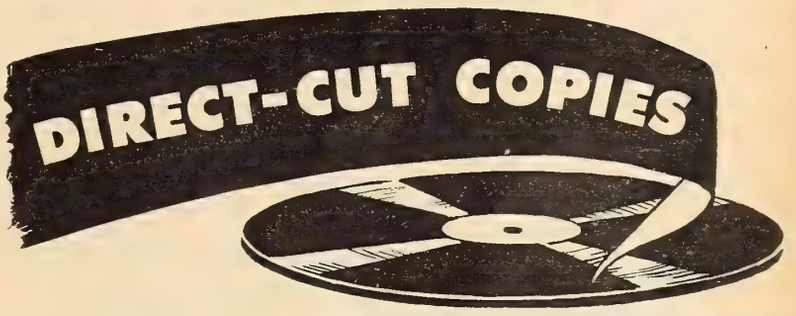
Cities Service Change

CITIES SERVICE CO., New York, sponsor of *Cities Service Concerts* on NBC for a number of years, on Oct. 27 replaces the program with *Highways in Melody*, with Paul Lavalle's all-string orchestra, the Ken Christie Choir and guest soloists on 68 NBC stations Friday 8-8:30 p.m. Walter Lurie will produce and direct. Agency is Foote, Cone & Belding, New York.

Carlton Rejoins 'Post'

LEONARD CARLTON, who left the job of radio editor of the *New York Post* at the outbreak of the war to join the OWI, will rejoin the paper Oct. 1 as assistant to the publisher for radio, it was learned last week. Paper has an application before the FCC for the acquisition of WLIB Brooklyn and is planning subsequent expansion into FM and television as well. Mr. Carlton will serve as liaison between the paper and its radio affiliates, it is understood. If the transfer of WLIB to the *Post* is approved, his first duties will be in connection with the programming of that station.





OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.



24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

WANTED

Additional recording engineers. Studio control experience required. Permanent employment in New York City, under pleasant working conditions.

Our employees have seen a copy of this ad.

Write Box 715, BROADCASTING

Actions of the FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 16 TO SEPTEMBER 22 INCLUSIVE

Decisions . . .

SEPTEMBER 16

Mississippi Broadcasting Co., Jackson, Miss.—Adopted order denying petition for severance of application for CP from consolidated hearing, as well as application new station Macon, Miss., and Birney Imes Jr. application new station Meridian, Miss. Action taken Sept. 15.

SEPTEMBER 18

WQBC Vicksburg, Miss.—Granted license cover CP authorizing change frequency, hours of operation and power increase.

Valley Broadcasting Co., West Point, Ga.—Granted license cover CP new station (WRLD).

Middle Georgia Broadcasting Co. Macon, Ga.—Placed in pending file application new FM station.

The Pixleys, Columbus, O.—Same.

Radio Sales Corp., Seattle—Same.

WMLL Evansville, Ind.—Placed in pending file application change frequency, move transmitter and install new antenna and transmitter in FM station.

Blue Network Co., New York—Placed in pending file application new commercial television station.

Blue Network Co., Chicago—Same.

Blue Network Co., Los Angeles—Same.

Maison Blanche Co., New Orleans—Same.

United Broadcasting Co., Cleveland—Same.

Yankee Network Inc., Boston—Same.

SEPTEMBER 19

KMBC Kansas City—Adopted order denying petition for amendment Sec. 2.71 so as to establish 540 kc as standard broadcast frequency. Designated for hearing application change 980 kc 5 kw DA-N unlimited to 540 kc 50 kw unlimited and change antenna design, transmitter location.

WSYR Syracuse—Designated for hearing application make changes DA.

Nashville Radio Corp., Nashville Tenn.—Adopted order denying petition for withdrawal from consolidated hearing and grant of application new station.

Capitol Broadcasting Co., Nashville, Tenn.—Designated for hearing application new station, to be consolidated with hearing on applications of Nashville Broadcasting Co., Tennessee Broadcasters and J. W. Birdwell.

WOL Washington—Granted vol. assgn. license from American Broadcasting Co. to Iowa Broadcasting Co. for $38,367.41.

WMT Cedar Rapids, Ia.—Granted vol. assgn. license from Iowa Broadcasting Co. to American Broadcasting Co. for $35,-081.55.

WTAD Quincy, Ill.—Designated for hearing application for vol. assgn. license from Illinois Broadcasting Corp. to Lee Broadcasting Inc.

WGCM Gulfport, Miss.—Granted vol. assgn, license from WGCM Inc. to WGCM Broadcasting Co.

WLAY Muscle Shoals, Ala.—Granted acquisition of control by Frank Mitchell Farriss Jr. through purchase 66 2-3% capital stock for $16,000.

WQAM Miami, Fla.—Granted petition to reconsider and grant without hearing application for mod. license use auxiliary transmitter N; application removed from hearing docket and granted.

WBAX Willkes-Barre, Pa.—Temporary license further extended from Sept. 22 to Dec. 22 upon consideration of petition filed by licensee.

WDBJ Roanoke, Va.—Granted request of J. P. Fishburn for reconsideration and grant of license renewal application designated for hearing re Sec. 3.35 because of Fishburn's directorship and stock interest in WSLS. Said directorship has been resigned.

KFAC Los Angeles—Granted license renewal for period ending 11-1-45.

KFOX Long Beach, Cal.—Same.

KVOR Colorado Springs, Col.—Same.

WATR Waterbury, Conn.—Same.

WHBF Rock Island Ill.—Same.

WHLD Niagara Falls—Same.

WISH Indianapolis—Same.

WKNE Keene, N. H.—Same.

WNAC Boston—Same.

WORC Worcester, Mass.—Same.

WBBB Burlington, N. C.—Granted license renewal for period ending 5-1-47.

WISN Milwaukee—Same.

KFAB Lincoln, Neb.—Present license further extended on temporary basis only pending determination license renewal application.

WBBM Chicago—Same.

KFAB Lincoln, WBBM Chicago—Special service authorization for synchronous operation from Lincoln sunset to 12 midnight further extended on temporary basis only.

WGBF Evansville, Ind.—Granted license renewal on temporary basis only for period ending 11-1-45; conditions.

W9XLA Denver—Granted CP change from experimental high frequency station to developmental broadcast station, install new transmitter, change 100 w to 1 kw, 25,400 kc to 43,500 kc, change emission to special for FM, unlimited time. Also granted CP for satellite station, 100 w, special emission, unlimited time; conditions.

Rev. Sam Morris, San Antonio, Tex.—Denied motions requesting that Commission amend and enlarge issues in hearings on renewal applications of KGKO WBAP WFAA and to require statements from each concerning operations.

Finger Lakes Broadcasting System, Geneva, N. Y.—Granted petition take depositions re application new station.

Atlantic Broadcasting Co., Savannah, Ga.—Passed for one week motion to consolidate application of petitioner with that of WGPC.

KMLB Monroe, La.—Granted petition for continuance hearing re application for CP now set Sept. 25; continued hearing to Oct. 25.

Marietta Broadcasting Co., Marietta Ga.—Denied motion for continuance consolidated hearing now set Nov. 17 re application for CP by petitioner, and application of Chattahoochee Broadcasting Co., Marietta, Ga.

KXA Seattle—Granted petition insofar as it requests intervention in hearing on applications of Albuquerque Broadcasting Co.

Mississippi Broadcasting Co., Jackson, Miss.—Granted request for continuance consolidated hearing of applications of Birney Imes Jr., Meridian, Miss. and petitioner's applications for new stations Macon and Jackson, Miss.; continued same to Oct. 20. Also granted motion to take depositions.

SEPTEMBER 21

KPAS Pasadena, Cal.—Granted petition postpone KPAS KFVD license renewal hearing; postponed same from 9-21 to 11-20-24.

WFLA Tampa, Fla.—Granted mod. CP for extension completion date from 9-15 to 10-15-44. Action taken Sept. 14.

Tentative Calendar . . .

SEPTEMBER 27

Air-Waves Inc., Louisiana Communications Inc., Baton Rouge, La.—CPs new station (consolidated hearing).

SEPTEMBER 29

WGKV Charleston, W. Va.—License renewal and relinquishment of control.

Applications . . .

SEPTEMBER 19

WLLH Lawrence Mass.—License to cover CP for synchronous amplifier for changes in transmitter equipment and increase power.

WMBD WAIN WPEO WEKI WEKH Peoria, Ill.—Transfer control from H. D. Morgan to Carl P. Slane, Frances P. Slane and Elizabeth P. Talbott.

Telegram Pub. Co., Salt Lake City—CP new standard station, 1490 kc 250 w unlimited.

Central Valley Radio, Lodi, Cal.—CP new standard station, 1600 kc 250 w unlimited.

KFXD Nampa, Ida.—CP change operating assignment amended to change applicant to Frank E. Hurt & Son.

KQW San Jose, Cal.—CP increase 5 kw to 50 kw, install new transmitter, changes in DA for DN.

SEPTEMBER 21

WCAO Baltimore—License to cover CP authorizing move of formerly licensed transmitter for use as auxiliary.

United Broadcasting Co., Montgomery, Ala.—CP new standard station, 1600 kc 1 kw unlimited.

KROS Clinton, Ia.—Transfer control from Peter Matzen to W. S. Jacobsen.

School District of Kansas City, Mo.—CP new noncommercial educational station, 42,500 kc 1 kw special emisison for FM (resubmitted).

KDYL Salt Lake City—CP new experimental Channel 1 television station, amended to also request Channel 17 50 w visual (200 w peak) 100 w aural.

KFAB Lincoln, Neb.—CP change operating assignment amended re change studio location, change type transmitter and DA-N (petition to reinstate).

WMAZ Macon, Ga.—CP new FM station, 47,700 kc 12,600 sq. mi., $46,000 estimated cost.

WDWS Champaign, Ill.—CP new FM station, 49,100 kc 4,660 sq. mi., $15,800 estimated cost.

SEPTEMBER 22

Eagle-Gazette Co., Lancaster, O.—CP new standard station, 880 kc 1 kw D.

Jonas Weiland, Petersburg, Va.—CP new standard station, 1490 kc 100 w unlimited.

WBT Charlotte, N. C.—CP install DA-N.

W9XJC Milwaukee—License to cover CP new developmental broadcast station.

KRKO Everett, Wash.—CP move transmitter and studio and install new antenna and ground.

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HONORABLY DISCHARGED WORLD WAR II VETERAN

•

Topnotch newscaster-announcer, M. C. special events, public relations. 12 years radio and public relations experience with network and 50 kw. Seeks immediate permanent connection with opportunity. Excellent background, record, references.

BOX 697, BROADCASTING

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Account Executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Wanted—Station manager to take complete charge of new forthcoming 250 watt station in modern thriving community, Pennsylvania. State background, experience, expected income, etc. Your application will merit our complete confidence. Box 679, BROADCASTING.

Chief engineer—Engineering school graduate. Must be thoroughly experienced in all phases construction, maintenance and operation of AM up to 50 kw., FM and knowledge of television and facsimile. Must be able to direct men and understand FCC rules, forms, etc. This is opportunity with security now in future and decent salary for right man now employed in radio broadcasting as chief engineer, or in government service, manufacturing company, etc., who wishes to make a change for the better. New York City station. Write in confidence. Box 685. BROADCASTING.

Wanted—writers, writer-producers. Immediate openings for experienced writers and writer-producers. State experience, draft status, and salary expectations. Box 690, BROADCASTING.

We are looking for an A-1 emcee for an old, established hillbilly show. The show, which is commercial, runs for an hour a day, six days a week. The man we want knows hillbillies and hillbilly music. He has established a name for himself in this field. He will get an excellent salary and will make additional money through personal appearances. If you have the answer let us hear from you. Give us your complete background, references, etc. Address Box 692, BROADCASTING.

Wanted—Capable announcer for growing mid-south market. If good can qualify as chief announcer of network station. Basic pay dependent on experience and talent available for good man. Please send outline of qualifications and experience and audition record if possible to Box 693, BROADCASTING.

Announcer to join staff of southern 50 kw station. Must be steady, experienced man. Basic salary and commercials. All applications will be kept in strict confidence. Box 694, BROADCASTING.

Salesman, capable of developing into sales manager. A good job for the man who can produce. Give references, experience, and salary desired. Box 700, BROADCASTING.

Operator with first class radiotelephone license. Good job for experienced, capable man. Give experience and reference. Box 701, BROADCASTING.

Experienced announcer who can handle sports announcing. Steady employment. Furnish experience record and references. Also give salary desired. Box 702, BROADCASTING.

Secretary wanted!—A network radio station in Philadelphia is looking for a secretary for one of its executives. Applicants must have at least two years secretarial experience in a radio station or network with good references. All replies will be held in strict confidence. Address your application to Box 703, BROADCASTING.

Hard working production salesman, first class engineer announcer, senior announcer who can develop programs for 250 watt station ready about two months. Mid-Atlantic state, no-defense, agricultural, seafood, recreational area, good low cost living conditions. Full details, ref, pix, exp, draft status, musical ability, salary expected, phone number. Correspondence confidential. Box 706, BROADCASTING.

Network promotion man—Well-grounded in radio promotion and merchandising for job with future. Box 711, BROADCASTING.

Need two good announcers for NBC affiliate. One kw station. Good hours, good pay. If interested send complete details in letter plus voice transcription to Jack Rathbun, WCOA, Pensacola, Florida.

Wanted—Announcer. Capable of general announcing and production. Position permanent. Send audition transcription and full information. KTRI, Sioux City, Iowa.

Help Wanted (Cont'd)

Announcer wanted—NBC 5 kw station. A well-equipped man with at least two years successful announcing experience. We prefer somebody who wants to become firmly rooted in the region which we serve. We'll start him at $47.50, and give him opportunity to earn extra talent fees for programs he produces. Send transcription, photo, detailed experience and education. Station WIS, Columbia, S. C.

Chief engineer wanted for 250 watt Mutual station. Permanent position in non-defense area. Give experience, salary requirements first letter, KFFA, Helena, Arkansas.

Wanted—Announcer experienced in sports and commercials. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Announcer-operator wanted. Must have first class radio-telephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Excellent positions open for electrical, electronic engineers; first, second, third class radio engineers; production men; junior, senior announcers; station executives; news editors; time salesmen; radio telephone, telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Chief engineer, permanent position, for Sedalia, Missouri, 250 watt station latest RCA equipment, Mutual Network.

Wanted—Announcer. There's a war on, but the man we want must speak English. No double-talkers or marble-mouthers need apply. Sure, it's a good job; permanent, too. You won't get rich on the starting salary, but the right man will eat regularly to begin with, and he'll get commercials without any station deductions or chisels. Full details first letter, please. WSNY, a good local station in Schenectady.

Wanted—Experienced announcer for permanent position on progressive Mutual station. Prefer man with restricted license. Salary open. Write or wire KFFA, Helena, Arkansas.

Help Wanted (Cont'd)

Immediate opening for announcer-newscaster. Send full details and transcription to Pete Smythe, KLZ, Denver.

Advertising salesman. Good possibilities. Permanent. KFRO, Longview, Texas.

Announcer—We have a permanent staff job for a versatile, industrious man, good on news, with some experience. Write fully. WLLH, Lowell, Mass.

Situations Wanted

Chief engineer—Thirteen years' experience. Eight years large network, mostly supervision, maintenance and installation. Two years radio engineer for United States Government. Three years radio manufacturing. Last one-and-a-half years, chief engineer of concern designing and manufacturing special equipment for U. S. Navy. References exchanged. Salary $100 to $125 a week. Must be permanent. Available six weeks. Box 664, BROADCASTING.

Radio engineer desires chief engineer's position with station located in midwest or Rocky Mountain section. Twenty years experience construction, maintenance and operation. Minimum $60.00 weekly. Please state all first letter. Box 674, BROADCASTING.

Manager—I am single, forty-four, have spent twenty years in radio. Have come up the road from announcer to general manager, and have done each job thoroughly. All of those with whom I've been associated may be used as references. My interest lies in radio at $5,000 per year or better. Will be available in a few weeks. Would you want to hear further? Box 678, BROADCASTING.

SALES MANAGER OF NORTHERN REGIONAL WANTS SIMILAR POSITION, SOUTHERN, LOCAL, OR REGIONAL, OFFERING SALES DEVELOPMENT OPPORTUNITIES. WANT CONTRACT ON COMMISSION ONLY. BOX 680, BROADCASTING.

Experienced staff special events announcer and control operator. Prefer midwestern network station. Draft exempt. Please state salary. Box 691, BROADCASTING.

Woman commentator, announcer 4 languages, actress, singer, program director, news and radio writer, editor, with operator's license. Box 716, BROADCASTING.

Engineer—Experienced, studios transmitters, recording, net stations. Box 709, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer—4 years experience 3 years electrical engineering college. At present chief of kilowatt regional, married, 4F capable engineer with good references. Want permanent position with good future. Box 698, BROADCASTING.

Radio engineer—High school graduate. Second class license. No experience. Prefer position in northeast U. S. Please give complete information first letter. Box 699, BROADCASTING.

Announcer, seven years experience. Capable, reliable. Newscaster, ad-lib, transcriptions. Strong commercial, general ability. Midsouth, southeast. Immediately. Box 704, BROADCASTING.

Wanted to Buy

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect. Chicago Mr. Clifford.

Wanted to purchase—Transmitter and all other available equipment for new station. Box 695, BROADCASTING.

Wanted to buy—250, 500 1000 watt transmitter meeting FCC requirements. Also antenna, control board, turntables, etc. Give full information. Box 705, BROADCASTING.

Wanted to buy—Full or part interest in 250 watt station located in a north eastern state. Can make an immediate purchase. Box 714, BROADCASTING.

Wanted—Frequency monitor any type. Call or write WHMA, Anniston, Alabama.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

For Sale

For sale—Two 150 foot bolted insulated towers. Available immediately. Box 686, BROADCASTING.

First check received for $2,975.00 purchases 250-watt broadcast transmitter in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

Available—Several four position consoles with line, audition, monitor, amplifiers included. Also two 250 watt transmitters. Box 1925, Washington, D. C.

Presto model C recorder complete with high quality heavy duty custom built amplifier. Recent factory overhaul and conversion for convenient speed change. Good condition. $700.00 f.o.b. Savannah, Georgia. WSAV, Savannah, Ga.

First check received for $3,100.00 purchases 250-watt transmitter and spare tubes in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

250 watt composite broadcaster transmitter ready for FCC approval, with 160 foot Wincharger tower. $6,800.00. Myles H. Johns, 231 West Wisconsin Avenue, Milwaukee 9, Wisc. Phone Broadway 1590.

For sale—Two WE 270A tubes. Never used. List price. FOB Monroe, La., KMLB.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

Announcer Wanted by KSD

We have an excellent opportunity for an experienced announcer for staff work. He must be above average in ability and performance. Only men with highest qualifications will be considered. In reply give full information regarding experience, education and draft status. Statement of availability will be required.

KSD

Basic NBC Station
St. Louis

WANTED

Experienced staff announcer by 50,000 watt southern station. For appointment for interview, address Manager, Station WPTF, Raleigh, N. C., giving full particulars.

STATION WPTF
RALEIGH, N. C.

BILLION DOLLAR RADIO SALES SEEN

Caldwell Estimates Market at 16 Million Sets; Expects Rapid Television Rise

A MARKET for a billion dollars' worth of civilian radio products a year following the collapse of Germany is predicted for the radio industry and trade by Dr. Orestes H. Caldwell, former Federal Radio Commissioner, who has compiled statistics of the radio industry for many years.

Dr. Caldwell's estimates, based upon studies made by his editorial associates on the magazines, "Radio and Television Retailing" and "Electronic Industries," follow:

16 million radio sets	retail value	$733,000,000
60 million replacement tubes	retail value	65,000,000
Repair parts	valued at	90,000,000
Batteries for 3 million portable radios	valued at	12,000,000
Phonograph records, 200,000,000	valued at	100,000,000
Total radio merchandise		$1,000,000,000

The above figures assume that no substantial number of television sets will be distributed during the first twelve months of civilian radio sales. Within a few years, however, annual television volume may be expected to duplicate in dollar volume that of radio sets—selling say one-sixth to one-quarter as many television units at prices averaging four to six times those of present radio sets.

Wright Bryan of WSB Captured by Germans

WRIGHT BRYAN, war correspondent for WSB Atlanta, the *Atlanta Journal* and NBC, was captured by the Germans on Sept. 12 near Chaumont and is now believed to be in a prison camp in Germany. He was wounded in the left leg and treated in a hospital at Chaumont, according to John Mecklin, *Chicago Sun* correspondent, who was captured with Mr. Bryan and subsequently released. Edward W. Beattie, United Press correspondent, also was captured.



Mr. Bryan

Mr. Bryan was the first American correspondent to broadcast an eye-witness report of the Allied invasion of France on June 6. Returning to London after a flight across the Channel, he described the beachhead landings as seen from a plane in an early morning pooled broadcast to the four American nationwide networks. A native of Atlanta, he attended Clemson College and the U. of Missouri School of Journalism before starting to work on the *Atlanta Journal*, which he served as city editor, managing editor and associate editor before going abroad as a war correspondent.

RCA Upholds Discs

RCA RESEARCH Laboratories is investigating new methods of recording on film, tape and wire, but, "in our opinion," nothing now contemplated in the laboratories or in use commercially at present shows any signs of offering such flexibility, tonal fidelity and simplicity at low cost as do the conventional disc and phonograph", RCA Victor Division of RCA reported in a letter sent last week to dealers and distributors. Letter estimates that only 15% of the potential market for records is equipped with phonograph turntables and predicts an enormous increase in record sales when phonograph production for civilian use is resumed.

Morgan WMBD Interest Sold to Peoria Trio

APPLICATION was filed with the FCC last week for transfer of control of Peoria Broadcasting Co., licensee of WMBD Peoria, Ill. and relay stations WAIN WPEO WEKI WEKH, from H. D. Morgan, vice-president and treasurer, to Carl P. Slane, Frances P. Slane and Elizabeth P. Talbott. Transaction involves sale of all 500 shares (50%) held by Mr. Morgan and 10 shares held by Leslie Harrison for consideration of $114,750. Mr. Morgan, an attorney, wishes to devote full time to his practice, application stated.

Carl Slane is publisher of the Peoria *Journal-Transcript* and the Peoria *Morning Star*. The other transferees are also directors in the newspaper companies. Stock holdings would be: C. P. Slane, 86 shares; F. P. Slane, 212 shares; E. P. Talbott, 212 shares. Remaining 49% interest is held by Edgar L. Bill, president. A CBS affiliate, WMBD operates on 1470 kc with 5,000 w LS and 1,000 w night.

CLOPAY Corp., Cincinnati, O., has appointed Ruthrauff & Ryan, Cincinnati, to handle its advertising. Radio plans are being considered.

Blue Executives' Junket

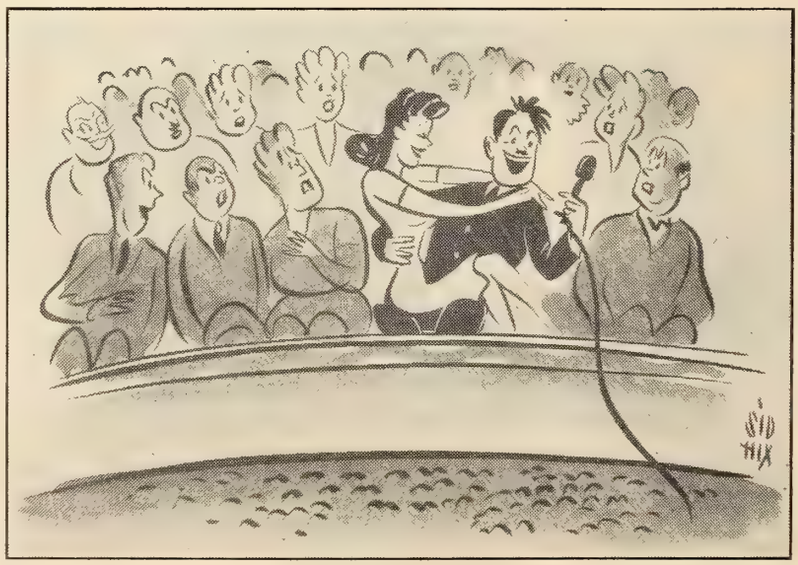
DELEGATION of the Blue Network executives and stars, headed by Board Chairman Edward J. Noble, last Wednesday visited Lodi, N. J., site of the transmitter of the Blue key station WJZ New York, where they were received at City Hall by Mayor Joseph Luna, entertained at lunch by the Lodi Rotary Club, paraded through town behind the high school band, and fought to a 10-10 tie in a softball game with the Lodi City Council. Starting battery for the Blue team was Mr. Noble, pitching, and Mark Woods, network president, catching. Edgar Kobak, Keith Kiggins, Phillips Carlin, Pete Jaeger, John McNeil, Charles Rynd, C. R. Priaulx, and George Milne also participated in the contests.

Duopoly Precedent Set As Fishburn Holds Stock

WHAT MAY be a precedent in "duopoly" ownership was established last Tuesday by the FCC in the case of Junius P. Fishburn, Roanoke newspaper publisher and licensee of WDBJ. Mr. Fishburn also holds a 40% interest in WSLS, the second Roanoke outlet.

In another duopoly decision the Commission granted a license on a temporary basis until Nov. 1, 1945, to Evansville on the Air Inc., licensee of WGBF, "subject to whatever action may be taken upon pending application for renewal". Evansville on the Air, also licensee of WEOA, has filed petition for hearing, contending the duopoly regulation is not applicable. Meantime the WGBF license was due to expire Oct. 1.

The FCC had set for hearing the WDJB renewal because of Mr. Fishburn's ownership identity with WSLS and because he served on the latter station's board. The Commission announced that it had granted the request of the publisher-broadcaster for reconsideration and grant of the renewal application without hearing, since he had resigned his directorship while retaining his stock interest. Mr. Fishburn, it is understood, also disclaimed any participation in the operation of WSLS, a 250 w station on Blue and Mutual. WDBJ, a regional, is a CBS outlet.



Drawn for BROADCASTING by Sid Hix

"I Have a Woman in the Balcony, Doctor."

Rev. Morris Plea Is Denied by FCC

Dry Issue Held Irrelevant In Texas Duopoly Case

ATTEMPTS of Rev. Sam Morris, Texas prohibitionist, to make a wet-and-dry issue of a hearing before the FCC last week of KGKO and WBAP Fort Worth and WFAA Dallas, to determine whether Rule 3.35 (duopoly regulation) is applicable, were thwarted when Examiner Tyler Berry ruled out Mr. Morris' testimony on the prohibition question.

Renewal of the three stations' licenses had been designated for hearing on petition of the licensees, who contended the duopoly regulation was not applicable. Mr. Morris' petition to intervene was denied and a subsequent motion to amend and enlarge the issues also was denied, Commissioners Paul A. Walker and Clifford J. Durr dissenting.

FCC Approved Pact

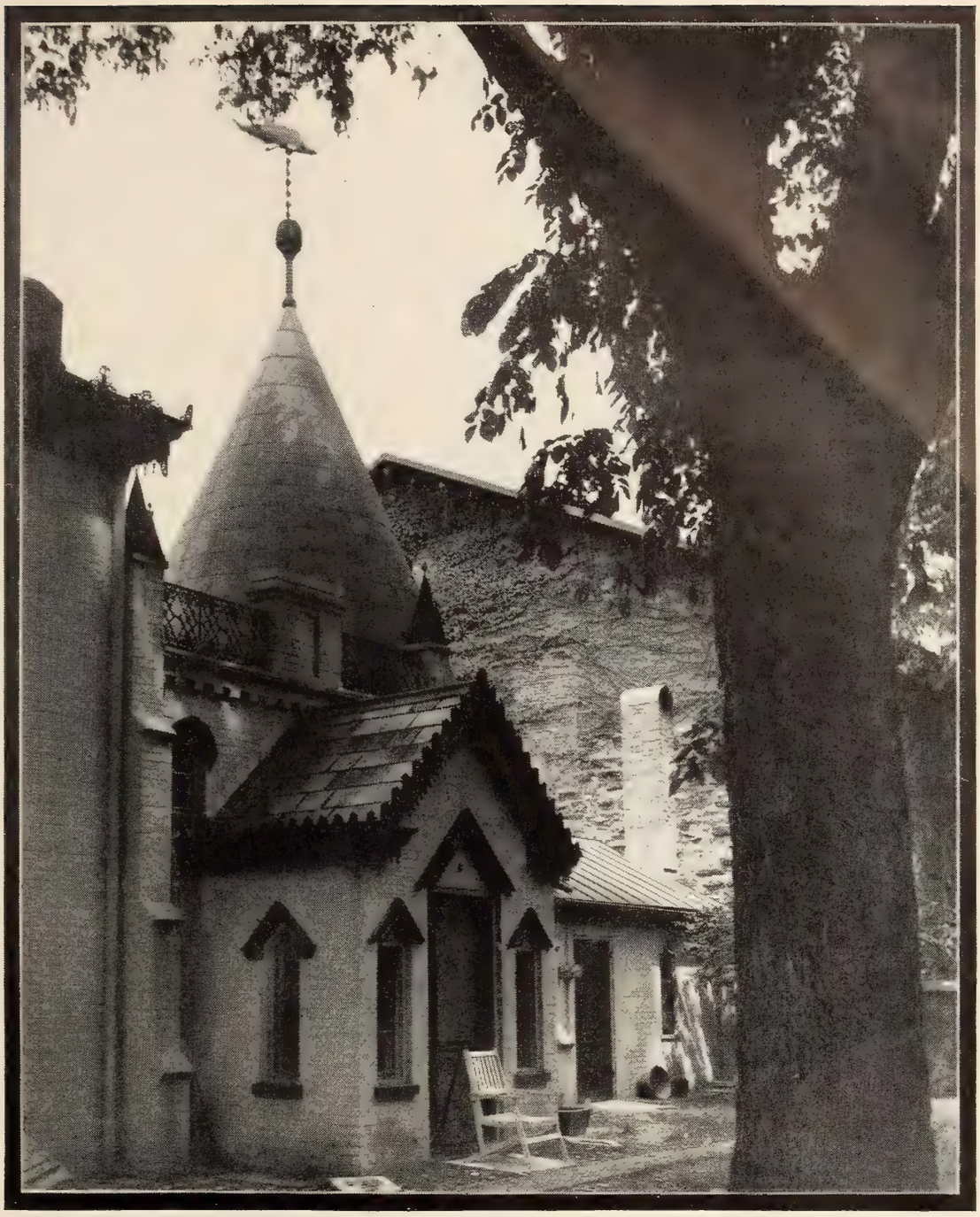
Harold V. Hough, radio supervisor of Carter Publications Inc., licensee of WBAP, and general manager of KGKO, licensed to KGKO Broadcasting Co., testified as to the history of the three stations, how WBAP and WFAA have shared time since the early days of radio. Each station operates on 820 kc with 50 kw half time.

James M. Moroney, vice-president and secretary of the A. H. Belo Corp., licensee of WFAA, corroborated Mr. Hough's testimony. In 1940 Carter Publications and the Belo Corp. each acquired half interest in KGKO, operating on 570 kc with 5 kw power. Under agreements approved by the Commission in 1940, the witnesses testified, KGKO leases studio space from each of the other two stations and operates half time from Dallas and the other half from Fort Worth, making, in effect, two stations, one of 50 kw on 820 and one of 5 kw on 570, thereby no overlapping takes place. The KGKO transmitter is located midway between Dallas and Fort Worth.

Mr. Morris took the stand, under Commission ruling that he could testify on the issues, and repeated virtually what his petition to intervene had alleged, that the three stations fail to operate in the public interest inasmuch as they carry programs sponsored by beer manufacturers, but have denied him time to discuss prohibition. His testimony was ruled out as irrelevant.

Representing the A. H. Belo Corp. was Philip G. Loucks, Washington attorney. Segal, Smith & Hennessey, Washington law firm and Abe Herman, Fort Worth lawyer, appeared for Carter Publications and KGKO Broadcasting Co. David H. Diebler represented the FCC. Appearing for Rev. Morris were Henry M. Johnson, Louisville and Robert H. McNeill Washington.

Petitioners were given 20 days in which to file findings.



NEW HARMONY, INDIANA . . . *"The Rain Is Golden"*

One hundred thirty years ago,
New Harmony was built of dreams of men:
Of the ascetic dream of Father Rapp,
Who reckoned without human frailty
And failed;
Of the philanthropic dream of Robert Owen,
Seeking that men might live together
Without fear, or want, or jealous competition,
Sharing the bounty of their labors.

This was to be Utopia . . .
But mortals are not born to know perfection;
So God, to give a sign that He approves
Man's striving for ideals beyond his reach,
Decreed that, every year, the ground be paved with gold,
Like Heaven's own.
Each June, His hand festoons thousands of Gate Trees
With brilliant yellow blossoms;
Like little round rain clouds, they gather
Until, bestirred by gentle summer winds,
They shed their petals in a gorgeous shower
Of the Golden Rain.
And nowhere else in all this land
Do trees like these abound!

Today, New Harmony is an old and interesting town.
And yet, because the hand of God has touched it,
It is much more than just a placid town . . . not ONLY
To those who live here among the Golden Rain . . .
But to us.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION

COPIES ON REQUEST! Many readers have expressed a desire to have copies of this series. They will be available soon, in brochure. To help us make our print order accurate and conserve paper, please make your request at once.

If you could only hire *MEN* this way!



Even on the best man you hire, you take a chance.

You can weigh his experience. You can find out something about his ability. But you can't tell what he'll do for *you* until he's on the job.

Not so with RCA Tubes.

You know just what to expect from any RCA tube—before it goes to work.

That's because broadcast transmitter engineers have reliable performance information on all RCA tubes right at their fingertips—technical data of great importance. In actual use, technical information on RCA tubes serves as a trustworthy guide to help select the best types to keep your station on the air—prevent costly program interruptions—keep tube costs low.

But the data *must be accurate.* For your transmitter is designed around the performance of specific tubes. If a tube is overrated, it may fail prematurely and throw you off the air. If a tube is *too* conservatively rated, you are buying more tubes than you need for your specific requirement.

Every new RCA tube type undergoes exhaustive tests of capacity and endurance before it is rated officially. These tests are performed by engineers with years of experience in designing and operating tubes—men who know *your* needs—men who don't have to guess.

RCA's conservative, yet practical, rating methods are your advance assurance that RCA tubes will do their jobs efficiently and economically—one more reason why RCA transmitting tubes are the standard of comparison in the broadcasting industry.

* * *

The Magic Brain of all electronic equipment is a Tube—and the fountain-head of modern Tube development is RCA!



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY.. *In Radio.. Television.. Tubes.. Phonographs.. Records.. Electronics*

OCTOBER 2, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

More than mere programs...



Bessie Beatty



John Gambling



Uncle Don



Martha Deane



Stan Lomax



Alfred McCann

PICTURED ON THIS COVER are six of the many WOR personalities whose names and voices have long been known to millions in one of the greatest listening territories on the Eastern Seaboard.

Today there's nothing particularly original about the programs that they, and many other WOR artists, conduct. But through the years their astute formulas have set a pattern that has been flatteringly aped from coast to coast.

More than their programs, however, these people personify those rare and intangible qualities which are the roots of WOR's amazingly successful growth; i.e., a highly sensitive awareness of listeners' likes and dislikes; a degree of warmth that's as intimate as a handclasp, an alertness to the seesaw of home and world events, an immeasurable degree of honest friendliness, and an intelligent and imaginative way of presenting all these qualities.

If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to these things which have made WOR so outstandingly successful in doing both.

Our address is . . .

—that power-full station **WOR**

at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM









Advertisement Number 11 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

OLD TROUPERS

Years Meeting WLS Listeners Everywhere

Close *personal* association with listeners is added reason for WLS *response.* Not only the personal relationship of microphone and letter (a million letters a year), but the additional friendly association of countless personal appearances at state and county fairs, theaters, meetings, gatherings throughout Midwest America for 20 years.

Maple City Four, with WLS since 1926, is one of many acts that have "met" WLS listeners face-to-face until they seem like old friends. From WLS Artists Bureau, George Ferguson (since 1924) and Earl Kurtze (since 1930) spend most of their waking hours out in the WLS territory arranging shows with WLS talent. Thus WLS learns *directly* what its listeners like in entertainment, gets constant audience reaction to shows and talent staff. Twenty years of this face-to-face contact with listeners who have become old friends is another reason *WLS Gets Results.*

WLS

CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

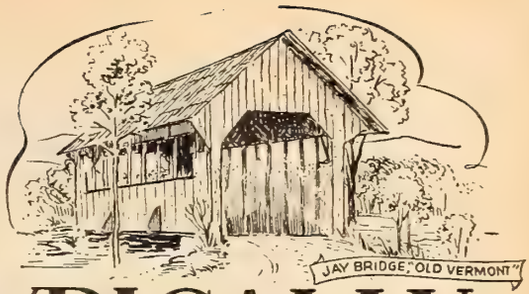
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Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL



FIRST PARISH CHURCH, CONCORD, MASS.



TYPICALLY NEW ENGLAND

IT'S TRUE — New England is a different type of market, made up of hundreds of thriving communities.

The Yankee Network is the only air-approach to blanket these markets completely.

New Englanders patronize their local tradespeople — the local merchants, doctors, dentists — not only for convenience but from a traditional loyalty.

They listen to the hometown Yankee Network station because it is their local station.

Dialing for distance is not a New England habit. Today the best in radio (via networks) is provided by local stations. Easy to dial — easy to hear.

Local acceptance of The Yankee Network is the basis of proven results as evidenced by the exceptional percentage of year-after-year renewals.

The Yankee Network's 21 hometown stations give you all over coverage of New England's key markets and suburban communities, reaching a potential audience of 8,377,543 of the total population of 8,437,290.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

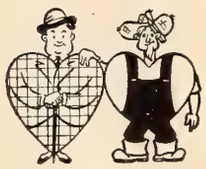
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PRODUCTION

One radio station that does not sit back as basic affiliate of a major radio network and watch the rest of the world go by is KMBC of Kansas City. While a pioneer affiliate of the Columbia Broadcasting System, KMBC is widely known as well for its listener acceptance built up through local programming.

Further evidence of KMBC's reputation as *the station with a network operation* is its production staff. Experienced craftsmen of varied production techniques are assigned to the multitude of responsibilities in the air-readying of 30 to 40 programs daily originating from KMBC studios.

Through the rich know-how of KMBC's production staff, retail advertisers are assured programs of network caliber, national spot program users place production requirements in capable hands, and network clients share in a *plus* listening audience—the harvest of all aggressive local programming.



Of course — KMBC-FM — An extra service at no extra cost!



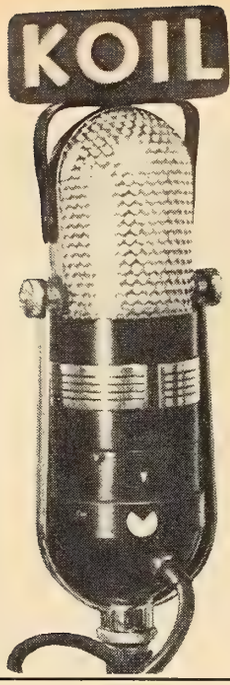
Such Are The Men vested with the production responsibilities of KMBC. Rod Cupp, station program director, is shown in conference with (l. to r.) Fran Heyser, production manager; Russell Culver, continuity chief; Edwin Browne, educational director; Gene Dennis, coordinator of war activities; and Lee Stewart, head of KMBC's announcing staff.





The American Story" is also the story of KMBC's production facilities. his weekly half-hour patriotic production received noteworthy mention roughout the Heart of America. The KMBC *Brush Creek Follies*, recog- ized nationally as one of radio's most successful barn dance shows, egins this Fall its eighth consecutive season of Saturday night stands.

Department store advertising history is being made at KMBC with Joanne Taylor, fashion expert, in her eleventh year without change as to program format or sponsor. This only begins the success story of KMBC produc- tion. No wonder Variety awarded KMBC the title of "Program Originat- ing Station;" and no wonder KMBC is FIRST in all accredited surveys.



14 years a favorite!

"KRIME KLAN" proves

KOIL STABILITY

in the

Omaha area

Krime Klan, one of radio's outstanding weekly thrill dramas has gripped an ever growing audience of KOIL listeners since 1930.

And this is just one of many "long runs" on KOIL, establishing its STABILITY in the rich, midwestern market.

Results PROVE listeners are enthusiastic about KOIL programs.

In Omaha, it's KOIL for Stability . . . KOIL for Results . . . KOIL for Value!

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha

5000 WATTS . . . 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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More Listeners in the KITCHENS



WFLA TAMPA NBC

JOHN BLAIR & CO. . . NATIONAL REPRESENTATIVE

New Industries from AGRICULTURE

Here is the man whose labors make agriculture one of the leading industries in the tri-state area of Louisiana, Texas and Arkansas. Producing record-breaking harvests of food and fibre today in the Food for Freedom program, the farmer looks confidently to the future when his diversified farming will contribute to such chemurgic industries as starch from sweet potatoes and plastics from sugarcane. Advertisers, intent upon building sales for the future in this prosperous market, are using powerful, 50,000-watt KWKH as their No. 1 medium.





KWKH

CBS ★ 50,000 WATTS

A Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

ACCURACY

is OUR business . . . IN WAR . . . IN PEACE



WHAT GOES ON at CRECO? No let-up in PRECISION PRODUCTION to provide "fighting crystals" for Radio-at-War . . . plus plans to HELP YOU meet the challenge of NEW DIMENSIONS of Public Service that will be YOUR RECONVERSION ASSIGNMENT. We are prepared to accept a limited number of Standard, FM and Television Applications.

CRECO, largest independent PREWAR PIONEER of FREQUENCY MEASURING SERVICES, has maintained this High-Quality Asset throughout the war, in addition to utilizing the same equipment to Mass-Produce Victory Crystals.

PREPARATION FOR PRECISION

Standard Crystals Being Prepared by Operator in Picture at Left for Use in Comparison Oscillators for Mass Production on Same Frequency.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

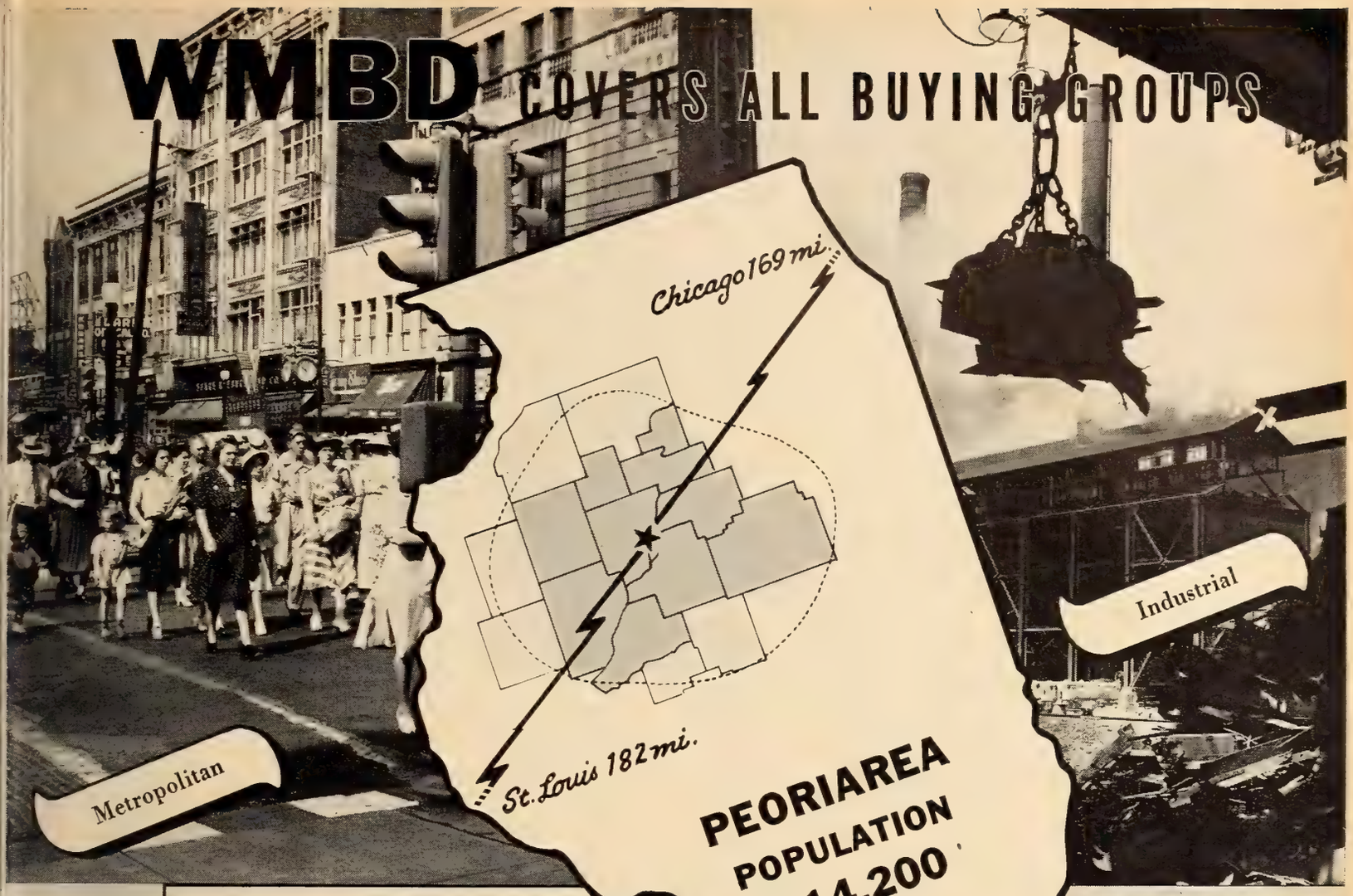
Evening Star Bldg.
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Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

WMBD COVERS ALL BUYING GROUPS



NO RECONVERSION IN PEORIAREA

Metropolitan, industrial, and agricultural PEORIAREA faces no reconversion problem. Peacetime products of Peoriarea factories and peacetime produce of Peoriarea farms have been diverted to war use. Their reconversion to peace channels presents no problem. Peoriarea is an outstanding market now—will be an even better market in peace.

COMPLETE ONE-MEDIUM COVERAGE

WMBD blankets rich, responsive Peoriarea *Average* listenership to WMBD constantly increases — is now 56.3%. Morning, afternoon, and evening WMBD audiences are *more than twice* as great as those of the second most popular station in the area. You *must* use WMBD to reach Peoriarea.

PEORIA BROADCASTING CO.
Alliance Life Bldg., Peoria 2, Ill.



FREE & PETERS
National Representatives

WMBD
PEORIA BROADCASTING CO.
PEORIA 2, ILLINOIS





"Psst, Miss Love—get F&P immediately. It seems I should have specified spot broadcasting!"

- In *any* emergency, *always* call F&P! You'll be surprised how much good old-fashioned work our F&P Colonels can turn out for you—in a hurry!

  Especially if it's in connection with any of the markets mentioned at the right!

EXCLUSIVE REPRESENTATIVES:

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KDAL	DULUTH
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KMBC	KANSAS CITY
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WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
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KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
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WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
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Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Granite 3615 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
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New Developments Unveiled at FCC Study

FM Wins Dispute From Video for Low Band

By BILL BAILEY

HISTORIC HEARINGS which will shape the future development of all broadcast services, including FM, television, facsimile, radio relays and possible broadening of the present standard band got under way last week before the FCC with the revelation by the Navy that it is using or developing new vacuum tubes which will permit operation of television stations of substantial power in the very high and ultra-high frequencies.

At the outset of the hearings, attended by some 350 industry and Government engineers and executives, it became apparent there would be no knock-down fight between FM and television on allocations in the lower portion of the high-frequency spectrum (50 mc area). Spokesmen for Radio Technical Planning Board panels, which presented basic testimony, explained that agreement had been reached whereby 75 channels of 200 kc width, ranging from 41-56 mc, had been recommended for FM in a compromise with television aspirants for that portion of the spectrum.

Ahead of Schedule

While it was evident that every possible means was being made to expedite the hearings, it was clear also that a number of the RTPB panels, pressed for time, had not reached conclusions in all aspects. This was particularly true of the two most important groups—Panel 1 on Spectrum Utilization and Panel 2 on Frequency Allocation. Several other panel chairmen testified in substance they had not had the opportunity finally to clear recommendations with committee members but hoped to complete their work during the Washington hearings.

The hearings ran well ahead of schedule Thursday and Friday, with some testimony scheduled for Tuesday's (Oct. 3) agenda covered last Friday. If the pace is continued, the hearings may wind up in a month, as against the originally estimated six weeks.

FCC Chairman James Lawrence Fly made it plain at the outset that no time would be wasted. In a preliminary statement he asked that cross-examination be held to a minimum and that witnesses confine statements to recommendations.

Anticipating the development of FM and the possible shift from the 200-400 kc band of certain services (Government, ships, aviation), Panel 4 on Standard Broadcasting submitted an exhibit on tentative allocation recommendations including proposal to use the 200-400 kc band for high-power rural broadcast service. Howard S. Frazier, NAB Director of Engineering and Panel 4 chairman, explained that his Allocation Committee had not yet taken formal action, but that the topic has been considered.

Broadcast Extension

One of the Broadcast Panel's proposed recommendations is to extend the lower end of the standard band to 520 kc providing three additional channels (520, 530, 540 kc.)

A second recommendation is to increase the field intensity of existing stations in populous areas, now suffering from interference or not receiving sufficient signal strength from present transmitters. That increase is proposed by use of unattended satellite stations operating as synchronous transmitters on presently assigned frequencies. These satellites could be connected with the main transmitter through UHF and SHF (superhigh) channels, overcoming many of the technical and economic factors which have discouraged use of satellites in the past, Mr. Frazier pointed out.

Among other proposed recommendations of the Standard Broadcast Panel, to be elaborated on in the more detailed testimony scheduled for the week of Oct. 10, were: Use of directional and half-wave antennas by local or Class IV stations to eliminate interference and improve service, and possible assignment of the 3 to 17 mc band for broadcast service, employing AM rather than FM transmission.

Opening the hearings, Chairman Fly said: "We are interested in determining what frequencies or bands of frequencies should be allocated to the various classes of services. I think it is important that this be understood at the outset. It will mean a real saving in time and effort both on the part of the Commission and witnesses."

To some extent the aura of secrecy was lifted from Government developments in the radio-electronics field, given great impetus by the war. The Interdepartment Radio Advisory Committee, which had evolved its own recommendations for spectrumwide allocations [BROADCASTING, Aug. 14, 21], agreed to release those proposed allocations from the "restricted" category. The substance of its recommendations previously had been discussed and published, but the precise data had not been permitted to emerge from the "restricted" classification until last Thursday.

Coupled with this was the Navy disclosure that research, and in some instance production are being carried out with UHF and VHF tubes. George P. Adair, FCC chief engineer, placed in the record early in the hearings data on the Navy's work on transmitter tubes, which indicated that six new types of tubes have been or are in the process of development, making possible use of energy up to 3,000 w

(*Continued on page 54*)

Auditorium Change

CHANGE in locale of the FCC allocations hearings which opened last Thursday in Washington was announced at the opening session. This week's hearings, originally scheduled for the Interdepartmental Auditorium, will be held, instead, at the Natural History Museum Auditorium on Constitution Ave., at the foot of 10th St., Washington. Hearings this week open at 10:30 a.m. Tuesday (Oct. 3) and are slated to continue through Saturday.



WHEN THE FCC allocation hearings formally were opened in the Interdepartmental Auditorium in Washington last Thursday, some 350 representatives of industry, Government attended. Right aisle not shown. The audience dwindled after the first day. Some 100 witnesses are scheduled to testify.

Blue Names Hubbell Robinson Program and Production Head

Kenway Heads Advertising and Smith Promotion; Lewis May Be Pacific Chief; Harrington Moves

APPOINTMENTS of Hubbell Robinson Jr. as vice-president in charge of programming and production for the Blue Network, of Fred Smith as director of advertising and promotion, and of Ivor Kenway, as advertising manager were announced last Thursday by Chester J. LaRoche, vice-chairman of the board of the Blue Network. Part of a major reorganization of the executive lineup of the network disclosed last week [BROADCASTING, Sept. 25], the new appointments bear out Mr. LaRoche's newly announced plans for increased emphasis on Blue programming and promotion [see page 22].



Mr. Robinson

Mr. Robinson, a vice-president and newly appointed executive manager of the radio department of Young & Rubicam, New York, and acting director of radio for the past several years, takes over his new post at the Blue Nov. 15. Philips Carlin, vice-president in charge of program operations, and Adrian Samish, recently named production manager for the Blue, will coordinate their activities with Mr. Robinson, who will direct all programming and production of the network, according to the announcement.

Worked With Morgenthau

Mr. Smith comes to the Blue this Monday from the Treasury Department, where he has served as assistant to Secretary Henry Morgenthau, specializing in War Loan drives and similar activities. With many years experience in promotion and advertising, Mr. Smith was associated for eight years with BBDO, New York, and subsequently formed his own public relations firm, Smith & Selvage.

Mr. Kenway, who started his new duties last Wednesday, joined the Blue in January as special assistant to the executive vice-president, Edgar Kobak. For the preceding 20 years, he was director of advertising and sales for Devoe & Raynolds Paint Co.

Understood, but not confirmed by the network, Lt. Col. Tom Lewis, director of the Armed Forces Radio Service, Hollywood, and former vice-president in charge of radio of Young and Rubicam, is expected to be appointed vice-president in charge of Pacific Coast operations of the Blue.

Decision was still pending last week at Young & Rubicam on Mr. Robinson's successor, with indications that the duties might fall to Joseph A. Moran, or Harry Ackerman, associate directors of radio, or be divided between the two.

Thomas F. Harrington, scheduled to return Oct. 2 to his post as vice-president and radio director of Y&R, from which he has been on sick leave, on Oct. 16 joins Ted Bates Inc., New York, as vice-president, a member of the plan board and head contact man on the Colgate-Palmolive-Peet account. Y&R had announced no replacement as BROADCASTING went to press.

During his 16 years association with Y&R, Mr. Robinson has advanced steadily in the field as radio executive. In 1939 he took over all program planning and talent buying, and in 1943 was named assistant director of radio and this year vice-president and associate director.



FOOTBALL ANNOUNCERS for the 1944 fall network of the Atlantic Refining Co. met in Philadelphia at the offices of N. W. Ayer & Son to discuss plans for the season. They are (bottom row, l to r): Byrum Saam, WCAU WIBG Philadelphia; Bill Slater, freelance; Franny Murray, WIBG; Jack Case, WWNY Watertown, N. Y. Second row: Joe Tucker, WWSW KDKA Pittsburgh; Reggie Martin, WFTL Miami; Ken Bechthold, WARM Scranton; Bailey Goss, WBAL Baltimore; Claude Haring, freelance; Paul Hallam, football official; John Von Bergen, WARM; Bud Berndt, WRAK Williamsport, Pa. Third row: Jones Evans, WBAX Wilkes-Barre; George Hamrick, WRNL Richmond; Tom McMahon, WSYR Syracuse; Lee Kirby, WBT Charlotte, N. C.; Z. V. Gwynn, WDNC Durham, N. C.; Vic Diehm, WAZL Hazelton, Pa.; Tom Manning, Les Quailey, N. W. Ayer & Son. Fourth row: Ernest Lukens, WKOK Sunbury, Pa.; Marty Rogers, WEEU Reading, Pa.; Charles Gault, football official; Ralph Wallace, WSYR; Ken Kreider, WGAL Lancaster, Pa.; Woody Wolf, KDKA.

AFRA to Demand 10% Boost For All Commercial Groups

MAJOR demands of American Federation of Radio Artists for new contracts to succeed those expiring October 31 include: Increases in all commercial categories amounting roughly to 10% overall; no change in sustaining program fees, but sustaining rehearsal rates to be increased on the commercial scale; elimination of differential between New York, Chicago, Hollywood and regional network scales, establishing a single scale for all network programs; revision of the off-the-line recording clause to provide for payment to artists for delayed repeats.

Union's terms were presented to networks, advertising agencies, program producers and transcription companies by Emily Holt, executive secretary of AFRA, at a meeting at the Hotel Biltmore, New York, last Wednesday morning, with negotiations for the new network commercial contract beginning that afternoon and those for the new network sustaining contract the following morning.

Plan is to continue meetings on this schedule, Monday through Friday, until agreements are reached. Union estimates that negotiations on the sustaining contract will wind up the end of this week, following which morning sesisons can deal with network staff contracts. When commercial code is set, which AFRA guesses as Oct. 23 at the latest, union will meet afternoons with transcription companies. These negotiations should be brief, Mrs. Holt said, since a new transcription contract was signed last year and few changes are required.



Mr. Smith



Mr. Kenway

Atlantic Criticized In Football Policy

Changes Schedule to Include Navy Game for Cleveland

WTAM Cleveland will carry play-by-play broadcast of the Navy-Notre Dame game at Baltimore Nov. 4 under sponsorship of Atlantic Refining Co. Decision to substitute the game for the Ohio State-Indiana contest originally scheduled was reached by N. W. Ayer & Son, Atlantic agency, following protests by John F. Patt, vice-president and general manager of WGAR Cleveland, against Atlantic's refusal to grant WGAR right to carry the game on a sustaining basis with public service messages substituted for commercial copy.

Mr. Patt, through Louis G. Caldwell, WGAR attorney, had protested to Navy, Pitt and Dartmouth athletic directors over Atlantic's refusal to grant rights to WGAR for their games with Notre Dame. WGAR took the position that Cleveland and Northern Ohio listeners, ardent Notre Dame fans, were being prevented from hearing three Notre Dame games because Atlantic, holding exclusive rights to the games along with other games in its marketing area, was not using them on its WTAM schedule. Atlantic's Cleveland schedule is being carried on WTAM.

Atlantic Policy

Speaking for Atlantic, Wallace Orr, handling Atlantic sportcasts for N. W. Ayer, stated that a policy covering such situations was set up seven years ago. Atlantic is glad to give rights to its games outside its marketing area, he said, and will pay wire charges. Stations in turn are asked to carry the Atlantic commercials. But he added that Atlantic does not wish to compete against itself by granting another station rights to carry a game for which it has paid franchise rights.

WGAR has cleared rights to seven of the 10 games on the Notre Dame schedule, according to Mr. Patt. He added that the station had decided to carry the full Notre Dame schedule at its own expense if necessary. While upholding the principle of exclusive rights to such events, he argued that public interest is adversely affected where broadcasting privileges are obtained but are not used. This position was stressed in the letters sent athletic directors. The idea of carrying the games sustaining with Atlantic commercials was described as contrary to advertising ethics.

Blue Honors LaRoche

TO HONOR Chester J. LaRoche, named vice-chairman of the board of the Blue Network as part of a major reorganization announced last week [BROADCASTING, Sept. 25], and of Robert Kintner, recently named vice-president in charge of public relations, the Blue Network will hold a reception Oct. 2 at the Waldorf-Astoria Hotel, New York.

Hearing Points to First Petrillo Setback

Decision to Rest Solely on Job Description

By JACK LEVY

PROSPECTS that James C. Petrillo, president of the American Federation of Musicians, will lose his first major battle with radio appeared certain last week when AFM counsel failed to provide acceptable justification for the employment of musicians as platter turners at the long awaited jurisdictional hearings in New York before the National Labor Relations Board.

With witnesses for the National Assn. of Broadcast Engineers & Technicians offering strong evidence that operation of turntables at radio studios properly falls into the coordinated technical functions of engineers, and counsel for the AFM frankly conceding that their claims are based on efforts to 'make work' for musicians, there was every indication the Board will support the NABET position and will award jurisdiction over turntables at NBC and Blue-owned stations in Chicago to the technicians' union. Such a decision would smash Mr. Petrillo's far-reaching plans to install musicians in every station in the country to operate turntables exclusively and not play music.

NABET Support

More than an inkling as to how the decision will go was given at the hearings when James O. Paradise, NLRB trial examiner, told Joseph A. Padway, AFM counsel, that the Board would decide the case on the sole basis of where the operation of turntables properly belongs, rather than whether making jobs available for musicians would affect the jobs of technicians.

Following two days of hearings, much of which was devoted to technical operations involving the integration of sound into the production of programs, the various parties to the case—NABET, AFM and the NBC and Blue networks—were given a week to file briefs. Records of the hearings and briefs will then be studied by the full NLRB in Washington which will then offer opportunities for oral argument. The decision of the Board is expected in four to six weeks.

An adverse decision was indicated at the very outset of the Friday hearing when Mr. Padway offered to drop the case, reserving the right to renew his claims for jurisdiction at some future period. NABET, however, refused the offer and the proceedings were continued.

With Mr. Paradise as the trial examiner, presiding for the NLRB, the hearings formally began Thursday morning in the trial room of the Bar Bldg. with Allan T. Powley, NABET president taking the stand for the technicians.

Present for NABET, in addition to Mr. Powley, were Martin F. O'Donoghue and Thomas Dunn, counsel; C. A. Allen, national secretary and treasurer; George Riley, vice-president; Burr Whyland, studio engineer of WLS Chicago; and Beverly Fredendall, chairman of the Chicago chapter of NABET and a designer of technical equipment.

Petrillo Absent

Present for the AFM were Joseph A. Padway and Henry Friedman, counsel; Harry Sacker, counsel for Local 802 New York; and David Katz, counsel for Local 10, Chicago.

Again conspicuous by his absence was James C. Petrillo, AFM president, who precipitated the controversy.

Representing the networks were Joseph F. McDonald, NBC counsel, George McElrath, NBC operating engineer, Walter L. Emerson, Blue counsel; and G. O. Milne, Blue chief engineer.

At the outset of the hearing, Mr. Padway challenged the contention of NABET counsel that NABET is a union within the meaning of the National Labor Relations Act, but later conceded that for the purpose of this proceeding it is such a labor organization. He reserved the right to challenge this contention in other proceedings. Mr. McDonald stated the position of the NBC network as recognizing both unions as labor organizations within the meaning of the act.

Mr. Powley, who is employed as a control supervisor with WRC Washington, NBC-owned outlet, testified that NABET was formed in March 21, 1941 and was formerly known as the Assn. of Technical Engineers and was limited to employes of NBC. He said ATE was changed to NABET to bring other groups into the organization. In addition to NBC and Blue-owned stations, he listed the following independent stations as under the jurisdiction of NABET: WPTF Raleigh, WLS Chicago, WOW Omaha, WOR New York, WWJ Detroit.

Powley Testifies

Mr. Powley described the control booth operations at WRC as typical of most NBC and Blue-owned stations. He said that the operation of the turntables at these stations is integrated with the work of the studio engineers and is designed as an integral part of the engineering operation. Control of sound, whether it be music, voice or sound effects, is under the direction of the studio engineer, he testified, whose function is to maintain volume at the proper level. When a record is played, it is his duty to keep the record at the same level as the announcer's voice. He explained that the sound leaving the mixing panel goes into a studio amplifier, the output of which goes into the master control board where the program is switched to a designated point in the network, the local station or a specified "feed".

He testified that with the exception of Chicago, turntables at all NBC and Blue-owned stations are operated by the technicians. The operation is also done by field engineers and transmitter engineers, he said.

Mr. Powley added that engineers at all NBC and Blue-owned stations also operate recording machines for making master records of broadcasts and operate dubbing machines for making duplicates of the master record.

Upon questioning by AFM counsel, Mr. Powley explained that at most stations sound effects men participate in the programs and are members of AFRA but that at WOR WRC and WMAL, NABET technicians operate the sound effects equipment.

O'Donoghue Objects

When Mr. Padway questioned Mr. Powley regarding the schedules of work for the various engineers, Mr. O'Donoghue registered vigorous objections. Overruled by Mr. Paradise, Mr. Powley answered that the operation of the turntables is part of the work of the engineers and is included in their day-to-day operations.

When Mr. Padway asked whether the engineers could not be exclusively assigned to maintenance work, on the various technical equipment used in broadcasting, Mr. O'Donoghue again objected, claiming the question was immaterial and irrelevant. Mr. Padway countered that it was the dispute important question in the dispute. After some consideration Mr. Paradise allowed the question.

Mr. Powley replied that even in maintenance work the engineers maintained the turntables, but stated that in order to permit musicians to operate turntables it would be necessary to remove the turntables from the control booths as is done in Chicago.

Further questions along this line by Mr. Padway were objected to by Mr. O'Donoghue as hypothetical. The NABET counsel charged the AFM attorney with "effrontery" in asking questions as to how turntable operations might be handled in order to make work for musicians. The issue, he contended, is not how the operation could be done, but how it is being done. Mr. O'Donoghue's objections were sustained.

At the afternoon session on Thursday, Mr. Fredendall testified he has designed, constructed and installed turntables in all NBC

(*Continued on page 63*)

'Oscar' for Radio-Television Is Proposed by Industry Heads

By DAVID GLICKMAN

MOVEMENT, fostered by top members of the broadcasting industry, to set up in the radio-television field a non-commercial organization comparable to the Academy of Motion Picture Arts & Sciences, has been started in New York and Hollywood.

Proposal set forth by group, including writers, producers and executives, calls for a democratic structure and broad membership which would include creative and technical workers as well as management. Group revealed that a system of official Awards of Merit for the broadcasting industry, comparable to the "Oscar" awarded annually in the motion picture industry by Academy of Motion Picture Arts & Science would be used.

Non-Commercial

It was pointed out that proposed new organization would not infringe upon the province of existing industry organizations. It would be non-commercial, non-political and non-economic in scope. While it is expected that the networks will be called upon to pay a portion of costs for such an organization, plan under discussion contemplates a membership structure by which an individual member, such as writer, actor, announcer, producer, musician or technician will have vote equal to that of a network or station manager. To add impetus to the movement, present New York and Hollywood planning committee will be enlarged to a permanent ways-and-means committee, and include representatives from Chicago, San Francisco and other major broadcasting centers.

Although E. T. Buck Harris, Los Angeles manager of Lee & Losh, West Coast public relations firm, refused to comment when contacted by BROADCASTING, he admitted his firm has been engaged to assist in collecting and analyzing data pertinent to creation of the radio-television awards plan and formation of an organization similar to the AMPAS. Mr. Harris was one time manager of shortwave station KGEI San Francisco, and prior to that with General Electric Co. in public relations work.

House Group Probes News Broadcasts

'Political Bias' Charged; Major Net Heads Subpenaed

INVESTIGATION into allegations that certain network and independent station commentators are conducting "biased political campaigns" in violation of the Communications Act has been under way by the House Select Committee to Investigate the FCC, it was revealed with disclosure that subpenas were served Friday on the heads of the four major networks, a regional network and several independent stations by Robert B. Barker, Committee chief investigator.

Returnable at 10 a.m. Oct. 9, the subpenas call for all scripts of commentators, together with those of guest speakers on certain specified programs, broadcast between June 1-Sept. 29. They were issued for Niles Trammell, NBC president; Mark Woods, Blue president; Miller McClintock, Mutual president; Paul W. Kesten, CBS executive vice-president; John Shepard 3d, Yankee board chairman; Herbert L. Pettey, general manager, WHN New York; Nathan Straus, president, WMCA New York.

WMCA Case Reopened

A special hearing is expected to be called for mid-October to air the charges, should the Committee's investigators determine there is foundation for them. At the same time it was learned that the Committee plans to reopen hearings in the sale of WMCA in 1940 by Donald Flamm to Edward J. Noble, now Blue Network board chairman. John J. Sirica, Committee general counsel, and Mr. Barker, spent most of last week in New York.

Action on the commentators came as a surprise since Chairman Clarence F. Lea (D-Cal.) announced when hearings recessed in mid-September that the Committee would not meet again until after Nov. 14.

In a statement issued for release today (Oct. 2), Rep. Richard B. Wigglesworth (R-Mass.) said complaints had reached the Committee that certain commentators were carrying on "political campaigns in behalf of perpetuation of the New Deal in power". His statement was issued from his home in Milton, Mass.

"We are not concerned whether the bias is Democratic or Republican," said the statement. "We are concerned with the use of public frequencies. A radio station cannot serve the public by consistently putting on the air a speaker or commentator in behalf of only one candidate or party."

Indication that the Committee was concerned with the manner in which some stations and commentators are broadcasting political news and what the FCC is doing to enforce the law with respect to political broadcasts came Sept. 13 when Reps. Wigglesworth, Louis E. Miller (R-Mo.) and Warren G. Magnuson (D-Wash.) questioned FCC Chairman James Lawrence Fly regarding Commission regulations governing political broadcasts [BROADCASTING, Sept. 18].

"Mr. Fly told us the Commission had made no regulations, except those based on the law," said Rep. Wigglesworth. "He left the impression that any responsibility was solely that of the licensee and not the Commission. That is contrary to the opinion expressed by Mr. Fly before the Executives War Conference of the NAB on Tuesday, Aug. 29, in Chicago."

Believe Violations Present

Rep. Wigglesworth's statement pointed out that Chairman Fly cautioned broadcasters not only about Sec. 315, which refers to "legally qualified" candidates for public office, but also warned about broadcasting "programs on behalf of candidates by responsible organizations other than official campaign committees" and asserted that with reference to the "treatment of issues involved in the campaign" it is the "affirmative duty" of broadcasters to "practice rigorous fairness with respect to organizations and issues as with respect to candidates themselves."

"We want to know whether the FCC is carrying out provisions of the law and whether the Commission is seeing to it that all political candidates are given equal time under the law," said Rep. Wigglesworth's statement. "It seems to me the FCC should see that the law is carried out.

"We believe that certain so-called news commentaries not only breach the principles of good broadcasting and free speech, but violate the Corrupt Pratices Act and the Hatch Act. If there are such violations—and we intend to make a thorough investigation—then the FCC does have authority to act.

"Should the Committee determine there have been violations of the law and the Commission has done nothing, then it is up to this Committee to initiate the necessary steps to remedy that situation."

It was learned that a staff of experts will read all news scripts submitted by the networks and report to the Committee as to whether there was apparent "bias" in favor of one party or the other. Rep. Wigglesworth said that if the investigation indicates there has been "evidence of bias," he would call for a special Committee hearing about mid-October to air the charges.

Chairman Fly told the Committee Sept. 13 that whether a station gives or sells time to one political party and not another "wouldn't be a matter for the Commission except when over a long-range operation, it raised the question of denial of free speech, then it might be a subject for review by the Commission when the license comes up for renewal."

Rep. Wigglesworth contended that if charges made to the Committee are true, then several stations are subject to official scrutiny by the FCC on long-range operation. Chairman Fly insisted the FCC would have no right to "tell the station" to put on or take off anybody, "unless we are talking about two candidates, and there the law applies automatically", Rep. Wigglesworth said, quoting the public hearing record.

NAB DISCS RECORD LIBERTY BELL

Member Stations Asked to Broadcast Peals In Special V-E Day Programs

THE LIBERTY Bell will ring again for the entire nation and the world on V-E Day in Europe.

The NAB, pursuant to instructions from its board, has made pressings of a recording of the Bell, which are on their way to all member stations. The recording was made after many tests and a rubber mallet was used to guard against damage, with the volume built up by amplification. The result is said to be the best possible reproduction of the Bell which intoned the Declaration of Independence.

The NAB, in a letter to member stations, urged the observance of "dignity and solemnity" in use of the recording when victory is achieved in Europe. The original suggestion came from K. B. Warner, managing secretary of the American Radio Relay League, in a letter to BROADCASTING, which was endorsed editorially in the July 17, 1944, issue.

One of the five cuts on the record is preceded by this copy, to be delivered by the announcer:

"Independence Hall, in the City of Philadelphia, holds America's most treasured possession — our greatest symbol of freedom—Liberty Bell. No longer in common use, as when it summoned our forefathers to meeting and rang out the glorious news of independence, Liberty Bell is now revered as a shrine. Its historic tones do not pass beyond the walls of Independence Hall.

"The miracle of radio, however, has expanded these walls as if by magic to include the whole world. Recorded for posterity and broadcast for lovers of freedom everywhere, radio now brings us the most inspiring sound in the history of our nation—as Liberty Bell again fulfills its original inscription—*'Proclaim Liberty Throughout All the Land Unto All the Inhabitants Thereof!'*"

Papers Protest Winchell Threat

Commentator Tells Listeners Of Censorship of Pearson

WALTER WINCHELL ad libbed an "SOS" into his Sept. 24 broadcast asking the *New York Post* and *PM* to call him at WJZ, Blue Network key in New York, immediately following his program (*Jergens Journal*, sponsored by Andrew Jergens Co. on the Blue each Sunday, 9-9:15 p.m.).

Plugs Pearson

When the papers called, they reported Monday, they learned that Winchell was having a recurrence of "censorship" trouble, his first since March 26, when his sponsor turned over 15 minutes of the *Basin Street* program following Winchell on the Blue to Rep. Martin Dies (D-Tex.) to answer Winchell's attacks [BROADCASTING, March 20, 27, April 3]. Winchell said that James Andrews, radio director of Lennen & Mitchell, Jergens agency, had cut out a portion of Winchell's script dealing with Hal Stiles, former radio and newspaper reporter who defeated Rep. Costello (D-Cal.), a member of the Dies committee, for renomination.

During his broadcast, Winchell told his listeners to read Drew Pearson's column on Tuesday, promising that it would "startle and rock the nation" and urging them to "be sure to demand your two cents back" if the story, an expose of John F. Dulles, foreign affairs advisor to Thomas E. Dewey, Republican Presidential nominee, was not printed. *New York Mirror* and *Washington Post* omitted the story. The *Mirror* substituted other Pearson material.

'Post' Statement

The *Post* on Wednesday ran a front page statement reporting that "a number of readers did call and protest." Pointing out that Pearson is not an editor nor staff member of the *Post* and that Winchell "has not the slightest influence with the *Post*", the statement concluded: "The editors of the *Post* are solely responsible for this newspaper and no outsider is going to dictate its policy."

More Mueller Newscasts

C. F. MUELLER Co., Jersey City, is so pleased with results obtained through sponsorship of news programs on 13 stations, that more newscasts are being sought in all Mueller markets, according to a spokesman of Duane Jones Co., New York, agency handling the account. Company will use newspaper advertising in Mueller macaroni markets only until local radio news shows become available in these areas it was stated. Continuing and renewing its current schedule, Mueller on Oct. 2 starts ten-minute and quarter-hour newscasts three and five times weekly on WGR Buffalo and WBAL Baltimore.



Buoys get out of line, too

Yes, those channel markers have to be checked time and time again.

There's a tip for radio time buyers, in that Coast Guard service. When did you last check the facts that directed your time buying in Baltimore?

The channel has shifted down here. To find out how to get the most results for the dollar you spend for the client...you need some new markers.

They are available. Down in black and white. We'll be glad to show them to you—any time.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Democrats Sign for 5-Minute Talks

Advertisers Relinquish Last Portion of Programs

SENATOR Truman of Missouri, Democratic candidate for Vice-President, broadcasts tonight (Oct. 2) on the Blue 9:55-10 p.m., spot usually occupied by *Coronet* magazine, to open his party's series of five-minute evening network spots which will be continued up to election eve. Developed by J. Leonard Reinsch, radio director of the Democratic National Committee, and the Biow Co., agency for the Party, the plan is based on the premise that listeners, broadcasters and advertisers would rather take five minutes of campaigning at the end of a program than to have the whole half-hour period usurped by politics.

Advertisers Wary

Fears of advertisers that giving the final five minutes of their broadcast time to any political party would fix them as supporters of that party and its candidates in the minds of the listeners, threatened for a time to block fulfillment of the plan. Some advertisers approached rejected the idea completely; others refused unless the Republicans took similar periods.

Failure of NBC advertisers first approached to cooperate, led to charges that this network had sought to kill the plan as a result of pressure from the Republican Party, charges which NBC emphatically denied, pointing out that when other sponsors were asked, they gave up the time. Network-client contracts, NBC explained, permit the network to reclaim an entire program period for a campaign speech, but not a portion of it, so that NBC could only transmit the Democratic requests for time to the individual advertisers, but could exert no pressure to get them to comply.

Two special writers and a production man have been assigned to the five-minute series, Mr. Reinsch said, and top party spokesmen will be heard, including Quentin Reynolds, Robert E. Hannegan, Chairman, Democratic Committee, and others of that calibre. Broadcasts will be publicized in the newspaper feature, "Battle Page", syndicated by *New York Daily News*, he said.

In addition to tonight's spot, those already set include:

Oct. 3, NBC, 8:25-8:30 p.m., from *Johnny Presents Ginny Simms* (Phillip Morris); Oct. 4, Blue, 9:25-9:30 p.m., from *Dunninger Program* (Kemtone); Oct. 7, CBS, 9:40-9:45 p.m., from *Your Hit Parade* (American Tobacco); Oct. 21, Nov. 4, Oct. 9 9:55-10 p.m., from *Information Please* (Heinz); Oct. 11, NBC, 10:55-11 p.m., from *College of Musical Knowledge* (American Tobacco); Oct. 20, CBS, 9:55-10 p.m., from *Brewster Boy* (Quaker Oats); also Oct. 20, 27.

On Oct. 5, the Democrats have taken the full CBS and MBS networks plus some additional stations for the 10-10:30 p.m. period, during which President Roosevelt, Mr. Hannegan and Mrs. Charles W. Tillett, vice-chairman of the Democratic National Committee, will speak to precinct meetings throughout the country. Following this part of the broadcast, Sen. Truman will speak on Mutual, while the CBS network will be split into state hookups, with speakers selected by the state committees of the party addressing party workers.

Republican National Committee has announced that Gov. Earl Warren of California will broadcast from Minneapolis on MBS tonight, 10:15-10:30 and that Gov. Thomas E. Dewey, will be heard Oct. 6 on NBC, 9-9:30 p.m. from Charleston, W. Va.

TROOPS MAY NOT HEAR FDR TALK

Sept. 23 Speech to Teamsters Union Too Late for Overseas Shortwave Rebroadcasting

BECAUSE President Roosevelt's speech of Sept. 23 was delivered two days after the agreed deadline date for the next scheduled Democratic shortwave allocated broadcast to the troops overseas [BROADCASTING, Sept. 11], there is a strong possibility it may not be used as part of the Army's political air time. And according to Paul Porter, Democratic publicity head, "The troops would rather hear entertainment than the speeches of a politician, anyway."

Political transcriptions of talks domestically broadcast must reach Armed Forces Radio Service Office in New York six days before the date on which they are to be broadcast, to allow time for cable censoring, transportation to San Francisco, and any emergencies which may arise. The next rebroadcast period allotted to the Democratic party following the President's speech to the International Teamsters Union was Sept. 26. Consequently the deadline for that date was Sept. 20. A speech by Quentin Reynolds was broadcast to the troops on Sept. 26.

According to the staggered political rebroadcast schedule for use of Army overseas radio time agreed upon by five qualified political parties the first week in September, the next Democratic time comes Oct. 4. However, the World Series begins Oct. 4, and by request of the parties, all overseas political time has been cancelled for the duration of the games.

Although the Republicans were scheduled to go on the air last Wednesday, Sept. 20, the discs for rebroadcasting arrived too late and the Army was forced to cancel the time. Last week, on its Sept. 19 allocation, the Republican Party used excerpts from the Dewey Philadelphia speech.

The first political series, Sept. 18-22, and the second, Sept. 25-29 were accorded a half-hour. The other series, Oct. 16-20, Oct. 23-27 and Oct. 30-Nov. 3 are planned for 15 minutes. Each party has a different day of the five-day week on a staggered schedule, announced to the troops merely as a "political broadcast". On Saturdays and Sundays the time is used for football games, live and transcribed.

If news of interest to the men overseas is included in a political speech, the newsworthy parts are covered in routine fashion as quotes during the Army live broadcasts, shortwaved daily.

SPOTS FOR DEWEY

20 California Stations Join To 'Sell' Speech in L. A.

TO PRE-SELL the Dewey rally in Los Angeles on Sept. 22, 20 California stations participated in a spot schedule drive using voices of motion picture stars. According to Steve Schaffer, radio director for the Southern California Republican Committee, and account executive for Robinson, 94,000 people attended the speech at the Los Angeles Coliseum. Henry Turnbull, vice-president of Duane-Jones, is national radio director and travelling radio director with the Dewey party.

The program and the Dewey speech were carried by Don Lee and Blue. NBC carried the speech alone handled through Duane Jones Agency, N. Y. Elwood J. Robinson Agency, Los Angeles was agency handling Blue and Don Lee programs. The 20 stations used included: KMPC KMTR KRKD KGFJ KGER KFVD Los Angeles, KPAS KWKW Pasadena, KFOX KGER Long Beach, KVOE Santa Ana, KIEV Glendale, KFMB KSFD San Diego, KTMS Santa Barbara, KFXM San Bernardino KXO El Centro, KPRO Riverside, KVEC San Luis Obispo.

FDR Rated 35.2

BROADCAST of President Roosevelt on Sept. 23 rated 35.2 in the eastern and midwestern time zones, according to data collected by C. E. Hooper Inc., which is making special surveys on major political broadcasts of both parties for the Democratic National Committee. the committee reported last week. Best rating obtained by the Republican Presidential candidate, Gov. Thomas E. Dewey, in his broadcasts to date is 25.3, the report stated. President Roosevelt attracted 82.6% of the total radio audience while he was on the air, while Gov. Dewey had 65.3% as his top. Roosevelt audience mounted as he proceeded, report said, whereas Gov. Dewey generally lost listeners as his talks progressed.

New Campana Show

CAMPANA Sales Co., Chicago (Original Campana Balm, Campana Cream Balm) on Nov. 4 will begin sponsorship of *Campana's Grand Hotel*, new half-hour dramatic show, on the full NBC network. The 52-week contract was placed by Wallace-Ferry-Hanly Adv., Chicago.

Barrett Replaces Sherwood at OWI

Active Part in Campaign Given As Reason for Leaving

ROBERT E. SHERWOOD, director of the OWI's Overseas Branch, resigned last week to participate in the campaign for reelection of President Roosevelt. Edward W. Barrett, executive director of the Overseas Branch since last January, was appointed director in Mr. Sherwood's place and Thurman L. Barnard, assistant executive director, at present inspecting OWI work in the Mediterranean Theatre, has been named executive director of the Branch.

Outlines Service

In his letter of resignation to Elmer Davis, OWI director, Mr. Sherwood outlined the accomplishments of the Overseas Branch in "telling the story of America's war effort" via radio, radiophoto, press, and motion pictures, and said that he was leaving "only because I believe deeply that the reelection of President Roosevelt is the one sure guarantee that this country will play the same great part in the peace that it played in the war, that the clock will not be turned back to 1921 and 1929."

Mr. Barrett worked in the CBS publicity department after being graduated from Princeton in 1932,



Mr. Barrett



Mr. Barnard

later joining the staff of *Newsweek*, serving that magazine as Washington correspondent and finally as associate editor when he left in 1942. Mr. Barnard, 46, joined OWI in March, 1943 after 23 years with N. W. Ayer & Son. He is a native of Beaver Falls, Pa. and attended the Universities of Pittsburgh and Pennsylvania. He was formerly chief of the Outpost Service Bureau of the OWI.

Reichhold Sponsors

REICHHOLD Chemicals Inc., Detroit, manufacturers of synthetic resins and industrial chemicals, which will sponsor the Detroit Symphony Orchestra on 61 MBS stations Saturday, 8:30-9 p.m. beginning Oct. 21, will limit announcements for the first 13 weeks to a brief credit stating that "The Detroit Symphony Orchestra is presented through the courtesy of Reichhold Chemicals Inc., Detroit." Institutional copy may be used later. Henry H. Reichhold, chairman of the board, is also president of the symphony orchestra. Agency for the series of orchestra concerts is Grant Adv., New York.

WFIL

...means progress!



WFIL has maintained a consistent policy of producing local programs fitted to meet the exacting demands of discerning Philadelphians. WFIL is privileged to broadcast, among other fine programs, "Cross Town Quiz," "This Week in Philadelphia," "Junior Music Hall," "Sweet Land of Liberty."

Because they are constantly aware of the need for the development of new radio programs, the WFIL Program Department is alert to new trends in listening preferences. Almost daily experimentation with new program ideas has kept WFIL free from hardening of the kilocycle arteries . . . has tended to make it "Philadelphia's Most Progressive Radio Station."

A BLUE NETWORK AFFILIATE

WFIL

★ 560 KC

Represented nationally by The Katz Agency

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

Elmer Davis Sees Shortwave Serving in Peace as in War

OWI Chief Dedicates New Crosley Transmitters; Rockefeller, Durr, Sherwood Take Part

AMERICA'S great shortwave facilities, recently supplemented by the new Bethany Transmitters near Cincinnati, will be ready to serve the nation in time of peace as it has served in war, Elmer Davis, OWI director, said in an NBC broadcast Saturday, Sept. 23, in dedicating the Crosley stations as "the newest and most powerful channels in the Voice of America."

In ceremonies at the Willard Hotel, Washington, attended by approximately 150 radio executives in Government and private industry, Mr. Davis was one of four officials who spoke from Washington in a half-hour program originating from WLW Cincinnati on the occasion of the dedication. Others were Nelson Rockefeller, Coordinator of Inter-American Affairs; Robert E. Sherwood, who resigned last week as Director of OWI Overseas Operations; and Clifford J. Durr, FCC Commissioner.

Future Undetermined

While declaring that the OWI will go out of existence when Germany and Japan have been defeated, Mr. Davis was unable to say what use would be made after the war of the powerful transmitters owned or at the disposal of OWI and CIAA. "Precisely what the future of international broadcasting, as conducted from the United States, may be," he asserted, "it is still too early to say; many men in the Government and in private industry are giving thought to it, but no final determination has yet been made."

Mr. Sherwood, praising the role played by the Allied radio and particularly the voice of ABSIE (American Broadcasting Station in Europe) in the invasion operations, said he was "more than ever convinced that international broadcasting will be a vital factor in keeping the peace." (Remarks of Mr. Rockefeller and Mr. Durr were summarized in an advance story on the dedication in the Sept. 25 issue of BROADCASTING).

Shouse Host

Host at the dedication ceremonies in Washington was James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Among those attending were:

From OWI—Mr. Davis; Mr. Sherwood; Edward W. Barrett, newly appointed Director of Overseas Branch; Thurman L. Barnard, newly appointed Executive Director, Overseas Branch; Ferdinand Kuhn, Deputy Director, United Nations Information; Rear Adm. Richard P. McCullough, Security Officer; Lt. Col. Eugene M. Winters, Executive Officer, Security Advisory Board; George W. Healey Jr., retiring Domestic Director; Neil Dalton, newly appointed Domestic Director; George P. Ludlam, Chief, Domestic Radio Bureau; Dowsley Clark, Chief, News Bureau; James Weldon, Chief, Bureau of Communications Facilities; Fred H. Trimmer, Assistant to the Chief of Communications Facilities; Fred T. Teal, Administrative Officer, Bureau of Communications Facilities; Charles L. Jeffers, Principal Radio Engineer, Bureau of Communications Facilities; William C. Bourne, Assistant to Executive Director; Herbert Plummer, Editor, General News Desk, News Bureau; John F. Depenbrock, Assistant to the Security Officer.

From FCC—Commissioner Durr; M. H. Woodward, Chief, International Division, Engineering Dept.; John A. Willoughby, Acting Assistant Chief Engineer in Charge of Broadcasting; Earl A. Minderman, Director of Information;; Minnie Sparks, Secretary to Commissioner Norman S. Case; Ethel Cox Marden, secretary to Commissioner Durr.

From War Production Board—Ray C. Ellis, retired Director, Radio & Radar Divisions; John Creutz, Chief, Domestic & Foreign Branch, Radio & Radar Division.

From War Dept.—Lt. Col. Jack Harris, Acting Chief, Radio Branch, Bureau of Public Relations, War Dept.; Maj. Lester Lindow, Executive Officer, and Maj. A. W. Wharfield, Overseas Liaison Officer, Radio Branch, War Dept., BPR; Brig. Gen. A. D. Sykes, Chief Signal Officer for the British in the North American Continent.

From CIAA—Mr. Rockefeller; John W. G. Ogilvie, Director, Radio Division.

From Navy Dept.—Lt. Comdr. Duke M. Patrick, USNR; Lt. M. F. (Chick) Allison, USNR, former promotion manager, WLW; Lt. Dwight Martin.

From State Dept.—Francis Colt de Wolf, chief, Telecommunications Division.

From WLW—R. C. Cosgrove, vice-president and general manager, Crosley Corp.; Elmer Boos, business manager; Warren Jennings, manager, New York sales office; Eldon Park, assistant manager; David Conlon, engineer; Marshall Terry, public relations director; William J. Dempsey and William Koplovitz, Washington counsel; Fred Ball, Ted Pierson and Sam Slaughter, Washington counsel for Crosley Corp.

Others—Earl Gammons, Washington director, CBS; Jack Edmunds, program director, WMAL Washington; Fred Shawn, assistant manager, WRC Washington; G. Bennett Larson, general manager, WWDC Washington; George Johnson, technical director, KOB Albuquerque, N. M.; Elton J. Layton, clerk, House Interstate & Foreign Commerce Committee; Murray Brophy, former Chief of Communications Facilities, OWI; Mrs. Elaine Ewing, J. Walter Thompson Co.

EIGHT-IN-ONE Co., Chicago, (cold tablets), began sponsorship Oct. 1, of a quarter-hour news show, twice weekly on WBBM Chicago. Twenty-week contract was placed by H. W. Kastor & Sons, Chicago.

SELLING SURRENDER
Lt. Col. Rosenbaum Tells How Radio Men Serve

EVER wonder what happens to radio men not assigned to radio *per se* in the Army? One good answer comes from Lt. Col. Samuel R. Rosenbaum, president of WFIL Philadelphia, now with Allied Military Government (AMG) in the European Theatre.

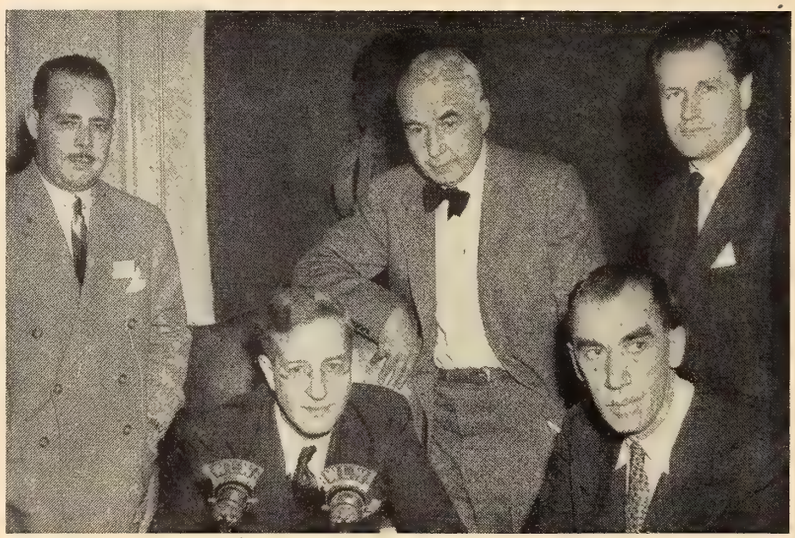
"Many of the radio men are in loud speaker units," he reports. "They get up near the German lines and give the Jerries a sales talk on the PA system, and soon here come Hans and Fritz and 50 comrades to sample the chewing gum and cigarettes. It is not so very different from radio at home, but the advertiser gets quicker results."

New York City Groups Organize Radio Council

FORMATION of a New York Radio Council composed of representatives of stations, public service groups and educational systems to bring radio and the listening public into closer contact was announced last week by Mrs. Harold V. Milligan, chairman pro-tem, and president of the National Council of Women, following the first meeting of the organization on Tuesday.

Basic objectives of the Council were agreed upon by representatives of WJZ WEAF WABC WOR WQXR WMCA WNYC WHN WLIB WINS WHOM, and of 17 groups as follows: Assn. of University Women, National Council of Women, National Council YMCA, National Girl Scouts, N. Y. Federation of Women's Clubs, National Boy Scouts, New York State DAR, Camp Fire Girls, National YWCA, Radio Directors Guild, J. Walter Thompson Co., Women's Action Committee, N. Y. Federation of Churches, Yonkers Teachers Radio Committee, N. Y. Public Library, N. Y. School Teachers, N. Y. Federation of Music Clubs.

COMMITTEE FOR NATIONAL Human Relations, Chicago, is sponsoring five-minute transcribed shows on 76 stations. Starting Sept. 22 and Sept. 29, two to six-week contracts were placed by J. R. Hamilton Adv., Chicago.



FORMALLY DEDICATING to the Voice of America the powerful Bethany Transmitters of the Crosley Corp., Cincinnati, built for the OWI and CIAA was this quartet of Government executives with host James D. Shouse (l), Crosley vice-president in charge of broadcasting. Speaking over NBC Sept. 23 from Washington were (seated l to r): Commissioner Clifford J. Durr of the FCC; Robert Sherwood, former Director, Overseas Branch, OWI; (standing l to r): Director Elmer Davis, OWI; Director Nelson Rockefeller, CIAA, who commended the Crosley stations.

WARNING BY CBS OF PEACE RUMORS

CBS stations are urged to be on the lookout for premature announcements of the end of the war against Germany, or Japan, in a memo from Paul White, director of news broadcasts, distributed to the network's affiliates by Herbert Akerberg, vice-president in charge of station relations.

"Production deficits created by such celebrations could never be overcome and the only payment that could ever be made for these deficits would be in terms of the lives of American fighting men," the memo states.

Reporting that CBS has plans for "special band programs, documentaries, talks, nationwide pick-ups, prayer services and other features that would at once solemnize the day and yet describe any celebration that might be touched off," for V-E Day, "if there ever is such a day," Mr. White warns that German surrender may come "only in small doses" and that the announcement that all organized resistance has ceased "might be so anti-climactic as scarcely to cause a ripple in this country, which by that time may well be concentrating on the war in the Pacific."

Govt. Messages Continue After Victory in Europe

ADVERTISERS and advertising media cannot drop their support of Government war campaigns and revert to direct product advertising on V-E Day, the War Advertising Council pointed out, reporting on a survey of home front information problems in cooperation with the OWI. Study, based on data furnished by Government agencies, showed that of the 32 major information campaigns now running, 17 will probably need to continue at least six months after V-E Day. Nine are expected to decrease in importance in the period right after the Nazi collapse, and six will terminate coincidentally with the end of the European war.

Assurance has been given that "no information programs sponsored by OWI will be continued a day beyond actual and urgent need." Campaigns most likely to need continuing support, often with increased intensity, following V-E Day, are: Accident prevention and safety, American Red Cross, cadet nurses, economic stabilization, food price ceilings, forest fire prevention, gasoline black markets, merchant marine recruiting, National War Fund, nutrition, paper salvage, planned spending and saving, security of war information, venereal diseases, V-Mail, War Bonds and WAC recruiting.

Bank Sponsors Games

AMERICAN TRUST CO., South Bend, for the sixth consecutive year, will sponsor the schedule of Notre Dame football games at home and abroad over WSBT South Bend. The only games not sponsored by the bank will be the Army-Notre Dame contest, which will be carried unsponsored by WSBT through CBS.

Anti-Saloon Show

ANTI-SALOON LEAGUE, Chicago, has started sponsorship of quarter-hour transcribed show six times weekly, on WHAS Louisville, Sept. 4. Show was to start on WROK Rockford, Oct. 2; WDZ Tuscola, Ill. Oct. 30. Eight-month contracts were placed direct.



24 years of profitable peach fuzz

Twenty-four years ago Erasmus Winterbottom chewed contemplatively on a peach. "Peaches grow in Georgia, Oregon, California...why not in Spartanburg?" And Mr. Winterbottom planted the first peach orchard in the Carolina rolling-lands of the Piedmont.

Today that original orchard continues productive ...but not alone. There are 3,000,000 peach trees in Spartanburg County...with an annual yield of over 2 million bushels—10% of all the peaches produced in the whole South...profitable peach fuzz!

But the rolling-lands of the Piedmont produce more than peaches! Textiles, timber, plastics, fruit and cotton give an almost-Midas touch to this 16-county WSPA Primary Area.

Small wonder high authorities call the Piedmont "one of the *best-balanced* sections in the entire country!"

WSPA swings the *balance* your way.



WSPA

SPARTANBURG, SOUTH CAROLINA

5000 watts day, 1000 watts night, 950 kilocycles

Home of Camp Croft *Represented by Hollingberry*

Capital Equipment Up to $500 Available Under WPB Action

Wartime Restrictions Eased Under New Ruling; Point-to-Point Firms Also Are Given Relief

BROADCASTERS now can purchase new capital equipment in an amount not exceeding $500 for any one complete transaction under a maintenance, repair and operating rating (the familiar MRO rating) under WPB action last week revoking Preference Rating Order P-133.

Under PRO P-133, which had been issued last November, a station was forbidden to use the MRO rating for new capital equipment, for the interpretation to P-133 specifically pointed out that the MRO rating (for "maintenance, replacement and operating" supplies) could not be used for such capital additions as amplifiers, turntables, and microphones. These materials are now put under CMP (Controlled Materials Plan) Regulation 5, which specifically gives station owners their authority to use the MRO ratings for new apparatus.

The paragraph in CMP Reg. 5 which defines a "capital addition" follows:

(3) Minor capital additions may be obtained under the procedures provided for in this regulation for obtaining maintenance, repair and operating supplies where the cost of the minor capital addition does not exceed $500 (excluding the purchaser's cost of labor) for any one complete capital addition. The term "one complete capital addition" includes a group of items customarily purchased together and all items which would normally be purchased as part of a single project or plan. No capital addition shall be subdivided for the purpose of coming within this paragraph, and where the capital addition involves construction, authorization to construct must be obtained to the extent required by Conservation Order L-41 or by any other applicable order or regulation of the War Production Board.

Another provision of P-133 which has been revoked is that limiting stations to one new and one rebuilt spare tube per socket, whereas the new regulation (CMP Reg. 5) does not place any specific limit on the number of such spare tubes which may be kept on hand. Furthermore, broadcasters will be given an AA-1 priority, in order to make the purchase, instead of the former AA-5, the WPB said.

Heretofore, under P-133 no limit was placed on the amount of money which was expended for MRO purposes provided purchases were in strict accordance with the limits of the order. Hereafter, the total amount which may be spent for maintenance, repair and operating supplies under CMP Reg. 5 in any calendar quarter may not exceed one-fourth of the expenditures in the whole year 1942, except that if present expenditures do not exceed $5,000 per year, the purchases do not have to be based on 1942 purchases. If this limitation works any hardship on a station, however, an appeal for increased MRO quota may be filed under CMP 5, Radio & Radar Division, officials pointed out.

Before P-133 was repealed last Tuesday, many stations had ordered recording equipment under an AA-1 priority, whereas this equipment was new and not eligible for the MRO rating, the WPB said. It was made clear that the new ruling therefore will not legalize MRO ratings which have been illegally extended in the past, but does allow a station owner considerably more freedom to acquire additional material and equipment.

Point-to-Point Aid

At the same time WPB made available provisions for securing priorities assistance in radio communications, broadcasting, commercial recording and public address systems for maintenance, repair and operating supplies for U. S. international point-to-point radio communication companies. Such companies are defined by WPB as those owning stations licensed by the FCC to handle international communications, including code, voice and pictorial matter.

The special rule allowing international point-to-point radio communication carriers to use MRO preference rating AA-1 for rearranging and modifying their facilities (formerly in P-133) will be continued under CMP Reg. 5 in order to enable the three or four American companies engaged in this business to move speedily to meet the overseas communication demands, especially of the Army and OWI, in providing services as new territories are occupied or liberated, it was pointed out by WPB officials.

Specifically this rule, Direction 23, authorizes any person engaged in commercial international point-to-point radio communication to use preference rating AA-1 and the CMP allotment symbol MRO to rearrange, modify or expand existing facilities and equipment, except buildings, either to maintain his regularly established services or to provide whatever new or modified services may be necessary to render services by or for the U. S. Army, Navy or Governmental Agency or any foreign agency.

Limitations on the cost of materials used in any one such project have been increased from $1,500 to $2,500. Prohibitions of CMP Reg. 5 against securing MRO supplies for export, and the rules of Conservation Order L-41 requiring construction authorization do not apply to activities permitted by Direction 23, it was explained.

The general requirements covering MRO assistance to all other types of radio stations previously covered by P-133 were revised, officials said.

AWARD PRESENTED BY THE BLUE NETWORK AND BASED ON A POLL OF AGENCY ACCOUNT EXECUTIVES



". . . the account executives considered WKIP one of the thirteen top-notch Blue Stations."

KEITH KIGGINS
Vice-President

Top-notch in AUDIENCE, too.

Sound principles of service to our advertisers earned us this Award. Sound programming earned us the loyalty of our listeners as evidenced by the Hooper figures to the right. The same sound management will go to work for you in the 52,000 radio homes in this 95 million dollar market whenever you place your order.

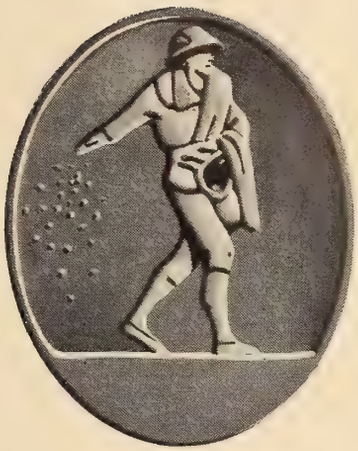
Poughkeepsie, N. Y. Spring, 1944

STATION LISTENING INDEX
(A HOOPER RADIO REPORT)

STATION	MORNING INDEX 8 AM-12 N'n	AFTERNOON INDEX 12 N'n-6 PM	EVENING INDEX 6 PM-10 PM
WKIP	38.6	28.0	26.5
"A"	19.1	25.6	14.0
"B"	9.7	14.7	19.7
"C"	8.5	13.7	14.8
"D"	12.9	4.3	13.3
"E"	5.6	3.8	6.0
"F"	2.5	1.9	3.4
"G"	1.9	4.7	.8
OTHERS	1.2	3.3	1.5

WKIP
POUGHKEEPSIE, N. Y.

REPRESENTED BY HEADLEY-REED COMPANY



For more than a score of years KDKA "Farm Hours" have rendered genuine service to the Agricultural Community, throughout a wide area ✳ Homer H. Martz, farm-born-and-raised KDKA Agricultural Director, having served a number of years with the Department of Agriculture as a County Agent, understands farmers' problems and works with the farmer and his family ✳ Through personal appearances at Granges, Farm Bureaus, 4-H Clubs and other agricultural gatherings, he inspires confidence and gains loyalty ✳ Naturally, his daily radio visit to myriad rural homes, from 6 to 7 every weekday morning, is a welcomed integral part of the farmer's life ✳ Balanced blends of news, live music, market reports, guest-interviews, etc., inform, entertain and sell to the suburban and rural community ✳ Representative offers produce an average of 600 replies per announcement, usually from 10 states; often from as many as 20 ✳ Honest and sincere interest in Farm Life is reflected in each program and is the factor that has built and held loyal listenership over the years ✳ If you have a product to introduce or sell to farm-folk, consider 50,000 Watt KDKA's important influence throughout a widespread Agricultural Community. Ask NBC Spot Sales for further information about KDKA, Pittsburgh, the station serving a 1½ million radio-home area. 49% of these homes are rural, 51% urban.

Westinghouse Radio Stations Inc ★ KDKA • KYW • WBZ • WBZA • WOWO • WGL ★ Represented Nationally by NBC Spot Sales

We're *in the* Money Now

The Nashville market is an increasingly profitable market, therefore many new sponsors are coming our way. They're proving every day that all of Middle-Tennessee and that part of Southern Kentucky that make up the NASHVILLE TERRITORY are well worth going after.

There is every reason why the Nashville trading area will be a rich and stable one after the war. Our farms are fertile and productive. The industries located here are essential and flourishing. Living standards are high. WHEN YOU ARE READY TO COME INTO THE SOUTH, CHECK UP ON NASHVILLE AS A LEAD MARKET AND WSIX TO SELL IT. *Write or wire us for facts and figures. We'll have them for you.*

THE KATZ AGENCY, *National Representatives*

Blue and Mutual Networks

5000 WATTS

980 K.C.

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

Blue Plans Postwar 'Ideal' FM Net, Video, Foreign Operations—Kobak

POSTWAR expansion plans of the Blue Network were informally discussed by Edgar Kobak, executive vice-president who has recently been placed in charge of this phase of the network's activity, at a press luncheon given by the Blue last Monday at the Waldorf-Astoria, New York.

In AM broadcasting, the Blue must select sites and make plans for erecting new studios in New York, Chicago, Hollywood and San Francisco, he said, reporting that the Blue has agreed to vacate the space it currently rents from NBC within two years after the end of the war. Plans for television studios and FM programs must also be made, Mr. Kobak said, stating that applications have either been filed or are in preparation for FM and video stations in these cities.

'Ideal' FM Net

Aiming at an "ideal" FM network, the Blue will plan it on paper, Mr. Kobak explained, and then will try to line up stations so the Blue will be prepared when the time comes for a shift from AM to FM as the broadcasting standard. The Blue can start in FM on an even footing with everyone else and not as a late comer, he said. He reported that the Blue is urging its affiliates to go into FM and that Blue network programs have been made available for FM stations operated by Blue affiliates.

The Blue has been handicapped in television, he said, because its separation from NBC came after the start of the war and too late for the erection of a Blue video station, but the network expects to work out an arrangement whereby it can produce television programs in the studios of one of the operating stations and thus gain production experience in this new program field.

Hollywood may well become the country's television program headquarters, he said, pointing to the knowledge of camera and lighting techniques the motion picture industry already has which is applicable to television. Queried about postwar standards, Mr. Kobak said he personally favors the CBS viewpoint of starting wideband transmission in the upper frequencies as soon as possible rather than establishing present standards and attempting to change over at some later date. He emphasized that this was an individual and not a company viewpoint, stating that the subject had not been discussed by Blue executives.

Expressing himself as "bullish" about facsimile, Mr. Kobak predicted the possibility of radio replacing the mails or carrier boys as the distributing agency for publications, although he admitted that a great many details are still to be worked out. He also mentioned the Blue's arrangement for an exchange of programs with Brazil and said that further announcements in the international field would be forthcoming, adding that operations in this field have been held up pending the completion of arrangements for musical programs with the AFM.

The Blue is not setting up a special staff to handle these new developments, Mr. Kobak said. The engineering department will handle the technical problems of FM, television and facsimile as well as their regular duties in AM, and the same practice will apply to all departments. The increased personnel needs of these new developments will provide jobs for the 180 Blue employes now on leave with the country's Armed Forces, many of whom have asked for work in FM or television in preference to returning to their former jobs, he said.

In Washington for the allocation hearings last Thursday, Mr. Kobak declared Blue expenditures for FM and television, including new studios and offices in key cities, may range from five million to fifteen million dollars. He declared it was out of the question to peg the figure, because of the many variables involved. He recalled that Mark Woods, Blue president, had estimated on one occasion that something like seven million dollars might be expended by the network for installation and physical costs alone, to project these new services.

* * *

Better Programs

Advertisers sponsoring evening programs on the Blue Network must provide the highest type broadcast possible with wide listener acceptance or give up their time to other sponsors with better shows, Chester J. LaRoche, network vice-chairman, has informed Blue affiliates, it was disclosed last week.

The Blue has decided, his statement said, that "no longer should any advertising agency have a better creative department than the Blue Network" which proposes to build better public service programs and to work with advertisers and agencies in creating programs for sponsorship. He pointed to the appointment of Adrian Samish, former production supervisor of Young & Rubicam, as national production manager as evidence of the network's determination to achieve real program progress.

"Just as the networks decide the proper length of commercials or what type of advertising is objectionable, just as we aim to prevent distortion of fact, so must we decide to act if we are convinced that a program is not doing a good job," Mr. LaRoche's statement said. "This attitude may not please a particular advertiser, but we know from discusions already held

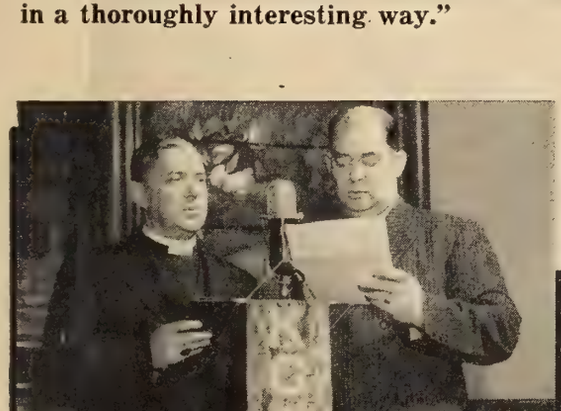
WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

THE RIGHT REVEREND BENJAMIN D. DAGWELL .....BISHOP OF THE DIOCESE OF OREGON SAYS...

"For nearly 20 years the Portland Council of Churches radio program 'Church in Your Home,' has been broadcast every Sunday morning over KGW. It has brought the church into the home for many thousands who would otherwise not have this precious consolation — people who are perhaps bed-ridden or whose heavy responsibilities do not permit church attendance on a Sunday. I cannot imagine any finer example of public service than this. We are most grateful to KGW for the air time and the always gracious cooperation the staff of KGW gives our radio council. We know from many comments that the program is treasured by the Portland area, and that its listening audience grows steadily. It is a pleasure and a satisfaction to know that we can always depend on station KGW for generous cooperation in meeting public service needs in a thoroughly interesting way."

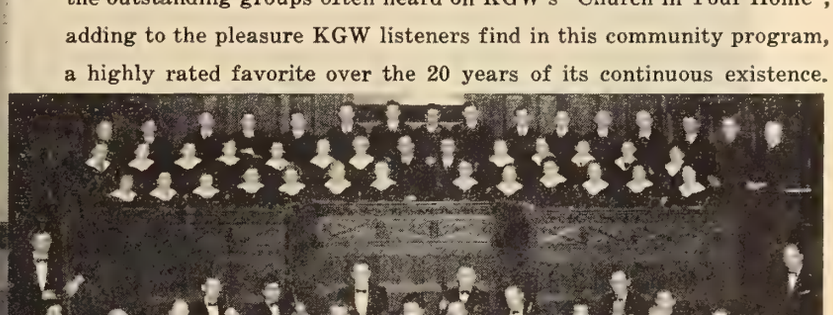


BENJAMIN D. DAGWELL



Bishop Dagwell and Chief Announcer Frank Coffin go on the air with another Sunday program.

The choir and orchestra of the First Congregational Church is among the outstanding groups often heard on KGW's "Church in Your Home", adding to the pleasure KGW listeners find in this community program, a highly rated favorite over the 20 years of its continuous existence.





The radio committee of the Portland Council of Churches, made up of outstanding church leaders, discuss plans for the new fall season of Sunday morning broadcasts on KGW.

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO INC.



"Look for man going under name of Sam Henderson—alias 'Opportunity'— genial, witty, *friendly* . . . emcees a half hour radio show . . . topnotch modern music, interspersed with fast-paced quips and commercials . . . can be heard over WGAN, 3:30 p.m., Mondays through Fridays . . . when last seen this man was buried under landslide of fan mail and requests for 560 REVUE membership cards . . . calling all sponsors . . ."

(And when you find him take advantage of his widespread popularity . . . people in WGAN's listening area — 14 Maine counties; 1 in New Hampshire — like Sam Henderson instinctively . . . and they TELL us about it! This chap's no novice to the entertainment world — and the grand music on 560 REVUE is only *half* responsible for its success!

Participation sponsorship in the 560 REVUE was offered, at first, to local advertisers only — our own method of "kitchen testing" a program. Now we've proved to everyone's satisfaction that this audience is both large *and* responsive — so here's your opportunity to tap a rich market! Send in your request for membership *today* — we'll divulge complete details by return mail!)

STATION WGAN PORTLAND MAINE

5000 Watts

560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station

National Representative: PAUL H. RAYMER CO.

that it will please the advertising business."

Declaring that "there is nothing wrong with the Blue that truly outstanding programs can't cure," Mr. LaRoche continued, "But radio has developed in such a way that good programs spotted here and there are not enough. The increasing tendency of advertisers and agencies to put the best shows back-to-back tends to make listeners tune more and more to one station or network and to stay tuned over a considerable period of time.

"So we are concerned not only with listening habits, but in breaking down listening habits built up by the other networks. This means we must attempt to offer a steady flow of excellent entertainment rather than a spasmodic one, and we must tell people where, on the Blue, the good shows are to be found. We cannot hope that they will bump into them by accident."

Problem of evening strip shows is being worked on "diligently," Mr. LaRoche said, pointing out that listeners who don't like the Ford show or *Lum 'n' Abner* or *Spotlight Bands* on one evening won't like them on another, and probably will not tune in the Blue, thus cutting down the audience for all Blue evening programs. Low-rating evening broadcasts, which provide no "inherited audience" for programs following them, also "detract from that overall listening habit that gives a network its influence," he said.

Obligation to Public

"We are making it increasingly clear to advertisers and agencies who have low-rating shows that their failure to offer a show capable of attracting a reasonable audience against normal competition —after it has been on for a sufficient time—is a matter of the Blue Network's concern," he stated. If an evening advertiser with a small talent budget can't find a formula that attracts an audience, the Blue suggests that he move to Sunday afternoon time, where lower time costs will enable him both to buy more stations and to spend more for talent.

"Suppose," Mr. LaRoche went on, "after we have notified this particular advertiser of our concern about his show, he doesn't want to move, but will take definite steps to improve his show. Then, in all fairness, we will go along with him for a trial period. But, if he cannot improve his show in a reasonable time, then we feel we have the right to ask him to move out of our premium time bracket, to be replaced by an advertiser with a superior show.

"We feel strongly that we have an obligation to see that the public gets programs that, given the proper time and skill, will be worthy of the franchise we exercise," the vice-chairman asserted. "Who is to decide about programs? I know that you will agree with me that it is ultimately the public's decision, and in the final analysis we are obliged to act for the public."

Blue affiliates were apprised of the commercial program policy, as announced last week, at the network's affiliates' meeting in Chicago during the NAB Executives War Conference.

Tide Water Adds Tigers Grid Games

Veteran West Coast Sponsor Buys Series on WINS

TIDE WATER Associated Oil Co., sponsoring football broadcasts on the West Coast for the 19th consecutive season through its Western division, San Francisco, will sponsor grid events in the East this year through arrangements made by R. E. Ryerson, general sales manager, Eastern division.

Through Lennen & Mitchell, New York, oil company has signed for all eight games of the Brooklyn Tigers professional football team on WINS New York, which earlier acquired exclusive broadcast rights to the events. In addition to the eight regular games of the Tigers, Tide Water was to sponsor a special War Bond game Oct. 2, 8:30 p.m. direct from Ebbets Field, Brooklyn, where admission was to be through purchase of Bonds.

News Bulletins Planned

Play-by-play descriptions, covered from the field by direct wire for both home and out-of-town games, will be handled by Don Dunphy and by Stan Lomax, who was at the microphone back in 1932 when WINS was the first New York station to cover professional football.

A five-minute news period for late war bulletins will be inserted during intermission from the WINS newsroom. Between halves station will broadcast an entertainment program from the field with screen and radio stars, military units and bands participating. Schedule follows:

Oct. 2, U. S. Armed Forces all-Eastern Service Stars, Ebbets Field; Oct. 7 (night game) or Oct. 8 (daytime), Detroit Lions, Detroit; Oct. 15, N. Y. Giants, Ebbets Field; Oct. 22, Washington Redskins, Washington; Oct. 29, Boston Yanks, Ebbets Field; Nov. 5, Philadelphia Eagles, Ebbets Field; Nov. 12, Washington Redskins, Ebbets Field; Nov. 19, Boston Yanks, Boston; Nov. 26, New York Giants, Polo Grounds; Dec. 3, Philadelphia Eagles, Philadelphia.

Army Sustains NAB

ARMY public relations officers are not permitted to send questionnaires to radio stations or networks unless specifically authorized by the War Dept., the NAB was advised last week in response to its protest that District 1, Detroit, Sixth Service Command, had sent questionnaires to stations in Michigan [BROADCASTING, Sept. 25]. In a letter to Arthur Stringer, NAB Promotion Director, Lt. Col. Jack Harris, acting chief, Radio Branch, War Dept. Bureau of Public Relations, wrote: "The War Dept. has not approved this procedure and has since advised public relations officers that such requests are not to be made of radio stations or networks."

YOU DO A TWO FOLD JOB

when you use the VOICE of TOLEDO

—A RICH INDUSTRIAL AND AGRICULTURAL MARKET AT ONE COST

WSPD

TOLEDO—*"The Glass Capitol of the World"*—with its 125 million dollar payroll from 650 diversified industries.



RURAL AUDIENCE
Northwestern Ohio and Southern Michigan — one of the richest farm markets in America. The WSPD coverage includes 27 counties.



The WSPD "Two Fold" market is truly a Buyer's and Seller's market. You can be sure of sufficient wholesale and retail outlets for the distribution of your product... and a million and a half "well heeled" prospects to buy it.

For Quick Action... Use The "Voice of Toledo"

Just Ask Katz

WSPD
5,000 WATTS
TOLEDO, OHIO
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

NORTH CAROLINA
IS THE SOUTH'S
No.1 AGRICULTURAL
STATE



WPTF
(CARRYING N.B.C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No.1 SALESMAN

WPTF • RALEIGH



FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Paper to Sponsor NBC Series Show

St. Louis 'Post-Dispatch', KSD Collaborate in Commercial

RESUMES of the World Series games will be sponsored on NBC by the *St. Louis Post-Dispatch*, owner of KSD St. Louis, on all game days except Saturday and Sunday, marking what is probably the first use of network radio as a commercial medium by the newspaper industry.

The *Post-Dispatch* has ordered the 6:15-6:30 p.m. (EWT) period on the full NBC network, with clearance obtained last week on some 65 stations. Program will follow shortly after or possibly overlap direct on-the-screen coverage of the game, 2 p.m. to conclusion, on Mutual and individual non-Mutual stations under sponsorship of Gillette Safety Razor Corp., Boston.

Discussion of the results of each day's game, as received in the newsroom of the *Post-Dispatch*, will be broadcast via KSD over NBC by Grantland Rice, veteran sports columnist and sportscaster; J. Roy Stockton, the paper's baseball editor, and Billy Southworth, manager of the St. Louis Cardinals. Arrangements were made through George M. Burbach, general manager of KSD.

The program also will be shortwaved overseas. At the conclusion of the series Mr. Stockton will go overseas with four other sportswriters and a group of star ballplayers and managers to entertain service men.

Titled *World Series Comment*, the program will be presented without break for commercial announcements and will cover the fine points of each game, with questions and answers as to disputed plays or managerial decisions. Of the series the *Post-Dispatch* said: "The broadcast will advertise St. Louis, particularly as it will be the first time any newspaper and radio station have combined to give any city such publicity in a national network feature."

MILES LABS., Elkhart, Ind. (Alka-Seltzer) on Sept. 30 celebrated its 11th year of sponsorship of NBC *National Barn Dance* by originating show from Elkhart before Miles employes.

NO STAND TAKEN BY FCC IN FDR SPEECH

TAKING no position as to whether President Roosevelt's Bremerton, Wash., radio address was "political", T. J. Slowie, FCC secretary, has advised Myles H. Johns, president of WOSH Oshkosh, Wis., that stations, under the Communications Act and FCC regulations, are not obliged to give or sell time to candidates for public office but they may do either as long as they provide equal opportunities "to all other candidates for the same office".

Mr. Johns informed Stephen Early, President Roosevelt's secretary, that henceforth WOSH would not accept any talks by the President except at regular rates until after election [BROADCASTING, Sept. 11]. He construed the President's Bremerton address as "political in its entirety" and offered Gov. Dewey 37 minutes to reply [BROADCASTING, Sept. 18]. Mr. Slowie wrote Mr. Johns:

"This letter should in no way be construed as passing upon the correctness or incorrectness of your characterization of the President's speech."

Meanwhile the Socialist Campaign Committee has been given its choice of three 30-minute periods on WOSH, with seven minutes of announcements preceding the broadcast, to answer the President. Mrs. Anna Mae Davis of the Committee requested time for Norman Thomas, Socialist candidate for President, and Mr. Johns advised her: "I am proud to offer to Candidate Norman Thomas free time equal to the free time offered Candidate Dewey. It is my opinion that radio has inestimable power in controlling public opinion and consequently no favoritism should be shown to any candidate for any office."

WOV Resumes 'Dance'

WOV New York will resume broadcasts of its Saturday night *Broadway Barn Dance* program on Nov. 4, following an agreement with the New York local of the American Federation of Musicians, which had canceled the broadcasts after the first one on July 1. Program continued through the summer for the live audience only. New hillbilly series, to originate at the New York Times Hall, will be broadcast from 10-10:30 p.m. Admission will be free, with most of the tickets going to members of the Armed Forces. Show had originally played to paid audiences.

OWI PACKET, WEEK OCT. 23

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 23. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
War Bonds	X	--	--	--	--	--	--
Ceiling Prices	X	--	--	--	--	--	--
Merchant Marine Recruiting	X	--	X	--	X	--	--
Careless Talk	--	X	X	X	X	--	--
Car Pooling	--	X	X	X	X	--	--
Paper Conservation	--	--	--	--	--	X	X

See OWI Schedule of War Messages 131 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.





WGN

brings the top sporting events to a sports-minded midwest

Consistent with WGN's policy of bringing the best of all types of radio entertainment to Chicago and the middle west is the remarkable schedule of top ranking sports events carried on an exclusive basis in this area.

• • •

Consider the list of these broadcasts that WGN is bringing to the radio public during the fall season of 1944.

The All-Star Football Game
—featuring the All Stars and the champions of the National Professional Football League

The United States Lawn Tennis Championship matches
—direct from Forest Hills

The World Series
—broadcast exclusively in the Chicago area thru WGN for six consecutive years

The World's Championship Boxing Bouts
—an exclusive WGN-Mutual broadcast at 9:00 p.m. Friday

A Clear Channel Station



CHICAGO
50,000 Watts



ILLINOIS
720 Kilocycles



EASTERN SALES OFFICE:
220 East 42nd Street
New York 17, N. Y.

WGN

PAUL H. RAYMER CO.
Los Angeles 14, Calif.
San Francisco, Calif.

THE MUTUAL BROADCASTING SYSTEM

IT COULD HAPPEN ONLY at WNAX

60,000 FARM FOLKS JAM YANKTON to receive thanks from key figures in government, in radio and the armed services.



For the second year, the Farmer, through WNAX, received just recognition for his efforts toward winning the war, and the peace. WNAX invited outstanding national figures to Yankton on September 4th, as a Jury to select 1944's "Typical Midwest Farmer."

Anton Ettesvold of Morris, Minn., won this title. Through him the splendid food production records of all Midwest Farmers were acclaimed.

Last year this event brought 35,000 to Yankton; this year over 60,000! We are proud of this loyalty to radio and WNAX; proud also to bring such recognition to America's Soldier of the Soil.

THE VOX POP SHOW originated at Yankton on September 4. Selection of Anton Ettesvold as Typical Midwest Farmer of 1944, is here being announced to the nation. Grouped around the CBS microphone are Parks Johnson, Mrs. Ettesvold, Ettesvold, and Warren Hull. Later, Parks and Warren made presentations of awards to runner-up contestants from four other states. Mr. and Mrs. Ettesvold will be taken to Washington, D. C., as guests of WNAX at the next presidential inauguration.



Gov. Ed Thye, Minnesota, says: "Farmers are in a class with soldiers. Food fights, too."



Rufus Howard, Nebraska Sec. of Agriculture, praises wartime farm achievements.



SPEAKERS thanking Midwest Farmers for wartime work include: J. Norman Lodge, veteran A. P. War correspondent; Chan Gurney, U. S. Senator from South Dakota; Maj. Gen. J. A. Ulio, Adjutant-General of the U. S., and Maj. Gen. C. H. Danielson, commanding 7th Corps Area.



Kenneth Simons, Chrm. Conservation Commission, represents North Dakota.



Capt. Ralph Ilmanen, AAF, hero of 230 flights over The Hump into China.

Gov. M. Q. Sharpe of South Dakota, day's host to over 60,000 folks from 5 states.



THE LONE RANGER is mobbed by thousands of admiring youngsters as he leaves the microphone during Midwest Farmer Day. To meet their hero face-to-face as so many did (see inset) was a memorable thrill.



CROWD ROARS as Gene Loffler, WNAX program director has pants trouble. Corn? Sure, but corn sells—and WNAX personalities click at the mike.



WAC BAND from Fort Des Moines thrills crowds along parade-route. Band from Army Air Base at Sioux Falls also was a highspot in the day's entertainment. Horsemen in rear are part of the 40-horse saddle-club coming all the way from Winner, S. Dak., 160 miles, to honor Midwest Farmers and visiting dignitaries with a Chuck Wagon breakfast.



WNAX Scholarship Winners meet for tea with Wynn Hubler, the WNAX Neighbor Lady. Group includes Lona Haskins, U. of Nebraska; Jean Morkassel, U. of Minnesota; Vronna Lee, South Dakota State; Inez Kastner, North Dakota Agr. College; Shirley Polkinghorn, Yankton College, and Greta Swanson, Iowa State. Scholarship fund of $42,000 was announced during 1943 Midwest Farmer Day by Gardner Cowles, Jr.

Big Aggie Says:

"Hey, New York and Chicago . . . Madison Square Garden and Wrigley Field COMBINED, couldn't seat those 60,000 farmers who came from the WNAX five-state area." That's packing 'em in . . . IT MEANS RESULTS, TOO.



WNAX

SIOUX CITY • YANKTON

A Cowles Station

Represented by the Katz Agency

Highest Sept. Sponsor Identification Goes to 'Aunt Jenny', Hooper Data Show

C. E. HOOPER, Inc., New York, in the September report on daytime network ratings, shows that *Right to Happiness* leads the list of "top ten" weekday programs with *Ma Perkins* (CBS) second and *Our Gal, Sunday*, third. They are followed by *When a Girl Marries, Backstage Wife, Stella Dallas, Breakfast at Sardi's* (Kellogg), *Kate Smith Speaks, Big Sister* and *Young Widder Brown*. The top ranking Saturday daytime shows, not included in the weekday list are, first, *Theatre of Today* and second, *Let's Pretend*.

Program with the highest sponsor identification index—75.9—is *Aunt Jenny* with 74.1% giving the correct product and 1.8 naming sponsor but not product. The wrong identification was given by 5.5% and 18.6 couldn't give the name of a sponsor.

The programs with the largest number of women listeners per set are *Songs by Morton Downey* with 1.46 and *Breakfast Club* (Swift) with 1.46; men listeners per set, Cedric Foster with 0.61 and children listeners per set, *Jack Armstrong* with 1.32.

The five top ranking programs listed in terms of the number of listeners per listening set are as follows:

	Women	Men	Children	Total
Jack Armstrong	0.87	0.35	1.32	2.54
Superman	0.86	0.43	1.19	2.48
Breakfast Club (Swift)	1.46	0.35	0.63	2.44
Let's Pretend	0.98	0.24	1.19	2.41
Grand Central Station	1.15	0.40	0.71	2.26

WBT's Service

EMERGENCY Polio Hospital, Hickory, N. C., needed harmonicas so victims of infantile paralysis could exercise throat and neck muscles. An appeal to National Headquarters for Infantile Paralysis brought word that no mouth harps were available. Then WBT Charlotte stepped in. A full-day's schedule was keyed to contain appeals for harmonicas. Within 24 hours 450 instruments had been sent or taken to WBT studios. They're still coming in from all parts of WBT's area.

BASCH RADIO PRODUCTIONS, New York, has appointed Jay Strong, head of the Metropolitan Players, New York, as television director for the newly organized video department. Mr. Strong is noted as a free-lance director and actor in television and the legitimate theatre.

WPB NAMES CHATTEN SUCCESSOR TO ELLIS

RAY C. ELLIS, director of the War Production Board's Radio & Radar Division for the past three years, resigned Oct. 1 to accept an executive position with General Motors in New York, associated with Paul W. Garrett, General Motors' director of public relations in charge of institutional advertising.

Louis J. Chatten, 47, and a native of Pennington, N. J. now assistant director for production in the Radio & Radar Division, will succeed Mr. Ellis. In civilian life Mr. Chatten had been with Fada Radio & Electric Co., Long Island, in charge of administrative engineering and production problems from 1922 to 1937. From 1937-39 Mr. Chatten was with the Bendix Home Appliances Inc., South Bend and in 1940, prior to his Government career, Mr. Chatten was engineering and sales manager of the National Electric Supply Co., Trenton, N. J.

Mutual Realigns Coast News Staff Under Meier

LARRY MEIER, MBS correspondent, is now acting as chief of the Mutual-Don Lee Pacific bureau, established at KFRC San Francisco to serve as coordinating center for all Pacific war news. New set-up was inaugurated by John Whitmore, manager of Mutual's news division, while on a recent visit to the West Coast. Mr. Whitmore announced on his return to New York that special facilities "with high-powered technical equipment" had been added to KFRC to handle the greater increase in news volume from the Pacific.

Leslie Nichols, who returned several months ago from Cairo, Egypt, where he covered Cairo for Mutual is being transferred to Honolulu. Arthur C. Primm Jr., new to Mutual, will share Pacific assignments with Royal Arch Gunnison, replacing Mr. Meier who was prevented by illness from taking an overseas assignment. Mr. Primm has served as news editor, KMO Tacoma, of Pacific Broadcasting Co., and reporter for Transradio Press and UP. In 1942 he joined KPO San Francisco, NBC outlet as news writer, later shifting to KGO, Blue outlet in the same city and subsequently to KQW San Jose as newswriter and broadcaster. In November 1943 he became news manager and producer of KFRC. Mr. Whitmore also announced that Edward Pettitt, former radio newswriter for the *New York Herald Tribune*, had joined the New York staff of Mutual as news editor.

ATS Study

MEANS OF CURBING interference in television reception caused by electrical apparatus is being studied by the policy committee of American Television Society. Norman D. Waters, New York agency head, past-president of ATS, is chairman of the committee. Other members are Dan D. Halpin, RCA, ATS president, and George T. Schupert, Paramount Pictures.

Oyster Shell Adds

OYSTER SHELL PRODUCTS Corp., New Rochelle, has increased the frequency of its transcribed spot announcements on 30 stations for Pilot Brand Oyster Shell Chicken Feed from a weekly to a twice-weekly basis. Agency is Cecil & Presbrey, New York.



Let's break down and confess . . .

WE COVER THE INDUSTRIAL PLANTS!

In fact, we specialize at it! Not only does KGER have full, intensive coverage of the Los Angeles-Long Beach area where one of the nation's greatest industrial concentrations is located . . . but KGER designs its programs specifically for the enjoyment of the men and women who work in these industrial plants!

Now that we've let you in on the most important secret of KGER's remarkable selling success, we may as well tell you some more: KGER's rates are among the lowest of all Southern California stations!



LOS ANGELES LONG BEACH

"THE PEOPLE'S STATION" 5,000 WATTS, DAY AND NIGHT

KGER

OWNED AND OPERATED BY MERWIN DOBYNS

REPRESENTED NATIONALLY BY SPOT SALES, INC., NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE





5000 Watts—590 Kilocycles

Owned and Operated by

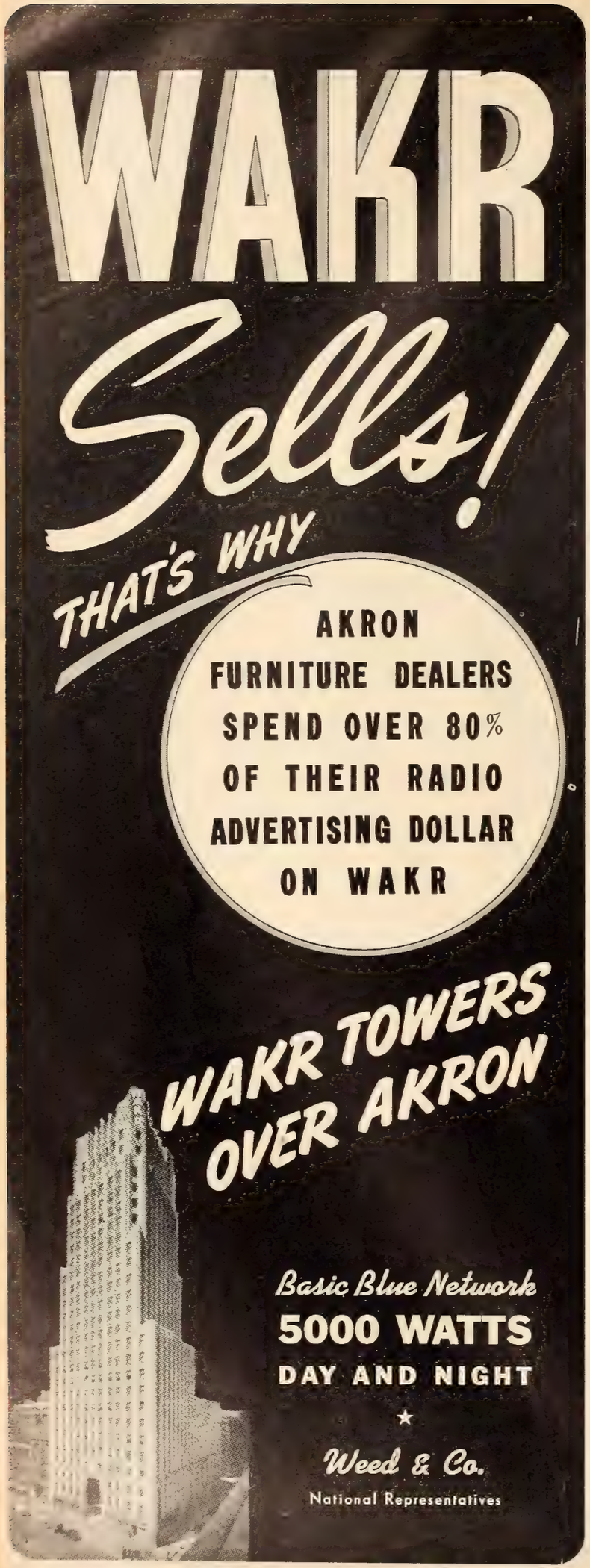
LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Everything Grows in the Inland Empire, even those famous Spokane Valley "Hearts of Gold" Cantaloupes. Truck Farming adds materially to the $301,104,000 Farm Income that makes Spokane second highest in the nation in Per Capita Income—$2,252 compared to a national average of $1,103. Your sales in the Inland Empire grow, too, when you take advantage of KHQ's Complete Coverage, Popularity and Consumer Confidence.



Merchandising & Promotion

Mutual Acres—Top Tobacco—KFI Contest
War Display—'Clue' Promotion

TO HERALD the move early this month from 780 to 1110 kc, KFAB Lincoln, Neb., is utilizing promotion in 20 daily papers, 80 weeklies, direct mail advertising brochures, merchandising display cards, billboards, and an extensive schedule of radio promotion. Station will move to 1110 kc in order to operate fulltime at night and avoid syncronization with WBBM Chicago. Change in frequency is also necessary for KFAB to increase from 10,000 to 50,000 w.

* * *

Mutual Acre

PRINTED in bright colors on heavy paper, promotion booklet released by Mutual on "How much can you reap from an acre of air?" presents the success story of an unnamed client by means of light, colloquial phrases and illustrations befitting the farming similitude. Complete information, including name of client, products promoted and programs, are available by means of a special postcard.

* * *

KXEL Fair Coverage

KXEL Waterloo, Ia., has established an Iowa Fair and 4-H Show coverage plan whereby the station's farm department under the direction of Hugh Muncy will cover fairs and 4-H shows throughout the State. All fair secretaries were contacted, a "Fair Calendar" was prepared by KXEL and a "Fair Bulletin Board" inaugurated for use as part of the early morning and noon farm broadcasts.

* * *

Top Tobacco

FIRST TOBACCO sold on the opening of the Durham tobacco market this season was acquired by WDNC Durham, for a bid of $50 per 100 lbs. Station is mailing "hands" of the purchase to time-buyers, agencies, etc., all over the nation. For those who haven't learned to roll their own from the natural leaf, WDNC is also including packages of popular brand cigarettes.

* * *

Waring Promotion

GIANT WINDOW display on behalf of the new Blue-*Fred Waring* program has been arranged by the promotion department of WFIL Philadelphia in the front window of MacDonald & Campbell, center-city men's store. Window trim features a WFIL microphone, life-sized pictures of Fred Waring and Donna Dae, singer, and huge pictorial blow-ups of the entire Waring organization.

* * *

Music Contest

PUBLIC SERVICE responsibility of every radio station is stressed in new promotion folder released by KFI Los Angeles announcing the Los Angeles Philharmonic Young Artists Competition for the 1944-45 season which is jointly sponsored by the Earle C. Anthony station, the *Los Angeles Daily News* and the Southern California Symphony Assn.

WLW War Display

WINDOW DISPLAY "The War Before Your Eyes" has been dedicated by WLW Cincinnati in cooperation with the *Cincinnati Enquirer* and the Cincinnati Gas & Electric Co., site of the display which features war maps of both Europe and the Pacific and news bulletins. Battle lines are changed daily and are under the supervision of Maj. Gen. James E. Edmonds, WLW military analyst. Montage of photos of WLW news analysts is included. Bulletins from the news teletype located in the window are arranged for public survey.

* * *

Program Reprints

LEDERLE Labs., New York, will make available to listeners reprints of each broadcast of its new Blue Network program *The Doctors Talk It Over*, which starts Oct. 6. Designed primarily to keep busy doctors informed on the latest medical developments rather than to entertain the average listener, scripts will contain interviews with specialists on such subjects as vitamins, meningitis, pediatrics, and surgical care of Army wounded. Series starts with a talk by Dr. Morris Fishbein, *AMA Journal* editor.

* * *

WIND Coverage

NEW COVERAGE-INTENSITY Maps have been issued by WIND Chicago to Chicago and New York advertising agencies. Information is printed in file folder form with two pages devoted to separate maps showing exact daytime and nighttime coverage, and one page providing complete market data by states. Coverage allocations are based on station mail received between Sept. 10, 1943 and March 15, 1944 "in accordance with the latest recommendations of the NAB."

* * *

'Clue' Promotion

PROMOTION material for "Two on a Clue", new CBS mystery series starting on the network Oct. 2, consists of a variety of letters, pictures and "memos" which indirectly present information concerning the program. Not directed literally to the reader, memo material for example is from the police department homicide bureau and is addressed to a fictitious person, containing request for information on some character featured on the program or data of similar character.

* * *

For Sale

IN "Thirty Packaged Programs for Sale", an 11-page blue and white brochure, the Blue Network gives thumbnail sketches of network shows ready for sponsorship. Included is a list of 25 Blue packaged shows already sponsored. Foreward acknowledges the cooperation of program producing agencies in creating, producing and selling the shows.

★ ★ ★



Known by the stations we keep

This is a very personal business — depending upon the confidence one man places in another. We are judged not by the products we make, nor the buildings we put up, but by such intangibles as character, intelligence and integrity. Since the start, about twelve years ago, these qualities have been recognized by the stations we represent. We are known by the stations we keep.

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES



2 OF OUR STATIONS HAVE BEEN WITH US SINCE 1933, the year that brought the Bank Holiday and the NRA's Blue Eagle . . .



21 OF OUR STATIONS HAVE BEEN WITH US SINCE 1937, when the world witnessed the coronation of Great Britain's King . . .



OFFICIAL U. S. NAVY PHOTO

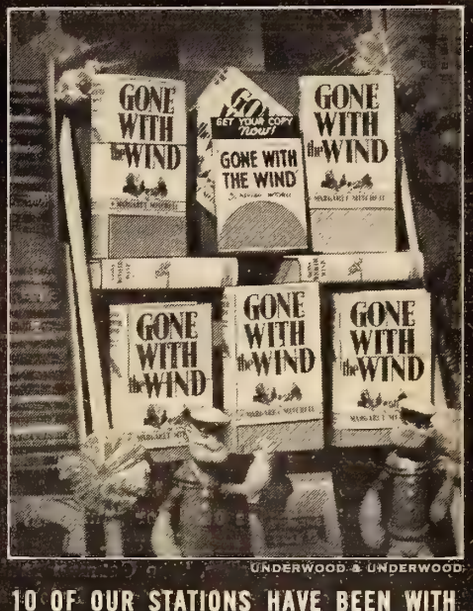
35 OF OUR STATIONS HAVE BEEN WITH US SINCE 1941, the year of Pearl Harbor and war for the United States . . .



4 OF OUR STATIONS HAVE BEEN WITH US SINCE 1934, when the U. S. discovered Bingo and those dime chain letters . . .



8 OF OUR STATIONS HAVE BEEN WITH US SINCE 1935, the year "The Music Goes Round and Round" became the rage . . .

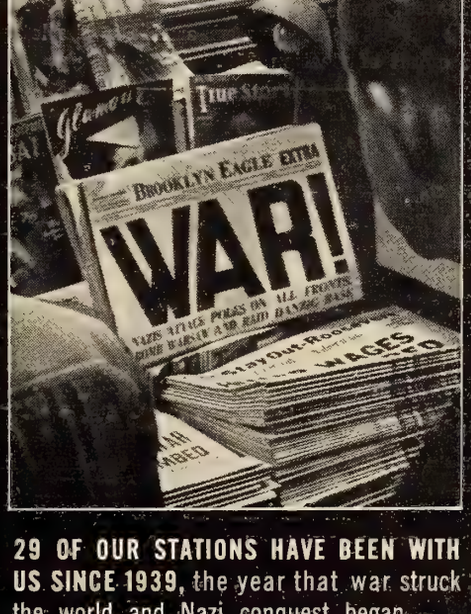


UNDERWOOD & UNDERWOOD

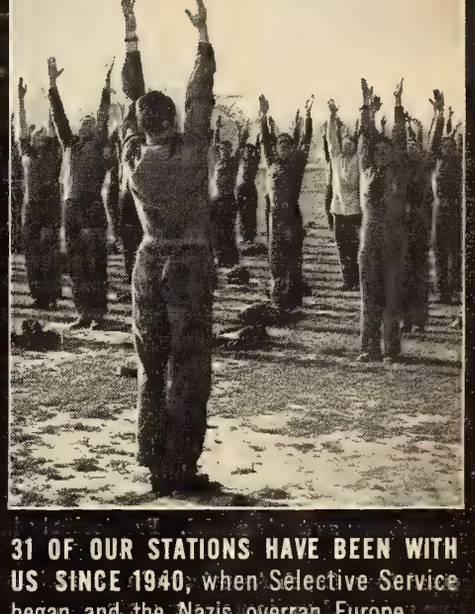
10 OF OUR STATIONS HAVE BEEN WITH US SINCE 1936, when everyone was reading and talking "Gone With The Wind" . . .



26 OF OUR STATIONS HAVE BEEN WITH US SINCE 1938, the year of the Munich Pact and "Peace for our time" . . .



29 OF OUR STATIONS HAVE BEEN WITH US SINCE 1939, the year that war struck the world and Nazi conquest began . . .



31 OF OUR STATIONS HAVE BEEN WITH US SINCE 1940, when Selective Service began and the Nazis overran Europe . . .

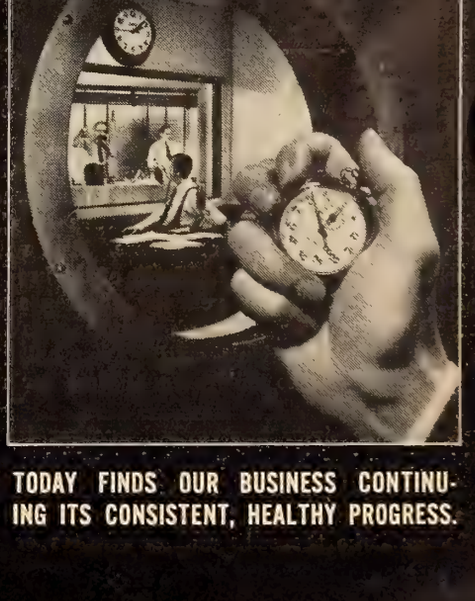


SIGNAL CORPS U. S. ARMY

37 OF OUR STATIONS HAVE BEEN WITH US SINCE 1942, the year the Allies invaded North Africa and pushed on East . . .



38 OF OUR STATIONS HAVE BEEN WITH US SINCE 1943, prodigious year of war production—of guns, tanks and planes . . .



TODAY FINDS OUR BUSINESS CONTINUING ITS CONSISTENT, HEALTHY PROGRESS.

Editorial

American Triumph

IN A RECENT dispatch to the North American Newspaper Alliance, William S. Paley, CBS president on leave as radio chief for the Psychological Warfare Division of SHAEF, declares the Allies have won the battle of the airways in Europe "hands down". German efforts to jam Allied signals beamed to enemy and enemy-occupied countries have failed. Even though equipment equivalent to some of our 50 kw transmitters was used for jamming, he reports, Allied signals got through.

"Today," says Mr. Paley, "the German radio outpouring is entirely discredited. Information obtained from liberated areas and from prisoners of war of all nationalities give convincing proof of this fact. Never again will the people of Europe have confidence in Nazi-controlled information. The Allied radio, on the other hand, is now looked upon as a service which will tell the truth under all circumstances and it is to that service that the people of Europe are turning for reliable information."

Playing an important role in the Allied broadcasts, Mr. Paley points out, is the *Voice of America,* beamed from the powerful transmitters of OWI's station in Europe, ABSIE, and other OWI shortwave stations in the United States. Last week, with the dedication in Washington of the Crosley transmitters at Bethany, O., there was added an even louder *Voice* which will be heard around the world.

John Ogilvie, radio director of the Office of Coordinator of Inter-American Affairs, tells of the enormous influence exerted by American radio on our neighbors to the South, not only on the people themselves but on the radio stations as well which now look to American programming as their model. Particularly impressive is Mr. Ogilvie's report on fan mail received from South Americans in appreciation of our unbiased radio news reports.

By virtue of these shortwave operations, plus the programming of the military stations in the war theatres, virtually the entire world has become exposed to "radio by the American Plan". It has proved, in war, the fourth arm of offense. In the peace ahead, American radio will lead the way.

Sponsor Identity

THE POLITICAL campaign rounds the bend and is into the home stretch. Radio bears the brunt of the load, as national, state and local candidates and their spokesmen turn to the microphone to sway the electorate. And with it comes the quadrennial headache of the broadcaster, intensified this year by shortages of seasoned manpower, extraordinary demands for time and the confusion resulting from balancing of schedules to ensure equal time for all candidates.

All this activity has revised another issue which long has been dormant, but which may explode anytime. That is the requirement of the law covering sponsor identification, whether it be the selling of candidates or of soap flakes. Section 317 of the Communications Act of 1934 reads:

> All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

That language is clear and unambiguous. It makes mandatory the use of language which will convey to the public the identity of the sponsor. It isn't enough to say, for example, that "The People's Committee" sponsors the program which espouses the candidacy of Joe Doakes for dog-catcher. The audience must be told what the committee is, and the source of its funds. By the same token, in commercial programs there must be fair and forthright identification of the sponsor.

This dissertation is not plucked from the blue. There have been complaints about failure properly to identify sponsorship, and more particularly, political sponsorship. It is up to the advertising agencies placing radio business to see to it that sponsor identity is clearly indicated, and up to network and station management to require adherence to the letter and spirit of Section 317.

BECAUSE this political campaign is going to be won and lost by what people hear, rather than see, acrimony over the radio handling of the campaign already is evident. It will wax hotter, too. Republicans are griping about the "pro-New Deal" commentators over the networks. Democrats are complaining about commentators who they allege lean to Dewey. It depends on whose ox is gored. One thing is certain: Radio isn't helping itself by giving carte blanche to reporters who espouse one cause against the other. In this campaign, particularly, objective reporting is requisite and balance is essential.

CIO-PAC Ratings

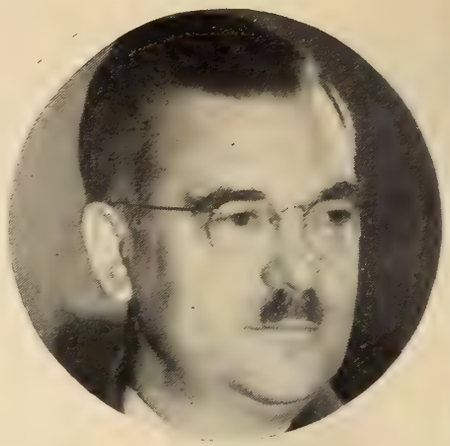
IN WHAT appears to be its studied effort to make itself obnoxious to radio, CIO's Political Action Committee now has set up its own radio pussy-footing outfit to check networks and local stations on what is being said about labor. It has created a "national radio monitoring system" which it describes as its latest endeavor to let labor know it has certain air rights.

Previously the CIO-PAC had issued a handbook on radio, exhorting all unions to demand free time, keep written records of refusals and then complain to the FCC. It also had hailed WHKC Columbus, to hearing before the FCC because a political diatribe against Congressional candidates had been rejected. It also is urging unions to get in early on FM.

All this activity is all right, we guess, under our Democratic precepts. Maybe management will start checking labor programs to make sure capital gets an even break. And perhaps a national organization of professional loafers, which owes allegiance to neither capital nor labor will start checking on both, so it can gets its just share of free time.

To us it seems that in these days of total war, energy and money could be diverted to better ends. Certainly radio is too busy with its war job to go about snooping.

Our Respects To —



DR. AUGUSTIN FRIGON

FIFTEEN years ago, when a three-man Royal Commission recommended a national system of broadcasting for Canada. Dr. Augustin Frigon was unknown in broadcasting circles except as the junior and only technical member of the three-man Royal Commission. On Sept. 7, 1944, Dr. Frigon was appointed general manager of Canadian Broadcasting Corp., the organization set up as the result of the Royal Commission report of 1929.

As general manager of the CBC Dr. Frigon not only has the job of administering the ten stations owned and operated by the CBC and the vast system of programming, but also is administrator of the Canadian Broadcasting Act, under which comes operation of all radio broadcasting stations in Canada.

Dr. Frigon has made up for his former anonymity in the broadcasting industry. There is hardly a broadcasting station owner and manager in Canada who has not met the genial, but not too talkative, CBC executive. He has been assistant general manager since the CBC was formed in November, 1936, and has been acting general manager since last November, when Dr. James S. Thomson, general manager, resigned to go back as president of the U. of Saskatchewan. As assistant general manager, Dr. Frigon dealt with the technical and commercial fields of the Canadian broadcasting industry. And in both fields he has met many of the leading technicians and commercial executives of all four major U. S. networks.

Before his entry into broadcasting, Dr. Frigon was director-general of technical education for the province of Quebec. He is still a consultant on technical education in his native province and in his native city of Montreal. A civil and electrical engineer by training, he has also been president of the Quebec Electrical Commission and of the Montreal branch of the Engineering Institute of Canada. He received his Doctor of Science degree at the U. of Paris, after attending the Catholic Commercial Academy at Montreal, the Montreal Polytechnical Institute (of which he was later director), the Massachusetts Institute of Technology, and the Paris School of Higher Electricity. He also holds a doctorate from the U. of Montreal.

Born March 6, 1888, at Montreal, he was appointed to a professorship at the Montreal Polytechnical School in 1910 after taking postgraduate work at M. I. T. The same year he became a consulting engineer for Quebec Public Service Commission. Two years later he opened his own consulting engineering office.

(*Continued on page 38*)



AGAIN...
WMFM SETS THE PACE!

The current season sees WMFM carrying the most complete schedule of football broadcasts in FM history

Under the pioneering sponsorship of the alert Wadhams division of Socony-Vacuum, Russ Winnie, Wisconsin's foremost sports commentator, will bring WMFM listeners his vivid on-the-scene accounts of all 20 University of Wisconsin and Green Bay Packer games.

Wadhams knows sports broadcasts and audiences. For 16 consecutive years they have carried one of the nation's most complete sport schedules, on WTMJ. Programs have included football, baseball, basketball, track, golf, and a six-time-a-week 15-minute sports report.

So it is significant that Frank Casey, sales manager of Wadhams, chose WMFM as well as WTMJ to carry this year's football schedule. It is additional proof of the confidence advertisers have in WMFM.

WMFM has *proven* its technical and program superiority, as well as the intense loyalty of its listeners.

Put these plus values to work for you. Plan now on utilizing the sales-promoting, prestige-building power of WMFM. Include WMFM in your fall schedule.



WMFM

THE MILWAUKEE JOURNAL FM STATION



It's the Fingers!

Why will the same ball win one game and lose another? The answer is, of course, academic. It's the fingers that put the stuff on that ball that win or lose ball games.

All of which suggests that we again remind you of our ability born of experience, which is winning plenty of "games" for advertisers. We don't just "throw"—we "PITCH"!

If you want America's famous Direct Response Audience, plus skilled pitching fingers, put WMMN on your schedule.

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

A FORT INDUSTRY STATION

WMMN

FAIRMONT, W. VA.

Our Respects to

(Continued from page 36)

and in 1915 became manager and engineer of Canadian Seigwart Beam Co. In 1917 he went back to educational work as professor at the Montreal Polytechnical Institute. In 1920 he went to Paris as engineer for the Central Laboratory of Electricité; and took advance studies at l'Ecole Superieure d'Electricity de Paris, graduating as an electrical engineer. He then studied at the Sorbonne in the faculty of science and graduated in 1922, a Doctor of Science. He returned to Montreal to educational work and as a member of the National Research Council of Canada.

He has been largely instrumental in the installation in Canada of four 50 kw stations, increasing power of other CBC stations, installing low-power repeater stations in sparsely settled districts, and building a shortwave international broadcasting station for Canada at Sackville, N.B., which is to go into operation late this year. Under his direction CBC engineers started the French Equatorial Africa international shortwave station in 1941. He has had much to do with the actual setting up of two transcontinental networks in Canada, consisting of CBC and privately-owned stations, as well as establishing a French-language network in Quebec province. In the ironing out of these network problems he has met across the conference table and in their own offices, most of Canada's broadcasters and has travelled across Canada to meet the broadcasters and see their problems first hand.

Recently he attended the Canadian Western Assn. of Broadcasters at Banff, Alberta, where he urged the broadcasters to establish the closest possible cooperation with the CBC. "A combination of the CBC and privately-owned stations, in friendly competition whenever possible, will give the Canadian public a fully satisfactory broadcasting service. This must be well understood and fully supported," he told the western broadcasters.

As a technician he keeps closely abreast of broadcasting developments. "The CBC engineering division" he says, "is cooperating closely with all important groups both in the United States and Canada. Financial conditions permitting, the CBC is fully prepared to introduce in Canada all the latest technical developments that will be available after the war."

Dr. Frigon maintains offices in Ottawa and Montreal, where he has his home. He married in 1913 the former Elsie Owen, and they have two children, Raymond and Marguerite. He belongs to the Cercle Universitaire de Montreal, Club Laval-sur-le-Lac, Club Winchester, University Club and is a Rotarian. He is a member of American Institute of Electrical Engineers, Societe Francaise des Electriciens, and the Royal Society of Arts and Manufactures of London.

Personal NOTES

REAR ADMIRAL JOSEPH R. REDMAN, Director of Naval Communications, has returned to his Washington headquarters following a globe-girdling 35,000-mile inspection trip by air covering every primary naval communications installation. He was accompanied by Comdr. J. M. Wenger on the mission, which included Alaska, the Pacific areas, Australia, India and Africa, for the purpose of appraising operating needs, and Adm. Redman predicted vast expansion.

LEONARD W. BROCKINGTON, former chairman of the board of governors of the Canadian Broadcasting Corp., recently reached England by air transport to tour the European battlefields for material for a new series of broadcasts for CBC network.

LUCIE A. BENNETT, daughter of Andrew W. Bennett, Washington radio attorney, on Sept. 21 was married to Maj. Richard A. Powell in Community Church, Miami Beach, Fla.

WORTHINGTON C. LENT, Washington consulting radio engineer, on Sept. 20 married Mary Jane Adams, his former secretary, in Chevy Chase Presbyterian Church, Washington, D.C.

ENS. RICHARD THOMAS, USNR, son of P. M. Thomas, secretary-treasurer of WJR Detroit, is a member of a patrol bomber crew in the Pacific. Ensign Thomas was employed part-time at WJR while attending school before receiving his commission.

BENJAMIN SELVIN, recording director of Muzak Corp. and vice-president of Associated Music Publishers Inc., New York, is the father of a boy. BERT GEORGES, manager of WHEB Portsmouth, N. H., is the father of a girl.

FRANKLIN O. PEASE and Ann Smith, both of the Philadelphia branch of Ross Federal Service Inc., were married on Sept. 16.

WALTER DALES, manager of CJAT Trail, B. C., has been appointed manager of CKBI Prince Albert, Sask. He is replaced at CJAT by Eric C. Aylen.

GERRY TONKIN, manager, and Jerry Prest, publicity director, of CKBI Prince Albert, Sask., have been appointed to similar posts at the new CKFI Fort Frances, Ont.

JOHN CAMP, former commercial manager of WDAK Columbus, Ga., has joined the sales staff of WOWO-WGL Fort Wayne, Ind.

SGT. FRANK DAVIS, formerly in the accounting dept. of Westinghouse Radio Stations Headquarters staff at KYW Philadelphia, who a month ago was reported missing on an air mission in the Italian War Theatre, has been found.

JAMES S. KEENAN, formerly with WBBM Chicago, has joined WIBC Indianapolis as an account executive.

EUGENE P. WEIL, former account representative at WSGN Birmingham, has joined the Frederic W. Ziv Co. as southern representative of the electrical transcription division. He will represent Ziv in the southern states formerly covered by the late Tad Jacobs.

DON KELLY, promotion manager and publicity director of WLS Chicago, on Nov. 1 will join WBBM Chicago as assistant to Jack Van Volkenberg, assistant manager in charge of the CBS western division. Mr. Kelly joined WLS in 1938 as an announcer. It is expected he will be succeeded by Don Findlayson, his assistant.

ERNEST SHOMO has been appointed sales manager of WBBM Chicago, effective Sept. 25, it was announced last week by J. Kelly Smith, general sales manager of Radio Sales. Mr. Shomo until the present appointment served as eastern sales manager and previous to that was an account executive in the local sales department.

Sam White's Post

SAMUEL R. WHITE, former sales promotion chief of WLW Cincinnati, has been named manager of the newly formed sales promotion and merchandising department of WIRE Indianapolis and the *Indianapolis Star*, Eugene C. Pulliam, president of WIRE and publisher of the *Star*, has announced. Mr. White previously had been in sales promotion and merchandising posts of newspapers and department stores in the East and Midwest.



Sam White

Named Fetzer Aide

WALLACE WEST, formerly of the shortwave section of the Office of Censorship in New York, has been transferred to Washington where he will be assistant to John E. Fetzer in the broadcast section. Mr. West was formerly employed by CBS, NBC, United Press and Paramount pictures before joining the Office of Censorship nearly two years ago.

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS



A Community with*

. . . 76,450 DAIRY FARMS

. . . . and 1,545,000 dairy cows, 1,385,000 other four-footed farm animals, and 23,600,000 chickens. That's the kind of farming area WGY brings together in central and eastern New York and western New England.

The animals don't listen to WGY, but the farmers who own them DO. They make up a large percent of the 1,045,717 radio families in the Hudson Circle—families who keep their radios tuned to WGY more than to all the other stations in the area combined.

Producing $458,000,000 worth of farm products annually, this rural area is an important part of the WGY COMMUNITY, one of the nation's choicest markets.

And WGY is the ONLY way to combine this valuable region into ONE coverage area.

**WGY's primary and secondary areas include 20,881,000 acres of prosperous farm land; 18 cities with a population of over 25,000; 39 cities of over 10,000, and 40 incorporated towns and villages with a population of over 5000.*

GENERAL ELECTRIC

WGY-193

WGY

50,000 watts—NBC—22 years of service

SCHENECTADY, NEW YORK

Represented Nationally by NBC Spot Sales

KGHL Staff Realignment Names Robischon Head

FRANZ ROBISCHON, former announcer and time salesman at KGHL Billings, Mont. has been named general manager of the station, effective immediately, succeeding Ed Yocum who resigned to accept a post with CBS in Washington, according to C. O. Campbell, president of Northwestern Auto Supply Co., operators of KGHL.



Mr. Yocum

Mr. Robischon came to Billings from Kalispell seven years ago. Mr. Yocum will assume his new duties Oct. 15.

At the same time, Mr. Campbell announced the following promotions: Virginia Braunberger, station manager and Harry Turner, chief announcer. Three additions to the KGHL staff are being made. Kenneth Montgomery and Bob Ripley of Kalispell are new to the announcing staff, and Marise Chastain, a native of Texas and a graduate of the NBC radio school in Chicago, has been appointed script writer.



Mr. Robischon



Miss Braunberger

JEROME LAWRENCE, radio writer, for the past two years a writer with the Armed Forces Radio Service, Morale Services Division of the Army, has edited a book on radio writing titled *Off Mike*. (Duell, Sloan & Pearce, N. Y., $2.50.)

BEHIND the MIKE

LT. COMDR. ROBERT R. EDGE, commanding officer of a Coast Guard LST and former sportscaster on WCBW, CBS video station in New York, returned to the station last Thursday as interviewee on *They Were There*, featuring service men back from battlefronts. Commander Edge was recently awarded the Bronze Star "for silencing enemy shore guns and accomplishing the mission assigned to him" on Los Negros in the Admiralties.

JIMMY HINES has rejoined the announcing staff of WFCI Providence, R. I., coming from WEEI Boston. Paul Clinton Hines, formerly of WJHP Jacksonville and WDBO Orlando, Fla., has joined the WFCI announcing staff as Paul Clinton.

Perry Names Rathbun

JACK RATHBUN, general manager and sales manager of WCOA has been named promotional and advertising director of all the John H. Perry radio and newspaper properties in Florida. Perry stations are: WJHP Jacksonville, WTMC Ocala, WDLP Panama City and WCOA Pensacola, while the newspaper interests are the *Ocala Star-Banner*, *Jacksonville Journal*, *Panama City News Herald*, and *Pensacola News Journal*. In his new post Mr. Rathbun, who has been in radio for ten years, will coordinate the newspaper and radio advertising and promotional work of the Perry properties.

ELLEN SWAIN, formerly with KELA Centralia, has joined the continuity department of KIRO Seattle.

JEAN CLOS, WHAS Louisville announcer, has been promoted to production manager of the station. He succeeds Jack Brooks, who resigned to move to California. Frank Allan, formerly with WWL New Orleans, is now an announcer with WHAS.

HARRY RIDGLEY, former actor and writer for Kasper-Gordon Co., recently released by the Marines, has joined WIBC Indianapolis.

MARGARET DUNAWAY, former announcer of WBIG Greensboro, N. C., is now continuity director and women's program director at WCOA Pensacola, Fla. Scott Davis has joined WCOA as announcer.

SAM HAYES, NBC Hollywood newscaster and sports commentator, and Rosamond Frances Hubbard of Hollywood, were married in Tia Juana, Mex., Sept. 16.

PAUL HENNING, writer on CBS *Burns & Allen* show, is the father of a girl.

GEORGE FISHER, announcer of KHJ Hollywood, has been assigned commentator on the five-weekly *Hollywood Spotlight* program on KECA Los Angeles. He replaces Erskine Johnson.

ROYAL ARCH GUNNISON, commentator of WOR-Mutual, has received a citation from the Territory of Alaska for "continuously exposing in his writing and broadcasting, even before Pearl Harbor, the warlike aims and preparations of the Japanese and for the courage he displays in being the first of those correspondents interned by the Japanese to return to the Pacific." Mr. Gunnison returns to the Pacific area shortly for Mutual. The citation was presented through the Chinese Consul General's office in New York.

RAY OLSON, former announcer of WOW Omaha, has joined the announcing staff of WMAQ-NBC Chicago, replacing Bob Murphy, who resigned to free-lance.

BILL FERGUSON, formerly with WFIG Sumter, S. C., is a new addition to the staff of WCOS Columbia.

DICK STEWART, released by the Army, formerly of WLLH Lowell, Mass. and WMEX Boston, has joined the announcing staff of WNBC Hartford.

MERRILYN WENTZ has rejoined KGVO Provo, Utah, assigned to the news and promotion departments.

BENEDICT E. HARDMAN, former news editor of KOB Albuquerque, N. M., has joined the NBC Hollywood news staff.

BOB LAURENCE, radio actor and former announcer of WOV New York and World Broadcasting, has joined the announcing staff of WPEN Philadelphia.

THE "RIGHT COMBINATION!"

GOLD SEAL CO.
Box 681
BISMARCK, N. DAK.

August 12, 1944

Radio Station KFYR
Bismarck, North Dakota

Attention: Mr. Fitzsimmonds, Mgr.

Dear Mr. Fitzsimmonds:

In the distribution of Gold Seal Wax in five northwestern states of North Dakota, South Dakota, Montana, Wyoming and Minnesota, we have, for a period of six months, carried considerable spot announcements over fifteen various radio stations in this locality.

On an actual check of the sales of our merchandise off the shelves of our dealers, and the distribution of the goods to new retail store outlets, we, as a company, feel that the money we spent for advertising over your radio station has given us more direct good than any other money so allocated.

We do not know whether you have a larger listening audience, or whether you have a more dynamic way of telling our story to your customers, or whether your customers are just more susceptable to radio advertising. We do know, however, that we get more direct sales per dollar of advertising money spent over radio station KFYR in Bismarck, than any money otherwise allocated by our company for advertising purposes.

Sincerely yours,
GOLD SEAL COMPANY
Harold Schafer
Harold Schafer

EW/HS

Yes . . . it takes the
"Right Combination"
to do a praiseworthy job of selling.

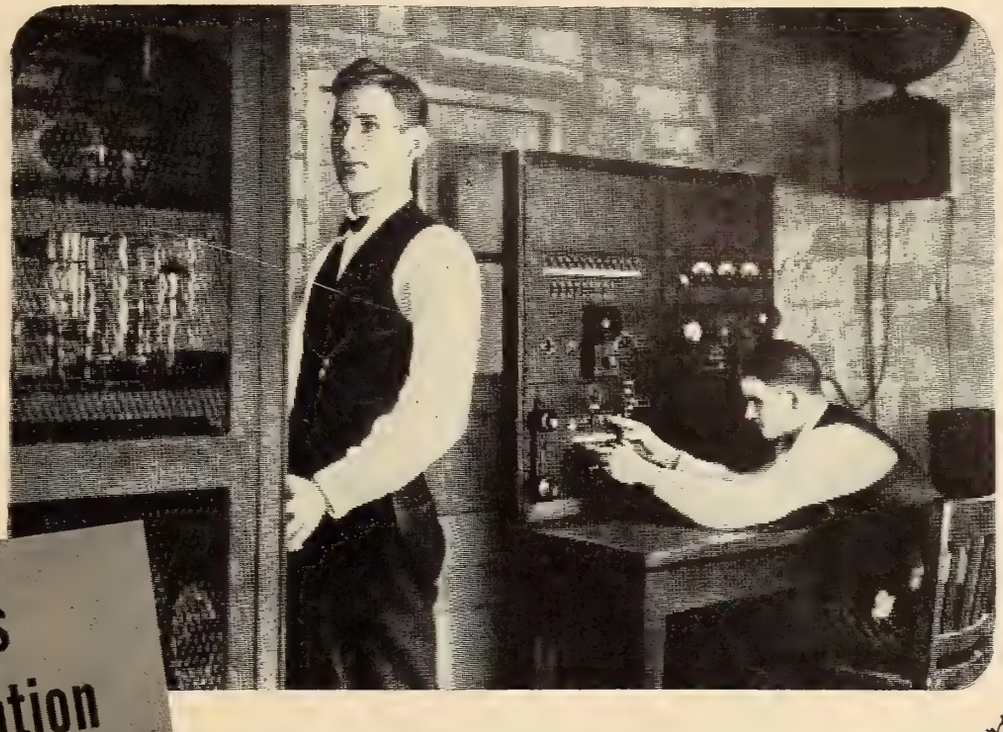
In reply to Mr. Schafer, and you, as a prospective advertiser, KFYR has a LARGER LISTENING AUDIENCE . . . a MORE DYNAMIC WAY OF TELLING YOUR STORY . . . and customers that ARE JUST MORE SUSCEPTIBLE TO RADIO ADVERTISING!

We know this to be a fact because folks here in the Northwest have faith in KFYR . . . a faith built on years of service and outstanding programming.

So . . . it stands to reason! When you place that selling job, large or small, with KFYR . . . the station with "THE RIGHT COMBINATION" the results are bound to be worth "bragging" about.

Let Us Prove It!
Write Us
or
Ask any John Blair Man

KFYR
BISMARCK, N.D.
5000 WATTS
550 KILOCYCLES
NBC



Alabama's FIRST station 22 years ago

...is still Alabama's FIRST station today

BEING 22 years old is no guarantee, in itself, of a radio station's excellence. But when the station—for more than two decades—has been a consistent favorite with the people of its state...*that means something.*

WAPI is starting its 23rd year of service to Alabama radio listeners. It has taken 22 hard-working years to build and continually better our reputation as *the* station in Birmingham. It's a reputation rooted in much solid achievement...in our tested concepts of public service, our standards of entertainment, our stress on educational features, our news reporting, our close attention to befriending both city and farm listeners.

That reputation, so carefully guarded throughout WAPI's 22 years of growth, has paid off in the long-standing loyalty of both our audience and advertisers. Long ago listeners began calling WAPI the "Voice of Alabama"; today they also know us as the voice of CBS in Birmingham, combining the nationwide shows of this great network with our own locally-originated programs, expressly planned for Alabama audiences.

WAPI's advertisers are equally loyal. They know the worth of WAPI's coverage and following. Month after month, *they place more national spot business* with us than with any other station in the state. Local retail advertisers are similarly aware of how WAPI gets results; we're the *only station used year-'round for programs by all six of the city's biggest department stores.*

Twenty-two years ago WAPI was Alabama's first station. Today, a successful veteran in the business of broadcasting, *WAPI is still first.* Radio Sales can tell you more about what we can do for you in this leading Southern market.

WAPI BIRMINGHAM

The Voice of Alabama

COLUMBIA NETWORK

Represented nationally by Radio Sales

Miss Ann Wright
J. Walter Thompson Co.
New York, N. Y.
Dear Ann:
Guess I'm just like a lot of other fellows, for after I've pushed my broom all week I'm ready for some time-off on Saturday afternoons. And being a W. Va. football fan I feel pretty good to know that I can hear all the W. Va. University games broadcast direct from where they're being played. You've really got to hand it to these boys at this station for doing things like this. Even though this state's university is located more than 200 miles from Charleston, WCHS realizes how much these games mean to its listeners. Guess that's why it's willing to lease lines and send its sports announcer direct to the playing fields so that we can hear the games. This is another example of public service that in the long run means a lot to advertisers, don't you think?



Regards, Yours, Algy

WCHS
Charleston, W. Va.

Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON
CBS Affiliate

FREE & PETERS · National Representatives

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

JOHNNY NEBLETT, president of Neblett Radio Productions, Chicago, will broadcast for the fifth consecutive year the Ohio State U. football season, starting Sept. 30, on WBNS Columbus, O., for nine weeks, every Saturday, sponsored by Atlantic Refining Co. placed through N. W. Ayer & Son, Philadelphia. Neblett will pilot his own plane back and forth every Saturday to cover the games.

HERBIE KOCH, former soloist-organist for 11 years and choral director at WHAS Louisville, has joined Neblett Radio Productions, Chicago, as production manager.

JERRY BOWMAN, Blue editor of special features, overseas division, New York, is in San Francisco conferring on facilities for expanded coverage of Pacific war theatre.

PHYLLIS CLARKIN, new to radio, has been added to the continuity staff of WHEB Portsmouth, N. H. She replaces Mrs. Jeannette Bell.

HARTWELL DALEY, formerly with WLAW Lawrence, Mass, has been appointed director of news and special events at WHEB Portsmouth, N. H.

BOB LACY, formerly of WLW Cincinnati and now stationed at Camp Wolters, Tex., has been promoted to corporal. He is assigned chief of the radio section, Public Relations Branch, Infantry Replacement Training Center.

HARMON H. HYDE, released from the Army, where he produced among others shows, *Pass in Review* for Mutual, and prior to that program director and commercial manager of WPRO Providence, is now program director of WAAB Worcester.

GORDON COOK, announcer of CJBC Toronto, married Gertrude Kathleen Symons of Regina Sept. 18, at Toronto.

ALLEN STOUT of Knoxville will air U. of Tennessee's 1944 football games for WSM Nashville.

JOE TROTT, announcer of WSPA Spartanburg, S. C., is the father of a girl.

HARRY ABBOTT Jr., 50, brother of Bud Abbott, NBC comedian, died in Hollywood Sept. 19 after an illness of two months. Mr. Abbott was business manager for his brother, who is teamed with Lou Costello in the NBC program sponsored by R. J. Reynolds Tobacco Co. for Camels, Thurs. 10-10:30 p.m. Surviving besides his brother are his widow and two sisters.

HARVEY DOBBS, former announcer and script writer of Metropolitan Broadcasting Service, Toronto, is now free-lancing, with headquarters in Toronto.

BOB DIXON, formerly in the special events department of WTAG Worcester, last week joined the announcing staff of WOR New York.

WELDON ROBINSON, formerly with KABC San Antonio, has joined the announcing staff of KTSA San Antonio. Evelyn Woodley, formerly with WOAI San Antonio, and Lois Roberts, new to radio, have joined the KTSA continuity deparement.

VAN WOODWARD, former assistant to the program manager of WLW Cincinnati, has joined Transamerican Radio & Television Corp., New York, as writer.

EDWARD TOMLINSON, inter-American advisor and analyst of the Blue Network, heard on *Weekly War Journal* starts a two-month lecture tour Oct. 23.

MAX ARMSTRONG, released from the Marine Corps and formerly associated with Gerald Thomas Adv., Fresno, Cal., has joined CBS Hollywood sales promotion department as advertising copywriter.

Vanderwarker Named

GORDON G. VANDERWARKER, assistant sales service manager of the Blue Network, has been named manager of the Blue Network political sales department, as assistant to C. P. Jaeger, national sales manager. Mr. Vanderwarker joined the Blue in January following two years in the Navy from which he received a medical discharge as a lieutenant (j.g.) in November 1943. Previously he had served in the political sales and sales service departments of NBC.

Announcer Dies

BRUCE ROBERTSON, 31, chief announcer of WHB Kansas City, died of a heart attack Sept. 23 in St. Mary's Hospital. He had been seriously ill with a heart ailment for six weeks. Active in radio for the past 12 years, he leaves his wife and son.

MARY AGNES THOMPSON, formerly with KCRC Enid, Okla., and Bettie Jean Givens, graduate of NBC-Northwestern summer radio school, have joined WKY Oklahoma City.

BOB CALDWELL, formerly in the production dept. of WHK Cleveland, has joined the production staff of WNEW New York.

ROSWELL ROGERS, writer on the four-weekly Blue *Lum & Abner* program, is the father of a girl.

WILLIAM E. RAMBO, news editor of KYW Philadelphia, has been named advertising and sales promotion director of the station, succeeding Eleanore Ulmer, who resigned to join *Tide* magazine in New York.

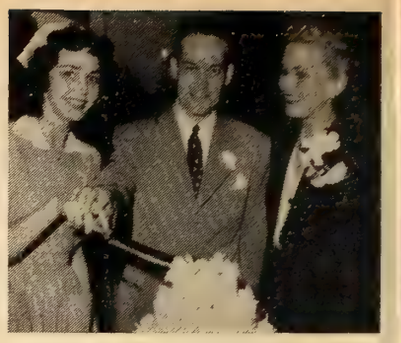
Wamboldt, Byrne Added To Blue Program Sales

EXPANDING its commercial program department operations, the Blue Network this week adds to the department staff M.P. (Bob) Wamboldt and John Byrne, who will share responsibilities with George Brengel and Henry Fox, working under the overall supervision of Adrian Samish, national production manager. Set up originally to work on production and development of commercially sponsored Blue package shows, the department now will extend its work to cover network-built sustaining programs designed for sale, and to general program supervision of "public interest" shows not available as commercials.



Mr. Wamboldt

Commercial program supervisor of the Blue from October 1943 to March of this year, Mr. Wamboldt returns to the network after a six-months' interval during which he represented Philco Corp., and its agency in the production of *Hall of Fame* and its summer replacement on the Blue. Before joining the network last year, he was account executive for these years with Compton Adv., New York. Mr. Byrne has had experience as actor, writer, director and manager in radio, films and legitimate theatre. He created the *Prudential Family Hour*, sponsored on CBS by Prudential Life Insurance Co.



KXOK'S CAKE is supposed to be the center of attraction for this birthday picture. The young ladies, Jennifer Jones, Academy Award winner (1) and Anita Colby, director of Vanguard Films are there to help Chet Thomas, the St. Louis station's general manager in the celebration. Guest of Honor was *Breakfast Club's* songstress, Nancy Martin. The sixth birthday party was held at the Statler Hotel in St. Louis, attended by 400 guests.

Suchard Spots

WILBUR-SUCHARD CHOCOLATE Co., Lititz, Pa., is engaged in a spot radio campaign for Suchard chocolates which will be carried on 13 Midwest and Eastern stations through to the end of this year. Drive entered its first stages Aug. 1, with the appointment of Badger, Browning & Hersey, New York, as agency. Schedule calls for 15-second live station breaks at varying times on WMAL WNEW WEBR WBNY WCFL WIND CKLW WKRC WHK WIP WORK WJAS, with WNBC to be added in October.

WLS Renews Blue

WLS Chicago has renewed its contract with the Blue Network for another year, according to Blue Network headquarters in New York. Intermittently officials of the Blue have conferred with Burridge Butler, publisher of the *Prairie Farmer* and president of WLS, and Glenn A. G. Snyder, vice-president and general manager, regarding purchase of the Chicago station, so that the Blue would have a fulltime outlet in that city. WLS shares time with WENR, Blue O&O station, and they jointly operate the 50,000 w transmitter on 890 kc.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

VOTE for HARTFORD!

As the post-war area most likely to succeed, vote for Hartford! Send for market study showing Hartford's position in relation to the U. S. A. for 1943 and pre-war period. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

USE WDRC TO CONNECT IN CONNECTICUT

ALMA KITCHELL AND HER PIN-UP BOYS!!



They are twice as plentiful since WJZ strengthened its Signal

There is a lot of wallop to this new WJZ signal, now being broadcast from a transmitter site 23 miles closer to Greater New York.

Recent results produced by the "Woman's Exchange" conducted by Alma Kitchell are ample proof of the clearer, better reception of WJZ.

Alma this summer promoted a sewing contest* and got twice as many entries as were produced in the same competition last year by another major New York station.

Another example: the manufacturer of a moth spray bought the Woman's Exchange program and the new WJZ signal. When the 6-week campaign ended, the enthusiastic client wrote: "... We are completing the follow-up on the tremendous amount of inquiries you brought in ... It is impossible to even estimate the full effects of your efforts."

Successes such as these are possible because the clearer and greater signal of WJZ now reaches 7 million more people within the 50-millivolt area and an additional 11 million within the half-millivolt contour.

That's real broadcasting news for us at WJZ and for anyone who has anything to sell to the women (and their men-folk) of this fabulously wealthy and ready-spending market.

Contestants in the Kitchell Sewing Contest had to buy patterns, cloth, thread and accessories, and make a complete garment to enter.

WJZ

your strongest voice in the World's Richest Market

KEY STATION OF THE BLUE NETWORK

770 on your dial

Maximum Coverage

Radio station managers and engineers prefer Lehigh vertical radiators because THEY KNOW that Lehigh towers are unexcelled for intensified coverage. Lehigh has the know-how of many years of experience in constructing the best vertical radiators in the business.

Lehigh is now producing for Victory. After Victory, for FM, AM or television.

BUY LEHIGH

•

Radio Division

LEHIGH

STRUCTURAL STEEL CO.

17 BATTERY PL., NEW YORK 4, N. Y.
Plant at Allentown, Penn.
Offices in Principal Cities

"It's a WIZE advertizer who uses the Springfield, Ohio Market."

An inquiry will prove it.

WIZE Springfield Ohio

WEED & CO. National Representatives

for SMN* it's WHN

DIAL—1050
50,000 WATTS

* SPORTS · MUSIC · NEWS

WTAG Plan for World Harmony

Evolves Weekly Forum Devoted to Study Of One Ally

By DAVID H. HARRIS
Program-Production Manager
WTAG Worcester, Mass.

MR. HARRIS began his broadcasting career in 1928 as a radio copywriter in a Grand Rapids advertising agency. Two years later he became an announcer at WELL Battle Creek and later transferred to the programming department. In 1933 he joined WOOD-WASH Grand Rapids, where he served as traffic and production manager until 1941 when he became associated with WXYZ and seven other stations comprising the Michigan Network. In 1942 he became a member of the WTAG Worcester staff.

BROADCASTERS can play a vital role in the postwar era by assumption of responsibility in the adoption of new ideas, renewed vigor and inspiration. In the new world which lies ahead, no station is too small nor too large to experiment in tracing a path toward progress. WTAG has formulated plans and laid the groundwork for a United Nations project which is to get underway this week. Arrangements were made possible through the valuable assistance of John H. MacDonell, director of the Broadcast Division, United Nations Information Office.



Mr. Harris

Seek an Understanding

The undertaking will be known as *Worcester and the World*, with each week, for six months, devoted to one of our United Nations allies. Each week one of these countries and its peoples will be the object of a city-wide observance, with all information, entertainment, and educational sources in the city devoting their energies to stimulating understanding of that particular country.

Thus, during "French Week", all segments of the public will be reached time after time through all media of expression—radio, newspapers, lectures, churches, libraries, art museums, department stores, and theaters. Through this project, we hope to build new understanding in the Central New England area of the peoples and countries with which we have been allied during the war and with whom we must work in harmony in the postwar years.

The idea grew from our pleasant relations with the British Broadcasting Corp. In the past two years, E. E. Hill, managing director of WTAG, and I have worked with BBC in arranging programs designed to depict British mode of life, their similarities and dissimilarities to us.

Need for Action

It was felt that now, with the war in Europe drawing to a climax, it would be possible to do a similar educational job with all our United Nations allies. Now was the time to offer our audience something new, to stop *talking* about United Nations cooperation and embark on some *action*.

We realized, too, that the postwar viewpoint of our listeners would be changed, that it had not remained stagnant during the years of a second World War in which brothers, fathers and husbands had left home to die or return wounded or ill in mind.

The returned veterans themselves would be matured beyond their years. They had seen too much to come back to a way of life foreign to their expanded outlook. We felt we must show these boys and their families that our thinking was akin to theirs, that we were not thinking, in 1944, in terms of 1929 or 1939.

As our project developed, we decided not to limit it to radio alone but to include the entire city of Worcester, to demonstrate the effective job radio can do in being the sparkplug of a major effort affecting the entire area.

Representative Committee

A committee, comprising representatives of numerous groups throughout the city, was therefore formed under the leadership of Mayor William A. Bennett. Each week the mayor will issue a proclamation naming it "French Week," "Belgian Week," etc.

To mark the inauguration of the campaign, the CBS *Peoples Platform* was to originate from Worcester Sept. 30.

Our plans at WTAG call for a radio forum Thursdays from Clark U. The significance we attach to the entire project will be readily seen by the fact that we have cancelled a network commercial to broadcast the forum to our listeners. Speakers will include an eminent representative of the country of the week, a professor from a New England college, a citizen, and Dr. Wallace W. Atwood, president of Clark U., who will be forum chairman.

We are also scheduling shortwave broadcasts in English wherever possible from the country of the week. In addition, we are arranging for transcribed announcements in which prominent personalities of the countries will send greetings to our area, and we will include songs of the nation in our musical programs and other information of a similar nature in our women's programs.

Working with us with wholehearted support are the various other groups represented on the mayor's committee .

George F. Booth, editor and publisher, and M. H. Williams, managing editor of the *Worcester Telegram, The Evening Gazette*, and the *Sunday Telegram* have offered the full facilities of their newspapers in covering the project. The magazine section of the *Sunday Telegram* will carry a 1500-word story on the country being honored.

The library will use a display on books about each country; the art museum is offering its capacities for exhibits on art of the countries; prominent women of the United Nations will be brought to Worcester to speak before women's groups; and other speakers are being booked before groups such as the Foreign Policy Association, Economic Club, Rotary Club, and Kiwanians.

The city's theaters will use lobby displays and documentary films; retail stores will make available window space for exhibits; sermons will be devoted to the people of the country being saluted.

As the project grows, many new and perhaps untried formulas may present themselves for further development, but we believe we have here the working chemicals for a hitherto untried experiment, for a city-wide laboratory test in the city of Worcester which we hope will provide radio and other groups throughout the nation with a model from which they can pattern their own postwar plans.

Bunte on 29

BUNTE BROTHERS, Chicago (coughdrops), started sponsorship of one-minute spots and chain breaks four to six times weekly Oct. 1 on the following stations: WHO WOW WGN KMBC WKZO WJR KDAL WTMJ WISH KSTP WTCN KFH WSAM KFAB WIBW KOA KFEL KXOK WMT WTAM WGAR KGO KJBS WDAY WIBA WNAX KSOO WAIT, WLW. The 26-week contracts were placed by Presba, Fellers & Presba, Chicago.

Hall Bros. on Blue

HALL BROS., Kansas City (Hallmark greeting cards), on Oct. 15 starts sponsoring *Life With Charlotte*, on Blue stations, Sunday, 3-3:30 p.m. (EWT). Program which served as summer replacement for NBC *Bob Hope Show*, is packaged and owned by Martin Broones and John Guedel. Agency is Foote, Cone & Belding, Chicago.



182,826 Man Hours of RESEARCH

Since Pearl Harbor, International Detrola research engineers have logged this amazing total in their successful efforts to develop and improve Mine Detectors, Aircraft Radio Transmitters, and Receivers, and many other important military electronic devices. The company's other engineering groups also have made great contribution to the quality and volume of electronic weapons streaming from its efficient Detroit assembly lines to the many battlefronts of Victory. The same engineering inventiveness and trained imagination will be an inseparable quality of Detrola-built Radio Receivers, Television Receivers, Automatic Record Changers, and other electronic instruments.

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN, PRESIDENT

BUY MORE WAR BONDS

WCBM blue

A QUALITY STATION

with MASS APPEAL

in a

RICH MARKET

WCBM

BALTIMORE

The BLUE Network Station

John Elmer, President

Geo. H. Roeder, Gen. Manager

FREE & PETERS, INC.

Exclusive National Representatives

Agencies

PHILIP W. LENNEN, president, and Robert W. Orr, executive vice-president of Lennen & Mitchell, New York, left the city last week for Hollywood to line up final plans for P. Lorillard Co.'s new programs on NBC and CBS and prepare for the opening of L&M's new office there to handle both Old Gold and Andrew Jergens Co. shows.

CHARLES A. WOLCOTT, former director of research and media for Dancer-Fitzgerald-Sample, Chicago, has joined A. C. Nielsen Co., Chicago, as vice-president. Mr. Wolcott entered the agency field in 1941 and before that was in charge of sales and client service for Daniel Starch & Staff, N. Y.

H. E. CHRISTIANSEN resigned last week from Henri, Hurst & McDonald, Chicago, as vice-president, to organize the Christiansen Adv. Agency with offices at 221 N. LaSalle St., Chicago. Telephone is State 6704. Mr. Christiansen was formerly with the *Comic Weekly*, Hearst Publications, Chicago, and prior to that with *Business Week*. New agency handles the E. L. Bruce Co., Memphis (floor finishes) advertising campaign which includes radio.

WICK CRIDER, radio publicity head of J. Walter Thompson, New York, on Sept. 29 left on an annual three-week radio publicity and promotion tour. Trip will take him to 17 cities in behalf of the Frank Sinatra program sponsored by Lever Bros., Cambridge, Mass. for Vimms vitamins on CBS and the 10th anniversary of Lever's *Lux Radio Theatre* on CBS.

REGINALD COGLAN and Winifred Graham have joined the copy department of Compton Adv., New York. Mr. Coglan formerly was assistant advertising manager of McKesson & Robbins, Bridgeport, Conn. Previous to that he was division sales manager of Gulf Refining Corp., Pittsburgh. Miss Graham, authoress, was former advertising manager of the children's division of Marshall Field & Co., Chicago.

2D. LT. EUGENE N. AXTELL, former assistant to Freeman Keyes, president of Russel M. Seeds Co., Chicago, now stationed at Ft. Meade, Md., has been promoted to first lieutenant.

ROS METZGER, vice-president and radio director of Ruthrauff & Ryan, Chicago, was appointed chairman of the Community War Fund, radio division, last week.

KALMAN B. DRUCK, director on research development of Carl Byoir Assoc., New York, will give courses in public relations, and in advertising at the College of the City of New York.

THOMAS D'ARCY BROPHY, president, Kenyon & Eckhardt Inc., New York, has been elected to the executive committee of the National War Fund.

DONALD B. FORESMAN, account executive of Hazard Adv. Co., New York, has been appointed a vice-president of the agency.

CHARLES A. HAMMARSTROM, former account executive of Kelly, Nason Inc. and Kenyon & Eckhardt, New York, has joined Morse International, New York to organize a marketing department for postwar advertising for clients as part of a projected expansion of the agency's operations. Mr. Hammarstrom will also work as account executive on Prince Matchabelli, Paul H. Raymer, New York, station representative, and the Eterna Watch Co. of America.

RUTH ROSS, former partner of Albert M. Ross Assoc., New York, industrial relations counsellor, and previously with J. Walter Thompson Co., New York, has joined the copy staff of Duane Jones Co., New York.

Agency Video Tests

CECIL & PRESBREY, New York, is conducting experimental telecasts in the 8:15-8:45 Sunday period on WABD New York, the DuMont station, for various clients including Lamont, Corliss & Co., New York (Toll House Cookies made from Nestle's Semi-Sweet Chocolate); George Washington Coffee Refining Co., Morris Plains, N. J. (instant broth); Art Metal Works Inc., Newark (Ronson lighters); Quaker Lace Co., New York (hosiery); and Trencher Furs Inc., New York.

RICHARD W. JANNEY, formerly with Curtis Publishing Co., has joined Dancer-Fitzgerald-Sample, Chicago, as account executive on Dreft, P&G product.

HELENJEAN FOLEY, formerly with Russel M. Seeds, Chicago, has joined the research staff of Goldman & Gross, Chicago.

J. LEE FITZGERALD, formerly with Lord & Thomas, Chicago, has joined Goldman & Gross, Chicago, as an account executive.

SHIRLEY KUNIN, formerly with the advertising department of Salley Frocks, Chicago, has joined the copy staff of Kuttner & Kuttner, Chicago.

WILLIAM C. BARTLESON, formerly of Foote, Cone & Belding, has joined Buchen Co., Chicago, in the merchandising and marketing department.

JESS H. CLOUD, former chief copywriter of Oakite Products Inc., New York, has been added to the San Francisco staff of Pacific Coast Adv. Co. to work on radio and visual advertising.

EDWARD M. RAYNOLDS, former assistant to the manager of research of Curtis Pub. Co., New York, has joined Doherty, Clifford & Shenfield Inc., New York, as director of research. Prior to his associaiton with Curtis, Mr. Raynolds was in charge of consumer research at the London office of J. Walter Thompson Co., New York.

OTTO A. STELLER, 54, executive of Steller-Millar Adv., Los Angeles agency, died Sept. 15 in his office following a heart attack. He was widely known in West Coast advertising. Surviving are his widow, Hilda, and a son, Jack.

WILLIAM M. WIDER, former assistant advertising manager of Hyde Park Brewers and more recently on the sales staff of KMOX St. Louis, has joined Westheimer & Co. Adv., St. Louis, as an account executive.

STORRS J. CASE, former director of advertising for the Plymouth division, Chrysler Corp., Detroit; Lowell H. Stormont, formerly in the Army Air Forces and previous to that director of advertising of Real Silk Hosiery Mills, Indianapolis, and Charles P. Tyler, former account executive with McCann-Erickson, Chicago and New York, and BBDO, Chicago, have joined J. Walter Thompson Co., Chicago, as account executives on the Ford Motor Co. account.

ANNE KELLY, who has been with NBC and more recently the Blue for 14 years, on Oct. 2 joins William Morris Agency, New York, to work on the Borden Co. Blue program, *Happy Island*.

MANNY MANHEIM, associated with the script-writing department of J. Walter Thompson Co., New York, for seven years, has resigned. Mr. Manheim has been writing the Jackie Gleason-Les Tremayne show, sponsored on NBC by P. Lorillard Co. for Old Gold cigarettes. Mr. Manheim is understood to be going to the West Coast, but has not announced plans.

HAROLD KLAUS, advertising manager of Little Tot Food Products Co. for the past five years, has been appointed vice-president of Byron Keating Co., Cincinnati, and will supervise the creative department of the new agency. Additions to the copy staff include Amos Twombley, formerly with Blackett-Sample-Hummert, and Dorothy Solon, food editor for several midwest newspapers.

MAURICE MacDONALD, former writer-producer for KIRO Seattle, has joined Bob Nichols Adv. Agency.

J. WALTER THOMPSON Co., New York, will shortly open a Detroit office in the Buell Bldg. to service the Ford Motor Co. account. Harry J. Mitchell, vice-president and account executive on Ford, will be in charge of the office.

FLORENCE ORTMAN, Hollywood producer of McCann-Erickson, on the CBS *Dr. Christian* show, and Lt. Harwell W. Proffitt, U. S. Navy, were married in San Francisco in early September.

JOHN COYLE, formerly of United Artists publicity department, has joined Young & Rubicam, Hollywood, as assistant to Robert H. Mucks, West Coast radio publicity director.

LESLIE I. MAYES, former manager of Beaumont & Hohman, Kansas City, has joined the executive staff of Howard H. Monk & Assoc., Rockford, Ill.

GLAN HEISCH, program director of KNX Hollywood, has resigned to join McCann-Erickson as production executive on Emerson Drug account.



The Texas Rangers

NOW BACK AGAIN

on

KYW

Philadelphia

Selling

Groves Cold Tablets

GEORGE E. HALLEY

TEXAS RANGERS LIBRARY

HOTEL PICKWICK, KANSAS CITY 6, MO.

AN ARTHUR B. CHURCH PRODUCTION

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

COMIN' AT YOU!



Buy War Bonds

. . . and some for all!

Here comes aluminum . . . rolling out to meet the highest *record* demand in its history . . . and back to do a bigger and better job in PRESTO RECORDING DISCS!

PRESTO *ALUMINUM* RECORDING DISCS are now available in 12, 13½, 16 and 17¼ inch sizes. That's *good news* for broadcasting stations, recording studios and schools all over the nation . . . who know through valued experience that PRESTO is simpler to handle—doesn't require fussy adjustments . . . and, in fact, is the smoothest cutting disc they've ever used!

Order PRESTO ALUMINUM DISCS from your regular electronics distributor. May we suggest that you split your order—50% aluminum and 50% glass base for the time being, so that we can fairly distribute PRESTO ALUMINUM DISCS over the first big demand?

PRESTO RECORDING CORPORATION

242 West 55th Street **New York 19, N. Y., U. S. A.**

Walter P. Downs Ltd., in Canada

Buffalo's Greatest Regional Coverage

WGR

550 K.C.

★

IS NOW BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

★

BUFFALO BROADCASTING CORPORATON

RAND BUILDING, BUFFALO, NEW YORK

National Representative:
FREE & PETERS, INC.

Radio Advertisers

QUAKER OATS Co., Chicago, on Oct. 7 will begin sponsorship of one-spot announcement weekly on WLS Chicago, WCCO Minneapolis, WDZ Tuscola, Ill., and WOWO Fort Wayne. Contracts are for 26 weeks thru Sherman & Marquette, Chicago.

H. J. HEINZ Co., Pittsburgh, is promoting Kosher products as sponsor of twice-weekly broadcasts of *The Jewish Philosopher* on WEVD New York. Business placed through Joshua S. Epstein Co., New York.

ALBERT W. SHERER, advertising manager of National Biscuit Co., and for the past year active as a member of the public information committee of the Grocery Manufacturers Assn., has joined McCann-Erickson Inc. as a vice-president with headquarters in the Chicago office. Mr. Sherer has served in the past as manager of the Chicago office of Curtis Pub. Co., and previously as executive vice-president of the former Lord & Thomas agency in Chicago.

KASSER Distillers Products Corp., Philadelphia, has named Harry Feigenbaum Adv., Philadelphia, to handle advertising for Kasser Imported Brandy and Kings Imported Wine. Media to be used includes radio.

JOY CANDY SHOPS, Chicago is sponsoring spot announcements on WGN WENR WAIT WBBM Chicago. Contracts are for 52 weeks, through Malcolm Howard Adv., Chicago.

Cocilana Resumes

COCILANA Inc., Brooklyn, about Oct. 9 starts its fall and winter spot radio campaign for Cocilana cough drops. Schedule calls for live announcements, transcribed spots, news and musical programs at varying frequencies for 20 weeks on 75 stations. Disc features the team of Lanny & Ginger, in musical jingles. Agency is Al Paul Lefton Co., New York.

DOUBLEDAY-DORAN Bookshops New York, on Oct. 15 will present an adaptation of Virginia Perdue's *Alarum and Excursion* on WABD New York the DuMont station. Program if successful may be the forerunner of weekly television versions of books with the bookshop securing the various publishers as sponsors. The Television Workshop, New York, will produce.

ROSE'S 5-10-25c Stores Inc., Henderson, N. C. (chain), has started radio test campaign. Business is placed through Nathan Frank Adv., Roanoke Rapids, N. C.

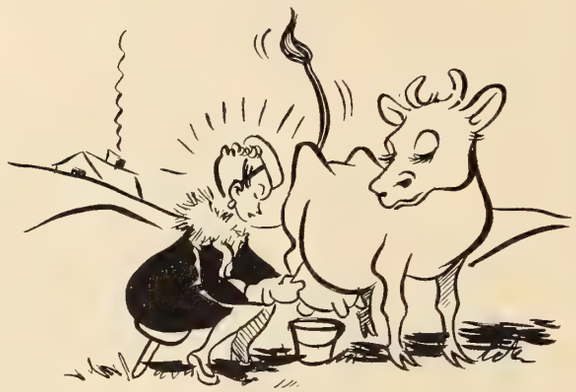
LITE SOAP Co., Aurora, Ill., began sponsorship of a quarter-hour show titled *The Lite Gossip Club*, featuring Bob Carter as m.c., Oct. 2, five times weekly on WCFL Chicago. Program which is owned and produced by Nellett Radio Productions, was placed for 52 weeks by the L. W. Ramsey Co. Chicago.

BEECHAM & ASSOCIATED Products, Bloomfield, N. J., to promote Brylcreme, hair preparation, is sponsoring ten-weekly announcements on WMAL Washington and five-weekly news programs on WOL Washington. Campaign started in September. Agency is Atherton & Currier, New York.

ALTO VINEYARDS Co., Fresno Cal., has appointed L. H. Hartman Co., New York, to handle advertising. Agency is working on Media plan which will include radio, newspapers and magazines.

FREDERICH H. NICHOLS, former manager of BBDO's Kansas City office, recently account executive of Kenyon & Eckhardt, New York, has joined Siboney Distilling Corp., Philadelphia, as general sales and advertising manager.

SIERRA CANDY Co., San Francisco, on Sept. 24 started *Music Sweets*, program of popular melodies from operettas and musical shows, on KQW San Francisco. Also signed to carry the program are KROY KGDM KHSL KVCV KIEM KFJI KFRE KPMC KOH. Agency is Robert H. Young Adv., San Francisco.



FARMER'S WIFE

It's fun working when you don't *have* to. Her husband is one of the richest farmers in the U.S.A. . . . from Central California where the average farm income was *$8,797 last year.*

The *Beeline,* with its 41 primary counties is the only combination of stations that can properly cover *Central California plus Western Nevada.*

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.



McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO. National Representative

5000 WATTS • DAY AND NIGHT

WJW 850

The Blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED C

ROSEFIELD Packing Co., Oakland, Cal., has signed a 52-week contract with WOR New York effective Oct. for sponsorship of a weekly half-hour transcription featuring Hollywood stars, to promote Skippy Peanut Butter. Agency is Garfield & Guild, San Francisco.

BURKHARDT BREWING Co., Akron, on Oct. 2 starts full-hour *Burkhardt String Symphonette*, Monday, on WADC Akron, WAKR Akron, WLOK Lima and WIZE Springfield, O. Contract for 26 weeks was placed through Busbey Adv., Akron.

LIVE FOOD PRODUCTS Co., Burbank, Cal. (health foods), adding to its schedule on Oct. 9 starts sponsoring thrice-weekly quarter-hour transcribed *The Health Builder* on WIBM Jackson, Mich. Contract is for 13 weeks. Agency is The Mayers Co., Los Angeles.

PETROL Corp., Los Angeles (PDQ gas, oil), during 13-week period started Sept. 25, is using a total of 390 spot announcements on five Southern California stations. List includes KTMS KFSD KGB KPRO KFXM. Agency is Raymond R. Morgan Co., Hollywood.

KELLOGG Co., Battle Creek, Mich. (cereals), Oct. 16 starts sponsoring *Tom Breneman Highlights* on Blue Pacific stations, Monday 9:30-10 p.m. (PWT), with transcribed repeat. Featuring comedy high spots transcribed from *Breakfast at Sardi's*, daily morning show which Breneman m.c.'s on that network, new series will include orchestra and vocalist, with Breneman presiding. Cereal firm also sponsors participation schedule in *Breakfast at Sardi's*. Kenyon & Eckhardt services account.

LEDERLE LABS., Philadelphia, producers of biologicals and anti-toxins, is preparing to enter radio with a series aimed chiefly at physicians, surgeons and scientists. Program is to present latest developments and data in the medical field.

F. S. AUGER, former director of A. McKim Ltd., Montreal, has been appointed advertising manager of Procter & Gamble Co. of Toronto, Canada.

WILLARD's Chocolates, Toronto, has started transcribed *Show Shop With Roly Young*, on a number of Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

HOBBS GLASS, London, Ont., has appointed J. Walter Thompson Co., Toronto, to handle advertising of its new glass products and postwar plastics products. No radio plans have been formulated.

WORCESTER GAS LIGHT Co., Worcester, Mass., is sponsoring *Gaslight Gaieties* Thursday 9:30-9:45 p.m. on WAAB Worcester.



"Maybe we shouldn't have been swimming. WFDF Flint said there's a camouflage school near here."

FRANCIS H. LEGGETT & Co., New York, to promote Premier canned foods in the foreign language market, Oct. 2 starts *Meet Miriam Kressyn* on thrice-weekly quarter-hour basis on WEVD New York. Agency is Joseph Jacobs Jewish Market Organization, New York.

ATLAS BREWING Co., Chicago, will sponsor the eleven game schedule of the Chicago Bears, pro-football team, 1944 season starting Sept. 24 on WIND Chicago. Contract was placed through Olian Adv., Chicago.

BECKER-BISCHOFF CHEMICAL Co., St. Louis ("Jitter Bug" insect repellent), has appointed Anfenger Adv. Agency, St. Louis, to handle advertising campaign.

QUAKER OATS Co., Chicago, has appointed Sherman & Marquette, Chicago, to handle advertising for Pettijohn's Wheat Cereal. Radio is being considered.

PEOPLES Credit Jewelers, Toronto (chain stores), has started half-hour Sunday evening transcribed musical program on CFRB Toronto, CHML Hamilton and CKCO Ottawa. Account was placed by MacLaren Adv. Co., Toronto.

LAURA SECORD Candy Shops, Toronto (chain stores), has started musical quarter hour five-times weekly on Ontario and Quebec stations. Account was placed by Cockfield Brown & Co., Toronto.

MOTHER PARKER TEA Co., Toronto, is to start a series of spot announcements on a number of Ontario stations at an early date. Account is being placed by A. J. Denne & Co., Toronto.

DRUG TRADING Co., Toronto (proprietary), on Oct. 11 starts *Musical Myriorama* on CFRB CKCO CHML, Wednesday 9:30-10 p.m. Agency is J. J. Gibbons, Toronto.

Flex-O-Glass Spots

FLEX-O-GLASS Mfrs., Chicago, began sponsorship Oct. 1 of 5, 10 and 15 minute spots on the following stations: KLRA KFBK KIDO WLS WMBD WDZ WHO KMA WIBW KFBI WCSH WEEI WJR WDGY KMOX KWTO KGHL KMMJ KFAB WOW WOR WHAM WGY WDAY WLW WTAM KVOO KOIN KDKA KSOO WNAX WFAA KSO KIRO KHQ KMBC KILO KFYR WHCU. Contracts vary from eight to 26 weeks. Agency is Preba, Fellers & Presba, Chicago.

Bisceglia Expands

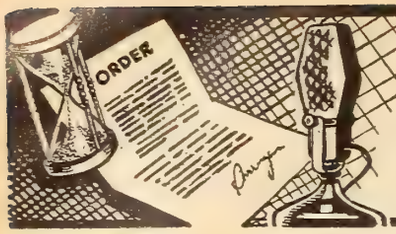
BISCEGLIA BROS. Corp., Philadelphia, has increased its spot radio schedule for wines to include 24 announcements weekly on WMEX and WCOP Boston and five-minute programs on WGAS Chicago. In the New York area Bisceglia uses a total of 40 spots weekly on WHOM and WOV, latest contract on latter station calling for 312 spots. Agency is Pettinella Adv., New York.

Fibber's Return

S. C. JOHNSON & SON, Racine, Wis., on Oct. 3 resumes *Fibber McGee & Molly* on 134 NBC stations, Tuesday, 9:30-10 p.m. (EWT). Starring Jim and Marian Jordan talent lineup for series includes Arthur Q. Bryan, Shirley Mitchell, Marlin Hurt. Billy Mills continues as musical director, with King's Men, male quartet. Harlow Wilcox is announcer. Don Quinn writes the show. Agency is Needham, Louis & Brorby.



COLUMBIA NETWORK
WKBW
1520 K.C.
BUFFALO'S ONLY 50,000 WATT STATION
DAY and NIGHT
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representatives:
FREE & PETERS, INC.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY Schenectady

United Baking Co., Schenectady, 4 *sa* weekly, 26 weeks, direct.
MacFadden Publications, New York (*True Story*), 3 *t*, thru Raymond Spector Co., N. Y.
RKO Radio Pictures, Albany (movie), *sa*, direct.
Leaf Gum Co., Chicago, 13 *ta*, thru Bozell & Jacobs, Chicago.
I. J. Grass Noodle Co., Chicago (noodle soup), 104 *sa*, thru Charles Silver & Co., Chicago.
Kendall Mfg. Co., Lawrence, Mass. (soapine), 14 *sa* weekly, thru Badger & Browning, Boston.
Vick Chemical Co., New York (Vaporub, Vitamins-Plus), 166 *t*, thru Morse International, N. Y.
Longines-Wittnauer Co., New York (watches), 39 *t*, thru Arthur Rosenburg Co., N. Y.
Flex-O-Glass Mfg. Co., Chicago (Warp products), 24 *t*, thru Presba, Fellers & Presba, Chicago.
United Wallpaper Factories, Chicago, 312 *sa*, thru MacFarland-Aveyard & Co., Chicago.
Radbill Oil Co., Philadelphia (dry cleaner), 39 *sa*, 13 weeks, thru Harry Feigenbaum Agency, Philadelphia.
William Wise & Co., New York (Pictorial History of World War II), 2 *sa*, thru Huber, Hoge & Sons, N. Y.
Babson Bros., Syracuse (dairy equipment), 13 *sp*, thru Fogerty Co., Chicago.

KMBC Hollywood

Bohemian Distributing Co., Los Angeles (Acme beer), *sp* weekly, 13 weeks, thru Brisacher, Van Norden & Staff, Los Angeles.
Londonderry Ice Cream Mix, San Francisco, 5 *sp* weekly, 13 weeks, thru Brisacher, Van Norden & Staff, San Francisco.
Jests Inc., Brooklyn, 5 *sa* weekly, 52 weeks, thru Joseph Katz Co., Baltimore.

WMAQ Chicago

Skelly Oil Co., Kansas City, Mo., 6 *ne* weekly, 52 weeks, thru Henri, Hurst & McDonald, Chicago.

KYW Philadelphia

Bond Stores, New York (men's clothing), 6 *sp* weekly, 52 weeks, thru Neff-Rogow, N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 3 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 3 *ne* weekly, thru Duane Jones, N. Y.
Maryland Pharmaceutical Co., Baltimore, (Rem), 13 *sa* weekly, 26 weeks, thru Joseph Katz Co., Baltimore.
RCA-Victor Corp., Camden, N. J. (Victor records), 5 *sa* weekly, direct.
C. A. Briggs Co., Cambridge, Mass. (H-B Cough Drops), 2 *sa* weekly, thru Horton-Noyes, Providence, R. I.
J. B. Carr Biscuit Co., Wilkes-Barre, 3 *sa* weekly, 13 weeks, thru Lynn-Fieldhouse, Wilkes-Barre.
Keystone Macaroni Co., Philadelphia (San Giorgio Macaroni), 5 *sa* weekly, thru James G. Lamb, Philadelphia.
Lambert Pharmacal Co., St. Louis (Listerine tooth powder), 3 *sa* weekly, 13 weeks, thru Lambert & Feasley, N. Y.
Pure Food Co., Mamaromeck, N. Y. (Herbox bullion cubes), 5 *sa* weekly, 13 weeks, thru J. M. Mathes, Inc., N. Y.
General Baking Co., New York (Bond bread), 6 *sa* weekly, 52 weeks, thru Ivey & Ellington, Philadelphia.
Miss Swank Inc., New York (women's slips), *tp* weekly, 13 weeks, thru Hirshon-Garfield, N. Y.
Minwax Co., New York (liquid floor wax), 2 *sa* weekly, 13 weeks, thru R. T. O'Connell, N. Y.

KFRC San Francisco

Pacific Greyhound Bus Lines, San Francisco (transportation), *sp* weekly, 62 weeks, thru Beaumont & Hohman, San Francisco.
Grace Bros. Brewing Co., San Francisco, 3 *ne* weekly, 52 weeks, thru Geo. I. Lynn Adv. Agency, San Francisco.
Valley Produce Co., San Francisco (New Zealand spinach), 3 *sa* weekly, direct.
Langendorf United Bakeries, San Francisco (bread), 10 *ta* weekly, Erwin, Wasey & Co., San Francisco.
Rockmount Envelope Co., San Francisco (stationary), 3 *sa* weekly, direct.
Ex-Lax, New York (Jests), 7 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.

WABC New York

Celanese Corp. of America, New York (Celanese material), 3 *sa* weekly, thru Young & Rubicam, N. Y.
Ludens Inc., Reading, Pa. (cough drops), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Musterole Co., Cleveland (Musterole), 2 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Vick Chemical Co., New York, 3 *ne* weekly, thru Morse International, N. Y.

KMOX St. Louis

Ponds Extract Co., New York, *sa*, thru J. Walter Thompson Co., N. Y.
Hardy Salt Co., St. Louis, 6 *sa*, direct.
Maryland Pharmaceutical Co., Baltimore, *sa*, thru Joseph Katz Co., Baltimore.
The Figaro Co., Dallas, *sa*, thru Herbert Rogers Adv. Co., Dallas.
Father John's Medicine Co., Lowell, Mass., 4 *sa*, thru John W. Queen Adv. Co., Boston.
Musterole Co., Cleveland, *sa*, thru Erwin, Wasey & Co., N. Y.
Berkshire Knitting Mills, Reading, Pa., 3 *sa* weekly, thru Geare Marston, Philadelphia.
Marlin Firearms Co., New Haven, 3 *sa*, thru Craven & Hedrick, N. Y.
Seeck & Kade, New York (Pertussin), *sa*, thru Erwin, Wasey & Co., N. Y.
DeKalb Agricultural Assn., DeKalb, 3 *sp* weekly, thru Western Adv. Agency, Chicago.
Swift & Co., Chicago (Bland Lard), *sa*, thru J. Walter Thompson Co., Chicago.

WOWO Fort Wayne

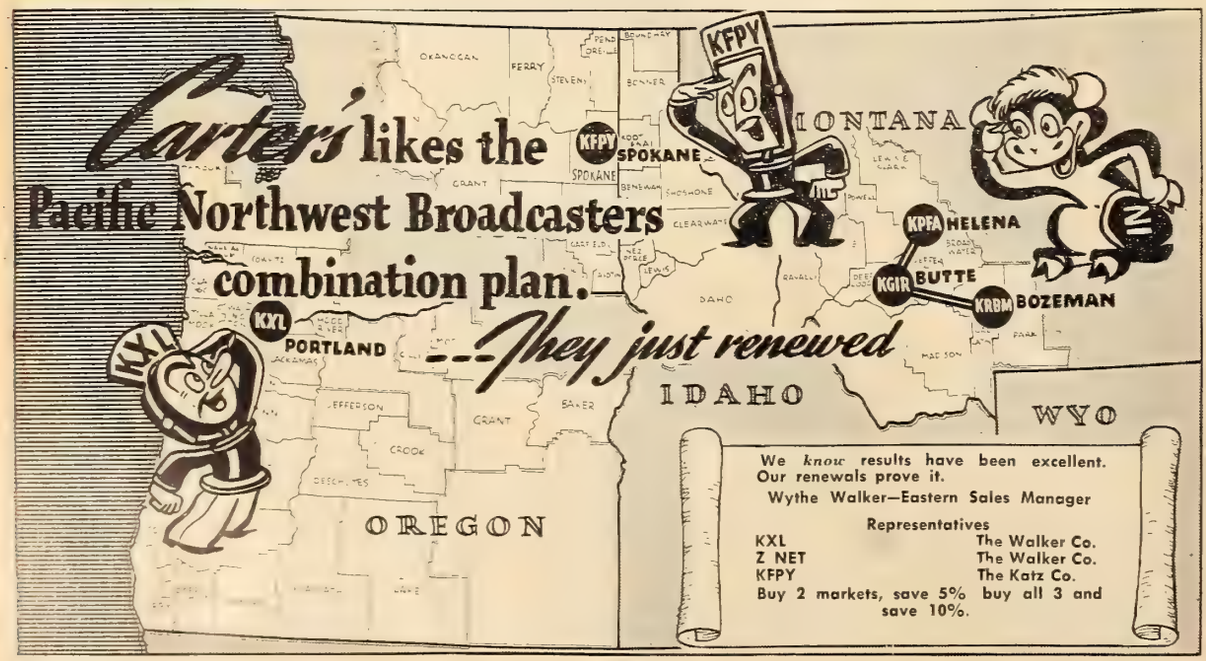
C. A. Briggs Co., Cambridge, Mass. (H. B. Coughdrops), 2 *sa* weekly, thru Horton-Noyes, Providence, R. I.
American Chicle Co., Long Island City (Dentyne), 5 *sa* weekly, through Badger, Browning & Hersey, N. Y.
Ohio Oil Co., Findlay, O. (Marathon products), 11 *sp*, thru Stockton, West & Burkhardt, Cincinnati.
Hollingshead Corp., Camden, N. J. (Whiz Floor Wax), 3 *sa* weekly, 13 weeks, thru Aitkin-Kynette, Philadelphia.

WLS Chicago

Seeck & Kade, N. Y. (Pertussin), 6 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Phillips Petroleum, Tulsa, *sp* weekly, 52 weeks, thru Lambert & Feasley, N. Y.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 3 *ta* weekly 52 weeks, thru J. D. Tarcher Co., N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 17 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Park & Tilford, N. Y. (Tintex), 24 *sa* weekly, 13 weeks, thru Chas. M. Storm Co., N. Y.

WENR Chicago

Miss Swank, Inc., New York (slips), *t* weekly, 13 weeks, thru Hirshon-Garfield, N. Y.
Western United Dairy Co., Chicago, 7 *sa* weekly, 13 weeks, thru Olian Adv., Chicago.
Lever Brothers, Cambridge, Mass. (Rin$o), 4 *sa* weekly, thru Ruthrauff & Ryan, N. Y.



AT&T Offers Fellowship In Honor of Dr. Jewett

IN HONOR of Dr. Frank B. Jewett, president of the National Academy of Sciences and vice-president of American Telephone & Telegraph Co., a trust fund has been established by the company for post-doctorate fellowships to stimulate research in the fundamental physical sciences, Walter S. Gifford, AT&T president has announced. Dr. Jewett retired from active service last week, having reached the company's retirement age.

There will be five Jewett fellowships awarded annually in each of the 10 years from 1945 to 1954 inclusive, each carrying an annual honorarium of $3,000 to the holder and $1,500 to the institution the recipient elects to do research. Awards will normally be made to those who have obtained the doctorate within the preceding year, or are expected to receive that degree not later than the beginning of the next fellowship term which starts each July 1.

Resumed by Camel

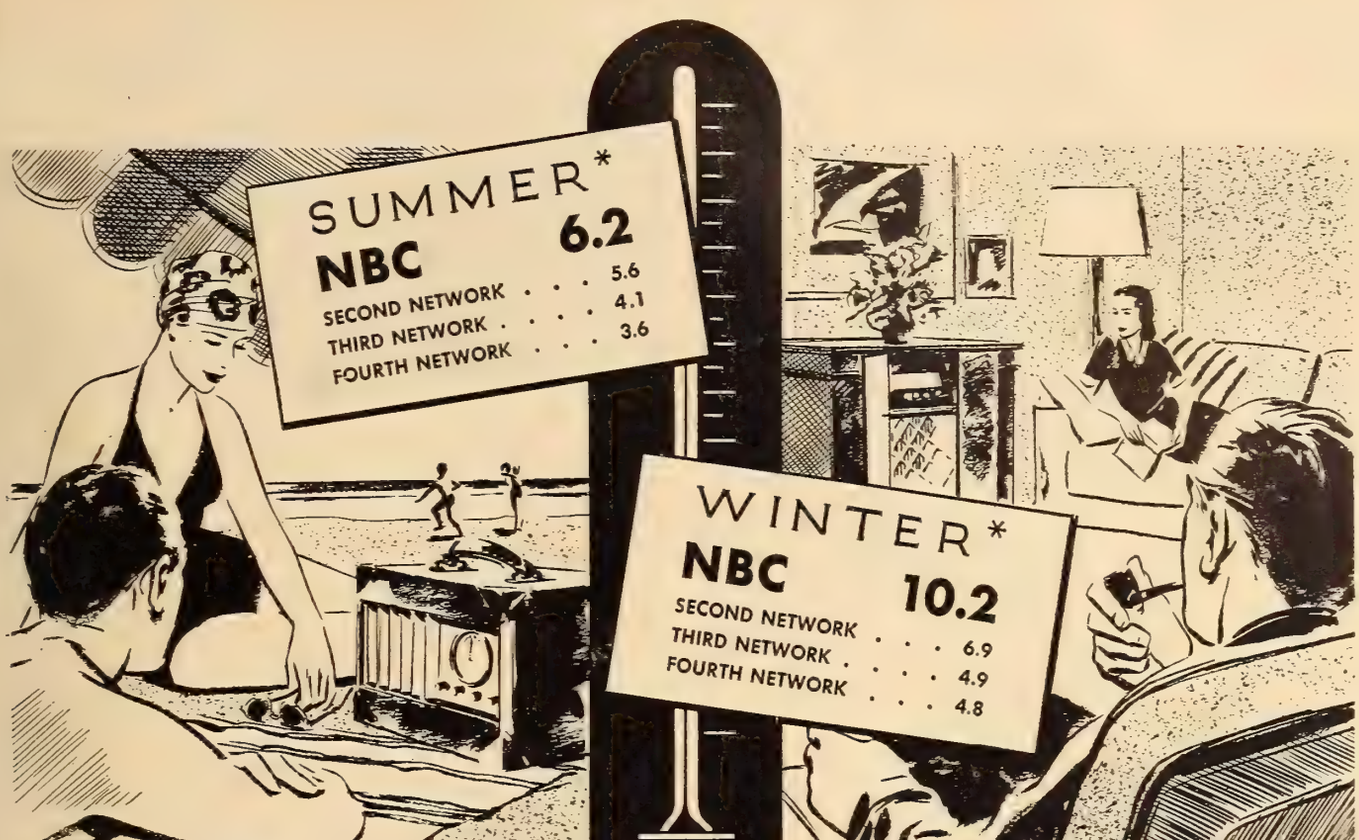
R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), following summer lay-off, on Oct. 5 resumes *Abbott & Costello* show on 135 NBC stations, Thursday, 10-10:30 p.m. (EWT). Series continues to co-star Bud Abbott and Lou Costello. Artie Auerbach, comedian, has been added to talent line-up, with Connie Haines, featured vocalist. Freddie Rich continues as musical director. Ken Niles is announcer. Don Prindle, Ed Forman, Joe Kirk, Sidney Fields and Eddie Cherkose are writers. Dick Mack has been assigned Hollywood producer for William Esty & Co., agency servicing the tobacco account.

Mantle Lamp Active

MANTLE LAMP Co., Chicago (Aladin Lamp), began sponsorship Oct. 1 of a quarter-hour transcribed show titled *Smilin' Ed McConnell*, once to thrice weekly, on the following stations: KTHS KARK WTAD WDZ WMT WHO KMA WIBW KFBI WHAS WPAD KWKH WDGY KMBC KMOX KFEQ KWTO WJDX WCOC KMMJ KFAB WPTF KFYR WDAY KILO WKY KVOO WNAX WDOD WAPO WNOX WMC WSM KGNC KTRH WFAA WOAI KWFT WRVA WIBA WFHR KFYO. The 13 and 21-week contracts were placed by Presba, Feller & Presba, Chicago.

Grove on 15

GROVE LABS., St. Louis, is sponsoring a musical transcribed series *Pleasure Parade*, produced by Frederic W. Ziv Co., Cincinnati on 15 stations. Series, which began Sept. 10 and runs for three quarter-hours weekly, features Jimmy Wallington, m.c.; the Glen Miller Modernaires, Bob Kennedy, Kay Loraine, Irving Miller and 16-piece orchestra, on these stations: WCCO WWL WWJ WOW WSM WPTF WTAR WRNL KOMO KMBC KRLD KYW KGW WBZ KPO. Account placed through Donahue & Co., New York, and Russel M. Seeds Co., Chicago. The list is to be increased to 20 stations.



SUMMER OR WINTER – THE STORY IS THE SAME

NBC IS THE NETWORK MOST PEOPLE LISTEN TO MOST

Makes no difference *how* the thermometer reads–summer's heat or winter's cold–NBC gets most of the listeners most of the time here in the West. There's a double reason:

In addition to the sparkling NBC transcontinental shows, NBC Western Division has its *own* Parade of Stars ... 19 topflight news...drama...comedy...music and variety programs... heard exclusively by the west coast listeners.

It's this double Parade of Stars – month after month, summer and winter–that wins the biggest share of listeners in the West. That's why advertisers and time buyers can reach *most* of the people *most* of the time–through NBC Western Division.

**Average Pacific Coast Hooperating (Aug.'44 and Feb.'44) of all programs for each network – 8 A. M. to 10 P. M.*

WESTERN DIVISION

HOLLYWOOD *Sunset and Vine* ★ **SAN FRANCISCO** *Taylor and O'Farrell*

of the NATIONAL BROADCASTING COMPANY, INC.

★ ★

A SERVICE OF THE RADIO CORPORATION OF AMERICA

ACCESS (Ky.) AIN'T OPEN TO US!

Nope, WAVE probably doesn't have a friend to its name in Access (Ky.). Reckon we miss a couple dozen people that way! But one thing we *don't* miss is the Louisville Trading Area, with 1,336,000 people and 242,077 radio homes! We ain't lookin' the other way when these people go to buying their 57.5% of all the State's merchandise, either. We help 'em! Like to get in here yourself—with no extra charge for *Access?*

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . N.B.C.

FREE & PETERS, INC.
National Representatives

AP

KXL, Oakland, California

. . . May I commend you on the excellent idea of individual sales presentations for AP Telescripts.

Adriel Fried
General Manager

available through
PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N. Y.

No Grab Bag Here!

WAIR's record of success makes it possible for you to plot your sales and distribution course with a remarkable degree of accuracy. WAIR is a "must" in this great market.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

OWI OFFERS FACTS FOR V-E DAY SHOWS

ADVERTISERS, agencies, networks and stations last week were urged by the OWI Domestic Radio Bureau to temper all V-E Day broadcasts with factual information about the war with Japan.

In a letter to radio, George P. Ludlam, chief of the Domestic Radio Bureau, said individual advertisers have offered to substitute Government messages for commercials and individual stations have asked for help in slanting copy on V-E Day programming.

"Best current appraisal of probable public reaction to victory in Europe is that there will be unrestrained rejoicing," wrote Mr. Ludlam. "This may be tempered, however, by a mood of deep and perhaps quiet thanksgiving over the accomplishment of half of the tremendous task; together with a sober question—which will come to many people for the first time—as to what actually lies ahead of us in our war with Japan."

A three-page fact sheet, with information about the war with Japan which can be used instead of regular commercials, was included with the letter. As for messages on the regularly scheduled OWI plans, Mr. Ludlam wrote:

"It is the earnest hope of the Radio Bureau that advertisers, networks and stations will find it possible to adhere closely to scheduled assignments on V-E Day and thereafter, perhaps rewriting messages to include pertinent copy slants on Japan." He pointed out that all OWI offices are ready to assist broadcasters and sponsors in furthering V-E Day plans.

Video-Net Sports Aired By Gillette, Atlantic

GILLETTE Safety Razor Co., Boston, and Atlantic Refining Co., Philadelphia, last week made arrangements for addition of television to their sports broadcasting schedules, each planning to use three-station hookup of WNBT New York, WRGB Schenectary and WPTZ Philadelphia. Programs are to be viewed by wounded servicemen in eastern hospitals as well as by home video audiences.

Friday night boxing bouts sponsored on MBS by Gillette will also be televised by NBC over WNBT for the company, and will be relayed to WRGB and WPTZ. Fight telecasts were to start last Friday. Atlantic Refining last Saturday afternoon was to start a series of nine Saturday and three Sunday football games on the television net from Philadelphia. Company has been sponsoring gridiron contests on some 70 standard stations and has used WPTZ for the past four seasons. Commercial time will be paid for by both companies on WNBT although rate has not yet been set. Gillette agency is Maxon Inc., New York. N. W. Ayer & Son, Philadelphia, services Atlantic Refining.

New Olian Accounts

OLIAN ADV. Co., St. Louis, has announced that the agency has been appointed to hanlle the accounts of Hardy Salt Co., St. Louis; Western United Dairy, Chicago; American Fixture & Mfg. Co., St. Louis; Cardinal Diamond Ring Syndicate, St. Louis.



TELEVISION CAMERAS scan executives of the Allen B. DuMont Labs. at the reception Thursday, Sept. 21, at WABD New York, marking the opening of a new "live talent" studio in the same building occupied by the first DuMont studio at 515 Madison Ave. Additional studio, larger in size and with greater facilities, allows continuous telecasting of live shows without switching to film shots while sets are moved, and is said to make WABD the first television station with multi-studio facilities. Televised are (l to r): Paul Raibourne, treasurer; Comdr. Mortimer Loewi, assistant to the president; Allen B. DuMont, president; Bernard Goodwin, secretary; Leonard Cramer, vice-president; T. T. Goldsmith Jr., chief engineer.

Radio Is Precluded From 'Depression' Claim Under Tentative Tax Ruling

AMONG the 34 industries cited last week by the Bureau of Internal Revenue as tentatively precluded from claiming "depression" during the base period 1936-39 in appeals for readjustments in excess profits payments, were radio broadcasting, radio and parts manufacturing, telephone and telegraph, electric light and power, retail trade. Purpose of these tentative determinations is to guide revenue agents in dealing with claims for refund under these provisions and to inform taxpayers of the general lack of evidence that these industries meet the requirements of Sec. 722 (b) (3) (A) of the Code.

These tentative determinations, however, do not debar in any way a taxpayer from securing full consideration of any pertinent evidence in support of a claim based on the profits cycle history of his industry as the Bureau recognizes possibilities of exceptions. The excess profits tax is computed from the gap of present profits and the average of the base period. The profits cycle of these groups are termed as "variant profits cycles" as they differ materially in length and amplitude from the general business cycle.

The tentative ruling as issued by the Bureau of Internal Revenue stated in part:

These tentative determinations do not in any way debar a taypayer from obtaining full consideration of any pertinent evidence in support of a claim based on the profits cycle history of its industry. The Bureau recognizes that there may be exceptional industries included in these groups for which it does not as yet have adequate information, and it is receptive to statistical and other data which will aid in establishing the profits cycle of such an industry for the purposes of Sec. 722. If there are such exceptional industries, they are more likely to be found in the more heterogeneous industrial groups because in such a group there is larger possibility of including industries with profits cycles that differ significantly from the group profits cycle on which the tentative determination is based.

The list of industrial groups which follows includes only a portion of the industries, members of which have submitted claims invoking the provisions of Sec. 722(b) (3) (A). It is expected that additional determinations will be made from time to time with respect to other industrial groups. With respect to any industry not covered by the present list, there is no implication that it has been accepted, or is likely to be accepted, as a variant cycle industry depressed in the base period.

Seeks Local Outlet

REED D. SMITH, news editor and reporter for the Columbus (O.) bureau of Associated Press, last week filed with the FCC an application for a new standard station to be located in Charleston, W. Va. Facilities requested for the outlet are 1400 kc, 250 w and unlimited hours of operation.

NBC Election Coverage

GOING "all out" for election returns coverage Nov. 7, NBC will remain on the air until the Presidential race is decided, broadcasting five-minutes of news each hour and half-hour beginning at 8 p.m. Entire evening will be programmed as a unit with regular Tuesday night stars being heard in connection with election coverage. A half-hour round-up from key election centers will be broadcast and NBC crews are assigned to Presidential and Vice-Presidential candidates of both major parties as well as to the national party headquarters. Before 8 p.m. news programs of Lowell Thomas and H. V. Kaltenborn will be offered to stations not already carrying them. William F. Brooks, director of news and special events, will supervise the entire operation.

Ace Productions

ACE Productions, a new advertising agency in San Francisco, has placed spot business with KSAN for Dr. Fisher's food products, KGO and KJBS for Golden Grain Macaroni Co., KFRC for Olympic Farms Dairy, KGO for Jerome Kilts, Swiss Diamond Palace, and Hill Motors. All are San Francisco stations. Agency is headed by Graham Gladwin.



IT AIN'T HONORABLE

. . . but it's the only way out!

We won a plaque . . . from the BLUE Network. It says that New York Ad-Agencymen figured we did an outstanding job of promoting Network and Spot programs. But I'm scared to hang the plaque up. If I do, *all* our customers might demand that I promote their programs only. All the time! And how! Or else! And we do not play favorites, on account we love the guy in a Class C spot as well as the guy with a class A half hour.

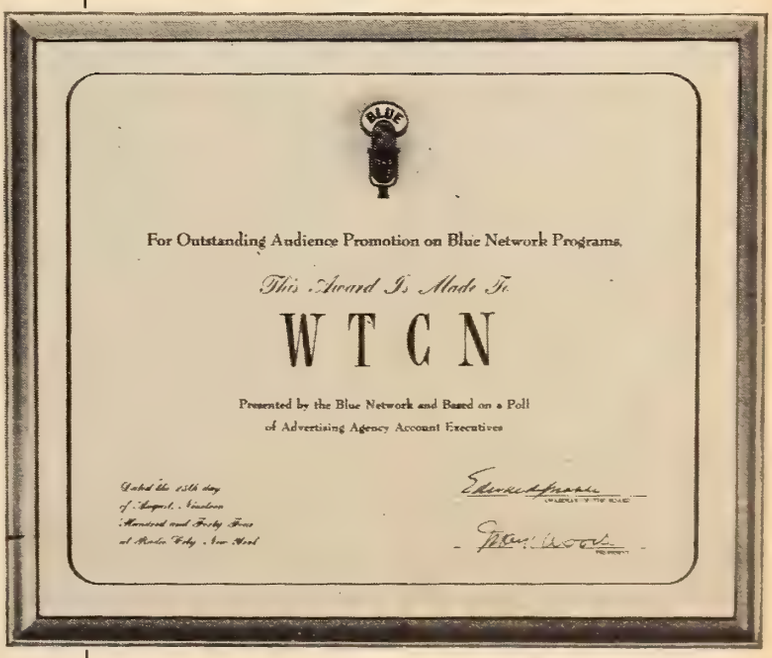
Anyhow, we haven't that kind of money to spend on promotion. All but 1/10th of 1% of your dollar goes for time and "station facilities" when you're on WTCN. (Well, anyway, almost). So I guess I will have to commit Hara Kiri.

It ain't honorable. But it's the only way out.

WTCN's Promotion Manager.

. . . BUT THANKS

ADVERTISING AGENCY ACCOUNT EXECUTIVES



We're grateful. And we'll keep on doing all we can to tell the folks in this area about your shows and your products and your services.

1280 ON YOUR DIAL

WTCN

MINNEAPOLIS - ST. PAUL, MINN.

The BLUE Network

Free and Peters, Inc. National Representatives

Tell 'em



and you . . . sell 'em!

Advertisers are finding WINX unusually productive.

Their "ace-in-the-hole" is repetition . . . because you can buy two or three spots on WINX for the same amount of money that you would ordinarily pay for one . . . in a comparable market.

The Best Test Market at MINIMUM COST



WINX

The Washington Post Station

Washington 1, D. C.

Represented Nationally by FORJOE & COMPANY

Radio Progress Unveiled at Hearing

FM Winner in Dispute With Television For Low Band

(*Continued from page 11*)

output in frequencies ranging as high as 600 mc.

Already in factory and production stages is a 1 kw power output tube operating on 400 mc with a 40% efficiency. In the concluding stages of research are two water-cooled tubes, one of 3 kw operating on 400 mc and one of 1 kw on 600 mc. The 3 kw tube, operating at 40% efficiency at 400 mcs, will take about a year to get into production.

Other tubes described by Mr. Adair include: 250 w on 400 mc, 200 w on 500 mc and 150 w on 600 mc, all in preliminary stages of production; 500 w on 400 mc, 400 w on 500 mc and 300 w on 600 mc, in research; tubes of 700 w operating on 400 and 600 mc, in concluding stages of research and probably can be operated to 700 mc.

In this connection it was learned that one broadcasting company already has placed an order with a large manufacturer for a 5,000 w color television transmitter which will operate at 750 mc with delivery guaranteed within a year following the war.

Television Needs

Recommendations were made by RTPB Panel 6 to set aside sufficient space in the region from 300 to 3,000 mc for television relay stations and for commercial television stations. The American Television Society, in a telegram last week to the FCC, protested any plans to eliminate television from the present A and B channels (50-108 mc), although expressing approval of experimental channels between 400-1,000 mc. The ATS also asked permission to be heard.

Dr. Lynde P. Wheeler, head of the Technical Information Division of the FCC Engineering Dept., presented findings based on 32,000 hours of continuous automatic recordings of VHF transmissions from various commercial and experimental stations over the last two years at the Commission's monitoring stations at Laurel, Md.; Allegan, Mich.; Atlanta, and Grand Island, Neb.

He explained that the FCC has reached no conclusions as to the bearing on allocation problems, but submitted his report that witnesses might study it and determine its significance themselves. The studies covered three type of signals—tropospheric, bursts and sporadic E, due to different causes. He submitted a complete technical report for the record as an exhibit.

Dr. Wheeler, past president of the Institute of Radio Engineers, described the results of the observations of VHF field strength measures in 1943-44, pointing out three distinct kinds of signals were recorded. He described the vagaries of FM reception at varying distances from the stations.

Aside from the "bursts" which are present intermittently on the high frequencies, momentarily impairing reception, he declared that at certain periods distant stations otherwise inaudible, give an "abnormally high field strength". He described this as the "tropospheric phenomenon," the origin of which has not been determined, although it may have some relationship to the "incidence of meteors in the upper atmosphere".

Witnesses on behalf of FM, including Dr. C. M. Jansky Jr., consulting engineer and chairman of RTPB Panel 5 (FM), have held that these reports of sporadic interference are not regarded as basic, and that no radio frequencies are entirely interference-free.

Secrecy Problem

Dr. W. R. G. Baker, chairman of the RTPB and vice-president of General Electric Co., after tracing the history of the technical advisory board, declared: "Without attempting to rate the relative importance of the existing and possible new services, it is apparent that certain services can and will provide thousands of jobs after the war restrictions have been removed, provided the way is cleared for them to proceed. Such services of a mass entertainment character are represented by FM and television.

"Until the frequency allocations and system standards for these services have been approved by the FCC, it is probable that no manufacturer will produce either transmitters or receivers. That is, commercial exploitation is not practical or possible without approval by the FCC of the frequency allocations and system standards."

Dr. Baker explained the work of each panel and the various subcommittees, told how conclusions had been difficult because of secret military developments not available for civilian knowledge. He said, however, that on some panels were members who were familiar with the wartime developments. Those panels, however, will not report during the hearings.

Getting Ready

"It is not the common characteristic of scientists and engineers to make public statements which cannot be substantiated by experimental evidence," he said. "In the work of the RTPB there has been no lack of evidence of this characteristic conservatism. At the same time it has been recognized that, in the interest of the common good, prompt advantage must be taken of new knowledge. In general this new knowledge has been acquired in narrow and much too isolated spearheads which have reached out into the, until recently, unknown."

Declaring that "as victory approaches it is the part of wisdom to prepare for peace", Dr. Baker said it is "essentially important" to apply that principle to radio. On employment he asserted that "it is probable that during the period of the war the employment provided by the radio industry will have been increased by a factor of four" and there is "that increase in potential labor force available to the production of equipment for civilian supply." He mentioned the "hundreds of thousands" in the armed forces who, through specialized training, may wish to work in radio.

"Awaiting freeing of the productive capacity of such a labor force there is a deficit of home receivers developed through the years since the radio industry went to war," said Dr. Baker. "However, such a demand can do little but to provide a market through the earlier phases of the return to production for civilian supply. For any large and permanent expansion of the employment capacity of the radio industry resort must inevitably be had—not only alone to expanding old services, but most importantly to the inauguration of new services."

In addition to extension of the standard band, Mr. Frazier told the Commission that Panel 4 has made



ANCHOR WITNESS at the FCC allocation hearings when the proceedings opened last Thursday was Dr. W. R. G. Baker, vice-president of General Electric Co., as chairman of Radio Technical Planning Board, through which basic allocations recommendations are being presented at the hearing.

WSLI

JACKSON MISSISSIPPI

JACKSON'S HARVEST

It's fall harvest time in Mississippi and new agricultural dollars—added to a steadily increasing industrial and oil income—are boosting Jackson's market to an all-time high. Here, in the Capital City, the $130,000,000 annual market is ready to be "gathered." Remember, WSLI offers you effective coverage of this "double-return" market—at less cost.

BLUE NETWORK

WEED & COMPANY NATIONAL REPRESENTATIVES

tudies of the following: Consideration of average skywave curves, eview of the FCC Standards of Good Engineering Practice; use of irectional antennas by local channel stations; methods of measuring irectional antenna power; use of alf-wave antennas by local stations; possible improvements in roadcast antenna design; use of ubaudible frequencies for signaling and other purposes; static neutralizers; reduction of receiver radiation; possible use of frequencies in the band between 3 and 17 mc for rural broadcast services.



FCC, SITTING EN BANC, as Chairman James Lawrence Fly read the opening statement. (l to r) C. J. Durr, Ray C. Wakefield, Paul Walker, Chairman Fly, and E. K. Jett. Gov. Norman S. Case was absent, having received word that his son, 1st Lt. John Case, Coast Artillery, had been seriously wounded Aug. 30 in France. He was present Friday, however.

Report on FM

C. M. Jansky Jr., chairman of Panel 5 on FM Broadcasting, said that after considerable study of modulation types it was concluded that "there are no systems of modulation, classified or otherwise, which show any indication of being either as good or better than the frequency modulation type now in use."

As to position in the spectrum, Panel 4 concluded that the present band, in the vicinity of 50 mc, should be maintained. It was further agreed, he said, that the present channel width of 200 kc be maintained. Controversy with Panel 3 (television) over the number of channels required for FM was ironed out, he reported, at conferences with Panels 6 and 2 (frequency allocation) and it was agreed that Panel 5 would make the recommendation that FM broadcasting be assigned 75 channels of 200 kc each between 41 and 56 mc. "It is realized of course that this assignment of 75 channels is slightly less than the number specified in the original Panel 5 report," said Dr. Jansky. "Nevertheless it is not the desire of Panel 5 to in any way stand in the way of a considered, overall proposal fully recognizing the great demand for radio facilities for services other than the one with which the panel on FM broadcasting is concerned." The original Panel 5 request was for 80-100 channels for commercial and non-commercial stations, starting in the vicinity of 40 mc and comprising a band of 16-20 mc.

The FM panel also recommended horizontal polarization over vertical polarization. Concluding his statement Dr. Jansky said:

"The potentiality for public service in FM broadcasting far transcends those of the older AM system. If the standards finally adopted are right, then the greatest possible benefit to the public will accrue. If they are wrong, then to the extent they are wrong will horizons be limited and the future of the art impaired. Knowing what is done cannot always be undone has led us to concentrate our thought to date almost entirely upon the fundamental, basic allocation standards which must furnish the foundations upon which the complete structure will be built rather than to devote much time to details.

"When you have decided first the position for FM broadcasting in the radio spectrum, second the width of channel to be used and third the number of channels, that is, the width of band to be assigned this new and vastly improved service, then industry can proceed with plans for the building of radio receivers and transmitters, and to establish stations."

Television Space

Recommendations that the Commission assign a sufficient number of 6 mc channels in the region of the present A and B television channels (50-294 mc) to provide competitive nationwide service, and authorize commercial relay stations and "assign a sufficient number of channels commensurate with the needs of the commercial television broadcasting stations" in the 300-

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

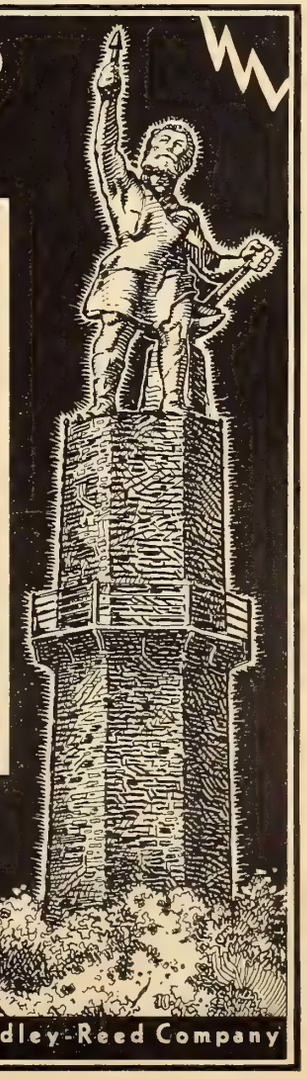
CHNS

Halifax, Nova Scotia

JOE WEED & CO.
350 Madison Avenue, New York
Representatives

UP AND UP

Higher and higher goes the Hooper for WSGN! The latest report shows a better than ever audience morning, afternoon and night; reflects an all day gain of 13.3% since the previous Survey . . Again WSGN has a larger morning Hooper than all other Birmingham stations combined; again it carries seven of the ten top-rated daytime programs; has Alabama's greatest coverage by **all standards**; offers the best **salable** time in the State. WSGN's Market is one of the South's Best — it's time is Alabama's Best BUY Far!



WSGN

The Birmingham News-Age-Herald Station

Represented Nationally by Headley-Reed Company

first

WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...



Nancy Osgood

Good cook or sportswoman . . young mother or spinster . . Nancy's daily program holds them all. And even men!

BUT, THIS IS THE *USUAL* STORY FOR WRC, *FIRST* CONTINUOUSLY SINCE 1923 . . . . . .

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Reach the ACTIVE SALT LAKE MARKET



Utah has one of the highest per capita ratings as a radio listening market.

National Representative
JOHN BLAIR & CO.

3,000 mc band, were made by David B. Smith of Philco Corp., Philadelphia, chairman of Panel 6.

Mr. Smith summarized the major recommendations of Panel 6 as follows: (1) Commercial monochrome television broadcasting should be continued on 6 mc channels; (2) provision should be made for licensing relay stations for point-to-point service of the following types (a) studio-to-transmitter, (b) portable-mobile pickup, (c) inter-city links, and (d) intra-city links. (3) Every effort should be made to provide a continuous frequency spectrum of 30 channels of 6 mc. width for immediate postwar commercial monochrome television.

War Progress

Mr. Smith recommended that this spectrum include the present group A channels, which begin at 50 mc, asserting, "It is recognized that this ideal may not be capable of attainment without undue sacrifice on the part of other services." He submitted a plan for 26 channels to be available immediately after the war and so designed that additional channels to give a more continuous spectrum could be interposed in event the intervening services find it feasible to move to other frequencies.

With respect to color television, Panel 6 decided that "adequate standards for color television for a 6 mc channel cannot be established at this time". Mr. Smith pointed out, however, that experiments are continuing.

He urged that provision be made now for higher frequency channels in which experimentation and development may be conducted "looking toward an improved service which may include color, higher definition and any other improvements which may occur". Experimental channels should be 20 mc wide, he said, but suggested that no other standards for them be established at the present. The channels should be assigned on the basis that they will subsequently be used for commercial broadcasting of improved television service "at such time as standards are adopted".

"Our Panel found that as a result of war work, there have been substantial developments which improve the performance of television service and materially reduce the cost of television receivers," said Mr. Smith. "All the standards have been carefully reviewed and such minor modifications have been made as are necessary to include these improvements within the National Television Systems Committee standards under which the industry is now operating."

Industry Ready

Mr. Smith said that although it was felt 30 channels of 6 mc width are needed, because of the other services Panel 6 would recommend an allocation plan "that would provide 26 six mc channels between 50 mc and 246 mc", including some gaps for existing private and Government services.

"I feel very strongly that the radio industry is ready, willing and able to provide the public with a very acceptable form of television broadcasting service," said Mr. Smith, "at sufficiently low in cost to be within the reach of nearly everyone."

Asserting that facsimile "is a service capable of standing on its own feet", John V. L. Hogan, chairman of Panel 7, a consulting engineer and former owner of WQXR-WQXQ New York, recommended that FCC Rule 3.228 be amended. declaring that "it handicaps facsimile".

Should Modify Rule

He asked for an assignment of 20 channels, each 100 kc wide, in the band between 100-200 mc for the exclusive use of facsimile. The FCC rule should be modified to permit facsimile transmission alone



FCC COUNSEL TABLE—Dr. L. P. Wheeler, chief, Technical Information Section, first witness; Charles R. Denny, general counsel; George P. Adair, chief engineer; Harry M. Plotkin, assistant general counsel.

IT'S A NEAT TRICK IF HE DOES IT



. . . and he does . . . according to HOOPER

. . . On the air around the clock—such leading commentators as Gabriel Heatter and Fulton Lewis Jr. . . . news every hour on the hour . . . no wonder the newest Hooper shows a decided jump—and yet the prices are unbelievably low. Your product will be in the best of company on WHBQ.

News Every Hour on the Hour

DIXIE'S 24 hour STATION

WHBQ

your MUTUAL friend

REPRESENTED BY RAMBEAU

MEMPHIS, TENNESSEE

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

nd along with sound in either the tandard facsimile sound channels r television channels, he said.

"Home broadcasting by facmile is destined to become a servce of great public value," Mr. Logan said. "Adequate channel pace in the spectrum is needed. Regulations should permit the use f sound and simplex facsimile and ound and multiplex facsimile."

He pointed out that facsimile techiques today are far more advanced ver prewar methods and facfimile can become a valuable servce in Government and industry as ell as the home.

"If the FCC will provide very odest facilities for this new servce, we'll provide the service and mploy many men," he concluded.

Haraden Pratt, vice-president nd chief engineer of Mackay Raio & Teleg. Co., New York, and hairman of Panel 8 on Radio ommunication, briefly sketched he work of his panel in point-tooint services covering telegraph, elephone, radiophoto and program, obile services, ships, coastal staions, aircraft, etc. He said the anel studied needs of the various ervices as existing today and as ight be foreseen in the next five ears.

He said his Panel's recommendaions, which would include internaional point-to-point service and inernational broadcasts would be ade this week when hearings open n fixed services.

Relay Needs

Elmer W. Engstrom, of RCA Labs., Princeton, N. J., chairman of Panel 9 on Radio Relay Systems, said his Panel tentatively recommends that a band 600 mc wide be set aside for radio relays in the 800-3,000 mc band, to include one intermediate repeater. In the 3,000-10,000 mc band the tentative recommendation is that a band of 2,000 mc be set aside, to include one intermediate repeater. Above 10,000 mc the Panel suggested that a third of the spectrum be held in abeyance for radio relays and probable new services. No requirements were seen for the 10-30 mc band, he said, if present relays are permitted to remain.

D. W. Rentzel, chairman of Panel 11 and president of Aeronautical Radio, declared that within the next five years all itinerant airplanes will be required to have two-way radio as well as commercial planes and needs for air navigation would be great. Wire facilities are not sufficient to provide point-to-point service, he added, and aviation must necessarily turn to radio for communication. He said his Panel had considered needs of the various aviation services in the spectrum from 30 kc to 30,000 mc and that they may extend "to frequencies above 30,000 mc as future research demonstrates their characteristics and the feasibility of using them."

DON LEE ACQUIRES SITE ON MT. WILSON

DON LEE Broadcasting System, Hollywood, has purchased a 160-acre tract of land in the Deer Park sector of 5710-foot Mt. Wilson at a cost of $30,000, according to Lewis Allen Weiss, vice-president and general manager.

Located in the Sierra Madre mountain range just back of Altadena, Cal., and 22 miles from Hollywood, the property will be used as a television and FM transmitter site. Network plans to spend $250,000 on construction, to start when materials are available. Purchase was made from Mt. Wilson Hotel Co. Present studios and facilities of television station W6XAO located atop 1700-foot Mt. Lee overlooking Hollywood proper, will be unaffected by the antenna shift, Mr. Weiss said.

CBS Hollywood four years ago leased acreage near Mt. Wilson Observatory for its transmitters, which will have a base 6,000 feet above sea level. NBC and Paramount Pictures Inc. through Television Productions Inc. which operates W6XYZ Hollywood, as well as several independent television license holders are reported planning to erect transmitters on Mt. Wilson.

Special Services

Alexander Senauke, acting chairman of Panel 12 in the absence of C. V. Aggers, spoke on the needs of spectrum space for medical, heating devices and kindred services. He opposed attempts to shield physical therapy machines, but suggested as a solution to problems of interference that the FCC set aside a small portion of the spectrum for such needs. He recommended 10 narrow bands of 1 mc wide; six from 225 kc to 13 mc and 4 from 40-490 mc, pointing out that the total width required would be but one-half of 1% of the entire spectrum.

Daniel E. Noble, chairman of Panel 13, told of the needs in the spectrum for many new services, including bus, taxi, railroads and trucking as well as expanded police services. "The demand for channels is crowding the space," he said, adding that among the new services seeking positions in the spectrum is one for limited private telephone



A 50,000 watt audience at a 250 watt rate

C. E. HOOPER April-May, 1944

TAKE A LOOK AT THE RECORD that's all we ask!

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · National Representatives

IT TAKES a BOULDER DAM to hold back the COLORADO RIVER



IT TAKES A 50,000 watt station to sell the Denver market and the Mountain and Plain States Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER KOA 50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC America's No. 1 Network

The San Francisco Radio Picture Has changed!



Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

for farmers, construction firms and organizations. He made no recommendations Thursday.

Dr. A. N. Goldsmith, chairman of Panel 1 on Spectrum Utilization, summarized his Panel's work which, he said, was planned to "ultimately build up an allocations plan". He offered no recommendations, but outlined the studies of his Panel.

Panel 2 Proposals

In his preliminary statement, which began Thursday afternoon and concluded Friday morning, Dr. C. B. Jolliffe of RCA-Victor Division, RCA, Camden, N. J., chairman of Panel 2, said there were three solutions to overlaps of demands for frequency space: (1) Allocate less space; (2) share the frequencies; (3) make no provision for certain new services.

With reference to the second he told the Commission that "sharing of frequencies must be explored", adding that those above 30 mc have limited range and "more use of them can be made than is indicated. In any allocations work there must be some crystal-ball gazing. It is not realistic to consider the industry needs and ignore Government needs. In our considerations full use is being made of the IRAC proposal. Representatives of the FCC and armed services have been present at meetings of Panel 2."

Dr. Jolliffe said the panel hoped to "reconcile the needs of Government and industry and have, at our next appearance at these hearings, a complete plan without conflicts."

As a result of his panel's intervention in the overlapping requests of television, FM and amateurs, Dr. Jolliffe said the following compromise was reached: For educational FM, 41-43 mc; commercial FM, 43-56 mc; amateurs, 56-60 mc and 4 channels below 150 mc; television, 9 channels, 6 mc wide, 60-114 mc and 17 additional 6 mc channels below 250 mc.

He told of another overlap, between television and frequencies for navigational aids, and said he had called two meetings of his panel during the present hearings and hoped to have a recommendation before the hearings adjourn.

M. H. Woodward, chief of the International Division, FCC Engineering Dept., described 16 exhibits submitted by his division, covering all phases of fixed public service as the prelude to hearings into Fixed Public Services Other Than Alaska. That phase originally had been scheduled to begin Tuesday (Oct. 3), but Chairman Fly was insistent that the hearings move rapidly.

Mr. Pratt, returning to present the RTPB recommendations, said his panel's findings were based on present needs and anticipated needs of the next five years. The proposals are contingent, he said, "upon the United States being able to secure an orderly arrangement internationally agreed to, for allocations in this frequency range which would ensure freedom from interference for the proposed new frequency assignments for established United States stations."

Mr. Pratt, cross-examined by Benedict P. Cottone, FCC assistant general counsel, said the international communications merger (as proposed by Chairman Fly to Congress) would not lessen the needs for international point-to-point communications, inasmuch as there are insufficient frequencies now to handle all business.

Telephone Problem

William A. Roberts of Television Broadcasters Assn. cross-examined Mr. Pratt at length Friday afternoon and at one point Chairman Fly interposed to inquire what part of the spectrum the TBA wanted.

F. M. Ryan, appearing for AT&T, advocated expanded use of radio for overseas telephone services and for short distance toll and rural coverage domestically. He also said the proposed frequencies would be used for "links in program circuits, connecting FM stations" and links connecting overseas stations.

"In many cases," he said, "radio offers by far the most practical means of providing telephone service to remote areas." Mr. Ryan said the frequencies for such service could be shared with other services. He, also, was cross-examined by Mr. Roberts.

Scheduled for appearances at 10:30 a. m. Tuesday when hearings resume at the National Museum Auditorium (10th St. and Constitution Ave., Washington) will be the following: American Waterways Operators, Mackay Radio & Teleg. Co., Press Wireless, Southern Continental Telep. Co., Wabash Telep. Co., Tri-County Telep. Co., Union Telep Co., Texas Telep. Co., and U. S. Independent Telep. Assn.

Chairman Fly announced that the hearings would be expedited and if the Group I witnesses were finished this week Group II, beginning with Standard Broadcast, would be taken up. Group II originally was scheduled for presentation Oct. 10.

New Hall Bros. Series

HALL BROS., Kansas City, manufacturers of greeting cards, will sponsor Charlotte Greenwood, summer replacement for *Bob Hope*, in a Sunday afternoon program on the Blue network starting Oct. 15. New series to be broadcast 3-3:30 p.m. succeeds *Meet Your Navy* discontinued Oct. 6 on the Blue, Friday 8:30-9 p.m. Series was placed through Foote, Cone & Belding, Chicago.

ODT Lauds Radio

J. M. JOHNSON, Director of the Office of Defense Transportation, last week addressed a letter to NAB President J. Harold Ryan praising radio for its service in urging transportation conservation and asking broadcasters to continue their fine cooperation through the war with Japan.

NAB Pamphlet "Is Your Hat in the Ring" tells candidates for public office the best methods of preparing and delivering radio political speeches and is being distributed nationally to those interested. Booklet is being used in quantity by both major political parties.

WSAI

Announces with Pleasure the Appointment of

PAUL H. RAYMER CO.

as exclusive

NATIONAL REPRESENTATIVE

Effectively Immediately

WEST VIRGINIA NET GAINS FAME

Howard Chernoff Walks in for Broadcast While Major Net Reporters Stew

ERE the war is over West Virginia and the WestVirginia Network will be well-known in the European Theatre of Operations, take it from Howard L. Chernoff, managing director of the "little old West Virginia Network", now assigned as correspondent to the ETO.

In a letter to Capt. John A. Kennedy, UNSR, Network president, now on duty in Washington, Mr. Chernoff described an incident that injected humor into an otherwise tense moment. The major American network representatives were at headquarters studios literally tearing their hair. They wanted to get through to Paris. A BBC engineer was doing his best.

About 5:30 p. m. in walked Howard Chernoff, followed by four West Virginia GI Joes he planned to interview on his regular weekly broadcast.

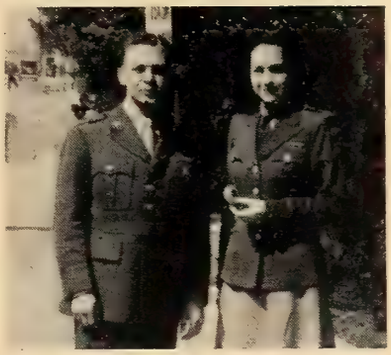
Ready for West Virginia

"Are we all set for the West Virginia Network show tonight?" asked Chernoff nonchalantly.

"West Virginia Network? What's that?" queried the BBC engineer, a new man on the job.

"All those guys in there trying to contact Paris and beat each other to it and I come in to do a broadcast for the West Virginia Network," wrote Mr. Chernoff. "They all got a big boot out of it. You would laugh as I do myself when I look at the schedule of broadcasts and see them listed for the day with their times beside them . . . Columbia, NBC, Blue—and then comes the little old West Virginia Network."

Mr. Chernoff advised Capt. Kennedy he was leaving for the "far shore" for a stay "and the correspondents wanted to make bets that the West Virginia Network will be broadcasting direct from France. I make no commitment," he added, "but merely ask, 'What do you think?' "



TWO WEST VIRGINIANS accidentally meet in London—Howard L. Chernoff, ETO war correspondent for West Virginia Network, and Lorelle Hearst, wife of William Randolph Hearst Jr. Mrs. Hearst is also a correspondent in the European theatre. Mr. Chernoff, managing director for the network, expects to return from overseas shortly after the first of October, WCHS Charleston, W. Va., network key, reported last week. During the past two weeks he has been with Lt. Gen. Patton and previous to that had been the only radio correspondent in the area of Brest.

CHARLES GARLAND, released from the Army and former conductor of the thrice-weekly *Hollywood on Parade* on KMPC Hollywood, has joined Berg-Allenberg Inc., Beverly Hills, Cal. talent service, as assistant to Wayne Griffin, radio director.

World Series Hookup

COMMERCIAL hookup for Gillette's broadcasts of the World Series beginning Oct. 4 will include 245 MBS stations, 55 or more non-Mutual stations in this country and 47 Canadian outlets, according to Maxon Inc., New York, agency in charge. Also a special shortwave transmission to a Cuban network via RCA in New York direct from field with Rene Canazarez, Cuban sportscaster handling commercials and play-by-play is planned. Noncommercial shortwave transmission for servicemen overseas [BROADCASTING, Sept. 25] will include quarter-hour commentaries of each game, prepared by the American Forces Network, London and relayed to Europe via BBC program service for the AEF. The domestic broadcasts will carry special OWI announcements.

Seek San Diego CP

NEW standard station for San Diego, Cal., to operate unlimited time on 1170 kc with 250 w, was requested in an application filed with the FCC last week by Larry Finley, dealer in jewelry and imported watches, and Clinton D. McKinnon, owner of the San Diego *Daily Journal*, doing business as Finley-McKinnon Broadcasting Co., Mr. Finley hold 65% interest, Mr. McKinnon, the remaining 35%.

Plans For Sixth Loan

SIXTH War Loan Drive will open on network radio Sunday, Nov. 19, with four consecutive half-hour programs, each produced and broadcast by one network, following which the four will join in carrying a speech by the President. Blue will take the first half-hour 8-8:30 p.m. followed by NBC, Mutual and CBS in that order. The broadcasts will be related by appropriate cross-references. Details of the opening drive broadcasts were worked out last Friday at a meeting of executives in New York of executives of the agencies involved.

Studio Cuts Disc

SERIES of one and five-minute transcriptions are being produced and cut by Republic Production Inc. at the studio for release to stations nationally to exploit the film "Brazil". This is believed to be the first time a motion picture studio has produced and cut its own transcriptions for exploitation purposes.

On CBS Tour

CHARLES SMITH, supervisor of research of CBS-owned stations is on a tour of network outlets to discuss with station officials the use and application of the CBS listener diary study, and other research techniques. His itinerary includes KMOX St. Louis, WCCO Minneapolis-St. Paul and WBBM Chicago, with a stop off in Detroit to visit the networks sales office there.



CUBA IS YOUR MARKET NOW... AND TOMORROW

If your product is a drug item or a confection, use **RHC Cadena Azul.** If it's soap, cigarettes or soft drinks, use **RHC Cadena Azul.** If you are selling good will for postwar sales, use **RHC Cadena Azul.**

Any product advertised on the air and sold in the United States can be successfully advertised and sold in Cuba through **RHC Cadena Azul.**

For **RHC** dominates the radio picture in Cuba. A recent survey shows that **RHC** has twice the audience of its nearest competitor.

It's easy to do business in Cuba, the prosperous good neighbor. Ask to see the survey on how Cuba listens.

RHC CADENA AZUL

RADIO CUBA HABANA RHC Cadena Azul

Cuba's only network affiliated with **CBS**

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
WIsconsin 7-1166

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

FOR Results IN Louisville
IT'S WINN
Basic Station BLUE NETWORK
HARRY McTIGUE, General Manager.

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

'March of Time' Moves to Full Blue Nov. 2 in Same Thursday Night Spot

TIME Inc., New York, publisher of *Time, Life* and *Fortune*, on Nov. 2 will move the *March of Time* from NBC to the Blue Network, retaining the same broadcast time, Thursday, 10:30-11 p.m. At the same time the program's coverage will be expanded from 52 NBC stations to the full Blue Network.

Frank Norris, director of Time's radio program department, made this comment: "The shift of the *March of Time* to the Blue Network is a logical step in the light of Time's acquisition last December of 12½% of the stock of American Broadcasting Co., which owns the Blue. It was foreshadowed by Roy E. Larsen, president of Time, when last December he pointed out that the nature and extent of the association between Time and the Blue Network would evolve gradually, but that Time's newsgathering and disseminating staffs could in one way or another 'be counted upon as being available to the Blue Network to supplement the network's own news services'."

Started on CBS

Program shift to the Blue, indicating an active interest by the publishing firm in its radio affiliation, follows closely a reorganization of the network's executive personnel which placed Chester J. LaRoche, who also last December purchased a 12½% stock interest in the parent company of Blue, at the head of the network's executive staff [BROADCASTING, Sept. 25]. In his former capacity as chairman of Young & Rubicam, Mr. LaRoche had been closely associated with both Edward J. Noble, chairman of the Blue Network board, and with Mr. Larson as Y & R handled advertising both for Time Inc. and for Life Savers Corp., of which Mr. Noble also is board chairman.

Starting its career on CBS, March 6, 1931, the program remained with CBS for six years, sponsored by Time Inc. for *Time* and *Fortune*, and by Remington Rand, William Wrigley Jr. Co., and Servel Inc., who used the program to advertise their own products. During the fall of 1932 the *March of Time* was broadcast as a sustaining feature for two months, the network paying costs to give the listening public the popular news program during a national election year.

In October 1937 the show moved to NBC-Blue where it remained until the end of April 1939. Following a recess of more than two years, the *March of Time* returned in October 1941 to NBC-Blue, which relaxed its rules against dramatizations of war scenes and impersonations of world figures to enable the program to present its news dramatizations in the most effective manner.

Series remained on the Blue until the following July, when it shifted to NBC, from which the Blue had separated in January 1942. Program has been on NBC since that time. Series is placed through Young & Rubicam, New York. Its announcer, Westbrook Van Voorhis, has been the "voice of the March of Time" both on the air and in Time's monthly motion picture.

With *March of Time* occupying the Thursday 10.30 p.m. spot, McKesson & Robbins, Bridgeport, will shift Joe E. Brown in *Stop and Go* now on 165 stations in that period, to Sunday 8:30-9 p.m., with Oct. 8 as the expected date for change. Firm has ordered the full Blue network and is awaiting station clearance. Agency is J. D. Tarcher Co., New York.

Radar Secrets Given

FOR FURNISHING the enemy with the secrets of radar, a former lieutenant in the U. S. Naval Reserve, Laurent Hendrikus J. Brackx, was arrested last week and charged with conspiracy. He is charged with having conspired with officers in the German and Italian naval intelligence giving them American defense information and confidential information on radar. The Italian Navy was at a great disadvantage because of lack of radar, it is claimed.

WEAF-FM AIRS NET ON 7-DAY SCHEDULE

NBC's FM station in New York, using its newly assigned call letters WEAF-FM, last Sunday (Sept. 24) started operating on a seven-day-a-week basis, 3-11 p.m., transmitting network programs only, according to C. L. Menser, NBC vice-president in charge of programs.

In line with a statement by Niles Trammell, NBC president, issued earlier this year, in which he announced that NBC would make no additional charge to network advertisers for the use of companion FM stations during their developmental period, sponsored programs falling within WEAF-FM's operating time will be carried with commercials without added charge.

Located in the Empire State building, WEAF-FM has been operating since 1939 on an experimental basis with the call letter W2XWG. Until last Sunday it operated every day except Thursday and Friday, 3-11 p.m.

WAIR Transfer Granted

CONSENT was granted by the FCC last week to the voluntary assignment of license of WAIR Winston-Salem, N. C. from C. G. Hill, George D. Walker and Susan H. Walker to Mr. Hill and Mr. Walker doing business as WAIR Broadcasting Co. Mrs. Walker transfers her third interest in the station to her husband as a gift.



DEWEY LISTENS IN
KWTO Broadcast Persuades GOP Nominee to Speak

AS THE Dewey train chugged East from Oklahoma toward Springfield, Mo. last week enroute to New York after the western campaign trip which ended officially in Oklahoma, the Governor was listening to the radio in his car. When the train neared Springfield, the GOP candidate heard a broadcast over KWTO Springfield describing ceremonies pending his arrival at the Frisco Depot there. Gov. Dewey was simply to appear on the rear platform of the observation car and wave to the crowd as the train passed through, but when he heard the broadcast of Don Harvey, Ralph Nelms and Wayland Fullington describing the crowd of 8,000 persons, he decided to make an unscheduled address.

When the train slowed down, Don Harvey climbed aboard with his portable KWTO mike and Gov. Dewey looked expectantly to Mr. Harvey for an introduction. The GOP candidate then told the crowd that he just had the unusual experience of listening "to a political meeting at which I was to be a special guest. For 30 minutes," Gov. Dewey said, "our car radio has been receiving events here in Springfield. We heard all about Capt. Walker and his sturdy group of officers."

The entire proceedings over KWTO lasted 48 minutes and the late-at-night broadcast was repeated via transcription the following day at noon.

570

...that's the magic spot on the dial for Western North Carolina listeners, where they find favorite CBS programs, and outstanding local shows like

Top of the Morning
Western North Carolina Farm Hour
Woman's Page of the Air
Invitation to Understanding
Rhyme and Reason
Moore General Varieties
AAF Quiz-Fest

...all listener-favorites on

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
CBS
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY



BOSTON'S First National Bank, starting Sunday, Oct. 8, begins sponsorship of a series of 39 weekly half-hour concerts titled *Sunday at 4:30* over WBZ Boston and WBZA Springfield. Arthur Fiedler (seated, left) conductor of the series, participates in the final arrangements along with (l to r) C. S. Young, WBZ-WBZA general manager; Charles E. Spencer Jr., president of the First National Bank, and Frank Hatch, vice-president of BBDO, agency servicing the account. Program will feature a 45-piece orchestra and will broadcast from the Boston Opera House.

Wagner, Curran Spots

RADIO will be used extensively by both major parties in the forthcoming race for the U. S. Senate from New York, with Thomas A. Curran, Republican, opposing the incumbent, Sen. Robert D. Wagner, Democrat, who seeks reelection. Independent Citizens Committee for the Reelection of Sen. Wagner, with a $40,000 budget, has bought thrice-weekly quarter-hour periods on 17 stations for transcriptions from Oct. 3 to Nov. 5 and twice-weekly quarter-hours on WJZ and WOR until Nov. 1, thence every night except one until election eve. Republican State Committee has bought eight quarter-hour periods on a special New York State network, comprised mostly of MBS stations, with final plans incomplete. Wagner Committee is placing transcriptions on WABY WKBW WFBL WGY WIBX WENY WSNY WGNY WSLB WMFF WKNY WJTN WHDL WHAM WKIP. J. R. Kupsick Adv., New York, handles Wagner account. Republican Committee is placing direct.

N. Y. Ad Speakers

EDGAR KOBAK, executive vice-president of the Blue Network, and Linnea Nelson, chief timebuyer of J. Walter Thompson Co., New York, are among those scheduled to lecture at the Advertising and Selling Course which starts Oct. 9 under the auspices of the New York Advertising Club. Mr. Kobak speaks Nov. 30 on "Qualifications for Salesmanship," and Miss Nelson Dec. 14 on "The Place of Radio in Advertising." Radio production clinic [BROADCASTING, Sept. 25] starts Feb. 5 and not Oct. 9 as previously reported.

DON DUNPHY and Bill Slater will handle the play-by-play accounts and Bill Corum will do color descriptions of the 1944 World Series, to be broadcast on Mutual under sponsorship of Gillette Safety Razor Corp., Boston. Broadcast of the first game is scheduled for Oct. 4 at 2 p.m. Agency is Maxon Inc., New York.

WNEW Gives Free Time Equally to All Parties

WNEW New York is refusing political time sales in favor of a system of giving free time equally to all established parties with major candidates. Advantage of the system, according to WNEW, is that it gives the station control over the type of the production, and saves listeners from uncoordinated sponsored political material. The plan reportedly gives the political group the benefit of having its messages presented by technically trained speakers.

With a policy of accepting no contracts for time, the station is turning over a twice-weekly quarter-hour to a roundup tentatively titled *If I'm Elected*. The six recognized parties on the New York State ballot are to contribute their own copy, which is to be read in equal time periods by staff announcers.

Three parties will be represented in alternating order on each broadcast, their copy receiving an equal portion of time—about four minutes. Democrats and Republicans are represented on each broadcast, while liberals have agreed to alternate with the American Labor Party. The Socialist and Socialist-Labor Parties, which do not represent major candidates, will receive one or two "supplementary editions".

Video Firm Formed

INTERNATIONAL Theatrical & Television Corp., New York, is being formed to manufacture and distribute 16 mm films and projectors and television equipment, it was announced last week by George A. Hirliman,, president of Film Classics, New York. The company is being organized by Mr. Hirliman and Eliot Hyman, president of Michostat Corp., New York, 18 W. 48th St., New York, where ITTC will maintain offices.

Napa Valley Starts

NAPA VALLEY Grape Products Co., Oakville and Mills, Cal., producers of Colombo brand wines, has appointed Emil Mogul Co., New York, to handle its advertising. Initial radio campaign of one-minute recorded announcements is scheduled to start early in October on WOV and WEVD, New York foreign language stations, and may expand to all-English language stations at a later date.

Novik Honored

MORRIS NOVIK, director of WNYC New York, was guest of honor at a luncheon last Thursday at the Hotel Astor, New York, by a group of executives of other stations in the city, in tribute for his work in acting as liaison between them and the city departments and civilian defense organization.

Elgin Holiday Plans

ELGIN NATIONAL WATCH Co., Elgin, Ill., will sponsor for the third consecutive year, a two-hour show on Thanksgiving Day and Christmas Day, 4 to 6 p.m. (EWT), on the full CBS network. The broadcasts will be shortwaved overseas to the armed forces.

Hooper proves It's a Bull's-eye!



A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!

1000 WJHL 910
Watts Johnson City K.C.
Tennessee
REPRESENTED BY HOWARD WILSON CO.



WITH
REX DAVIS
4 TIMES DAILY

K R O D
BUILD BUSINESS in the prosperous, progressive
EL PASO, TEXAS
Southwest
by using the station that's heard all over this important and otherwise radio isolated market.
KROD — a CBS Station
600 kc — 1,000 Watts
Dorrance Roderick, Owner — Val Lawrence, Manager
Howard H. Wilson Co.
National Representatives

630 KC.
5000 WATTS FULL TIME
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

Actions of the FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 23 TO SEPTEMBER 30 INCLUSIVE

Decisions . . .

SEPTEMBER 25

Fort Hamilton Broadcasting Co., Hamilton, O.—Granted license to cover CP new station (WMOH).

WHBC Canton O.—Granted license to cover CP change assignment.

W9XG West Lafyette, Ind.—Granted mod. CP experimental television station, authorizing changes in equipment, frequencies, decrease in power and addition of aural channel using special emission for FM, for extension completion date to 9-24-45; conditions.

Farnsworth Television & Radio Corp., Fort Wayne, Ind.—Placed in pending file application new FM station.

Fidelity Broadcasting Corp., Boston—Same.

Greenco Inc., Greenwood, S. C.—Same.

Hampton Roads Broadcasting Corp, Newport News, Va.—Same.

Sun Publishing Co., Jackson, Tenn.—Same.

New Syndicate Co., New York—Placed in pending file application new commercial television station.

J. W. Birdwell, Nashville, Tenn.—Same.

Trustees of Purdue, U., West Lafayette, Ind.—Placed in pending file application new noncommercial educational station.

City of San Bernardino High School District, San Bernardino, Cal.—Same.

West Virginia Radio Corp., Morgantown, W. Va.—Retained in pending file application new FM station.

Chatham Broadcasting Co., Savannah, Ga.—Granted petition for leave to amend application new station.

WOCB Hyannis, Mass.—Granted motion for continuance hearing on application change frequency now set Oct. 6; continued same to Dec. 4.

SEPTEMBER 26

WCHS Charleston, W. Va.—Granted petition for continuance hearing on license renewal application now set Oct. 5; continued same to Dec. 4.

Durham Broadcasting Co., Savannah, Ga.—Denied motion to consolidate application new station with that of Albany Broadcasting Co. to move WGPC from Albany, Ga. to Savannah.

Mutual Broadcasting System, Chicago—Granted in part extension of permit under Sec. 325(b) to transmit programs to Radio Mil of Mexico, except XELO, for period 9-28-44 to 9-28-45.

Alabama Broadcasting Co., Sylacauga, Ala.—Designated for hearing application for CP new station (WFEB), permitee having failed to satisfy conditional requirements in time allowed.

Mississippi Broadcasting Co., Jackson, Miss.—Granted motion for waiver rule requiring 25 days notice for taking depositions and granted order to take depositions re applications by petitioner for new stations Jackson and Macon and Birney Imes application new station Meridian, Miss.

WSBC Chicago—Granted vol. assgn. license from Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth M. Hinzman to Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller, copartners, for $100,000.

Herman Anderson & Robert Franklin, Tulare, Cal.—Designated for hearing application new standard station.

WAIR Winson-Salem, N. C.—Granted vol. assgn. license from C. G. Hill, George D. Walker and Susan H. Walker to C. G. Hill and George D. Walker d/b WAIR Broadcasting Co.

KOB Albuquerque, N. M.—Granted extension of license on temp. basis thru 4-30-45, pending final determination on application change assignment; extended for same period special service authorization, 770 kc 25 kw, 50 kw LS, unlimited time.

WBT Charlotte, N. C.—Granted extension license for 3 mo. period from 10-1-44.

Mississippi Broadcasting Co., Jackson, Miss.—Adopted decision and order denying petition for reconsideration of 8-22-24 FCC action granting without hearing application of Ewing Broadcasting Co., for new standard station Jackson, Miss.

Rev. Sam Morris, San Antonio—Adopted order denying petition for reconsideration and rehearing of 9-19-44 FCC order denying petitioner's motions to amend and enlarge issues in license renewal hearings of KGKO WBAP WFAA and to require statements re operations.

License renewals granted for period ending 11-1-45:—KDYL KIT KLS KMO KOIL WSPR WPDQ KGGM KGLO KUOA WDSU WHIO WHKY WIBA WJHP WKAT KFGQ WADC WHBI WTCN WFBR.

Extended on temp. basis to 12-1-44, pending determination license renewal applications, licenses for following—KFBB KFJZ KGCU KGHF KGVO KID KOL KRGV KRIS KRNT KSCJ KSRO KTFI KXYZ KYA WDOD WDRC WDSU WEBC WFBC WFIN WFVA WHAZ WHBL WHAS WOB WOV WJDX WLOL WMRO WNBF WNBZ WNEL WOL WOOD WORK WRR WSAI WSMB WTAQ WTOC WXYZ.

Extended further on temp. basis to 12-1-44, pending determination on application for license renewal, licenses for following—KDAL KOIN KSWO KTSA WAAF WAAT WAYS WCAE WCAX WCOP WIBG WKPA WMT WNEW WPAT WPEN WPRA WWDC.

WRNL Richmond, Va.—Granted license renewal for period ending 5-1-47.

KPAC Port Arthur, Tex.—Same.

KWKH Shreveport, La.—Granted license renewal for period ending 5-1-45.

WOWO Fort Wayne, Ind.—Present license further extended on temp. basis for period ending 12-1-44, pending determination on application reassgn. license WGL to Farnsworth Television & Radio Corp.

WDEL-WILM Wilmington, Del.—Present licenses further extended on temp. basis pending determination application transfer control WILM to Alfred G. Hill from J. Hale Steinman and John F. Steinman.

WWDC Washington, D. C.—Granted extension authority to 12-1-44 for waiver Sec. 2.53 and 13.61 so as to permit operation of synchronous amplifier by remote control from main transmitter.

KYA San Francisco—Extended license on temp. basis to 12-1-44, pending action on special service application.

Tentative Calender . . .

OCTOBER 2

Durham Broadcasting Co., Harold E. Thoms, Durham, N. C.—CPs new standard station. Consolidated hearing.

OCTOBER 3

WKBZ Muskegon, Mich.—CP change 1490 kc to 1230 kc 250 w unlimited.

OCTOBER 5

WCHS Charleston, W. Va.—License renewal.

OCTOBER 6

WNLC New London, Conn.—CP change 1490 kc to 1240 kc 250 w unlimited. Participants-WOCB WGBB.

Applications . . .

SEPTEMBER 25

WAGE Inc., Syracuse—CP new FM station, 45,500 kc, 7,780 sq. mi., $27,750 estimated cost.

Providence Journal Co., Providence, R. I.—CP new FM station, 46,900 kc, 6,767 sq. mi., $89,555 estimated cost.

Thompson Broadcasting Co., Altoona, Pa.—CP new standard station, 1240 kc 250 w unlimited.

Walter Adams Graham, Decatur, Ga.—CP new standard station, 1270 kc 250 w D.

Salt Lake City Broadcasting Co., Salt Lake City—CP new standard station, 910 kc 1 kw unlimited DA-DN.

Times-Mirror Co., Los Angeles—CP new FM station, 43,300 kc, 15,857 sq. mi., $176,700 estimated cost.

SEPTEMBER 26

Reed D. Smith, Charleston, W. Va.—CP new standard station, 1400 kc 250 w unlimited.

Telecast Inc., Roanoke Rapids, N. C.—CP new FM station, 49,100 kc, 5,198 sq. mi., $29,280 estimated cost.

Hearst Radio Inc., Milwaukee—CP new FM station, 43,500 kc, 17,791 sq. mi., $198,000 estimated cost.

WBRC Birmingham, Ala.—CP new FM station, 46,900 kc, 18,580 sq. mi., $75,000 estimated cost.

The Daily Report, Ontario, Cal.—CP new FM station, 49,900 kc, 2,240 sq. mi., $30,650 estimated cost.

SEPTEMBER 28

Evansville on the Air Inc., Indianapolis—CP new FM station, 44,300 kc, 29,688 sq. mi., $67,700 estimated cost.

Finley-McKinnon Broadcasting Co. San Diego, Cal.—CP new standard station, 1170 kc 250 w unlimited.

Philco Radio & Television Corp.—CPs new experimental television relay stations, Area of Northeast Maryland (Havre de Grace)-A5 A3 emission, 15 w visual and aural, Channels 11 and 12; same area-A5 A3 emission, 15 w visual 10 w aural, Channels 13 and 14; Area of District of Columbia-same except for Channels 11 and 12; Area of Central Maryland (Sappington)-same (two requested); Area of Southeast Pennsylvania (Honey Brook)-same; same area-same except Channels 13 and 14.

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Network Accounts

All time Eastern Wartime unless indicated

New Business

BRISTOL MYERS Co., New York (Ipana, Mum), on Nov. 14 starts *Gracie Fields Show* on 147 Blue stations, Tues. 9-9:30 p.m. Agency: Doherty, Clifford & Shenfield, N. Y.

GROVE LABS Inc., St. Louis (Bromo-Quinine), on Oct. 20 for 21 weeks starts *Riders of the Purple Sage* on 5 CBS Cal. stations, Fri. 6:15-6:30 p.m. (PWT). Agency: Russel M. Seeds Co., Chicago.

ANDREW JERGENS Co., Cincinnati (soap, lotion), on Oct. 20 for 52 weeks starts *Today in Hollywood* on 8 CBS Pacific stations, Fri. 6-6:15 p.m. (PWT). Agency: Lennen & Mitchell, N. Y.

Network Changes

PILLSBURY FLOUR Mills Co., Minneapolis (Sno Sheen Cake Flour & Enriched Farina), on Sept. 30 added 12 CBS stations to *Grand Central Station*, Sat. 1-1:25 p.m., for total of 85 CBS stations. Agency: McCann-Erickson Inc., Minneapolis.

ADMIRAL Corp., Chicago (institutional), on Oct. 1 added 18 CBS stations to *World News Today*, Sun. 2:30-2:55 p.m., for total of 61 CBS stations. Agency: Cruttenden & Eger, Chicago.

KNOX Co., Hollywood (Cystex), on Oct. 1 added 42 Mutual stations to *What's the Name of That Song* on 38 Mutual-Don Lee Pacific stations, Sun. 4:30-5 p.m. (PWT), making total of 80 Mutual stations. Agency: Raymond R. Morgan Co., Hollywood.

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy), on Oct. 5 resumes Bob Burns, replacing *Charlie Chan* on 38 NBC stations, Thurs. 7:30-8 p.m. (repeat, 37 NBC stations, 9:30 p.m.) Agency: Ruthrauff & Ryan, New York.

First Petrillo Defeat Seen

(*Continued from page 13*)

and Blue studios and has given instructions to musicians on the proper operation of turntables in Chicago. He said he has also written extensively in technical journals on the theory and practice of recording and play-back operation.

He testified that even if musicians failed to adjust the full output of the turntable in the playing of records the studio engineer would make the proper adjustment.

When counsel for the AFM contended that the musicians were best qualified to detect distortions in musical records Mr. Fredendall replied that these distortions could be due to a number of things. For example, he said, not only the record but the needle, the play-back head, the faders, amplifiers, monitoring loudspeaker or other technical equipment could be the fault. The engineer is in a better position to detect and correct such distortions, he said.

When AFM counsel argued that the engineer is not qualified to detect "sour notes" in records, Mr. Fredendall explained that when Arturo Toscaninni makes a symphony record he himself listens to the master recording before it is released. "He does not wait six months until a turntable operator detects a false note" he added.

He brought out that the whole high quality system of orthacoustic reproduction was developed by NABET engineers and the system was installed throughout the country in NBC and Blue studios and in most stations throughout the country. It is because of this close connection with the development of the equipment that they are best qualified to operate it. He said there is no difference in the operation of the turntable whether the record contains music or not, and that being a musician was no advantage in being able to operate the turntable.

Mr. Fredendall said he joined NBC in 1929 and has been associated with turntables ever since. He testified he has been a member of NABET or its predecessor organization since 1933.

Engineers Better Equipped

Mr. Padway contended that prior to this time platter turning was performed by musicians and others. When the AFM counsel argued that not a single engineer would lose his job if the musicians were given the operation of turntables, Mr. Paradise observed that the question of jurisdiction has to do with the nature and background of the work, rather than the displacement of personnel. It has no way of telling how broadcasting operations might be conducted in the future.

Questioned by Mr. Padway regarding the structure of NABET, Mr. Fredendall said the organization has a national body and local chapters and that dues collected are divided between both. It was brought out that there were 370 employes of NABET in NBC in May 1944.

In reply to a question by Mr. O'Donoghue, the witness said that a far better job of broadcasting records and transcriptions can be done by coordinating the work under the engineer. He testified that no person in the NABET organization has a right to hire or fire. The majority of the members, he added, had a knowledge of electrical equipment and many of them had worked on ships at sea before coming into radio.

Mr. Whyland, a senior studio engineer at WLS, testified that engineers operated the first turntables installed at WLS and WMAQ in Chicago. He said that non-technical men handle non-musical records at WLS and members of the AFM handle the musical discs.

Questioned by Mr. Katz, he said that it "happens regularly" that non-musicians put on records in the absence of AFM members.

He testified that one of the AFM members who turned platters at WLS "can't play a note". Another AFM member is an accomplished musician but not a very good platter turner, he said. "He's too much of a musician for the job", he observed.

Friday Session

At the morning session Friday Mr. Padway offered to withdraw from the case and leave the platter-turning question in status quo, reserving the right to place jurisdiction claims at some future time. It was brought out that such a suggestion had been made by Mr. Paradise at a conference following the afternoon hearing Thursday, at which time Mr. Padway said he would have to discuss the proposal with Mr. Petrillo.

Mr. Padway said he had since been in touch with Mr. Petrillo by telephone and that the suggestion was agreeable.

When Mr. Padway refused to accede to the proposal by NABET counsel that the technicians execute a contract with NBC and Blue for three years guaranteeing platter-turning jurisdiction, Mr. O'Donoghue refused to permit AFM counsel to withdraw. It was brought out that NBC and Blue are operating on a day-to-day basis with NABET pending renewal of contracts which expired May 31, 1944.

Mr. Powley again testified regarding the conference with NBC, Blue and WOR early in the year at which his demands for platter-turning jurisdiction were refused on the grounds that similar demands had been made by Mr. Petrillo. He said he was called to New York by John H. MacDonald, vice-president of NBC, who explained that Mr. Petrillo was in his office demanding this jurisdiction. Among others present at the conference were Robert D. Swezey, counsel for Blue; George O. Milne, Blue chief engineer; Joseph A. MacDonald, NBC counsel; Mark Woods, Blue president.

Functions Studied

The conference broke up, he said, with the understanding that NABET would continue under its current arrangement and that the question of jurisdiction would be taken up when the contract expired May 31, 1944.

Mr. Paradise questioned Mr. Powley regarding the functions of the various engineers in the NABET organization to determine eligibility of members to vote on the appropriate unit for representation.

Charles E. Meter, assistant to the president of the AFM, identified correspondence from the networks confirming negotiations with Mr. Petrillo, on platter turning. When Mr. O'Donoghue was permitted to examine the letters he declared he had no objection to their introduction as they only proved "bad faith" upon the part of NBC and Blue.

NABET counsel injected correspondence from CBS, Mutual and WOR and Mr. Padway argued that the letters showed that other networks were willing to employ musicians for platter turning. Mr. Paradise said he was not convinced by the argument, but permitted the material to become part of the record.

Over the objections of Mr. O'Donoghue, a telegram from William Green, AFL president, in 1937, giving jurisdiction of platter turners to AFM, and an agreement between Mr. Petrillo and Ed Brown, president of the International Brotherhood of Electrical Workers, of March, 1944, surrendering IBEW jurisdiction on platter-turners of the musicians, were admitted.

Mr. Meter testified that AFM members operate turntables in several cities beside Chicago but questioned by Mr. Paradise, he admitted that neither CBS, Mutual nor Blue has ever employed musicians for this work despite their commitments to do so. He was unable to explain why the musicians would not make their demands upon these companies until last December, despite the fact that Mr. Green had awarded the AFM this jurisdiction many years before.

In a discussion with Mr. Padway, Mr. Paradise asserted that it was apparent that the technical skill in playing a record at studios, a function of the technicians, is no different from the skill required in playing a record. Mr. Padway said he would show that the playing of musical records requires the skill of a musician.

25 Hours—$90

Questioned as to whether he was familiar with the opposition registered by IBEW to the Petrillo-Brown agreement, Mr. Meter said he was not concerned with what the IBEW locals did.

Asked whether he reads BROADCASTING, he replied he "glances through it".

Edward A. Benkert, recording secretary for Local 10, and Pat Gallicchio, a member of both AFRA and AFM, said platter turners in Chicago received $90 a week for 25 hours work as do staff musicians, that musical education is an asset in operating a turntable, and that it requires a year to become a good operator.

Mr. McElrath, NBC operating engineer, told Mr. Paradise that contractual arrangements with unions had influenced the network in the placing of the turntables but conceded that in the interest of scientific engineering practice, the equipment should be placed in the control booths.

Mr. Paradise said the Board will decide that NABET is the appropriate unit, that NABET is the appropriate unit except in Chicago, or that platter turners in Chicago shall be "globed" (separate election held to determine which union shall have jurisdiction). In reply to a question by Mr. Paradise, NBC and Blue counsel said they would be agreeable to having NABET certified as the appropriate unit without an election, if the Board so decides.

EFFECTIVE Sunday Oct. 1, WGN Chicago began broadcasting at 7:30 a.m. instead of 8 (CWT).

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Studio Notes

WNEW New York is introducing a new method of handling requests for time from public service organizations such as the New York War Fund. Station is offering its own sustainers for "sponsorship" free of charge, thus giving each group benefit of established local show and advantages of having appeals handled as regular commercials. Station is contributing *Music in Exile* to the War Fund, first to take advantage of the offer.

KMTR Hollywood, under contract signed by Kenneth O. Tinkham, manager, with American Federation of Musicians in late September, will continue to make its own recordings and transcriptions, thus supplying facilities for bands inactivated through recording ban imposed by James C. Petrillo, AFM president. Station recording division will make masters and distribute pressings.

KWIL Albany, Ore., from its Corvallis studios will broadcast a series of daily five-minute programs in the interest of Fire Prevention Week Oct. 8-14. In cooperation with the local fire department, series will climax with a half-hour program describing action at a simulated local fire.

CKFI are the call letters of the new 250 w station to be opened shortly at Fort Frances, Ont. [BROADCASTING, Aug. 14].

CHLN Three Rivers, Que. is now operating on 250 w, after receiving permission to increase power from 100 w.

ASSOCIATED MUSIC Publishers Inc., New York, has signed new music licensing agreements with KRE KUIN WDNC WMPS WHBQ and has received extended contracts from 23 stations—KFAB KOIL KFOR KOCY WSYR WSPR WPAY WOOD WNLC WJAG WHYN WHEC WHAI WCSH WCOL WCAR WBNS WBAX KVOD KSLM KOY KGY KFAC.

TOD WILLIAMS' local news program on WHN New York on Sept. 25 served as a means of conveying to 10,000 members of the district council of the Brotherhood of Painters, Decorators & Paperhangers (AFL), final instructions for turning over their paychecks to 25 war relief agencies, an annual practice. Council notified members to listen in to the program which described the project in full.

WINS New York has arranged with the *New York Daily Mirror* for the presentation of *Air Edition of the Daily Mirror* beginning Oct. 2 and continuing for 52 weeks. Ten-minute program combining news with a digest of special features will be broadcast six-times daily Monday through Saturday and four-times Sunday.

WMIT, FM station affiliated with WSJS Winston-Salem, and located at Clingmans Peak, Mount Mitchell, N. C., has appointed Headley Reed Co. as exclusive national representative, effective immediately.

BUFFALO stations WEBR WBEN WKBW WGR are cooperating with Mt. St. Joseph Teachers College, Buffalo, in offering evening courses in creative and applied arts, including radio, speech and music, through the medium of a radio workshop and under the direction of James B. Tranter, assistant manager of public relations at Curtiss-Wright Corp.

WOW Omaha was host to 1,100 4-H Club members and their leaders at a party during the recent annual Nebraska State Fair in Lincoln.

Dorothy Lewis to Tour 17 States for NAB Meet

COORDINATOR of Listener Activity of the NAB, Dorothy Lewis, plans a group of meetings with representatives of local organizations and educational groups for radio conferences of public service, educational, inspirational and other types of programs. She will tour 17 western and northwestern states.

Cities in which she will hold meetings to discuss reactions to radio programming and radio's role after the war are: Syracuse, Utica, Chicago, Omaha, Salt Lake City, Los Angeles, Fresno, San Francisco, Sacramento, Reno, Portland, Seattle, Spokane, Missoula, Bismarck, Fargo, Minneapolis, St. Paul, Duluth, St. Cloud, Albert Lea, Cedar Rapids, Iowa City, Des Moines, Kansas City, Columbia, Mo., St. Louis, Nashville, Cincinnati.

Muzak Elects ACA

MUZAK TRANSMISSION Corp., New York, on Sept. 20, voted the American Communications Assn. as bargaining agent. Election was held by master control and monitor operators and librarians. Negotiations are now in process for a contract covering wage adjustments and improved working conditions which will be subject to the approval of the War Labor Board.

First From Helsinki

FIRST U. S. network broadcast out of Helsinki since Finland and Russia signed an armistice was heard on NBC at 8:10 a.m. last Wednesday. Bjorn Bjornson, NBC correspondent, reached the Finnish capital Sunday and arranged for the broadcast, which went by telephone to Stockholm, where RCA relayed it to New York.

WHEB Portsmouth, N. H. constructed a replica of the station's building at the Rochester (N.H.) Fair from which certain programs were originated.

NEW YORK U., division of General Education, for the tenth year will offer a 15-week course in the techniques of radio programming starting this week. Television forum, conducted by Josephine Lyons of the radio and television staff of BBDO New York, is also scheduled.



INSIDE DOPE by Dick Bray (right) on how he will do the play-by-play descriptions of 10 leading football games for WLW Cincinnati, all of which will be piped to several other stations in the Midwest, is given to George T. Frechette (seated), Wisconsin Network; and standing (l to r): Robert E. Dunville, vice-president of the Crosley Corp., and general manager of WLW; Arthur F. Harre, general manager of WJJD Chicago; Don Wirth, Wisconsin Network. MacGregor - Goldsmith, sporting goods manufacturer, will sponsor the broadcasts. Company's agency is Hugo Wagenseil & Assoc., Dayton [BROADCASTING, Sept. 25].

KPAS Hearing Deferred

HEARING on renewal of licenses of KPAS Pasadena, Cal., and KFVD Los Angeles, effected by the FCC duopoly regulation (3.35), last week was postponed to Nov. 20 on petition of the licensees. Original hearing was set for last Thursday. J. Frank Burke, 66⅔% owner of Pacific Coast Broadcasting Co., licensee of KPAS, and 36% owner of Standard Broadcasting Co., KFVD licensee, had filed petition originally asking additional time in which to comply with the duopoly rule.

Miles Exports

MILES LABS., Inc., Elkhart, Ind., on Oct. 1 started the largest export campaign in its history for Alka-Seltzer. Five-minute, six times weekly news programs, supplemented with transcribed one-minute dramatized spot announcements, running from three to ten a day, will be used on some 25 stations in Latin America, the West Indies, Newfoundland and South Africa. Newspaper and magazines will also be used. Campaign will run about a year with Export Adv. Agency, New York, handling the advertising.

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Outstanding record—16 years of radio operation. Well known in the industry. Knows local operation as well as national sales. Wide contacts with agency executives in New York and Chicago. A man who can run your radio operation efficiently and successfully with maximum results.

Will accept station management contract, or partial or entire interest in station, preferably in the south.

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PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Account executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

NBC network station needs experienced announcer immediately. State full qualifications. Wire or write WSAM, Saginaw, Michigan.

Wanted—Station manager to take complete charge of new forthcoming 250 watt station in modern thriving community, Pennsylvania. State background, experience, expected income; etc. Your application will merit our complete confidence. Box 679, BROADCASTING.

Network promotion man—Well-grounded in radio promotion and merchandising for job with future. Box 711, BROADCASTING.

15% commission, reasonable draw to salesman interested in southern market of half million. Job is permanent and waiting. Please send complete personal information, including photo, in first letter. Box 724, BROADCASTING.

New 250-watt station, southeast, needs 3 experienced announcers. Give qualifications and particulars in letter. Box 725, BROADCASTING.

Wanted immediately—Engineer. Midwest network affiliate. Furnish salary expected. Draft status and other details in first airmail letter. White Box 733, BROADCASTING.

Metropolitan CBS 5 kw station has immediate opening for continuity chief. Permanent. Send snapshot, complete background and references to Gordon Gray, manager, KOIL, Omaha.

Wanted—Experienced time salesman for live wire station in large midwestern city. Real opportunity for man with energy and ambition. Send employment record, photograph, and present earnings. Personal interview will be arranged at our expense. Send full details in first letter to Box 734, BROADCASTING.

Wanted—Combination man. Southern network affiliate will pay $250 per month for good announcer with first class operator's license. Box 737, BROADCASTING.

Radio engineer-physicist-executive. Exceptional opportunity, wide open salary and future, but requiring much-better-than-average qualifications and experience for direction laboratory and field staff engineers and technicians of 18 year old, nationally known, professional organization located New York metropolitan area and working in communications, broadcasting, television and applied electronics. Correspondence held confidential and returned upon request. Give detailed background, education, experience, past connections, present status, photo, salary requirements. Interview can be arranged. Extraordinarily fine opening with unlimited future for properly equipped man with energy, imagination, ingenuity, executive ability. Box 746, BROADCASTING.

Announcer—Permanent position available to experienced man on 5 kw CBS station. Basic $42.50 per week. Opportunity overtime and commercial fees. Write and send transcription immediately. WDOD, Chattanooga, Tennessee.

Announcer—Good commercial man and wax-wrangler for Blue-Mutual outlet in America's fastest-growing market. Single man preferred. Send photo and details in first letter. WBIR, Knoxville, Tennessee.

Help Wanted (Cont'd)

Announcer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Wanted—Announcer with some experience. Give complete data first letter. Write Box 751, BROADCASTING.

Wanted—Announcer with some writing ability. Give complete details first letter. Write Box 752, BROADCASTING.

Advertising salesman. Good possibilities. Permanent. Radio KFRO, Longview, Texas.

Wanted—Announcer experienced in sports and commercials. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Blue station in south needs experienced announcer. Prefer man with some successful experience as record jockey. Salary $45 weekly. Permanent job. Box 750, BROADCASTING.

Need two good announcers for NBC affiliate. One kw station. Good hours, good pay. If interested send complete details in letter plus voice transcription to Jack Rathbun, WCOA, Pensacola, Florida.

Sales manager wanted at once. Splendid opportunity for someone who is looking to the future and a permanent connection. Must have proven sales and character record back of him. If you are a hustler and can really sell you have opportunity to advance to sales manager in the very near future. Box 749, BROADCASTING.

Situations Wanted

Chief engineer—Thirteen years' experience. Eight years large network, mostly supervision, maintenance and installation. Two years radio engineer for United States Government. Three years radio manufacturing. Last one-and-a-half years, chief engineer of concern designing and manufacturing special equipment for U. S. Navy. References exchanged. Salary $100 to $125 a week. Must be permanent. Available six weeks. Box 664, BROADCASTING.

Manager—I am single, forty-four, have spent twenty years in radio. Have come up the road from announcer to general manager, and have done each job thoroughly. All of those with whom I've been associated may be used as references. My interest lies in radio at $5,000 per year or better. Will be available in a few weeks. Would you want to hear further? Box 678, BROADCASTING.

SALES MANAGER OF NORTHERN REGIONAL WANTS SIMILAR POSITION SOUTHERN LOCAL OR REGIONAL OFFERING SALES DEVELOPMENT OPPORTUNITIES. WANT CONTRACT ON COMMISSION ONLY. BOX 680, BROADCASTING.

Engineer—Experienced, studios transmitters, recording, net stations. Box 709, BROADCASTING.

Salesman or salesmanager with twelve years successful radio sales experience, with past earnings around four thousand yearly interested in permanent connection. No high pressure sales tactics employed. If you want a man with proven past sales success who offers you character combined with ability then make me a real proposition. Finest business and character references. Available immediately. Box 719, BROADCASTING.

Situation Wanted (Cont'd)

Chief engineer—directional antenna experience. For exchange of particulars address Box 720, BROADCASTING.

Program director—station manager—One year NBC affiliate, four years NBC, New York, seven years WMCA, New York. Studio and field control, announcing, commercial continuity, production. Box 721, BROADCASTING.

Announcer-program director—7 years experience, now employed eastern MBS-NBC affiliate. News, special events, commercial, sports. Family. Position must be permanent. Box 722, BROADCASTING.

Salesman—Young, alert, aggressive; draft exempt, desires position with progressive station. Will accept good offer anywhere, also holder of 3rd class phone license. Box 723, BROADCASTING.

Agencies attention! Program producer, produces programs and results. Now program director for statewide network. In radio over six years, including 50,000 watt station, and some major network experience. Can write copy and design effective radio programs and campaigns. Desire position, preferably in New York. Draft deferred. Available on 2 week notice. Box 718, BROADCASTING.

Experienced sports, news man. Retired Army officer, immediately available. Play-by-play, news editing experience regional stations. College graduate, 26, married. Desire permanent connection. Minimum $75 week. Box 717, BROADCASTING.

Do you need a good all around announcer, experienced with New York station, personable, dependable, resourceful? Married, 4F. Looking for real future. What have you to offer? Box 726, BROADCASTING.

Station or sales manager, now employed as radio director of nationally known agency, available to forward looking station with enough vision to realize the picnic is nearly over and that a real selling job will be required. Although but 35 years young, a commercial and administrative background in radio equal to that of anyone in the industry is offered. Negotiations strictly confidential. Box 727, BROADCASTING.

All round announcer—Hon. discharge, 24, married. Specialty: informal record shows live-talent, news. Also write comedy shows. Three years experience. Seek better location. $50 to $60 week. Box 729, BROADCASTING.

Chief engineer—10 years' experience broadcast, high-frequency, audio and recording. Desire change. If you are looking for an all round chief engineer who can do your job right, the way you want it, let's have your proposition. Am family man, 36 years old and not likely draftable. Box 730, BROADCASTING.

Announcer—Network quality. Now employed 5 kw. metropolitan midwestern station. 3 years experience. Seeks permanent position with progressive organization. Box 731, BROADCASTING.

Announcer—50 kw experience, college graduate, draft exempt, go anywhere. Prefer 50 kw Blue or Columbia affiliate in southwest. Transcription available. Box 732, BROADCASTING.

Woman announcer—accredited radio school graduate, 2 year course. One year's experience, three month's on network. Woman's program, classical music commentary, children's story-telling. Control board and turntable operation. Prefer New England. Box 735, BROADCASTING.

Network trained rewrite man, newscaster seeks permanent connection with northwest station about October 15. Comprehensive news background. Box 736, BROADCASTING.

Commercial, emcee, news announcer: some experience. Age 26, college grad., 1-C draft, intelligent, imaginative. Prefer Philly—N. Y. or west coast areas. Two weeks availability. Box 742, BROADCASTING.

Having had considerable experience in announcing and production, woman desires position at progressive station, at the most 300 miles from New York City. Details and transcription upon request. Box 745, BROADCASTING.

Engineer—broadcast license, degree, Allen Porterfield, 41 Winnebago Road, Tuckahoe, New York.

Situation Wanted (Cont'd)

Announcer—years experience all phases. Recently honorably discharged. Prefer Florida west coast as now there. Box 740, BROADCASTING.

ANNOUNCER — EXPERIENCED, FOR ALL AROUND WORK. MARRIED, AGE 26, ARMY DISCHARGE. AVAILABLE IMMEDIATELY. BOX 741, BROADCASTING.

Experienced salesman with seven years successful local and regional sales experience seeks sales manager's responsibilities and opportunities. Aggressive, alert, good background and pleasing personality. Family man, age 30. Now top salesman at 5 kw network station. Knowledge of promotion, programming and merchandising. Sales record and A-1 references yours for the asking. Interested only in permanency and sound future. Write in confidence and without obligation to Box 748, BROADCASTING.

Wanted to Buy

Wanted—1 6D Presto turntable. Good condition. Contact Stanley Beck, Chief Engineer, WING, 121 N. Main, Dayton 2, Ohio.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted at once—Any approved broadcast frequency monitor. Cash on barrelhead. Box 739, BROADCASTING.

Wanted, radio station, 250, 500 or 1,000 watts, full time, eastern states. Will consider outright purchase for cash or majority interest, retaining present management. Principals only. Write in confidence. Box 747, BROADCASTING.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

For Sale

Composite transmitter. Never used. Engineers dream in design and construction. Can be converted 250 watt broadcast use for about $25. Guaranteed meet FCC design requirements broadcasting use. Price $2,000 including tubes. WGAC, Augusta, Ga.

For sale—Westinghouse turntable with lateral and vertical pick-up. Box 728, BROADCASTING.

For sale—Two WE 270A tubes. Never used. List price. FOB Monroe, La., KMLB.

Available—Several four positions consoles with line, audition, monitor, amplifiers included. Also two 250 watt transmitters. Box 1925, Washington, D. C.

First check received for $3,100.00 purchases 250-watt transmitter and spare tubes in condition for F.C.C. approval, Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

First check received for $2,975.00 purchases 250-watt broadcast transmitter in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

Have available complete equipment for 250-watt broadcast station. Partnership and desirable location is wanted. Also, for sale, one composite 250-watt broadcast transmitter. Contact William Kilpatrick, 1317 West Oak, Visalia, California.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

WANTED

One commercial copy writer . . . experienced, capable of handling large volume of GOOD copy.

One top commercial announcer for commercial work exclusively. Must be experienced and GOOD.

WMBD

Peoria 2, Illinois

FCC Approves Sale of WSBC Chicago J. Miller Adv. Agency for $100,000

CONSENT to voluntary transfer for $100,000 of the license of WSBC Chicago from the Gene T. Dyer interests to the owners of the J. Miller Adv. Agency, Chicago, dealing exclusively in foreign-language advertising, was granted last Tuesday by the FCC. Sale was under the Commission's duopoly regulation (Sec. 3.35).

Assignors are Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth Hinzman and the assignees are Julius Miller, his wife, Bertha L. Miller; Oscar Miller, his wife, Gertrude Miller, and Arnold B. Miller who will operate as co-partners. Still pending before the Commission is the application for an exchange of holdings in WAIT and WGES Chicago to give the Gene T. Dyer family a major interest in WAIT and Vivian A. Christoph and others control of WGES [BROADCASTING, July 10]. Originally the licensees had filed petition contending the duopoly regulation was not applicable to WAIT and WGES.

WILM, WDEL Extended

In another duopoly action the Commission extended the licenses of WILM and WDEL Wilmington temporarily pending action on the petition of Col. J. Hale Steinman and John F. Steinman to transfer control of WILM to Alfred G. Hill, his wife, Julia G. Hill and the *Chester* (Pa.) *Times* for $125,000 [BROADCASTING, July 31]. License of WILM was extended to Dec. 1. No time limit was placed on WDEL.

Under the pending petition Col. Steinman, now WPB Printing & Publishing Division Director and head of the Lancaster (Pa.) Newspapers Inc., and his brother, John F., would transfer two-thirds interest to WILM as follows: 304 of 606 shares of outstanding common stock to Alfred G. Hill for $85,100; making him 51% owner; 60 shares of common and 61 of the 102 shares of preferred stock to Mrs. Hill for $27,475; 40 shares of common and 7 preferred to the *Chester Times* for $12,425. WILM would be moved to Chester under the agreement.

License of WOWO Fort Wayne was extended temporarily to Dec. 1 pending determination of the application of Westinghouse Radio Stations, licensee, for consent to assignment of the license of WGL Fort Wayne to Farnsworth Television & Radio Corp. for approximately $235,000 [BROADCASTING, May 29]. This is a duopoly action.

License of WOV New York and auxiliary was extended to Dec. 1 pending FCC action on the application for renewal and application of Arde Bulova and Maj. Harry D. Henshel to transfer control of Wodaam Corp., licensee, to Murray and Myer Mester, Brooklyn, for $300,000 [BROADCASTING, Jan. 10]. Hearings on the transfer were held by the Commission last July.

An extension of three months from Oct. 1 was granted CBS, licensee of WBT Charlotte, N. C., of which the network, under the chain broadcasting regulations, must divest itself of control. Early in the year a three-phase transaction was announced by the FCC, wherein CBS would sell WBT to KFAB Broadcasting Co., Lincoln, and in turn acquire 45% interest in the KFAB company, for approximately a half-million dollars and certain technical changes would be made [BROADCASTING, Feb. 7].

In June the FCC granted the technical phases, whereby KFAB was given a construction permit to move from the 780 kc channel, on which it has synchronized with WBBM Chicago, to 1110 kc, the WBT channel. WJAG Norfolk, Neb., was given a construction permit to shift from limited time on 1090 kc to limited time on 780 kc. The Commission set the financial phases for hearing.

Subsequently CBS and KFAB Broadcasting Co. filed a joint motion to dismiss without prejudice, which was granted [BROADCASTING, Aug. 7, 14]. In its public notice of last Jan. 29, announcing the proposed deal, the FCC said:

'Under the FCC's regulations a rule prohibits networks from owning facilities in any community where network competition cannot acquire competing facilities. Such was the case in Charlotte, N. C., where the Columbia Broadcasting System owned one of the three stations there."

Searles Succeeds Williams

F. M. WILLIAMS, general installation engineer of the Western Electric Co. retired on Oct. 1 after 35 years with the firm. E. N. Searles, superintendent of results and industrial relations succeeds him.

WGAR Elevates George

CARL E. GEORGE, director of operations at WGAR Cleveland, has been appointed assistant manager of the station, a post that has been vacant since Eugene Carr left in 1942 to serve with the Officer of Censorship, according to John F. Patt vice-president and general manager of WGAR. Mr. George joined WGAR as an announcer in January 1934, becoming program director in 1939, a post he held until appointed director of operations in January 1941, a position created at the onset of the war because of the urgency of the many problems connected with the war. Mr. George is a graduate of Muskingum College and Western Reserve Law School, and is a trustee of the Cleveland Advertising Club.



Mr. George

WAAT Buys Theatre

PURCHASE of the Mosque Theatre building at 1020 Broad St., Newark, by Bremer Broadcasting Corp., operators of WAAT Newark, and licensee of FM station WAAW, to house both stations was announced last week by Irving R. Rosenhaus, executive vice-president and general manager of WAAT. Because of wartime restrictions on materials, no change is contemplated for the duration from the present setup, with operational phase of WAAT continuing in the Sheraton Hotel, Newark, and executive offices in the Fatzler Bldg. Mr. Rosenhaus said the purchase was made "with an eye to the great future of radio and television." The building contains a theatre with a seating capacity of 3,400. Cost of the theatre is reported at $400,000.

NBC public service executives, including representatives from the central and western divisions, met in New York last week to review operations for the past six months. Dr. James Rowland Angell, NBC public service counselor, presided.



Drawn for BROADCASTING by Sid Hix

"Her Singing Voice Isn't So Hot, but the Boys Love Her Well-Rounded Repertoire!"

OLYMPIC CAMPAIGN FOR 'SWEATER GIRL'

OLYMPIC KNITWEAR Inc., New York, is setting out to translate into radio language an established visual symbol—the Tish-u-Knit "Sweater Girl" of billboard, magazine and newspaper ad fame, in a radio campaign which it is preparing through Sterling Adv., New York.

Keystone of drive is series of six discs starting on a thrice-weekly basis on WMCA WHN WNEW WOV in New York Nov. 15 for 13 weeks, and which also is being offered to 400 dealers throughout the country for placement locally.

Appealing directly to "teen-age" group, Olympic's one-minute transcriptions feature a young girl "Miss Tish" and jingle-type copy by a quartet.

"Miss Tish" offers free of charge an exercise book prepared especially for the campaign and a free Tish "Pin-Up Girl" poster in full color. Campaign is under the supervision of Berne W. Wilkins, radio director of Sterling.

Quaker Network Revived For Democrat Campaign

TIME has been purchased by the Democratic National and State Committees on the Quaker Network of Pennsylvania stations, organized in 1936 by Roger W. Clipp, president of WFIL Philadelphia, to handle statewide political campaigns. All programs originating at WFIL are fed to WSAN Allentown, WFBG Altoona, WGAL Lancaster, WLEU Erie, WJAC Johnstown, WKST Uniontown, WCAE Pittsburgh, WBRE Wilkes-Barre, WKBO Harrisburg, WORK York, WEST Easton, WAZL Hazelton, WRAK Williamsport, WCED DuBois, WJPA Washington, WERC Erie.

WCAU Philadelphia also has set up a statewide network of 20 stations for program and spot announcement campaigns of both the Democratic and Republican parties.

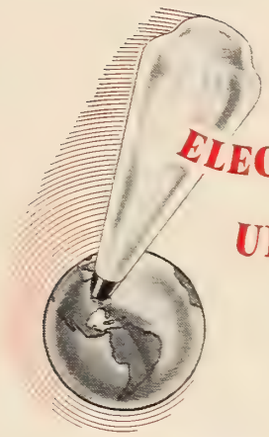
Ful-O-Pep Quiz

QUAKER OATS Co., Chicago (Ful-O-Pep feeds), on Sept. 30 resumed sponsorship of *Man on the Farm*, quiz show, which originates in a studio built especially for the program adjoining the poultry house at the Ful-O-Pep research farm near Libertyville, Ill. Agency is Sherman & Marquette, Chicago. The 30-week program is broadcast live over WLS and transcribed for the following stations:

WSGN KARK KOA WRUF WJAX WIOD WFLA WSB WDZ WHO KMA WIBW WAVE WWL KWKH KBAL WBZ WBZA WCCO WJDX KMBC KMOX WOR WSLB WHAM WSYR WTRY WBT WLW WKY KVOO KDKA WIS WNOX WMC WSM KGNC WBAP WFAA KPRC WOAI WSVA WRVA.

Lorillard Retains JWT

P. LORILLARD Co., New York, which has appointed Lennen & Mitchell, New York, to handle advertising for Old Golds, effective Nov. 30, [BROADCASTING, Sept. 18] will retain its present Old Gold Agency, J. Walter Thompson Co., to handle local sports broadcasts only in Chicago and New York until the end of the year.



ELECTRONS... UNLIMITED!

RADIO, standing at the threshold of a wonderland world, faces the future with breathless expectation.

Here is a world of such uncharted magnitude that even the most daring dreamer among us dares not dream too far. Through an almost endless succession of new horizons, into an almost unimaginably tiny universe of electrons locked in vacuum, men of vision will explore and chart the way in the years just ahead. They will untie the bonds that limit man's perceptive powers, and open to man's finite senses an infinity of wonders.

In radio, radar, television, and whatever other unborn miracles may lie before us, there is opportunity unbounded; but the opportunity is fraught with problems of compelling perplexity. It calls for the combined thought and vision and effort of all those to whom the future of the industry has been entrusted.

The Nation's Station looks forward to its share in this magnificent responsibility . . . with awe, with eager enthusiasm, and with humble confidence.

WLW
THE NATION'S STATION

DIVISION OF THE CROSLEY CORPORATION
CROSLEY SQUARE, CINCINNATI 2, OHIO

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON **KLZ** THAN ON ANY OTHER DENVER STATION!

WORTH REPEATING!

KLZ

Delivers the

DENVER MARKET

Represented by
THE KATZ AGENCY

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

PRINTED IN U.S.A.

OCTOBER 9, 1944

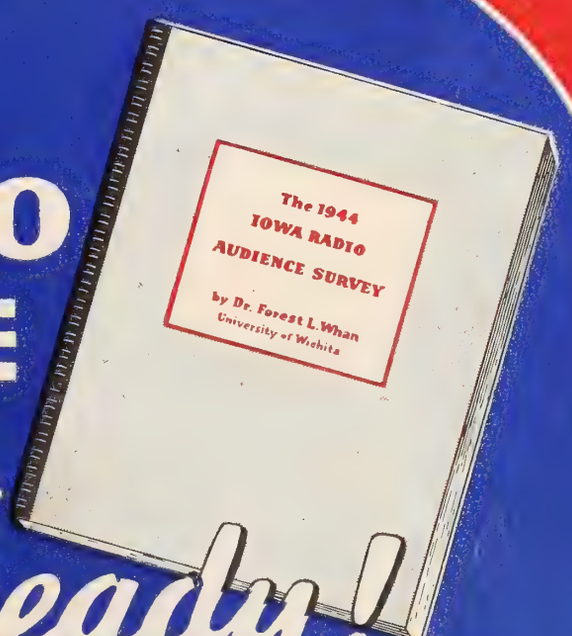
PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

The New 1944 IOWA RADIO AUDIENCE SURVEY...



...is now ready!

If you are interested in *knowing* about the Iowa radio audience's listening-habits, station preferences, program preferences —or almost any other factor affecting radio *results* in Iowa—you will find the 1944 Iowa Radio Audience Survey the most informative and valuable study you have ever read about this sales territory. It is no exaggeration to say that many agencies and advertisers would gladly pay thousands of dollars for the exclusive rights to its use. It is complete and authoritative—compiled by Dr. Forest L. Whan, from interviews and questionnaires in all 99 of Iowa's counties.

Read further details on Page 15 of this issue—then write for your Free Copy *Today!*

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, President

J. O. MALAND, Manager

FREE & PETERS, INC. . . . *National Representatives*

This little pig goes to battle
This little pig stays home

The Steel Industry —A Fixed Asset of The Denver Region

FOR 72 years, the Colorado Fuel and Iron Corporation has been a substantial buyer of raw materials and a feeder for the railroads and industries of the Denver region, and, until this war, was the nation's only steel plant depending entirely on railroad haul of material to and from the plant.

Today, while heavily engaged in war production, CF&I is producing for civilian use: steel forgings, angles, channels, rail, rods, nuts, fence, nails, wire, coke, coal tar, benzol and more than a score of other products. In other words, CF&I steel is going to battle, and some is staying home.

This great plant and dozens of other steel fabricating plants in the Denver region are fixed assets which have taken war orders in their stride.

Other permanent assets which guarantee the basic soundness of this region as war production tapers off are the mining, agricultural and livestock industries. They furthermore guarantee the soundness of advertising investments in the Denver market at this time.



The steel plant of the Colorado Fuel and Iron Corporation is located at Pueblo. Its raw materials, coal, iron ore, limestone, flourspar and other minerals, come from many points in Colorado, Wyoming and Utah.

KLZ
Delivers the
DENVER
MARKET

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

Represented by
THE KATZ AGENCY



Although CF&I is producing a limited amount of products for civilian use today, the backlog of civilian needs when war ends should keep its furnaces going full blast for a long, long time.



TWO WORLD'S RECORDS were set by the Forge Plant of the Colorado Fuel & Iron Corporation within the past thirty days when 4,935 forgings were turned out in a single day's work on a shell of unidentified size, and 27,884 in a six-day period.



FIVE IS ENOUGH

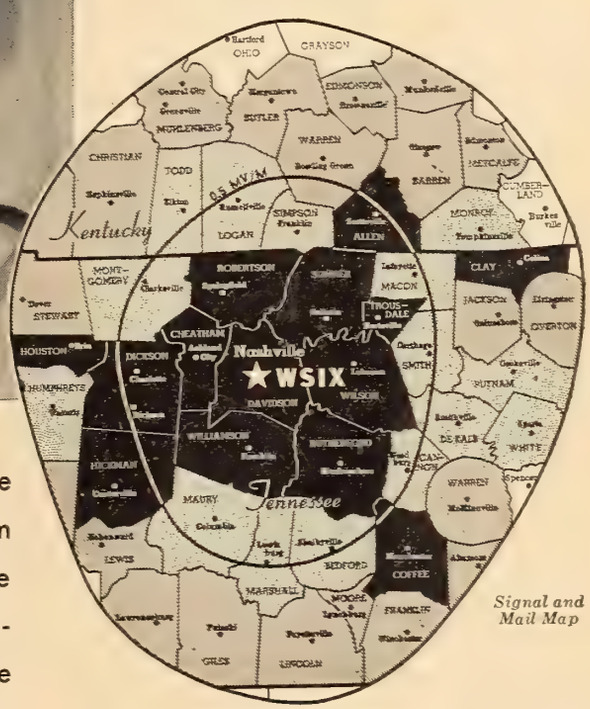
—No Waste Coverage

5,000 WATTS

980 Kilocycles—Covers

NASHVILLE Market

DAY and NIGHT



Signal and Mail Map

It's the talk of the trade that WSIX leads the Nashville daytime listening audience from 8 A.M. to 6 P.M. From Nashville, WSIX reaches the rich area of Middle-Tennessee and a good portion of Southern Kentucky. This station delivers to advertisers the vital industrial area of Tennessee —the heart of the Tennessee Valley Project with no waste coverage. Those who have used WSIX are satisfied with results and renew contracts month after month and year after year.

The remarkably fine programs culled from top flight broadcasts of the Blue and Mutual networks get listener attention. "The Voice of Nashville" is the station to buy for high coverage and low cost. 5,000 Watts, 980 Kilocycles, does a full coverage job of the Nashville trading area. When Five is enough, why pay for more?

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

BLUE and MUTUAL

THE KATZ AGENCY,
National Representatives

ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Succotash



that *sells*...

LONG before Sitting Bull got up, the Indians devised a mixture of corn and beans. They called it succotash. After eating heavily of succotash, the Indians usually went to sleep.

Long moons later, Bill Jenkins of WTOP devised a mixture of corn and music which he called *Corn Squeezin' Time*. Highly successful, too. *It wakes up thousands of people every morning.*

Nobody *likes* to get up early, but thousands of Washington workers *have to.* Business hours start earlier. For example, almost one-third of *all* civilian government employees (105,000 of them) go to work well before 8:00 A.M.—or get shot after sunrise.

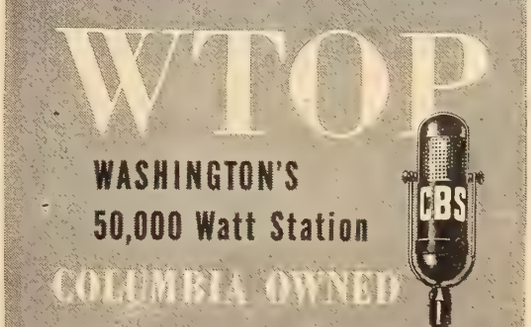
So *Corn Squeezin' Time* is the early-morning mixture of patter and platter by which "Uncle Bill" Jenkins makes early rising as painless as possible for these and thousands of other Washingtonians. His formula is straight from the hills and just as old: Joe Miller gags and chatter washed down with plenty of recorded western and hillbilly music. But it's so effective that *Corn Squeezin' Time has a larger audience than any other program on the Washington air at that hour* (5:45-6:45 A.M. Monday through Saturday)★.

Bill Jenkins' brand of 50,000-watt succotash is currently selling for such sponsors as a jeweler, a bakery and a shoe store. At low early-morning rates, it could stir up a mess of sales for your product, too. Powwow with us or Radio Sales.

★*CBS Listener Diary Study (November 1943)*



Represented by Radio Sales, the SPOT Broadcasting Division of CBS





WWL Advt.
Jan. 1941

Today—

When You Think of

NEW ORLEANS

. . . You Think of

107,688 NEW WAGE EARNERS

(Since 1940)

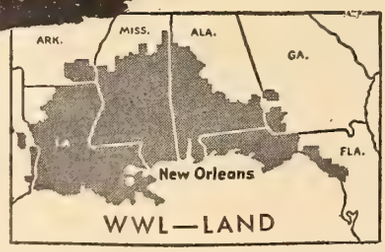


. . . AND

WWL NEW ORLEANS

The Greatest Selling Power In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL



WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg. — Los Angeles, Pershing Square Bldg.

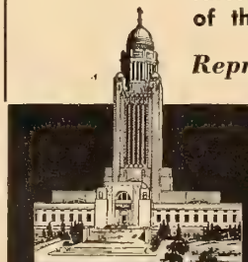
CANADA
417 Harbour Commission Bldg., Toronto. Elgin 0775. James Montagnes

POPULAR NOON NEWS

OPEN FOR SPONSOR

Get on this one! It is hot! Lincoln's favorite mid-day news, brilliantly presented by News Editor CARL ZIEGLER. 12:30 p.m., Mon. thru Sat. Carefully edited and compiled from the latest local, national and war news. One of the best availabilities in Lincoln today.

Represented by Edward Petry Co., Inc.

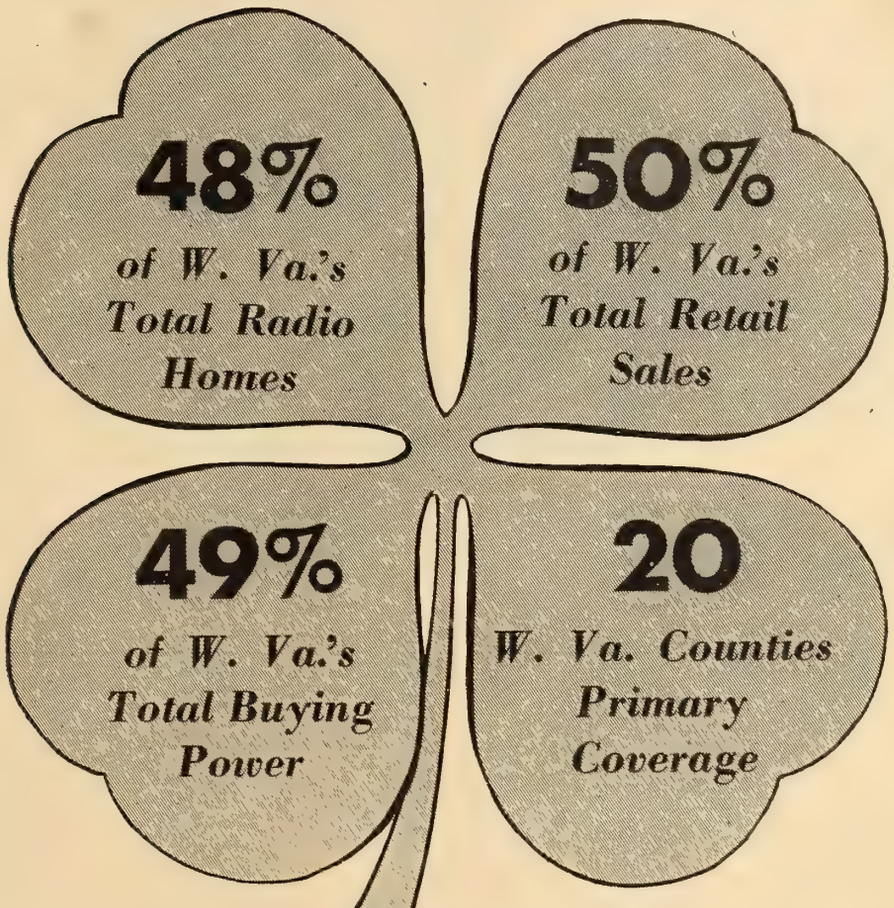


Blue and Mutual Networks

KFOR LINCOLN Nebraska

"Nebraska's Capital City Station"

. . . . *like finding a 4-leaf clover*



You're really "in luck" when your schedule is broadcast over

WCHS

CHARLESTON, W. VA.

5000 on 580 • CBS

John A. Kennedy
President

Howard L. Chernoff
Managing Editor

Represented by THE BRANHAM CO.



"I CAN ALMOST HEAR HIS VOICE . . "

Voices have a power that is denied to words. Voices linger, words depart. You remember *sounds*—you forget words.

Sonovox is profoundly effective because its appeal is based on that fact of the human mind.

Sonovox utilizes *unusual voices* to make radio commercials more memorable, more lasting, more effective. Use a Sonovox voice to name a brand of Soap Flakes, for instance, and thereafter the very words "Soap Flakes" recall the voice in which they were spoken—and that memorable *voice* in turn recalls the brand name.

That's not blue-sky sales talk. It works. Take the Sonovox fog-horn, for example. Does anybody in America think it advertises anything other than Lifebuoy Soap?

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., *Exclusive National Representatives*



Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co. and *Wm. Esty & Co., Inc.*

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc.

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Quaker Oats Company
Ruthrauff & Ryan, Inc.

Radio Corporation of America
Ruthrauff & Ryan, Inc.

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra

Shell Oil Company, Inc.
J. Walter Thompson Co.

Stanco, Inc. (Mistol)
McCann-Erickson, Inc.

U. S. Treasury Dept.

Universal Pictures Company, Inc.

Warner Brothers Pictures, Inc.

Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 15 WASHINGTON, D. C., OCTOBER 9, 1944 $5.00 A YEAR—15c A COPY

CBS Asks More FM Space, 300 mc Video

Witnesses, RTPB Oppose IRAC Plan to Abolish International Shortwave

By BILL BAILEY

FIRST LICKS on proposed revamping of the radio spectrum as it affects broadcasting were injected into the FCC allocations hearing last week with the presentation of a statement by Paul W. Kesten, executive vice-president and directing head of CBS, proposing more than doubled spectrum space for FM, placement of television "upstairs" above the 300 mc band, and retention of international shortwave broadcasting on a direct basis rather than by relay.

The second week of the hearings, which began Sept. 28, took a unique turn when Mr. Kesten was denied permission to testify on FM and television, covered in an integrated statement he had prepared on the theory that spectrumwide allocations can't be discussed on a "water-tight compartment" basis because of their interlocking character.

Kesten Highlights

The FCC, however, accepted the full statement, with instructions that the separate subjects treated be inserted in the record at the appropriate points when they are reached on the docket. Mr. Kesten explained he might leave the country (presumably on his long-delayed trip to the European theatre) and preferred to get his statement in the record in one piece. That, however, was ruled out.

Highlights of the Kesten prepared statement were:

1. Maintain the status quo for international shortwave broadcasting, in the total amount of spectrum space devoted to it (56 channels).

2. Increase the number of FM channels from the 40 presently authorized and the 75 recommended by the Radio Technical Planning Board to 100, which would make possible the licensing of between 4,000 and 5,000 stations, and at least 10 nationwide networks, with 25 or 30 stations operating in the larger markets such as New York, Chicago and Los Angeles.

3. Move television up in the spectrum above 300 mc, where there is room for high fidelty; assign at least 30 channels of 16 mc width, and when improved pictures are fully tested, withdraw the lower frequencies from television service.

Eight witnesses on international shortwave broadcasting presented a united front and were backed by the RTPB in opposing the allocations proposal of the Interdepartment Radio Advisory Committee which would abolish that service. Chairman James Lawrence Fly, however, warded off any questions about continued Government operation of the service following the war—one of the more delicate of the issues before the allocations proceedings.

Broadcast Topics Due

With conclusion of the second week of hearings last Friday, the FCC on Tuesday (Oct. 10) gets into broadcast allocations per se. Among the witnesses scheduled for standard broadcast are:

Howard S. Frazier, NAB Director of Engineering and chairman of RTPB Panel 4, who will speak on behalf of RTPB; J. Harold Ryan, NAB President; Paul F. Peter, NAB; W. F. Cotter and Dr. G. R. Town, Stromberg-Carlson Co.; Dr. Frank Stanton, vice-president, and William B. Lodge, general engineering supervisor, CBS.

FCC hearings on standard broadcast allocations will begin at 10:30 a.m. Tuesday (Oct. 10) in the National Museum Auditorium, Constitution Ave. at 10th St., Washington.
List of witnesses page 77.

At the completion of the standard broadcast hearings, the FCC will go into FM, probably Tuesday afternoon or Wednesday morning.

Then comes the noncommercial educational group, whose 33 witnesses are expected to consume two days or more in testimony. That will be followed by television, then facsimile and other broadcast services.

No FM-Video Fight

No fight is anticipated between FM and television for the lower frequency band, by virtue of a compromise already reached whereby FM is accorded 75 channels 200 kc wide in the 50 mc area. But there are signs that FM proponents, aside from Mr. Kesten, will seek additional channels, to accommodate anticipated needs, with as many as 400 channels to be recommended. Engineers have estimated that some 3,000 FM stations can be accommodated on the present bands, but there are questions of interference of both the "burst" and skywave types which may make it desirable to duplicate on these channels at less frequent geographical intervals, thus reducing the capacity of the band.



MR. KESTEN

The testimony last week on international broadcasting was punctuated by frequent clashes, with Chairman Fly refusing to allow Louis G. Caldwell, Washington counsel for Press Wireless, to cross-examine Elmer Davis, OWI director, as to whether that agency plans to continue operation of shortwave stations after the war.

Davis Urges Shortwave

Mr. Davis opened the international broadcast phase of the hearing with the observation that "the national interest will require the continuance, after the war, of direct international shortwave broadcasting from the United States. . . . It would be a great mistake for the United States," he continued, "to abandon facilities that will be needed, merely because plans for their use have not yet been worked out."

The OWI director didn't touch on continued Government control after

(Continued on page 73)

Comparative Schedule of the Spectrum And Recommendations for Allocation

FOLLOWING is a comparative schedule of the radio spectrum showing present allocations, recommendations of the Interdepartment Radio Advisory Committee, and recommendations of the Radio Technical Planning Board. Facsimile has been omitted inasmuch as the FCC has never allotted a definite spot on the spectrum for that service and since it has not yet come up before the allocations hearings now in progress. Recommended allocations will be listed in BROADCASTING as new requests are presented.

Standard Broadcast

Present, 550-1600 kc.
IRAC, 540-1600 kc.
RTPB, 520-1600 kc.

FM Broadcast

Present, 42-50 mc.
IRAC, 42-54 mc.
RTPB, 41-43 mc (educational); 43-56 mc (commercial).

Television

Present, 7 channels 50-108 mc; 11 channels 162-294 mc.
IRAC, 54-108 mc; 460-508 mc; 524-956 mc; 180-192 mc and 206-218 mc (mobile television and relay).
RTPB, 9 channels 60-114 mc; 144-156 mc; 162-228 mc; 234-246 mc; 400-1000 mc (experimental).

International Broadcast

Present, 6000-6200 kc; 9500-9700 kc; 11,700-11,900 kc; 15,100-15,350 kc; 17,750-17,850 kc; 21,450-21,675 kc; 25-27 mc.
IRAC, no recommendation for international broadcast channels. IRAC suggests international point-to-point relays in following space: 6250-6900 kc; 9200-9985 kc; 10,200-11,850 kc; 15,015-16,200 kc; 17,150-17,600 kc.
RTPB, same as present allocations, but adding 25,600-25,750 kc.

Broadcast Relay

Present, ranges in spectrum from 1606 kc-39,820 kc.
IRAC, 156-158 mc.
RTPB, same as present allocations, adding 330-344 mc; 1210-1220 mc.

Amateurs

Present, 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 400-401 mc.
IRAC, 3500-3900 kc; 7000-7400 kc; 14,000-14,400 kc; 21,000-22,000 kc; 28-30 mc; 144-149 mc; 218-225 mc; 420-460 mc; 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-10,500 mc; 21,000-22,000 mc.
RTPB, 3.5-4 mc; 7-7.3 mc; 14-14.4 mc; 21-22 mc; 28-30 mc; 56-60 mc; 114-118 mc; 224-230 mc; 448-480 mc; 940-960 mc; 1786-1920 mc; 3600-3850 mc; 7150-7700 mc; 14,250-15,400 mc; 29,200-30,000 mc.
ARRL proposals on page 76.

Changes Loom in Two Top Radio Jobs

Successors Are to Be Named for Fly And Ryan

By SOL TAISHOFF

RADIO'S TWO top jobs—chairman of the FCC and president of the NAB—will change hands during the next few months by election of the incumbents, but with no clear indication yet as to their successors.

James Lawrence Fly is expected to leave his FCC chairmanship before the end of the year (Nov. 15 is predicted) to return to private practice of law or to become a business executive, thus terminating as militant and active a five-year tenure in Government as any official of the last decade. J. Harold Ryan has served notice he will leave the NAB by July 1 to return to active direction of the Fort Industry Co. stations, of which he is vice-president.

Tips Abound

In this election year "tips" on changes coming up are given as freely as campaign promises. But it's safe to say at this writing there has been no decision by the Administration as to the Fly successorship.

Mr. Ryan and members of the NAB Board are scanning the horizon for an outstanding public figure to head the association. Ordinary prudence augurs against a decision in either situation before the November elections.

There has been speculation, of course, as to the man likely to succeed Mr. Fly, who admittedly has been the strongest and, at the same time, most controversial chairman the FCC or its predecessor Radio Commission has had. He has been praised and cursed alternately by broadcasters. At this writing, he is riding high. He has kept the Commission navigating in Congressional hot water from the start of his tenure in 1939.

But even his most ardent opponents admit that he has accomplished more than anyone else who ever held the job and has had the consistent and ready support of President Roosevelt in the clutches. In some degree he was responsible for the change in the NAB presidency earlier this year, having given notice long ago that he was against Neville Miller, who had served as the association's first paid president since 1938.

With Mr. Fly's resignation there will be two vacancies on the Commission, assuming the President does not fill the commissionership left by Comdr. T. A. M. Craven, who joined the Iowa Broadcasting Co. as vice-president last July. The odds are against filling that vacancy prior to elections, since Congress now is in recess.

Here are some of the names being mentioned as possible appointees to the FCC, for either or both of the vacancies:

Paul A. Porter, director of publicity of the Democratic National Committee, a staunch New Dealer and former CBS Washington attorney.

Julius Albert (Cap) Krug, 36-year-old chairman of the War Production Board and a former FCC expert in the common carrier field.

J. Leonard Reinsch, on leave from his post as managing director of the Gov. James M. Cox stations (WSB, WIOD, WHIO) and now serving as radio director of the Democratic National Committee.

Rosel H. Hyde, veteran FCC attorney and assistant general counsel of the Commission in charge of broadcasting.

John D. Biggers, president, Libby-Owens-Ford Co., Toledo, who has served on various important Government production assignments during the last seven years.

Leighton H. Peebles, chief of WPB Communications Division.

Mr. Porter, who was 40 on Oct. 6, came to Washington from Kentucky in 1933 and served as chief of Dept. of Agriculture press until 1937, when he became CBS Washington counsel. He resigned in 1942 to return to the Government and was successively aide to Chester Davis, as Food Administrator, Deputy Administrator in Charge of Rent Control of OPA, Associate War Food Administrator under Marvin Jones, and Assistant Director of Economic Stabilization under Judge Vinson, before being called to the Democratic Committee as successor to the famed Charlie Michelson.

At best, only preliminary explorations have been made in connection with the Ryan successorship. Mr. Ryan, when drafted last April for the presidency as Mr. Miller's replacement, left his post as Assistant Director of Censorship in charge of radio. He agreed to serve only until 1945. He reiterated this intention at the NAB Executives War Conference in Chicago last August and, at his request, was authorized by the NAB Board to name a committee to recommend a successor.

Pursuant to the Board's instruction, Mr. Ryan has named himself chairman of the committee. Other members are James D. Shouse, Crosley vice-president, and G. Richard Shafto, WIS Columbia.

Price Mentioned

The name of Byron Price, Director of Censorship, has been mentioned rather gingerly as a prospective selection, if he would entertain the proposal. Executive editor of the Associated Press, which he served for more than 30 years as a reporter and executive, the 53-year-old Mr. Price is on leave from that important position. He has been a standout among war executives in his direction of censorship, having created an organization from scratch and administered it without a single serious incident. Censorship is recognized as perhaps the most sensitive function in wartime government.

Mr. Price also has been mentioned as a possible appointee to the FCC chairmanship.

There also has been talk of trying to interest Justice James F. Byrnes, Director of War Mobilization and "Assistant President", as Mr. Ryan's successor. It is doubted, however, whether he would accept that or any other executive post outside Government. Justice Byrnes is expected to leave OWM as soon as war conditions permit. It is generally thought he will get the next appointment to the Supreme Court, if he wants it. He left the Court at the President's behest to assist him in running the home front and has served as "Assistant President" virtually since Pearl Harbor.

Selection of the successor to Chairman Fly in large measure will be dictated by the outcome of the presidential elections in November. If the President is re-elected, the Fly post may be filled by promotion of one of the incumbent commissioners. E. K. Jett, former chief engineer, who was named to the Commission earlier in the year as an Independent would have strong support on a merit basis. Commissioner C. J. Durr, of Alabama, an acknowledged left winger of the CIO-PAC school, is a candidate.

If GOP Wins

If, on the other hand, there is a Republican victory, a reorganization of broad scope may be expected. Former Gov. Norman S. Case, of Rhode Island, regular Republican who has served since creation of the FCC in 1934, would have the best chance among the incumbents. The only other Republican now on the Commission is Ray C. Wakefield, of California.

Mr. Fly has more or less openly told associates and friends that he plans to return to private life after a 15-year tenure in Government. He has had a number of business offers, it is understood, but evidently hasn't made up his mind whether to enter business or hang out his shingle as an attorney. It is known he wants to complete the job of postwar allocations before leaving the Commission.

One of the executive positions offered him is that of joining Muzak Corp., wired radio project, in an important capacity. The offer was made by William B. Benton, president of Muzak, vice-president of the U. of Chicago and co-founder of Benton & Bowles, advertising agency. He has severed his connection with the agency, however:

Fetzer Urges Close Adherence To Broadcast Code Provisions

STRICT adherence to the Code of Wartime Practices until actual German surrender was called for last week by John E. Fetzer, Assistant Director of Censorship in charge of broadcasting and owner of WKZO Kalamazoo.

Wide public acceptance of September predictions that Germany was about to yield has created need for redoubled efforts to comply with provisions of the voluntary code, according to Mr. Fetzer.

Should the European war develop into a long mopping-up process instead of ending in swift and full surrender, all provisions of the code will continue in effect.

Though the Office of Censorship is operating at its usual wartime level, with no prospect of a let-up in code provisions, possible revisions are being considered. This action follows the usual procedure throughout the Government and armed services, which for some time have been laying plans for action after the European war ends.

Even after German surrender, it is believed essential features of the code will remain in effect. For example, the news section covers dissemination of material which might be of aid and comfort to the enemy.

The two remaining sections, dealing with programs and foreign language broadcasts, are giving little trouble. Adherence to these sections is understood to stand at a high level. In event they are dropped the way will be open for resumption of man-on-the-street programs, request musical numbers and quiz broadcasts on the pre-war basis.

HITCH-HIKE RULE IN EFFECT ON CBS

OCT. 1, deadline set by CBS for the elimination of hitch-hike and cowcatcher announcements from programs, found all sponsors complying with that requirement, a network spokesman said last week in answer to a query from BROADCASTING, although CBS made no announcement of the achievement of its goal, announced a year ago. NBC in August announced that its schedule had been freed of all such secondary announcements outside the regular structure of the program [BROADCASTING, Aug. 14]. MBS has notified its advertisers that no such announcements will be accepted after the end of this year.

Shirer to Go Abroad

WILLIAM L. SHIRER, CBS news analyst and former Columbia correspondent in Berlin, will return to France and Germany in the near future as a member of the network's European staff. He will be heard on several CBS *World News* programs from abroad, and plans to continue his Sunday news commentaries 5:45-6 p.m. (EWT).

FDR Action Promises to End Disc Strike

Action of Union's International Awaited

ROMISE of swift termination of e two-year-old AFM "strike" gainst recording for radio was ld last week in broadcasting and cording circles by virtue of the rect request by President Roose-lt to James C. Petrillo, AFM esident, to comply with the ack-to-work" directive of the Na-onal War Labor Board of last ne.

The President's request, uphold-g the AFM position "that under l the present circumstances the ncompliance by your union is not nduly impeding the war effort" t pointing out that "this non-mpliance may encourage other stances of noncompliance which ill impede the war effort", re-ived an immediate response from r. Petrillo which gave encour-gement that he will fulfill a prom-e he made in January 1943 to a enate committee that he would ithdraw his ban on recordings the President so requested.

Petrillo Pleased

Mr. Petrillo, pleased that "the irector of Economic Stabilization of the opinion that we are not nduly impeding the war effort nor re we in violation of any statu-ry law", informed the President has issued a call to the mem-rship of the AFM International xecutive Board to convene in hicago today (Monday) to give e request "careful consideration".

The President's telegram to Mr. etrillo virtually admitted that the overnment could not force com-iance of the NWLB directive of ne 15 terminating the recording n, pointing out that both the WLB and the OES "have not rec-mmended Government possession nd operation" of the RCA and olumbia plants. The President erefore appealed to Mr. Petrillo "in the interest of orderly govern-ment", observing that "What you regard as your loss will certainly be your country's gain."

To this Mr. Petrillo replied:

> Your request that the American Federation of Musicians lift its ban against playing for mechanical reproductions of music for commercial use has been received. It is very gratifying to American Federation of Musicians that the Director of Economic Stabilization is of the opinion that we are not unduly impeding the war effort nor are we in violation of any statutory law. This opinion vindicates the position which we have taken throughout this entire controversy.
>
> The importance of this matter of necessity requires me to submit it to the International Executive Board of the American Federation of Musicians. Since members of this Board reside in various parts of the United States and Canada, it will take at least four days for them to convene. I have issued a call for them to meet in Chicago on Monday, Oct. 9, at which time your request will be given careful consideration.

The President's action received a divided reception from the recording industry. Frank M. Folsom, RCA vice-president in charge of the RCA Victor Division, expressed gratification that the President took "such a strong position" in the controversy and was hopeful that the "dispute can be settled to the satisfaction of all concerned". (See text on page 71.)

Kesten Critical

Paul W. Kesten, executive vice-president of CBS, on the other hand, criticized the "failure of the War Labor Board to stand firmly on the ground that this strike impedes the total war effort" and declared that the Board's position is "completely at variance" with testimony presented by OWI Director Elmer Davis and FCC Chairman James L. Fly regarding the importance of recorded music to the war effort. However, said Mr. Kesten, Columbia Recording Corp. (CBS subsidiary) is eager to resume production of new recordings and so are the artists and musicians "whom, we hope, Mr. Petrillo will now allow to resume their livelihood" (see text on page 71).

Decca Records Inc., which signed with the AFM to resume recording operations on a fee payment system, withheld comment pending results of the AFM meeting this week.

Harold Ryan, NAB president, declared: "Petrillo has stated that he would send the musicians back to work if the President told him to do so. It must be presumed now that he will act."

The President's message to Mr. Petrillo, it was learned, was decided upon Tuesday after a meeting between RCA and CBS officials with Fred M. Vinson, Director of Economic Stabilization, at which the recording companies stated that unless action were taken immediately to terminate the dispute they would either have to go out of business or surrender to Mr. Petrillo's terms.

It is understood the recording company executives told Mr. Vinson they could not continue operations indefinitely without making new recordings and that unless action was forthcoming they stood to lose the services of major artists now under exclusive contract to the companies. Signing of a non-exclusive contract by Jascha Heifetz, violinist, to make recordings for Decca of works other than those already made for RCA, under which the artist has been under exclusive contract, caused anxiety that other artists might follow the Heifetz lead.

With a record of prompt and decisive action in enforcing compliance by recalcitrant employers or unions to directives of the WLB, Mr. Vinson is understood to have favored summary action on the dispute, i.e. Government seizure and operation of the plants. Such action was discouraged, however, by Government counsel who held that a *prima facie* case that the recording ban unduly impedes the war effort could not be made in view of the resumption of operations by Decca-World and other recording and transcription firms.

Legal proof, counsel felt, could not be shown that there was a demand for records of a nature vital to the war effort which could not be supplied. The reaction to the seizure of Montgomery Ward, in which a *prima facie* case had been established, was cited by counsel

(Continued on page 72)

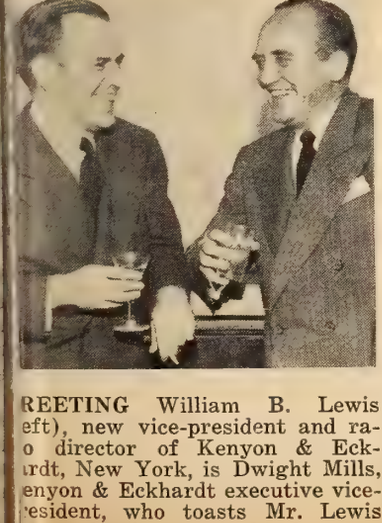
FDR TELEGRAM TO PETRILLO

THE President on Oct. 4 sent the following telegram to James C. Petrillo, President of the American Federation of Musicians, Newark, New Jersey:

"The National War Labor Board has entered directive orders in the dispute between the Electrical Transcription Manufacturers and the American Federation of Musicians. Among the provisions of the directive orders is a direction that the Federation withdraw its ban against playing for mechanical reproductions of music for commercial use. With this provision the Federation has not complied.

"The National War Labor Board and the Director of Economic Stabilization have not recommended Government possession and operation. Under the statute it must be found that the labor dispute unduly impedes the war effort. It is the opinion of the Director of Economic Stabilization that under all the present circumstances the noncompliance by your union is not unduly impeding the war effort. But this nonompliance may encourage other instances of noncompliance which will impede the war effort.

"In a country which loves democratic government and loves keen competition under the rules of the game, parties to a dispute should adhere to the decisions of the Board even though one of the parties may consider the decision wrong. Therefore, in the interest of orderly government and in the interest of respecting the considered decision of the Board, I request your union to accept the directive orders of the National War Labor Board. What you regard as your loss will certainly be your country's gain."



REETING William B. Lewis eft), new vice-president and ra-o director of Kenyon & Eck-rdt, New York, is Dwight Mills, enyon & Eckhardt executive vice-esident, who toasts Mr. Lewis a cocktail party in his honor.

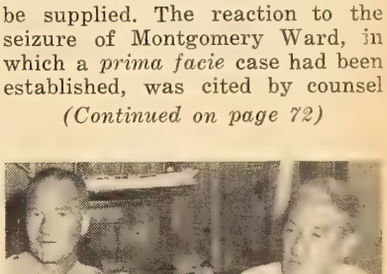
FDR Tops Dewey by 5.5 In CAB Listening Data

PRESIDENT Roosevelt's speech Sept. 23 before the Teamsters Union, broadcast nationally 9:30-10:23 p.m. had a rating of 26.4% in the cooperative Analysis of Broadcasting's interviewing sample of 81 U. S. cities. FDR's speech was heard by 82.8% of all the radio listeners at an hour when 31.9% of all radio homes had their sets in use.

Gov. Thos. E. Dewey's speech, in which he answered President Roosevelt in Oklahoma City on Sept. 25 from 10-10:30 p.m. received a rating of 20.9% according to CAB, with 59.7% of the listening audience when the total audience was 35% of all radio homes in the 81 city sample.

Swank Test Success

MISS SWANK Inc., New York (slips), following a test on a spot basis in 26 major markets last month, found radio advertising so successful, according to Hirshon & Garfield, New York that on Oct. 22 the firm begins *Relaxation in Music* on over 30 MBS stations, Sundays, 9:45-10 p.m. Musical program will feature Jean Tighe, Bob Barry and Dick Adams and his orchestra. Contract is for 52 weeks.



POSTWAR RADIO was the topic when Col. Luther L. Hill, on leave as executive vice-president of the Iowa Broadcasting Co., visited his friend and ex-colleague, Daniel J. Mahoney, president of the Isle of Dreams Broadcasting Co. (WIOD) and vice-president and general manager of the *Miami Daily News*. Col. Hill, commanding officer of AAF Redistribution Station No. 2 at Miami Beach, and brother of Sen. Lister Hill (D-Ala.), recently returned from an eight-week tour of AAF installations in the United Kingdom, France, North Africa, and South America. Col. Hill and Mr. Mahoney became friends during World War I, in which they were officers.

Television Sales Prospects Are Shown Store Executives

Watches, Sewing, Cosmetics, Fabrics, Garments Are Subjects at Demonstration Given by GE

TELEVISION program arranged to demonstrate department stores' use of the medium on either a coaxial cable internal system or for general advertising on a regular telecast station, was shown Sept. 29 on WRGB Schenectady to representatives of 25 leading department stores all over the country. Five commercials were used on the one program.

Joseph P. Kasper, president of the Associated Merchandising Corp., which aided WRGB in preparing the program, welcomed the guests. United States Time Corp., maker of Ingersoll and other watches, gave one-minute time signals at the beginning and end of the program, through a clock face on which were silhouetted two soldiers in combat. The commercial stressed split-second precision in battle. Edith Dunn arranged the televised time signals.

The program lasted an hour and showed an average American family watching a video show as it depicts various products. McCall's promoted a method of home sewing. Elizabeth Arden staged a demonstration of cosmetics, using a Powers model. The Fifth Ave. salon was shown on film. Textron, a synthetic fabric, arranged a contest between three professional women and three housewives, with a commercial explaining manufacture of the fabric.

Carter's Underwear put on a pantomime skit about baby clothes, prepared by Ted Long and Jo Lyons of BBDO. To show how department stores can use television for institutional advertising, Bloomingdale's televised three one-minute films on employment recruiting and employe relations.

After inspecting WRGB's transmitting and relaying facilities the store officials returned to Schenectady for a dinner preceding the demonstration. Speakers were: C. H. Lang, GE vice-president in charge of war projects; R. L. Gibson, assistant to the vice-president in charge of advertising, broadcasting and publicity; J. D. McLean, commercial engineer; H. A. Crossland, GE's Bridgeport Works; Paul L. Chamberlain, manager of sales, electronics department, and m.c. at the dinner.

Department store officials were: From Abraham & Straus, New York, John Rosenberg, display manager, A. C. Werback, assistant display manager, Mrs. Dorothy E. Swenson, vice-president in charge of publicity, William Tobey, advertising manager; L. S. Ayres & Co., Indianapolis, C. M. Davis, publicity director, G. M. Halverson, merchandise manager, Clifford Rigsbee; Bloomingdale Bros., New York, Howard Richmond, display manager, C. E. Greenlee, merchandise manager, William Rogge, publicity, Mrs. Ruth Andres, publicity; Lew Thompson, Metropolitan Television station; Milwaukee Boston Store, Milwaukee, R. P. Herzfeld, president; J. A. Dellman, publicity director; Bullock's, Los Angeles, F. R. Morgan, merchandise manager.

Burdine's, Miami, Miss Virginia Griffin, publicity director; H. C. Capwell Co., Oakland, Cal., R. Biggs, managing director; Dayton Company, Minneapolis, G. D. Dayton II, treasurer, J. Witmer, advertising manager; The Emporium, San Francisco, E. C. Lipman, vice-president and managing director; Wm. Filene's Sons Co., Boston, W. H. McLeod, publicity director; B. Forman Co., Rochester, John Roche, publicity director; Joseph Horne Co., Pittsburgh, A. E. Oxenreiter, merchandise manager, A. H. Burchfield Jr., vice-president, J. R. Fisher, publicity director; J. L. Hudson Co., Detroit, R. L. Yonker, publicity director, O. A. Luke, display manager, L. B. Sappington, assistant merchandising manager; Hutzler Bros. Co., Baltimore, Mrs. A. S. Stirling, publicity director, H. A. McCauley, display manager; F. & R. Lazarus & Co., Columbus, O., R. C. Euchenhofer, merchandise manager, Ed Watson, housewares.

Rich's Inc., Atlanta, Mrs. Carrie Rowland, publicity director; John Shillito Co., Cincinnati, Mrs. Grace Kemper, publicity director, N. Duehren, advertising manager; Stix, Baer & Fuller Co., St. Louis, J. W. Goldstein, publicity director, Leo Fuller, chairman of the board, Arthur Baer, president; Strawbridge & Clothier, Philadelphia, H. C. Tily II, merchandising manager, E. S. Severson, publicity director, E. J. Taylor, display manager; Wm. Taylor Son & Co., Cleveland, B. W. Newell, publicity director; Thalhimer Bros., Richmond, Sam Stern, merchandise manager, W. T. Mumford, publicity director; R. H. White Co., Boston, M. W. Rybeck, publicity director, Frank Splan, display manager.

From the Associated Merchandising Corp., New York office in addition to Mr. Kasper, were: A. C. Thompson, manager, Retail Research Assn.; H. O. Bergdahl, merchandise manager; and Miss Irene Bender, N. Y. publicity.



FROM FOUR corners of the U. S. come these department store executives on a visit to WRGB, General Electric Schenectady station, to learn how television may be used for inter-department display of merchandise. Joining hands with Joseph P. Kasper (center), president of the Associated Merchandising Corp., are (l to r): C. D. Dayton II, treasurer, Dayton Co., Minneapolis; W. H. McLeod, publicity director, Filene's, Boston; F. R. Morgan, merchandise manager, Bullock's, Los Angeles; Virginia Griffin, pubilcity director, Burdine's, Miami department store.

Sweetheart Serial

MANHATTAN SOAP Co., New York, on Nov. 20 starts a five-times weekly serial program, with a children's angle, on CBS for Sweetheart Soap. Program will be heard from 5:15-5:30 p.m. on 25 basic CBS stations, plus CBS outlets in Albany, N. Y.; Columbus, and Harrisburg, Pa. Soap firm also last week renewed *Scramby Amby* on 177 Blue network stations, Wednesdays, 10:30-11 p.m. In addition to these programs, Sweetheart Soap is promoted on some 55 stations throughout the country with 10-minute and quarter-hour newsprograms. Agency is Duane Jones Co., N. Y.

Tidewater Expands

FURTHER expanding its sponsorship of eastern football games, Tidewater Assoc. Oil Co. is presenting all home games of Columbia U. on WMCA New York, with Steve Ellis and Joe O'Brien alternating on the play-by-play and color descriptions. First broadcast Oct. 7 will be followed by coverage from kick-off to conclusion Oct. 28, Nov. 4, 18, 25. Agency is Lennen & Mitchell, Inc., N. Y.

WEMP Seeks FM CP

MILWAUKEE Broadcasting Co., licensee of WEMP Milwaukee, filed application with the FCC last week for a new FM station to operate on 48,900 kc with coverage of 1,279 sq. mi. Estimated cost is $16,060. Partners in the company include Senator La Follette (Prog.-Wis.) and Mrs. La Follette.

Pure Oil Spots

PURE OIL Co., Chicago, starts sponsorship Oct. 9 of chain-break announcements, three to six times weekly, on WMFG WHLB WEAU WJLS WPAR WLOK WKBH WHIS KFIZ WWVA WKMO WCAR. The contracts, for two to four weeks, were placed by Leo Burnett Co., Chicago.

Programs Shuffled By CBS Sponsors

Many Important Series Come Under Fall Realignments

A GENERAL reshuffling of CBS programs during this month and next will affect shows sponsored by Lever Bros., U. S. Tobacco Co., Campbell Soup Co., P. Lorillard Co., Colgate-Palmolive-Peet Co., and Procter & Gamble Co.

Through J. Walter Thompson Co., agency for Vimms, Lever Bros. on Nov. 29 shifts Frank Sinatra from Wednesday, 9-9:30 p.m. to Monday 8:30-8:55 p.m., period now occupied by *Gay Nineties Revue* which is being discontinued Nov. 22 by U. S. Tobacco Co. Colgate-Palmolive-Peet Co., Nov. 25 plans to shift *Inner Sanctum* Saturday 8:30-8:55 p.m. for Palmolive Soap.

New P&G Show

Procter & Gamble Co. has purchased the Saturday 8:30 p.m. period through Biow Co. for Lava Soap, effective Dec. 2, thus giving the product a network show of its own after a hiatus of several years.

Campbell Soup Co., Oct. 25 through Foote, Cone & Belding, shifts the *Jack Carson Show* from Wednesday, 9:30-10 p.m. to 8-8:30 p.m. same night. Latter spot will be left open by P. Lorillard Co., which is discontinuing Allen Jones, to start a new program on the same date in the Wednesday spot vacated by Jack Carson. No decision had been reached last week according to the agency in charge, Lennen & Mitchell Inc., as to which of Lorillard's two new shows *Which Is Which*, and *Comedy Theatre* would go into the Wednesday 9:30 p.m. period on CBS, and which into its current NBC period Sunday 9:30-10 p.m. as a replacement for Jackie Gleason Oct. 22.

AAAA Board Okays Audit Plan; Awaits ANA Approval Oct. 23

WITH APPROVAL last week by the board of directors of the American Assn. of Advertising Agencies of the NAB standard station circulation audit plan, only the formal action of the Assn. of National Advertisers, expected later this month, is necessary to complete the entire preliminary structure for the tripartite "yardstick" project.

NAB announced last Friday it had been advised by Frederic R. Gamble, AAAA president, that his board, at a meeting the preceding Tuesday, had approved the recommendation of its radio committee pledging support. The action was to agree to join the NAB in forming the proposed bureau, which would provide for the radio medium the counterpart of the Audit Bureau of Circulations in the publication field.

The ANA Board had been scheduled to meet Oct. 5 for the same purpose, but President Paul B. West notified the NAB the meeting had been postponed to Oct. 23. It will go before that Board with a recommendation for approval from the ANA Radio Committee.

With approval of the advertiser and agency boards, these organizations then can proceed with the NAB Research Committee in formulating the details of the plan, originally presented to the NAB Executives War Conference in Chicago Aug. 30 and unanimously approved by the membership. It entails expenditure of $1,000,000 by broadcasters each two years for the biennial mail ballot at an estimated cost of $1 per ballot. The estimated cost of the bureau is $65,500 the first year, with a managing director at a salary of $12,500 and an assistant at $6,000.

NAB President J. Harold Ryan and Research Director Paul F. Peter will outline the entire project at the meeting of the Radio Executives Club of New York today (Oct. 9), season's first session.



Takes guesswork from blind landings

Pilots admit they run into trouble . . . and need help to get where they start out for. It seems reasonable that radio time buyers run into blind spots, too.

Down here in Baltimore we can get rid of any "blind buying" of radio time.

If you'll use the yardstick of *coverage*, *popularity* and *cost* . . . and get the common denominator that shows lowest cost—big results . . . you'll land your client without a bump.

We know that . . . because the figures show that W-I-T-H, the successful independent radio station . . . is the best buy in this, the 6th largest market.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* ▪ *Represented Nationally by* Headley-Reed

FM-Video Progress Seen by Engineers

Nat'l Electronics Group Hears Gen. Ingles, Adm. Redman

APPROXIATELY 1,800 persons attended the first National Electronics Conference at the Medinah Club, Chicago, Oct. 5-7, sponsored by the Illinois Institute of Technology, Northwestern U., Institute of Radio Engineers, Chicago, American Institute of Electrical Engineers, Chicago, in cooperation with the Chicago Technical Societies Council.

A plea for science to continue into the postwar era its close cooperation with the Army and Navy was made Thursday by Ralph R. Beal, assistant to the vice-president in charge of RCA Laboratories, in the keynote speech. "If our armies, battleships and bombers are equipped with the latest devices of science, no nation will be anxious to seek a fight," he declared, pointing out that as science has helped to win the war, so it must continue to help in preserving the peace.

Papers Presented

Opening technical session on Oct. 5 was highlighted by the reading of several papers: "Color and Ultra-High Frequency" by Robert Serrell of CBS and Dr. P. C. Goldmark; "Reflective Optics in Projection Television," I. G. Maloff, RCA Victor Division and D. W. Epstein, RCA Labs., which discussed development of the reflective optical systems, suitable for projecting television images with diagonals ranging from 25 in. to 25 ft., done with a spherical front-surface mirror and an aspherical lens, positive in the central portion and gradually changing into negative near its periphery.

Gain in illumination on the viewing screen with the new system, the paper described, is about 6 or 7 to 1 when compared with a conventional lens. The quality of the images obtained this way is said to be comparable with images produced by the conventional projection lenses. Another paper, "Radio Relay Systems", was read by C. W. Hansell, research division head, radio transmission, RCA Labs.

The Friday morning session included a paper, "A Frequency Dividing Locked-In Oscillator FM Receiver", by G. L. Beers, RCA and "Frequency Modulation in Portable and Mobile Communications Equipment" by D. E. Noble, Galvin Mfg. Co.; "Audible Audio Distortions", by Dr. P. S. Christaldi, of the Allen B. DuMont Labs.

At Saturday's closing session, a paper by F. A. Cowan of American Telephone & Telegraph Co. titled "Broad-Band Carrier and Coaxial Cable Network' was read.

Two speeches were given, via an electronic wire recorder at the banquet Friday night when Rear Adm. Joseph R. Redman, chief of Naval Communications congratulated the scientists and engineers present upon their achievements in the electronics field. "The Navy is truly grateful to you gentlemen," Adm. Redman said, "and to the others who have labored so effectively to provide us with the new electronic shipments."

Maj. Gen. H. C. Ingles, Chief Signal Officer, congratulated the men on remarkable accomplishments, but urged that technical leadership maintain its lead. He pointed out that "in the Pacific too, we have other enemies to combat. Our electronics equipment must hold its own against attack by heat, moisture and the terrible growth of fungus that occurs in tropical climate. There have been very sad experiences in the jungles with electronics equipment that has gone out of service in a few days under these conditions. I cannot over-emphasize the importance of a preventive treatment of signal eqquipment that is called tropicalization. Remember too, that radio communications in jungles and mountainous terrain presents unusual difficulties and that the tremendous distances over which we will have to operate to attack Japan will mean a further strain on communications requirements. . . . More than ever now, we must ask you to speed up the cycle between the laboratory prototype and the production line. . . . We need to put these devices in the hands of fighting men quickly, so that more of them will come home sooner to share in the postwar life to which we are all looking forward."

FM Net Plan

"If the radio industry wants FM radio program networks that employ frequency bands two, three or even more times the width of today's standard broadcast bands, facilities to do the job can be supplied," Ernest W. Baker, American Telephone & Telegraph Co. engineer said.

Pointing out that practically all FM stations built or applied for are in or near cities on existing telephone intercity program routes, Mr. Baker said that these broadband carrier systems form a nationwide network which can be readily adapted for program circuits connecting FM stations through special terminal equipment and without requiring changes in line conductors and equipment.

He cited the trend toward broadband carrier systems in the telephone plant, including cable and open wire carrier systems carrying frequencies up to 60,000 cycles and beyond and the new coaxial cable system which can accommodate with present equipment a frequency band several million cycles wide. He also mentioned the recent FCC approval of an experimental radio relay system AT&T plans to install between New York and Boston to determine if the radio system can handle a very wide band of frequencies which could be subdivided for message telephone service, program circuits and television circuits as is done with coaxial cables.

"If the trial proves successful," he said, "the telephone companies in the future would expect to use radio links in program circuits where that method of transmission seems preferable to wire line methods."

Fixer

AT the Thursday morning session of the National Electronics Conference in Chicago last week, with hundreds of engineers present, the PA system went sour and silence reigned, but not for long, as one of the many engineers sprang into action, fixed the PA system and the hall was again wired for sound.

Money Programs Said to Bring 'False Reports' on Listening

Hettinger Survey Finds That Inflated Figures Are Generated by Giveaway Broadcasts

CONCLUSION that "money" programs stimulate "false reports" on radio listening and result in extreme inaccuracy in radio listener data is reached by Dr. Herman S. Hettinger, economist and radio consultant, in a special survey conducted for WSAI Cincinnati during its ownership by Crosley Corp. The station last month was transferred to Marshall Field ownership.

In an 11-page printed report for Crosley, Dr. Hettinger, now with Crowell-Collier Publishing Co., analyzed information collected in Cincinnati, Detroit, Kansas City, Philadelphia, Baltimore and Washington, but dwelt largely upon the Cincinnati situation. C. E. Hooper audience data were largely relied upon.

Inflated Figures

Based on the Cincinnati experience, Dr. Hettinger concluded that "false reporting, generated by 'money' programs, does inflate sets-in-use and station listening index figures." Reported rises in audience during giveaway periods generally were completely out of line with normal programming experience. Examination of sets-in-use patterns in other cities reinforces this conclusion, he found.

In the case of WSAI, a listening index before and after introduction of "money" programs was maintained. It revealed that between 8 and 10 a.m., WSAI's station listening index rose 108.5% in eight weeks; 174.5% between 10 a.m. and 12 noon; 220% between 12 noon and 3 p.m.; 85% between 3 p.m. and 6 p.m.; 135% between 6 and 8 p.m., and 16.8% between 8 and 10 p.m. "These marked increases," Dr. Hettinger said, "fail to meet the test of common sense and radio experience; they are too great."

Until positive proof can be presented to the contrary, Dr. Hettinger said, it must be concluded that station listening indices are inflated "to an indeterminate degree by false reporting on the part of hopeful respondents."

Moreover, it was detected that there is a tendency for a "money" program to lose its impact, following the experience in related types of promotion once popular in the newspaper field, such as premiums.

Among problems created for radio and advertising by such programs are the introduction of inaccuracy into radio listener data, which in turn creates uncertainty in the minds of intelligent and experienced advertisers and agency executives as to what they are really buying. Station managers, he said, reported this uncertainty rather widely.

"Obviously," the report stated, "such uncertainty militates against the sale of radio in competition with other media; more especially the sale of spot and local radio in competition with newspapers. No intelligent and experienced advertiser wants to buy a 'pig-in-a-poke' and the general level of research sophistication has risen materially during the last eight or nine years. This may or may not be important at present when radio advertising volume is at an all-time high, but if continued, it could have a serious deleterious effect a few years from now when media competition promises to be more severe than today."

'Unfair Competition'

Dr. Hettinger pointed out there is greatly increased demand for facts and factual selling from all media on the part of agencies and advertisers.

Dr. Hettinger also raised legal aspects in connection with such programs, pointing out that if it is established conclusively that "money" programs inflate a station's listening index and that this inflation has enabled a station to secure advertising from competitors, the element of unfair competition arises.

He expressed doubt that inflated listening results impress any except marginal advertisers not interested in long-term progress. It is true, he pointed out, that the small station with limited resources must practice forms of showmanship and programming not adapted to its larger and more successful competitors; "but these need not include a return to the *caveat emptor* principle of blue sky promotion."

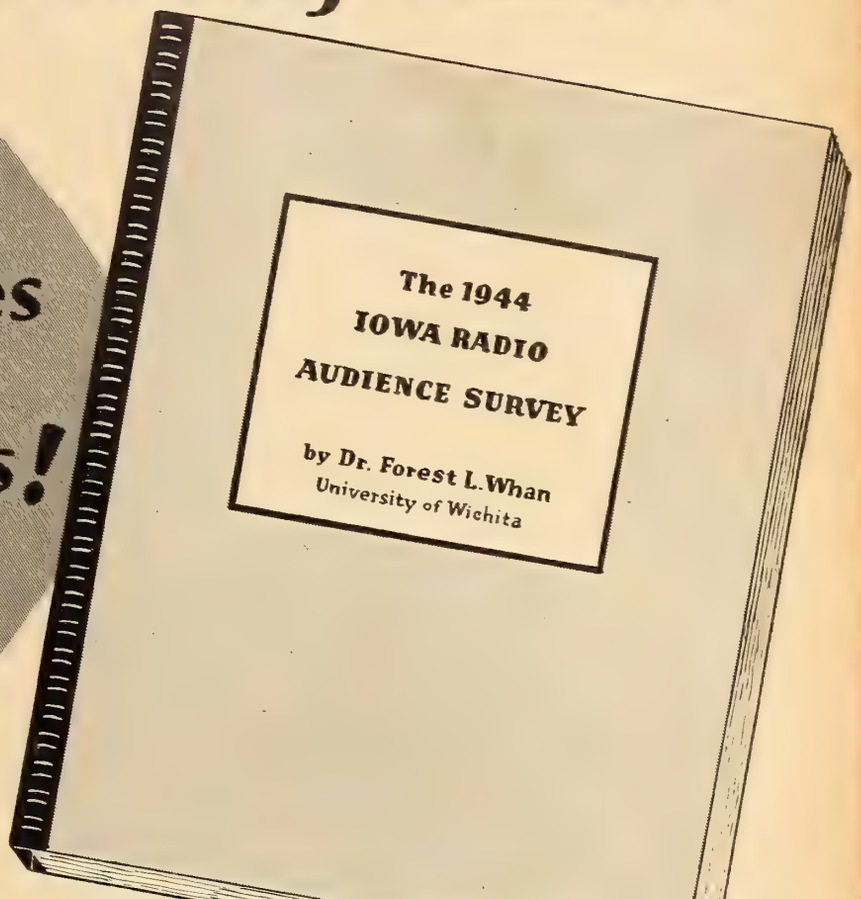
Dr. Hettinger concluded:

"The writer's own opinion is that the 'money' program is of dubious promotional value and that, at best, it will experience the usual rise, decline and near-disappearance which are characteristic of promotions of this kind. However, should it persist, it can be harmful to radio."

Do you GUESS-or KNOW-

about Mid-West Listening Habits?

This New Study Gives You Complete Iowa Picture in 15 Minutes!



hich radio stations are heard in Iowa?—and where? What rcentage of Iowa radio families listen to each station—rban, village, farm—either as to "listened-to-most", or neard regularly"? *Do you KNOW?*

ow many hours do Iowa radio families spend with stations entioned as "listened-to-most", compared with stations neard regularly"? Is it two hours to one? Six to one? Ten one? *Do you KNOW?*

hat percentage of adults in Iowa radio families listen to e radio at each hour of the day and night? How many ours per week-day does the average adult listen? How have ese figures changed each year since 1939?—in cities, towns, n farms?—as between men and women? *Do you KNOW?*

hese and *many* other questions are answered in the 1944 wa Radio Audience Survey. Compiled from interviews in l 99 Iowa counties conducted with generally approved ampling" methods by Dr. Forest L. Whan, the 1944 Sur-y is a MUST for every fact-minded executive in the radio d advertising business.

THE 1944 IOWA RADIO AUDIENCE SURVEY

ntains dozens of facts that almost any research-minded gency or advertiser would pay thousands of dollars to have r its exclusive use. It is literally a guide-book to successful dio advertising in Iowa. 106 pages of vital information, aphically charted and systematized for easy reading and ference, will be mailed to you FREE on request. Print der is limited. Please order by coupon—AT ONCE!

Charts showing both relative popularity and intensity of coverage of all stations heard in Iowa—all measured simultaneously by one dependable yardstick!

Maps showing counties in which *each* Iowa station is "heard regularly" and "listened-to-most"!

Breakdowns-showing how many factors (such as age, sex, place of residence) influence listening habits, listening hours, listening preferences!

Analyses showing the order of *program* popularity in Iowa—broken down as to cities, towns, farms—sex—age groups—educational status of listeners.

FREE! - USE THIS COUPON

Station WHO
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1944 Iowa Radio Audience Survey.

Name .....

Company .....

Street .....

City ..... State .....

WHO for Iowa Plus!

Des Moines-50,000 Watts

B. J. Palmer, *President*—J. O. Maland, *Manager*

FREE & PETERS, Inc., National Representatives

Proposal to Equalize Scales Delays AFRA Net Negotiations

New York Executives Unwilling to Act on Union Demand for Parity Throughout Country

NEGOTIATIONS between American Federation of Radio Artists and the networks and advertising agencies for a new code for network commercial programs to succeed the one expiring the end of this month hit an immediate snag when New York executives expressed an unwillingness to act on the union's demands that local and regional scales now in effect in Chicago and on the Pacific Coast be raised to a parity with the New York scale [BROADCASTING, Oct. 2].

Citing charges levied by Chicago and Coast stations and agencies after previous negotiations that the New York crowd had "sold us down the river without our consent", the broadcasters and agency officials expressed the feeling that any increases affecting other program origination points should be worked out in those cities rather than attempting to handle the whole thing in New York. The union, whose Chicago and Los Angeles local secretaries are in New York for the conferences, prefers to handle all negotiations there, and the question had not been settled as BROADCASTING went to press.

Union request for equalization of sustaining scales hit a similar impasse, for although network executives can of course make agreements covering their owned and operated stations throughout the country, they do not want to make a sustaining agreement that AFRA could use as a precedent for the commercial code. Otherwise, sustaining negotiations are progressing satisfactorily, it was said.

Vociferous opposition was expressed to the AFRA demand that sound effects men be placed on the same scale as actors or announcers, working on a per program basis rather than as staff employes as at present. It was pointed out that the amount of work a performer can do is limited by the strain on his vocal cords and by the fact that listeners will not accept the same voice on successive programs, but that these limitations do not apply to a sound effects man, who by working on four daily serial shows at AFRA scale could earn about $25,000 annually.

To avoid delaying negotiations at this point, this question has been set aside to be taken up as part of the staff contract discussions, scheduled to start when the sustaining code has been settled.

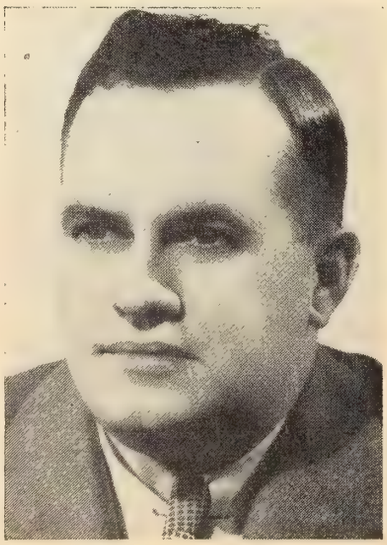
Charter Heslep Named By MBS To Head Capital Operations

APPOINTMENT of Charter Heslep as representative in charge of operations in Washington of MBS was announced Friday by Miller McClintock, network president. Heretofore, Washington activities have been handled from New York and through WOL, MBS outlet in Washington. WOL changed ownership Oct. 1 when the Cowles Broadcasting Co. took over.

Mr. Heslep has for the last two years been radio news editor with the Office of Censorship, under the direction of Byron Price. Before that he was night news editor and special events representative of NBC in New York. For 12 years prior to his broadcasting connection he had varied and intensive newspaper experience having risen from a reporter to managing editor of the *Washington Daily News*.

Commenting upon the appointment, Mr. McClintock said: "The Mutual Broadcasting System's expansion in all of its activities has necessitated the appointment of a fulltime representative in the establishment of a regular office representing the network in Washington."

Mr. Heslep's duties will be especially directed toward news and program activities. Louis G. Caldwell, head of the Washington office of Kirkland, Fleming, Green, Martin & Ellis, will continue representing MBS in all matters connected with legal and related activities, Mr. McClintock said in making the announcement.



MR. HESLEP

Stewart Joins McGillvra Heads Chicago Office

ASSOCIATION of Jack Stewart, veteran broadcaster, with Joseph Hershey McGillvra, Inc., as manager of Chicago operations, was announced last Friday by Joseph H. McGillvra.

Mr. Stewart becomes an associate member of the firm. The Chicago organization otherwise remains unchanged, Mr. McGillvra said, with Robert Russell continuing as sales manager and Jack Kamsler on the sales staff. Larger offices were taken over Oct. 1 in the Pure Oil Bldg.

Mr. Stewart resigned as general manager of KCMO Kansas City Sept. 1, after five years with the station. A pioneer in radio, he was vice-president and general manager of WCAO Baltimore from 19927 until 1930, and afterward headed other Baltimore stations.

Barnes Succeeds Wood As MBS Sales Manager

RESIGNATION of Edward W. Wood as sales manager of MBS and the appointment of Z. C. (Jess) Barnes of the Mutual sales staff as his successor were announced last Tuesday by Miller McClintock, MBS president. Change became effective immediately. Mr. Wood, who took the Mutual post five years ago after serving as commercial manager of WGN, Mutual station in Chicago for five years, has announced no future plans. His departure is reported as the result of a disagreement with Mr. McClintock over basic commercial policies of the network.



Mr. Barnes

Mr. Barnes was vice-president of Outdoor Advertising Inc. from 1934 until joining MBS two years ago. During the preceding 11 years he had been active in advertising and selling.

COL. DAVID A. SARNOFF, RCA president on overseas assignment with the Signal Corps, may return to this country to participate in the 25th anniversary celebration of RCA this month.

Lt. John W. Case

1ST LT. JOHN W. CASE, Field Artillery, son of FCC Commissioner and Mrs. Norman S. Case, died Sept. 19 in France, as a result of wounds received in combat, according to official notice given his parents on Oct. 4.



Lt. Case

Lt. Case was born April 8, 1921 in Rhode Island and attended the Henry Barnard School in Providence, Loomis School in Windsor, Conn., and was granted an A. B. in absentia, from Brown U. in 1942. Commissioned a 2nd lieutenant in March, 1942, he was promoted to a 1st lieutenant in January 1943. He sailed overseas with the 29th Division in October 1942 and was in France from D-Day.

Lt. Case was seriously wounded Aug. 30 in action in France. His parents were notified Sept. 28 that recovery was "not proceeding satisfactorily."

World Series to Troops

FIVE powerful transmitters beamed a play-by-play description of the World Series games to troops in England and the European Theatre, Italy, Alaska, the Aleutians, South and Central Africa, the Caribbean and Southwest Pacific. Theatres where the time difference would make direct listening impractical heard the games rebroadcast on transcriptions. Because of atmospheric conditions prohibiting long transmission to Iceland and Central Africa, resumes of the games were transcribed and rebroadcast to those locations. China—Burma—India and the Persian Gulf Theatres received the games through BBC relay.

Wire Recorder Plan

STROMBERG-CARLSON Co. has contracted with Armour Research Foundation, holder of the patent covering a wire recorder, for its use in future operations in radio telephone fields, and is planning to include this device in its postwar home radio receivers, Dr. Ray H. Manson, vice-president and general manager of Stromberg-Carlson announced last week. His company is one of the first licensed.

500 More Radio News Writers, Editors Needed, Says NAB-Journalism Survey

A MARKET for some 500 additional radio news writers and editors, to supplement the 1700 now employed in broadcast stations, is indicated by a joint survey conducted by the American Assn. of Teachers of Journalism and the NAB, results of which were released last week.

About one-third of the stations will not employ women newsmen and more than two-thirds will not use women for reading news over the air. The postcard survey, conducted during July and August, covered 577 NAB member stations, with replies from 317—55% of the nation's stations. The 317 stations responding reported they employe 634 news people, and this figure projected, with allowances for variation in station class, indicated the 1700 fulltime news writers and editors figure.

To the question how many new employes stations were likely to need in the next year, 263 responding stations said they expected to need 151 people. Projection of this figure in terms of all stations in the country indicated a total of 52 news writers and editors.

THE New WIBC

Now OWNED and OPERATED by THE INDIANAPOLIS NEWS

BEGINNING - - With new and powerful merchandising and promotion operations geared to each client's individual problems . . . WIBC is producing highly effective results for its advertisers.

POWER - - - WIBC covers the rich Indiana, eastern Ohio and western Illinois markets with 27% more coverage than the second Indianapolis station, 33% more coverage than the third Indianapolis station and 49% more coverage than the fourth Indianapolis station. (Data from survey of 0.5 MV/M nondirectional contours measured January 1943 by Jansky & Bailey of Washington, D. C.)

POPULARITY - - - The best spot on the Indianapolis dial is WIBC's 1070 . . . a far lower frequency than any other Indianapolis station. WIBC's staff of twenty-one live talent radio artists provides ample material for top flight local programs.

PRICE - - - 29% less than the highest priced Indianapolis station, 27% less than the second, 10% less than the third.

Represented nationally by John Blair & Company

MUTUAL

1070 ★ ★ CLEAR CHANNEL ★ ★ 5000 WATTS

For Identification--Gimme a Gimmick

Impressing Listeners With Sponsor's Name Vital

By SAMUEL E. GILL
Director of Research
Biow Co., New York

RADIO programs, their success or failure, are often judged by their "rating" or relative audience size. But the question is sometimes raised, "What good is a high rating if no one knows the sponsor?" What good, indeed! I would certainly rather have a program which rated 10 with a sponsor identification of 80%, than a program which rated 30 with a sponsor identification of 20%.

It is significant that the really successful programs, the *Take It or Leave Its*, the *Lux Radio Theatres*, the *Hit Parades*, consistently have a sponsor identification in the 80s. This sponsor identification in the 80s is a far cry from what most shows rate. For example, the Sept. 15 Hooper report gives sponsor identification for 151 shows, the average being 38.9% (median 36.8).

Requisite for Success

Of course, it is difficult to generalize about anything as nebulous as radio, since almost invariably there is an exception to any rule which is set up. Therefore, it cannot be said that sponsor identification in every case bears a direct relationship to sales, but it probably is valid to assume that without a good sponsor identification a program cannot be said to be successful.

What are the chances of obtaining a high sponsor identification?

An examination of the accompanying chart, based upon a study of 118 sponsored network programs from October 1938 through August 1944, shows the chances of a program moving ahead in sponsor identification. Notice these significant facts.

A. Of 10 programs that started with a sponsor identification of less than 20%, only one reached a high of over 50 (*Cresta Blanca Carnival*). Four others went over 40.

B. Of 19 programs that started with a sponsor identification between 20 and 29.9, only six reached a high of over 50 and only three others ever exceeded 40%.

C. Of 24 programs that started with a sponsor identification of between 30 and 39.9, only three ever passed 60 and only six others exceeded 50%.

D. Of 32 programs that went on the air with a sponsor identification of between 40 and 49.9, only two went over 80, *Take It or Leave It* which reached a high of 87.3, and Horace Heidt who reached 83.6, and only four ever reached a sponsor identification of between 70 and 80.

E. Of 20 programs that started with a sponsor identification of between 50 and 59.9, *only one program reached above 80*, (*Information Please* for Canada Dry), and only seven ever reached the 70 to 80 group.

F. Of eight programs that started with a sponsor identification of between 60 and 69.9, only one ever went over 80.

G. Of five programs that started between 70 and 79.9, none ever reached 90 and only two made any changes whatsoever. They were the *Good Will Hour* which moved from a beginning sponsor identification of 72.5 to a high of 89.6, and Ginny Simms who had an original sponsor identification of 79.1 and moved to a high of 83.5.

RANGE OF SPONSOR IDENTIFICATION
NETWORK PROGRAMS 1938—1944

HIGHEST S.I. \ PROGRAMS STARTING WITH S.I. OF	BELOW—20	20-30	30-40	40-50	50-60	60-70	70-80
BELOW 20	3	—	—	—	—	—	—
20 30	1	5	—	—	—	—	—
30 40	1	5	7	—	—	—	—
40 50	4	3	8	9	—	—	—
50 60	1	6	6	11	4	—	—
60 70	—	—	3	6	8	2	—
70 80	—	—	—	4	7	5	3
80 90	—	—	—	2	1	1	2
TOTALS	10	19	24	32	20	8	5

It is obvious that a program starting with an extremely low sponsor identification has a better chance of moving into a higher range, but if we set up a criterion of 20 points, we find that there is very little chance for the usual program to move more than 20 points.

For example, of the 10 programs starting below 20, only five or 50% ever got to more than 40. Of the 19 starting between 20 and 30, only six or 32% ever got above 50. Of the 24 starting between 30 and 40, only three or 12% ever got above 60. Of the 32 starting between 40 and 50, only six or 19% ever reached a point higher than 70. Of the 20 starting between 50 and 60, only one or 5% ever got above 80, and no program with an original sponsor identification higher than 60 ever moved more than 20 points out of its starting range. *Thus, of the 118 programs, less than one in five ever moved more than 20 points higher than its original range.*

If we examine those programs which did move more than 20 points, we will find in most instances, that the program used a "gimmick" to attract attention to its sponsor and to its plugs. Such a "gimmick" can be defined: "Anything designed to impress the sponsor's name or product upon the listening audience". It could consist of such attention getters as Cresta Blanca's musical background; the name of a program as, *Lux Radio Theatre;* Philip Morris' Johnnie; Jack Benny's, "Jello Again"; Phil Baker's, "Write With Eversharp" and the "$64 Question". This is not to say that well written, well delivered radio commercials can *never* be successful, but the sponsor who wants to increase his odds to better than one in five of moving more than 20 points, could well say to the producer, "For my money, gimme a gimmick!"

KMOX Fetes Jones

MERLE S. JONES, former manager of KMOX St. Louis, who reported Oct. 6 to his new post as manager of WOL Washington [BROADCASTING, Oct. 2], was feted Oct. 6 by his KMOX colleagues who gave a farewell party in his honor. Out-of-town guests at the party, which was featured by speeches and skits, were H. Leslie Atlass, CBS central division vice-president and general manager of WBBM Chicago, and Jack Van Volkenburg, assistant general manager of WBBM.

Y&R Names Ackerman

HARRY ACKERMAN, associate director of the radio department of Young & Rubicam, has been named vice-president of the agency in charge of all radio broadcast productions, it was announced last week by Y&R president, Sigurd S. Larmon. Mr. Ackerman joined Young & Rubicam in 1936, serving since that time as assistant radio director, director, and supervisor of such programs as the *Kate Smith Hour*, *Aldrich Family*, and *Screen Guild* show. In 1943 he was made head of all radio production for Y&R and early in 1944 became an associate director of radio.



Mr. Ackerman

KFSD on NBC Coast

NBC's San Diego outlet bears the call letters KFSD and not KSFD and on Oct. 1 becomes a basic part of NBC's Pacific Coast Network and not a basic network station as erroneously reported in the Sept. 25 BROADCASTING.

Treasury Readies Sixth Loan Discs

Quarter-Hour 'Salutes' Sent To More Than 600 Stations

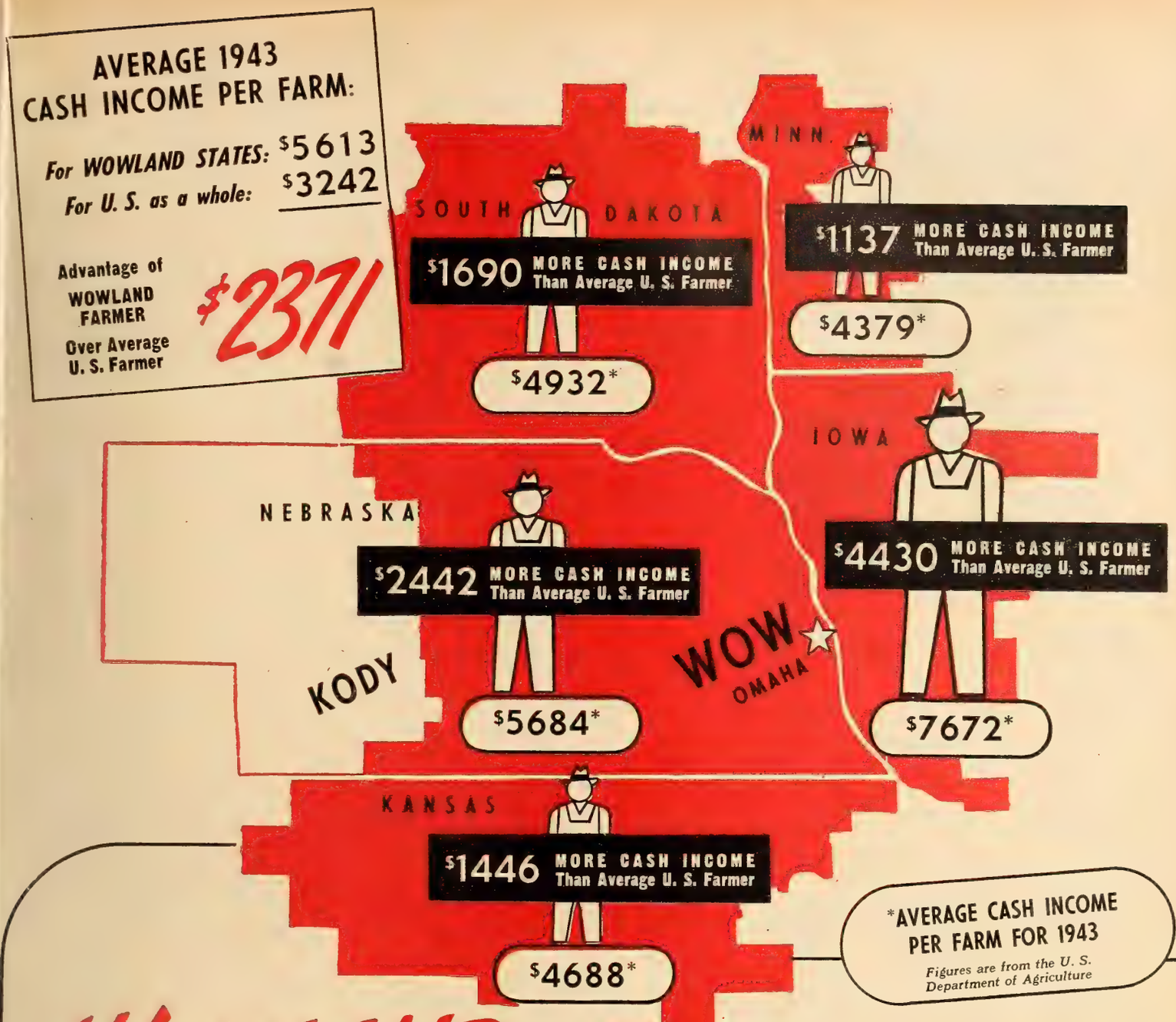
THREE-FOURTHS of the series of 24 sponsorable quarter-hour *Treasury Salutes* have been produced and the first six programs are being mailed today, Oct. 9, to the more than 600 stations which have requested them so far, it was announced last week by Robert J. Smith, chief of the Treasury War Finance Division Radio Section. Also in preparation for the $14,000,000,000 Sixth War Loan Drive scheduled for Nov. 20 through Dec. 16, are two other sponsorable series, *War Bond Briefs* and *Horace Heidt Musicals;* a series of four quarter-hour programs by William Robson and Arch Oboler similar to the *Four for the Fifth* series of the Fifth Loan, and a dozen musical War Bond jingles, recorded parodies of popular songs.

The *Salutes*, patterned after those presented in previous drives and written by Hector Chevigny, Pete Lyon and Forest Barnes, honor war heroes. *Bond Briefs*, each four minutes long, with open ends for sponsor's message, feature Bond appeals by leading Americans. There are 24 planned for the series. The Horace Heidt series of four quarter-hour shows, which will be musical with an occasional interview with a war veteran, have musical fades at 4:30 and 9:30 for sponsor's signature or to permit use of each program as a separate five or ten minute segment. These portions can be used individually or inserted into regular feature programs.

List of talent slated for the Robson-Oboler series, details for which still are lacking, include: John Conte, Frank Lovejoy, Elizabeth Morgan, Margaret McDonald, Barry Kreuger, Joseph Julian, Ted Osborne, Arnold Moss, Walter Kinsella, Johnny Gibson, Jackson Beck, Larry Haines.

A special meeting sponsored jointly by Treasury and the War Advertising Council was held in New York last Thursday before 200 advertising representatives. Preview of plans for the Sixth Loan were presented by Thomas H. Lane, WFD director of press, radio and advertising, and Ted R. Gamble, WFD national director. Regional meeting was also slated for Atlantic City last Friday and Saturday and additional meetings will be held in Chicago, Oct. 9-10; New Orleans, Oct. 11-12, and Los Angeles, Oct. 13-14. Regional OWI and state WFD representatives will attend. Also to be present are local newsmen, advertisers and broadcasters. Addresses at regional meets by Sec. of Treasury Morgenthau are scheduled to be carried by certain local stations.

NBC has chosen Nov. 23 (Thanksgiving Day) as Bond Day for the Sixth Loan, and CBS has picked Dec. 7, anniversary of Pearl Harbor, with Blue and Mutual still to be heard from.



WOWLAND FARMERS' Cash Income

for 1943 is *Better* than the U. S. Average by

35% TO 250%

(AND 1944 LOOKS EVEN BETTER!)

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri

Ask Your Blair Man for Availabilities

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES



Word Gets Around!

After a station has given a lot of advertisers outstanding results over the years, the word gets around you can bank on its recommendations and service.

That's why we can quote the following from a letter asking for our recommendations in connection with a new campaign for WWVA:

"WWVA is your station—We think it's a pretty good one. We want to do business with you but we want to do it just as you yourself suggest."

You Can Bank on Us!

ASK A JOHN BLAIR MAN

BASIC BLUE NETWORK

WWVA

50,000 WATTS

WHEELING, W.VA.

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

A FORT INDUSTRY STATION

Important Ownership Changes Traced to Wartime Influences

SINCE the 1940 Census, more than 10,000,000 men and women have joined the armed forces; marriage and birth rates have been accelerated and the family unit has changed in size; war manufacturing has produced population shifts; increased income and the increased need of people for news and entertainment have created a new peak in radio ownership.

As a result of these events, significant changes have occurred in the county-by-county pattern of radio ownership, changes which are revealed in a new study, "U. S. Radio Ownership, 1944", made by the CBS research department. From population date given in War Ration Book No. 4 and analysis of Government data on changes in family size, CBS has established family totals for each county

Studies of locations of war industry centers and of such factors as the increase in individual incomes, in telephone homes and in electric-wired homes and of their interrelationships, applied to the national increase of 3,700,000 radio homes since April 1940, enabled the production of new state data. County radio family figures were then derived from studies of the internal growth patterns in each state.

Accompanying data for each state and geographic area show the population, families and radio homes for April 1, 1940, and Jan. 1, 1944, released last week by CBS. Breakdown by counties will be released shortly, together with a detailed explanation of the techniques used in securing them.

Bob Hope Heads Evening Hooper List As Sammy Kaye Attracts Most Women

BOB HOPE heads the list of "First Fifteen" evening programs included in the Sept. 30 report on evening network Hooper ratings, released by C. E. Hooper Inc. Walter Winchell is in second place, followed by Charlie McCarthy, third. The list continues: *Radio Theatre, Mr. District Attorney, Take It or Leave It,* Joan Davis, *Screen Guild, H. V. Kaltenborn, Your Hit Parade,* Phil Harris (1st ½ hour); *Burns & Allen,* Frank Sinatra, *Mr. & Mrs. North* and *Palmolive Party.*

Sammy Kaye had the largest number of women listeners per listening set (1.80); Gabriel Heatter (Sunday), the largest number of men listeners (1.11); and *Lone Ranger,* largest number of children listeners (1.09).

Top ranking programs listed in terms of the number of listeners per listening set are as follows:

	Women	*Men*	*Children*	*Total*
Sammy Kaye	1.80	0.81	0.56	3.17
Quiz Kids	1.43	1.01	0.60	3.04
Guy Lombardo	1.62	0.88	0.50	3.00
Take It or Leave It	1.54	0.95	0.33	2.82
Lone Ranger	0.98	0.74	1.09	2.81

Take It or Leave It has the highest sponsor identification index, with 83.8 naming the correct product; 3.1 giving the wrong identification; and 13.1 unable to name a sponsor.

Majors from WFIL

THREE former employes of WFIL Philadelphia, now hold the rank of major in the Army. They are Maj. John S. Schantz, former engineer, now serving in the China-Burma-India theater; Maj. Charles H. Colman, engineer, now in the European theater; and Maj. James T. Quirk, former public relations director of WFIL, also in the European theater. Major Quirk was one of the first Americans to enter liberated Paris.

Wiley Agency Named

FEDERAL RAZOR BLADE Co., New York, has appointed Walter W. Wiley Adv., same city, to handle advertising. One-minute live spot announcements and a series of five-minute transcribed dramatic programs will be used on an undetermined number of stations in the south and east in a campaign starting in about three weeks.

President Rates 26.4

PRESIDENT ROOSEVELT'S speech before the Teamsters Union, broadcast 9:30-10:23 p.m., Sept. 23, on NBC and CBS, rated 26.4 in the Cooperative Analysis of Broadcasting interviewing sample of 81 cities, with 82.8% of all listeners at a time when 31.9% of all radio homes were using their sets, the CAB reported. Gov. Dewey's answering speech, on NBC and Blue, 10-10:30 p.m., Sept. 25, got a CAB rating of 20.9, pulling 59.7% of the listening audience when the total audience was 35% of all radio homes.

BOOKLET on "How Radio Can Support Canada's Seventh Victory Loan" has been sent to stations, agencies and advertisers by the National War Finance Committee, Ottawa. In the foreword Finance Minister J. L. Ilsley states that "in previous loans, the radio industry has been a powerful factor in our promotional activities."

POPULATION, FAMILIES AND RADIO OWNERSHIP

By Geographic Area and States

TABLE I

Geographic Area and State	April 1, 1940* Population	April 1, 1940* Total Families	April 1, 1940* Radio Families	January 1, 1944** Population	January 1, 1944** Total Families	January 1, 1944** Radio Families	Percent Radio Ownership
U. S. Total)	(131,669,275)	(34,854,532)	(28,839,730)	(127,307,884)	(36,544,000)	(32,500,000)	(88.9%)
New England	**8,437,290**	**2,201,421**	**2,077,545**	**8,087,809**	**2,280,400**	**2,207,000**	**96.8%**
Maine	847,226	218,968	189,307	782,312	218,300	198,100	90.7
New Hampshire	491,524	132,936	119,650	453,333	132,400	123,500	93.3
Vermont	359,231	92,435	81,891	316,074	87,400	80,000	91.5
Massachusetts	4,316,721	1,120,694	1,077,754	4,093,072	1,147,000	1,124,500	98.0
Rhode Island	713,346	187,706	179,688	694,616	198,000	192,400	97.2
Connecticut	1,709,242	448,682	429,255	1,748,402	497,300	488,500	98.2
Middle Atlantic	**27,539,487**	**7,277,897**	**6,873,531**	**25,796,511**	**7,371,000**	**7,141,500**	**96.9%**
New York	13,479,142	3,662,113	3,498,700	12,442,784	3,657,500	3,565,500	97.5
New Jersey	4,160,165	1,100,260	1,050,757	4,080,485	1,169,500	1,147,000	98.1
Pennsylvania	9,900,180	2,515,524	2,324,074	9,273,242	2,544,000	2,429,000	95.5
East North Central	**26,626,342**	**7,275,239**	**6,674,915**	**26,098,118**	**7,717,000**	**7,364,500**	**95.4%**
Ohio	6,907,612	1,897,796	1,739,511	6,828,352	2,034,000	1,938,500	95.3
Indiana	3,427,796	961,498	848,416	3,383,312	1,027,500	952,500	92.7
Illinois	7,897,241	2,192,724	2,024,367	7,563,770	2,269,000	2,168,000	95.5
Michigan	5,256,106	1,396,014	1,304,162	5,377,329	1,547,000	1,505,000	97.3
Wisconsin	3,137,587	827,207	758,459	2,945,355	839,500	800,500	95.4
West North Central	**13,516,990**	**3,688,149**	**3,155,140**	**12,263,345**	**3,610,900**	**3,258,900**	**90.3%**
Minnesota	2,792,300	728,359	664,223	2,525,558	710,800	681,000	95.8
Iowa	2,538,268	701,824	633,140	2,276,876	677,500	636,500	93.9
Missouri	3,784,664	1,068,642	853,429	3,524,790	1,075,000	922,500	85.8
North Dakota	641,935	152,043	134,433	536,510	135,700	125,000	92.1
South Dakota	642,961	165,428	139,857	544,866	150,000	132,000	88.0
Nebraska	1,315,834	360,744	305,655	1,176,023	346,900	306,900	88.5
Kansas	1,801,028	511,109	424,403	1,678,722	515,000	455,000	88.3
South Atlantic	**17,823,151**	**4,278,771**	**2,824,161**	**17,701,066**	**4,627,500**	**3,587,300**	**77.5%**
Delaware	266,505	70,541	61,397	273,614	78,400	73,400	93.6
Maryland	1,821,244	465,683	410,304	1,982,947	547,900	509,800	93.0
District of Columbia	663,091	173,445	162,518	816,982	230,000	222,400	96.7
Virginia	2,677,773	627,532	421,072	2,769,828	710,500	563,500	79.3
West Virginia	1,901,974	444,815	334,242	1,732,355	435,900	361,000	82.8
North Carolina	3,571,623	789,659	487,405	3,346,987	799,000	582,000	72.8
South Carolina	1,899,804	434,968	215,625	1,789,662	444,500	292,000	65.7
Georgia	3,123,723	752,241	394,767	2,976,645	783,400	532,000	67.9
Florida	1,897,414	519,887	336,831	2,012,046	597,900	451,200	75.5
East South Central	**10,778,225**	**2,622,203**	**1,449,719**	**10,081,940**	**2,658,400**	**1,842,000**	**69.3%**
Kentucky	2,845,627	698,538	456,665	2,549,108	678,900	519,500	76.5
Tennessee	2,915,841	714,894	446,941	2,818,226	749,000	559,000	74.6
Alabama	2,832,961	673,815	332,776	2,718,273	702,500	462,500	65.8
Mississippi	2,183,796	534,956	213,337	1,996,333	528,000	301,000	57.0
West South Central	**13,064,525**	**3,377,230**	**2,109,707**	**12,299,770**	**3,436,900**	**2,536,800**	**73.8%**
Arkansas	1,949,387	495,825	252,163	1,735,564	475,400	306,500	64.5
Louisiana	2,363,880	592,528	315,305	2,316,681	621,000	412,300	66.4
Oklahoma	2,336,434	610,481	420,239	1,987,941	559,500	435,500	77.8
Texas	6,414,824	1,678,396	1,122,000	6,259,584	1,781,000	1,382,500	77.6
Mountain	**4,150,003**	**1,120,450**	**901,546**	**4,019,718**	**1,165,800**	**1,011,700**	**86.8%**
Montana	559,456	159,945	137,819	470,033	144,000	128,500	89.2
Idaho	524,873	141,727	122,417	473,166	137,400	125,300	91.2
Wyoming	250,742	69,392	58,520	235,739	70,300	62,700	89.2
Colorado	1,123,296	316,000	267,317	1,067,095	319,700	287,000	89.8
New Mexico	531,818	129,475	69,045	490,119	129,000	89,700	69.5
Arizona	499,261	131,133	90,401	569,357	161,700	125,300	77.5
Utah	550,310	139,487	128,926	583,572	160,900	156,000	97.0
Nevada	110,247	33,291	27,101	130,637	42,800	37,200	86.9
Pacific	**9,733,262**	**3,013,172**	**2,773,466**	**10,959,607**	**3,676,100**	**3,550,300**	**96.6%**
Washington	1,736,191	537,337	486,703	1,905,239	640,900	608,500	94.9
Oregon	1,089,684	337,492	299,210	1,172,674	396,200	368,500	93.0
California	6,907,387	2,138,343	1,987,553	7,881,694	2,639,000	2,573,300	97.5

*Population and Families (Occupied Dwelling Units) as established by the U. S. Census. Radio Families as projected by CBS from basic Census results.
**Civilian Population, as established by War Ration Book No. 4, November 1, 1943. Families and Radio Homes, as estimated by CBS for January 1, 1944, using methods described in the Introduction and Appendix of this book.

TABLE II

By Interstate Commerce Commission Time Zones

U. S. Time Zone	April 1, 1940* Population	April 1, 1940* Total Families	April 1, 1940* Radio Families	January 1, 1944** Population	January 1, 1944** Total Families	January 1, 1944** Radio Families	Percent Radio Ownership
U. S. Total)	(131,669,275)	(34,854,532)	(28,839,730)	(127,307,884)	(36,544,000)	(32,500,000)	(88.9%)
Eastern Time Zone	66,200,098	17,100,948	14,858,504	63,981,629	17,901,420	16,419,430	91.7%
Central Time Zone	51,032,771	13,481,454	10,197,293	47,847,263	13,666,240	11,406,050	83.5
Mountain Time Zone	4,468,297	1,188,973	952,484	4,280,811	1,223,340	1,056,730	86.4
Pacific Time Zone	9,968,109	3,083,157	2,831,449	11,198,181	3,753,000	3,617,790	96.4

TABLE III

By Counties in Eight Size Groups Based on Size of Largest City within County

Size of Largest City within County†	April 1, 1940* Population	April 1, 1940* Total Families	April 1, 1940* Radio Families	January 1, 1944** Population	January 1, 1944** Total Families	January 1, 1944** Radio Families	Percent Radio Ownership
(U. S. Total)	(131,669,275)	(34,854,532)	(28,839,730)	(127,307,884)	(36,544,000)	(32,500,000)	(88.9%)
Over 500,000 population	26,711,066	7,384,806	7,095,994	26,602,707	7,971,600	7,781,470	97.6%
250,000–500,000	10,702,726	3,019,995	2,726,872	11,215,323	3,427,730	3,235,250	94.4
100,000–250,000	13,681,001	3,651,666	3,376,713	13,974,277	4,050,140	3,882,680	95.9
50,000–100,000	10,445,458	2,774,372	2,409,604	10,667,796	3,067,850	2,817,630	91.8
25,000–50,000	11,269,008	2,994,505	2,611,943	11,264,816	3,242,760	2,999,450	92.5
10,000–25,000	17,637,782	4,622,080	3,724,094	17,026,670	4,835,810	4,238,810	87.7
2,500–10,000	27,219,951	6,960,865	4,846,930	24,666,597	6,801,650	5,359,120	78.8
Less than 2,500	14,002,283	3,446,243	2,047,580	11,889,698	3,146,460	2,185,590	69.5
137 Metropolitan Areas††	66,976,482	18,251,619	16,915,925	68,267,003	20,168,770	19,291,220	95.6

*Population and Families (Occupied Dwelling Units) as established by the U. S. Census. Radio Families as projected by CBS from basic Census results.
**Civilian Population, as established by War Ration Book No. 4, November 1, 1943. Families and Radio Homes, as estimated by CBS for January 1, 1944, using methods described in the Introduction and Appendix of this book.
†Size of largest city within county based on 1940 population.
††Includes all counties which had at least half of their population in a Census Metropolitan District in 1940.

CBS Research Dept., September, 1944



"J

from 1:0
carrying your
ous

news,

UST FOR YOU"

Kay Morton Appeals to Women!

That's why "JUST FOR YOU," conducted by Kay Morton over KXOK
m. to 1:30 p. m., Monday through Friday, is the ideal medium for
ing message directly into the thousands of homes located in the prosper-
Mississippi Valley area covered by KXOK.

parkling with Miss Morton's charming personality, with interesting
ic and interviews with prominent people, "JUST FOR YOU," assures
usual "woman interest."

Kay knows her radio as the result of years of experience. Her contacts with local, regional and national personalities assure a constant parade interesting "names" as guests on her show. That's why "JUST FOR YOU" is the type of program that women everywhere "go" for!

If you would like to reach a tailor-made audience of women . . . of housewives . . . with a program that's sure to have unusual home acceptance from an extensive audience of appreciative and responsive listeners . . . then "JUST FOR YOU," should be YOUR PROGRAM.

Ask a KXOK or JOHN BLAIR Representative for complete details — NOW.

KXOK

SAINT LOUIS — 1, MISSOURI

630 KILOCYCLES • 5000 WATTS — FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

Affiliated With KFRU, Columbia, Missouri • Represented By John Blair and Co., New York • Chicago • St. Louis • Los Angeles • San Francisco

EDUCATORS PLAN CHICAGO SESSION

THE EIGHTH annual School Broadcast Conference will convene in Chicago, Oct. 23-24 at the Morrison Hotel to give broadcasters and educators an opportunity to discuss their problems. This year's meeting has been planned as a working meeting, with all delegates attending all sessions. Honorary chairman of the Conference is Dr. William H. Johnson, superintendent of Chicago Public Schools, and permanent chairman is Dr. Lyman Bryson, CBS Director of education.

Two pre-conference meetings will take place Oct. 22 when the Assn. for Education by Radio meets at 3 p.m. to hear a report of the national program for AER and the Affiliation Committees. Dr. I. Keith Tyler, professor at Ohio State U., will preside. At 8 p.m. the same day the National Assn. of Educational Broadcasters will hold a general session. The final session is at 3 p.m. Oct. 24.

FCC Would Label Program Sources

Proposed Rule Requires Full Identity; Oral Argument Nov. 10

(*Test of Order on page 26*)

A PROPOSED rule to require identification not only of sponsors of commercial programs but of those providing "free" material of any kind for broadcast has been promulgated by the FCC, with oral argument set for 10:30 a.m., Nov. 10, it was disclosed last week.

Complaints Reach FCC

At its meeting Sept. 26 the Commission adopted the proposed rule, but no announcement was made until Sept. 30, after the Oct. 2 BROADCASTING went to press. According to Commission sources, the rule is designed to prevent time-chiseling on the part of several organizations and groups which of late have submitted to stations for broadcast "without charge" certain so-called "public interest" programs.

It is known that the CIO has complained to the FCC, informally, about the National Assn. of Manufacturers transcribed series, *Businessmen Look to the Future*, alleging that several stations have aired the series without announcing they were sponsored or arranged by the NAM. On the other hand, complaints have reached the Commission of other organizations, particularly those under such names as "Citizens Committee", "Civic Leagues," etc.

In nearly every instance the so-called citizens' committees actually have been political organizations formed to promote the campaigns of certain candidates or political issues, it was said. Although the proposed rule, if adopted, would affect such organizations, oral argument is not set until after election.

The FCC has set Nov. 1 as a deadline for filing requests for oral argument in the proposed regulation. Each request must be accompanied by a brief. Listed as Docket No. 6672, the proposed rule was promulgated under Sec. 317 of the Communications Act of 1934, as amended. Sec. 317 provides:

"All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."

Under the rule, "in the case of each program for which money, services or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station," stations must announce at the beginning and conclusion "that the program is paid for or furnished, either in whole or in part".

Where programs are five minutes or less, one such announcement will suffice, either at the beginning or conclusion. "The announcement shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised or from whom or in whose behalf such services or other valuable consideration is received," the proposed rule provides.

Going a step farther the Com-

(*Continued on page 26*)

Agriculture - Basic Industry

The tri-state area embracing parts of Louisiana, Texas and Arkansas is among the leading agricultural sections of the nation. With mild climate providing a longer growing season, farmers find the rich, fertile soil conducive to a variety of crops including cotton, alfalfa, soy beans, peanuts and corn. Future expansion of such chemurgic industries as starch from sweet potatoes and plastics from sugarcane will bring new spendable income to farmers whose buying habits are influenced by powerful, 50,000 watt KWKH. Advertisers agree that KWKH is the No. 1 medium in this prosperous market.





KWKH

A Shreveport Times Station

SHREVEPORT, LOUISIANA

CBS ★ 50,000 WATTS

Represented by The Branham Co.

Canada Tourist Plan

CANADIAN Federal and Provincial governments plan to spend from double to ten times as much advertising in the immediate postwar period as they did in the prewar years it was revealed at a meeting of the National Tourist Advisory Committee at Windsor Ont. They may spend close to $2,000,000 a year on tourist advertising, judging from budget figures How much of this will go to radio is not known, but the Ontario Provincial government in 1940 and 1941 had large CBS and Blue network programs in the United States, and had such good results that it is likely a good portion of the tourist advertising appropriations will be spent on network programs in the United States.

Two Join Blue

WHOT Sound Bend, Ind., and WHBU Anderson, Ind., joined the Blue network as basic supplementary stations Oct. 8 bringing the total number of Blue affiliates to 196. Owned by South Bend Broadcasting Corp., WHOT operates full time with 250 w on 1490 kc. WHBU is owned by Anderson Broadcasting Corp. and operates full time with 250 w on 1240 kc

ONE-WORD DEFINITION
of WMFM listeners!



RESPONSIVE ... *that one word describes the intensely loyal WMFM audience.*

Why? They are an audience that differs from other audiences only in their degree of discrimination. But that difference is important. They flock to *quality* things . . . *better* things.

Proof? Witness the manner in which they turned to WMFM and Frequency Modulation, even in its early days. They like WMFM because it delivers *quality* programs . . . *better* programs. They have found the answer to their radio desires in WMFM'S outstanding schedules, and the miracle of static-free, crystal-clear FM broadcasting.

The Point? National and local advertisers are finding WMFM is essential to deliver this valuable audience . . . an audience that cannot be reached through any other combination of programs or stations.

And you? Make plans now to include this "plus" station and its audience in your fall schedules.



WMFM

THE MILWAUKEE JOURNAL FM STATION

(*Continued from page 24*)

mission interprets "valuable consideration" to include "the furnishing, either directly or indirectly, of records, transcriptions, talent, script material, performing rights, or any other material or services of any kind for use is connection with such programs."

It was pointed out by Commission officials that for years the newspapers have been plagued with commercial publicity handouts, under the guise of news, offered "without charge" and that radio, too, has become victim of similar tactics, under the guise of "public service" programs. In many instances such handouts or "programs" have been found to be cleverly-worded advertising.

Denied Commercial Station

CKUA Edmonton, Alt., has been refused a commercial license it was announced at Ottawa by the Dept. of Transport. The station is owned by the U. of Alberta; and has a restricted license confining it to educational activities and prohibiting commercial programs.

TEXT OF SPONSORSHIP ORDER

At a session of the FCC held at its offices in Washington, D. C. on the 26th day of Sept. 1944:

WHEREAS, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

Section — *Sponsored programs, announcement of—*

(a) In the case of each program for which money, services or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall announce, or cause to be announced, both at the beginning and conclusion thereof that the program is paid for or furnished, either in whole or in part,

Provided, however, that in the case of programs of five minutes duration or less, a single such announcement only, either at the beginning or conclusion of the program, shall be required. The announcement shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised or from whom or in whose behalf such services or other valuable consideration are received. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting.

(b) Valuable consideration for the broadcasting of any program, as used in this section, includes the furnishing, either directly or indirectly, of records, transcriptions, talent, script material, performing rights, or any other material or services of any kind for use in connection with such programs.

Whereas, The Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission and argue orally why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

Now, therefore, it is hereby ordered, That upon the written request of any interested person, oral argument be held before the Commission en banc on Nov. 10, 1944, at 10:30 a.m., as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order. Such requests for oral argument shall be filed by all persons desiring to appear on or before Nov. 1, 1944, and each such request shall be accompanied by a brief.



DOUBLE-PLAY celebration marked the renewal for the 10th consecutive year of newscasts sponsored by the Fred Davis Furniture Co. on KLZ Denver. Following a special program on the occasion of the anniversary, Hugh Terry, KLZ manager (l), presents Fred Davis with a platter of the broadcast while Main Morris, KLZ sales representative (r), receives the furniture company's renewal contract.

Folger Replaces Davis

RESIGNATION of Donald D. Davis, vice-chairman of field operations of WPB, was accepted "with regret" last week by WPB chairman, J. A. Krug. Mr. Davis, who left the presidency of General Mills Corp., in 1943 to serve the WPB successively as director of the program bureau and vice-chairman for field operations, did not announce his plans. James Folger, president of Folger Coffee Co., San Francisco, succeeds Mr. Davis.

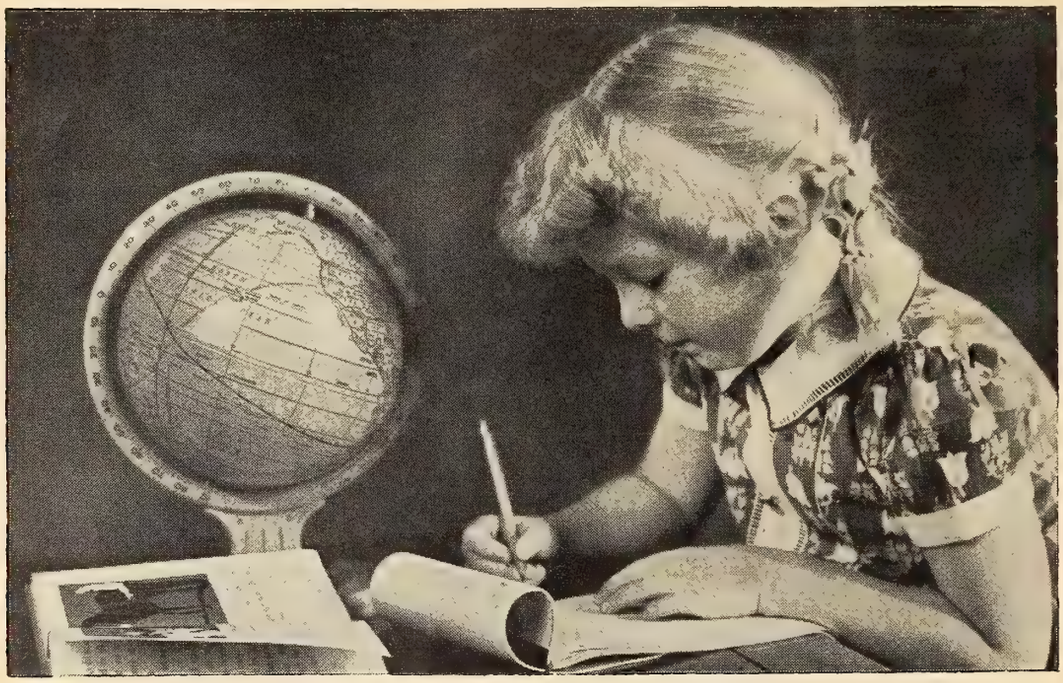
GE Meetings

DR. W. R. G. BAKER, General Electric Co. vice-president and chairman of the Radio Technical Planning Board, and A. A. Brandt, general sales manager of the company's electronics department, will discuss the latest developments in television, FM and other electronic fields at a meeting to be held by GE Oct. 31-Nov. 1 at the Waldorf-Astoria, New York, and at subsequent meetings scheduled for Atlanta and Chicago.

Quaker Places

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on Oct. 2 began sponsorship of transcribed five-minute shows, Monday through Friday, on KNX KFRC WIND WBAL WNAC WWJ WNEW WGAR WIP KDKA; station break announcements on WBBM, six days weekly, and WJZ five days weekly. The 24-week contracts were placed by Sherman K. Ellis & Co., Chicago.

DISTRICT of Columbia Dewey-Bricker Club is using announcements on WOL and WRC Washington to get out the absentee vote. Tom Stone is radio director of the club.



RADIO *has changed her world—*

To youngsters, a world without radio would be inconceivable. In the schools, radio is part of their curriculum with CBS-WDRC programs like the American School of the Air. At home, they listen with their parents to WDRC, for superb news coverage of the world, for entertainment, and *for advertising.*

Because radio is a family medium, WDRC has refused many products and much advertising which could be termed "objectionable". This is a service to the listening public. It is also in the interest of advertisers on WDRC, whose message is consistently in good company.

Connect in Connecticut by using WDRC!

COVERAGE 2 PROGRAMS 3 RATE 1 — GET ALL 3 ON WDRC

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

BASIC CBS
Connecticut's
Pioneer
Broadcaster

THE MILKMAN'S MATINEE

FAMOUS WNEW NIGHT-OWL SHOW

Has Sold To More People...More Nights...Than Any Other All-Night Radio Program In America!

Who's Art Ford? Ask the "all-night" audience. THEY KNOW! He's the MILKMAN! What's he do? He SELLS—on *The Milkman's Matinee.*

Yes . . . more people of the "all-night" audience have listened to WNEW than to any other station in the country.

Think what this can mean to you.

Today, hard-hitting, low-cost selling on the MILKMAN'S MATINEE reaches new thousands of listeners . . . *men* and *women* with new command of buying power . . . listeners who *want to buy and do buy.*

Your sales message on this top-flight program reaches an audience already attentive to Art Ford's friendly conversation . . . responsive to music from America's largest collection of popular records.

And WNEW "listener confidence" . . . WNEW "Impact" . . . do the rest!

Who does the MILKMAN'S MATINEE sell to? Who make up the night-owl audience? The answers are *yours* for the asking. Let us give you the interesting facts *today.*

WNEW

NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

Longwave Broadcast Channels Sought

Godley Sees Room for 150 Locals on 3 Frequencies

USE OF THE three longwave channels below the present broadcast band (520, 530 and 540 kc) for low-power local stations, which would accommodate about 150 additional services within presently unserved or inadequately served areas, is advocated by Paul F. Godley, consulting radio engineer, of Montclair, N. J., and Washington.



Mr. Godley

In an informal address before the annual dinner of the Federal Communications Bar Assn. in Washington Sept. 29 Mr. Godley projected his views as to prospective allocations in the broadcast band in the light of the general allocation hearings being held before the FCC. A member of Panel 4, dealing with broadcast services, of the Radio Technical Planning Board, he had been assigned to a study of improving upon and enlarging the broadcast services through use of the longwave channels between 200 and 400 kc and the inclusion of the 520, 530 and 540 kc channels within the present broadcast band. He also discussed FM, and reiterated previous views at the NAB Executives War Conference in August that it will be a long time before FM displaces AM.

Among those present at the bar-dinner were FCC Commissioners Fly, Walker and Jett; Chief Engineer George P. Adair; Acting Broadcast Chief John A. Willoughby; General Counsel Charles R. Denny; Assistants General Counsel Rosel H. Hyde, Harry M. Plotkin and Benedict P. Cottone; Chief Accountant William J. Norfleet, and other FCC officials.

More Room for FM

At the same dinner, T. A. M. Craven, former FCC member and now vice-president in charge of operations of the Iowa Broadcasting Co., and Everett L. Dillard, owner of KOZY Kansas City FM station, and head of Commercial Radio Equipment Co., talked informally about allocations, with particular reference to FM. Comdr. Craven thought the allocations for FM should be increased far beyond the 75 channels tentatively agreed upon by FM Broadcasters Inc., while Mr. Dillard, former chairman of the FMBI engineering committee, predicted that interference phenomena associated with present phases of FM would be entirely overcome.

Mr. Godley felt there is small possibility of selling the industry and the public on 200-400 kc operation now—even though an approximately parallel band is being used on the Continent for broadcasting. He saw no insurmountable technical problems, but felt that the "anticipatory clamor now attaching to FM and television" makes it doubtful that the "required enthusiasm" could be raised within radio circles to put the idea across. He felt the time is not now propitious for "disinterment" of this band.

He urged strongly that the 520, 530 and 540 kc channels be promptly added to the broadcast band and that their most effective application probably lies in their restriction to low-power local operations. He continued along this line:

"The well-known propagation characteristics of these frequencies permit of a day-and-night coverage which is, respectively the equivalent of and superior to that of the average, local frequency, 250 w station, with a power of but 50 w. The unattenuated r.m.s. one-mile field of such a 50 w station would be but about 40% of the 250 w station, or 30 mV/m.

"Protection required for 500 kc ship-to-shore service would be had with fields of this order, and stations could be assigned to any point within the Continent, excepting, perhaps, in very close proximity to ship-to-shore traffic centers.

"Due to the low fields of stations such as 50 w, geographical spacings for co-channel stations could be about the same as upon present local channels provided the daytime protected areas were held to about the same size as that of the present average 'local' station. Such an arrangement would find about one millivolt at the edge of the service area, instead of one-half millivolt as at present. In other words, fields delivered at the edge of the 50 w, 520-540 kc areas would be as strong as those of a 1000 w station operating on the average local channel.

Adapting Receivers

"Sixty-three stations are, if we take an average, now accommodated on each of the present local channels; it would appear possible, therefore, to inject 150 or so additional services for use, more particularly, it is suggested, within presently unserved or inadequately served areas.

"Examination of the skywave propagation characteristics of frequencies at the lower end of the broadcast band develops further considerable encouragement for the idea. Here, it is enough to say that the proposed local night area would be greater than that of the present average "local" by the surprising amount of from 200 to 800%, depending upon the standard fixed upon for (1) radiated field, and (2) geographic separation.

"Manufacturers' data indicates that the great majority of the receivers made during the five-year period preceding the war included the police-broadcast band. Insofar as my observation goes, this has not meant much to broadcast listeners. Postage-stamp, padding condensers for the two or three variable tuning elements of these receivers will at once exclude the police band and include the 520-540 kc channels; cost of such an operation is nominal, and any wide-awake operator of one of these new services would recognize, instantly, the "smartness" of converting all receivers within his area gratis. On receivers to be manufactured in the future, the problem would be simplified in that the overall wavelength-ratio becomes a little smaller, once the police band is dropped."

As to FM, Mr. Godley said he did not harbor the view of "throwing away an only pair of pants, lacking satisfactory assurance that the new pair is as advertised and that it is going to fit." For about eight years, he pointed out, talk has gone on that AM broadcasting is "obsolete." It was his studied opinion,

(*Continued on page 32*)





WBAL—50,000 Watts . . . One of America's Great Radio Stations

BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E

The book "heard" by millions

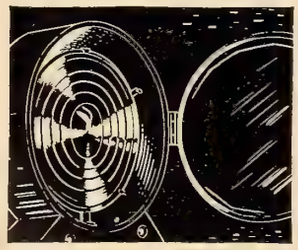
It's *read* by only a few hundred program managers at broadcasting stations. But the contents of this book are *heard* by millions. It's the Music Catalog of the World Library of electrical transcriptions. It's a pretty thick volume, because the World Library contains over forty-four hundred separate selections.

World gives program managers material to match every mood of their audiences. Popular songs and patriotic marches, college bands and carols, hill-billies and hymns—they're *all* included in the World Library. Fifty or more new selections are added each month to keep the Library fully abreast of current favorites.

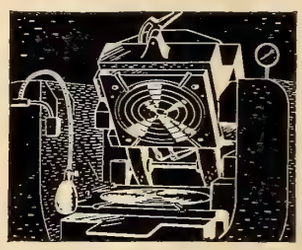
The talent recorded by World is drawn from the top brackets of the entertainment world. These artists and orchestras are directed by experienced showmen in World's own studios, where the world's



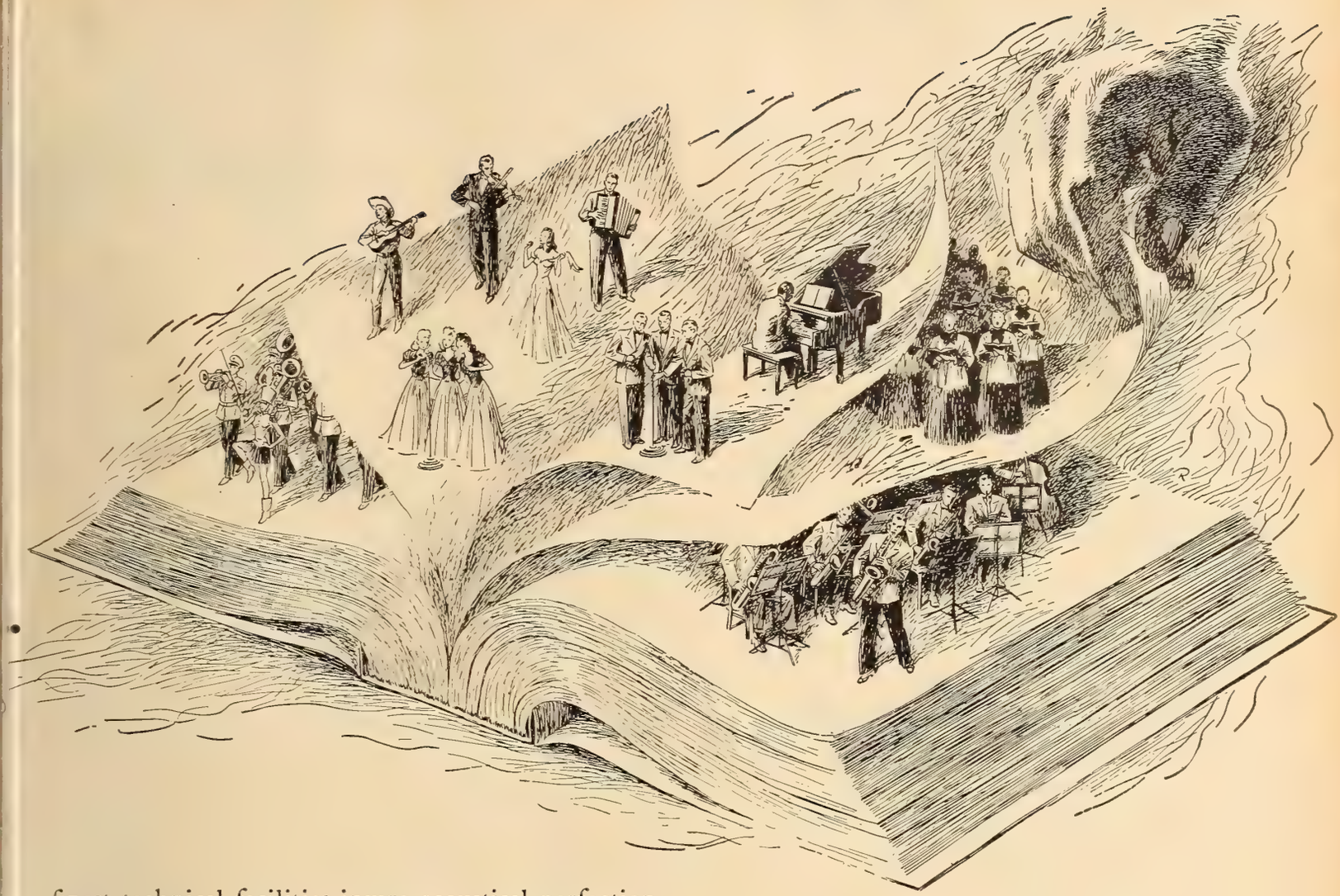
FIRST, *Western Electric Vertical Recording System—the most advanced equipment and recording technique—is used to produce the World wax master.*



THEN, *the quality of the original recording is captured in metal by "sputtering" a gold surface only 2 one-millionths of an inch thick on the wax master.*



FINALLY, *each disc is molded in fine grained, flexible, moisture proof Vinylite, resulting in high fidelity, elimination of background noise, and long wear.*



finest technical facilities insure acoustical perfection.

A further help to program managers is the World Continuity Service. It gives them at least two and a half hours daily of expertly written program continuities. These shows are suitable for sustaining or sponsored broadcasting.

The quality of the reproduction on World transcriptions is acknowledged throughout the radio world. A recent survey showed that a majority of radio engineers considered World's Vertical-Cut Wide-Range transcriptions to be "the highest quality reproduction."

★ ★ ★

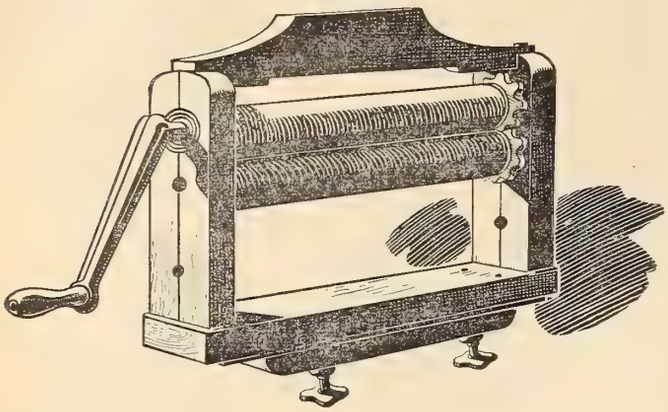
Complete information about World's specialized services to radio stations, advertisers and advertising agencies will be sent upon request. Address World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON



12 Minutes in the Life of an Old-Fashioned Wringer...

A few days ago the Jefferson Hospital asked us to broadcast an appeal for *wringers,* to be used in connection with the miraculous Kenny treatment of infantile paralysis. We started broadcasting the worthy appeal at 4:16 p. m. . . . at 4:28 Jefferson called and asked that we stop, as they had far more wringers promised than they could use.

RESULTS: We think it speaks volumes for the *selling power* of Philadelphia's Pioneer Voice. What we can do for a civic, humanitarian cause, we can assuredly do for advertisers.

AVAILABILITIES? Yes, a few!

Represented Nationally by
GEORGE P. HOLLINGBERY CO.

PHILADELPHIA'S PIONEER VOICE
5000 WATTS
WIP
24 HOURS EVERY DAY

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

(*Continued from page 28*)

he said, that it will be "with us for a long time, if for no other reason than that it will take a long time to replace 60 million radio receivers; and until at least 95% of them are replaced."

He urged that FM be allocated and applied at an early date. But he admonished that time should be taken to accumulate data "before we speak of AM in terms of supersedure". He said ample quantitative data on the ionospheric action throughout the sun-spot cycle upon the 40-50 mc emanation is lacking; but qualitative data has "raised a flag which at times looks very red".

"What we see is a good deal more than that which is connoted by the use of the term 'burst'," he added, "and the experiences of the amateurs over a long period—and that of others more recently—show that signals from stations at distances of several hundred miles have, upon thousands of occasions, been bounced into the listener's local area with sufficient intensity to take complete control of the channel for continuous periods of two hours, or longer.

Will such a sky-wave performance, or will it not, discombobulate an allocation structure? It seems to me to be necessary that we find the answer to that question, or a satisfactory means of allocating the high-frequency facilities so as to side-step the embarrassments which such a phenomenon could, under some circumstances, develop."

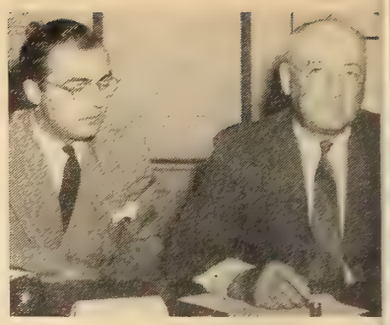
Booster Stations

Mr. Godley also urged synchronized co-channel booster stations in the standard band. Expressing disappointment over the cold view of synchronized operation by former Commissions, Mr. Godley said there are many situations where booster stations will materially improve and enlarge broadcast service upon the standard band, such as, for example, within those sometimes rather thickly populated areas now being denied service at night, when many of our regional-channel stations shift to directive pattern.

"At that time, a synchronized booster station, of very low power (say 10-100 w), could carry on and supply evening service to these areas without fear of aggravating the skywave interference to co-channel stations operating at distant points. Without detailing them, it may be said that many cases of a somewhat different character may be found throughout the land where the service of individual broadcast stations could be materially improved within some areas without impairment to the operations or service of other co-channel or adjacent-channel stations; and this being true, it appears to me that some plan should be made for an allocation procedure to cover their use—and such use should be encouraged."

Even with FM operation, Mr. Godley said, it has been found that the expected coverages are not to be uniformly had. The shadowing effect of hills and the like, or reflections from hills and the like, may develop small and important zones within the service areas which receive unsatisfactory service. The RTPB FM panel, he declared, found it necessary to give serious consideration to the idea that booster stations would be desirable for "plugging up" such holes in the service picture.

Asserting this appeared to him to be practicable, Mr. Godley said he felt such procedure should not be barred to present AM operations, so long as its use can be shown to definitely improve and enlarge the service of present facilities. A great number of cases could be cited where injection of sychronized AM booster stations "would be very greatly in the public interest". He advocated that once the booster station technique has been agreed upon as effective, "present AM broadcast stations should be *required* to 'plug up' the so-obvious holes in their coverage pictures, so long as that appears to be sensible and practicable from the technical and economic standpoints."



BROADCASTS of U. of Wisconsin football games are used to recruit workers for the Leathem D. Smith Shipbuilding Co., Sturgeon Bay, Wis., under a contract signed by Mr. Smith, president of the company (r), with Don C. Wirth, managing director of the Wisconsin Network. Games are carried over 10 stations affiliated with the network, with Don Unferth, sportscaster, at the mike. Company is building ships for the Maritime Commission as well as for the Navy.

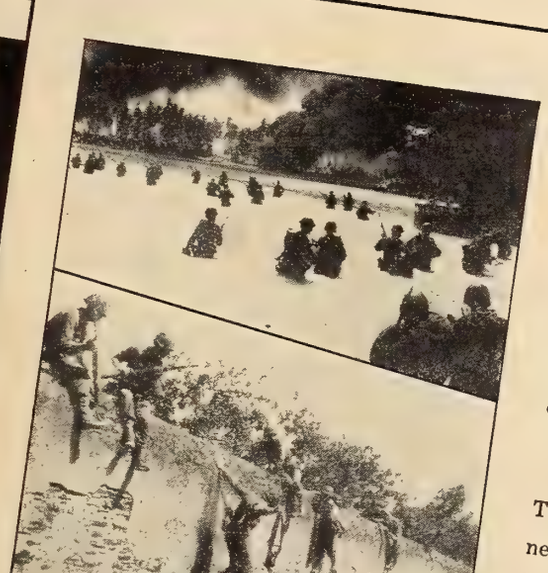
Tuxedo Feeds on Six

EARLY & DANIEL, Cincinnati (feed and poultry supplies) has begun sponsorship of *Hymn Time*, starring "Smilin' Ed" McConnell, transcription series, for its product, Tuxedo Feeds, heard twice weekly on WSM WIOD WHAS WSB WJAX WCHS starting Oct. 10. Contract, which runs for 26 weeks, was placed by Charles Michelson of Charles Michelson Radio Transcriptions, New York.

Mission Bell Jingles

K. ARAKELIAN Inc., Madera, Cal., expanding its radio promotion for Mission Bell Wines, has started one-minute transcribed singing jingles on WJZ New York. Agency, Max Jacobs Co., New York, is planning a series of recorded quarter-hour musical programs in other Mission Bell markets. Agency handles eastern and mid-western advertising.

....WHY PORTLAND, OREGON PEOPLE PREFER KGW.....



Pacific islands... Inside Europe ... Today's battle-history with the speed of sound. KGW believes accurate news from A.P., I.N.S., and U.P., clearly interpreted, is a public service requisite in wartime.



Two members of KGW's ace new staff—Bob Thomas, editor, Lawson McCall, newscaster.



FLASH....KGW FIRST WITH ALL THREE NEWS SERVICES....

AUBREY R. WATZEK..VOLUNTEER CHAIRMAN RED CROSS BLOOD DONOR COMMITTEE

SAYS... Up to the minute news broadcasts and commentaries are of the utmost importance to every phase of the war effort, and to none more so than blood donations. The high plasma quota assigned last fall to the Portland area, 2500 pints a week, was an honor, but it has also been a constant challenge. News broadcasts, and their interpretation, bringing home to civilians the pressing need for more and more plasma as each new front is opened, help us meet the challenge. As in all its public service programs, the newscasting service of KGW has set a high mark of distinguished achievement.



AUBREY R. WATZEK

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

House Probe Group Moves to New York For Inquiry Into News Commentators

MOVING his entire staff to New York last week, John J. Sirica, general counsel of the House Select Committee to Investigate the FCC, began the task of reading scripts of commentators and analysts, as well as guest speakers, on the four major networks and WMCA and WHN, following the service of subpenas [BROADCASTING, Oct. 2].

Scripts Delivered

Rep. Richard B. Wigglesworth (R-Mass.), Committee member and moving spirit of this phase of the inquiry, declared the Committee would investigate all news commentaries and analyses to determine whether the Hatch Act or the Corrupt Practices Act had been violated. He alleged that two New Deal spokesmen had broadcast as guests of a commentator on WWDC Washington, and that several commentators broadcast "politically biased" material.

Robert B. Barker, chief investigator, will supervise the probe, Mr. Sirica said. Assisting are Joseph Machugh and Louis J. Russell, attorneys-investigators, and a staff of special investigators.

Mutual, through Louis G. Caldwell, Washington counsel, delivered its scripts to the Committee last week, although subpenas called for delivery on Oct. 9. In New York, according to Committee staff members, all of the major networks offered full cooperation, each providing desk space and stenographers, if needed.

Frank E. Mullen, vice-president and general manager; Frank M. Russell, Washington vice-president, and A. L. Ashby, vice-president and general counsel of NBC, offered their network's facilities, according to Mr. Barker. At CBS Paul W. Kesten, executive vice-president; Julius Brauner, general counsel, and Earl Gammons, Washington director, offered full cooperation while similar aid was tendered by Mark Woods, president; Kenneth H. Berkeley, Washington director, and Robert D. Swezey, general counsel, of the Blue. Miller McClintock, president of Mutual, tendered the assistance of his network.

Mr. Barker said John Shepard 3d, chairman of the board of the Yankee Network, also subpenaed, informed the Committee that Yankee had no commentators, but carried only Mutual newscasters.

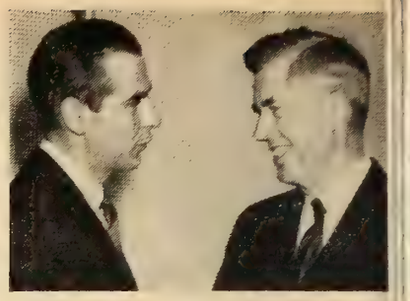
Plans are to complete the investigation in New York, where the bulk of scripts are on file. Whether the Committee will hold a special session prior to mid-November depends on the probe's outcome and the staff's recommendations, according to Committee members.

Rep. Wigglesworth said if the investigation disclosed "political bias," he would ask Chairman Lea to call a special session of the Committee this month to air charges.

Meantime the Committee is going ahead with plans to investigate station transfers, among them the sale of WMCA in 1940 by Donald Flamm to Edward J. Noble, now chairman of the board of the Blue. The WMCA case was dropped last February after two days.

It was postponement of the WMCA hearings that led to the resignation of Eugene L. Garey as general counsel, and to a split between the majority and minority members that threatened to halt the Committee's work. With the appointment in April of Mr. Sirica, hearings were resumed.

Reports were heard in Washington last week, however, that the investigation into radio newscasts may lead to another political split within the Committee.



BACK HOME in Iowa was the conversation topic of Vice-President Wallace and Max Robinson, WGR Buffalo announcer, on Sept. 24 when the Vice-President did a broadcast from WGR. Both speaker and announcer are from Des Moines. Max's father, the late Robert Robinson, and Mr. Wallace were friends, while the Vice-President's son, Henry Jr., and Max were pals back in the old home state.

Safeway on Coast

SAFEWAY STORES, San Francisco, on Oct. 1 started sponsorship of 11 weekday and three Sunday operas by the San Francisco Opera Co. from the stage of the Opera House. The broadcasts, in addition to being carried on all 38 stations of the Don Lee Network, are also being heard over CKWK Vancouver, Canada. The series will conclude Oct. 28. Agency is Foote, Cone & Belding, San Francisco.

KJAN Joins NBC

KJAN Monroe, La., owned and operated by KNOE Inc., identified with the ownership of WNOE, New Orleans, with 250 w on 1450 kc, on Oct. 4 joined NBC as a supplementary station to the Southwestern group [BROADCASTING, Aug. 28].

It pays to choose what LEADERS use

● **Frankly, KCKN is proud of its roster of national accounts. We have been told by some, that all factors considered, KCKN achieves results way out of proportion to its size and cost. May we tell *you* how KCKN can help you to make more sales to in-the-money, eager-to-buy Kansas Citians? Contact your nearest Capper office.**

AMERICAN BEAUTY MACARONI
ARMOUR & CO.
BARBASOL
BUTTERNUT BREAD
DR. CALDWELL
CAMPANA SALES CO.
CAREY SALT CO.
CHASE CANDY CO.
CLARK BROS. CHEWING GUM
CONTI SHAMPOO
CORONET MAGAZINE
SATURDAY EVENING POST—CURTIS
DOAN'S—FOSTER-MILBURN
EMPLOYER'S LIABILITY
EX-LAX, INC.
FORUM CAFETERIAS
FRIGARBAR CORP.
GILLETTE SAFETY RAZOR
IDEAL PEANUT BUTTER
KREML—R. B. SEMLER
LEE HATS
MANOR BREAD
MARSHALL'S AUTO STORES
METRO-GOLDWYN-MAYER
MICHIGAN BULB COMPANY
MUTUAL BENEFIT, HEALTH & ACCIDENT
PEPSI-COLA BOTTLING CO.
PERMA-PLASTIC SEAL CO.
PHARMACO
FICKWICK COFFEE
PLANTER'S PEANUTS
RALSTON-PURINA
RKO
RUSHTON BAKING CO.
SAFEWAY
SERUTAN CO.
STANBACK CO., LTD.
STARKIST CO.
SUTHO SUDS
TANGEE—GEORGE W. LUFT CO.
TARR SYSTEM
20TH CENTURY FOX
UNCLE SAM BREAKFAST FOOD
UNITED ARTISTS
WHITE OWL CIGAR
ZONITE

KCKN Kansas City
The Voice of Greater Kansas City
BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

ACCURACY
IS OUR BUSINESS
in war . . . in peace

THINKING ABOUT TOMORROW . . . Charting Your Course to Satisfy Postwar Demands? Frankly, so are we, without hazarding one stride in our War Production Program. But, the time is now, and OUR EXPERIENCE RECORD . . . in Peace, in War . . . means ACCURACY to You in the PREPAREDNESS FOR PEACE that You Are Now Blueprinting. Our time schedule, at present, permits the acceptance of a Limited Number of Standard, FM and Television Applications.



ASSEMBLY ACCURACY—Last Assembly Operation of IF Filter Crystals Before Baking Process Preceding Final Electrical and Sealing Tests.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

Evening Star Bldg.
WASHINGTON, D. C.

Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"


...billionarea!
Alert radio's opportunities for public interest broadcasts are as numerous as the people—as exclusive as the Union Station!
Wherever thousands go to "see"—millions *listen* free!
And they bring along a billion dollars* spending-money!
Basic Blue WJW 850 Cleveland
Lake Erie
GEAUGA
WJW, CLEVELAND
CUYAHOGA
MEDINA
SUMMIT
PORTAGE
STARK
OHIO
HOLMES
ASHLAND
Population: two million.
Radio homes: a half million.
*Retail sales: a billion.
This is a billion dollars talking.
You can't "talk back" to a billion—
but you can talk *to* it!


Firestone
WAR WORKERS DANCE AND WAR BOND RALLY
WJW
. . . standard equipment!
At the fights or at a fire, at the football games or meeting famous personalities—
Cleveland area's millions of people turn to WJW for their invitation to "visit" the scene of action!
Wherever crowds gather and things happen of special interest to the people, WJW microphones are *standard equipment* on the job—bringing "Cleveland" closer to Clevelanders—bringing Clevelanders closer to WJW.
Biggest morning audience in metropolitan Cleveland — and after only eight and a half months on the air!
Basic Blue
850
WJW
Cleveland



Windfall for FALL Program Hunters

NBC Radio-Recording Division has done all the hunting for you . . . has in captivity a new, super collection of sensationally cast, written and produced shows that you can own exclusively in your city for a thin slice of original cost since it is shared among many non-competing advertisers throughout the country. To wit:



Come And Get It . . . new radio quiz mixes food facts and fun! Bob Russell, MC, questions studio audience contestants, then tosses subject to "Board of Experts": Alma Kitchell, well-known for Women's Exchange program and Gaynor Maddox for syndicated food articles read by millions. 78 quarter-hour three-a-week shows—*ready for release about Sept. 1.*



Destiny Trails . . . brings to life the immortal classics of James Fenimore Cooper. First to be dramatized, *The Deerslayer* . . . 39 programs stampeding with adventure. Next, *The Last of the Mohicans* . . . 39 programs. 78 quarter-hour three-a-week broadcasts *ready for release Sept. 15.*



Modern Romances . . . warmly human love stories . . . slices of real life . . . from the pages of one of America's most popular magazines . . . expertly dramatized . . . excitingly acted . . . skillfully produced. 156 quarter-hours women love . . . find helpful, inspiring . . . in the tempo of today.

STAR CHRISTMAS TIE-INS!



Happy The Humbug . . . whimsical adventures of that fanciful beastie and his fascinating animal pals . . . brimming with experiences of little boys and girls. 15 quarter-hours for Christmas promotion with follow-up series of 39 programs, to start Jan. 1. Series available separately or in combination.



The Christmas Window . . . dramatizing Children's stories . . . both old and new. A Visit from St. Nicholas and The First Christmas; favorite fairy tales with a Christmas setting. The Discontented Fir Tree (Andersen) and The Shoemaker and the Elves (Grimm) and others. 12 quarter-hours, for 3-a-week broadcast four weeks preceding Christmas.



The Weird Circle . . . modern dramatizations of the eerie masterpieces of such writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. 13 brand new adventures bring program total to 65 suspense-filled half-hours.



Stand By For Adventure . . . exciting happenings in far places among strange people . . . as told by—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for one- or two-a-week broadcast.

All you have to do is pick your show . . . your stations . . . create your selling message and take to the air with a show that will stir up and hold the attention that means *sales*. Write today for full information, availability and audition records.

National Broadcasting Co.

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D.C. . . Sunset and Vine, Hollywood, Calif.

BOTANY MILLS BUYS PROGRAM ON BLUE

BOTANY WORSTED Mills, Passaic, N. J., using network radio for the first time, will sponsor Lisa Sergio, commentator, on 190 Blue stations Monday, 10:45-11 a.m. beginning Oct. 30. Botany is expanding its over-all budget for cosmetics and fabric products through the addition of radio, supplementing the magazine and newspaper schedules.

Miss Sergio has been sponsored for the past five years on WQXR New York by Botany and other advertisers. She will continue her analysis of world affairs on the latter station but will do a different type of program on the Blue Network, sifting feminine opinion on questions of interest to women, such as juvenile delinquency. Title is *One Woman's Opinion.*

Designed primarily to promote Botany lanolin cosmetics, the program will also promote Botany men's ties, fabrics for home-sewing, ready-to-wear merchandise, knitting yarns, robes and "500 suits" for men. Discs are being offered to dealers for local placement in behalf of the "500 suits" [BROADCASTING, Sept. 25]. Agency is Alfred J. Silberstein & Bert Goldsmith, New York.

Acme Signs 'Shadow'

ACME WHITE LEAD & Color Works, Detroit, has contracted with Charles Michelson Radio Productions, New York, for sponsorship of *The Shadow* on 30 stations affiliated with MBS. The stations: KGCU WAYS WKRC WHK WRR KRNT WDSM KVOX KTHT WHB KFJI KHJ WGRC WNOE KOCY KBON KBIZ KALE WRNL KSAL KMAC KFRC KLO KGB KOL KFIO KWK KMO KFBI. Account was placed by Henri, Hurst & McDonald, Chicago. *The Shadow* is also sponsored on 28 stations in the east by Blue Coal Co. through Ruthrauff & Ryan, bringing to a total of 235 the stations carrying the transcription.

Phillips Expands

PHILLIPS PETROLEUM, Tulsa, in expanding its radio advertising, on Sept. 16 began sponsorship of a half-hour of the *Barn Dance* on WLS Chicago. News and live and transcribed musical quarter-hour programs are now heard on some 18 stations in Phillips' markets. Contract for new show is for 52 weeks. Agency is Lambert & Feasley, New York.



GIVING THE ONCEOVER to contract signed by the M. M. Cohn Co., Little Rock department store, for the *Time* magazine program, *The World and America*, now being broadcast on KLRA, is Tony Ward (center), advertising director for the sponsor. At right, is Arthur Phillips, president of M. M. Cohn Co., with Sheldon Vinsonhaler, KLRA manager. Program is a recorded series of twice-weekly episodes, running 26 weeks, which started Sunday, Oct. 1.

Canada Boosts

FOUR more Canadian stations have been authorized to increase their power to 5 kw, the Radio Branch, Dept. of Transport has announced. This brings the total to 38 stations authorized [BROADCASTING, Sept. 25], the latest stations authorized being CJOR Vancouver; CJGX Yorkton, Sask.; CFPL London, Ont.; and CKCR Kitchener, Ont., provided a frequency can be found for this station. A new 100 w station has been established by the Canadian Broadcasting Corp., at Halifax, with call letters CBH and operating on 1240 kc.

Discs for Film

PARAMOUNT PICTURES, New York, is offering transcribed announcements to exhibitors for use locally in promoting showings of *National Barn Dance*, film version of the Saturday night NBC radio program sponsored by Miles Labs. Spot announcement copy and ideas for contests to be used for radio promotion are also included in the 16-page exploitation book put out by the picture company. Picture will also be promoted on all the Miles network programs [BROADCASTING, Sept. 25].

McGillvra Chicago Move

JOSEPH HERSHEY McGILLVRA, national station representatives, Oct. 1 moved Chicago offices from the Palmolive Bldg. to larger quarters in the Pure Oil Bldg., 35 E. Wacker Drive. New phone is State 5282.

OWI PACKET, WEEK OCT. 30

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 30. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

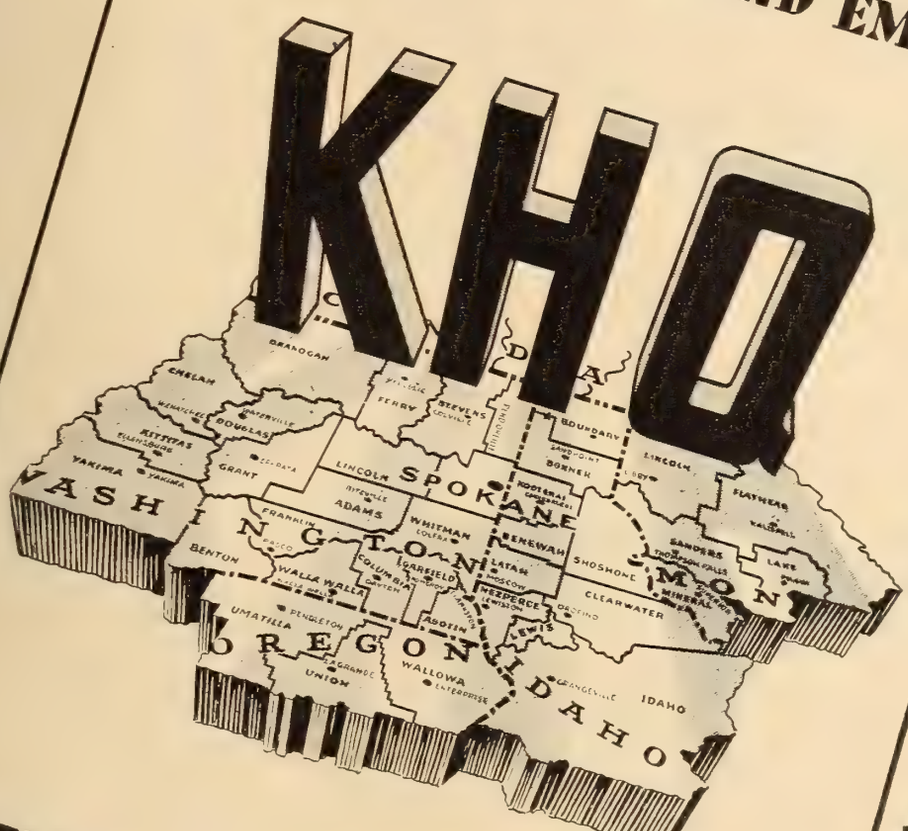
WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Your Country's Still at War	X	--	--	--	--	--	--
Nurses' Aides	X	--	--	--	--	--	--
Car Pooling	X	--	X	--	X	--	--
Merchant Marine Recruiting	--	X	X	X	X	--	--
Careless Talk	--	X	X	X	X	--	--
Paper Conservation	--	--	--	--	--	X	X

See OWI Schedule of War Messages 132 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ



5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



"Pulling Teeth" in a Zinc Plant. Cathodes are "Pulled" from Electrolytic cells in one of the Inland Empire's modern smelters. Mining, Lumbering, Farming and Manufacturing all add to this area's effective buying income of $908,942,000. Sales, too, are "Pulled"— at the cost of only one Medium—when you take advantage of KHQ's Complete Coverage, Popularity and Consumer Confidence. (Photo Courtesy Sullivan Mines.)

CBS SURVEY SHOWS MANY FM BENEFITS

IF THE operator of every full-time standard station were to enter the FM field with the same type of station, more than 80% would get increased daytime coverage and more than 90% would increase nighttime coverage, according to a study made by the CBS engineering department under the supervision of William Lodge, CBS general engineering supervisor.

All local stations and most regional stations would be benefited coverage-wise by switching to FM, he reported, while the clear channel 50 kw stations and a few regionals would lose coverage.

Study was made on the basis of half-millivolt contour lines for AM and 50 microvolt lines for FM stations, Mr. Lodge explained, adding that while mail maps and other systems of coverage measurement might not show exactly the same results there is no doubt about the trend being correct.

Intl. Salt Plans

INTERNATIONAL SALT Co., Scranton, Pa., after Jan. 1 will use spot announcements and participating programs for Sterling Auger Action Rock Salt, a snow and ice remover, on an undetermined number of stations throughout the country. Agency is J. M. Mathes Inc., N. Y.

Fly Praises Chicago U.

IN A LETTER to Sherman H. Dryer, WGN producer of *The Human Adventure*, WGN educational series in cooperation with the U. of Chicago now beginning its second year on Mutual, James Lawrence Fly, FCC chairman wrote: "May I congratulate the University of Chicago on the anniversary of its education program, *The Human Adventure*. It is good to know that, along with its manifold other functions, the American system of broadcasting can find time also for educational material of wide popular appeal, and that educational institutions are alert to the need for such programs. May *The Human Adventure* continue to flourish."

Twin City Outlet Sought by Cowles

File With FCC for New Name; WLOL Negotiations Failed

APPLICATION for a new standard broadcast station in Minneapolis-St. Paul, to operate on 580 kc with 1,000 w day and night (directional day and night) was filed with the FCC last week by the Northwest Broadcasting Co., a new corporation established by the Cowles newspaper and radio interests.

The corporation's stock is owned in equal shares by John Cowles, president and publisher of the *Minneapolis Star-Journal*, and his brother, Gardner Cowles Jr., president of the Iowa Broadcasting Co., the *Des Moines Register-Tribune* and *Look*. John Cowles is president and treasurer, Gardner Jr. chairman of the board and vice-president, T.A.M. Craven, former FCC member now vice-president of Iowa Broadcasting Co., vice president; Lyle K. Anderson, secretary of the *Star-Journal*, secretary and assistant treasurer.

Seek Name Change

The Cowles organization for some time has been interested in an outlet in Minneapolis-St. Paul, to be operated in conjunction with the newspaper. Negotiations for purchase of WLOL, it is understood, were in progress several months ago but did not jell.

Simultaneously, it was learned that the Cowles organization has filed applications with the FCC for change in the name of Iowa Broadcasting Co. to Cowles Broadcasting Co. Licenses of WOL Washington and KRNT Des Moines, held by IBC, would be shifted to the new Cowles Co. WHOM Jersey City is licensed to New Jersey Broadcasting Co., and WNAX Yankton is licensed to WNAX Broadcasting Co., both of which are Cowles' subsidiaries. WCOP Boston has been acquired by the Cowles group, but the transfer awaits FCC approval.

Hygrade Expands

HYGRADE FOOD Products Corp., New York, expanding its radio advertising for meat products, on Oct. 7 began sponsorship of a weekly quarter-hour woman commentator-interviewer program on WOR New York. Participating programs and newscasts are sponsored on five stations throughout the country. Agency is Williams Adv., New York.



BOILED FOOTBALL

KTSW Condenses Grid Games Through Transcription

A STREAMLINED version of Emporia High School's night football games, with every play described, will be aired by transcription this season over KTSW Emporia. Station originally had the games scheduled for full broadcast, from start to finish, including running accounts during times out.

Gillette Safety Razor Corp. will sponsor Friday night boxing bouts on Mutual, beginning at 9 p.m. (CWT). That would interfere with the football games. So KTSW transcribes the play-by-play account and everything else. To prevent the broadcast from running into the late night hours, the streamlining process was evolved. As a result KTSW listeners will get a full game, play-by-play, condensed to an hour and a quarter, with time-out periods limited to 20 seconds and only the bare essentials of opening ceremonies, the quarter and half periods being aired.

Broadcasts, sponsored by the New Process Laundry of Emporia, will be handled by Duane Tucker, Emporia State student and winner of the KTSW Stanford Summer Radio School Award, and Vic Hyden, formerly of KANS Wichita.

You Can Buy National Network Radio Programs FOR YOUR LOCAL USE



Blue Network Co-operative Programs can sell for *you* —and you pay only for your own area

The Blue Network broadcasts a group of important coast-to-coast network programs—which can sell *your* merchandise or services—*locally*. Each of these programs is for sale locally—you pay for each program only in the area in which you use it. Thus, you can sponsor a major network program in your territory, and at a practical price.

HOW BLUE NETWORK CO-OPERATIVE PROGRAMS WORK:

The Blue Network broadcasts coast-to-coast. At a given signal—at the opening, in the middle and at the close of each Co-operative Program—the announcer at your Blue Station identifies the program as *yours* and does your selling. Result—your audience hears you sponsoring a major Blue Network Program and hears your substantial selling story told against this important background.

Hundreds of prominent local advertisers have successfully used Blue Network Co-operative Programs, during the past two years. The names of these local advertisers are yours for the asking.

Blue Network Co-operative Programs are an exceedingly fine and effective group. Each series is heavily merchandiseable and for sale separately.

HERE ARE THE BLUE NETWORK CO-OPERATIVE PROGRAMS:

Baukhage Talking—Direct from Washington. Baukhage gets his news from the men who make it. He is in daily touch with the White House, Secretaries Hull, Stimson, Forrestal and other cabinet members, as well as Speaker Sam Rayburn, Joe Martin, Senator Vandenberg and other congressional leaders. Baukhage is a top Washington figure. Midday, Mondays through Fridays, 15 minutes.

Kiernan's News Corner—Direct from New York, Walter Kiernan. One of the outstanding human interest reporters of our time. Has had famous interviews with many of the world's great, including Pope Pius XII (when Cardinal Secretary of State), Winston Churchill, the King and Queen of England, Madame Chiang-Kai-Shek, General Eisenhower, Jimmy Doolittle, etc. Kiernan has an informal slant that has endeared him to millions of listeners. Early afternoon, Mondays through Fridays, 15 minutes.

Martin Agronsky—Direct from Washington. One of the world's great war correspondents. Got out of Singapore 6 days before the Japs marched in—was with General Montgomery in battle, with General MacArthur in Australia, and has been under fire on most of the fighting fronts. Martin Agronsky has broadcast from hot spots all over the world. Early morning, Mondays through Saturdays, 15 minutes.

The Mystery Chef—Direct from New York. Tells women how to cook luxurious meals at low cost. Has the largest audience of any cooking expert in the United States. This is a highly merchandiseable program and can create substantial, traceable store traffic. The Mystery Chef personally will endorse an acceptable product or store and recommend it to his responsive audience. Daytime, Mondays through Fridays, 15 minutes.

Henry J. Taylor—Direct from New York. World-famous authority on international affairs. One of the great journalists of our day. Writes for Scripps-Howard newspapers, Reader's Digest, Life Magazine, Saturday Evening Post, Cosmopolitan, etc. Henry J. Taylor has seen the war through the eyes of the prime ministers and leading military figures of 27 countries abroad, including President Inonu in Turkey, Franco in Spain, Salazar in Portugal, Per Albin Hansson in Sweden; as well as Anthony Eden and others in England, General Eisenhower and our military leaders on many fronts. Evening, Mondays through Fridays, 15 minutes.

The Green Hornet—One of radio's best adventure shows. 30 minutes of concentrated excitement. A great cast and highly-skilled network writing, direction and production account for the vast audience throughout the country that listens regularly to the Green Hornet. Evening, half-hour program, once a week.

The Blue Network furnishes merchandising support for all of its Co-operative Programs. *The personal attention and advice of Blue Network executives is available to all Blue Network Co-operative sponsors.*

By sponsoring a Blue Network Co-operative Program you get its full value in your area but only pay a small part of the total talent cost, because other sponsors in other cities pay their share.

Outstanding local businesses from coast-to-coast are successfully using Blue Network Co-operative Programs. You can get complete sponsor lists upon request and can then contact other sponsors direct, asking their experience with Blue Co-operative Programs. THERE ARE HUNDREDS OF SUCCESS STORIES.

For all information ask any Blue Network Radio Station, or the Co-operative Program Division of

The Blue Network

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

A M E R I C A N B R O A D C A S T I N G S Y S T E M , I N C .

THIS ADVERTISEMENT APPEARS IN:

Women's Wear Daily
Men's Wear
Retailing Home Furnishings
The Jewelers' Circular-Keystone
Chain Store Age
Bakers' Weekly
Bakers' Helper
National Carbonator & Bottler
Modern Brewery Age
The Milk Dealer
Ice Cream Review



A FORT INDUSTRY STATION

If it's a Fort Industry Station you can Bank On It!

...ne has Changed

It used to be quite something for New York to tune in San Francisco, or Bangor to pick up Miami. But now the program is the thing.

More stations in more towns toughens the going for the big fellows and challenges the smaller fellows to make it so!

Result: "Time has changed" from just 60 minutes to the hour to something worthwhile in every single one of those 60 minutes. So have Fort Industry Company stations grown and kept fully abreast the sensational forward trend in American Broadcasting.

WWVA
50,000 Watts
Wheeling, West Va.

WAGA
5,000 Watts
Atlanta, Georgia

WSPD
5,000 Watts
Toledo, Ohio

WHIZ
250 Watts
Zanesville, Ohio

WMMN
5,000 Watts
Fairmont, West Va.

WLOK
250 Watts
Lima, Ohio

WFTL
10,000 Watts
Miami, Florida

Editorial

Jimmy's Opportunity

THE AFM "strike" against recording for radio can be terminated quickly, equitably and without acrimony. Practically without precedent is the act of the President in appealing to AFM President James C. Petrillo to send his musicians back to work as a patriotic move.

The AFM head has called a meeting of his executive board this week to give "careful consideration" to the President's plea. We think there can be only one answer to the Chief Executive in wartime—prompt and graceful acquiescence.

Till now, Jimmy has defied all comers on the recording ban, which has been in force since Aug. 1, 1942. The War Labor Board certified the case to Director of Economic Stabilization Vinson four months ago, after the AFM czar had defied its directive that recording be resumed. Even the WLB had taken anything but a strong position, and turned juridical handsprings in trying to placate Jimmy.

The alternative might have been Government possession and seizure of the RCA-Victor and Columbia Recording plants, following the precedent of the Montgomery-Ward case. This course, however, was not recommended by NWLB or Justice Vinson, because there was no finding that the noncompliance unduly impeded the war effort. We differ with that view, though admittedly certain of the facts have changed since the majority of the recording companies capitulated to AFM demands.

The President sets forth the facts clearly in his strong telegram. AFM's noncompliance, he said, may encourage other instances of noncompliance which "will impede the war effort".

On Jan. 12, 1943, the AFM President told a Senate investigating subcommittee considering legislation to outlaw strikes in wartime, that he would grant the request of the President that musicians go back to work after the Chief Executive was told the facts. The President has made the request—after a review of the facts by his closest advisers.

It's now up to James Caesar Petrillo.

'Hero' Epidemic

WITH EVERY important development, occurrence or event, whether in peace or war, there evolves the parasite bent upon aggrandizing himself by winning public favor or sympathy. This grim war is no exception. Radio in some instances has been taken in.

Take the case of the radio singer on a New York station billed as a wounded air ace, who, by dint of plastic surgery, was rehabilitated. He was picked up for appearance on a national network documentary. A check revealed it was a hoax. He had been an aviation cadet, but had been discharged because of a skin disease and had never seen a fighting front. It was a press agent's pipe dream.

There are other instances of participation shows wherein men in uniform, bedecked with service ribbons and medals, turned out to be pure phonies seeking kudos and cash. The FBI is turning in such fakes daily.

Usually it is found that these phony heroes or their press agents try to muscle in on radio. As the war progresses, it gets worse. It is a low, obnoxious business.

Self-acclaimed heroes shouldn't be accepted at face value—particularly if they have press agents. There is a simple formula. Ask for the subject's military record. Get his serial number, his name and his home town. Then check with the nearest public relations office of the particular service branch. With that information, a check at Washington personnel headquarters is swiftly made.

Time for a Change

FOR SEVEN years Atlantic Refining Co. has followed an unusual policy in meeting request of stations, not on its sponsored schedule, for the right to broadcast games to which Atlantic has exclusive rights. The policy is simple: Grant the right to stations, and provide tthe lines, on condition they carry the Atlantic commercials *gratis*.

But there lies what most broadcasters call a violation of advertising ethics—a sustaining program with free commercials.

WGAR Cleveland ran into the policy when it tried to get rights to three Notre Dame football games on the Atlantic schedule, offering to substitute public service announcements. Atlantic originally scheduled other games on its Cleveland station, WTAM, leaving Cleveland without Notre Dame coverage on those days though it is a red hot Notre Dame town.

Seven years ago the policy may have been expedient. Today Atlantic's policy is outmoded. Abuse of exclusive rights by suppression of broadcasts desired by a large audience eventually will backfire on sponsors.

Newspaper Bites Network

IN THIS radio age, precedents topple like duck-pins. Networks (and stations) buy newspaper space, but for the first time in our memory, a newspaper has purchased nationwide network time to promote itself and its market and at the same time perform a public service.

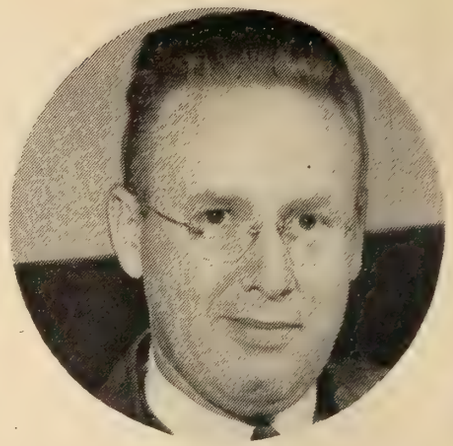
The *St. Louis Post-Dispatch*, one of the nation's top journals (which had the foresight to get into radio early with KSD) has bought a full NBC network for highlight resumes of the World Series games in St. Louis. Grantland Rice, sports columnist, Luke Sewell, manager of the Browns, Billy Southworth, manager of the Cardinals, and J. Roy Stockton, the *P-D's* baseball expert, provide a 13½-minute commentary with only 45 seconds at the beginning and end for the commercial. There are no middle commercials.

The program is being carried over 90-odd NBC stations and to men overseas via the Armed Forces Radio Service. The time budget probably will exceed $50,000.

This "first" is significant in several ways. Radio is chosen as a commercial medium by an important newspaper entity. The commercials are the briefest possible, obviously designed to stem the effort of advertisers to overload, and to set an example (in keeping with the incessant campaign of George D. Burbach, KSD general manager and *P-D* official).

Here is a newspaper big enough to recognize and use a medium which many of its contemporaries regard as competitive (hark back to the New York newspaper advertising survey). The *P-D* deserves acclaim for its enterprise and wisdom. It will profit in prestige.

Our Respects To —



JOHN ALBERT MARTIN

JOHN ALBERT MARTIN, advertising manager for Montgomery Ward & Co., Chicago, has a collection of pipes that A. Conan Doyle would have envied for Sherlock Holmes, but just when Mr. Martin can find time to light any of his smoking equipment is cause for conjecture among those who know his many duties.

Martin's title, director of media of one of the nation's greatest mail order companies, belies his task in its simplicity, for he is not only in charge of advertising for all of the company's 640 outlet stores and 200 order offices but also signs all contracts personally after investigating and analyzing the markets and choosing the media to be used. In this capacity he spends nearly 5 million dollars in advertising annually, a half-million of that going into radio advertising for Montgomery Ward in 1944 with a greater amount scheduled for radio in succeeding years.

He believes no campaign is complete without radio, which, he says, "serves as a supplementary medium to newspapers."

Martin recently declared that companies with unavailable products were advertising mainly to keep their names before the public. He added, "Merchandising methods are definitely undergoing a change. In spite of the fact that companies are advertising miraculous new products to blossom out after the war, the public will not be much surprised to learn that these products will not be available immediately.

"The well-known establishments are continuing with their usual radio programs, and recent entrants into the business world have snatched the available advertising media."

Martin was born in Muncie, Ind., July 3, 1904, the son of the town's dentist. He, however, decided against a profession, graduating in 1927 from Wabash College, Ind., with a degree in Liberal Arts, a "W" for swimming and a reputation for being up to that time the only business manager of the college's publications who didn't write his annual reports in red ink.

Following graduation, Martin worked for a time on the *Crawfordsville* (Ind.) *Review*, now the *Journal-Review*, and then joined the sales staff of the Chicago Mill & Lumber Corp. In 1928 Martin opened his own business as a newspaper representative in Chicago for 17 midwestern papers. He joined Montgomery, Ward & Co. in 1936, where his record in radio advertising placement soared from nothing to the half-million dollars placed in 1944 and where he now deals with some 800 U. S. newspapers.

Not a joiner, Martin's only social affiliations

(*Continued on page 46*)

TO BUILD A FUTURE...



...the Northwest has one-half of the nation's merchantable timber!

Lumber and forest men, like radio men, think in terms of the future. In helping protect and utilize our community's forests, KOIN uses:

REGULAR WEATHER INFORMATION...
24-HOUR DAILY EMERGENCY SERVICE
SPECIAL PROGRAMS, such as...

TILLAMOOK BURN ▸ Judged the nation's outstanding war effort show of 1943 at the Institute for Education by Radio, 1944, Columbus, Ohio. Released to nationwide CBS audience.

PISTOL BUTTE ▸ 1944's tribute to the men who protect our forests. Released to CBS. H. J. Andrews, Regional Forester U.S. Forest Service wrote:

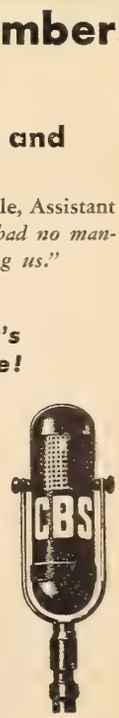
"You have added another bright star to the string of forestry radio shows for which your station has been responsible. This show was educational and interesting, and represented the kind of outstanding public service we have come to expect from KOIN."

This has been the Northwest's best fire season. Foster Steele, Assistant Supervisor of Mt. Hood National Forest, says: *"We have had no man-caused fires during this period since KOIN started helping us."*

●

KOIN is firmly a part of the Northwest's vibrant present and inevitable future!

KOIN



PORTLAND, OREGON

FREE & PETERS, INC., National Representatives

WEED & CO.

Are Now

Exclusive Representatives For

WDEF

The Blue and Mutual Station That Gives the Most for Your Advertising Dollar in the Rich Chattanooga Market - -

WDEF Hooper Ratings Are Constantly Going Up—Get Them From Weed & Company

WDEF

CHATTANOOGA

Joe Engel, Pres.

Frank S. Lane, Mgr.

Our Respects to

(*Continued from page 44*)

are as an honorary member of journalistic fraternities. In the pursuit of his favorite outdoor pastime, golf, he prefers to play on different nearby courses. He married Mrs. Martin, a native of Austria, in 1933 in Chicago. They have a daughter, Joyce, 9, and son, Bruce, 21 months. They live in an Evanston (Ill.) apartment where Martin contents himself of evenings with occasional wood-working and devotion to his vari-shaped smoking collection.

Video Council Formed

CREATION of the National Television Council, to keep the public informed of the latest developments in television was announced last week by Richard H. Hooper, regional manager of advertising and promotion for the RCA Victor division of RCA, and newly elected president of the Council. Group has set up permanent headquarters in the La Salle Hotel, Chicago, and is composed of representatives of all branches of thinking in the television industry. Members of the NTC include Comdr. William Eddy, USNR, Chicago, vice-president of the Council; Ros Metzger, vice-president and account executive of Ruthrauff & Ryan, Chicago, secretary-treasurer; Don McNeill, mc of the Blue's *Breakfast Club;* Burr Tillstrom, television puppeteer; Charles Lyon, announcer; F. K. Starbird, Firestone Tire Company official.

Personal NOTES

LT. COL. THOMPSON H. MITCHELL, who returned to his civilian position as vice-president and general manager of RCA Communications last July, was awarded the Legion of Merit Oct. 3 for his work in developing methods and procedures which made the Army Signal Corps' world-wide system of communications capable of handling the tremendous volume of traffic.

ROY D. MOORE of the Brush-Moore Newspapers (WPAY-WHBC) has been elected chairman of the bureau of advertising of the American Newspaper Publishers Assn., succeeding Frank E. Tripp of the Gannett Newspapers (WHEC WENY WHDL WTHT WDAN WOKO WABY) who has resigned.

DR. FRANK B. JEWETT, vice-president in charge of development and research for American Telephone & Telegraph Co., who retired Sept. 30 after 40 years service with the company, will devote full time to his work as president of the National Academy of Sciences and as a member of the National Defense Research Committee of the Office of Scientific Research & Development. He will occupy offices at NDRC headquarters in the Empire State Bldg., New York, and will divide his time between New York and Washington.

BERNARD JAY SHAW, account executive of WPAT Paterson, N. J., has been appointed sales promotion manager of the station.

Gunzendorfer Promoted To Manager of KSFO

APPOINTMENT of Wilton Gunzendorfer as manager of KSFO San Francisco was announced last week by Wesley I. Dumm, president of the Associated Broadcasters Inc., operating the standard station along with the international shortwave stations KWID and KWIX. Mr. Gunzendorfer earlier this year had joined Associated as manager of Associated Recording Studios, one of its divisions. Previously he had served six years as manager of KSRO Santa Rosa [BROADCASTING, July 31].



Mr. Gunzendorfer

The appointment was made to allow Lincoln Dellar, vice-president and general manager of Associated, to devote more time to postwar planning in connection with KWID and KWIX, as well as proposed development of both television and FM stations by Associated. Mr. Gunzendorfer succeeds to the post vacated several months ago by Edward J. Jansen, who became United Press representative in the Pacific Northwest.

CAPT. JAMES STUART, vice-president of KOIL Omaha and KFOR Lincoln, is with the AEF invasion forces in France, according to word received last week by his brother Charles, president of the stations.

RALPH G. TUCHMAN, former reporter on BROADCASTING's Washington staff, now public relations officer, Army Air Forces, at Boca Raton, Fla., has been promoted to a first lieutenancy. He was a GI 18 months ago.

GEORGE A. KENT has been named manager of WRLD West Point, Ga. He has been active in radio for a number of years.

FRANK M. FOLSOM, a director and vice-president of RCA in charge of the company's Victor Division, has been awarded the Navy's highest civilian honor with presentation by Secretary of Navy James Forrestal of the Distinguished Civilian Service Award for exceptional performance as chief of the Procurement Branch, Office of Procurement and Material, from February 1942 to December 1943.

WHAM

"Your Western New York Salesman"

ROCHESTER, N. Y.

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the

NATIONAL BROADCASTING COMPANY

National Sales Representative:
GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

FOUR TOP MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky. Huntington, W. Va.*

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

WGAR

CLEVELAND

THE BIGGEST SHOW IN ~~D...~~

NORTHEASTERN OHIO

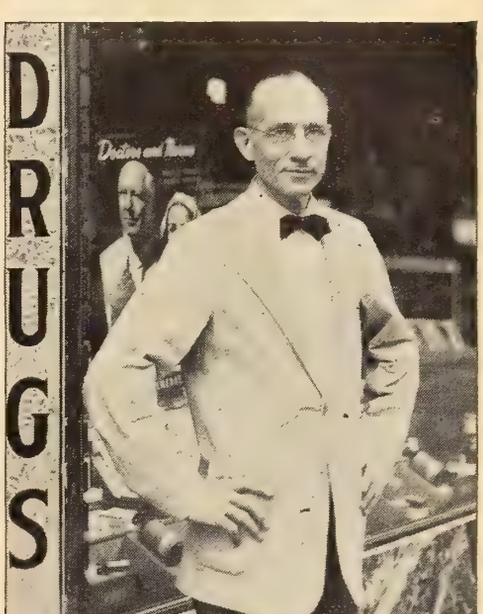
NEW 1220 DIAL POSITION MEETS APPROVAL OF WGAR LISTENERS



Betty Mahan, popular waitress at the East Park Restaurant in Ravenna, Ohio, told us . . . "we listen to WGAR every evening now that it comes in so grand".



Bob Hood, auto service man of Medina, Ohio, says . . . "seems that most of the car radios around here are tuned to WGAR now that you're on 1220".



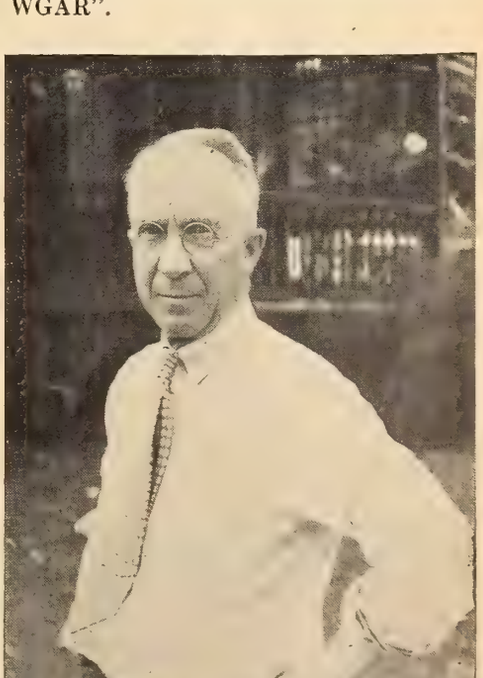
Earl Henderson, favorite druggist in Oberlin, Ohio, says . . . "WGAR comes in here like a ton of bricks, and there's even more demand for the products advertised over WGAR".



Anthony Petoskey, radio service man in Lorain, Ohio, says . . . "since WGAR shifted to 1220, it is heard here much better. We have many calls to change push buttons to WGAR".



Jennie Leksan lives in Barberton, Ohio, near the rubber town of Akron, Ohio. "We hear WGAR just as clear as a bell since you changed to your new wavelength", she says.



V. C. Thompson, on the staff at Youngstown Library, lives in Warren, Ohio. "WGAR comes in fine here," he says, "since the change in position on the dial".



FULTON LEWIS JR.

is

Hedge-Hopping

again

Fulton Lewis jr. is now on a cross country tour, gathering news, compiling public political reactions to get a cross section of the opinions of the men and women who count in America. Lewis' conclusions are broadcast Monday thru Friday over 210 Mutual stations, with over 130 sponsors.

For sponsorship in your city, write, wire, or call

WM. B. DOLPH, BARR BULIDING, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.

Affiliated with the MUTUAL BROADCASTING SYSTEM

KENYON BROWN, general manager of KOMA Oklahoma City, has been elected president of the newly organized Oklahoma City Playhouse, amateur theatrical group. The new organization is the first amateur theatrical effort attempted in Oklahoma City in two years. Plans call for a radio workshop as part of its activities.

MORTON LOWNES of the sales staff of WTTM Trenton, N. J., is the father of a boy.

HERMANN D. MYSING, who has headed a group of RCA engineers serving the Army Signal Corps on an engineering development contract concerned with combat radio communications problems, has been appointed manager of sales and engineering service for RCA's auto radio dept.

R. S. (Dick) GRESHAM, formerly associated with Chicago advertising agencies, has joined KGFJ Los Angeles as account executive.

GEORGE LASKER, general manager of WORL Boston, was honored at a meeting of the Jewish War Veterans of the U.S. on Oct. 1 for his "unfailing cooperation and public spiritedness".

SIDNEY J. FLAMM, vice-president and general manager of WPAT Paterson, N. J., on Oct. 16 will be tendered a testimonial dinner by the WPAT baseball team.

NADINE AMOS, secretary to Don E. Gilman, recently resigned Blue western division vice-president, has been appointed manager of the network's new general service department in Hollywood. Miss Amos has been with the network for the past 14 years in San Francisco as well as Hollywood.

NORMAN C. BROWN, has joined CJBC Toronto as commercial representative, following his discharge from the Royal Canadian Air Force, in which he served five years.

WAVE DOESN'T WORK FOR COIN (KY.)!

Far from being dreamy-eyed idealists, we at WAVE are realists of the old school! We simply know that Coin (Ky.)—and all the rest of the villages in this State—can't *half* match the radio potentials of the Louisville Trading Area. So we beam our 5000 watts at *cash*, and let the Coin (and credit) go! . . . If *you're* a realist, too, you'll know WAVE is your one best bet in Kentucky.

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

Army Placement Section Headed by Maj. Baruch

MAJ. ANDRE BARUCH has been named officer in charge of the new Placement Section, Army Service Forces Group, Radio Branch, Bureau of Public Relations, War Dept. Unit will be the liaison between Army servicemen and radio. Through the placement Section, agencies and networks may secure personnel for shows. Section may also place certain Army personnel on programs, or make them available for use on the air. This clearance was formerly handled by Radio Branch, BPR, under Col. E. M. Kirby. Just returned from a tour of Army hospitals all over the country from which he originated the weekly *Visiting Hour* program on CBS, Maj. Baruch was formerly in charge of American Expeditionary Stations in the North African Theatre. Prior to joining the service, he was a well-known announcer.



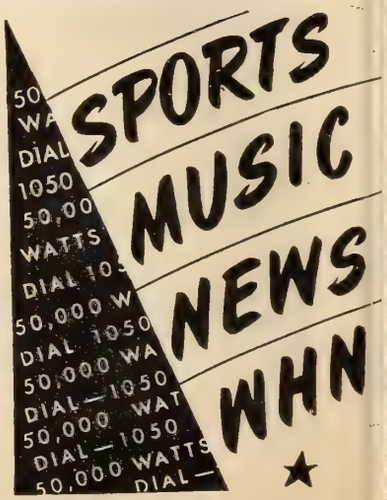
Maj. Baruch

Bernard Lichtenberg

BERNARD LICHTENBERG, 52, well-known public relations counsel and past-president (1929-30) of the Assn. of National Advertisers and its chairman in 1930-32, died last week at his home in New York City. An author of such books on advertising as *Advertising Principles, Advertising Campaigns* (on which he collaborated with Bruce Barton), Mr. Lichtenberg won a gold medal from the Advertising Club of New York for his "valuable contributions to advertising education." Mr. Lichtenberg was an alumnus of New York U. from which he received a B.C.S. degree in 1914 and in M.C.S. in 1915. He is survived by his widow, two married daughters, and a son, M. J. Lichtenberg, West Point cadet.

Downing on Leave

TOM DOWNING, commercial manager of WSB Atlanta, is on leave from the station until after election and has joined the staff of the Democratic National Committee, New York, as assistant to Leonard Reinsch, radio director of the Committee, who is also on leave from his position as managing director of the Cox stations, WSB WIOD Miami and WHIO Dayton.





Courtesy Arthur Murray Dance Studio

In good dancing, intricate footwork soon becomes "second nature."

It is "second nature" for the people of Southern New England to turn to WTIC because, for more than nineteen years, WTIC has provided the type of radio programs they prefer.

Thus, there is a constant audience for your sales message when you use WTIC—an audience that possesses an effective buying income 60% greater than the average for the entire United States.

Let WTIC's 50,000 WATTS sell your product in Southern New England.

IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

WTIC
US 1
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Durham

North Carolina's third largest city. City and county are compact and easily sold as one unit. Durham County, 1940 U. S. Census—80,244.

Tobacco

Big chunk of Durham's $23 million industrial payroll goes to tobacco workers. Durham makes 25% of all the cigarettes made in U. S. It's truly the tobacco.

Center

Of the world. And what an inexpensive market to reach. You can dominate at 250 watt rates. Don't cuss the cigarette shortage. Cash in by scheduling

WDNC



OWNED BY
DURHAM HERALD-SUN
PAPERS

Represented by Howard H. Wilson Co.

BEHIND the MIKE

LOUIS P. LOCHNER, NBC west coast commentator, has been assigned to follow the Allied armies into Berlin to re-establish and head the Associated Press bureau there. His four-weekly 5:45-6 p.m. spot on 6 Pacific Coast stations was taken over Oct. 4 by Elmer Peterson, NBC commentator, and former correspondent.

ARCH OBOLER, free-lance script writer, has been engaged to do a series of postwar affairs programs for BBC.

DORIS CORWITH, lecturer and assistant to NBC's Public Service Conselor, has been appointed assistant to Dwight Herrick, manager of the network's public service department. She succeeds the Rev. Everett C. Parker, who resigned to accept the post of director of radio for the Congregational-Christian Churches.

EDMUND L. SOUDER Jr., of the Blue Network newsroom staff in Hollywood, has been appointed a war correspondent, assigned to cover the China-Burma-India theatre of operations. Prior to his association with the Blue, Mr. Souder was announcer and production manager of KFRE Fresno, Cal., and previously with WJHP Jacksonville.

FRANK McGRANN, in charge of radio, stage, screen and television in the Position Securing Bureau, New York, has resigned to undertake a mission to the Far East for the U. S. Government.

Halpin Quits Censorship For Former KOIN Post

LESTER A. HALPIN, for the past two years assistant director of censorship under Byron Price, in the press and radio section of the Office of Censorship, Washington, D. C., has resumed his former position as news editor of KOIN Portland, Ore., it was announced last week by C. W. Meyers, president of the station. Dale Denny, who had charge of the KOIN newsroom in Mr. Halpin's absence, continues as assistant news editor.



Mr. Halpin

Mr. Halpin's assignment in Washington entailed guarding against premature release of vital war information. In resigning from that post he commended radio and the press for their "magnificent record" in observing the voluntary code of censorship.

T/S DON CHOWN, former WJR Detroit announcer, has been transferred from the Army Air Corps to the Army Service Forces, Boston, where he is writing and producing radio shows for WAC recruiting.

ERNIE NEFF has rejoined the announcing staff of WCAE Pittsburgh.

NELSON KING, director of special events for WKRC Cincinnati, has been promoted to sales promotion manager.

JACK PETRIE, former commercial manager and announcer of WDLP Panama City, has joined WCOA Pensacola, Fla. as newscaster.

PATRICIA MURPHY has been promoted to sales promotion director of Frederic W. Ziv Co., production firm.

ALFRED WALLENSTEIN, musical director of WOR New York, has received a leave of absence to conduct the Los Angeles Philharmonic Orchestra for the 1944-45 season. He will return to New York May 1. His WOR broadcasts will be taken over by guest conductors.

JONATHAN SNOW, WBBM Chicago promotion manager, is the father of a boy.

GEORGE WHITNEY, sales manager of KFI Los Angeles, is in New York for three weeks contacting agency executives and advertisers.

DICK JOY, released from the Navy, has returned to Hollywood radio as freelance announcer-newscaster.

WILLIAM REID, announcer of CKWX Vancouver, recently married Mabel Van Boeyen, a former member of CKWX, at Vancouver.

FERNAND ROBIDOUX, formerly of CKAC and CBF Montreal, has joined CKCH Hull, Que., as program director.

JOHN COLLINGWOOD READE, Toronto news commentator, has returned to CFRB Toronto, to conduct a thrice-weekly evening news commentary.

BARBARA BINNS, formerly with the Blue Network, New York, has joined WSAZ Huntington, W. Va., replacing Irene Bruce as conductor of *930 Club* women's program.

LEITH F. ABBOTT, former advertising agent for the northern division of Southern Pacific Co., and widely known throughout the northwest where he has been associated with local stations as an actor for the past 12 years, has been named director of publicity and public relations for KALE Portland, Ore.

ELLIOT BROZA, son of Stan Lee Broza, program director of WCAU Philadelphia, will become musical director of the station in January 1945 succeeding Johnny Warrington. Mr. Warrington will tour under the direction of Music Corporation of America.

LOWRY LONGSTRETH, formerly of WFTC Kinston, N. C., released from the Navy, and Alexander L. Paternotte, until recently an Army lieutenant, have joined the announcing staff of WHAT Philadelphia.

HUGH SANDERS, formerly on the production staff of WNEW New York, has joined the producing-announcing staff of WOR New York.

NOW
5000 Watts
in
TORONTO
on
CJBC

CBC RADIO CANADA

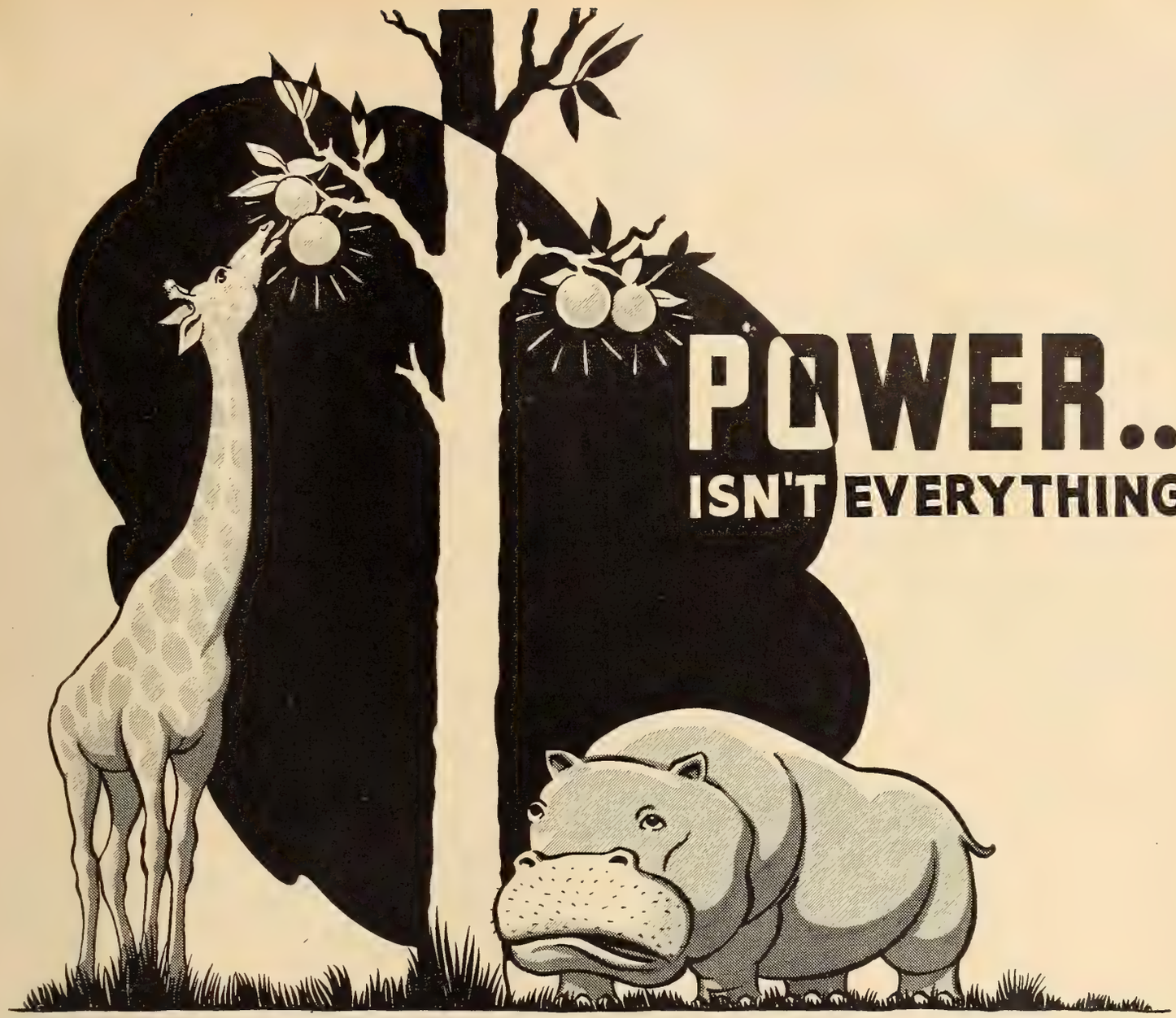
KEY STATION OF THE DOMINION NETWORK
TORONTO AFFILIATE OF THE BLUE NETWORK

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives



SOMETIMES IT'S BETTER TO BE BUILT FOR THE JOB!

KTSA was engineered and built to REACH and SATURATE San Antonio's wholesale trade area.

San Antonio's wholesale trade area is booming and progressive. It's a rich market now . . . and postwar plans will make it even richer . . . KTSA's 64 county primary coverage area delivers 23.11% of the effective buying income in the State of Texas . . . 22.06% of the retail sales . . . . .

This is KTSA's primary market . . . the territory KTSA was DESIGNED and BUILT to serve, and which KTSA DOES serve, as proved by every recognized standard of measurement and survey. This is the market that KTSA's programs are built for. This is the field of KTSA's community service.

This is what KTSA has for sale. It is all that it offers, charges for, or claims. If you buy your radio time to do a specific job in a specific market . . . you'll be interested in the complete KTSA story.

REPRESENTED NATIONALLY BY
TAYLOR - HOWE - SNOWDEN RADIO SALES
NEW YORK — CHICAGO — DALLAS — AMARILLO

KTSA CBS
SAN ANTONIO 550 ON THE DIAL



JANE DALTON, women's editor of WSPA Spartanburg, S. C., has been appointed to the public relations committee of the women directors of the NAB.

W. GORDON SWAN, program manager of WBZ-WBZA Boston-Springfield, celebrated his 21st year on the station's staff on Oct. 2.

FLEETWOOD LAWTON has resumed his three-times weekly broadcasts on NBC after eight weeks in the South Pacific. He brought back 80 recordings made on a Soundscriber.

EDITH KELLY has joined WRGB, General Electric's television station in Schenectady, as program producer.

JIM WILLARD, conductor of Philadelphia children's programs, returns to the air Monday through Saturday, 5:15 p.m. on WIBG Philadelphia.

DICK OSGOOD, m.c. for WXYZ Detroit's *Children's Theatre of the Air*, is now program director of WXYZ and the Michigan Radio Network.

EARL WITHROW, formerly with George H. Hartman Co., Chicago, has joined WAIT Chicago as a copywriter.

CAROL MOODY, former director of women's programs for WHCU Ithaca, N. Y., has joined WBBM Chicago as junior producer.

CLARA JUMPER, formerly of KROD El Paso, has joined WIND Chicago as assistant to Fred Willson, program director.

ROGER KING, announcer at KOMA Oklahoma City, married Flora Lee Cochran of Hays, Kan. Sept. 9.

DAVID GLISSMAN, announcer at KOMA Oklahoma City resigned to attend the School of Music, Northwestern U.

TRAVE BAYLY, announcer at WHIO Dayton, is the father of a boy.

PERSONNEL SHIFTS EFFECTED AT KTBS

FOLLOWING approval by the FCC early last month of the exchange of KTBS Shreveport, sister station of KWKH, for KTHS Hot Springs, John C. McCormack, former KTBS-KWKH general manager and head of the group which takes over the operation of KTBS from the newspaper interests of John D. Ewing, last week announced new personnel appointments for KTBS.

B. G. Robertson, former KTBS program director, has been named assistant general manager to Mr. McCormack. Mandell Weisman, formerly in the sales department, has been appointed commercial manager. Due to restrictions on construction materials, KTBS will continue to share studios with KWKH for the duration, but KTBS offices have been moved to new quarters in the same building.

BOB STOREY, former announcer at WOWO Ft. Wayne, Ind., has joined the announcing staff of WHIO Dayton. Sig Roush has been named chief announcer at WHIO and Don Wayne, former chief announcer, will take charge of production on sustaining shows.

DR. ROBERT BRAND, formerly with WTMA Charleston, S. C., has joined the announcing staff of WPTF Raleigh, N. C. Dr. Brand instructs Spanish and French at Meredith College.

TODD BRANSON, announcer at WJW Cleveland for the past year, has resigned to enter television work in New York.

CONSTANCE QUEEN, former assistant head of the script routing division of the Blue Network, has been appointed manager of the division, replacing Louise Lentz, who has resigned because of illness. Margery Hawkinson, a member of the division's staff, replaces Miss Queen as assistant head.

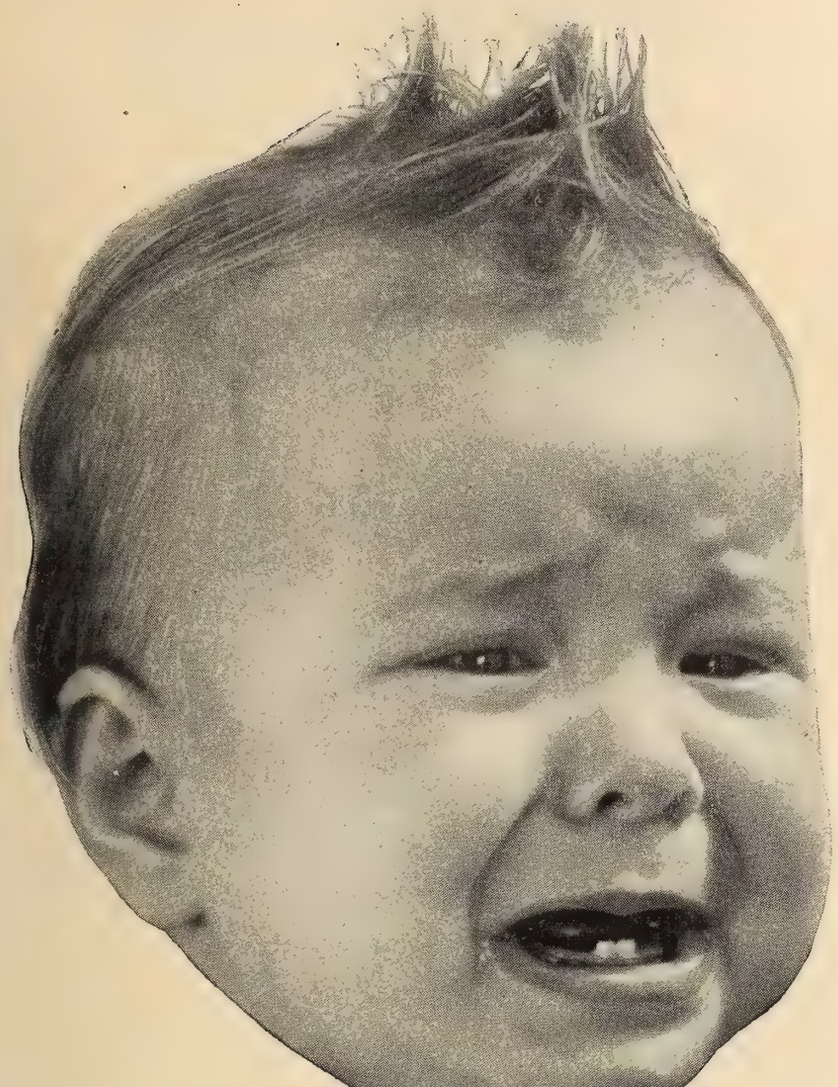
WALTER GORMAN, formerly with the Army Transport Service in England and France as a civilian aide, has joined the Blue Network's production staff. Before joining the ATS, Mr. Gorman was with the radio department of Young & Rubicam in New York and Chicago.

JERRY STRONG, early morning announcer at WINX Washington, is the father of a girl.

MORRIS HASTINGS, former music editor of CBS' press information department, has joined the Blue Network as a writer specializing in serious music continuity.







Is it time to change?

IS YOUR TRANSCRIBED LIBRARY as fresh and useful as it used to be . . . as it *should* be, to be worth renewing? Or would it be better business to make a change as soon as you can?

Or . . . have you considered the value of stepping up your program power with an *additional* library?

Check up now — and check on ASSOCIATED!

MOST HOURS OF THE BEST RADIO MUSIC: — not just a few "peaks," but consistently high listener appeal throughout the library . . . for real usefulness throughout the months and years. That's because ASSOCIATED music *is* radio music . . . big-time, big-audience production music . . . surefire for more listeners and clients.

THE "MILLION-DOLLAR" LIBRARY: — sparkling with headliners from *today*'s top network shows!

INCOMPARABLE REPRODUCTION QUALITY: — because ASSOCIATED transcriptions are vertically-cut, pressed on pure Vinylite . . . unmatched for life-like sound. A "plus" for AM, a "must" for FM!

There's real reason why ASSOCIATED has gained more new subscribers in the past few months than in any comparable period in its history. Now's the time to find out how it fits *your* needs!

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc

25
MILLION
Dollars

—will be poured into the pockets of growers who sell their tobacco in

WINSTON-SALEM

during the next three months! They'll spend a lot of that money for products we tell 'em about!

WSJS

NBC

5000 Watts
600 on the Dial

★

Represented by
HEADLEY-REED COMPANY

Dunbar Named

DR. WILLIS F. DUNBAR, Kalamazoo educator, writer and news commentator, has been named director of program operations for WKZO Kalamazoo, it was announced last week by John E. Fetzer, managing director of the station. Dr. Dunbar has taken a leave of absence from his post as director of the history department of Kalamazoo College to assume his new duties. He has broadcast news commentaries on WKZO since 1942. The station's news division will be under his supervision.

CKRC Staff Changes

STAFF changes have been made at CKRC Winnipeg with Charles Skelding promoted from announcer to chief announcer; Jack Wells to nighttime supervisor, a promotion from sports newscaster. Orrin Botsford, on the sales staff for the past two and a half years, is new supervisor of local sales. George Retzlaff has been promoted to chief operator. Gordon Pollon, formerly of CFAC Calgary, and All-Canada Radio Facilities, has been named office manager. Beatrice Parenteau, formerly of CKAC Montreal, is sales promotion director. Maurice Bunn has been appointed feature editor and John Jackson continuity editor. Additions to the announcing staff are Clyde Hamilton and Ted Savage, both formerly of CJRL Kenora, Ont., and Spencer Smith, formerly a government radio instructor.

TAYLOR-REED Corp., Mamaroneck, N. Y. (Tumbo Pudding), on Oct. 11 starts *What's Your Worry?*, a program for teen-age children, on WJZ New York. Agency is Ruthauff & Ryan, N. Y.



MORRIS NOVIK, director of WNYC, New York's municipal station, rises to acknowledge tribute from representatives of New York's commercial stations at a testimonial luncheon given in his honor. Tribute was occasioned by Mr. Novik's work in coordinating local programs concerned with war activities, air-raid and civilian defense as coordinator of the New York Radio Committee. Among the guests were (left) G. W. (Johnny) Johnstone, director of news and special events of the Blue Network and (right) Arthur Hull Hayes, general manager, WABC New York.

William Guyer

WILLIAM GUYER, 40, advertising manager of Schenley Import Corp. since 1940, died last week at his home in New York City. Mr. Guyer, an alumnus of New York U., was for several years an account executive with Blaine Thompson Co., and Paris & Peart prior to his association with Schenley. Surviving are his widow, Mrs. Gwendolyn Guyer, his parents, Mr. & Mrs. Nathan Guyer of Los Angeles, a brother, Arthur, and two married sisters.

MORE LISTENERS
than any other Dayton station

...and we can
PROVE IT
Ask us...
Ask Hooper

WHIO IS
THE DAYTON MARKET
5000 WATTS • BASIC CBS
G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

Agencies

DR. L. D. H. WELD, director of research, McCann-Erickson, New York, was made a life member of the New York Chapter of the American Marketing Assn. at the first fall luncheon meeting in New York Sept. 28.

LEWIS M. WILLIAMS, with Gebhardt & Brockson, Chicago, since 1942, has been named a vice-president.

C. B. STENNING, formerly vice-president of Walsh Adv. Co., Toronto, and since early in the war assistant to H. J. Carmicheal, coordinator of production, Dept. of Munitions and Supply, Ottawa, has joined Cockfield, Brown & Co., Toronto, as account executive.

HOWARD TULLIS, former manager of KWKW Pasadena, Cal., has joined Glasser-Gailey & Co., Los Angeles agency, as account executive.

PATRICIA BEERS has shifted from Hollywood radio department of Foote, Cone & Belding, to Los Angeles offices as time buyer for all accounts serviced by the agency in that area. Bess Harrison continues as Hollywood radio department business manager.

JOHN CORBALEY has joined the production staff of Lockwood-Shackelford Adv., Los Angeles.

TED DAHL, who formerly headed his own advertising agency, and W. P. Rodman, formerly of Heintz Pickering Co., have joined Garfield & Guild Adv., Los Angeles, as account executives.

ESSIG Co., Los Angeles agency, has discontinued its San Francisco office.

ANN BROOK BASTOW, assistant radio director with BBDO, New York, has announced her engagement to Lt. (j. g.) Samuel D. Brown Jr., USNR.

KERMIT KAHN, formerly of Foote, Cone & Belding, New York, has joined the copy department of J. D. Tarcher & Co., New York.

ALFRED C. HOUSER, formerly with Cruttenden & Eger, Chicago, has joined the Agency Service Corp., as vice-president in charge of merchandising and creative service.

KARL MARK, director of radio for the Al Paul Lefton Co., New York, has been appointed instructor of radio production, dramatics and announcing at City College of New York.

ROBERT HAYES, former account executive of Young & Rubicam, New York, has joined Duane Jones Co., New York, in charge of the Sweets Co. of America account.

J. WALTER THOMPSON Co. on Nov. 15 will move from their recently-opened-temporary quarters at 909 Lafayette Bldg., Detroit, to permanent



"—but WFDF Flint reports a tire shortage back home."

There's a "hot" spot in every market

SPOTTSTOWN 10:30 P.M.

SPOTTSYLVANIA 6:45 A.M.

SPOTTSBURG 12 NOON

SPOTTSVILLE 6:30 P.M.

ask a John Blair man

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

JOHN BLAIR & COMPANY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

Two-shift war-industry markets have special listening habits. It's easy to cover them for maximum listeners with Spot Broadcasting. Rural audiences have their own timing, too—to be solved at least expense with Spot Broadcasting.

Spot Broadcasting doesn't mean merely one-minute spots or chain breaks. It means programs of *any* length . . . on *any* station . . . in *any* market—selected by you. And the ones you want—no compulsion about groups, chains or combinations.

Maybe you ought to know more about Spot Broadcasting while there are still good availabilities. A John Blair Man is a good fellow to know.

Yes we have "Womanpower" to do Merchandising



Requests for merchandising help still get HELP . . . . from this station. Our staff of alert and capable gals will effectively merchandise your KGLO program to dealers . . . to listeners. Call on them for dealer letters, newspaper tie-ins, personal calls or confidential surveys.

IDEAL TEST MARKET

No war-swollen population here in the "PORK BARREL" market! Just about the same number of urban and farm listeners . . . BUT, all have MORE TO SPEND than ever before. A swell spot to test those postwar plans and programs.



FREE — A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

Dip into



kglo

5000 Watts 1300 K.C.

MASON CITY, IOWA

F. C. Eighmey, Gen. Mgr.

CBS Affiliate

WEED & COMPANY, Rep.

quarters in the Buhl Bldg., Detroit. Harry Mitchell, account executive on the Ford account, will be in charge of the office. Other account executives moving from Chicago to Detroit will be Storrs J. Case, Charles P. Tyler, Lowell H. Stormont, along with Hugh Reading, copy writer on Ford, and J. Clic Roberts, who will be in charge of dealer promotion.

LESTER GOTLEIB, radio publicity director of Young & Rubicam, New York, left Friday for Hollywood for a three-week visit at the agency's office in that city.

ALBERT W. SHERER, advertising manager of the National Biscuit Co., has joined McCann-Erickson, Chicago, as vice-president.

BIOW Co., New York, has opened additional offices at 501 Madison Ave., New York, where it has taken the entire second floor to house the radio, outdoor and merchandising departments. Phone number is the same as that of the main office at 9 Rockefeller Plaza, Circle 6-9300.

Cope to Free-Lance

DON COPE, a radio director, has resigned from Ted Bates Inc., New York, to free-lance. Mr. Cope will direct *Rosemary* which replaced *Vic & Sade* for Ivory Flakes on NBC, Oct. 2, handled by Benton & Bowles. He will continue to direct *Palmolive Party*, sponsored on NBC by Colgate-Palmolive-Peet Co., and handled by Ted Bates Inc.



Mr. Cope



SNAPPED AT the "Aunt Jenny-Kate Smith Friendship Cocoa Cake Party" are (l to r): Wesby R. Parker of General Foods Corp.; Harry Harding, account executive at Young & Rubicam, Inc.; Kate Smith; Joseph A. Proctor of Lever Bros. Co.; Aunt Jenny; and Ray Sullivan, vice-president, and Cal J. McCarthy Jr., account executive from Ruthrauff & Ryan, Inc. Cake was made with Swansdown Cake Flour, product advertised on the General Foods noon-day program, *Kate Smith Speaks*, handled by Y & R, and Spry Shortening, product advertised on Lever Bros.' *Aunt Jenny's Real Life Stories*, daytime serial, handled by Ruthrauff & Ryan. Both of these programs are carried on CBS.

Phone Spots

SOUTHERN CALIFORNIA Telephone Co., Los Angeles, in an eight-week campaign for limiting long distance phone use over holiday period, starting Nov. 1 will use an approximate total of 800 spot announcements on 19 Southern California stations. List includes KFI KECA KHJ KNX KFWB KVOE KGFJ KMTR KMPC KWKW KPAS KGB KFMB KFSD KXO KPRO KFAC KFVD KRKD. Agency is the Mayers Co., Los Angeles.

New Los Angeles Agency

FORMATION of Smalley, Levitt & Smith, advertising agency, with offices at 412 West Sixth St., Los Angeles, has been announced by Jack Smalley, president. Telephone is Vandike 0372. Mr. Smalley for the past seven years has been Hollywood manager of BBDO and prior to that managing editor for Fawcett Publications for 10 years. Charles Levitt, recently returned from a two-year assignment as program manager of OWI Washington, and formerly head of his own Los Angeles agency, has been named vice-president and general manager. Ray W. Smith, manager of Los Angeles Downtown Men's Business Assn., assumes added duties as secretary-treasurer of the new agency. Activities will include special department under direction of Mr. Levitt, devoted to development of civic and industrial promotional programs and public relations.

WINN Transfer Asked

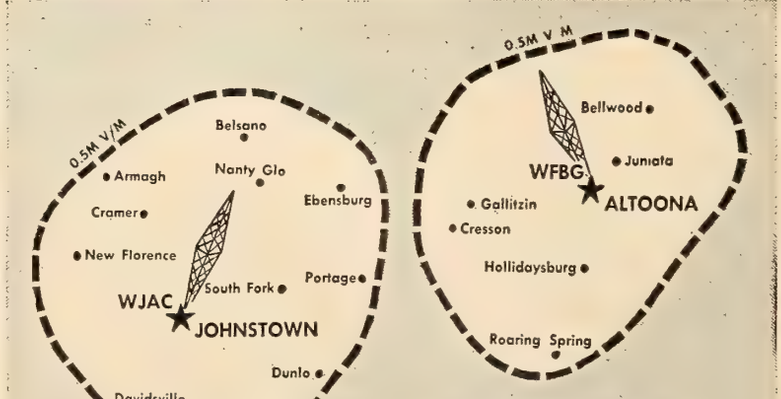
APPLICATION was filed with the FCC last week for involuntary transfer of control of WINN Louisville, Ky., from D. E. (Plug) Kendrick, deceased [BROADCASTING, July 31] to his wife, Nelle M. Kendrick, as executrix of his estate.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

REACH THE Active SALT LAKE MARKET THROUGH KDYL

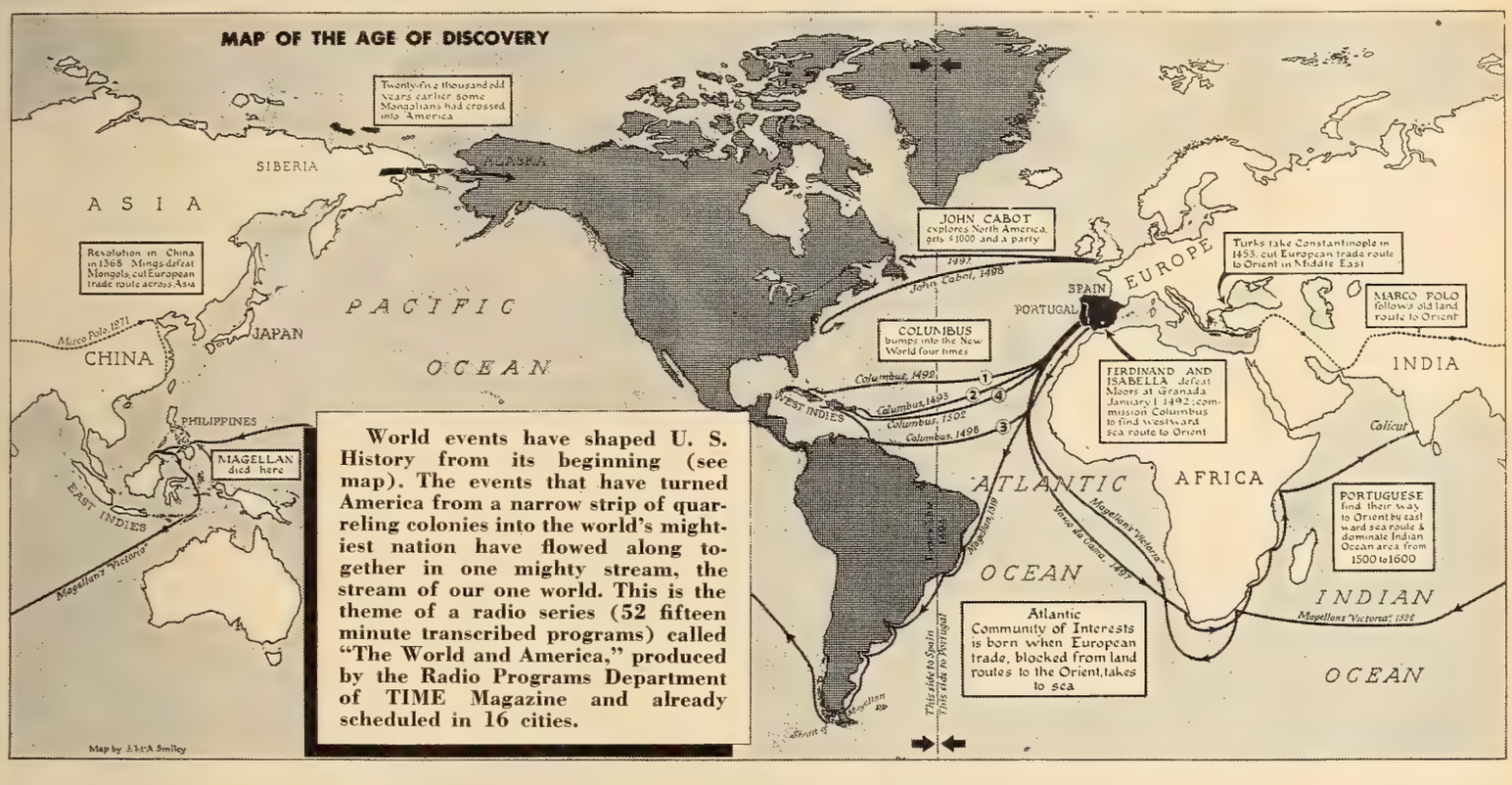
UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

You are cordially invited to help millions of listeners learn about

THE WORLD and AMERICA



World events have shaped U. S. History from its beginning (see map). The events that have turned America from a narrow strip of quarreling colonies into the world's mightiest nation have flowed along together in one mighty stream, the stream of our one world. This is the theme of a radio series (52 fifteen minute transcribed programs) called "The World and America," produced by the Radio Programs Department of TIME Magazine and already scheduled in 16 cities.

A PUBLIC SERVICE EDUCATIONAL PROGRAM

STATIONS BROADCASTING THE WORLD AND AMERICA

Akron, Ohio	WHKK
Baltimore, Md.	WFBR
Birmingham, Ala.	WBRC
Chicago, Ill.	*
Cincinnati, O.	WCPO
Detroit, Mich.	CKLW
Fresno, Cal.	KARM
Honolulu, Hawaii	KGU
Knoxville, Tenn.	WROL
Little Rock, Ark.	KLRA
Memphis, Tenn.	WHBQ
Milwaukee, Wis.	WISN
Minneapolis-St. Paul	KSTP
New York, N. Y.	WQXR
Oklahoma City, Okla.	*
Portland, Me.	WGAN
Rochester, N. Y.	WHAM, WHEC
San Francisco, Cal.	*
Salt Lake City, Utah	KDYL
South Bend, Ind.	WSBT
Washington, D. C.	WINX
White Plains, N. Y.	WFAS

**Station to be selected by sponsor.*

produced by TIME the Weekly Newsmagazine

Leaders of all America's parties agree that to keep out of war ourselves we must help keep the whole world out of war. And that we can do this only by taking a guiding part in world affairs. To make this national policy work, our citizens must understand the influence of world events on America's past and its future.

"The World And America" tries to get this important information into the heads of busy, intelligent Americans—and make it stick and make it *interesting* too! In a series of 52 broadcasts, it aims to teach U. S. history by letting you eavesdrop on the conversation of two everyday Americans who like the country they live in and want to find out how it got that way.

The premieres of this educational historical program series was aired over WQXR, New York, about three months ago. Approval has been spontaneous from educators as well as listeners. Typical is the comment of Winifred Fisher, Executive Director of the New York Adult Education Council, Inc., who writes:

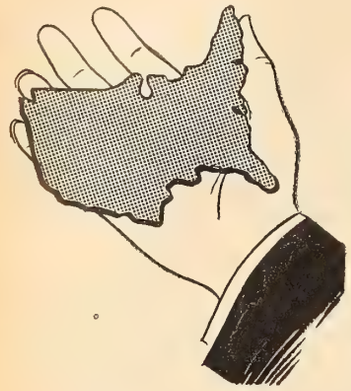
"I have heard many enthusiastic comments about your program. For example, Dean Langmuir, an investment counselor and brother of the electrical Irving, said recently,

'The World and America, is perfectly wonderful. I wouldn't miss it for anything. I ought to know those things but I don't. If I have ever known them. I have forgotten them, but they interest me exceedingly.'

"The program must be pretty good since its appeal to so sophisticated a person is just as strong as to some of the much less sophisticated people with whom I have discussed it."

Available in areas not already reserved. Write

HARRY S. GOODMAN
19 East 53 Street
New York 22, New York



HERE'S COVERAGE!

Washington's radio audience is composed of folks from every state in the Union. Eventually some of them will wend their way homeward. Then they will ask for the products they learned to know and use while in Washington. Doesn't that give you National coverage at the low WINX rates?

The Best Test Market at
MINIMUM COST

WINX

The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

Studio Notes

CONVERSION of the Vanderbilt Theatre, 148 W. 48th St., New York, into a broadcasting studio for the Blue network has been completed and five Blue programs weekly are now originating from the theatre. Conversion includes location of the control booth in the balcony instead of the ground floor, and a stage that can be enlarged or reduced in size as necessary. For better acoustical control, studio walls have movable panels and the ceilings over the stage can be pivoted.

WABC New York, which last May discontinued broadcasting from 6 a.m. to 8 a.m. Sunday, on Oct. 1 reverted to 6 a.m. as the start of the broadcast day. Arthur Hull Hayes, general manager, said the move was made in response to many requests.

KYW Philadelphia has resumed its educational broadcasts with six different programs devoted to the public, parochial and private schools in the Philadelphia area. Included are: *Our Public Schools, Living in Wartime, Know Your Schools,* and *Once Upon a Time.*

KTSW Emporia, Kan. has added the special AP radio wire through Press Assn.

WCMI Ashland, Ky., broadcast Victory Fleet Day celebration when a parade of river boats and Coast Guard craft as well as an Army tugboat past Huntington, Ky. on the Ohio River. The broadcast, on the third anniversary of the Merchant Marine in this war, was carried for an hour and a half.

WAAT Newark has appointed Radio Adv. Co. as national representative outside the New York area. Station handles sales direct locally.

CKMO Vancouver has changed its corporate name from B. C. Broadcasting System Ltd. to British Columbia Broadcasting System Ltd.

Purely PROGRAMS

SECOND cycle of *Yanks in the Orient,* transcribed quarter-hour series produced in the Far East by a special team assigned to the task by the War Dept., started on the Blue Network Oct. 2. New Series of 26 discs will again tell the story of actions of our troops in the China-Burma-India area, starting off with a description of a visit to the Southeast Asia Command with General Stilwell participating in the program. Included in subsequent programs will be accounts of action behind Jap lines, interviews with prisoners, G. I. visit to a Buddhist Temple, combat mission with the 10th U. S. Army Air Force and a recording of the output of a U. S. State Dept. propaganda loudspeaker directed against the Japs 50 yards in front of their lines.

* * *

Postwar Series

POSTWAR planning programs have been stimulated in several cities by the *Tomorrow's Washington* series just completed on WRC Washington. Committee for Economic Development, Board of Trade, Government officials and others have endorsed the series, conducted as an impromptu round-table on 10 basic subjects. Each program developed at least one major news story for local newspapers. The *Daily News* cooperated with WRC in the project. Civic, Federal and business leaders took part.

New for CBS 'School'

CLASSIC and contemporary literature will be dramatized on *Tales of Far and Near,* weekly quarter-hour educational series for all ages starting on CBS Oct. 12 as part of the network's *American School of the Air.* Preview Oct. 5 presented Dumas' *Three Musketeers.* Another of the "School" series, *New Horizons,* begins Oct. 11 and is designed to show the kind of places where U. S. servicemen are stationed, and to emphasize postwar world travel possibilities. Narrator is Dr. Roy Chapman Andrews, author and explorer.

* * *

Jewish Part

PROGRAM designed to show the constructive side of Jewish occupation in Palestine is being released by Zionist Organization of America, Washington, to local chapters for placement on radio stations as a public service feature. According to Jacob S. Epstein Co., New York, producer and distributor, 66 outlets are already carrying transcribed series, titled *Palestine Speaks,* and featuring Joseph Cotten, John Boles, Helen Menken and other prominent actors in quarter-hour dramatizations for weekly presentation.

* * *

KMYR Fun Club

TO HELP combat juvenile delinquency in Denver, KMYR has formed a "Fun Club" with its own mc and a board of directors of students representing Denver's schools. On the two days that a jitterbug contest was held to the tunes of Glenn Gray's Casa Loma orchestra, Denver Police records revealed the city was entirely free of juvenile disturbance.

* * *

USO Show on WWL

ORIGINATING from a local USO, WWL New Orleans has inaugurated a new weekly half-hour program *Club USO,* featuring music, songs, interviews, quizzes, and special entertainment by station personnel.



We KNOW the markets and radio in Texas and the Southwest, and we want to assist you in every way possible to obtain the best results from this rich and responsive market. Don't hesitate to call on us at any time. There's no obligation on your part.

REPRESENTING

KTOK—Oklahoma City, Okla.
KGNC—Amarillo, Tex.
KFYO—Lubbock, Texas
KTSA—San Antonio, Texas
KRGV—Weslaco, Texas
KROD—El Paso, Texas
KFDM—Beaumont, Texas
KRMD—Shreveport, Louisiana
The Lone Star Chain
The Oklahoma Network

New York—Murray Hill 2-2485 • Chicago—State 5260 • Dallas—Riverside 5663

TAYLOR-HOWE-SNOWDEN *Radio Sales*

NEW YORK 18, N. Y. 19 WEST FORTY-FOURTH STREET
CHICAGO 1, ILL. 360 NORTH MICHIGAN AVENUE
DALLAS 1, TEXAS 805 TOWER PETROLEUM BLDG.

AUTHORITIES ON RADIO AND MARKETS OF TEXAS AND THE SOUTHWEST

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

MEET YOUR NEW TRAVELING SALESMAN



. . . He travels with the speed of light, he sells like a ball of fire!

Alec Electron is the symbol* of a tremendous new world force—*selling by television!*

Selling by sound alone—radio—has brought great results. Now, to have *sight* added, to have your product *seen* in use as well as "sales talked," is to gain the multiplied salespower of the most successful kind of selling—sampling and home demonstrations! Multiple personal calls!

Alert advertisers and their agencies are learning to guide the terrific impact of sight-plus-sound salesmanship. They are learning by producing experimental commercial programs week after week over stations like DuMont's pioneer New York television station—WABD.

We believe this experience in telecasting and program-building can be very useful to you in your postwar planning. May we help you? May we keep you posted on television's progress?

**DuMont's Alec Electron began life as the physicists' symbol for an electron (ψ); became animated to personify the showmanship of Television!*

DUMONT
TELEVISION
STATION WABD

DuMont Television Studios and Telecasting Equipment Department of Allen B. DuMont Laboratories, Inc., Station WABD, 515 Madison Ave., New York 22, N. Y. General Offices and Plants, 2 Main Ave., Passaic, N. J.

IT TAKES
RDX to
Spell DESTRUCTION
TO THE ENEMY!



IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

FCC Interest in Television Future Seen in Prompt Relay Station Grants

WITH a view towards postwar network television, applications filed by Philco Radio & Television Corp. for seven television relay stations in the areas of Philadelphia, Baltimore and Washington, were granted by the FCC last week within a week of original filing. Although uncommon procedure, the immediate action is considered significant of the Commission's interest in the development of network transmission by radio for television.

Philco operates WPTZ Philadelphia and has pending applications for commercial television stations in New York and Washington. The company now operates a relay station at Mount Rose, N. J., which relays television programs to and from WPTZ and WNBT, NBC video key in New York.

No specific sites have been requested in the current applications as Philco plans to identify the most suitable locations through experimentation with the portable-mobile units. Areas and facilities are: Harve de Grace, Md. (two stations)—channel 11 and 12, A5 and A3 emission, 15 w visual and aural, and channel 13 and 14, A5 and A3 emission, 15 w visual and 10 w aural; District of Columbia—channel 11 and 12, A5 and A3 emission, 15 w visual and 10 w aural; Sappington, Md. (two stations)—channel 11 and 12, A5 and A3 emission, 15 w visual and 10 w aural, and channel 13 and 14, A5 and A3 emission, 15 w visual and 10 w aural; Honey Brook, Pa. (two stations)—similar to Sappington.

To operate as a reversible relay system between Washington and Philadelphia, project will be used in connection with WPTZ. Estimated cost for the system is approximately $75,000.

At the same action the Commission granted the applications of Radio Corp. of America for a new experimental television relay station, to operate as portable or portable-mobile, for the area of Camden, N. J., and a new experimental television outlet for Camden. The relay will operate on the frequency 321,000-327,000 kc, with 500 w aural and visual power. The experimental television broadcast station will use channel 5 with a maximum power of 30,000 w visual and aural.

Universal Plans

UNIVERSAL MICROPHONE Co., Inglewood, Cal., in October issue of "Micro Topics," firm's house organ, announced it will resume making professional recorders, dropped five years ago, when war bans are eased.



76,450 DAIRY FARMS

IMAGINE a community* with 76,450 dairy farms, 1,545,000 dairy cows, and 24,985,000 head of other livestock! There you have the picture of the kind of farm area WGY serves in central and eastern New York and western New England. The animals don't listen to WGY, but their owners *DO*—and their owners value their farm products at $458,000,000 annually.

And WGY is the ONLY station that can combine this vast market into ONE coverage area.

**WGY's primary and secondary areas contain 20,881,000 acres of farm land; 18 cities of over 25,000 population; 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.*

WGY
SCHENECTADY, NEW YORK
50,000 watts—NBC—22 years of service. Represented Nationally by NBC Spot Sales
GENERAL ELECTRIC
WGY-196

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published weekly at Washington, D. C., for October 9, 1944.

District of Columbia—*ss.*

Before me, a notary public in and for the District aforesaid, personally appeared Maury Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, editorial director, managing editor, and business manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.

Editorial Director—ROBERT K. RICHARDS, Washington, D. C.

Managing Editor—J. FRANK BEATTY, Silver Spring, Md.

Business Manager—MAURY LONG, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

MAURY LONG.

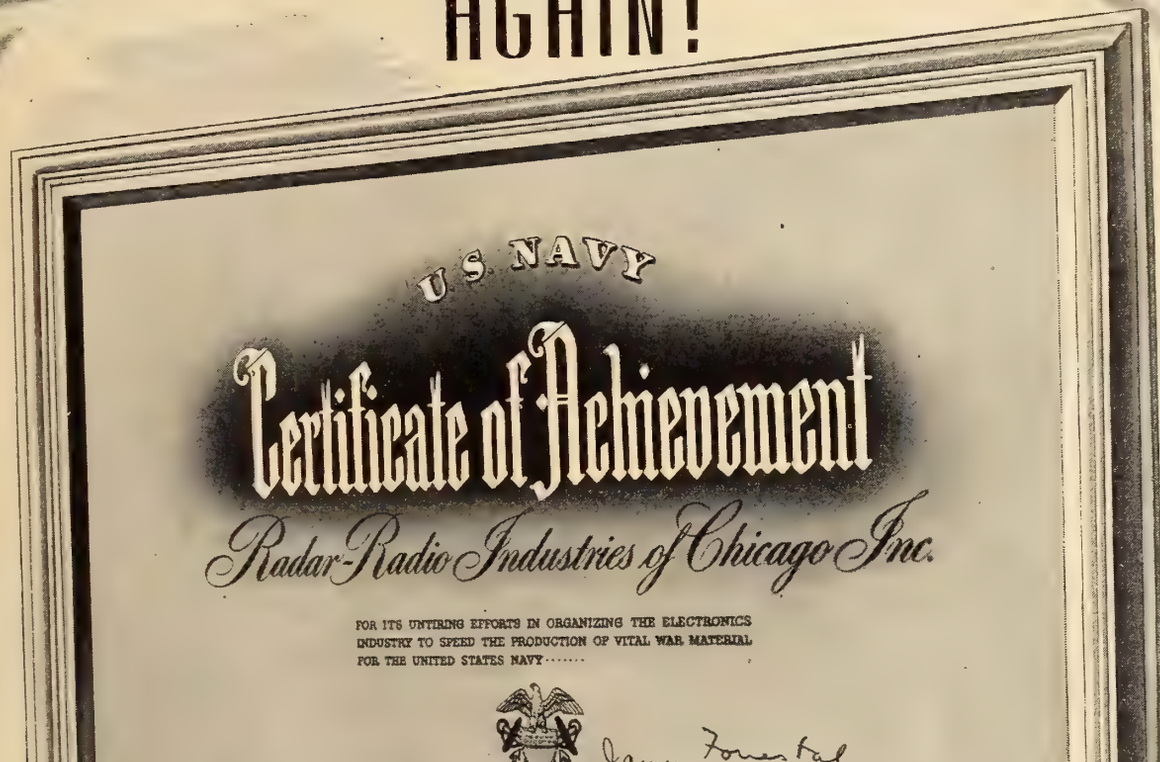
Sworn to and subscribed before me this 2nd day of October, 1944.

NATHAN SINROD
(Seal) *Notary Public.*
(My commission expires October 15, 1948.)



KTFI
TWIN FALLS · IDAHO

FOR *Distinguished Service* AGAIN!



Men and women of Hallicrafters are privileged to receive from the United States Navy further recognition for distinguished service on the war production front. They have been given a special "Certificate of Achievement" — first award of its kind — for outstanding service with the radio-radar industries of Chicago in speeding vital war material to the Navy. Added to the four Army-Navy "E" awards, this makes five times Hallicrafters workers have been cited for distinguished service. They promise that this kind of service will be continued until the total victory is ours.

ARMY (E) NAVY

hallicrafters RADIO



★ **BUY A WAR BOND TODAY**

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U.S.A.

More PEOPLE

Know her
than any other
statue in the world



More

ADVERTISERS KNOW WHBQ'S NEWS VALUE—FOR THEY BUY MORE NEWS PROGRAMS HERE THAN ON ANY OTHER STATION IN MEMPHIS

Memphis is the world's largest Hardwood lumber market.

SOUTH'S 24-Hour Station

WHBQ

[illegible] Austin, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

Radio Advertisers

AMERICAN CYANAMID Co., New York, in a test for Aero-Defoliant, a weed killing chemical, is using one-minute live spot announcements at varying intervals on some 20 stations throughout the country. More stations may be added at a later date. Agency is Donahue & Coe, New York.

STERLING DRUG Inc., New York, has acquired the stock of James F. Ballard Inc., St. Louis, manufacturers of Campho-Phenique, Odorless Disinfectant and other drug products. No change is contemplated from the present advertising set-up, with business placed direct through Jimm Daugherty Inc., St. Louis. Sales staff will be merged with that of Dr. W. B. Caldwell Co., Monticello, Ill., Sterling division.

HENRY M. FREDE & Co., Chattanooga, manufacturers of disposable diapers, will use radio after Jan. 1 in Atlanta, and Chattanooga to create wider demand for the product and enlarge distribution. Approximately 100 stores in the two cities are now selling the diapers. Agency is B. D. Iola Co., New York.

ATLANTIC BREWING Co., Chicago (Tavern Pale beer), on Sept. 30 began sponsorship of quarter-hour *Football Warm-Up Time* immediately preceding the ten collegiate football games, on WJJD Chicago. Agency is Campbell-Mithun, Chicago.



SEMBLANCE OF SERIOUSNESS is assembled as this group gathered to lunch and talk over the new five-minute news show sponsored by the Fair store, Chicago, on WMAQ Chicago [BROADCASTING, Aug. 28]. Standing (l to r): Jules Herbuveaux, program manager, Paul McCluer, sales manager, and Rudi Neubauer, account executive, all of NBC central division; and Ivan Hill, head of Ivan Hill Adv., Chicago. Seated: J. E. Ellington, v-p, H. Suyker, president, and J. M. Sammeth, v-p, all of the Fair store.

ALL SHINE SHOE Co., Brooklyn, which heretofore has concentrated on newspaper and magazine advertising, in a radio test on Sept. 23 for 26 weeks started sponsorship on WHN New York of weekly half-hour audience participation program *Wish Bone Party*. Those who break off the long end of the wish bone get a start in the career of their choice. Agency is Winer Co., New York.

NATIONAL CELLULOSE of Canada, Hamilton, Ont. (Facelle tissue), has started transcribed musical programs weekly on a number of Ontario stations, and plans to use network early in 1945. Account is placed by Ferres Adv. Service, Hamilton.

SAMUEL HIGBY Camp Institute for Better Posture, New York, has appointed Frank H. Kaufman & Co., New York, to handle advertising. Radio may be used in about six months.

WASHINGTON STORES, Chicago, started sponsoring Sept. 24 quarter-hour football *Musical Scoreboard*, featuring Rog Underhill and football scores on WIND Chicago following the Chicago Bears football games on Sundays.

CHICAGO MOTOR CLUB, Chicago, currently sponsoring *Jim Blade and His Music*, on WMAQ Chicago, three times weekly, has expanded to five times weekly. Order was placed by the Agency Service Corp., Chicago.

CHRISTIE, BROWN & Co., Toronto (chain bakers), has started *Musical Tours* 5 times weekly on CFRB Toronto. Program features music of countries where Canadian servicemen are stationed. Account was placed by Cockfield, Brown & Co., Toronto.

HUDSON JEWELERS, Los Angeles, has started sponsoring five-weekly half-hour audience quiz show, *Name It and You Can Have It* on KMPC Hollywood. Contract is for 13 weeks. Agency is The Essig Co., Los Angeles.

WORCESTER lays the foundation for POST WAR DEVELOPMENT



The Worcester Committee for Economic Development reports on its first year's action. Worcester's hundreds of smaller businesses will receive post-war from this Committee — production accounting and sales engineering counsel; help in arranging financial credits; assistance in the development of foreign trade. Expert personnel to handle this work will be assigned. This compact, industrialized Central New England area will increase its importance as a big market — a rich market tapped only from the INSIDE, by WTAG, a big station.

PAUL H. RAYMER CO. National Sales Representatives

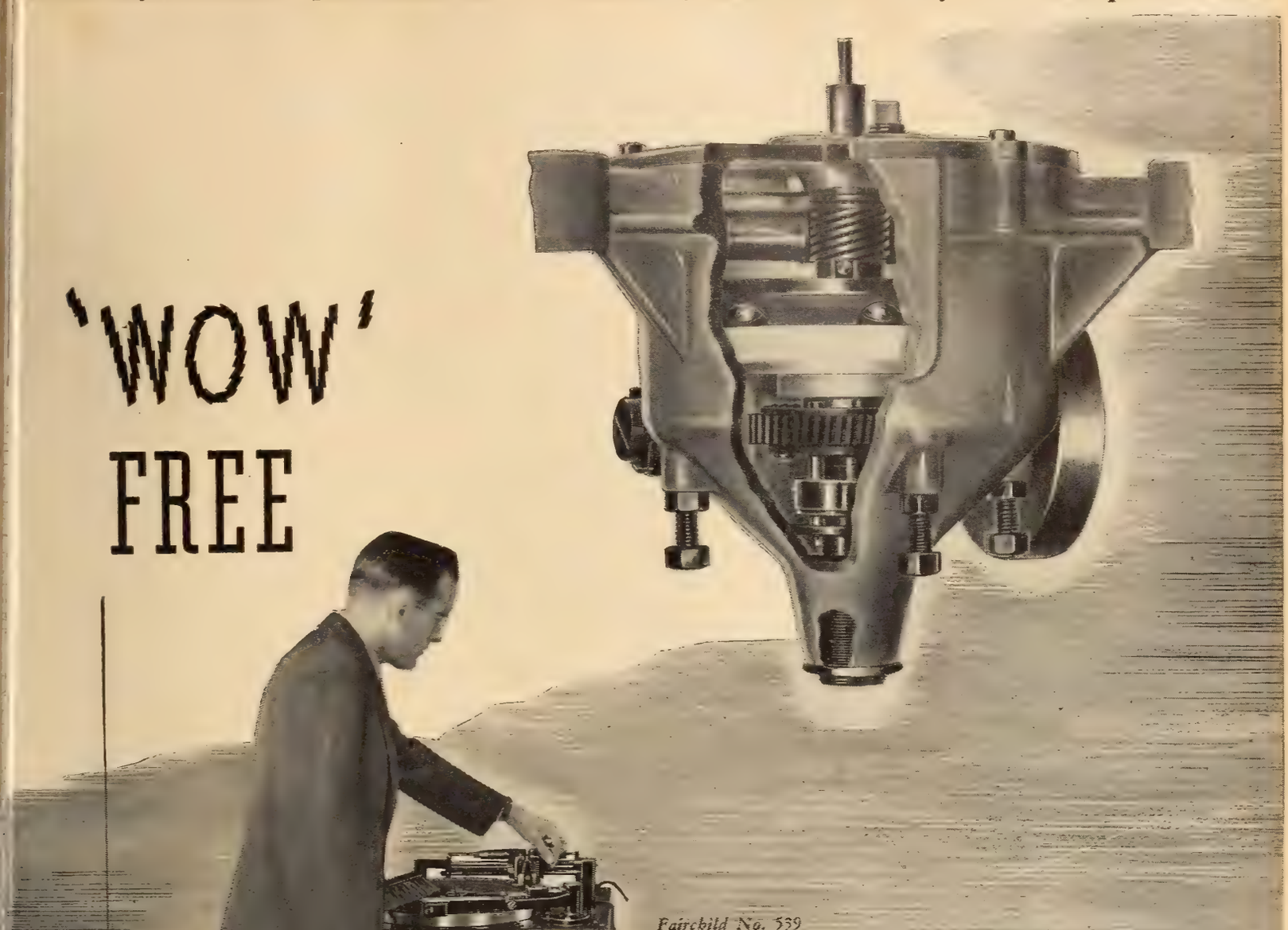
WTAG WTAG-FM WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



TUCSON ARIZONA
CBS
KTUC
1400 KC
250 WATTS
REPRESENTED BY JOHN BLAIR & CO.
AFFILIATED WITH THE ARIZONA NETWORK:
KOY, Phoenix • KSUN, Bisbee-Lowell
AFFILIATED STATION WLS CHICAGO

'WOW' FREE



Fairchild No. 539
Portable Recorder

at the critical 33.3 rpm speed

'WOW' is the direct result of variation in turntable speed.

Its positive elimination — particularly at the critical 33.3 rpm speed — calls for the positive Fairchild drive.

The Fairchild turntable is driven direct from the center. The 33.3 rpm speed is obtained by a 54 to 1 gear-and-worm reduction of the 1800 rpm synchronous motor speed. The evenness of the speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful precision control of all drive alignments that might cause intermittent grab and release; by carefully maintained .0002" tolerances in all moving parts.

The 33.3 rpm speed is translated into 78 rpm by a precision friction-ball-race stepup.

The Fairchild No. 539 Portable Recorder is equipped with the positive Fairchild drive. It was developed to meet the exacting needs of radio and communications for studio-quality recording in the field. And it is built with mechanical skill — skill long practiced in .0002" tolerance production of aerial cameras, aircraft sextants and aircraft computing gun sights.

Descriptive and priority data are available. Address *New York Office:* 475 — 10th Avenue, New York 18; *Plant:* 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

SOUND EQUIPMENT



Fairchild CAMERA AND INSTRUMENT CORPORATION

Buffalo's Greatest Regional Coverage

WGR

550 K.C.
★
IS NOW BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT
★
BUFFALO BROADCASTING CORPORATON

PENN FIFTH AVENUE Corp., New York furrier, in addition to 44 spots weekly on WQXR New York, this week expands its radio schedule to include two transcribed musical programs weekly. Firm also sponsors *Midnight Sonata*, a six-weekly 25-minute transcribed musical program on WAAT Newark. Agency is Albert Frank-Guenther Law, New York.

PETER FOX BREWING Co., Chicago (Fox Deluxe Beer), starting Oct. 9, sponsors Morgan Beatty's quarter-hour NBC news show on a local basis on WMAQ Chicago, Monday through Friday. Contract is for 48 weeks through Schwimmer & Scott, Chicago.

SO-LO Works Inc., Consumers Division, Loveland, O. (compounds and repair materials), has named the Walker R. Haehnle Adv. Agency, Cincinnati, to handle its advertising.

Adds WMFM

SAID to be the first national network account to take advantage of the large FM audience in the Milwaukee area, Allis-Chalmers Co., sponsor of the Boston Symphony Orchestra on the Blue Network, on Oct. 7 started the symphony series on WMFM Milwaukee, according to George Callos, director of advertising for Allis-Chalmers.

CIRCULEX CORP. of Canada, Toronto (therapeutic health units), has started twice-weekly quarter-hour musical programs on CKEY Toronto. Account was placed by Walsh Adv. Co., Toronto.

DEWING Co., Los Angeles (candy spot service), new to radio, through The Mayers Co., Los Angeles, is planning a southern California spot campaign starting in November.

SOUTHWEST FOOD PRODUCTS Co., Long Beach, Cal. (jams, jellies, syrup), has appointed Garfield & Guild Adv., Los Angeles, to handle its advertising.

BELL TELEPHONE Co. of Pennsylvania and the Diamond Telephone Co., Philadelphia, have appointed Gray & Rogers, Philadelphia, as agency.

BELL CLOTHING Co., Oklahoma City, again is sponsoring play-by-play broadcasts of Oklahoma U. games over KOMA Oklahoma and KTUL Tulsa, according to Kenyon Brown, KOMA manager. Al Donaldson, KOMA announcer does the play-by-play and Bill Bryan, KOMA news director, the pregame, half-time and recap announcing.

CENTRAL SOYA Co., Ft. Wayne, Ind., and McMillan Feed Mills, subsidiary, have named Stockton-West-Burkhardt, Cincinnati, as agency.

STAR ELECTRIC Motor Co., Bloomfield, N. J., has placed its account with United Adv. Agency, Newark. Plans are reported to include radio.

CHAS. ODENCE Co., Boston (cigars), has named Hirshon-Garfield, Boston, as agency. Radio plans are said to be considered.

PLASTIC Industries Technical Institute, Los Angeles, has named Beaumont & Hohman, Los Angeles, as advertising representative. Plans are said to include radio.

GUM PRODUCTS Inc., East Boston, Mass. (gum and candy), has named Walther & Menadier, Boston, as agency. Radio plans are said to be considered.

SMILING IRISHMAN, New York, used car dealer, on Sept. 30 started weekly half-hour boxing matches on WBYN New York. Bouts will be covered by Charlie Vackner, Tedd Lawrence and Art Green. Agency is Klinger Adv. Corp., N. Y.

RUBSAM & HORRMANN Brewing Co., Staten Island, N. Y., on Oct. 5 started sponsorship of *The Adventures of Charlie Chan* on WJZ New York for R & H beer. Program is presented Thursday 7:30-8 p.m., same time program was heard on NBC as Lever Bros. summer replacement for Bob Burns. Although Samuel C. Croot Inc., New York, is the R & H agency, Paris & Peart, New York, has been named to handle the *Charlie Chan* program.

BROADWAY DEPT. store, Los Angeles (Hollywood store), augmenting its local newscast schedule, on Oct. 2 started thrice-weekly quarter-hour *Bridge Club* on KMPC Hollywood. Robert Lee Johnson, bridge expert, handles commentary. Contract is for 52 weeks. Placement is through Lee Ringer Adv., Los Angeles.

SOUTH BEND IS AS FAR FROM CHICAGO AS PHILADELPHIA IS FROM NEW YORK


CHICAGO


SOUTH BEND


PHILADELPHIA


NEW YORK

The South Bend area stands alone. It cannot be dominated from Chicago any more than Philadelphia can be dominated from New York. The South Bend territory is just as much of an independent market as is Philadelphia.

Moreover, the latest Hooper showing—Hooper Listening Index, July-August, 1944—proves that the area can only be adequately covered by using WSBT, an affiliate of the Columbia network. It has almost half the radio listeners in South Bend morning, noon and night.

WSBT is 22 years old—1,000 watts at 960. WSBF, its FM station, already has been operating 16 months.

PAUL H. RAYMER CO.
National Representatives

WSBT
SOUTH BEND

COLUMBIA NETWORK



CARRYING ALL CBS MAJOR PROGRAMS

KGVO
MISSOULA · MONTANA

LES & FISHER, Boston (J-A, '63 cars), now sponsors Lester Smith, commentator, on quarter-hour *Journal* thrice weekly over WNAC Boston and WEAN Providence.

RASER ENTERPRISES, St. Paul, Minn., on Oct. 2 began sponsorship of a quarter-hour portion of *Record Reville* on WGN Chicago six days weekly, and transcribed quarter-hour news on WGN and WNEW New York, six days a week. The 13-week contracts were placed by O'Neil, Larson & McMahon, Chicago.

MONTGOMERY WARD & Co., Chicago, on Oct. 2 began sponsorship of quarter-hour *Rhythm & Jive* Monday thru Friday on WGN Chicago, and 16 five-minute newscasts weekly for 13 weeks on WJJD and WIND Chicago. Agency: Foote, Cone & Belding, Chicago.

OCILANA Inc., Brooklyn, sponsors Elmer Newton Eddy, commentator of *The World Situation* on Tuesday and Thursday evenings starting Oct. 10 on WBZ-WBZA Boston-Springfield. Other nights Mr. Eddy is heard on a sustaining basis.

ATLANTIC COAL Co., Boston, now sponsors *Washington Views and Interviews* featuring Barnet Nover, Sunday 1:15 p.m., on WBZ-WBZA Boston-Springfield. Series is for 52 weeks.

SALERNO-MEGOWEN BISCUIT Co., Chicago, began sponsorship Sept. 3 of a quarter-hour program featuring Capt. Michael Fielding, commentator, Saturday, on WGN Chicago. The 52-week contract was placed through Schwimer & Scott, Chicago.

LEVY BROS., Louisville (clothiers), has started thrice-weekly *Buried Treasure* over WINN Louisville. Program presents case records of unclaimed money in local financial institutions. Heiss Furniture Co., Louisville, has started six newscasts weekly on WINN and Pierce's Proprietories Inc., Buffalo, through Duane Jones Co., New York, has signed for 228 transcribed announcements.

DWIGHT EDWARDS Co., San Francisco (coffee), on Oct. 1 started *Rhythm Inn* on 16 CBS stations, Sunday 5:30-5:55 p.m. (PWT). Station list includes KNX KARM KQW KROY KOIN KFPY KGDM KTUC KSUN KOY KFBB KGVO KGGM KVSF KROD KIRO. Contract is for 52 weeks. Musical variety program stars Britt Wood, comedian, with Kitty Crawford, featured vocalist and the Edward's Choisters. McCann-Erickson, Hollywood, services the coffee account.

NORTHROP AIRCRAFT Inc., Hawthorne, Cal. (employment), in a 30-day campaign which started Oct. 2 will use an average total of 350 spot announcements on eight Los Angeles area stations. List includes KHJ KMTR KMPC KFAC KRKD KNX KFOX KIEV. Agency is J. Walter Thompson Co., Los Angeles.

METRO-GOLDWYN-MAYER Studios, Hollywood, on Sept. 23 started weekly quarter-hour resume of football news on KHJ Hollywood. Contract is for 10 weeks. Studio in addition sponsors five-minute news breaks on KNX Los Angeles between halfs of the Saturday CBS football games covered by Ted Husing. Agency is Donahue & Coe, New York.

FOREMAN & CLARK, Los Angeles (chain colthiers), expanding West Coast radio advertising, on Sept. 29 for 52 weeks started sponsoring five-weekly quarter-hour newscast on KFSD San Diego. Firm has similar weekly schedule on KGO KQW KROY KJR KOMO WHB. Thrice-weekly quarter-hour *Today's War Heroes* is also sponsored on KFI. Agency is Botsford, Constantine & Gardner, Los Angeles.

NADAIR PARFUMS Co., Los Angeles (Shameless Eau de Parfum), has appointed Glasser-Gailey Co., Los Angeles, to handle advertising. No immediate radio contemplated.

SOIL-OFF Mfg. Co., Glendale, Cal. (paint cleaner), has appointed McCann-Erickson, Los Angeles, to handle advertising. Firm will continue its heavy schedule of newscasts on stations nationally.

GENERAL BREWING Corp., San Francisco (Lucky Lager beer), on Oct. 1 for third consecutive year renewed *Luky Lager Dance Time* on KFAC Los Angeles. Series comprises 30 minute program of recorded music six times per week and an hour and a half broadcast on Sunday. Placement is through McCann-Erickson, San Francisco.

BEAUMONT MEANS BUSINESS!

RADIO STATION

KFDM

Blue Network—Beaumont, Tex.

Announces the Appointment of

Taylor-Howe-Snowden Radio Sales

as National Representatives

WITH OFFICES AT

19 West 44th Street
New York 18, N. Y.

360 N. Michigan Ave.
Chicago 1, Ill.

805-6 Tower Petroleum Bldg.
Dallas, Texas

Studio Building
Portland, Oregon

681 Market Street
San Francisco 28, Calif.

6362 Hollywood Blvd.
Hollywood 28, Calif.

KFDM
BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE
**MAGNETIZED
SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

Sell the Booming Hard Coal Region!

WAZL

Hazleton, Pa.

NBC Mutual

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representatives:
FREE & PETERS, INC.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI San Antonio

Fant Milling Co., Sherman, Tex. (Gladiola flour & baking powder), 3 *ne* weekly, 52 weeks, thru Couchman Adv., Dallas.
Figaro Co., Dallas (meat curing salt), 2 *ta* weekly, 13 weeks, thru Herbert Rogers Co. Dallas.
Quaker Oats Co., Chicago (Full-O-Pep feeds), *ta* weekly, 26 weeks, thru Sherman & Marquette, Chicago.
O'Cedar Corp., Chicago (polish), 3 sa weekly, thru Aubrey, Moore & Wallace, Chicago.
Chattanooga Medicine Co., Chattanooga, 3 *t* weekly, 13 weeks, thru Nelson Chesman Co., Chattanooga.
Vick Chemical Co., New York (Vatronol, Vaporub), 3 *sp* weekly, 52 weeks, thru Morse International, N. Y.
Mantle Lamp Co., Chicago (Aladdin Lamps), 2 *t* weekly, thru Presba, Fellers & Presba, Chicago.
Carter Products, New York (Arrid), *t* weekly, 52 weeks, thru Small & Seiffer, N. Y.
Apache Packing Co., San Antonio (Prize ham, bacon), *t* weekly, 26 weeks, thru Pitluk Adv. Agency, San Antonio.
Carey Salt Co., Hutchinson, Kan., *t* weekly, thru McJunkin Adv. Agency, Chicago.
Goodyear Tire & Rubber Co., Akron (rubber heels), 2 *sa* weekly, direct.

KFAM St. Cloud, Minn.

Standard Oil Co. of Indiana, Chicago (oil), 156 *ta* thru McCann-Erickson, Chicago.
Standard Oil Co. of Indiana, Chicago (Bax Vitamins), 75 *ta*, thru Ivey & Ellington, N. Y.
Jacques Seed Co., Prescott, Wis. (seeds & flour), 78 *ta*, thru Triangle Adv. Agency, Chicago.
Beechnut Packing Co., Canajoharie, N. Y. (gum), 104 *ta*, thru Newell-Emmett Co., N. Y.
Pepsi-Cola Bottling Co., Long Island City, 312 *ta*, thru Newell-Emmett Co., N. Y.
Andresen Ryan Coffee Co., Duluth (Arco coffee), 5 *sa* weekly, 52 weeks, thru Stewart-Taylor Co., Duluth.

CJBC Toronto

Hobbs Glass Co., Toronto (glass & plastics), *sp* weekly, thru J. Walter Thompson Co., Toronto.

WHO Des Moines

Smith Bros., Poughkeepsie, N. Y. (cough drops), 2 *ta* weekly, 52 weeks, thru J. D. Tarcher & Co., N. Y.
Flex-O-Glass Mfg. Co., Chicago (Flex-O-Glass), *sp* weekly, 26 weeks, thru Presba, Fellers & Presba, Chicago.
Nutrena Mills, Kansas City (feeds), 3 *sp* weekly, 52 weeks, thru Bruce B. Brewer & Co., Kansas City.
Willard Tablet Co., Chicago, 6 *sp*, weekly, thru First United Broadcasters, Chicago.
Omar Inc., Omaha (Ranch House cake flour), 3 *t* wekly, 26 weeks, thru MacFarland-Aveyard & Co., Chicago.
Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 6 *sp* weekly, 26 weeks, thru Rogers & Smith, Chicago.
Quaker Oats Co., Chicago (Ful-O-Pep Feeds), *t* weekly, thru Sherman & Marquette, Chicago.
J. A. Folger & Co., Kansas City (Folger coffee), 5 *t* weekly, 52 weeks, thru Grant Adv., Chicago.
Ludens Inc., Reading, Pa. (cough drops), 5 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
Bunte Bros., Chicago (cough drops), 2 *sa* weekly, 26 weeks, thru Presba, Fellers & Presba, Chicago.

WGY Schenectady

Lambert Pharmacal Co., St. Louis (Listerine toothpowder), 78 *ta*, 13 weeks, thru Lambert & Feasley, N. Y.
Procter & Gamble Co., Cincinnati (Duz), 260 *ta*, 52 weeks thru Compton Adv., N. Y.
Musterole Co., Cleveland (Musterole), 120 *ta*, thru Erwin. Wasey & Co., N. Y.
Scholl Mfg. Co., Chicago (Zino Pads and Dr. Scholl foot powder), *ta*, thru Donahue & Coe, N. Y.
Reader's Digest Assn., Pleasantville, N. Y.. 52 *sa*, 13 weeks, thru BBDO, N. Y.
Penick & Ford, New York (My-T-Fine Dessert), 260 *ta*, 52 weeks, thru BBDO, N. Y.
Seeck & Kade, New York (Pertussin), 52 *ta*, 26 weeks, thru Erwin, Wasey & Co., N. Y.

WMAL Washington

Beecham & Associated Products, Bloomfield, N. J. (Brylcreem), 2 *sa* weekly, thru Atherton & Currier, N. Y.
Cocilana, Brooklyn, N. Y. (Cocilana cough drops), 6 *ta*, *sa* weekly, thru A1 Paul Lefton Co., N. Y.
Ex-Lax Inc., Brooklyn, 5 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.
R. M. Hollingshead Inc., Camden, N. J. (Whiz floor wax), 2 *sa* weekly, 13 weeks, thru Aitken-Kynett Co., Philadelphia.
Sweets Co. of America, Hoboken, N. J. (Tootsie V-M), 6 *sa* weekly, 13 weeks, thru Duane Jones Co., N. Y.

WJZ New York

J. C. Eno Co., Bloomfield, N. J. (salts), weekly *t*, thru Atherton & Currier, N. Y.
E. Fougera & Co., New York (Optrix), 5 *sa* weekly, 26 weeks, thru J. M. Korn & Co., Philadelphia.
Beechnut Packing Co., Canajoharie, N. Y. (Beechnut Gum), 2 *sa* weekly, thru Newell-Emett Co., N. Y.
Wait & Bond, Newark, N. J. (Blackstone Cigars), 2 *ta* weekly, thru BBDO, N. Y.
Ex-Lax Inc., Brooklyn, N. Y., 8 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.
Father John's Medicine Co., Lowell, Mass., 6 *sa* weekly, 26 weeks, thru John W. Queens, Boston.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 7 *ta*, thru MacFarland Aveyard & Co., N. Y.
Vick Chemical Co., New York (all products), weekly *sa*, 26 weeks, thru Morse International, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem), 5 *sa* weekly, 26 weeks, thru Joseph Katz Co., N. Y.

CKAC Montreal

Living Room Furniture Manufacturers, Montreal, *sp* weekly, direct.
Vincent Lab, Montreal (proprietary), 6 *t* weekly, direct.
T. H. Estabrook Co. Montreal (Red Rose tea), *sp* weekly, thru McConnell, Eastman & Co., Montreal.
Imperial Tobacco Co., Montreal (Sweet Caporal cigarettes) weekly *sp*, thru Whitehall Broadcasting, Montreal.
Kellogg Co. of Canada, London, Ont. (cereals), 5 *sp* weekly, thru J. Walter Thompson Co., Toronto.
Mastercraft Clothes, Montreal, *ne* weekly, direct.

WQXR New York

Tourneau Watches, New York, 2 *sp* weekly, 52 weeks, thru J. Chasen Adv., N. Y.
Health Foods, Brooklyn, N. Y., 3 *sa* weekly, 52 weeks, thru Winston Adv., N. Y.
Penick & Ford, New York, (My-T-Fine Desserts), 7 *ne* weekly, 52 weeks, thru BBDO, N. Y.

WAGM Presque Isle, Me.

Hubbard Milling Co., Mankato, Minn. (Mother Hubbard flour), 3 *sp* weekly, direct.
Ex-Lax Inc., Brooklyn, 5 *ta* weekly, thru Joseph Katz Co., N. Y.
Miles Labs, Elkhart, Ind. (Alka-Seltzer), 3 *ta* weekly, thru Wade Adv., Chicago.

WENR Chicago

Olive Tablet Co., Columbus, Ohio (Dr. Edward's Olive Tablets), 5 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Presto-O-Lite Battery Co., Indianapolis, *sa* weekly, 26 weeks, thru Ruthrauff & Ryan, N. Y.



Schedules Begun By Fashion Firm

Hirshon & Garfield Handles Radio Spot Campaigns

AN advertiser in the fashion field is making its debut in radio with long-term spot schedule through Hirshon & Garfield, New York. The agency is also releasing a new radio campaign for a lighter, and is expanding the schedule for a shampoo. All radio activities are under the direction of Jerry Law, recently appointed radio chief for the agency.

Edith Lances, New York, started Sept. 10, for 52 weeks is promoting brassieres on stations in six major markets—Chicago, San Francisco, Fort Worth, Dallas, Cleveland and Detroit. Vehicle is a five-minute musical disc, *Classics in Miniature*, with Thomas Hayward, singer, and Bernard Dudley. Series will run at the rate of three a week, on NBC and CBS stations, and on Sunday wherever possible, it will also be placed adjacent locally to the *Philharmonic Symphony*, sponsored on CBS by U. S. Rubber Co.; and to the *General Motors NBC Symphony of the Air.*

Lektrolite Corp., New York, manufacturers of lighters including Electrolite and accessories, Oct. 15 starts 15-second live chain breaks Saturday and Sunday in 15 markets calling attention to a series of ads appearing in *This Week*, syndicated Sunday supplement.

For Eggnog Shampoo, M. Louis Products Co., New York, now sponsoring five-minute music programs *Voice of Romance* in Philadelphia, Washington and Baltimore, is expanding its spot campaign through 1944 until the end of the year, when delivery of the product in distribution areas will be achieved. At that time, the account plans to go into network radio. Spot expansion calls for sponsorship of *Romantic Era* or *Story of Song*, two quarter-hour discs on a twice-weekly basis on 26 stations by Oct. 9, and on 40 by Nov. 6, with parallel increase for *Voice of Romance.*

N. Y. Club Resumes

J. HAROLD RYAN, NAB president, will open the 1944-45 season of the Radio Executives Club of New York, Oct. 9 at the Roosevelt Hotel. Mr. Ryan, assisted by Paul Peter, NAB research director, will discuss the NAB plan of standard measurement of station circulation. REC meetings, formerly held Thursday noon, have been moved to Monday this year.

Canada Output Up

CANADA is producing $200,000,000 worth of communications equipment, including radar, this year. Radio and electrical communication equipment manufactured in Canada before the war amounted to $16,000,000 annually. As a result of the expanded industry, there has been a standardization of radio component parts with the resulting increase in production.

THE FARMERS' CHOICE!



"ALL RIGHT, BOSSY — I KNOW IT'S TIME TO TUNE IN WLAC!"

SOUTHERN farmers like WLAC, because this Nashville radio station provides them with diversified entertainment of the type they like to hear.

In addition to the programs listed here, WLAC's schedule is geared to the listening tastes of the people of the vast TVA-rea.

WLAC'S LUCKY 7 FOR SOUTHERN FARMERS

5:00 A. M. Daybreak in Barnyard
6:00 A. M. NEWS
6:15 A. M. Tennessee Hoedown
6:30 A. M. "TEXAS DAISY"
6:45 A. M. Fairfield Four
7:00 A. M. Hillbilly Highlights
7:15 A.M. Renfro Valley Folks

Just One of These Programs Brought 40,000 Orders in 12 Months

Farmers wrote from virtually all of the 921 counties in 12 Southeastern states! More than 1,000 letters came from each of these states . . . Tennessee, Kentucky, W. Va., N. C., S. C., Texas, Arkansas, Louisiana, Mississippi, Alabama, Georgia, and Florida. This is proof that they're listenin' . . . to WLAC.

WLAC

50,000 WATTS

ONLY CBS OUTLET WITHIN 125 MILES OF NASHVILLE

For Availabilities, Call

PAUL H. RAYMER COMPANY

NATIONAL REPRESENTATIVES

THE STATION OF THE RICH TENNESSEE VALLEY

Feather Series

PROGRESS FEATHER Co., Chicago, starts spot announcement campaign for the fourth consecutive year on 11 stations, 5 to 12 times weekly. The 13-week contracts were placed by Lieber Adv. Co., Chicago.

Joseloff to Blue

STANLEY JOSELOFF, head of the radio talent department of Young & Rubicam, New York, has resigned to join the staff of the Blue network. It is understood that Mr. Joseloff will probably become director of talent for the net.

NAB Code Group to Hear Frankensteen Statement

PROPOSALS to amend the NAB voluntary Code of Ethics, particularly with reference to the ban on sale of time for discussion of controversial issues, will be considered at a meeting of the NAB Code Compliance Committee in New York Thursday and Friday pursuant to instructions of the NAB Executives War Conference in Chicago last August.

Richard Frankensteen, vice-president of UAW-CIO, who was invited to address the Committee, will submit a statement, but will not appear personally. He was largely responsible for provocation of the code issue, which resulted in the hearing on the license renewal of WHKC Columbus before the FCC, on complaint that the station refused to permit him to deliver a prepared address dealing with political candidates for public office.

Little Tot Test

LITTLE TOT Food Products Co., makers of children's foods, has appointed Byron Keating Co., Cincinnati, as advertising agency and will begin a test radio and newspaper campaign in three major markets for Little Tot Peanut Butter. The test programs will consist of three-minute dramatizations of the cartoon adventures of Johnny Week and Jimmy Strong; one-minute testimonials recorded in Hollywood by the children of radio and screen celebrities; and a quarter-hour dramatization based on youthful heroes in history. George Guilbert, head of the Keating Co.'s newly organized radio department, will write and produce the quarter-hour program.

Tele Lighting

TELEVISION lighting and photography was demonstrated by Henry Bluestone, director of photography of Pagano Inc., New York photographic studio, last Thursday at the monthly meeting of the Television Producers Assn. in New York. Mr. Bluestone, formerly in charge of lighting for Metro-Goldwyn-Mayer studios, with two models demonstrated how changes in lighting can create various moods of subjects televised. He showed how "Hollywood technique" can effectively be used to eliminate shadows.

Consolidated Change

CONSOLIDATED Adv. Agency, New York, last week changed ownership with Charles L. Rothschild, president, treasurer, radio director and account executive, selling the agency to Maxine Copelon, formerly copy chief. Agency name will remain the same. Mr. Rothschild, who last week joined Franklin Bruck Adv. Corp., New York, as account executive, retained five accounts, including Adler Shoes for men, leaving 18 accounts with his former agency.

Union Oil Mystery

UNION OIL Co., Los Angeles, on Oct. 16 starts sponsoring a new comedy-mystery detective series, *Michael Shane*, on 38 Don Lee Pacific stations, Monday, 8:30-9 p.m. (PWT). New series replaces the weekly *Point Sublime*. Mindret Lord and Richard de Graff will write radio adaptations. Bob Nye has been assigned Hollywood producer of Foote, Cone & Belding, agency servicing account.

'Mystery' Film Plan

COLUMBIA PICTURES Corp., New York, has secured film rights to *I Love a Mystery* from Carleton E. Morse, owner, writer and producer of the program, and on Oct. 9 will start production on a series of pictures. Tie-ins between film and CBS program, which is sponsored by Procter & Gamble, are planned. Agency is Compton Adv., New York.

To Pay Musicians

FOLLOWING a meeting with AFM officials, Democratic and Republican national committees have agreed to pay musicians employed on radio programs cancelled for the political broadcasts, it was learned last week. AFM Local 802 in New York had protested the inclusion of political broadcasts for which stations are paid, under the classification of public service programs, which are usually in time donated by the broadcasters. Union demands no payment for members who would have worked on programs cancelled for straight public service broadcasts.

Renollet to KOA

HARLEY C. RENOLLET, former farm director of WOWO Fort Wayne, has been appointed farm director of KOA Denver. He has an extensive background in farm and ranch development and is a former county agriculture agent. Mr. Renollet has been with WHIO and WING Dayton, WLW Cincinnati and WOSU Columbus, O., in farm program work.



Meet WHB's *John Schilling*—

a Radio Veteran ... and our Genial General Manager!

To *pioneer* in radio, you begin as a "ham" about 1914... instruct in the Naval Radio School at New London, Conn., during World War I... then work for IT&T and the "Father of Radio", Dr. Lee DeForrest, in New York. You cruise some 75,000 miles as "sparks" on a tanker...then install a transmitter for an oil company at Tampico, Mexico. Along about April, 1922, you and a chap named Sam Adair build WHB in Kansas City—originally known as the "Sweeney Automobile School" station, one of the great pioneers in American broadcasting. You manage WHB uninterruptedly through the years... 1922 to 1944... and you learn a lot about how to give radio advertisers sincere service. "Sincerity" is the word for WHB's John T. Schilling...sincerity, plus modesty, ability and being always-on-the-job to serve WHB listeners and advertisers. If you want to sell the Kansas City Market, WHB is your *happy* medium!

WHB KANSAS CITY This is Mutual 1000 WATTS-880KC

For WHB Availabilities, 'Phone DON DAVIS

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

HOOPER	Station A	Station B	Station C	Station D	WHB	Station E
MORNING INDEX JULY—AUGUST MON. THRU FRI. 8-12 A. M.	13.7	11.4	28.0	13.7	31.0	2.2
HOOPER AFTERNOON INDEX JULY—AUGUST MON. THRU FRI. 12-6 P. M.	18.1	5.8	19.1	29.1	24.7	2.3

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

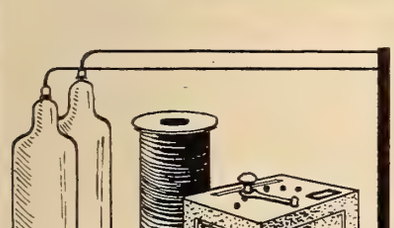
WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

From GATES Engineering Laboratories — A Preview of New Transmitter Designing for the Post-War Broadcasting Industry . . . .

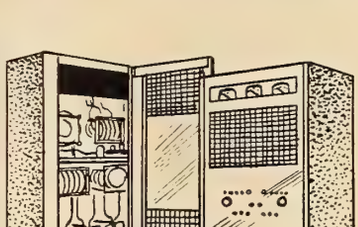
Gates "BC-10"

5-10 KW BROADCAST TRANSMITTER





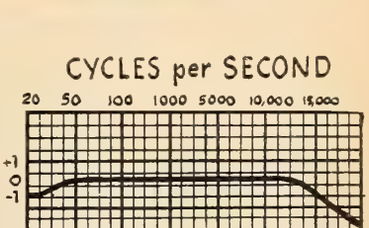
CAREFULLY ENGINEERED COMPONENT DESIGN



BUILT-IN PHASING EQUIPMENT



HIGH TRANSMITTER EFFICIENCY



HIGH FIDELITY RESPONSE CHARACTERISTICS

Here is one of the new things to come from Gates! Our engineers have already developed and approved engineering designs for this transmitter to be produced as quickly as the demands by the military on Gates' production no longer exist. The "BC-10" may be used for either 5,000 or 10,000 watt carrier. It is high level modulated and will be available complete with built-in phasing equipment.

May We Send You Details Regarding the Gates Priority System for Prompt Post-war Delivery?

(Wartime restrictions do not allow the sale of new broadcasting equipment without priority; therefore, this equipment is presented merely to acquaint you with Gates' developments.)

Gates

RADIO and Supply CO.

QUINCY, ILLINOIS, U.S.A.

MANUFACTURERS OF RADIO BROADCAST TRANSMITTERS, SPEECH EQUIPMENT, RECORDING APPARATUS AND ALLIED EQUIPMENT IN THE ELECTRONICS FIELD



ANOTHER OF THE
NATION'S
LEADERS
using the
BLUE NETWORK

Pioneer in progress, industrial giant, Ford is on The Blue Network Sunday through Saturday giving its Hallmark of Quality to the BLUE.

HOW YOU CAN
JOIN THE
"BLUE BOOK"
OF RADIO
ON THE
PACIFIC COAST!

A mid-afternoon fifteen minute strip is available on the Pacific Blue Network of sixteen stations. Ask us to give you the details. This is more than an availability . . . it is virtually a franchise.

New York • Chicago • Hollywood
San Francisco • Detroit • Pittsburgh

PACIFIC BLUE NETWORK

Democratic State Group Using Nets, Disc Shows

THE DEMOCRATIC State Committee, under the direction of Joseph Cohn, radio chief, is using both network and transcribed programs, the Committee allotting funds for individual program projects as the occasion arises. "Unmasking Dewey" is the title of a series of talks being delivered by Paul E. Fitzpatrick, state committee chairman, each Monday, 6:30-6:45 p.m., on a statewide CBS hookup of WABC WKBW WOKO WENY WHCU WWNY WNBF WMBO WBTA, with playbacks on WHEC WMFF and WOLF. Series began Oct. 2 and continues through Nov. 6.

In cooperation with Farmers for Roosevelt groups, the state committee is sponsoring on 14 stations a series of 13 quarter-hour discs featuring interviews with "dirt farmers," and Democratic leaders. Program is in addition to New York Farmers for Roosevelt series, broadcast on three New York State stations. John L. Halpen Adv., Schenectady. placed the live network and farmers programs.

Virginia Dare on 28

GARRETT WINE & CO., New York (Virginia Dare), starts a series of one-minute spot announcements Oct. 16 on the following stations: WTMJ WCFL WAIT WGES WSBC WINN WXYZ WWJ KCMO WIRE WIBC WISH WLOL WIBA WJMS WTAQ WHBF WSAU WIND WTMJ WROK KXOK KWK WIL WCBS WHK WOSH KTTS. The eight-week contract was placed by Ruthrauff & Ryan, Chicago.

GOP Plans Spots, Added Broadcasts

Seven More Net Programs Are Slated to Date

FOUR broadcasts by Gov. Dewey, three by Gov. Bricker and one each by Congresswoman Clare Booth Luce (R-Conn.), Warren Atherton, past commander, American Legion, have been scheduled by the Republican National Committee for the remainder of the campaign. To these may almost certainly be added special wind-up broadcasts on Nov. 4 and 6, Saturday before election and election eve, and it is probable that other talks will be aired on short notice as the party's political strategy demands, just as last week the GOP Presidential candidate made a Tuesday evening talk on Mutual, decided on only the day before, in addition to his previously scheduled Saturday CBS broadcast.

Gov. Dewey will be heard Oct. 18, 9:30-10 p.m., on the Blue from the *New York Herald Tribune* forum; Oct. 24, 10:30-11 p.m., on NBC from Minneapolis; Oct. 25, 10-10:30 p.m., on CBS from Chicago; Nov. 1, 9:30-10 p.m., on NBC from Boston. Gov. Bricker's schedule includes broadcasts Oct. 11, 10:30-11 p.m., over MBS from Tacoma; Oct. 17, 11-11:30 p.m., Blue from San Diego Oct. 27, 10:30-11 p.m., on NBC from Kansas City. Mrs. Luce will speak Oct. 13, 10-10:30 p.m. over the Blue from Chicago. Mr. Atherton will broadcast Oct. 12, 10-10:15 p.m. on Mutual from New York.

In addition to the network broadcasts, the Republicans are using spot radio on some 400 stations in more than 20 states. Transcribed one-minute and station break announcements, prepared by the Committee's radio staff under the supervision of Henry R. Turnbull, radio director, and announced by Ford Bond, "Republican Radio Reporter", are distributed to the party's state committees for placement by them.

Copy on the four discs released to date is partly designed to urge people to register and to vote and partly straight campaigning, with punch messages stressing the Communist support of President Roosevelt's campaign for reelection and other New Deal weaknesses from the Republican viewpoint. A fifth series of recordings is now in preparation.

The District of Columbia Dewey-Bricker Club bought a special eastern group for an Oct. 9 speech by Gov. Saltsonstall of Massachusetts. Stations are WOL WNAC WFIL WFBR WHN WTIC.

DEMOCRATIC PARTY BEGINS SPOT DRIVE

DEMOCRATIC National Committee last week launched its series of five-minute political speeches, which will be broadcast on a national network each night that a major Democratic broadcast is not scheduled, giving the party a voice on the air nightly from now until election day.

Leading speakers of the party are featured on the brief broadcasts, the series being opened by Sen. Truman, vice-presidential candidate, with Quentin Reynolds taking the second spot. Following each speaker, the "Democratic Reporter," a device initiated by the Republicans, reported on conflicting statements made by Gov. Dewey, GOP Presidential nominee, concluding with the comment: "This is to show that sometimes the Republican elephant does forget."

This week's schedule includes the final minutes of the usual time of *Information Please*, NBC, on Monday; Bob Hope, NBC, Tuesday; *Kollege of Musical Knowledge*, NBC, Wednesday; *Town Meeting of the Air*, Blue, Thursday, with Friday and Saturday times not set.



THE DES MOINES AUDIENCE FOR 'EASY ACES' IS ENLARGED—76.6% ABOVE NATIONAL HOOPERATING

Yes, Jane and Goodman and Anacin get a Des Moines audience 76.6% above their national Hooper. Exceptional? Not at all. The 48 CBS commercial evening shows on KRNT average 27.4% higher than their national Hooperating *(winter-spring '44)*. No wonder more than 150 national and regional advertisers use KRNT in Iowa's No. 1 market, Des Moines.

KRNT, DES MOINES • CBS • A COWLES STATION

Affiliated with
Des Moines Register-Tribune
Represented by Katz

WING
Dayton, Ohio
Basic Blue
WING
is
DAYTON'S
No. 1
Choice of
Merchants
Using Radio
WEED & CO. National Representatives

Dewey Gets Edge

NETWORK commentators "gave Dewey the edge" in the "Roosevelt-Dewey opening slugfest (air opinion agreed generally that's what it was)," according to the Sept. 30 issue of *Weekly Digest of Radio Opinion*, published by Radio Reports, New York. During the week ending Sept. 28, however, the 12 network commentators whose broadcasts were analyzed devoted less than 18% of their air time to politics, giving 42.5% to the war, 14.7% to world affairs, 3.2% to miscellaneous news and 29.6% to national affairs, of which classification politics got 59.5%, with wages, reconversion and Washington news dividing the remainder of the national affairs time.

Earl Browder Declines Bid to Appear on Forum

EARL BROWDER, president of the Communist Political Assn., last Tuesday notified the American Economic Foundation that he would be unable to appear on Sunday's *Wake Up America* broadcast, due to "reasons beyond his control." George E. Sokolsky, syndicated newspaper columnist and a bitter critic of the Roosevelt Administration, who had been scheduled to debate with Mr. Browder the question, "Can the Peace Be Won Without Roosevelt?," stated that he had been given to understand" that Democratic pressure caused his opponents' withdrawal.

At AEF headquarters in New York it was stated that they had no evidence in support of Mr. Sokolsky's charge.

Henry J. Taylor, Blue Commentator, and Leon Henderson, radio speaker and former OPA administrator, were scheduled as replacements. Programs, under Foundation auspices but available for local sponsorship, are broadcast live on WMCA New York each Sunday afternoon and recorded for about 180 stations.

Donaldson Appointed

JOHN DONALDSON, former radio time-buyer for McCann-Erickson, New York, and radio director of the Red Cross 1944 War Fund of Greater New York, has been appointed to handle radio schedules and programs for the All-American Division of the Republican National Campaign, New York headquarters. Mr. Donaldson supervises campaign broadcasting on all foreign language stations in the Eastern states. Negotiations for broadcasts on foreign language stations are in progress.

Kesten Statement

(*See Petrillo story on page 11*)

STATEMENT of Paul W. Kesten, executive vice-president of CBS, for Columbia Recording Corp., CBS subsidiary, regarding President Roosevelt's telegram to James C. Petrillo, AFM president:

"We sincerely hope that Mr. Petrillo will honor President Roosevelt's request to permit the musicians to go back to work. We believe he will, because we believe Mr. Petrillo is a man of his word, and he gave his word publicly and repeatedly that he would call off the strike if the President asked him to.

"We are disappointed and puzzled by the failure of the War Labor Board to stand firmly on the ground that this strike impedes the total war effort. It is a ban not only against the making of all musical recordings, whether for commercial use, home use, or use by and for our troops. The War Labor Board's present position in this respect is completely at variance with its own records in this case, which contain testimony from such outstanding figures as Elmer Davis of the Office of War Information and Chairman James L. Fly of the Federal Communications Commission, both of whom informed the Board officially of their views as to the importance to the war effort of recorded music.

"Of course no one confuses ballads with bullets, least of all our armed forces, but everyone who has visited army camps behind the lines, army bases, and military hospitals knows of the overwhelming demand for a continued supply of new musical recordings. Their morale value has been emphasized again and again by those who know the facts. CBS has firsthand knowledge of this from its own staff of war correspondents in every theater of war. And every performing artist who has returned from a personal entertainment tour of overseas camps knows it well.

"The Columbia Recording Corporation is eager to resume new recording. So are the outstanding artists who have patiently awaited a lifting of the ban. So are the musicians whom, we hope, Mr. Petrillo will now allow to resume their livelihood."

Folsom Statement

COMMENT of Frank M. Folsom, RCA vice-president in charge of RCA Victor Division, regarding President Roosevelt's telegram to James C. Petrillo, AFM president, follows:

"We are gratified that President Roosevelt has taken such a strong position in the two-year dispute between the recording companies and the American Federation of Musicians by sending a telegram to James C. Petrillo, requesting that he authorize the musicians to resume making recordings. We are hopeful that Mr. Petrillo will comply with the President's request and the dispute can be quickly settled to the satisfaction of all concerned."

Football Video Stopped

ATTEMPTS to relay telecasts of football games from Philadelphia to New York to Schenectady have been halted after the first program on Sept. 30 because of poor signal reception in New York, blamed chiefly on prewar equipment which cannot be replaced at this time.

AP

KRL D, Dallas, Texas

. . . You have perfected AP to an all-time high in radio news services.

Clyde Rembert
Managing Director

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PRESS ASSOCIATION, INC.
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DIRECT-CUT COPIES



OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

first
in
POPULAR APPEAL
AND
PRESTIGE

Biggest audiences offer biggest sales opportunities . . . and WRC's prestige in the *minds* of listeners provides an extra sales push.

and its been True for 21 years . . . continuously!

WRC
REPRESENTED BY NBC SPOT SALES
Washington

HOW TO SELL YOUR PRODUCT TO THE 5,000,000 PERSONS IN CUBA

Many national advertisers have found out that the most effective way of stepping up distribution and increasing sales in Cuba is by using **RHC Cadena Azul**, the dominant network in Cuba.

For **RHC**, day in-day out, **delivers the largest audience in Cuba.**

And in Havana the **RHC** outlet is the station people listen to most.

A recent impartial survey made by six large national advertisers shows that **RHC** has twice the audience of its nearest competitor.

Our New York offices will be glad to show you the latest Cuba audience survey, a comprehensive survey similar to the Crosley ratings in the United States.

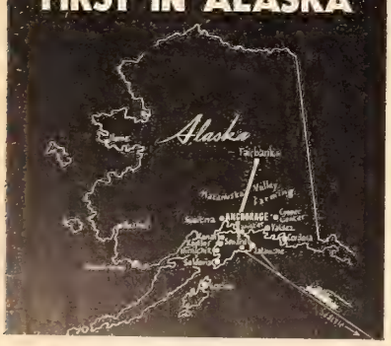
RHC CADENA AZUL

RADIO CUBA RHC HABANA Cadena Azul

Cuba's only network affiliated with **CBS**

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
WIsconsin 7-1166

FIRST IN ALASKA



790 KC **KFQD** 1000 W
ALASKA BROADCASTING CO.
Nat. Rep.: Pan American Broadcasting Company
342 Madison Ave., N. Y. C.

FDR Action May End Disc Strike

(*Continued from Page 11*)

in their opposition to summary action.

For these reasons, it was inferred, counsel concluded that the only course open was a direct request by the President. This, it was felt, was the strongest action possible in wartime outside of outright seizure, in view of the President's status as Commander-in-Chief of the Army and Navy.

Mr. Petrillo has stated on several occasions that should the President ask him to withdraw the ban on recordings, he would do so. On June 8, 1942 at the annual convention of the AFM, held in Dallas, when he decreed that recording and transcribing of music for public consumption would stop on Aug. 1, he declared:

"We will make records for home consumption, but we won't make them for juke boxes. We will make them for the armed forces of the United States and its allies, but not for commercial and sustaining radio programs. We will make them at any time at the request of our Commander-in-Chief, the President of the United States."

Latest Testimony

Later, on Jan. 12, 1943, before a Senate committee, he testified in response to a question by Sen. D. Worth Clark (D-Ida.):

"After explanation to the President of the United States of our position in the matter, and he finally decides, especially now in wartime that it should be done—to lift the ban and continue the making of transcription recordings for the duration of the war—yes, I say, the request will be granted."

In view of these commitments, many observers feel, Mr. Petrillo will be bound to respect the Presidents request, but it was also pointed out that when the AFM leader made these statements, operations in the entire recording industry were at a standstill and that Decca and 80 independent transcription companies have since resumed production under the Decca-World and the "Four Employer" contracts.

At the AFM convention in Chicago last June [BROADCASTING, June 12], a resolution was passed forbidding the union to make records on any other terms than those embodied in these contracts, which Mr. Petrillo emphatically asserted would be the minimum terms acceptable to him. At that time, he said: "When the time comes for peace, RCA Victor and Columbia had better look out. They're liable not to get as good terms or conditions as others."

Few labor controversies have had such a stormy history as the recording dispute. Whether it is called a "strike", which Mr. Petrillo has denied and which his counsel, Joseph A. Padway, has called "a complete severance of relationship" [BROADCASTING, Aug. 21], or a "ban" on the making of records, it is probably the longest continuous work stoppage in American history.

The dispute began with the imposing of the ban on recordings on Aug. 1, 1942, following a report by Mr. Petrillo to the 1942 AFM convention on the effect of "canned" music on employment of musicians.

Shortly after the ban took effect, the Dept. of Justice filed a complaint in the U. S. District Court for the Northern District of Illinois, Eastern Division, charging violation of the Sherman Anti-Trust Act. A Senate subcommittee under Chairman Clark also instituted an investigation the following September with the view to remedial legislation.

Subsequently, the Court dismissed the Dept. of Justice case on the ground that a labor controversy was involved and that the Sherman Act did not apply. The Senate held hearings in January, 1943 and recommended that the dispute be mediated by the U. S. Conciliation Service of the Department of Labor.

The Conciliation Service certified the case to the NWLB which appointed a tripartite panel to make recommendations to the full Board. Extensive hearings were held by the panel last fall, during which a separate settlement was made by Decca and a number of transcription companies. RCA and Columbia then entered the case as intervenors.

The panel made its recommendations to the Board last Spring and the Board issued a directive on June 15 ordering the ban withdrawn. When the AFM failed to comply, a show-cause hearing was held Aug. 18 and again Mr. Petrillo, through his counsel, refused compliance. On the same day, the Board referred the case to OES Director Vinson for enforcement.

Resumption of operations by Decca and the independent transcription and record companies created a competitive situation which caused RCA and Columbia to prepare for action by the Government. Neither RCA nor Columbia have been able to offer new material to the public for more than two years and were fearful they would lose name artists as their contracts expired.

Demands for RCA Victor and Columbia records are said to be greater than the supply, production at pressing plants being hindered more by lack of shellac and manpower than by other factors. Large Government orders in addition to good demand for recording of classical and semi-classical works have kept both companies busy.

Columbia has lost some commercial transcription business to World, Empire and Muzak, it is reported. NBC Thesaurus has been hard hit by the recording ban and has cut its rates by 50% as its basic material has gotten older and its library reduced. NBC syndicated series are still doing a fair business despite lack of music and while there has been some loss of commercial business, Government orders have helped fill the gap.

On transcription company reported that very few stations have been disposed to sign up with other companies at the expiration of their contracts with Thesaurus. More of them have added other libraries since Thesaurus rates were cut and Thesaurus has even picked up some business from stations which felt it deserved their support for fighting the industry battle.

Union Wants Station

UNITED Electrical, Radio & Machine Workers of America (CIO) at its tenth annual convention in New York, went on record as favoring UE-owned radio stations and authorized the Union's general executive board to "explore the possibilities of establishing and operating under the direction of the national union a series of FM stations in such major centers of our union as Boston, New York, Pittsburgh, Cleveland, Chicago and St. Louis."

WM. RAMBEAU CO., Chicago, station representatives, represent WSTP St. Petersburg, Florida, as of Oct. 1.

CRYSTALS

HOLLISTER CRYSTAL CO.
Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

CBS Asks More Space

(Continued from page 9)

e war, although he declared here are likely to be occasions in e future, as there have been in e past, when the Government of e United States will find it to e national interest that our lead- s should be able to address, di- ctly, anyone in the world who is lling and able to listen."

Nelson Rockefeller, Coordinator Inter-American Affairs, after serving "it is inconceivable to , as a result of our experience, at other nations would be willing eliminate international broad- sting," declared: "It is our un- alified recommendation that in e United States there should ex- t direct international shortwave oadcasting facilities at least ual to those of any other nation."

Raymond F. Guy, radio facilities gineer of NBC and chairman of mmittee 3, Panel 8, RTPB, on be- lf of the RTPB requested that channels be allocated to inter- tional shortwave broadcasting, th eight channels in each of the llowing bands: 6,000-6,080 kc; 500-9,580 kc; 11,700-11,780 kc; ,100-15,180 kc; 17,750-17,830 kc; ,450-21,610 kc; 25,600-25,760 kc.

Ten studio-transmitter relay ks also were requested "in the me bands and have the same ecifications as those provided for andard broadcasting and FM". h behalf of RCA and NBC Mr. uy endorsed the RTPB recom- endations.

Also endorsing the RTPB re- ests for 56 channels were Di- ctor Davis, Mr. Kesten; James Shouse, vice-president in charge broadcasting, the Crosley Corp., ncinnati; Jay E. Tapp, director engineering, Associated Broad- sters; Walter S. Lemmon, pres- ent, World Wide Broadcasting rp., New York.

Mr. Kesten, who testified Thurs- y, said CBS had arrived at the nclusion that 100 channels are eded because "we want FM oadcasting to be wholly demo- atic." He said CBS was inter- ted in having enough frequencies "meet any visible demand" and hat what we have called the ince-and-pauper status of big and tle stations be avoided as the d result of licensing."

To accomplish the second phase policy of "absolute equality be- een licensees in any given mar- t, as to the coverage areas of eir competing FM transmitters" as urged. Mr. Kesten recom- ended a third plank in the CBS M platform: "That FM licensees limited, by Commission policy, coverage of the single market ea within which they are broad- sting, rather than covering sev- al separate markets by placing high and high-powered trans- itter somewhere between them."

"This proposal is, I know, bound be controversial," said Mr. Kes- n's statement. "It may seem to me strangely from CBS, which self has on file an application for such a multiple-market super-station perched on top of Mount Asnebumskit. This license, if granted us, will presumably permit us to cover Boston, Providence, Worcester, possibly New Haven, as well as other markets in the New England area.

"I want to make clear, at once, that we will proceed with this application—as a simple competitive necessity—should the single-market democratic licensing idea fall by the wayside. But we will drop the application at a moment's notice."

Mr. Kesten's statement said the single-market idea increases the supply of FM facilities by permitting the same frequency to be repeated more often, it abolishes the prince-and-pauper equation between stations operating in the same area and it puts every licensee on an equal footing with every other licensee. Most important, it throws all the emphasis for leadership on program competition.

CBS Recommendations

"Also, it must be obvious that this same stroke, by eliminating inequality among competing licensees, would protect FM broadcasting from the unhealthy pressure, the political pulling and hauling, which have always bedeviled AM broadcasting—with at least one-third of its station population underfed, underclothed and generally undernourished, either in kilowatts or kilocycles," he concluded.

On television, Mr. Kesten's statement said several manufacturing companies, including General Electric, Federal Telep. & Radio Corp. and Western Electric, had submitted offers to manufacture high-frequency transmitters, based on the CBS recommendations that television be moved to the 300 mc band and up. All three corporations, as well as Zenith, have indicated a readiness to build new receivers capable of showing both black-and-white and full-color pictures with fine definition, the statement continued.

Briefly, his statement summarized the CBS recommendations as follows: (1) That television be moved up in the spectrum above 300 mc; (2) that no fewer than 30 channels be assigned; (3) that each channel be at least 16 mc wide; (4) that as quickly as possible—as soon as the improved pictures are fully tested and demonstrated on the higher frequencies—the lower frequencies be withdrawn from television service.

Emphasizing the fourth point, the statement said: "The United States may be within three to six months of full-fledged consumer production of radio and television sets. We view with the gravest alarm the possibility that the investing public might be loaded up with millions of sets designed and built to receive only prewar television pictures, before the changeover to the new standards and the better picture occurs. This, of course, might provide a tempting double market for the manufacturer but, unless each purchaser of a set which might become useless overnight were fully so informed, would be a first-class fraud upon the public and upon the broadcasters."

Mr. Kesten's statement said CBS spent three-quarters of a million dollars annually operating a New York television station before the war. He estimated the postwar operations will be double in New York alone. Estimating revenues, etc., his statement said CBS could not reach the break-even point until the seventh year of constantly increased expenditure. Television, he pointed out, presents the "greatest economic problem ever to face broadcasters. Millions of dollars of profits will be made by equipment manufacturers while millions of dollars of loss are still being run up by broadcasters."

Television in the home must compete for the leisure-time attention of the family against movies in the theatre, the statement pointed out. Prewar television, he said, is not good enough to become a real public service. Only in the higher spectrum "can enough channels be provided to make possible a truly national television service, on a vigorously competitive basis," he concluded.

Support RTPB Report

Under cross-examination by Mr. Caldwell, Mr. Kesten said there is a future possibility of a fractional support by commercial international broadcasting in South America. Mr. Caldwell remarked: "I want to show, on the basis of what has been said, we can't expect to have international broadcasting without Government operation," and Mr. Kesten replied that CBS has submitted a statement to the FCC proposing private operation of international broadcasting after the war.

Throughout Tuesdays' hearings, which concluded Fixed Public Service (other than Alaska) and saw the start of testimony on Coastal, Marine Relay, Ship, Mobile Press and Fixed Public Service in Alaska, Chairman Fly interrupted at frequent intervals to urge speed or to object to testimony.

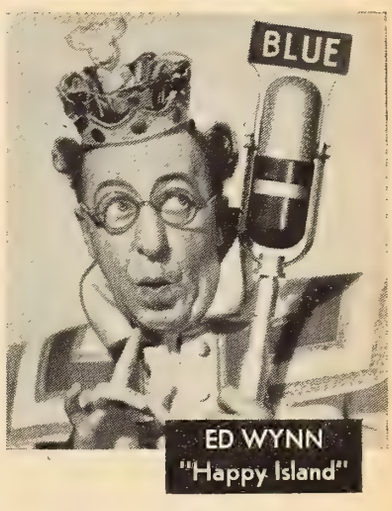
Haraden Pratt, chairman of RTPB Panel 8, was recalled for cross-examination by Benedict P. Cottone, FCC assistant general counsel, but was cut short when Mr. Fly interposed: "Don't take the time to go over these trivial things."

On behalf of Mackay Radio & Teleg. Co. Mr. Pratt said his firm supported RTPB recommendations.

John H. Muller, assistant to the vice-president and chief engineer of RCA Communications, said RCAC "urges serious consideration" of RTPB's recommendations, in light of anticipated postwar expansion in communications with other countries.

Charles C. Harrison, chief engi-





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570

...that's the magic spot on the dial for Western North Carolina listeners, where they find favorite CBS programs, and outstanding local shows like

Top of the Morning
Western North Carolina Farm Hour
Woman's Page of the Air
Invitation to Understanding
Rhyme and Reason
Moore General Varieties
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..all listener-favorites on

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY

"Now, if we were only staying at THE ROOSEVELT"



When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, Presi-

Band for Television Theatre Service Is Sought in Plea by Movie Engineers

FIRST integrated plan for large-screen theatre television is proposed by the National Theatre Television Service in an exhibit prepared for presentation to the FCC during the general allocations hearings. The proposal calls for 75 channels of 20 mc band width, or a total of 1500 mc., and would be supplied by multiple addresses stations on a network. The channels would be known as "Group C Channels." Proposed allocations are:

8 contiguous 20 mc cleared channels or a band of 160 mc from 600-760 mc.
7 contiguous 20 mc cleared channels or a band of 140 mc from 860-1000 mc.
15 contiguous 20 mc cleared channels or a band of 300 mc from 1900-2200 mc.
15 contiguous 20 mc cleared channels or a band of 300 mc from 3900-4200 mc.
30 contiguous 20 mc cleared channels or a band of 600 mc from 5700-6300 mc.

neer of Tropical Radio Teleg. Co., declared "there must be not only worldwide compliance with an allocation plan but also in technical standards for equipment and station performance". He added there has been "a disturbing disregard for these two provisions of existing international regulations for some time, which is responsible for much of the present difficulty in long-distance communications". He also concurred in the RTPB recommendations.

A. Warren Norton, newly-elected president of Press Wireless, was interrupted frequently by Chairman Fly as he read a prepared statement criticizing the IRAC recommendations and opposing an international merger, as proposed before Congress by Chairman Fly. At one stage, Mr. Fly ordered stricken from the record a reference to the merger, declaring: "I rather think you've chosen the wrong time and place for argument on the merger."

Without a Hearing

"There is evidence of two tendencies to deprecate the needs of the communications industry as a whole, regardless of any evidence that may be offered," said Mr. Norton. Referring to IRAC he said, "It is difficult for me to understand how it happens that an organization composed entirely of representatives of Government agencies should have undertaken to reach conclusions on the needs of the various branches of private industry without according even the semblance of a hearing to those affected."

Mr. Norton added that "the other implication which disturbed us in the IRAC report is what seems to be an assumption that there will be an international merger of transoceanic communications and that such a merger will reduce the frequency space needed for these services. . . . In its present form the law forbids such a merger and investigation of the subject is pending in the Senate and has only just begun. It is a matter for Congress to decide."

Mr. Norton deplored secrecy surrounding Government needs in the postwar period and declared, "We do not know how much of the radio spectrum suitable for long-distance communication in the fixed services or elsewhere is really being sought by Government departments."

Mr. Norton urged that some method be found whereby competing demands of the Government in private groups be "adjudged after full disclosure of the facts".

Donald K. deNeuf, Press Wireless director of communications, spoke on the technical setup of PW and the amount of press copy transmitted both in wordage and facsimile. He visioned wide use of facsimile in the international fields to transmit press dispatches in various languages. For instance, a Russian or Chinese correspondent, he said, could write copy in Russian or Chinese and it could be transmitted by facsimile without being translated into English and then back to Russian after being received. Mr. deNeuf also was interrupted frequently by Chairman Fly, while Commissioner Jett questioned him with reference to technical phases.

Marine Service

With reference to coastal marine relay, ship, mobile press and fixed public service in Alaska, H. C. Looney, chief of the Marine Section, Safety & Public Service Division, FCC Engineering Dept., placed in the record a statement together with exhibits covering the commission's propagation data on such services.

Mr. Harris, as chairman of Committee 2 Panel 8, presented the RTPB's recommendations. He also presented a statement on behalf of Tropical Radio Teleg. Co. A. J. Costigan of Radio Marine Corp. of America endorsed the RTPB recommendations.

Anthony J. Dimond, delegate from Alaska, took the stand to say that because of the wide distribution of population in Alaska it was impossible to reach all with telephone or telegraph lines and therefore his territory depended almost entirely upon radio. He suggested that the Commission conduct an inquiry into communications in Alaska before any changes in frequencies are made. Chairman Fly assured M. Dimond that the Commission was deeply concerned about communications in Alaska. "Is assure you we'll give your needs our very serious consideration," he said.



ELMER DAVIS

F. M. Ryan, chairman of Committee 2, Panel 8, speaking on behalf of the Bell System companies on frequency requirements for maritime mobile radio services, estimated that three circuits will be needed to handle high seas traffic in New York within the next 5-10 years and that San Francisco will need two circuits, while a single short-range circuit will fill the needs at Miami.

Following an exchange in which the FCC chairman quipped he couldn't find a single "important" need for vehicular communications, as suggested by Mr. Ryan, the witness retorted: "We don't need bathtubs, either."

"If you want to meet all these so-called emergencies, everybody will be running around the streets with a transmitter and receiver in his pocket," remarked Mr. Fly. "Maybe we're coming to that."

"We've got to determine whether or not the spectrum can accommodate these services," said Commissioner Jett. "I personally would like to see it developed up where we can accommodate it, up in the 1,000 mc band."

W. A. Roberts, counsel for the Television Broadcasters Assn., conducted a lengthy cross-examination of Mr. Ryan regarding the RTPB recommendations for spectrum space in conflict with television requests. Mr. Roberts asked Mr. Ryan why he thought television could provide an ample public service on less than 26 channels and asked on what technical findings the witness based his assumption.

Alaska Needs

"I haven't any crystal ball that tells me how many channels are needed," replied Mr. Ryan. "I don't want anyone to think I'm an enemy of television. I'm all for it. I want to see it come along. I didn't think there'd be enough people with the dough to put up enough television stations."

Resuming the stand Wednesday afternoon Mr. Pratt, for Mackay, endorsed the RTPB recommendations for mobile press. Joseph O. Earp of American Waterways Operators, representing 100 operators, supported Panel 8 recommendations. He said he didn't think the IRAC proposals were adequate.

L. F. Shirley of Libby, McNeil & Libby, speaking on needs of radio

n Alaska, didn't finish his prepared statement. It told of his firm's past operations with radio communications and explained how radio played an important part in canning fish. Chairman Fly instructed the witness to file his statement.

Taking up aeronautical needs, William N. Krebs, FCC assistant chief engineer, placed in the record a statement concerning aviation radio services, with several exhibits. D. W. Rentzel, chairman of Panel 11, also president of Aeronautical Radio, representing 23 airlines, made some corrections in Panel 11 recommendations which had conflicted with television interests. The corrections were agreed upon at a meeting of Panels 6 and 11 with Panel 2, he said.

Mr. Rentzel estimated that by 1950 there will be 250,000 itinerant and private aircraft in the U. S., and at least 3,000 domestic and international scheduled planes. Airports will increase from 3,000 to 6,000. Among recommendations was a request that the FCC assign 65-185 mc for air navigational aids, an expansion over the original IRAC suggestion of 170-180 mc.

"There is reason to believed that this band may be replaced after the war by better equipment at much higher frequencies," said Mr. Rentzel. "If this can be successfully accomplished, Panel 11 recommends that this band be re-examined several years after the war and consideration be given to its use for television."

Chairman Fly asked if television would be "way down there".

Gordon A. O'Reilly of Transcontinental & Western Air, Kansas City, also speaking for the RTRB and Aeronautical Radio, discussed needs for inter-continental operations and told of interference from some Latin American countries in certain portions of the spectrum. He outlined estimated needs with reference to various aviation services.

Under cross-examination, Mr. Rentzel said he didn't think facsimile ever would be successful in airport control service. He did say, however, that facsimile is used in certain portions of aviation communications.

Space for World Coverage

When the hearings opened Thursday Mr. Davis told the Commission "it is the judgment of OWI's technicians that this (56 channels) is the minimum required for adequate world coverage". He visioned the multiple frequency system as the principal vehicle of the immediate future for the "distribution of American news abroad". Although an international agreement would help solve some of America's problems, he said, "it would not by any means solve the problem faced by American news agencies, which must deliver their news on an up-to-the-minute basis if they are to compete successfully with foreign news services whose transmission



JAMES D. SHOUSE

facilities are already fully developed."

"I want to plead, as strongly as I can, for maintaining the status quo, or substantially the status quo, in the total amount of spectrum space devoted to international shortwave broadcasting," said Mr. Kesten. He denounced the IRAC plan for international point-to-point relays, rather than international broadcasting, as a "really closed circuit transmission, rather than broadcasting".

"We have found in fact, not merely in theory, that in peacetime international broadcasting is the greatest single instrument created by man for developing international goodwill," said Mr. Kesten. He added that international broadcasting had been an out-of-pocket expense to CBS and probably would continue as such, but that CBS would continue to spend money on the theory that it was good citizenship.

Speaking of the increased flow of news in the postwar period, Mr. Kesten said: "That news can reach the public only through two fundamental channels—the press and the radio. Shall radio—the newer, the swifter, the more democratic method of news dissemination—be throttled on the eve of its greatest service to world peace and world affairs?"

Mr. Kesten urged that the 160 frequencies, allocated by the Cairo conference of 1938 for international broadcasting, be retained as a bare minimum. "Let me say," he concluded, "that CBS sincerely and deeply believes that it is the responsibility of the FCC to maintain for international broadcasting adequate space in the spectrum."

Shouse Hits IRAC Plan

Mr. Shouse, saying the IRAC recommendations were "utterly lacking in realism", urged continuance of international shortwave broadcasting as the "only sure way we have of making the voice of this nation heard in foreign countries".

"In every other field, the keynote of postwar planning is global expansion," said Mr. Shouse, whose company recently dedicated three powerful international transmitters [BROADCASTING, Sept. 25, Oct. 2]. "Why should radio broadcasting look to the future as a period of retrenchment and confinement?"

"The real value of international broadcasting has not yet been fulfilled," said Mr. Lemmon. "It will be in the postwar years. I don't think we've scratched the surface yet. The field of international broadcasting holds hope of fulfilling the dreams of great statesmen of unifying the world in terms of a permanent peace."

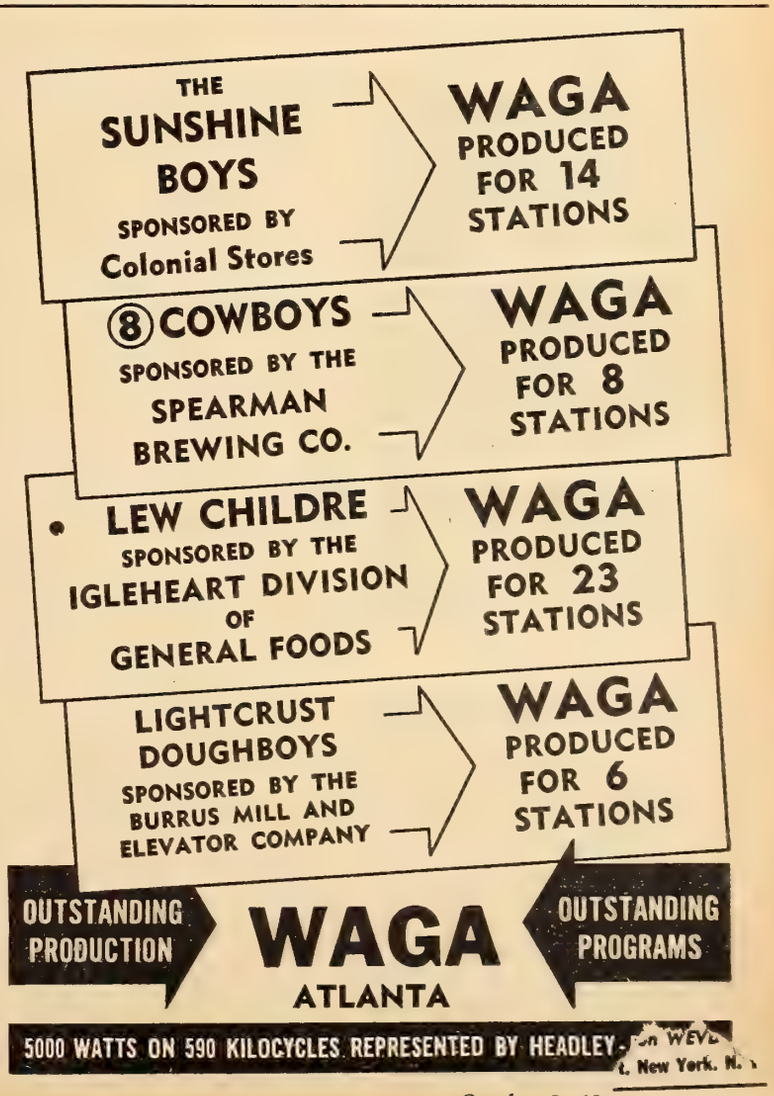
Mr. Davis' testimony touched off the controversy between Chairman Fly and Mr. Caldwell. The Washington attorney submitted two proposed questions on (1) whether the Government plans to engage in international broadcasting after the war and (2) the relative social and economic importance of the service. Chairman Fly ruled the questions were irrelevant and told Mr. Caldwell: "Experts from the same organization will be here and they may be questioned."

Fly Stops Guy

But the "experts" didn't arrive. After Messrs. Davis and Rockefeller concluded their testimony, they announced there would be no further witnesses from their respective organizations.

Chairman Fly again displayed his attitude towards discussion of







220,113 Audience Letters
Received in One Year

WDZ's programs are in tune with the heart beats of average folks . . . prosperous factory and farm workers. The result is high listenership and enthusiastic response—more than 220 thousand audience letters received in one year! Folks say it's like listening to the next door neighbor when they tune in to WDZ. 20 LIVE TALENT PROGRAMS daily give this station a powerful selling personality all its own. Write for information . . .

HOWARD H. WILSON CO., New York, Chicago, San Francisco, Hollywood, Seattle

WDZ 1000 WATTS 1050 KC. TUSCOLA, ILL.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

Government control when Mr. Guy, speaking for RCA and NBC, said he had a statement on behalf of his companies concerning postwar broadcasting policies.

"The Commission has considered that and the Commission is not going to decide the policies," said Chairman Fly. "We're concerned with frequencies. As to policies in the operation of any given group of stations, we do not care to go into it."

Mr. Guy started to explain his statement and the chairman interrupted to say it was all right to proceed on the "need of the services" but "not to the policies in the operation, or the program content, or of the Government's investment or private investment, or degree of Government influence, or supervision, or anything of that sort. Those are questions that we cannot decide."

Mr. Caldwell later got in his questions on Government control when Mr. Kesten returned to the stand for cross-examination in the afternoon session and Commissioner Paul A. Walker was acting chairman in the brief absence of Mr. Fly. The chairman, arriving late, cut short the cross-examination of W. A. Roberts of Television Broadcasters Assn., who frequently has clashed with Mr. Fly.

Shortwave Growth

Curtis B. Plummer, assistant chief, nonstandard section, Broadcast Division, FCC Engineering Dept., said Thursday many countries use shortwave for domestic broadcasts and since 1938 there has been a rapid increase in shortwave stations, resulting in moving some stations to bands assigned other frequencies. He attributed much of the interference to the domestic shortwave stations.

Under cross-examination Mr. Guy said the RTPB panel did not consider domestic shortwave broadcasting in the U. S. He said the panel did feel that in the future, shortwave service may shift to the frequencies now used for FM. Asked by Charles R. Denny Jr., FCC general counsel, why shortwave couldn't use the higher frequencies, Mr. Guy said it was entirely a problem of receiver design and not sunspot cycles.

When Mr. Kesten began his three-fold testimony covering international shortwave, FM and television, Mr. Roberts objected to placing the television portion into the record during the international broadcast phase. The Commission sustained the objection, but ruled that Mr. Kesten could submit his statements to be included in the record at the proper places.

Mr. Tapp said, in the opinion of Associated Broadcasters, the "need for Government broadcasts probably will continue for years after the war," but he expressed the hope that at some time in the future there would be time for commercial broadcasts.

When international broadcast was completed, the hearing reverted to aviation, with Mr. Rentzel and Mr. O'Reilly recalled for cross-examination. F. M. Ryan, radio engineer of AT&T, said it was not recommended now that frequencies be allocated for use exclusively in providing telephone service to passengers in aircraft. He added that should such a service be needed later on, AT&T could provide it through its high seas coastal telephone stations.

C. W. Peake, manager of radio operations, Lockheed Aircraft Corp., Burbank, Cal., who took the stand Friday morning, endorsed the RTPB recommendations in general, then told of the need for aviation radio services in the very high, ultra high and super high bands.

Opening hearings into the needs of amateurs, Leland C. Quaintance, chief of the operator and amateur service section, FCC Engineering Dept., testified that at the close of the fiscal year 1941 there were approximately 60,000 licensed amateur stations, representing the largest single class of station licensees. On Dec. 8, 1941, however, the FCC closed all amateur stations for the duration. Mr. Quantaince listed allocations and requests as:

FCC allocation: 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 400-401 mc.

Proposed by IRAC: 3500-3900 kc; 7000-7400 kc; 14,000-14,400 kc; 21-22 mc; 28-30 mc; 144-149 mc; 218-225 mc; 420-460 mc; 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-10,500 mc; 21,000-22,000 mc.

Proposed by American Radio Relay League: 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 21-22 mc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 448-480 mc; 896-960 mc; 1792-1920 mc; 3584-3840 mc; 7168-7680 mc; 14,336-15,360 mc; 28,672-30,720 mc and up.

George W. Bailey, ARRL president, requested the FCC to return to amateurs "the frequencies assigned to us before Dec. 7, 1941, together with certain additional frequencies above 300 mc." He listed four major categories of the amateur from the standpoint of security as follows:

Existence of a huge reservoir of skilled amateurs; availability for military use of amateur frequencies, free from interference, immediately upon declaration of war; huge supply of up-to-date gear available for communication purposes to the military services when suddenly needed; support of manufacturers of gear who find a wide market among amateurs and who must keep abreast of the times to fill that demand.

From the standpoint of welfare Mr. Bailey listed these five points: Amateur radio as a vast training school; contribution of amateurs to radio technique; availability of amateurs for nationwide assistance in large-scale investigations and experiments; ability of amateur radio to supply communications in time of emergency, caused by natural disasters; sociological importance of amateur radio.

K. B. Warner, secretary and manager of the ARRL, testifying on the frequency requirements of amateur radio service, pointed out that amateur stations operate in bands, which must be diversified because amateurs are "experimenters and investigators of roving, divergent and changing interests and with many subdivisions of specialization."

Mr. Warner, urging the Commission to give serious consideration to the ARRL recommendations said: "There is no employment of radio frequencies that contributes more to the welfare and security of the nation as a whole than do the allocations of the amateur service."

Ignition Problem

George Grammer, technical director of ARRL, recommended legislation governing design of automobile systems to shield them from interference. He said auto ignition caused 90% of the interference in high frequency radio transmission and reception.

Household appliances and diathermy machines were blamed by Mr. Grammer for only a small part of the interference. Legislation providing that auto ignition systems be wired to suppress radiation from the spark not only would aid amateurs but it would be of "great benefit to the very high frequency services," the witness asserted.

Mr. Denny indicated that the FCC may recommend such legislation to Congress. Mr. Grammer said the allocation of a portion of the spectrum to diathermy should solve that problem.

Mr. Warner was questioned about the 56-60 mc band use by amateurs by Commissioner Jett and George P. Adair, FCC chief engineer, both of whom mentioned that television interests are seeking that band. Mr. Jett observed that if the 56-60 mc band is taken from the amateurs for television it would be necessary, to accommodate the amateurs, to take some space from television around the 108 mc band. Mr. Adair commented he had in mind that television "might sooner or later move out there to the higher frequencies and FM might want to expand upwards".

9 Million Fund Marked For Cowles Development

WITHIN the next decade, the Cowles Broadcasting Co. (successor to Iowa Broadcasting Co.) contemplates a radio expenditure of around $9,000,000 for development of standard, FM, television and facsimile, according to T. A. M. Craven, vice-president in charge of radio operations and former member of the FCC.

In Washington, where the company recently acquired WOL in exchange for WMT Cedar Rapids, a program involving about $1,500,000 is planned, Comdr. Craven declared. This covers acquisition of new studios and plant, improvement of the operating assignment of WOL, and related FM and video adjuncts.

Similar expanded operations are planned in other cities in which Cowles stations operate—WHOM Jersey City, WNAX Yankton, and KRNT Des Moines, he said. The Cowles group also will include WCOP Boston, transfer of which from the Bulova interests awaits FCC approval. Cowles has applied for a new regional station on 580 kc in Minneapolis. (See page 40.)



AME OF THE CENTURY took place recently at Lodi, N. J., site of JZ transmitter, when WJZ-Blue network team of "nine old men" (plus npire) battled the local Rotary Club team to a tie score. Seated are: ul Whiteman, musical director of the Blue; John McNeil, manager of JZ; Edgar Kobak, executive vice-president of the Blue; Edward J. oble, chairman of the board; and Mark Woods, president. Standing: icholas Priaulx, v-p in charge of finance; George Milne, chief engineer; hillips Carlin, v-p in charge of programs; C. P. Jaeger, network sales anager; and Keith Kiggins, v-p in charge of stations for the Blue.

entative List of Witnesses Scheduled o Appear This Week at FCC Hearings

OLLOWING is a tentative list of tnesses scheduled to testify in oup 2 (Standard, FM, Noncomercial Educational, Television, csimile, Other Broadcast Services) in the FCC allocations hearngs. The hearings will resume at :30 a.m. Tuesday, Oct. 10, in the atural History Museum Auditom, Constitution Ave. and 10th ., NW, Washington:

STANDARD BROADCAST SERVICE

. H. Owen, FCC; Howard S. Frazier, drew D. Ring, RTPB Panel 4; J. Harold an, Paul F. Peter, NAB; Dr. Frank nton, William B. Lodge, CBS; W. F. tter, Stromberg-Carlson Co.

HIGH FREQUENCY (FM) BROADCASTING

ohn A. Willoughby, FCC; C. M. Jansky , RTPB Panel 5; Walter J. Damm, H. Manson, (one witness undesignated), IBI; Joseph Ream, Dr. Frank Stanton, lliam B. Lodge, CBS; T. A. M. Craven, rthington C. Lent, Iowa Bcg. Co.; Lewis en Weiss, Frank M. Kennedy, Don Lee; hn B. Caraway, Evansville On the Air; J. Edwin H. Armstrong, FM inventor.

NONCOMMERCIAL EDUCATIONAL BROADCAST

. M. Braum, FCC; Dr. John W. Studeker, U. S. Commissioner of Education, ding list of 33 witnesses.

TELEVISION SERVICE

. M. Braum, FCC; David B. Smith, PB Panel 6; T. A. M. Craven, Worthton C. Lent, Iowa Bcg. Co.; Joseph am, Dr. Frank Stanton, Dr. Peter C. dmark, CBS; Dr. Alfred N. Goldsmith; en S. DuMont, Telev. Broadcasters sn.; Dr. T. T. Goldsmith Jr., Allen B. mont Labs.; Lewis Allen Weiss, Harry Lubeke, Frank M. Kennedy, Don Lee; il Raibourn, Balaban & Katz, Telev. oductions, Paramount Communications; G. R. Town, Stromberg-Carlson Co.

FACSIMILE BROADCAST

C. M. Braum, FCC; John V. L. Hogan, chairman, RTPB Panel 7; George Henry Payne, James L. Bradford, Frank R. Brick Jr., Samuel Ostrolenk, Finch Telecommunications; C. M. Jansky Jr.; William S. Halstead, Halstead Traffic Communications Co.; J. R. Poppelle, W. H. Singer, John Keel, WOR; J. D. Woodward, H. K. Carpenter, Ralph DeLang, WHK; P. A. Loyet, WHO; R. J. Rockwell, WLW; Harold E. Smith, WOKO; A. D. Ring; G. W. Lang, WGN; M. S. Novik, WNYC.

OTHER BROADCAST SERVICES

Howard S. Frazier, chairman, Panel 4, RTPB; William B. Lodge, Peter C. Goldmark, CBS; Walter J. Damm, FMBI; Joseph Pierson, James B. Ferguson, Percy L. Spencer, John C. Trump, Raytheon Mfg. Co.

Graham to Washington

ORDON GRAHAM, assistant dictor of special broadcast services r WLW Cincinnati, will be transrred to Washington Oct. 16 to ad a new WLW news bureau in ashington, it was announced last ek by Robert E. Dunville, vicesident of the Crosley Corp. and LW general manager. Mr. Gram will begin broadcasting Washgton news of special interest to dwest listeners each week day 6:25 p.m., starting Oct. 23.

Net Election Plans

ALTHOUGH both CBS and NBC have announced rearrangement of their election night (Nov. 7) schedules to emphasize election returns, CBS has cancelled all commercial programs after 8 p.m. while NBC is making no cancellations but has asked the writers and producers of commercial programs to build shows in keeping with the occasion and that can easily be interrupted for the insertion of election bulletins.

GOP Adds

REPUBLICAN National Committee has bought the 11-11:15 p.m. spot on CBS for Nov. 6, election eve, and is trying to clear that same quarter-hour on the other national networks to cap the radio climax of the Democratic campaign for which the Democratic National Committee has purchased the hour between 10 and 11 p.m. on all four networks.

Joins Treasury

MACBETH SHOCKLEY MOCK, former assistant sales promotion manager of KDKA Pittsburgh and more recently with the public relations section of the U. S. Cadet Nurse Corps, is a new member of the radio information section of the Treasury War Finance Division.

RADIO PROVES AID TO RURAL SCHOOLS

BECAUSE radio has proved so valuable in bringing specialized material to the 25% of the rural schools in the United States now electrified, a large number of other rural schools are pushing plans for electrification so they can benefit from the educational programs now on the air. This fact was brought out in a tribute to radio during the White House Conference on Rural Education held last Wednesday and Thursday at the White House and attended by 200 delegates.

The entire conference, the first on rural education to be called by a President, was covered by J. B. (Jerry) Walker, WLS Chicago educational director, by means of a wire recorder loaned by Utah Radio Products Co., Chicago. A 15-minute talk by the President to delegates, two interviews with Mrs. Roosevelt conducted by John Strohm, managing editor of the *Prairie Farmer*, and all ten work-study discussions were recorded. The documentary discs, made from a master record run off by the Office of Education, were distributed to approximately 50 delegates. They are scheduled to be played on local stations and in schools throughout the country.

BATCHELLER ISSUES IAC CUTBACK PLANS

CITING the Radio & Radar Division of WPB as an example of how the Industry Advisory Committees can help in reconversion, Hiland G. Batcheller, WPB operations vice-chairman, last week issued instructions to all WPB bureau and division directors as to how the 750 Committees of the War Production Board would function in the important role they will play in the projected program for cutting back military production after V-E Day.

Mr. Batcheller said that the cutback information will be available in two classifications: (1) by the military products concerned, and "(2) by major peacetime industries. "Thus, the Radio & Radar Division," Mr. Batcheller said, "may discuss with the Radio & Radar Industry Advisory Committee proposed V-E Day cutbacks in military radio end products. The proposed cutback may be discussed with the committee in terms of its incidence on the industry as a whole, but not in terms of its incidence on individual plants."

Station Program Listings Offered New York Papers

A PLAN to service newspapers in the New York listening area with a daily consolidated listing of station schedules was laid before radio editors last week by Thomas A. Koppel Co., New York, printer of radio listings. Stations would share the cost of schedules.

The Consolidated Daily Radio Program (copyright) for the eastern listening area would be mailed by first class mail daily, with all corrections final up to noon of the same day. Sample copy measuring 27 x 16 inches lists programs in parallel columns, with bold red lines separating each station so an editor may strip the sheet into columns and rearrange them in any order. Corrections are marked prominently. Included is a section of advance program corrections.

Send a V-MAIL today
Keep up morale



Home front news is vital on the fighting front. Write a fighting man *today*.

Hotel Mayfair
SAINT LOUIS

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
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MONTREAL • WINNIPEG
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WEVD
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National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
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8 Weeks' Evening Course

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NOVEMBER 6

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
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Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

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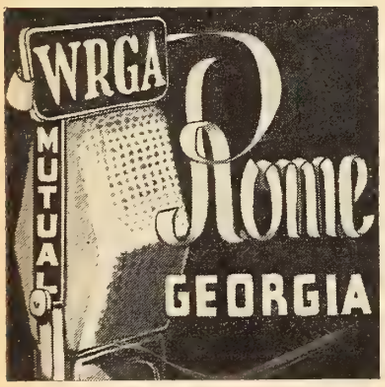
COAXIAL CABLE

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Surplus material, released by the War Production Board for sale without priority

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Chicago 19





American Bird Back

AMERICAN BIRD Products, Chicago, makers of American 3 Vees Bird Foods, resumes *American Bird Warblers*, featuring live canaries singing to the background of organ music, on MBS, starting Oct. 15. Program, which has been aired on Midwestern and Western Mutual stations for the past 17 years, will be heard Sundays from 1:15-1:30 p.m. Contract is for 29 weeks. Agency is Weston-Barnett, Chicago.

Rehabilitation Aid Aim Of NBC Service Audition

TO ASSIST in the rehabilitation of the nation's fighting men and women, NBC has announced that free "Welcome Home" auditions will be given to any member or former member of the Armed Forces who believes he has talent fitting him as a radio entertainer or writer. Auditions will be given Saturday mornings, beginning Oct. 14. C. L. Menser, NBC vice-president in charge of programs, in making the announcement, stated that the purpose of the auditions is to "examine prospects for postwar opportunities, not for the immediate present."

Believing that many have perfected their talents while in uniform, NBC is giving the auditions as the opening step toward possible radio careers, he said. NBC promises no employment, now or in the future, to those who take the auditions, but file cards of the results will be sent to the NBC station nearest the applicant's home, to await a call from the serviceman following demobilization.

Receiver Tube Demand Faces Heavy Increase

CIVILIAN and military requirements for receiver tubes after V-E day will be 60-70% above present maximum production, according to best estimates of WPB Radio & Radar Division officials who revealed the figures to a Vacuum Tube Industry Advisory Committee meeting in Washington last week. Total production of such tubes in August was put at 10,000,000 of which only 13% is available for civilians. Committee members stated that ability to meet these requirements after V-E day would depend on the manpower situation as well as the per cent in cutbacks.

End of the European war, WPB officials said, will reduce military requirements slightly, but not until a year after Germany's defeat is a 45% cut in such requirements expected. Because of the nature of the work and assurance of continuous postwar employment, large numbers of women workers are expected to be attracted to tube production when cutbacks in other industries occur, WPB officials said.

Book on Radio Operation

HOW RADIO works, from studio through control room and transmitter to the receiver in a living room, is explained in non-technical language in *Modern Radio*, written by Kingdon S. Tyler, CBS construction engineer [Harcourt, Brace & Co., New York, $2.50]. FM and television, both black-and-white and in full color are also explained in the volume, which is illustrated with frequent diagrams and photographs.



NOT A HEINIE, but Morrie Pierce, intrepid radio engineer on leave from WGAR Cleveland. This shot was made in a captured German car, at Cherbourg, shortly after its fall. Mr. Pierce is chief engineer in charge of continental operations, Psychological Warfare Branch, OWI, and now is somewhere in France or Germany. He was commended for his ingenious feat in rigging up the transmitter which sent the surrender terms to the Italian fleet last year. Morrie is vice-president in charge of engineering of the G. A. Richards stations (WJR WGAR KMPC).

RALPH PATT CITED

Former WPAY Manager at Post During Enemy Attack

FOR "outstanding performance of duty" during an enemy attack last April 11 off the Algerian coast, Lt. Ralph H. Patt Jr., former manager of WPAY Portsmouth, O., and one of radio's four Patt brothers, was given a commendation by Adm. H. K. Hewitt.



Lt. Patt

Communications officer aboard a warship, Lt. Patt was on his first convoy mission after 15 months training in this country, when his ship was struck and critically damaged by an enemy aerial torpedo. "Your untiring efforts during this attack to reestablish promptly radio communications were of immeasurable value in maintaining the ship as a fighting unit and saving it for future service against the enemy," read the citation.

John F. Patt, general manager of WGAR Cleveland, is the only one of the four brothers not in the Navy. Lt. Robert G. Patt, former manager of WHN New York, is with the amphibious forces in the South Pacific and has taken part in landing operations at Munda, Rendova, Vella Lavella, Treasury, Bougainville and other undisclosed shores in the last 15 months.

James M. Patt, until last April program director of WKRC Cincinnati, is with the Armed Forces Radio Service, Hollywood, as seaman second class.

Plate Adjuster

NORTH American Philips Co. has announced perfection of equipment for precisely adjusting the frequency of quartz oscillator plates downward. The specially designed X-ray apparatus uses a new high-capacity water-cooled tube, equipped with a rotary fixture that exposes one crystal to the intense X-ray beam while another crystal is being loaded into a second holder.

TRIBUNE FORUM SET FOR BLUE OCT. 16-18

WORKING with the *New York Herald Tribune*, the Blue Network has arranged for a series of three evening radio sessions of the newspaper's annual forum to be held in New York, Oct. 16-18. Specially prepared for radio presentation series will be broadcast 8-9 p.m. Oct. 16 and 17, and 9:30-10:30 p.m. Oct. 18. Blue advertisers sponsoring programs during those periods have cooperated by permitting their shows to be cancelled for the presentation of this public service series.

Titled *Builders of the World Ahead*, the radio sessions will present such speakers as President Roosevelt, Gov. Dewey, Admiral Nimitz, Bernard Baruch, J. A. Krug, Henry Kaiser, Clare Boothe Luce and Helen Gahagan. Series will be opened on the air by Edward J. Noble, chairman of the Blue, with Mrs. Ogden Reid, vice president of the *Herald Tribune* and forum chairman, presiding.

Dealing with such problems as the rehabilitation of veterans and reconversion, the broadcasts have been prepared by Adrian Samish Blue national production director who selected the leading speakers from the three-day forum to give their views to the Network's audience. John B. Kennedy, Blue commentator, will open each program with a discussion of the meaning of its topics and will digest and summarize the speeches at the close of the broadcast.

Dutch Message

FIRST TWO villages in the Netherlands liberated by American troops sent messages of loyalty and affection to Queen Wilhelmina of the Netherlands and the Dutch royal family in London through arrangements made by George Hicks, Blue network war correspondent with the American forces on the Western Front.

Press Wireless Officers

PRESS WIRELESS Inc., New York, at a meeting of the board of directors elected as vice-president E. J. Kerrigan, former assistant managing engineer and rate specialist; as treasurer, James Humphrey Jr., former assistant to the general manager, Christian Science Publishing Society; and as secretary, J. E. Denning, PW general attorney. The following appointments were made in the executive staff: director of communications, I. K. deNeuf, former vice-president in charge of traffic; director of manufacturing, Ray H. dePasquale, former assistant general manager; director of research and development, Philip D. Zurian, former vice-president in charge of engineering; personnel director, P. J. Ragan, former chief of personnel, administrative control, production engineering division of Pratt and Whitney Aircraft, East Hartford Conn., and director of Public relations Paul Darrow Paddock.

Series Heard in India

SERVICEMEN in India hear a daily quarter-hour resume of the World Series started Oct. 5 and relayed to them via BBC. Play-by-play will be heard in the European theatre via shortwave for third consecutive year through the Armed Forces Radio Service and *Allied Expeditionary Forces Program* of BBC. Broadcasts are being handled in America by AFRS in cooperation with Mutual.

MORE TECHNICIANS NEEDED, OWI SAYS

WITH THE "end of the European war in sight," psychological warfare, based upon intensive use of radio, is being speeded up in the Pacific and Far East, the OWI Overseas Branch announced last week coincident with a plea for radio engineers and technicians.



Mr. Peters

OWI radio operators in the Pacific theatre are under the direction of H. Preston Peters, on leave from his post as president of Free & Peters Inc., station representatives, who recently was promoted to Outpost Manager of OWI for the Pacific and Far East. He joined OWI as a field representative for the Far East.

Positions are open for radio engineers and technicians to serve with the OWI overseas for those men who can qualify, OWI stated. Broadcasting was described as a prime weapon of psychological warfare while radio communications and radiophoto serve overseas OWI operations in similarly vital roles. "They offer to these men an opportunity to play a dramatic role in the war against the Japanese," said the statement.

Engineers now being recruited will be sent to Australia, Hawaii, China and India. Anyone who qualifies and has knowledge of or experience in these countries would be especially valuable to OWI, the announcement said. Interested parties living in or west of Denver should make written application to OWI Overseas Branch at 111 Sutter St., San Francisco; others to New York office at 119 W. 57th St.

Chef Boy-Ar-Dee Plans

CHEF BOY-AR-DEE Quality Foods, Milton, Pa., outlined postwar plans at a recent meeting. Future plans include a network radio show. Firm is now on the air on 191 Blue stations every Saturday at 10:30 a.m. A special audition of the program was staged by Hal R. Makeim, vice-president and radio director of McJunkin Advertising Co., firm's agency. E. R. Peterson of the Blue Network spoke at the meeting.

Underwear on WABD

First use of television to advertise men's underwear will occur Oct. 22 when Augusta Knitting Corp., Utica, N. Y., sponsors the *Blackout Mystery* on WABD, DuMont video station in New York, for Jones Health Underwear. Agency is Norman D. Waters & Assoc., New York Television Workshop, New York, assisted in the production.



RADIO ACTIVITIES start in the new studios at Pearl Harbor Naval Base even before construction is completed. Studios are being built by the Navy for use of U. S. networks [BROADCASTING, Aug. 28]. Lt. Marvin F. Royston, USNR, is standing at left with two enlisted men. Lt. Comdr. J. Harrison Hartley, USNR, is at the typewriter at right. In the background are Ed Franke, technician for Mutual, and Gene Rider, technician for CBS, along with members of 90th Sea Bee Battalion.

Network Accounts

All time Eastern Wartime unless indicated

New Business

ST LOUIS Post Dispatch, St. Louis (newspaper), on Oct. 4 started *World Series Comment* on more than 86 NBC stations, 6:15-6:30 p.m. and continuing for all games in St. Louis with exception of possible games Sat. and Sun. Placed direct.

WASHINGTON State Apple Committee, Wenatchee, Wash. (apples), on Oct. 16 for 13 weeks starts Ed Jorgenson—News, on 16 Blue Pacific and Ariz. stations, Mon.-Wed.-Fri. 1:50-2 p.m. (PWT). Agency: J. Walter Thompson Co., San Francisco.

ALBERS BROS. MILLING Co., Seattle (flapjack flour), on Oct. 2 for 52 weeks started *Albers Homemakers Hour* on 7 NBC Pacific and Mountain regional stations, Mon. thru Fri. 10:30-10:45 a.m. (PWT) with transcribed repeat on KFI Mon. thru Fri. 8:30-8:45 a.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

COLDSTREAM PRODUCTS Co., San Francisco (margerine product), on Oct. 18 for 52 weeks starts *Money on the Line* on 5 CBS Cal. stations, Wed. 9:30-10 p.m. (PWT). Agency: McCann-Erickson, San Francisco.

FISHER FLOURING Mills Co., Seattle (Biskit-Mix flour), on Oct. 14 for 52 weeks starts James Abbe, commentator, on 10 NBC Pacific stations, Sat. 10:45-11 a.m. (PWT), with transcribed repeat on KFI, 12:15 p.m. and KOA, 4:45 p.m. (PWT). Agency: Pacific National Adv., Seattle.

BOTANY WORSTED Mills, Passaic, N. J. (lanolin, ties, fabrics, ready-to-wear merchandise, knitting yarns, men's suits), on Oct. 30 starts *One Woman's Opinion* with Lisa Sergio on 190 Blue stations, Mon. 10:45-11 a.m. Agency: Silberstein & Goldsmith, N. Y.

BRITISH COLUMBIA Electric Ltd., Vancouver, on Sept. 28 for 26 weeks started *Now It Can Be Told* on 3 CBC Dominion network Pacific stations, Thurs. 11:30-12 midnight. Agency: Stewart-Lovick, Vancouver.

Renewal Accounts

KELLOGG Co., Battle Creek, Mich., on Oct. 16 starts *Tom Breneman Highlights* on 15 Pacific Coast Blue stations, Mon. 9:30-10 p.m. Agency: Kenyon & Eckhardt, N. Y.

PET MILK SALES Corp., St. Louis, on Oct. 28 for 52 weeks renews *Mary Lee Taylor* on 82 CBS stations, Sat. 10:30-11 a.m. (repeat: 2-2:30 p.m.). Agency: Gardner Adv., St. Louis.

VOICE OF PROPHECY, Los Angeles, on Oct. 8 for 52 weeks renewed *Voice of Prophecy* on over 200 MBS stations, Sun. 9:30-10 a.m. (EWT). Agency: G. C. Hoskins Assn., Chicago and Glendale.

WESLEY Radio League, Detroit. on Oct. 29, for 52 weeks, renews Rev. John E. Zoller on over 200 MBS stations, Sun. 11-11:30 a.m. (EWT). Agency: Stanley G. Boynton Co., Detroit.

E. I. DU PONT DE NEMOURS & CO., Wilmington, Del. (institutional) on Sept. 25 for 52 weeks renewed *Cavalcade of America* on 130 NBC stations, Mon., 8-8:30 p. m. Agency: BBDO, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (dental cream), on Sept. 30 renewed *Can You Top This* on 127 NBC stations, Sat. 9:30-10 p.m. and *Palmolive Party* (Palmolive Soap), on 127 NBC stations, Sat. 10-11 p.m. Agency: Ted Bates Inc., N. Y.

DR. PEPPER Co., Dallas (soft drinks), on Oct. 1 for 52 weeks renewed the Sun. 4-4:30 p.m. period on 154 Blue network stations for *Darts for Dough*. Agency: Tracy Locke Co., Dallas.

LEVER Bros., Cambridge, (Rinso & Vims), on Oct. 6 for 52 weeks renewed *Amos 'n' Andy* on 132 NBC stations, Fri. 10-10:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

BRISTOL-MYERS Co., New York (Sal Hepatica and Vitalis) on Nov. 14 for 52 weeks renews Tues. 8:30-9 p.m. time on 150 Blue stations, (repeat: 11:30-12 midnight) for *The Alan Young Show*. Agency: Young & Rubicam, N. Y.

Network Changes

McKESSON & ROBBINS Inc., Bridgewater, Conn. (Calox, Bexel, Yodora), on Oct. 8, shifts *Joe E. Brown—Stop or Go* from 168 Blue stations, Thurs. 10:30-11 p.m. to 168 Blue stations, Sun. 8:30-9 p.m. Agency: J. D. Tarcher & Co., N. Y.

TIME Inc., New York (*Time* magazine), on Nov. 2 shifts *March of Time* from 52 NBC stations, Thurs. 10:30-11 p.m., to approximately the full Blue network, Thurs. 10:30-11 p.m. Agency: Young & Rubicam, N. Y.

Furniture Budgets

ELEVENTH annual report on retail furniture store operating experiences and departmental activities for the 1943 fiscal year, shows that a group of typical large stores (with sales volume of over $350,000) spent 8.10% of the advertising and publicity dollar on radio, while "medium" stores spent 8.41. Report was released recently by the Control and Management Division of the National Retail Furniture Assn. Breakdown of the total dollar expenditure for large stores shows newspapers as the leading media (65.94); radio, second, followed by direct mail and handbills (2.95); display materials (1.81) and billboard (1.37), with the balance representing salaries and "other costs."

GENERAL FOODS Corp., New York (Bird's Eye Foods), on Oct. 5 resumed Dinah Shore, shifting program from 128 CBS stations, Thurs. 9:30-10 p.m. to 127 NBC stations, Thurs. 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol & Ivory Soap), on Nov. 13 begins Jack Kirkwood, comedian, and Lillian Leigh on 8 CBS Pacific coast stations, Mon. 7-7:15 p.m., replacing West Coast broadcast of P. & G's *I Love A Mystery* which continues on 65 other CBS stations. Agency: Compton Adv., N. Y.

RALSTON PURINA Co., St. Louis (cereals), on Oct. 2 shifted broadcast of *Tom Mix Ralston Straight Shooter* on all stations east of Denver from Mon. thru Fri. 5:30-5:45 p.m. (EWT) to 5:45-6 p.m., continuing at 5:30-5:45 p.m. on all stations west of Denver, with total of 205 MBS stations. Agency: Gardner Adv., St. Louis.

CITIES SERVICE Co., New York, on Oct. 20 discontinues *Cities Service Concert* on 68 NBC stations Fri., 8-8:30 p. m., and on Oct. 27 starts *Highways in Melody* same time, same stations. Agency: Foote Cone & Belding, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City, (Palmolive shave cream), on Nov. 25 shifts *Inner Sanctum* from 123 CBS station, Sat. 8:30-8:55 p.m. (repeat 11:30-11:55 p.m.) to 123 CBS stations, Wed. 9-9:30 p.m. Agency, Ted Bates Inc., N. Y.

CAMBELL SOUP Co., Camden, N. J. (soups), on Sept. 25 shifted *The Jack Carson Show* from 121 CBS stations, Wed. 9:30-10 p.m. to 121 CBS stations, Wed. 8-8:30 p.m. Agency, Foote, Cone & Belding, N. Y.

P. LORILLARD Co., New York (Old Gold cigarettes) on Oct. 25 discontinues Allan Jones on 122 CBS stations, Wed. 8-8:30 p.m. (repeat, 12 midnight-12:30 a.m.), and on Dec. 1 starts undetermined program on 122 CBS stations, Wed. 9:30-10 p.m. Agency, Lennen & Mitchell, N. Y.

LEVER BROS., Cambridge (Vimms), on Nov. 29 shifts *Frank Sinatra Show* from 132 CBS stations, Wed. 9-9:30 p.m. to 132 CBS stations, Mon. 8:30-8:55 p.m. (repeat, 11:30-11:55 p.m.). Agency, J. Walter Thompson Co., N. Y.

U. S. TOBACCO Co., New York (Dill's Best, Model smoking tobacco), on Nov. 13 discontinues *Gay Nineties Revue* on 68 CBS stations, Mon. 8:30-8:55 p.m. (repeat, 11:30-11:55 p.m.). Agency, Arthur Kudner Inc., N. Y.

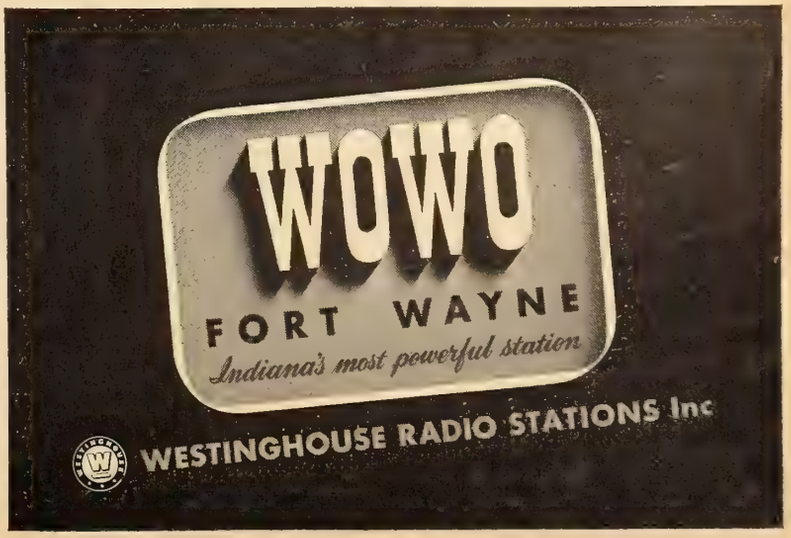


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says BARRON HOWARD—WRVA

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C



Actions of the FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 30 TO OCTOBER 6 INCLUSIVE

Decisions . . .

OCTOBER 2

WSPA Spartanburg, S. C.—Granted mod. CP authorizing increase power and changes in DA, for further changes in DA.

WSNJ Bridgeton, N. J.—Granted mod. license move main studio to transmitter site.

WLIB Brooklyn—Granted vol. transfer control from Irwin Steingut, Elias I. Godofsky, Aaron L. Jacoby, Arthur Faske, William Weisman and Louis W. Berne to Dorothy S. Thackrey for $250,000.

KSUB Cedar City, Utah—Granted extension time for period ending 10-15-44 to comply with procedural conditions of grant for 250 w.

KNOE Monroe, La.—Granted authority to use call letters KNOE instead of former KJAN.

Philco Radio & Television Corp.—Granted CPs seven experimental portable-mobile television relay stations, two to be located at Harve de Grace, Md., two at Honey Brook, Pa., two at Sappington, Md., and one in District of Columbia. Four will use channels 11 and 12 and the other three will use channels 13 and 14, all using A5 and A3 emission. Six will employ 15 w visual and 10 w aural and one 15 w visual and aural.

RCA, Area of Camden, N. J.—Granted CP and license new experimental television relay station, 321,000-327,000 kc 500 w visual and aural.

RCA Camden, N. J.—Granted CP and license new experimental television station channel 5, 30 kw visual and aural.

OCTOBER 3

WMAN Mansfield, O.—Adopted decision and order granting license renewal.

OCTOBER 4

Northeastern Radio & Television Corp., Centennial Broadcasting Co., Portland, Me.—Granted motion for order take depositions re applications new standard station.

Beauford H. Jester, et al, Waco, Tex.—Granted motion for continuance consolidated hearing from Oct. 11 to Nov. 27.

Queen City Broadcasting Co., Boise, Ida.—Granted request take depositions re its application and that of KFXD and Idaho Broadcasting Co.

WJEF Grand Rapids, Mich.—Granted petition for leave to intervene in hearing on application of WKBZ change 1490 kc to 1230 kc.

KGA-KHQ Spokane, Wash.—Granted joint petition for continuance hearing from Oct. 10 to Dec. 14 re license renewal application.

WEEU Reading, Pa.—Granted motion postpone hearing on license renewal application, now set Oct. 12, to Dec. 18.

KOB Albuquerque, N. M.—Adopted order continuing to Dec. 11 hearing on application for mod. CP (Action taken Sept. 30.)

WKBZ Muskegon, Mich.—Adopted order granting petition for continuance hearing license renewal application; continued same to Dec. 5.

Tentative Calendar . . .

OCTOBER 11

KDNT Denton, Tex.—CP 1450 kc 250 w unlimited.

Truett Kimzey, Greenville, Tex.—CP new station, 1400 kc 250 w unlimited.

WACO Waco, Tex.—CP 1230 kc 250 w unlimited.

Applications . . .

OCTOBER 3

WITH Baltimore—CP new developmental broadcast station, 43,200 kc 1 kw A3 emission.

WINN, Louisville, Ky. — Involuntary transfer control from D. E. Kendrick to Nelle M. Kendrick, executrix of the estate of D. E. Kendrick, deceased.

The Regents of U. of Michigan, Ann Arbor, Mich.—CP new noncommercial educational station, 42,900 kc 1 kw special emission, amended to request 50 kw, specify transmitter site, change studio location and type transmitter.

WAVE Louisville, Ky.—CP new FM station, 46,900 kc, 13,300 sq. mi. $100,000 estimated cost.

Chatham Broadcasting Co., Savannah, Ga.—CP new station, 1400 kc 250 w unlimited, amended re change transmitting equipment.

Loys Marsden Hawley, Conway, S. C.—CP new station, 1490 kc 250 w unlimited (resubmitted).

KNOW Austin, Tex.—CP new FM station, 47,100 kc, 12,900 sq. mi., $39,860 estimated cost.

WACO Waco, Tex.—CP new FM station, 46,100 kc, 13,700 sq. mi., $35,250 estimated cost.

Board of Education of the City of St. Louis, Mo.—CP new noncommercial educational station, 42,500 kc, 3 kw special emission.

KWKW Pasadena, Cal.—CP change 1430 kc to 830 kc, increase 1 kw to 5 kw, install new transmitter and antenna and move transmitter.

Eagle Printing Co., Butler, Pa.—CP new FM station.

OCTOBER 5

WERC Erie, Pa.—License to cover CP change frequency.

WSAM Saginaw, Mich.—Mod. license change main studio location.

Thomas N. Beach, Birmingham, Ala.—CP new station, 1490 kc 250 w unlimited.

KSAM Huntsville, Tex.—Mod. license change D to unlimited.

Hazlewood Inc., Deland, Fla.—CP new station, 1400 kc 250 w unlimited.

Middle Tennessee Broadcasting Co., Columbia, Tenn.—CP new station, 1240 kc 250 w unlimited, amended to request 1340 kc and specify studio site.

WEMP Milwaukee—CP new FM station, 48,900 kc, 1,279 sq. mi., $16,060 estimated cost.

KPQ Wenatchee, Wash.—Mod. CP authorizing change assignment for extension completion date from 11-1-44 to 12-1-44.

WLEU Erie, Pa.—CP install new transmitter, DA-N, change 1450 kc to 1260 kc, increase 250 w to 1 kw N 5 kw D and move transmitter (petition to reinstate).

OCTOBER 6

Thomas Garland Tinsley Jr., Richmond, Va.—CP new station, 1240 kc 250 w unlimited, amended change frequency to 1230 kc, proposed transmitter site.

WBBL Richmond, Va.—CP change hours operation, move transmiter and make changes in antenna, amended to request 1230 kc, change proposed transmitter site.

KVOM Inc., Marshall, Tex.—CP new station, 1450 kc 250 w unlimited.

Tennessee Valley Broadcasting Co., Chattanooga, Tenn.—CP new station, 1450 kc 250 w unlimited.

WAPI Birmingham, Ala.—CP New developmental stations-45,900 kc 1 kw, special emission FM; 43,100 kc 250 w, special emission FM.

WSB Atlanta—CP new developmental station, 43,700 kc 700 w, special emission FM.

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HERMANN D. MYSING has been appointed manager of sales and engineering service for RCA's auto radio department. With RCA from 1935 until the outbreak of hostilities as supervisor of engineering activities in the auto radio field, Mr. Mysing was placed in charge of a group of RCA engineers in the U. S. Army Signal Corps on an engineering development contract on combat communications problems.

ALBERT E. (Shorty) EVANS has been appointed chief engineer of KGO San Francisco, replacing T. B. Palmer, who was recently named manager of the station. Mr. Evans has been in charge of the station's transmitter since 1932.

BILL BETZ, supervising engineer of WTTM Trenton, N. J., has been inducted into the Signal Corps. His duties have been assumed temporarily by Ted Kilmar.

HUNTER WALL, control engineer of WPTF Raleign, N. C., underwent an operation Sept. 22.

J. P. WEAR Jr., with Graybar Electric Co., New York, since 1926, has been named district merchandising manager with headquarters in Philadelphia.

ROBERT E. BROOKING, formerly with WAIT-WGES Chicago, is now an instructor at Central Signal Corps School, Camp Crowder, Mo. and has been appointed chief engineer of the Crowder Broadcasters Assn.

PERRY AIKEN is a new addition to the control staff of WBIG Greensboro. N. C.

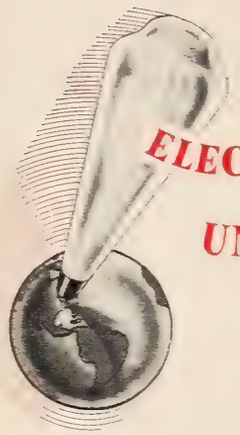
JAMES MATSON, formerly with KPAC Port Arthur, Tex., has been added to the engineering staff of WOWO-WGL Ft. Wayne.

A. J. (Jack) HALL, for several years associated with Kellogg Switchboard & Supply Co., Chicago, as engineer in charge of design, research and development laboratories, has been appointed production and research engineer for Universal Microphone Co., Ingelwood, Cal. Currently assigned to administration, he will later work with reconversion and postwar planning.

BRUCE RATTS, chief engineer, and Glenn Thayer and Paul Luecke of the WOWO-WGL Ft. Wayne engineering staff are cooperating in the war training programs of Purdue U., West Lafayette, Ind. by teaching fundamentals of radio.

PAUL SHAW, formerly with the War Dept., has joined the engineering staff of WSPD Toledo.

ROBERT BATCHELDER is a new member of the WJW Cleveland engineering staff, which has also added William Hull, formerly of WOLF and WAGE Syracuse. Latter now divides his time as announcer and engineer at WJW.



ELECTRONS... UNLIMITED!

RADIO, standing at the threshold of a wonderland world, faces the future with breathless expectation.

Here is a world of such uncharted magnitude that even the most daring dreamer among us dares not dream too far. Through an almost endless succession of new horizons, into an almost unimaginably tiny universe of electrons locked in vacuum, men of vision will explore and chart the way in the years just ahead. They will untie the bonds that limit man's perceptive powers, and open to man's finite senses an infinity of wonders.

In radio, radar, television, and whatever other unborn miracles may lie before us, there is opportunity unbounded; but the opportunity is fraught with problems of compelling perplexity. It calls for the combined thought and vision and effort of all those to whom the future of the industry has been entrusted.

The Nation's Station looks forward to its share in this magnificent responsibility . . . with awe, with eager enthusiasm, and with humble confidence.

WLW
THE NATION'S STATION

DIVISION OF THE CROSLEY CORPORATION

CROSLEY SQUARE, CINCINNATI 2, OHIO



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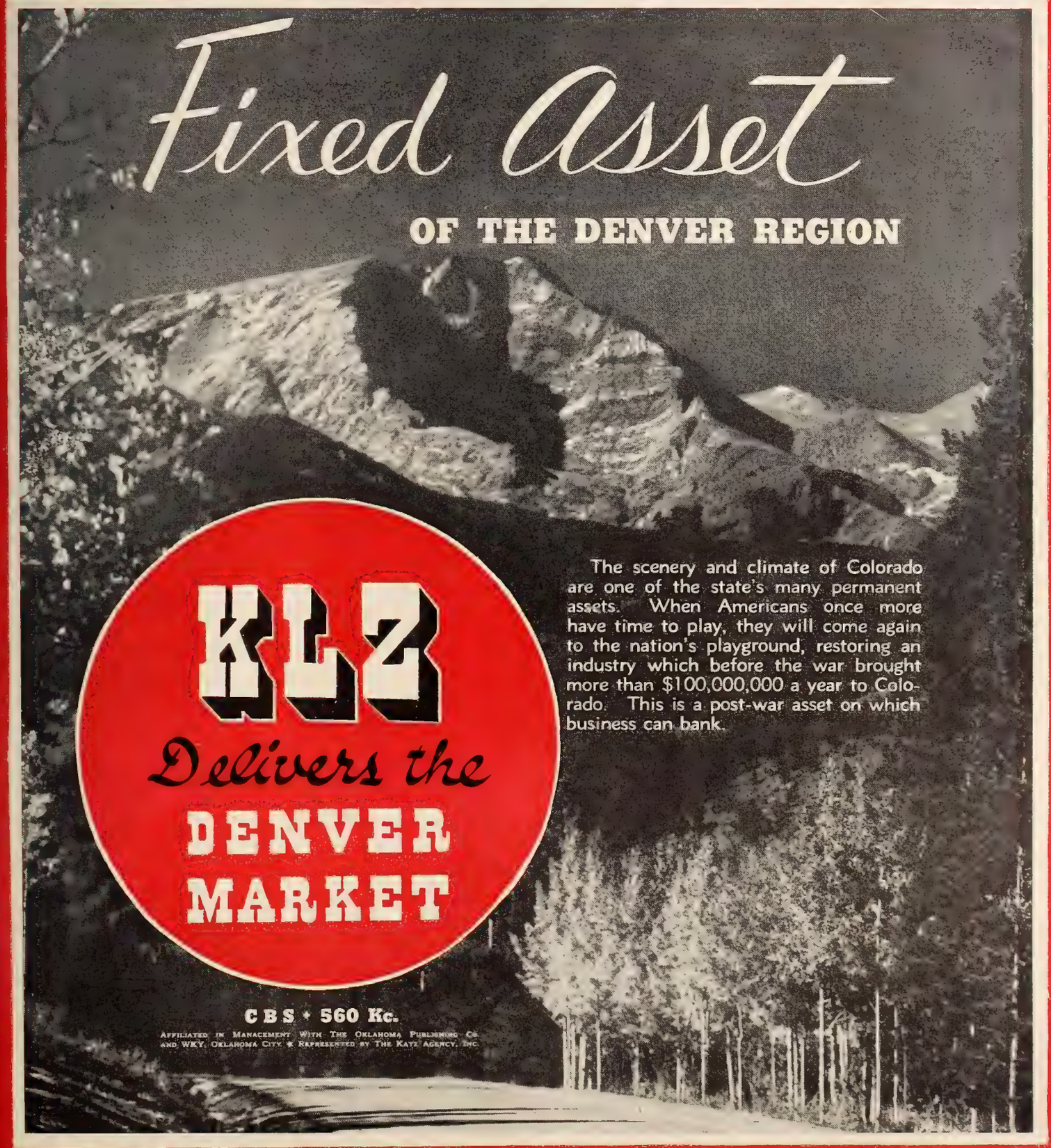
OCTOBER 16, 1944

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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



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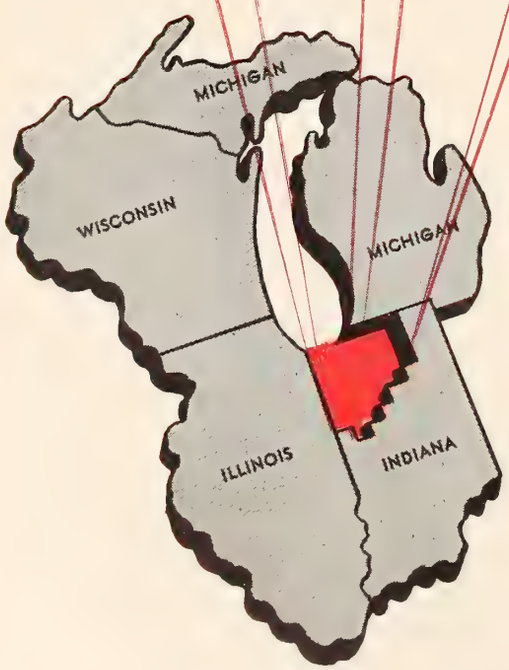
ONE OUT OF TWO

Families Wrote WLS

51.3 LETTERS PER 100 RADIO HOMES

THESE 17 Indiana Counties (constituting Indiana's first, second, and third Congressional Districts) sent 108,485 letters to WLS last year. There are 211,404 Radio Homes in the same 17 counties, making 51.3 letters for each 100 radio homes: better than ONE OUT OF TWO.

Here is tangible proof that WLS' down-to-earth entertainment and thorough, painstaking service have built friends for us, will build results for you. These 17 Indiana Counties are just one small section of the four-state Midwest America from which we receive a million letters a year! The four-state area in which (as in Metropolitan Chicago) WLS GETS RESULTS!



NUMBER ONE in a WLS series of advertisements analyzing the station's intense listener-response county by county. This ad shows WLS mail response from 17 Indiana Counties. Through the series we will reveal actual mail response and its ratio to radio homes in all of the four states in the WLS Major Coverage Area: Illinois, Indiana, Michigan, Wisconsin.

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BLUE NETWORK

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SPECIAL NEWS SUPPLEMENT

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 16—SUPPLEMENT WASHINGTON, D. C., OCTOBER 16, 1944 $5.00 A YEAR—15c A COPY

Rapid FM Growth in High Band Indicated

Broadcast Services Feature FCC Hearing

By BILL BAILEY

ACCEPTANCE of FM as the new broadcast service destined to get under way first in the postwar era was clearly reflected last week at the general allocations hearings before the FCC in Washington. The only real point at issue appeared to be whether the new broadcast service would remain in the 50 mc area of the spectrum, or move up in the vicinity of 100 mc where there would be more room for expansion and where interference might be less marked.

The third week of the allocations proceedings, given over entirely to broadcast services, saw witness after witness propose adequate allocations for FM, although recommendations varied as to position in the spectrum and to band width. While there were proposals to narrow the band width from the Armstrong standard of 200 kc to 100 or 150 kc, preponderant testimony favored retention of the wider band to provide maximum quality advantages of the new broadcast method.

Channels Discussed

Questions by Government officials, notably FCC Chairman James Lawrence Fly, Commissioner E. K. Jett, General Counsel Charles R. Denny and Chief Engineer George P. Adair, hinted support for movement of FM to the 100 mc band in lieu of the lower portion of the spectrum heretofore strongly favored by FM advocates.

As against 75 channels proposed in the band 41-56 mc, questions were directed toward provision of the band 88-108 mc for FM, with 85 channels available for commercial FM and 15 for non-commercial educational.

Because the hearings are behind schedule, the Commission last Friday indefinitely postponed facsimile and other broadcast services in order to take up police and kindred services on Wednesday, Oct. 18, as per schedule. The hearings were to move into television last weekend, with a Saturday session scheduled. Most of the present television licensees, as well as the manufacturing companies which have been in the field, were prepared to argue for retention of the television frequencies in the lower portion of the band, based on prewar allocations, while others, including CBS and Cowles Broadcasting Co., represented by former Commissioner T. A. M. Craven, vice-president, were ready to reiterate their support for movement of television "upstairs" above 300 mc, where high fidelity and color later could be accommodated.

A birdseye view of future FM network operation was presented by Paul W. Kesten, CBS executive vice-president, in his second appearance during the proceedings [BROADCASTING, Oct. 9]. Advocating "single market coverage" for FM, rather than multiple city service, which would place all FM stations on an equal basis in the same market, Mr. Kesten said this process would add more stations to a network and mean benefits to everybody.

400 Channels Asked

He estimated that 175 stations in an FM network pattern could be established with rural coverage greater than that of the existing standard networks. An FM network such as CBS has in mind, he predicted, could cover 80% of the population with 175 stations. As he foresaw developments, all networks would be on equal footing, insofar as technical facilities and coverage are concerned. The standing of the networks then would be dependent upon public acceptance by virtue of program quality, initiative, and the laws of competition.

Proposal that 400 channels of 100 kc width in the 60-100 mc band be assigned for FM was made by Comdr. Craven, who estimated that the next 10 to 15 years would see some 2,000 commercial FM stations and an equal number of educational outlets if proper space is allocated. He proposed that 80 channels, 50 kc wide, be utilized in the 52-56 mc band for facsimile service, entirely divorced from FM, along with another 100 channels in the 475-480 mc band assigned for the "still picture" service.

A land rush of educators for FM and even television stations was evidenced last Friday when 30 witnesses representing departments of education, schools and other educational pursuits, supported a plea for 15 FM channels of 200 kc for such stations, adjacent to the commercial band. They also sought frequencies for relays, permitting ultimate networking of stations and at least two television channels.

Dr. John W. Studebaker, U. S. Commissioner of Education, long an advocate of extensive use of radio in education and betimes a proponent of a Government-owned system, and Dr. R. R. Lowdermilk, Acting Director of Educational Radio Service of the Office of Education, led the retinue of pedagogues.

State Network Links

The Commission was told that at least 28 states are planning to construct FM stations and in most cases they will be linked through state educational networks. Dr. Studebaker said the facilities would be used by local school systems, colleges and universities, and state departments of education.

Maj. Edwin H. Armstrong, FM inventor; Walter J. Damm, director of WTMJ and WMFM Milwaukee, and president of FM Broadcasters Inc.; C. M. Jansky Jr., consulting radio engineer and chairman of the Radio Technical Planning Board FM Panel 5, all testified in favor of retention of the 200 mc band for FM and for adequate space for the future. Mr. Armstrong said any reduction in channel width would impair FM quality.

Mr. Damm estimated that in five years after the war there will be 1,200 FM stations. With half-million receivers now in use he said manufacturers estimate five million sets capable of FM reception within a year after the war.

Opening the standard broadcast allocation phase last Tuesday, Mr. Owen, chief, Hearing Section, Broadcast Division, FCC

Concerning This Issue

UNORTHODOX makeup of this issue of BROADCASTING was occasioned by labor difficulties at our printing plant. Union printers at the commercial plants in Washington threatened to quit work last Tuesday, following rupture of negotiations with employers for a new form of contract.

The bulk of this issue was printed on Monday and Tuesday—three days in advance—because of the threatened work stoppage at the Rufus H. Darby Printing Co., one of the city's largest plants, at which BROADCASTING has been printed for the last dozen years.

Late news, including full coverage of the FCC general allocation hearings and the Petrillo-AFM defiance of President Roosevelt's back-to-work request, will be found on the following eight pages and the last eight pages of this issue. This news supplement was printed after the War Labor Board intercession in the dispute. Both parties have agreed to renegotiation.

We desire to thank many of our advertisers who willingly cooperated in the production of this issue. We also express our thanks to the Darby Printing Co. and its staff.

BROADCASTING PUBLICATIONS INC.

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neering Dept., placed in the record exhibit showing that despite 912 standard stations and 16 others authorized by construction permits, 8.1% of the population has no daytime primary coverage and 17.4% is without nighttime primary (see abstract Supplement page 13).

Howard S. Frazier, NAB Director of Engineering and chairman of RTPB Panel 4, standard broadcasting, told the Commission that the Panel has not taken formal action on proposed extension of the AM band to 520 kc. He said, however, that the Allocations Committee of Panel 4 had recommended extending the band to 520 kc, making available the three additional channels 520, 530 and 540 kc. The Receiver Committee opposed the 520 and 530 kc channel but recommended extension to 540 kc.

Resolution adopted by the NAB Small Market Stations Committee, urging study of nighttime interference on Class IV channels, recommending extension of the standard band to 520 kc and use of synchronized relays for unattended AM satellite stations, were included in Mr. Frazier's report.

A statement from A. D. Ring, consulting engineer, chairman of the panel Allocations Committee, read by Mr. Frazier, said the Committtee was continuing study on proposals to use the channel between 200-400 kc for standard broadcasting. With reference to the 520, 530 and 540 kc use, Mr. Ring's statement said:

"The Committee feels that these channels could be used very advantageously for providing additional service in areas where service is now needed for alleviating interference between existing stations, which in many cases is serious. A study of the technical performance possible on these channels indicates that they are excellently suited for broadcast coverage."

odley Gives Views n Proposed Channels

Paul F. Godley, consulting engineer and member of Panel 5, submitted a detailed exhibit on his findings as to the use of both the 200-400 kc band and the 520-1600 kc band for standard broadcast [BROADCASTING, Oct. 9]. As to the 520-540 channels, he said ground wave propagation is greatly superior and night skywave propagation is considerably inferior during the three-hour period following sunset.

"It is considered that the secondary night service supplied to very broad areas by the ionospheric reflections, as on the clear channels, is of major importance to our service structure; and the relative unsuitability of 520-540 kc for such service suggests itself," said Mr. Godley.

William J. Dempsey, former FCC general counsel, Washington law firm of Dempsey & Koplovitz, on behalf of Midland Broadcasting Co., (WIBC Kansas City), objected to Mr. Godley's testimony on the ground that the Commission had decided against any suggestions for specific use by one group of proposed channels.

"I think we will avoid all reference of a particular party to a particular frequency," said Chairman Fly. Commissioners Jett and Case, joining the argument, brought out that Mr. Godley was presenting overall testimony as to the feasibility of extending the standard band to 520 kc and was advancing his own suggestions. KMBC has an application pending for the 540 kc channel with 50,000 w.

Continuing his testimoney Mr. Godley said it remains to be determined whether: (1) a very few stations supplying regional service, or (2) some 100-150 services comparable or superior, both day and night, to the present average local class of service or (3) a combination of both constitutes most effective use.

Cost of Reconverting Receivers Outlined

Under cross-examination Mr. Godley said in his personal opinion the "receiver problem is insignificant as compared to the service" the lower frequencies would give.

J. Harold Ryan, NAB President, supported the RTPB recommendations and urged the FCC to grant sufficient facilities for the expansion of broadcasting service (see abstract on page 18).

Paul F. Peter, NAB Director of Research, submitted exhibits showing the number of sets in use, the growth of broadcast advertising, growth of national advertising, growth of local advertising, increase of advertising revenue, radio advertising related to total advertising, radio sets sold in the U. S., tubes sold and total sales of receivers, tubes, batteries and parts from 1922-1943.

W. F. Cotter of Stromberg-Carlson Co., who was listed as a standard broadcast witness, told the Commission his statement had to do with FM. Questioned by Mr. Denny as to the use of present receivers should the FCC extend the broadcast band to include 520 kc, Mr. Cotter said most of the sets now in the hands of the public could be used to tune in the 540 kc channel. He said only a very small percentage of sets could be converted to receive the 520-530 kc channels without too much expense.

"I don't believe reconverting would be practical," he added. "It would be too costly to undertake and satisfy the owner at the same time." He estimated the cost of converting would run around $1 up to the manufacturer.

William B. Lodge, CBS director of engineering, endorsed the RTPB Panel 4 recommendations with one exception. "We do not believe it desirable to extend the standard broadcast band to 520 kc," he said. "It seems unwise when a definite transition to FM is underway. There seem to be enough new changes in the wind in FM and television.

"There is good reason to believe that the 540 kc channel could be tuned in by a large number of sets now in the hands of the public. It would be a very constructive change in the standard broadcast band."

Nearly 250 Seeking To Operate FM Stations

Mr. Lodge, questioned by Mr. Denny as to possible interference with automatic marine alarm should the standard band be extended downward, said he had talked to Canadian Broadcasting Corp. engineers regarding CBK Watrous, Saskatchewan, a 50 kw station on 540 kc, and had been told the station's coverage was "extremely satisfactory" but on occasion in turning on the transmitter in the morning, automatic alarms on the Pacific Coast had been set off. He couldn't say whether the alarms were American or British made.

The Commission staff plans to investigate CBK further, said Mr. Denny, with a view towards making recommendations.

C. M. Braum, chief of the Non-Standard Broadcast Application Section, Broadcast Division, FCC Engineering Dept., opened the hearings into FM shortly before the noon recess Tuesday, with the statement that as of Oct. 1 there were 248 applications on file for new FM stations and that 46 commercial FM stations are licensed and construction permits are outstanding for seven others.

He submitted a list of exhibits showing data on present FM stations and those proposed and a map depicting present FM coverage and potential coverage under the applications now on file (see ma Supplement page 13). Another exhibit gave present allocations fo commercial and noncommercial educational FM stations as 42-50 mc; those proposed by IRAC as 42-45 mc, and the RTPB, 41-56 mc.

C. M. Jansky Jr., chairman of RTPB Panel 5 on FM Broadcasting, submitted complete data on his panel's discussions and actions, which included a recommendation that the FCC allocate 75 channels for FM in the 41-56 mc band, using 200 kc channel width.

Under cross-examination by Mr. Denny, Dr. Jansky said as far as could be determined, the present band is most suitable for FM. He said a system of zoning might be adopted to avoid or reduce skywave interference, although he added "I do not believe at this time that our knowledge of vagaries that exist in the FM broadcast band is sufficient to justify a conclusion that zoning of stations will be necessary to avoid whatever the detrimental effects of skywave interference may be."

Dr. Jansky said the distance between New York and Chicago is that "with which we are concerned." He endorsed a suggestion by Mr. Denny that auto ignition systems be redesigned to prevent interference. He said a median intensity of 50 mv/m will render good service in rural areas. By median intensity of 50 microvolts per meter, he said he meant that over a "given element of distance along a radial this intensity will be exceeded over 50% of that distance." The 50 microvolt standard is based, he added, upon a receiving antenna 30 feet above ground.

Dr. Jansky opposed a change of FM to a higher spot in the band because of several factors. He didn't favor narrowing the FM channel because, he explained, "it doesn't follow that by decreasing the width we can use every other channel; we may have to use every third channel. The problem is one of receivers." Reducing the channel width also would make multiplex operations "more difficult," he as-

(*See Supplement page 9*)



FAR AWAY from the wars of Europe, the Pacific and Washington, is Neville Miller, former NAB president, now senior deputy chief of UNRRA, Balkan Mission, headquartered for the present in Cairo. He is shown here with the Mayor (Sheik) of Memphis, on the desert outside Cairo. In a letter dated Sept. 15, Mr. Miller said he had been in Cairo about two months. All relief and rehabilitation activities in the Balkans fall under the jurisdiction of the agency, which will move to the continent with the Allied occupation. Mr. Miller's address is: UNRRA, APO 787, c/o Postmaster, New York City.

Sarnoff Cited

COL. DAVID SARNOFF, president of RCA, on leave with the U. S. Army Signal Corps., now attached to Gen. Eisenhower's headquarters as special consultant on communications, has received the Legion of Merit for "exceptionally meritorious conduct in the performance of outstanding service," according to a Reuters dispatch from SHAEF in Paris, dated Oct. 11. Col. Sarnoff was cited for his "outstanding devotion to duty and his courage and great diplomacy in handling the French citizens," the report stated.

Muzak Projects Nationwide FM Circuits

Fly, Ruml, Bowles May Participate In Enterprise

REBIRTH of the "wired radio" dream of a decade ago, through the vehicle of FM and *Muzak*, whereby nationwide service on a non-advertising public subscription basis would be made available, was projected before the FCC last Thursday by Joseph L. Weiner, former OPA official and chief counsel for William B. Benton, president of Muzak Corp., chairman of Encyclopedia Britannica Inc., vice-president of the U. of Chicago and former head of Benton & Bowles advertising agency.

More than a hint that FCC Chairman James Lawrence Fly might be associated in some way with the ambitious project, for which 10 million dollars presumably would be raised, came with the presentation to the FCC allocation hearings. Mr. Fly, although he had presided until Mr. Weiner took the stand, called a 5-minute recess and did not return.

Post Offered Fly

This magazine has ascertained that Mr. Fly has been proffered a post with *Muzak* and the Benton radio-music enterprises upon his contemplated resignation from the FCC immediately following the elections. While Mr. Fly has consistently declined to comment, it is generally expected he will open law offices in New York and possibly Washington. This, however, would not preclude his association with the *Muzak* project as an executive or as a member of its board.

In an interview with Larry Wolters of the *Chicago Tribune* last Friday, Mr. Benton admitted he had offered Chairman Fly an executive post. He said while he assumed Mr. Fly would "resign from the FCC sometime," he did not know whether he would accept the position.

Mr. Weiner revealed that Beardsley Ruml, chairman of the Federal Reserve Bank of New York, executive of R. H. Macy & Co., and nationally-known tax expert, had consented to serve on the board and that Mr. Benton also anticipated that Chester Bowles, OPA administrator and former partner in Benton & Bowles, would likewise join him when his public duties permit. The balance of the board would also consist of "equally responsible and representative persons", Mr. Weiner said.

Mr. Benton owns all of the common stock of Muzak Corp. The North American Co., public utilities operators, own the preferred.

Largely Transcribed

It has been a more or less open secret that Mr. Benton eventually proposed to expand *Muzak* into a subscription service, largely transcription. *Muzak* is fed to restaurants, hotels and other public establishments by telephone line. It is recorded, using AMP libraries. The home service, however, differs in that FM frequencies would be used for three separate channels of program service to homes throughout the country. *Muzak*, or the new subsidiary would provide the program service.

Mr. Weiner asked the Commission to set aside "a suitable number of channels" for this proposed new service. Preference was expressed for frequencies at the top of the FM band. A special patented attachment for the FM receiver would preclude tuning of these frequencies by other than subscribers; non-subscribers would get a "pig squeal".

The original wired radio project of more than a decade ago, tried experimentally in Lakewood, O., suburb of Cleveland, proposed use of power or telephone lines entering the homes for transmission of program service. Special bands of frequencies, adhering to the outer surface of the lines, without interference, were to be employed for the program transmission. That project has been abandoned with the request for special frequencies for the subscription service, which would be purchased without advertising and with subscribers paying a rental fee.

Mr. Weiner discoursed intimately though disparagingly on present-day commercial radio service. Associated with Mr. Benton and *Muzak* and AMP for several months has been Victor M. Ratner, former ace sales promotion manager of CBS. He is promotional consultant for the Democratic National Committee. Mr. Ratner left the Government about a year ago, after having worked with OPA in wartime campaigns. The research and the presentation reflected intimate knowledge of the workings of network radio.

May Be Reunited



Mr. Benton



Mr. Bowles

Mr. Weiner was cross-examined briskly by members of the Commission and its general counsel, Charles R. Denny, and by Robert T. Bartley, of the NAB executive staff, and Tom C. Harris, RCA-NBC attorney and former assistant general counsel of the FCC.

Commissioner Jett raised the question of maintenance of an exclusive service of that character by *Muzak*, inferring monopoly, but the attorney-witness said his company would welcome additional parallel service, even though the proposed operation would compete directly with commercial broadcast service.

In the ensuing examination, questions were raised whether such a service would constitute "point-to-point" operation not permitted for broadcast services; whether there would not be a direct violation of the "duopoly" rules, since the plan entails a minimum of three channels (or transmitters) licensed to the same company in the same city to provide the three-phase service; whether in fact six rather than three channels would not have to be supplied, since FM allocations are on an alternate channel basis in the same area to avoid interference; whether the service would not be limited to a fraction of the radio audience.

FCC Grant Recalled

In connection with the presentation, it was recalled that the FCC on July 1, 1941 authorized Muzak Corp. to operate an experimental FM station to try out the "pig squeal". Mr. Weiner reported the station was not constructed because of shortage of materials, but that other laboratory work was done which led them to the belief that the system is technically feasible. In the 1941 action, the FCC announced that engineers from Associated Music Publishers Inc., of which *Muzak* was originally a subsidiary, had worked on the project. *Muzak* is the successor to Wired Radio Inc.

The Commission then said that its rules prohibiting a direct or indirect charge by the licensee of a developmental station for program transmission, under the circumstances presented by *Muzak*, should be construed in such a manner as to permit the proposed operation.

Under cross-examination, Mr. Weiner emphasized that the "pig squeal" frequencies should be at the end of the dial so the non-subscribing public would not be disturbed in tuning through the band. The squeal was described as a 3,000-cycle note which was removed by "phase opposition". He said that if the service was authorized, he was confident set manufacturers would design their receivers to accommodate the additional tube of special design required for tuning the particular frequencies. This point, however, was disputed in the examination conducted by Mr. Harris for RCA.

Muzak would be disposed to go into many cities and towns to provide the service if it felt the Commission would grant the applications, Mr. Weiner said. But he felt this might be construed as "against public policy". He was confident others would inaugurate the service.

General Counsel Denny closed the cross-examination by bringing out that if 100 channels were set aside for FM and 85 were devoted

(*See Supplement page 14*)



FOR A JOB WELL DONE, superintendents of the two Congressional radio galleries were presented wallets containing $100 checks, gifts of the Radio Correspondents Assn. and the major networks, at a luncheon last Monday (Oct. 9) in Washington's Mayflower Hotel. Officials are (l to r): Sen. Joseph C. O'Mahoney (D-Wyo.), Willard D. Egolf, NAB Director of Public Relations; Earl Godwin, Blue commentator and association president; D. Harold McGrath, Senate Radio Gallery superintendent; William Vaughan, acting superintendent of House Radio Gallery. Sen. O'Mahoney paid tribute to Washington's radio newsmen for the "fair and accurate" job of reporting they are doing. Mr. Godwin lauded the superintendents for their "splendid cooperation" with radio newscasters and Mr. Egolf called for more room at the Capitol for radio correspondents. Luncheon guests included Rex Goad of Transradio-Press, association secretary; Richard Harkness, NBC commentator, vice-president; Col. Albert Warner, chief of War Intelligence Section, War Dept. Bureau of Public Relations, former CBS commentator; Capt. Robert Menaugh, Col. Warner's assistant, former House Radio Gallery superintendent; Hardy Croxton, assistant to Mr. McGrath; William R. McAndrew, NBC Washington news chief; Madeline Ensign, WOL-Mutual program director; Frank M. Russell, Washington vice-president, NBC; Earl Gammons, CBS Washington director; William Costello, association treasurer; Carleton Smith, general manager, WRC Washington.

Kick in the Teeth—Petrillo Style . . . *An Editorial*

THE CAREER of James Caesar Petrillo has now reached its zenith. Added to his long and unbroken list of conquests is the President of the United States. Politely but firmly he has rejected the President's personal plea that the AFM ban on recordings be lifted.

Protected by the Wagner Act which places labor unions beyond the reach of the law so they can coerce, intimidate and conspire, but makes these acts illegal for anyone else, Jimmy has told all and sundry to do their worst. Only if the President asked him, he declared, would he withdraw the ban on recordings. The President asked. But Jimmy (and his mouthpieces) in a nine-page telegram advised the President that the facts had changed in the 26 months since the ban was imposed, and he was sorry but he just couldn't comply.

Jimmy's latest performance can be expected to result in precisely what the President feared —encouragement to other labor groups essential to the war effort to defy rulings of the War Labor Board. Jimmy, we imagine, is now the biggest guy in labor. By degrees he has established a dictatorship that permits him to call the tune wherever music is performed. Doubtless today he's the most important man in radio, because he can pull the plug on networks or independent stations alike.

It's probably folly to attempt to dissect Jimmy's telegram to the President. It is cleverly contrived. With all the stops out, he tells of the patriotism of his organization, and of how "105" firms had signed his kind of contract, including the private relief provision whereby a fixed royalty ranging from ¼ cent per record to 3% per transcription is paid by the manufacturer to the AFM. The only solution, he contends, is for the recording units of RCA-NBC and Columbia Recording to accept the same contract the other 105 companies have signed.

But did Jimmy relate the conditions under which those companies signed? Did he point out it was 13 months before the first company capitulated? Did he reveal that four other companies signed a month later, under duress and for competitive reasons? Did he relate that his original contention was that his men just didn't want to record "canned music" and simply quit? That can't be deduced from his milk-and-honey telegram, which adroitly infers that the signatory firms simply walked in the front door, pens and hats in hand.

There are a couple of other points. Originally there were seven companies in the dispute, doing just about all of the recording business. Some weeks ago, AFM said about 80 companies had signed, presumably including the one-man shops—just everything, it was figured—aside from RCA-NBC and CRC. Where then the 105? Moreover, there was no mention of the known fact that before the strike RCA-NBC and CBS represented the lion's share of the recording business—perhaps some 75%.

Then there's the matter of gratis performance for the Government, which permeates the honey-swept effusion to the President. Early last year, when Jimmy was still shouting that the AFM was "second to none" in contributing its service, there developed the story that AFM members were collecting about $25,000 a year from the War Dept. for entertaining men in combat zones through *Command Performance* recordings, while other talent, including top radio, movie and concert artists, donated their services. At that time the Los Angeles Local 47 of AFM, whose members were paid $24.50 for each performance, or $25,480 per year, pointed out that AFM national headquarters (which means the redoubtable Jimmy) had approved the charge.

Maybe Jimmy has changed that now.

But back to the question. What's the solution? The President hasn't taken Jimmy's politely-phrased "to-hell-with-it" retort lying down. He has ordered a legal study to determine whether the Government can compel compliance, but he says there are about 40 laws to be scrutinized. There can be no punitive action under the Smith-Connally Act, because Justice Vinson has determined that the dispute is not "impeding the war effort". And WLB Chairman William H. Davis states the case is closed as far as his board is concerned. The Dept. of Justice tried to act but was tossed out on its ear by the courts. Whether the Attorney General can find some other legal basis is doubtful, because that was tried before. We think Justice Vinson was wrong. Can't he be reversed?

Jimmy then rides high and serene. The RCA and CBS recording companies can accept Jimmy's terms, private WPA and all, or go out of business. Jimmy will get control of a slush fund perhaps unequalled in union history—an estimated $4,000,000 a year return from the royalties alone.

The answer now is for Congress to undo the wrong it perpetrated in enacting the Wagner Law, which, as interpreted by the courts, gives to a man of Jimmy's ambitions greater power than any ever held by a labor czar.

If Jimmy's defiance of the President serves any purpose other than his own, it is to make crystal clear to Congress why a change in statute is needed.

EDITORIAL REACTION TO PETRILLO

EDITORIAL reaction to J. C. Petrillo's message to the President, refusing compliance with the War Labor Board directive of June 15, as reflected in leading newspapers as of last Friday, follows:

New York Herald Tribune

The plea was humiliating enough; this response to it simply adds the finishing touch to as disgraceful an obeisance of Government as the history of the country affords. It provides a dramatic and thoroughly deserved climax to a labor policy which, since the inception of the New Deal, has encouraged union contempt for those restraints, moral and legal, to which all the rest of us are subject.

New York Times

The probable response to Mr. Petrillo's latest action, as in the past, will be a great deal of indignation directed against Mr. Petrillo personally. Such indignation misses the point. Mr. Petrillo can exercise irresponsible private dictatorial powers, he can employ anti-social means to secure anti-social ends, while leading Administration officials profess their powerlessness to do anything about it. If they are right, isn't it about time that we re-examined the network of Congressional laws, administrative rulings and Supreme Court decisions which grant sweeping legal immunities to the unions and in effect give a go-ahead signal to their leaders to commit acts that would be illegal if committed by anyone else?

Washington Times-Herald

Ever since the President made his telegram public, his political enemies have been making capital of the contract between his kowtow to Petrillo and his Attorney General's bouncing of Sewell Avery off Montgomery Ward's own premises in Chicago last spring. Petrillo's cocky refusal to grant the President's request will give Roosevelt's enemies still more ground for shouting that he is a tool of labor racketeers and an enemy of private enterprise and enterprisers.

The object of such shenanigans would be to convince a lot of voters that Mr. Roosevelt, when it comes to telling labor leaders where to head in, is as bold as a lion. The hope would be that this impression would last through election day.

Washington Star

The character of the dispute between Mr. Petrillo and the recording concerns is worth noting. When the recording companies sell a record he wants them to pay a fee directly to the union treasury, and not to the musicians making the record. Obviously, this is very much to the advantage of Mr. Petrillo; it may or may not be to the advantage of the musicians.

But the really significant aspect of the controversy has to do with the dignity and the authority of the Government. When a mail order house in Chicago defies the War Labor Board the Government calls on the Army to enforce its will. When Mr. Petrillo defies the Government the President sends a telegram pleading with him for compliance, and is answered with a flat refusal. If the President proposes to accept this as a final answer, the contrasts in Government procedure will not be forgotten by the American people.

New York World-Telegram

Our guess is that Mr. Petrillo will get away with it. He has managed to get away with more notorious defiances than this one. For he enjoys special immunity from antitrust laws, as interpreted by the New Deal courts, and special immunity from Presidential wartime powers, as interpreted by New Deal administration lawyers.

But we know what would happen to Mr. Petrillo if he were an employer engaged in manufacture or trade. When Cy Avery of Montgomery Ward & Co. defied a WLB directive the army took over his mail order house, and two husky soldiers carried Cy off the premises. But nothing like that will happen to Caesar. For he's a labor union leader, drawing about $80,000 a year in salary, expenses and perquisites—and the New Deal mustn't be harsh with him.

New York Daily Mirror

The Administration coos a plea in the ear of CAESAR Petrillo because CAESAR controls votes. But an employer of labor like [Sewell] Avery directly controls no votes, so he gets the "bum's rush".

James CAESAR Petrillo violated and defies an order from the WLB.

Why isn't he arrested, "seized" or carried out by troops?

The answer is plain:

This Administration is making fish of one class of citizens and gamecocks of another.

VOTES count—not LAW!

Washington Post

The President of the United States has asked a citizen, "in the interest of orderly Government," to accept a directive from a Federal agency. "What you regard as your loss," he said, "will certainly be your country's gain." It is hard for us to understand how any American in wartime, whether Sewell Avery or James C. Petrillo, can reject such a plea. Individual or group claims can be adjudicated when the national need has been fulfilled.

New York Sun

Mr. Petrillo seems to have won his battle on all counts—except for one thing. When Mr. Justice Frankfurter wrote the opinion which permits Mr. Petrillo to starve the country of classical records, two of the justices, including former Chief Justice Hughes, dissented. They dissented because, as they said, Mr. Justice Frankfurter had rewritten the statutory law in behalf of labor in a way to constitute "a usurpation by the courts of the function of Congress."

If Congress' function was usurped to give Mr. Petrillo the power which he now exercises, Congress can take that power back by undoing the usurpation.

Philadelphia Inquirer

Boss Petrillo represents the perfect flower of the Roosevelt Administration's policy of coddling and appeasing ruthless labor leaders and conscienceless pressure groups.

Whereas business heads who clash with the New Deal are swiftly cracked down upon, even to the point of seeing their factories and stores taken over by the Government, Petrillo was pleadingly asked by Mr. Roosevelt, to yield "in the interest of orderly Government."

Petrillo Refusal Arouses Wrath of FDR

Asks Legal Study; RCA, CRC Hit AFM Reply

Text of Petrillo telegram to President on Supplement page 8; RCA-CRC statement, page 12.

STRIKING back at James C. Petrillo, president of the American Federation of Musicians, for his refusal to end the recording ban, President Roosevelt last Friday declared he will pursue the case further to compel compliance with his request to the AFM leader to obey the War Labor Board directive of June 15. The President said he would like to do something about it if he can find legal authority to act.

Following the President's observations, RCA Victor, NBC Recording and Columbia Recording Corp. issued a joint statement expressing encouragement that Mr. Roosevelt has not taken "no" as a final answer. "We are strong in our hope," they declared, "that the President under the law will find legal power to put an end to Mr. Petrillo's defiance of this Administration."

Object to Principle

The statement challenged Mr. Petrillo's accusation that RCA and Columbia were seeking competitive advantage, declaring there was no objection to the amount of royalties but to the "dangerous principle" of payment of the fees into the AFM treasury, "which would make the union officials independent of the union membership".

Fast upon the heels of the President's comment, Dept. of Justice officials instituted a study of Federal statutes bearing upon Mr. Petrillo's ban on recordings. The President was asked at his news conference whether there would be further action, and the Chief Executive, plainly aroused, said there was a great question whether he could do anything legally because Economic Stabilization Director Vinson had held that the dispute is not impeding the war effort. The President said there were about 40 laws to be studied, and at the Dept. of Justice it was stated that the anti-trust laws as well as the war and criminal statutes would be reviewed.

The WLB, which had the dispute nearly a year before it issued its directive, has closed its proceedings on the case. Asserting the matter "is closed as far as the Board is concerned," William H. Davis, WLB chairman, told a news conference that "in this case the order of the Board becomes a recommendation of a mediation board without power of enforcement, and when that happens in a democracy, the only thing you are calling on is public opinion.

"I think that Mr. Petrillo is kind of lonely in his position, although I wouldn't say alone," he observed.

Mr. Davis agreed with a reporter's opinion that the reaction to Mr. Petrillo's refusal of the President's request would be against Mr. Roosevelt rather than Mr. Petrillo.

Mr. Petrillo's telegram was dispatched from Chicago shortly before noon on Tuesday after a 10-hour session with his International Executive Board on Monday and a two-hour session on Tuesday morning. Board members present were Charles Bagley, vice-president; Leo Cluesman, secretary; Thomas F. Gamble, treasurer; Joseph A. Padway, counsel; Joseph N. Weber, honorary president; Chauncey Weaver, John W. Parks, Oscar F. Hild, Herman D. Kenin and Walter M. Murdock.

Mr. Petrillo released copies of the telegram at a news conference at the Morrison Hotel. He said the AFM now has 138,000 members of whom 35,000 are in the armed forces and is making postwar preparations to take care of unemployment from fee payments collected from the recording and transcription companies. The funds will be used for "musical culture", he said, adding there will be "no WPA out of this".

In refusing to comply with WLB directive, Mr. Petrillo advised the President he was no longer bound by statements he made in 1942 and 1943 that he would lift the ban if Mr. Roosevelt so requested. He said that at the time he made these statements "no records were being made by us for any record manufacturers and no such manufacturers saw fit to ask you to intervene, but sought instead through court procedure and through a Senate investigation to compel us to make records without regard for either our rights or our desires."

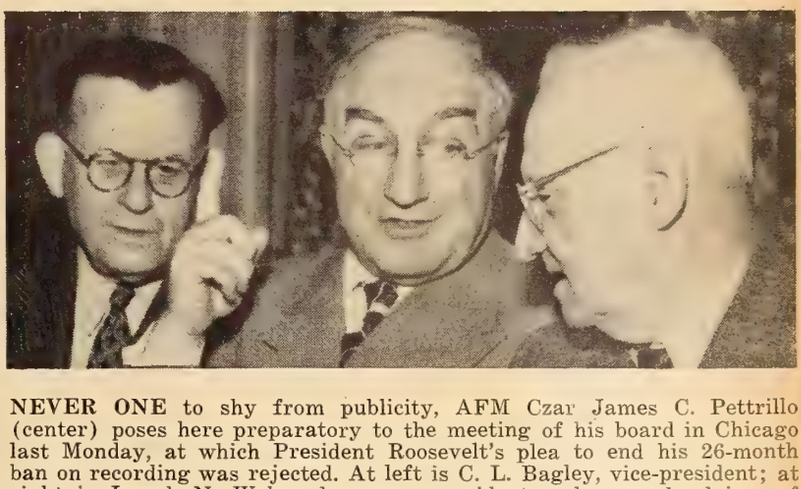
He pointed out the AFM has since entered into contracts with 105 companies and is now making nearly 4,000,000 records a month. He said that it was because of the confidence the union had in the President that he made his offer and he pointed out that it was given wide circulation and that the companies knew of it.

Free Work

"Now, 26 months after the ban was imposed, realizing that the circumstances have greatly changed, virtually making it impossible to lift the ban as to these two companies without disrupting the relationships brought about by 105 existing contracts, they run to you, Mr. President, and ask you to aid them," he stated.

Mr. Petrillo denied that a strike has been in progress. "We have never struck against any of these companies and certainly we have never struck against the Govern-

(*See Supplement page 15*)



NEVER ONE to shy from publicity, AFM Czar James C. Pettrillo (center) poses here preparatory to the meeting of his board in Chicago last Monday, at which President Roosevelt's plea to end his 26-month ban on recording was rejected. At left is C. L. Bagley, vice-president; at right is Joseph N. Weber, honorary president and general adviser of AFM, from whom Petrillo wrested the presidency several years ago.

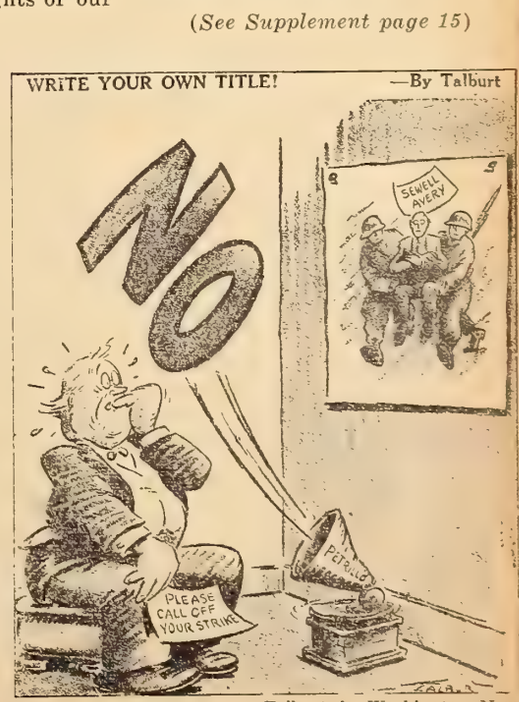
AS CARTOONISTS SEE IT



Rube Goldberg in N. Y. Sun



Berryman in Washington Star



Talburt in Washington News

Foresee $1,000,000 or More As Campaign Air Time Sales

GOP and Democrats Turn to Radio For Last-Lap Political Talks As Election Draws Near

TWO MAJOR political parties will spend more than $1,000,000 for radio before the end of the campaign, it was estimated last week on the basis of broadcasts to date and future commitments. Republicans have spent between $175,000 and $200,000 so far and the broadcasts they have scheduled between now and Nov. 7 should run the total over the $400,000 mark, to which it is probably safe to add another $100,000 for end-of-campaign expenditures. Democrats have spent roughly $250,000, which will undoubtedly be more than doubled before Election Day.

Less Than '40

Figures are well below the 1940 level, largely because of shrewder buying tactics by the national committees. At Republican headquarters it was pointed out that Gov. Dewey's radio consciousness keeps him from running overtime on his broadcast addresses, so that the party is spared the necessity of paying extra time and talent costs. The latter run into a large proportion of the campaign radio expenses as the party must pay for the talent on a program cancelled for a political talk, as well as for the time.

Republican National Committee also pointed out that although it has paid for all nationwide broadcasts for its national ticket its radio bill is less than that of the Democrats as it has not purchased stations in the "Solid South" (except where it was necessary because those stations were part of the network used by the commercial program cancelled to make way for the political broadcast.)

Democratic plan of using five-minute network spots instead of half-hour periods has helped to keep down this party's radio expenditures, as has sponsorship of broadcasts in behalf of the Roosevelt-Truman ticket by the CIO, the Teamsters Union and the ILGWU. To assist the Democratic National Committee to maintain its radio schedule, the New York newspaper *PM* last week launched "Pay a Dollar to Put Your President on the Air" campaign among its readers which it urged other newspapers to copy.

Drive brought in contributions aggregating $9,000 the day following appearance of the first story.

As the campaign reaches its final stage, more frequent political broadcasts are scheduled by both parties. Gov. Dewey has eight broadcasts scheduled between now and Nov. 6; his running mate, Gov. Bricker, will be heard three times more. President Roosevelt will broadcast from the Foreign Policy dinner Oct. 21 and undoubtedly will be heard on the party's election-eve, hour-long broadcast on all four networks as well, with other talks a distinct possibility. Sen. Truman will make four more radio talks; Former Governor Cox of Ohio, station owner who was Democratic candidate for President in 1920 with Roosevelt as his running mate, and other speakers will also broadcast for President Roosevelt's re-election.

HIGH TRIBUTE PAID W. E. MACFARLANE

(*See earlier story page 50*)

HIGH TRIBUTE to W. E. Macfarlane, chairman of the executive committee of Mutual, one of its founders and its first president, who died unexpectedly Oct. 9 in Chicago, was paid by his associates on the network last week. Funeral services were held Oct. 11 at Rose Hill Cemetery Chapel in Chicago. Death was caused by coronary occlusion. Mr. Macfarlane became ill in his sleep and died without regaining consciousness, shortly after his physician had reached the bedside.

Alfred J. McCosker, chairman of the board of the network, said:

"Mr. W. E. Macfarlane's leadership and inspiration will be deeply missed by the Mutual Broadcasting System, of which he was a co-founder ten years ago this month. Mr. Macfarlane brought to the radio network industry and to the Mutual Broadcasting System a rich background of newspaper and radio experience. For eight years he served as president of the Mutual network, and subsequently, to the time of his passing, a chairman of the executive committee."

Miller McClintock, president and successor to Mr. Macfarlane in that post, stated:

"The entire Mutual Broadcasting System has been deeply shocked and grieved by the passing of Mr. W. E. Macfarlane, who afforded great leadership as chairman of its executive committee and formerly as president. Mr. Macfarlane had one of those rare combinations of idealism and practical approach to the problem of network radio. Much of the progress which the Mutual Broadcasting System has made since its birth 10 years ago was due to his steadfast dedication of the network to the principles of the cooperative welfare of its affiliated stations. The Mutual organization will surely miss his inspiration, guidance and friendship."

WASHINGTON STATE Apple Committee, Wenatchee, on Oct. 16 starts sponsorship of Ed Jorgenson's thrice-weekly newscasts on 15 stations of the Pacific Coast Blue Network. Contract is for 26 weeks. Agency is J. Walter Thompson Co., San Francisco.

CAB Rates Candidates

RATINGS of political broadcasts measured by the Cooperative Analysis of Broadcasting during September show the Presidential candidates attract more than twice the audience of the next nearest speaker, Gov. Bricker. President Roosevelt, Sept. 23, CBS and NBC, 26.4. Gov. Dewey, Sept. 25, NBC and Blue, 20.9; Gov. Bricker, Sept. 9, all nets, 9.7; Sen. Stewart, Sept. 12, CBS, 5.3; interviews by Lynn Sumner and George Cushing, Sept. 15, NBC, 5.1; Rep. Dirksen, Sept. 27, MBS, 3.3; Rep. Dirksen, Sept. 13, MBS, 2.8; Democratic Hour of Decision, Sept. 27, Blue, 1.7; Sec. Ickes, Sept. 12, Blue, 1.6; Sec. Ickes, Sept. 24, MBS, 1.6.

WNYC Politics

WYNC, New York's municipal station has set aside a five-times weekly half-hour period at 9 p.m. for the Democratic and Republican National Committees, who are offered equal time each night to correct campaign mis-statements. Each party has set up a panel of speakers, to handle the rebuttals.

Hooper Drops Party

RELEASE by Democratic National Committee of audience ratings of Gov. Dewey and President Roosevelt [BROADCASTING, Oct. 2], taken from special surveys made by C. E. Hooper Inc., caused the research firm to cancel the service, claiming the release was not authorized. Committee said matter had been discussed with the Hooper organization in advance and they had understood release had been approved.

Adam Hat Plans

ADAM HAT STORES, New York, has appointed Buchanan & Co., New York, as agency, and is considering promotion plans in spot or network radio. In view are a five-minute "comic strip" disc on 100 stations, a half-hour or quarter-hour network show, and a series of network broadcasts of boxing bouts under the auspices of a projected new syndicate of boxing promoters. Continuing sponsorship of matches on WHN, Adam Hat starts this week a similar series on WMIN Minneapolis, and is negotiating for several other local fights.

Gen. Harbord Outlines RCA's History In Celebration of Firm's 25th Year

TO COMMEMORATE the 25th anniversary of the founding of RCA, Lt. Gen. James G. Harbord, chairman of the board reveiwed the history of the company and stated that we are fighting "what almost might be called a 'radio war' because the science of radio-electronics is playing such a conspicuous part for victory," in commenting on RCA's contribution to the development of communications and electronics in war and peace during the last quarter-century.



Gen. Harbord

Gen. Harbord recalled that RCA was created in 1919 at the suggestion of U. S. Navy officials, to give America a system of international radiotelegraph communication independent of foreign interests. "Due to the far-sighted thinking of our leaders at the end of World War I," Gen. Harbord said, "the United States is today preeminent in world communications." American radio has been in the war from the first, as an eager volunteer, the RCA board chairman continued, with production for the armed forces now totaling $250,000,000 monthly in the U. S.

RCA's production of radio, electronic, and sound equipment for the armed forces of the U. S. and the United Nations increased nearly 100% in 1943 over 1942, according to Gen. Harbord, who revealed that 1943 RCA production amounted to $222,000,000 with unfilled orders on July 1, 1944 totaling $300,000,000. RCA personnel now number 42,000 of whom 48% are women. More than 7,000 RCA employes have joined the armed services and 49 have given their lives.

Gen. Harbord pointed out that when RCA was formed a quarter-century ago the annual business of the radio industry was estimated at $2,000,000 when radio was a relatively "feeble" and unstable service of "dot-dash" communication. The first research laboratory was located in a tent on Long Island near the site of RCA's great transmitting and receiving stations at Rocky Point and Riverhead, Gen. Harbord recalled. "Shortly thereafter the electron tube was developed as the key to great advances in the science and art of radio," Gen. Harbord said.

Gen. Harbord stated approximately 21,777,000 RCA radio and phonograph instruments have been put into use throughout the world, 452,000,000 electron tubes sold since 1930, and the company's Victor division produced 294,000,000 phonograph discs in the period.

AFRA Accord

AGREEMENT to maintain the status quo on the basic terms of the AFRA commercial code for the time being was tentatively reached at a meeting of AFRA executives with networks and agencies in New York last Friday, ending a deadlock that has stalled negotiations of a new contract for more than a week. If approved by both sides, format of existing contracts will be kept unchanged, and negotiations will be confined to wages and working conditions. Union had earlier agreed to agency-network demands for local negotiations of regional scales in Chicago and on the West Coast. but had stood pat for a single national contract with regional differentials, whereas the network-agency group had asked for individual contracts for major program production cities.

Frankensteen Attacks Code Provisions, Says Labor Should Be Given Free Time

ABOLITION of the NAB Code was urged by Richard T. Frankensteen, vice-president of UAW-CIO, in a statement read Thursday to a special New York meeting of the NAB Code Committee by Ernest Goodman, attorney for UAW.

Statement, including a five-point plan for the handling of labor unions and other non-profit organizations on the air, advanced as an alternative to greater governmental regulation and control, was made at the request of the Committee, which took it under consideration.

Reviews WHKC Case

Reviewing the CIO-WHKC case, in which the union had protested the station's treatment of labor broadcasts, the Committee felt that the Code had not been properly interpreted, and that if it had been there would have been no grounds for complaint. Committee also discussed at length the entire Code, recommending that this study be continued by the new Code Committee which J. Harold Ryan, NAB president, is expected to appoint shortly. Two-day "lame-duck" session in New York was technically a continuation of the Committee's meeting in Chicago at the time of the NAB Executives War Conference, which was recessed for the express purpose of affording a hearing to Mr. Frarnkensteen.

Mr. Frankensteen, after charging broadcasters with failure to measure up to their public responsibilities and attacking the Code as "a respectable cloak to justify the refusal of time to labor organizations," suggested that broadcasters should recognize it as a duty to freely offer time to organized labor and other non-profit organizations "for the free and full discussion of issues of public importance, including controversial issues and dramatizations thereof," with time offered primarily on a sustaining basis and without restrictions on subject matter.

Hints at Control

There must be no blanket restriction on the sale of time to unions to "solicit memberships, sponsor political comment or for other such purposes". A station rejecting a written request for time should be required to state its reasons in writing. Broadcasters "should not censor any scripts or delete any matter contained in them, except in accordance with the law and existing regulations of the FCC".

Broadcasters "must recognize an affirmative duty to see that broadcasts on controversial issues, considered on an overall basis, maintain a fair balance . . . week by week and month by month . . . including both sustaining and commercial programs." Stations should review their network programs at frequent intervals to see that this time balance is kept and varying points of view fairly presented.

"Radio has reached a position of tremendous power and influence in our country," Mr. Frankensteen told the Committee. "This enormous instrument of power is now in your hands with almost no regulation or control as far as program content is concerned . . . whether a private industry can be permitted for long to exercise such power without restriction or control is a question which you alone can answer. Perhaps our suggestions here will help you find that answer."

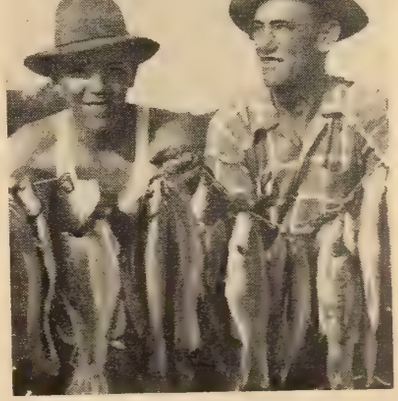
William B. Quarton, WMT, chairman of the Code Committee, presided at the meeting which was also attended by J. Harold Ryan, NAB President; Eugene O'Fallon, KFEL; Grant F. Ashbacker, WKBZ; William S. Hedges, NBC; Felix Hinkle, WHBC; Arden X. Pangborn, KEX; Jan Schimek, CBS; Lee B. Wailes, KYW; Willard Egolf, NAB.

WOAI Names Beaver

CECIL K. BEAVER has been appointed assistant general manager of WOAI San Antonio, it was announced last week by Hugh A. L. Halff, president and general manager of the 50,000 w NBC affiliate. Former assistant manager of KARK Little Rock, Ark. (see story on page 48). Mr. Beaver is a member of the Sales Managers Executive Board of the NAB and is currently chairman of the Fifth District Sales Managers Division of the NAB. He is also credited for his part in the organization and sales work of the South Central Quality Network and the Arkansas Network.



Mr. Beaver



EXHIBITING FISH caught last week at Mt. Home, North Ark., are Norman Heyne (l), timebuyer of Ruthrauff & Ryan, Chicago, and Ralph Foster, general manager of KWTO Springfield, Mo. John Pearson, president of John Pearson & Co., Chicago, was with the party. party.

Joins Duane Jones

LAWRENCE J. HUBBARD, assistant director of research of Crossley Inc., has been named director of research of Duane Jones Co., New York, a new post. Marketing consultant to a number of private business firms, Mr. Hubbard joined Crossley in 1938 as a member of the executive consultant staff. At Crossley, he supervised the study for the Joint Committee of U. S. Radio Ownership on the percentage of families in U. S. urban areas owning radio sets. He also developed a plan for determining radio audiences which would allow projections against population figures. The sectional measurement plan used by WOR New York in its "Continuing Study of Radio Listening" for three years was set up by Mr. Hubbard.



Mr. Hubbard

Acquire KGKB Control

CONSENT was granted by the FCC last week for acquisition of control of East Texas Broadcasting Co., licensee of KGKB Tyler, Tex., by James G. Ulmer and Mrs. Minnie B. Ulmer through transfer of 12 shares common stock from J. G. Kretsinger to Mr. Ulmer for $10 cash and cancellation of a promissary note for $300. Previously holders of a 73.6% interest in KGKB, part of which was voluntarily relinquished because of license revocation hearings several years ago alleging hidden ownership [BROADCASTING, Feb. 15, 1940], the Ulmers now hold 50.8% of the voting stock by acquiring the 12 shares.

Jergens 5-Minutes

ANDREW JERGENS Co., Cincinnati (Woodbury soap, lotion), on Dec. 3 starts a five-minute commentary featuring Louella Parsons, Hollywood and newspaper columnist, Sunday, 9:15-9:20 p.m. (EWT). Series will include program capsule reviews as well as Miss Parson's personal views on Hollywood. Lotion firm also sponsors Walter Winchell, preceding quarter-hour program, as well as *Hollywood Mystery Time*, which will be shortened to 25 minutes with start of movie-commentary series. Lennen & Mitchell Adv., New York, has the account.

Ryan Explains Plan

BACKGROUND, objectives and details of the NAB plan for standard station coverage measurements were explained last Monday by J. Harold Ryan, NAB president, and Paul Peter, NAB research director, at the opening session of the Radio Executives Club of New York at the Hotel Roosevelt, New York. Plan, involving the biannual mailing of a million ballots at a cost of $1,000,000, was unanimously adopted at the NAB War Conference in Chicago and since has been approved by the American Association of Advertising Agencies, with the Association of National Advertisers expected to give its official approval at a board meeting Oct. 23. The three groups will then appoint a committee to set up an operating organization.

Blue Foreign News Is Added to Co-ops

Florsheim Expects Newscasts To Decrease After Election

BLUE NETWORK'S morning program of foreign news pickups, *Around the World*, on Oct. 30 will be added to the list of Blue cooperative programs available for sponsorship by local advertisers in their own communities, Stanley Florsheim, manager of the Blue cooperative program department, announced last Thursday at a luncheon at which he explained his department's operations to representatives of trade papers covering food, drugs, jewelry, beverage and other industries in which the Blue has recently started an advertising campaign.

Explaining the Blue's aim to give the local advertiser a chance to sponsor top network programs as part of the network's idea of public service and also as an aid in building listening to Blue outlets, Mr. Florsheim said that more than 400 local and regional advertisers are now sponsoring Blue cooperative programs. The network sells the program only, he said. The station handles all time arrangements and the local advertiser has the guarantee that he will not be ordered off the air to make room for a national program.

Listing Martin Agronsky, Baukhage, Walter Kiernan, Henry J. Taylor, *Green Hornet, Dick Tracy* and *Mystery Chef* as current Blue co-op shows, Mr. Florsheim said that the emphasis on news would diminish after election, and that the commentaries of Henry Taylor would be replaced by a different type of program about the first of the year.

Bendix Spots to Be Aired 6 Weeks on 138 Outlets

BENDIX HOME APPLIANCE Inc., South Bend, Ind., will begin sponsorship of spot announcements Oct. 23 for six weeks on 138 stations through Ruthrauff & Ryan. Stations are:

WIBC WIRE WFBM WISH WJAX WSLI KCMO WDAF WHB WBIR WNOX KARK KGHI KLRA KBON WOW KOIL WBRW KFBI KFH KANS KFJZ WWJ WXYZ CKLW WJR KOCY KOMA KTOK WCOA WCAU WIP WFIL WIBG WEAN WJAR WPRO WDOD WDEF WDAY WSBT WHOP KMPC KNX KMTR KFBK WAPI WSGN WEEI WNAC WBZ WAYS WBT WRVA WMBG. WRNL WRAK WSBA WORK WLOL KSTP WCCO WTCN WENR WLS WGN WBBM WIND WLW WSAI WKRC WHK WTAM WGAR WBNS WCOL KTSA WOAI KABC KONO KGO KQW KSFO KJBS KIRO KOL KOMO KXA WSPD WGRC WAVE WHAS WINN WNEW WOR WEAF WABC WELI WTAR WGH WIBC WABY WOKO WFBG WAGA WATL WSB WBAL WCAO WFBR WOL WMAL WTOP WRC WSIX WLAC WHBQ WMC WREC WMPS WTMJ KRNT KSO KVOO KTUC KOME KVOR WIBA WDBJ WOOD WKZO WSOY KOA KLZ KMJR KFEL WRR KRLD.

PILSEN BREWING Co., Chicago, has begun a quarter-hour *Today's News in Chicago*, featuring Rog Underhill, Monday through Saturday on WIND Chicago. Contract for 52 weeks was placed by E. H. Brown Adv., Chicago.

PETRILLO'S TELEGRAM TO THE PRESIDENT

JAMES C. PETRILLO, president of the AFM, sent a nine-page telegram to President Roosevelt Oct. 10, following a meeting in Chicago of the AFM International Executive Board to consider a request from the President that the union comply with the National War Labor Board directive of June 15 to resume recording operations at RCA Victor Division of RCA and Columbia Recording Corp. Mr. Petrillo's telegram follows in full text:

My dear Mr. President:

In response to your communication of October 4th I called a meeting of the International Executive Board of the American Federation of Musicians for October 9th at Chicago for the express purpose of acting upon the subject of your telegram. All members of the International Executive Board were present at the meeting and gave full and deliberate consideration to your telegram. I am directed respectfully to communicate to you the following which represents the unanimous action of the Board.

The Executive Board is of the opinion that were all of the facts and circumstances pertaining to this so-called recording controversy made known to you, knowing your position on labor's rights and your humanitarian viewpoint, you would not ask it to reverse the unanimous action of three conventions and by which action the International Executive Board is bound.

Claims Misapprehension

There is, evidently, a misapprehension concerning the so-called ban with respect to the making of mechanical recordings and transcriptions. A ban was imposed by order of the Convention of the AFM at Dallas, Texas in June, 1942, effective as of August 1st, 1942. This ban applied to all companies and persons engaged in the manufacture of recordings and transcriptions. It is no longer in existence except as to the two companies who now seek competitive advantage over 105 other companies and persons who have entered into contractual arrangements with the AFM and who are now engaged and have been engaged for over a year in the making of recordings and transcriptions. Thus the issue as it existed in August, 1942, has been resolved except for two companies who, as will be more fully pointed out later in this telegram, have refused to abide by the solution procured through the efforts of a panel of the War Labor Board.

The International Executive Board recognizes the fact that it is impossible for you to look into this entire controversy from its inception, that is, from Aug. 1, 1942, or 26 months ago. It is only because of the seriousness of the circumstances and problems confronting the AFM of the United States and Canada that the Board and I presume to impose upon your time by setting forth in some detail the more important facts involved in this matter. Unless fairness and justice prevail a wrong determination may destroy our profession and the livelihood of thousands of members.

May I respectfully direct your attention to this outstanding fact, that is, 105 contracts have been signed to date with the Federation by manufacturers engaged in the making of recordings and transcriptions. All of them are patterned after the contracts which were approved by the panel of the WLB and which were obtained through its efforts at mediation and conciliation.

Affects Existing Contracts

A most important clause in these contracts provides that if we give any other person or company a better contract or more favorable terms and conditions than the existing contracts, the latter must be reformed so as to include the changes and more favorable terms and conditions given to such others. Therefore to request us to resume employment with these two companies who refused to sign contracts with us for the employment of our members, and to work for these two companies on terms different than those now prevailing would be to destroy the benefits and advantages of the 105 existing contracts.

There has been some talk by others that we have struck against these two companies. We have never struck against any of these companies and certainly we have never struck against the Government. During this entire controversy we have made records and transcriptions for practically every Governmental agency, for the armed forces of the United States and our allies, in the overwhelming number of cases without any compensation, and we are continuing to do so. With respect to our patriotism, it is second to none as the following recital of facts will clearly demonstrate.

The Special Service Division of the Army is now pressing over 225,000 musical records monthly and distributing them to the men in the army as well as the personnel of the navy. These records find themselves in the remotest fox-holes in the combat areas wherever the war is fought. The Special Service Division allows no budget for this work and it is done gratuitously by the members of the AFM.

Services Given Gratis

Our donation in service to the Coordinator of Inter-American Affairs' Office has been evaluated by Mr. Rockefeller in excess of one million dollars. This applies also to our gratuitous efforts with respect to the Office of War Information, where Mr. Robert Sherwood has estimated that if he were required to pay for the free music via recordings and transcriptions that he receives for overseas service, it would total not less than one million dollars.

Thus, Mr. President, you can readily see that, where the war effort was and is involved, we have responded without hesitation. That is certainly manifest from the fact that we have supplied our members to do Governmental work for the two companies who refused to contract for the employment of our members for civilian work.

In addition, our outstanding name bands and symphony orchestras are daily appearing in army camps, cantonments, hospitals, bond drives and wherever members of the armed forces are congregated. All these services are being given gratuitously and can be evaluated at millions and millions of dollars.

Agencies Served

The following list of agencies, Governmental, educational and charitable, have also been beneficiaries of our gratuitous services on behalf of the War effort:

U. S. Dept. of Agriculture; Treasury Dept.; U. S. Dept. of Labor; War Dept. (Bureau of Public Relations, Special Service Department, etc.); War Manpower Commission; War Shipping Administration; Dept. of the Interior; War Production Board; Farm Credit Administration; Dept. of State; Social Security Board; Office of Facts and Figures; N. Y. Dept. of Health; various divisions of the U. S. Army Air Forces, U. S. Army Infantry, etc.; U. S. Naval Air Station; Photographic Science Laboratory; U. S. Army Service Forces; Signal Corps Photographic Center; U. S. Coast Guard; Third Naval District; Naval Officer Procurement; U. S. Navy Bureau of Aeronautics; U. S. Maritime Service; Civil Air Patrol; Division of War Training; U. S. Marine Corps; various radio stations, recordings for morale purposes overseas and in this country; use of guests—men in uniform; permission for defense plants to use recordings for employees; American Red Cross; USO; National War Fund; Greater New York Fund; Salvation Army; YMCA; Office of Civilian Defense; ENSA Committee; National Safety Council; Auroratone; Writers War Board; Russian War Relief; Cuban Consul General; British Broadcasting Corp.; British-American Ambulance Corps; Belgian Information Center; Royal Norwegian Information Service; Royal Norwegian Air Force; United China Relief; Consul of Poland; Australian News and Information Bureau; Catholic Charities; Bundles for Britain; Navy Relief Society; Army Emergency Relief; Freedom House; Boys Town; Father Flanagan; American War Dads; American Jewish Committee; Community Chests and Councils, Inc.; Hadassah; National Labor Committee for Palestine; Pocket Testament League.

The foregoing, Mr. President, does not take into consideration the many millions of dollars of service rendered by 735 of our local unions for the armed forces. We believe that this record of co-operation with the Government and Armed Forces has no greater parallel in the history of this war.

At the expense of repetition, but only for the purpose of emphasizing one of the important points to be considered, we declare that the refusal of the two companies to employ our members on the same terms and conditions now prevailing in the industry is not a violation of the American Federation of Labor's no strike pledge. The AFL has kept its no strike pledge and we have cooperated with it in that regard. However, in the matter of this particular controversy, the AFL convention in Toronto, Canada in October, 1942, after a full consideration of the matter not only declared that it did not involve the no strike pledge, but it endorsed the position of the AFM by an unanimous vote.

As the Director of Economic Stabilization has clearly pointed out, the making of the records to which the ban pertains has no connection with the war effort. They are purely for civilian use. We offered to make records free for the Army and Navy to be used in juke boxes, provided the members of the armed forces could hear them played without having to deposit a nickel to hear them. The Navy Dept. advised us that the Navy personnel were acquiring records in sufficient quantity to meet their recreational and entertainment needs. The War Department likewise has advised that the present arrangements between the Federation and the War Dept. were most satisfactory and it was desired that the arrangements remain unchanged.

Acknowledges Statements

Much is made of the fact that, as President of the AFM, I had made the statement that in the event the President of the United States asked me to lift the ban I would comply with such request. I did make that statement. It was made at the Dallas Convention in June, 1942. I repeated it on Jan. 12, 1943, before the sub-committee of the Interstate Commerce Committee of the United States Senate in response to a question put to me by Senator Clark.

At that time no records were being made by us for any record manufacturers and no such manufacturers saw fit to ask you to intervene, but sought instead through court procedure and through a Senate investigation to compel us to make records without regard for either our rights or our desires. Now, however, we are making records to the extent of nearly four million per month for 105 companies and have been doing so for many months under a form of agreement which neither Columbia nor RCA are willing to accept.

Mr. President, our membership has had and now has great confidence in you. We are all aware that, while others objected to your handling of their problems, our organization through me was willing to have you do so. We waited for the employers to join with us in this request to have you consider the matter. The employers, however, did not do so. On the contrary, after many tricky attempts to defeat the Federation by instigating a Senate investigation of, and an anti-trust suit against, the Federation, some of the companies filed a petition with the WLB.

The two companies now objecting did not petition at the time other companies first filed the petition. They waited several months. As a result of the filing of the first petition, the situation has completely changed which, of course, has affected the handling of this controversy by you under the offer I made to Senator Clark and his committee. For instance, the 105 contracts were entered into subsequent to the offer I made Senator Clark, and these contracts as explained above resulted from the panel's efforts to settle the controversy.

Offer Showed Confidence

It was because of the confidence the organization and I had in you, Mr. President, that I made the offer referred to. It was circulated widely and published in the press. The companies now seeking your aid knew of that offer. Although it was not a direct invitation to them to meet with you and me in order to have you determine the matter at that time, nevertheless it certainly must have occurred to them that in view of my offer they could have asked you to look into the situation and determine it if necessary.

Evidently they did not have confidence in you then, for they did not ask you to request me to comply with the offer I had made. On the contrary they set in motion the machinery of the WLB, believing that that might work to their greater advantage. Now, 26 months after the ban was imposed, realizing that the circumstances have greatly changed, virtually making it impossible to lift the ban as to those two companies without disrupting the relationships brought about by 105 existing contracts, they run to you, Mr. President, and ask you to aid them.

By virtue of the 105 contracts which conform to the settlement agreed upon by the AFM and certain companies, at the instance of the WLB, the AFM has been placed in a position whereby the offer made by me no longer has any further application. That is clearly the case because to give these two recalcitrant companies different terms than have been given to the 105 companies would cause great confusion and disruption of existing peaceful labor relations with the 105 companies.

To direct members of the AFM to work for these two companies would inevitably result in incalculable harm to our membership; the only good that would come out of the lifting of the ban would be to permit these two companies to resume the manufacture of records for civilian use with resulting tremendous profits to them, and that would be accomplished by taking the business away from those companies who have signed with the AFM and who are now supplying the public with all necessary recordings.

Terms Not Arbitrary

We have referred to the anti-trust case, which was instituted against the Federation by the Anti-Trust Division of the Department of Justice. This occurred Oct. 12, 1942; after a full hearing before Federal District Judge Barnes at Chicago, the court denied the Government an injunction and dismissed the suit upon its merits. The case was appealed to the Supreme Court of the United States. That court approved the holding of the District Court to the effect that we were not violating any law of the United States, and that we had a lawful right to take such action to preserve our livelihood.

Mr. President, as a matter of fairness there is only one solution to this problem the Federation can accept and that is for these two companies to sign the same contract as the 105 other companies have signed if they wish our members to work for them in making recordings and transcriptions. It must be remembered that these are not contracts containing arbitrary terms submitted by the AFM; the contracts as explained before, result from the efforts at mediation by the WLB itself. These contracts have not been disapproved of by the WLB; on the contrary the WLB panel stated that the terms and conditions are not contrary to sound social policy. Therefore, if these companies are anxious to make records for civilian use and desirous of procuring the services of musicians affiliated with the AFM, in justice and fairness they ought to do so by agreeing to the same terms and conditions as the 105 of their competitors have agreed to and under which our members are now working.

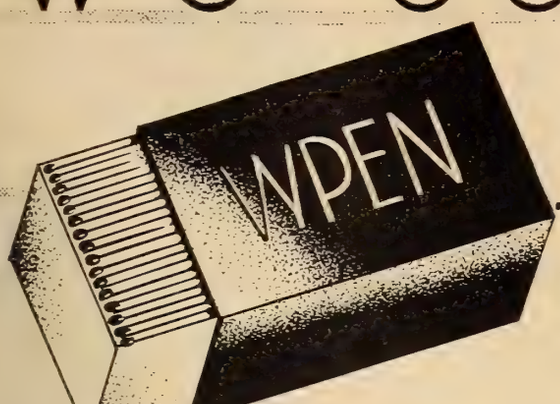
The Federation is aware that this case is a small matter compared with the many tremendous problems of national and international importance which are confronting you today, but it is one of the greatest fights in which organized labor has ever been involved, a fight for the maintenance and preservation of basic fundamental rights, a fight to preserve free labor as against conscription and involuntary servitude. Knowing your position on human rights, we are sure you would not want to impose unjust and harmful conditions upon thousands of musicians or anyone else for that matter.

Only 8 States Observe Thanksgiving on Nov. 30

ACCORDING to a survey of governors completed by the Assn. of National Advertisers, New York, only eight states, Arkansas, Florida, Idaho, Nebraska, Tennessee, Texas, Virginia and Georgia will celebrate Thanksgiving on the traditional last Thursday in November this year, with the latter also celebrating on Nov. 23. Early Thanksgiving date is in accordance with the Federal law which directs the President to fix the date as the fourth Thursday in November. In four States—Florida, Georgia, Idaho and Nebraska—the date of the holiday is fixed by law as the last Thursday in November. Victim of change in dates is Elgin National Watch Co. which purchased the full CBS network for a two-hour show on Thanksgiving Day Nov. 30.

WITH the subject for discussion, "Are the Candidates Facing the Issues?", the *University of Chicago Round Table* started its 12th year last Sunday over the NBC network, presenting its 555th broadcast. The program was first aired in 1931 by WMAQ Chicago and made its debut over NBC in 1933.

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WPEN

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Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.


It takes
CBS

IDEAS *to make a network* . . . here's one that pays off for everybody

If you think there's nothing new in quiz shows, it's plain you haven't heard about *Money on the Line.* Or how tightly this brand-new program packs one of Columbia's biggest Hollywood studios every Friday night at 6.

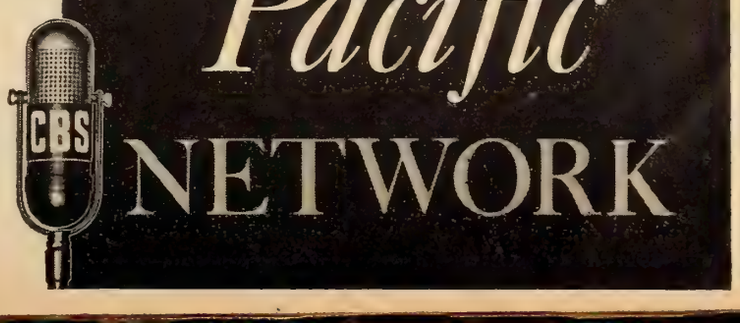
You probably don't even know that *Money on the Line—after only four weeks on the air*—has built itself a 5.1 rating in Los Angeles alone (as measured by C. E. Hooper, August, 1944).

It's a Q-and-A program with a catchy new twist. Emcee Jack Bailey reads a home-made verse or a limerick, omitting the last line. The contestant—to win a cash prize—has to round out the missing line by supplying a song title that rhymes with the rest of the verse.* Then Wilbur Hatch's 18-piece orchestra plays the tune.

Listeners submit the limericks, get paid for the best ones. If the contestant fluffs, his prize goes to the verse-writer who stumped him. It's one of those basically simple ideas that catch on spontaneously. Mail has averaged 250 verse entries a program. And both mail and rating are climbing steadily.

Money on the Line has a sponsor. But we have other program ideas that are equally as good. More information and sample recordings await you here or at the nearest Radio Sales office.

*Like this:
There once was a fellow named Moore
Who sang love songs down by the shore,
There wasn't a thing
This crooner could sing
But—"*Amor . . . amor . . . amor . . .*"



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GORDON GRAY, General Manager

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owner and publisher of the

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WLIB

broadcasting in New York on the 1190 kc clear channel

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Meet Joe



TEST PILOT FOR MICROPHONES

Joe is a war worker. He plays a part in the design of new types of microphones for our armed forces—for example, the microphone for use inside an oxygen mask, and the new lip microphone. No beauty, perhaps, yet his chamois covered face closely approximates the human skin in texture and acoustical properties. Bell Telephone Laboratories engineers created him to aid in designing and fitting microphones, and to serve as a guinea pig in making acoustical and electrical measurements.

In himself, Joe is not important, but his development is one more example of the ingenuity and attention to detail resulting from Western Electric's *75 years of leadership* in the manufacture of communications equipment—and another assurance of even better products after the war.

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BROADCASTING
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President Opposes Arbitrary Air Control

Broad Plank in Democratic Platform Covers Radio, Says Early

(Text of letter to President Roosevelt on next page)

By SOL TAISHOFF

PRESIDENT ROOSEVELT, as the Democratic nominee, believes that radio can be effective in a democracy only "if it is free of all arbitrary restrictions whether governmental or private."

That expression is conveyed to BROADCASTING by Stephen Early, Chief Presidential Secretary, in response to a letter seeking Mr. Roosevelt's views on radio regulation and the need for new legislation. The letter was sent to the President in the light of failure of the Democratic Platform to mention the word "radio," in contrast to the thumping "free radio" pledge in the Republican platform and the vigorous advocacy by Gov. Dewey of limitations on the FCC and changes in the law [BROADCASTING, Sept. 11].

Mr. Early, in his letters to this reporter, disagreed with the observation that the Democratic Platform took no stand with respect to free radio. Contending that it is not silent," he pointed to the plank reasserting "faith in competitive enterprise free from control by monopolies, cartels, or any arbitrary private or public authority" as broad enough to cover radio.

Applies to Radio

"This declaration," Mr. Early stated, "applies to radio as well as all other enterprise and is in complete accord with the President's views that the radio waves are part of the public domain owned by the people and that radio can only be effective in a democracy if it is free of all arbitrary restrictions whether governmental or private."

On the subject of legislation, raised in the letter to Mr. Roosevelt, the Presidential Secretary pointed out that several bills have been introduced in Congress in recent years to amend the Communications Act and that "extensive hearings were held but upon which no action has been taken" by Congress. The President, he added, had been unable to follow or study these hearings and therefore "is not in a position to express any opinion about them."

Gov. Dewey, in an interview with this reporter last month, got squarely behind the Republican plank calling for a "new radio law which will define in clear and unmistakable language the role of the FCC." He went beyond that, however, by condemning any semblance of censorship, urging that the licensing authority be limited to regulation of the physical aspects of radio and insisting that radio be left as free as the press.

"Radio in this country has made its great development as part of our American enterprises," Gov. Dewey stated. "The Government no more belongs in this field than in the field of the newspaper and the magazine."

He also lashed out against any ban on sponsorship of news and commentators, asserting it would be as bad for Congress to legislate in this field "as it is for the FCC to regulate program content." He said development of FM and television is up to private enterprise.

In seeking a new expression from the President in this campaign year, this reporter recited that in 1939 the President had written Chairmen Wheeler and Lea of the respective Senate and House committees dealing with radio, calling for a new law. The Chief Executive had expressed dissatisfaction with the "legal framework and administrative machinery of the Commission" and had called for clearer Congressional policies on the substantive side "so clear that the new administrative body will have no difficulty in interpreting or administering them."

The BROADCASTING letter pointed out that broadcasters generally agree with that 1939 White House expression, but that there had been no change in any substantive provisions of the law or in the administrative machinery of the Commission. Because of the expansion ahead which will entail "substantial new investments in such fields as FM and television," the letter continued, broadcasters want a new expression. Maximum public benefits can accrue "only through a law which will be sufficiently explicit to encompass these new developments and provide necessary legislative guidance," the White House was advised.

There was no mention of these new services, however, in Mr. Early's response. In a letter Aug. 23 to J. Harold Ryan, president of the NAB, sending greeting to the NAB Executives War Conference, the President mentioned FM, television and facsimile as services which "offer great fields for developments which will enable your industry not merely to hold its own during the period of conversion and demobilization, but rather to expand and flourish."

1940 Platforms

Absence of any mention of radio in the Democratic Platform occasioned both surprise and chagrin among broadcasters. In the 1940 campaign both parties adopted "free radio" planks, although the Democratic action came after a "behind-the-scenes" battle in which Sen. Wagner of New York opposed such a plank. As finally adopted, the 1940 Platform of the New Deal stated:

"Radio has become an integral

THE WHITE HOUSE
WASHINGTON

September 26, 1944

Dear Sol:

The President has asked me to reply to your letter of September fourteenth. You state in your letter that the Democratic Platform took no stand with respect to a free radio and that you therefore desire an expression of views from the President on this subject.

I believe if you will re-read the Democratic Platform, you will find that it is not silent concerning a free radio. The Platform specifically states:

"We reassert our faith in competitive enterprise free from control by monopolies, cartels, or any arbitrary private or public authority."

This declaration applies to radio as well as all other enterprise and is in complete accord with the President's views that the radio waves are part of the public domain owned by the people and that radio can only be effective in a democracy if it is free of all arbitrary restrictions whether governmental or private.

Your letter also raises the question concerning the enactment of legislation amending the Communications Act. I understand that several bills have been introduced in Congress in recent years to amend the Communications Act on which extensive hearings were held but upon which no action has been taken by the Congress. The President has been unable to follow or study these hearings and therefore is not in a position to express any opinion about them.

Thank you for your courtesy in writing as you did.

Very sincerely yours,

STEPHEN EARLY
Secretary to the President

Mr. Sol Taishoff,
Editor & General Manager,
Broadcasting Magazine,
National Press Building,
Washington, D. C.



MR. EARLY

part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to aflord the same protection from censorship that is now afforded the press under the Constitution of the United States. We must strengthen democracy by improving the welfare of the people. We place human resources first among the assets of a democratic society."

The Republican Convention in 1940 likewise adopted a free radio plank. It stated: "The principles of a free press and free speech as established by the Constitution should apply to radio. Federal regulation of radio is necessary in view of the natural limitations of wavelengths, but this gives no excuse for censorship. We oppose the use of licenses to establish arbitrary control. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown."

Both of these planks resulted from pleas made to the Resolutions Committee of the conventions for expressions on radio. This year, largely through the NAB Legislative Committee, similar pleas were made. Whereas the Republican Resolutions Committee brought in its clear-cut plank, the Democratic group felt otherwise and did not venture the word "radio" in the platform at all.

The full text of the "Free Press and Radio" plank adopted unanimously by the Republican Convention in Chicago June 27 follows:

Free Press and Radio—In times like these, when whole peoples have found themselves shackled by governments which denied the truth, or, worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.

We insistently condemn any tendency to regard the press or the radio as instruments of the Administration and the use of Government publicity agencies for partisan ends. We need a new radio law which will define, in clear and unmistakable language, the role of the FCC.

All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace.

Vital facts must not be withheld. We want no more Pearl Harbor reports.

LETTER TO THE PRESIDENT

FOLLOWING is the text of the letter to President Roosevelt seeking his views on radio regulation and legislation:

Sept. 14, 1944.

The President
The White House
My dear Mr. President:

On numerous occasions you have indicated your awareness of radio-broadcasting as an instrumentality of public service. You have graciously commended broadcasters for their contributions to the winning of the war and have envisaged the bright future with FM, television and facsimile in the postwar offing.

These assurances of confidence are cherished by all those identified with radio. The broadcasters of this nation do not propose to slow down their war effort, even with victory near in the European theatre. They are aware that the war will then be but half-won and that the fighting will intensify in the Pacific theatres.

In the Sept. 11 issue of BROADCASTING, of which I am editor and publisher, there appeared an interview with Gov. Dewey as to his views on radio and, more particularly, its regulation. A copy of that issue is attached.

On Jan. 24, 1939, you addressed a joint letter to Senator Wheeler and Representative Lea, as the chairmen of the Congressional Committees in which radio legislation originates, expressing dissatisfaction with the "legal framework and administrative machinery of the Commission." You stated that new legislation was necessary to effectuate a satisfactory reorganization of the Commission. In that communication you added:

> New legislation is also needed to lay down clearer Congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them.

Your views, as expressed in that 1939 letter, are largely those of all broadcasters. Since that time, however, there has been no change in any substantive provisions of the law, or in the administrative machinery of the Commission.

In view of the fact that the Democratic Platform took no position with respect to a free radio, whereas the Republican Platform urged changes in the radio law which would define the functions of the regulatory authority, the broadcasters would appreciate a renewed expresssion from you. They are mindful of the inevitable expansion ahead, which will entail substantial new investments in such fields as FM and television. It is the considered opinion of those in radio that maximum public benefits can accrue only through a law which will be sufficiently explicit to encompass these new developments and provide necessary legislative guidance.

While I am aware of the heavy demands upon your time in these arduous days, I can assure you, sir, that the nation's broadcasters would welcome your views on the points raised herein.

Respectfully,
(Signed) SOL TAISHOFF.

War Goods Warning

A NINE-POINT guide for advertisers and sellers of Government war goods has been formulated by the National Association of Better Business Bureaus and released with the warning that business must maintain fair and orderly distribution of these surplus goods if it is to retain public confidence. The guide is based on studies of present conditions as well as those after the last war and is aimed at preventing a recurrence of the situation after 1918 when speculators misrepresented merchandise to an overeager public. Teeth will be put into the bureaus' program by spot shopping, checking advertising, investigating complaints and exposing unfair practices.

Pellegrin Is Promoted To Lieutenant Colonelcy

MAJ. FRANK E. PELLEGRIN, operating executive officer, public relations section, Sixth Army Group, was promoted to lieutenant colonel last week, according to word received from the Sixth Army's forward press camp. Before entering the service as captain early in 1942, Col. Pellegrin was director of broadcasting advertising for the NAB. Prior to that he was commercial manager of KOIL Omaha. He makes his home in Washington where his wife, Eleanor, now lives.



Col. Pellegrin

In his year's service overseas he has brilliantly covered three major landings with Army forces at Anzio, Elba and Southern France, making wire recordings of the action. During the Vesuvius eruptions, Col. Pellegrin climbed the cone of the volcano and recorded explosions and the destruction of a town at the base of the mountain.

GOP Plans Windu On All Four Net

Gov. Dewey in Election E Broadcast from Station

THE REPUBLICAN Natio Committee last week announc plans for an election-eve wind broadcast on the four major ne works, 11-11:15 p.m. with Go Thomas E. Dewey speaking from station studio, as yet unselecte and for a broadcast on NBC a CBS 10:30-11 p.m. from a Madis Square Garden rally in New Yo the preceding Saturday, Nov. 4.

Additional Time

Additional radio schedules f the coming three weeks were al disclosed indicating a trend t wards use of repeat broadcasts reach early-rising farmers a late-shift war workers.

Adding to previously announc broadcasts [BROADCASTING, Oct. 9 the Republican Commitee has o dered the full Blue and NBC ne works Oct. 16, 10-10:30 p.m. to pr sent Gov. Dewey from St. Lou with repeat Oct. 17, 12:30 p.m. the *Farm and Home Makers* spot the Blue except on the network West Coast stations where the ta will be repeated again Oct. 18, 6:1 6:45 p.m. (PWT). The Governo Minneapolis address scheduled NBC 10:30-11 p.m. Oct. 24 will al be heard on the Blue, with Blue r peat the following day in the *Far and Home* spot and at 6:15 p.m (PWT) for the West Coast. Go Bricker will be heard Oct. 27 NBC 10:30-11 p.m. speaking fro Kansas City.

CBC DROPS BENNY; COMMERCIALS HI

PLANS to carry Jack Benny as sustaining feature on the Canadia Broadcasting Corp. commerci network, with Canadian war me sages substituting for the comme cials, were cancelled following th Oct. 1 broadcast, E. L. Bushnel CBC director-general of program has announced at Toronto. Tenta tive plans [BROADCASTING, Sep 11] were based on lack of produ mention during the broadcast, e cept in the commercials whic would not be used in Canada.

Following the first broadcast i which the product was mentione a number of times, Benny decide he could not commit himself to guarantee there would be no futu product mention in the progra aside from the commercials. Th necessitated the cancellation. I Canada the granting of sustainin privileges to the show brought o position from the advertising an broadcasting industry. It was fe a precedent was being set und which any popular show could d mand free time on a Canadian ne work because of popularity.

Truman on Blue

SEN. HARRY S. TRUMAN (D Mo.) Vice-Presidential nomine will be heard under sponsorship o the Democratic Natl. Committee o the Blue Oct. 27, 9:30-10 p.m.

CIAA Heralds Big Latin American Market

Live Demand Seen For U.S.-Made Equipment

By JACK LEVY

TREMENDOUS growth in South and Central American radio, accompanied by large demands for U. S. transmitting and receiving equipment and probable development of sponsored international broadcasting to promote trade within the hemisphere, has been foreseen for the postwar years by John W. G. Ogilvie, Director of the Radio Division of the Office of Coordinator of Inter-American Affairs.



Mr. Ogilvie

Given impetus by the CIAA through its overall program to cement Inter-American solidarity toward winning the war, radio in the other American republics is rapidly coming of age, improved by the introduction of modern programming techniques and prepared to expand its facilities along the lines of U. S. commercial broadcasting, Mr. Ogilvie told BROADCASTING.

Getting the Audience

With a majority of radio listeners educated to shortwave dialing —nearly one-third of the approximately 700 broadcasting stations in the other Americas are shortwave—Mr. Ogilvie expects that the large Latin American audience developed by CIAA shortwave operations from the U. S. will continue to be supplied with programs of the type which have proved so popular.

He anticipates intensive efforts to hold and expand this audience when CIAA eventually relinquishes its activities, with shortwave operators at first continuing the programs on a sustaining basis and later finding sponsors. Many of the programs produced locally by CIAA in the other Americas have already been turned over to advertisers, either local or U. S. firms, who are carrying on the objectives and themes of the Good Neighbor policy.

Along with a perpetuation of shortwave activities directed to the nations to the South, Mr. Ogilvie sees a ripe market in the other Americas for standard broadcasting. Most of the stations in the republics are low-powered and many of them are concentrated in the big cities (as of January, 1944, of 58 stations in Uruguay, 39 were in Montevideo). With better regulation of frequencies, station owners will immediately seek to employ more powerful transmitters to reach the millions of homes which are without receivers but are ready to purchase sets when they become available.

With scarcely more than 4,100,000 receiving sets serving a population of approximately 130,000,000, the market potentialities become evident, especially when it is realized that group listening in the other republics is far greater than in the U. S.

In many countries several families share one set, a radio being a luxury, as a result of low purchasing power and high cost of sets due to custom duties and, in some cases, state taxes.

Low Cost Sets

By shipping component parts for local assembly, U. S. manufacturers can make receivers available at prices within the reach of millions of prospective purchasers. Several companies are already planning to establish plants in South America to assemble sets from parts imported from their parent plants in the U. S. and from local parts manufacturers operating in Latin America.

The scope of the market, of course, will depend on the continuation of U. S. purchases from Latin America and expanded trade with world markets when the war is over and strategic materials are no longer needed in the same large quantities required during the war period, the development of local industries to process unfinished commodities which are produced in excess volume, and the prices received for primary exports such as coffee, meat, hides and copper.

The Radio Division of the CIAA has contributed largely toward maintaining the operation of many of the Latin American broadcasting stations, and has assisted them in improving their programming. Mr. Ogilvie observed that prior to Pearl Harbor much of the equipment used in the other Americas was German and that German shortwave programs to South America were far ahead of the U. S. These broadcasts from powerful transmitters, together with German radio operations within the hemisphere, dominated radio in the other American republics.

CIAA activities have assisted in revolutionizing radio in Latin America. Under the direction of experienced commercial radio men, the agency has instituted modern programming in numerous stations which until a few years ago were operating under antiquated conditions.

CIAA Guidance

In some cases the stations had no studios and CIAA men improvised soundproofing out of mats from native grasses. They showed stations how to build equipment to produce sound effects. They introduced strict scheduling, eliminated frequent delays and gaps between programs, made available transcribed musical libraries for cooperative use by stations, produced variety shows employing local talent, and pointed the way to good radio.

In a more tangible way, through purchase of time and talent for CIAA programs, stations were enabled to buy equipment to maintain operations. CIAA was instrumental in getting the War Production Board to give equal treatment with domestic broadcasters to our Latin neighbors in releasing transmitter tubes and other broadcast maintenance equipment. Without this equipment, it is doubtful whether many stations in Latin America would be operating today.

For listeners, the CIAA has helped in providing sufficient tubes and other parts to keep receiving sets in repair.

Listener Results

But more important, the CIAA, through its shortwave operations from the United States, has changed the listening habits of millions of Latin Americans. Instead of the propaganda poison they were receiving from Nazi stations inside and outside of Germany, they are now listening to unbiased news and uncontaminated variety programs from the U. S.

Although it is difficult to measure audience habits in Latin America on a highly perfected scientific basis, there is evidence of the effectiveness of American operations.

CIAA originally sent out radio schedules to 48,000 known shortwave listeners. It is now mailing out schedules to 125,000 shortwave set owners, as a result of direct listener requests. The eagerness of our Latin neighbors to hear our programs is indicated by the fact that a large percentage of the requests for schedules have been sent via air mail. The list grows daily. From one nation, the number of requests has about doubled in the last few months. It is indicative of the desire of Latin Americans for unbiased news intelligently presented by democratic commentators.

The fan mail received by CIAA is enormous. From every one of the republics come grateful letters, some poignant in their expressions of appreciation for the programs received. One CIAA commentator alone receives 500 to 600 letters a month. When a news commentary was temporarily suspended, more than 1,000 protests were received. The program was quickly resumed.

In a recently issued book, *Inter-American Affairs — 1943*, published by Columbia University Press, Don Francisco, Assistant Coordinator of the CIAA, stated that "radio has become an indispensable medium for creating an understanding of the United States in the other American republics, be-

(*Continued on page 55*)

Blue Gross Time Sales Up 60% For 7 Months; Others Increase

Total Dollar Gains of Four Chains During First Half of Year Estimated to Be $26,770,000

BLUE Network gross time sales for the first seven months of 1944 show an increase of some 60% over those for the same period last year, and CBS, NBC and Mutual are shown to have made somewhat smaller but none-the-less substantial gains, in an informal business review released by the Blue. The network industry experienced a solid advance for the January-through-July period this year, with total dollar gains for the four chains amounting to $26,770,000 over the first half or so of 1943, according to the figures given by the Blue which cites the Publishers Information Bureau as the source, with the exception for the Blue, whose figures are taken from BROADCASTING Yearbook.

The Blue Network predicts that its 1944 revenue will be more than double that of 1942, estimating a total of $40,000,000 for the current year, based on total card gross, and projected from sales for the first seven months. Figures for the previous years, taken from BROADCASTING Yearbook are as follows: 1941—$12,858,169; 1942—$15,782,493; 1943—$24,869,948.

Review shows that the Blue, since its separation from NBC in January 1942, has added 98 sponsored quarter-hours, including 71 daytime and 27 evening shows, making a total of 190 commercial programs of this length. As of Aug. 1, 1944, the network's advertisers used an average of 137% more stations per program daytime, and 93% more in the evening than in January 1942, and 34 sponsors were using the full network, according to the report.

Gross Net Sales

Network gross time sales for first seven months, as released by the Blue:

	1944	*1943*	*Dollar Gains*
Blue	$21,828,000	$13,470,000	$8,358,000
CBS	38,890,000	31,702,000	7,188,000
MBS	11,407,000	6,992,000	4,415,000
NBC	36,278,000	29,462,000	6,816,000

FCC ANALYSIS OF ECONOMIC STATUS OF BROADCASTING

Introduced at Allocations Hearings. Data cover total radio homes, per capita income, retail sales of all retail stores, total broadcast revenues from sale of station time, total investment in tangible broadcast property, and number of broadcast stations (standard, FM, Television) in the United States by States and broadcast regions.

Broadcast Region and State	Population (1940 census)	Radio Homes [1] (1940 census)	Per Capita Income [2] (1943)	Retail Sales [3] (1939) (Add 000)	Total Broadcast Revenues from time sales [4] (1943)	Tangible Broadcast Property [5]			Number of Stations Licensed As of September 1, 1944		
						Original cost	Depreciation to date	Depreciated cost	Standard [6]	FM [7]	Television [8]
Northern District											
Northeast:											
Connecticut	1,709,242	417,259	$1,452	$717,262	$2,343,645	$909,344	$438,941	$470,403	12	2	..
Delaware	266,505	59,921	1,361	110,052					2	..	..
Maryland	1,821,244	396,338	1,200	619,273	3,406,211	1,113,136	426,347	686,789	9	..	..
Maine	847,226	184,348	1,036	281,356	840,235	528,133	285,381	242,752	7	..	..
Massachusetts	4,316,721	1,044,830	1,201	1,737,680	5,676,401	2,949,199	1,231,018	1,718,181	23	5	..
New Hampshire	491,524	116,809	827	183,100	334,370	488,669	164,297	324,372	5	..	..
New Jersey	4,160,165	1,020,466	1,282	1,580,401	1,082,507	572,186	169,406	402,780	12	2	..
New York	13,479,142	3,385,620	1,340	5,578,159	16,462,721	6,972,982	3,109,168	3,863,814	56	14	4
Pennsylvania	9,900,180	2,265,921	1,048	3,133,377	10,478,905	4,872,552	2,197,318	2,675,234	45	8	1
Rhode Island	713,346	176,739	1,292	275,447	1,222,747	557,993	310,922	247,071	4	..	..
Vermont	359,231	80,253	891	123,369	126,140	129,100	55,135	73,965	4	..	..
District of Columbia	663,091	158,377	1,304	402,768	2,584,344	1,405,061	674,741	730,320	6	..	..
Total, Northeast	**38,727,617**	**9,306,881**	**[9] 1,223**	**14,742,244**	**44,558,226**	**20,498,355**	**9,062,674**	**11,435,681**	**185**	**31**	**5**
Great Lakes:											
Illinois	7,897,241	1,974,604	1,226	2,857,646	6,750,033	2,053,105	1,192,896	860,209	37	5	2
Indiana	3,427,796	826,604	1,092	1,066,383	3,620,939	1,403,497	747,164	656,333	20	4	..
Kentucky	2,845,627	444,416	609	520,135	2,153,465	970,593	588,452	382,141	12	..	..
Michigan	5,256,106	1,271,499	1,230	1,820,798	7,139,374	2,475,182	1,058,098	1,417,084	28	2	..
Ohio	6,907,612	1,697,672	1,204	2,441,293	13,039,267	5,182,823	2,798,782	2,384,041	34	1	..
West Virginia	1,901,974	326,347	688	403,989	1,938,531	917,618	450,003	467,615	14	..	..
Wisconsin	3,137,587	743,078	1,003	1,064,994	2,953,892	1,859,924	638,430	1,221,494	24	2	1
Total, Great Lakes	**31,373,943**	**7,284,220**	**[9] 1,096**	**10,175,238**	**37,595,501**	**14,862,742**	**7,473,825**	**7,388,917**	**169**	**14**	**3**
Midwest:											
Iowa	2,538,268	617,006	983	822,905	3,625,592	1,792,836	758,482	1,034,354	23	..	..
Kansas	1,801,028	411,984	1,003	473,551	1,583,375	714,488	315,885	398,603	17	..	..
Minnesota	2,792,300	647,499	916	1,017,195	3,812,534	1,411,639	909,350	502,289	20	..	..
Missouri	3,784,664	832,590	896	1,102,503	6,267,426	2,369,933	1,369,943	999,990	22	2	..
Nebraska	1,315,834	298,790	937	397,196	2,097,060	393,002	140,711	252,291	13	..	..
North Dakota	641,935	131,000	971	156,137	650,166	321,101	213,643	107,458	9	..	..
South Dakota	642,961	136,049	846	169,396	735,196	405,597	195,647	209,950	9	..	..
Total, Midwest	**13,516,990**	**3,074,918**	**[9] 936**	**4,138,883**	**18,771,349**	**7,408,596**	**3,903,661**	**3,504,935**	**113**	**2**	..
Total, Northern District	**83,618,550**	**19,666,019**	**[9] 1,129**	**29,056,365**	**100,925,076**	**42,769,693**	**20,440,160**	**22,329,533**	**467**	**47**	**8**
Southern District											
Southeastern:											
Alabama	2,832,961	321,671	603	435,973	1,887,547	530,394	230,694	299,700	18	..	..
Arkansas	1,949,387	244,586	512	298,301	899,882	569,341	235,021	334,320	12	..	..
Florida	1,897,414	326,447	874	614,464	2,790,871	1,595,801	450,912	1,144,889	26	..	..
Georgia	3,123,723	381,668	647	624,765	2,799,344	1,352,610	663,741	688,869	30	..	..
Louisiana	2,363,880	307,883	714	486,250	2,864,056	1,008,808	607,305	401,503	13	1	..
Mississippi	2,183,796	205,613	484	282,440	614,509	216,659	111,287	105,372	15	..	..
North Carolina	3,571,623	471,863	619	633,240	2,956,662	1,631,009	606,064	1,024,945	29	1	..
South Carolina	1,899,804	209,542	576	332,224	1,276,563	562,571	186,605	375,966	13	..	..
Tennessee	2,915,841	434,733	649	606,489	4,279,419	1,695,076	860,810	834,266	19	1	..
Virginia	2,677,773	409,978	820	628,172	2,582,985	1,365,666	643,102	722,564	18	..	..
Total, Southeast	**25,416,202**	**3,313,984**	**[9] 650**	**4,942,318**	**22,951,838**	**10,527,935**	**4,595,541**	**5,932,394**	**193**	**3**	..
South Central:											
Oklahoma	2,336,434	405,754	729	513,091	2,257,756	1,127,755	541,202	586,553	18	..	..
Texas	6,414,824	1,090,206	818	1,803,716	7,899,321	3,238,344	1,494,905	1,743,439	61	..	..
Total, South Central	**8,751,258**	**1,495,960**	**[9] 794**	**2,316,807**	**10,157,077**	**4,366,099**	**2,036,107**	**2,329,992**	**79**	..	..
Total, Southern District	**34,167,460**	**4,809,944**	**[9] 687**	**7,259,125**	**33,108,915**	**14,894,034**	**6,631,648**	**8,262,386**	**272**	**3**	..
Western District											
Mountain:											
Arizona	499,261	87,781	805	162,003	774,452	437,086	150,044	287,042	10	..	..
Colorado	1,123,296	258,573	950	409,103	1,714,436	900,417	412,340	488,077	14	..	..
Idaho	524,873	118,824	955	175,873	363,473	225,570	97,885	127,685	7	..	..
Montana	559,456	134,503	1,029	222,008	535,145	424,974	209,335	215,639	9	..	..
Nevada	110,247	26,200	1,397	61,828	205,503	187,817	75,346	112,471	2	..	..
Wyoming	250,742	57,126	938	100,233					5	..	..
New Mexico	531,818	66,609	656	125,765	354,110	265,882	127,168	138,714	9	..	..
Utah	550,310	126,418	1,009	170,728	1,378,988	626,185	283,235	342,950	8	1	..
Total, Mountain	**4,150,003**	**876,034**	**[9] 925**	**1,427,541**	**5,326,107**	**3,067,931**	**1,355,353**	**1,712,578**	**64**	**1**	..
Pacific:											
California	6,907,387	1,933,028	1,429	3,187,809	9,454,719	4,083,406	2,135,368	1,948,038	59	2	1
Oregon	1,089,684	290,641	1,229	442,160	1,942,334	709,057	296,732	412,325	22	..	..
Washington	1,736,191	472,553	1,368	668,790	3,293,510	1,627,358	876,904	750,454	30	..	..
Total, Pacific	**9,733,262**	**2,696,222**	**[9] 1,396**	**4,298,759**	**14,690,563**	**6,419,821**	**3,309,004**	**3,110,817**	**111**	**2**	**1**
Total, Western District	**13,883,265**	**3,572,256**	**[9] 1,255**	**5,726,300**	**20,016,670**	**9,487,752**	**4,664,357**	**4,823,395**	**175**	**3**	**1**
TOTAL, UNITED STATES	**131,669,275**	**28,048,219**	**1,031**	**42,041,790**	**154,050,661**	**67,151,479**	**31,736,165**	**35,415,314**	**914**	**53**	**9**

[1] A unit was enumerated as having a radio if it contained a usable set or one only temporarily out of repair, and adjusted to include a portion of the families not reporting on the radio question

[2] Source: August 1944 "Survey of Current Business" United States Department of Commerce, Bureau of Foreign and Domestic Commerce.

[3] U. S. Census of Business, Retail Trade, 1939.

[4] Source: Annual Financial Reports, F. C. C. Form 324, reported by licensees of 729 standard broadcast stations that reported time sales of over $25,000, and does not include $72,877,90 reported by nine networks and nine key stations and excludes broadcast revenues amounting to $1,836,143 reported by 103 stations reporting total time sales of less than $25,000 that are not required to file a breakdown of revenues and expenses.

[5] Source: Annual Financial Reports, F. C. C. Form 324, reported by licensees of 832 standard broadcast stations; one station reported no property. Does not include tangible property of major networks and their nine key stations amounting to $13,884,631, original cost, $7,238,944, depreciation to date, and $6,645,687, depreciated cost, reported for the year 1943.

[6] Includes 16 stations, the licensees of which hold construction permits only.

[7] Includes 6 stations, the licensees of which hold construction permits only.

[8] Includes 3 stations, the licensees of which hold construction permits only.

[9] Estimates based on per capita income by states.

Prepared by the Accounting, Statistical and Tariff Department.

September 21, 1944.



Poem courtesy—Macmillan Co.

Who has seen the wind?

A lovely old nursery rhyme, it seems to us, pictures the power and mystery of a "radio audience" far better than a slide rule calculation . . . a thumb-tack on a map . . . or what a time buyer reads in a data book.

The nursery rhyme goes like this:

Who has seen the wind?
Neither you nor I
But when the trees bow down their heads
The wind is passing by.

—Christina G. Rosetti

There's something about a "radio audience" that you can't pick up in your hands and examine under a microscope or with a micrometer.

It's an intangible made up of a lot of qualities. All we know for sure about our W-I-T-H audience is that it produces more results for advertisers at the lowest cost, than any other station in town. We have the facts on that!

It's not a slogan, but the truth, when we say, "W-I-T-H is the people's voice in Baltimore."



W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

What EVERY WOMAN wants to hear

Romantic tales! Secrets of beauty! Stories about people like her neighbors! The timeless topic of food!

If you want women to know about your product . . . build your message around one of these eternally feminine subjects . . . grip her attention with an NBC Recorded Woman's Show born with NBC's sure touch to dramatize these subjects with vivid feminine appeal. Each expertly produced—all budget-wise because cost is shared among many non-competing advertisers throughout the country.



Modern Romances . . . true-life stories from the pages of Modern Romances . . . exciting, warmly human dramatizations women (young and not so young) find helpful, inspiring . . . in the tempo of today. Successfully sponsored by a wide variety of advertisers. 156 quarter-hour programs for 1-, 2- or 3-a-week broadcast.



Let's Take a Look in Your Mirror . . . starring Stella Unger whose helpful hints on how to be more attractive and charming . . . drawn from her personal acquaintance with the great of stage, screen and radio . . . appeal to every woman (young and not so young) . . . 156 5-minute programs—3-a-week for 52 weeks.



Betty and Bob . . . people like your neighbors but they live exciting lives . . . convincingly portrayed by an all-star cast. Arlene Francis (Betty), Carl Frank (Bob) announced by Milton Cross . . . memorable theme music by Allen Roth Orchestra. Startling sales record for many products. 390 5-a-week quarter-hours.



Come and Get It . . . first recorded audience participation radio quiz mixes food, facts and fun in a recipe for sparkling entertainment. Bob Russell, MC, questions studio audience contestants, then tosses subject to "Board of Experts": Alma Kitchell, well-known for Women's Exchange program and Gaynor Maddox whose syndicated food articles are read by millions. 78 quarter-hour 3-a-week shows—ready for release Sept. 15.

All of these NBC Recorded shows for women are ready for broadcast on any station you select . . . all include publicity and promotion aids to get your campaign off to a flying start. Write now for complete information regarding availability, audition records and rates.

National Broadcasting Co.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D.C. . . . Sunset and Vine, Hollywood, Calif.

Comparative Schedule of the Spectrum And Recommendations for Allocation

FOLLOWING is a comparative schedule of the radio spectrum showing present allocations, recommendations of the Interdepartment Radio Advisory Committee, and those of the Radio Technical Planning Board and others. Facsimile has been omitted inasmuch as the FCC has never allotted a definite spot on the spectrum for that service and since it has not yet come up before the allocations hearings now in progress. Recommended allocations will be listed in BROADCASTING as new requests are presented.

Standard Broadcast

Present, 550-1600 kc.
IRAC, 540-1600 kc.
RTPB, 520-1600 kc.

FM Broadcast

Present, 42-50 mc.
IRAC, 42-54 mc.
RTPB, 41-43 mc (educational); 43-56 mc (commercial).

Television

Present, 7 channels 50-108 mc; 11 channels 162-294 mc.
IRAC, 54-108 mc; 460-508 mc; 524-956 mc; 180-192 mc and 206-218 mc (mobile television and relay).
RTPB, 9 channels 60-114 mc; 144-156 mc; 162-228 mc; 234-246 mc; 400-1000 mc (experimental).

International Broadcast

Present, 6000-6200 kc; 9500-9700 kc; 11,700-11,900 kc; 15,100-15,350 kc; 17,750-17,850 kc; 21,450-21,675 kc; 25-27 mc.
IRAC, no recommendation for international broadcast channels. IRAC suggests international point-to-point relays in following space: 6250-6900 kc; 9200-9985 kc; 10,200-11,850 kc; 15,015-16,200 kc; 17,15 17,600 kc.
RTPB, same as present allocations, adding 25,600-25,750 kc.

Broadcast Relay

Present, ranges in spectrum from 1 kc-39,820 kc.
IRAC, 156-158 mc.
RTPB, same as present allocations, adding 330-344 mc; 1210-1220 mc.

Amateurs

Present, 1750-2050 kc; 3500-4000 k 7000-7300 kc; 14,000-14,400 kc; 28-30 m 56-60 mc; 112-116 mc; 224-230 mc; 40 401 mc.

IRAC, 3500-3900 kc; 7000-7400 kc; 1 000-14,400 kc; 21,000-22,000 kc; 28-30 m 144-149 mc; 218-225 mc; 420-460 mc; 112 1225 mc; 2500-2700 mc; 5200-5750 m 10,000-10,500 mc; 21,000-22,000 mc.

RTPB, 3.5-4 mc; 7-7.3 mc; 14-14.4 m 21-22 mc; 28-30 mc; 56-60 mc; 114-118 m 224-230 mc; 448-480 mc; 940-960 mc; 178 1920 mc; 3600-3850 mc; 7150-7700 m

ARRL, 1750-2050 kc; 3500-4000 k 7000-7300 kc; 14,000-14,400 kc; 21-22 m 28-30 mc; 56-60 mc; 112-116 mc; 224-2 mc; 448-480 mc; 896-960 mc; 1792-1920 m 3584-3840 mc; 7168-7680 mc; 14,336-15,3 mc; 28,672-30,720 mc and up.

PUBLIC SERVICE
Bank's Commercials on KUTA —Win Wide Acclaim—

UTAH STATE National Bank Salt Lake City, which sponsor Henry J. Taylor, Blue Networ news analyst, on KUTA Monda through Friday, 10:30-10:45 p.m (MWT) utilizes commercials t educate people to spend and sav wisely and to picture the postwa economic situation. Commercial are written by Orval W. Adam executive vice-president of th bank.

Mr. Adams said that savings a counts have increased rapidly in th last few weeks, attributing the gai to the Taylor broadcast though th bank has never solicited account on the program.

The bank's public service com mercials have received recognitio in several banking journals. Ther is no selling copy. Typical commer cial, given three times during th program, at the beginning, middl and end, recommends maintenanc of a sound financial structure i the Government and the importanc to the individual of keeping Gov ernment expenses at a minimum.



The Texas Rangers

NOW BACK AGAIN
on
WIRE
Indianapolis

Selling
Groves Cold Tablets

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

In Southern New England People are in the Habit of Listening to WTIC

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood



WHAT SHOULD A TELEVISION STATION COST?

Prospective station owners are fast discovering that DuMont has *the answers on television*... and willingly shares its "television know how" for the advancement of this magnificent new art. Prospective station operators also are discovering that DuMont telecasting equipment is "tops" in signal transmitting efficiency and effectiveness, and leads in installation and operating economies.

Eloquent evidence of DuMont leadership is provided in the design and construction of 3 of the nation's 9 television stations in service today... and in the operation (for more than 3 years) of Television Station WABD, New York. Just as DuMont's development of the DuMont Cathode-ray Tube made television commercially practical, so DuMont pioneering in station design and operation has set a pattern for profitable station management.

"Planning Your Television Station" tells how to insure a low-cost telecast operation... outlines your equipment requirements... offers you a surprising arrangement for *reserving* equipment now, and for custom-building your telecasting set-up and training your personnel soon after victory. Please request this booklet on your firm letterhead.

Copyright, 1944, Allen B. DuMont Laboratories, Inc.

DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

Ryan Asks Sufficient Space For Radio's Postwar Needs

Adequate Facilities Indispensable to Democracy, Says NAB Head; Lauds Advertisers

J. HAROLD RYAN, president of the NAB, last week called upon the FCC to "allocate sufficient space in the ether for the development of broadcasting — aural and visual — on a competitive nationwide scale".



Mr. Ryan

Testifying before the Commission last Tuesday in its standard broadcast allocation hearings, Mr. Ryan declared that "adequate facilities for a nationwide competitive system of mass communication is indispensible to distribution in the postwar era and our greatest guarantee for the maintenance of democracy.

"Radio advertisers are part and parcel of the American system of broadcasting, which they helped to build," said the NAB president, himself a practical broadcaster. "The proper assignment of the public's frequencies into the channels of commerce so that they may be of the greatest value to the people is a most important and grave responsibility of this Commission."

Mr. Ryan told the FCC that "the broader effects your decision will have on the postwar era" must enter into the Commission's consideration of evidence in the hearings, which began Sept. 28.

"Solution of the problem of unemployment is our number one job," he asserted. "Let us bear in mind then that the bases of full employment are production, distribution and consumption."

American ability to produce, said Mr. Ryan, "has amazed the world". Tremendous needs of peoples "all over the world" will take care of consumption, he added, then stated: "If we can solve the problem of distribution, a long, lasting and healthy prosperity will be ours.

"As one of its most valuable tools, distribution uses the key of advertising and to a greater and greater extent the medium of mass communication by radio. We look with confidence to an ever increasing amount of advertising as recognition of its economic function becomes more widely understood.

"Most certainly we may also confidently expect that radio will be called upon to perform an important role in our vastly expanded national economy. The transition of our productive capacity from wartime to peacetime goods is certain to bring with it a complicated distribution problem.

"Getting the goods to more people and more people to the goods is going to require all the ingenuity which we can employ. Broadcasting should be prepared to meet this challenge with more outlets and expanded facilities."

Phenomenal Success Story

"Acceptance of broadcasting by the American people has resulted in one of the most phenomenal success stories in American history," said Mr. Ryan. "Approval of the American system of broadcasting is demonstrated by the fact that Americans have invested billions of dollars in receiving equipment. More startling is the extent of this acceptance, demonstrated by the fact that 83.7% of all urban families use their sets for an average of five hours and four minutes every day, while 88.5% of all rural families use their sets for an average of five hours and 18 minutes per day.

"It is appropriate that the Commission, in weighing the evidence for need for space in the spectrum,

(*Continued on page 55*)

Dengler Appointed

HERBERT F. DENGLER has been appointed engineer in charge of the Radio & Television Section, Interior Dept., replacing Henry P. Meisinger who resigned to enter the Marine Corps for special training in communications operations. He was formerly Principal Radio Technician, Army Signal Corps, monitoring officer with the FCC Radio Intelligence Division and 1st Radio Officer for the War Shipping Administration. Mr. Meisinger held the post for two years during which time he made contributions to the improvement of recording techniques used in connection with government radio operations.

DOING THINGS IN A BIG WAY

Agriculture is big business in the tri-state area of Louisiana, Texas and Arkansas. Mild climate and rich, fertile soil assure a longer growing season and a variety of crops. This contributes materially to the growing prosperity of farmers who are, today, producing record-breaking harvests of cotton and alfalfa . . . soy beans, peanuts, sweet potatoes and corn. In this market where effective buying income shows a 102% gain over 1940, alert advertisers are creating new sales through their use of powerful, 50,000-watt KWKH.





KWKH

CBS ★ 50,000 WATTS

A Shreveport Times Station

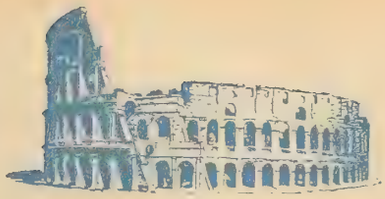
SHREVEPORT, LOUISIANA

Represented by The Branham Co.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • BROADCASTING HOUSE, Halifax, Nova Scotia
or
Joe Weed, New York City



World's Largest Auditorium

—the American Living-room!

Soldier Field, at Chicago's Burnham Park, has a seating-capacity of 200,000 people. The Los Angeles Memorial Stadium holds 117,000 people and the Memorial Coliseum, an additional 105,000. Philadelphia's Municipal Stadium accommodates 130,000 and Cleveland's Public Municipal Stadium, another 100,000. Pasadena's famed Rose Bowl holds 90,000. And so on, through a long list of public auditoriums.

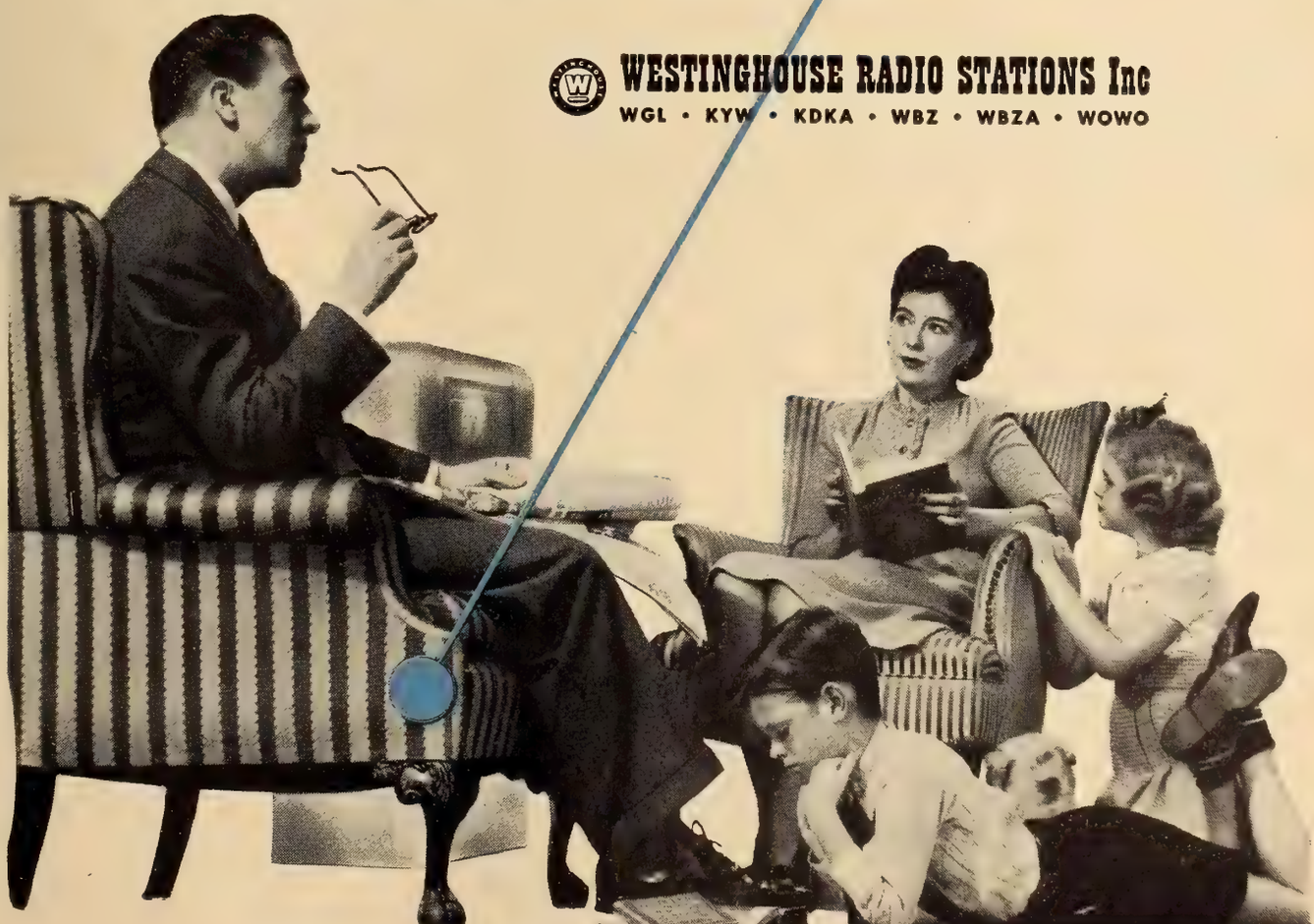
But the estimated total of their seating-capacity (4,138,096) is a mere drop in the bucket compared to the capacity of America's combined living-rooms, reachable by radio. Only by radio can the President of the United States talk to more people than could possibly squeeze into all the football-fields of America combined.

Why, 18,000,000 Americans live in the primary areas of Westinghouse stations alone! Here is not only mass, but class.. class determined by the high-quality programs, both NBC and local, fed over Westinghouse stations, 19 hours a day, 7 days a week.

Through Westinghouse stations alone, you can talk to more people.. almost five times more people.. than the great, public stadiums could accommodate. Haven't you something you want very much to say about your product to the World's Largest Auditorium? Consult NBC Spot Sales for availabilities.

WESTINGHOUSE RADIO STATIONS Inc

WGL • KYW • KDKA • WBZ • WBZA • WOWO





No radio station in the land reaches more families with more good radio programs than WENR—the station that talks to one-tenth of the nation.

That fact adds up to expanding, receptive audience and that, in turn, adds up to expanding sales and profits as our roster of success stories bears witness.

Here are just a few of the stars of the Blue's constellation that keep the audience applauding and the cash register ringing:

John B. Kennedy
Mary Small Revue
Philco Summer Hour
Time Views The News
Terry & the Pirates
Jack Armstrong
Hello, Sweetheart with Nancy Martin
Drew Pearson
Walter Winchell
Quiz Kids
Basin Street
Jimmy Fidler

Life of Riley with William Bendix
Guy Lombardo in Musical Autographs
Sammy Kaye's Tangee Serenade
Spotlight Bands
Raymond Gram Swing
Famous Jury Trials
Let Yourself Go with Milton Berle
Heidt Time with Horace Heidt
Dunninger
Scramby Amby

Stop or Go with Joe E. Brown
Gang Busters
Earl Godwin
Counter Spy
Keep Up With The World
Ted Malone
Darts for Dough
Hot Copy
World of Song
Monday Morning Headlines
Happy Island with Ed Wynn

THIS IS *The Blue Network* as given voice to ONE-TENTH OF THE NATION...over WENR

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT • PITTSBURGH

GOP Women Organize Radio Listening Groups

TURNING to radio in a year when increased home responsibilities and transportation shortages threaten curtailment of their political activities, some 5,000,000 Republican women have organized a nation-wide chain of neighborhood radio listening parties to keep non-radio families as well as their neighbors informed of Republican policies as explained by the party's spokesmen on the air, according to the Republican National Committee.

On Oct. 25 special local radio programs will be arranged to stress the women's campaign to "get an extra vote" for GOP candidates. Climax of the "Double the Vote for Dewey Day" will be rallies, neighborhood and block listening parties arranged by each of the 4,000 women's Republican clubs in 40 states to hear the Chicago address of Gov. Dewey. In addition to serving as "tune-in hostesses," the women party workers are also organized into publicity committees who not only see that local and national party broadcasts are publicized, but also telephone their neighbors of last-minute changes in radio schedules.

Want Video Sets

FOUR out of ten New Yorkers plan to purchase television sets as soon as they are available after the war, according to a survey of people with means to purchase video receivers in the city's metropolitan area, made for the Allen B. DuMont Laboratories by Buchanan & Co., New York, DuMont agency. Other survey findings were: Six out of every 10 postponing the purchase of a set say they will get one within three years after the war. Seven out of 10 said they would not put off buying a receiver showing only black-and-white pictures to wait for color. After viewing half-tone pictures corresponding to present video quality and to roughly double definition, six out of 10 said they would accept present quality rather than wait three to five years for the clearer pictures.

Albers Flour Series

ALBERS BROS. Milling Co., Seattle (flapjack flour), on Oct. 2 started for 52 weeks, sponsoring a five-weekly quarter-hour program, *Albers Homemakers' Hour*, on 7 NBC Pacific and Mountain region stations, Monday through Friday, 10:30-10:45 a.m. (PWT), with transcribed rebroadcast on KFI Los Angeles, Monday through Friday, 8:30-8:45 a.m. (PWT). Lew Lacey is m.c.-vocalist and writer of the series, with Martha Hunt, home economist. Weekly prizes vary from $1 to $25. War Bonds are awarded for program ideas. Bob Nye is producer for Foote, Cone & Belding, Hollywood, agency servicing account.

Goodman for Fox Feature

FOX FEATURE SYNDICATE, New York, has named Harry S. Goodman, radio productions, New York, to produce and distribute radio programs based on four comic-books. A series of quarter-hour transcriptions drawing from *The Blue Beetle* are being released. Programs based on *The Bouncer*, *The Green Mask* and *Rocket Kelly* are being offered as live network shows.

what makes a . . .



EXCLUSIVE

BASSO PROFUNDO of the lily-pond grand opera, the Frog is EXCLUSIVE because of its broad-jumping skill . . . and because of its Vocal Power, especially in the Spring. Short and compact of body, with large head and huge protruding eyes that never miss a moving object, this "Siren of the Ditch" is a boon to agriculture, consuming insects that are injurious to vegetation.

BIG VOICE of FM in the Kansas City Area, K-O-Z-Y is EXCLUSIVE because, during the war years, it has continued to Reach and Retain this SELECT AUDIENCE to be able to Provide a Preferential Proving Ground for Your Product . . . and KOZY's Vocal Power will immediately enjoy Extra Audience Dimensions when Victory brings FM EXPANSION. Write for RATE CARD 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

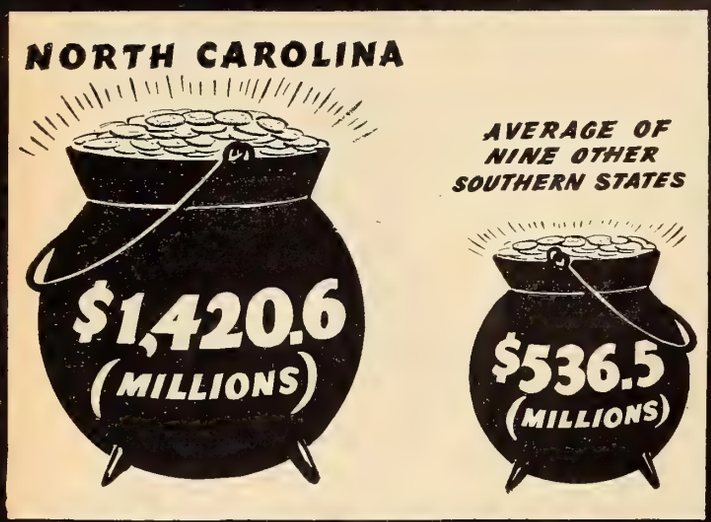
FM Radio Station

PORTER BUILDING • KANSAS CITY, MISSOURI

KOZY

FM Pioneer  **in the Kansas City Area**

NORTH CAROLINA
IS THE SOUTH'S
No.1 INDUSTRIAL
STATE



WPTF
(CARRYING N.B.C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No.1 SALESMAN
WPTF • RALEIGH



FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Stephens Meeting Stresses Future

November Conference Eyes Radio Plans for 'Tomorrow'

FUTURE PROGRAMMING, particularly as it relates to the individual station and its problems, will feature the Third Annual Radio Conference at Stephens College, Columbia, Mo., Nov. 17-19.

Under the general theme, "Radio Programming for the Home of Tomorrow," the three-day conference will emphasize women's, children's and service shows, with demonstrations of live and transcribed productions. Discussions also will center around FM, television and facsimile. Study groups, highlighted by practical demonstrations, will be conducted in addition to the general sessions, which will be built around controversial issues.

Representatives of 40 stations, three major networks, the British Broadcasting Corp., Canadian Broadcasting Corp., NAB, advertising agencies, Government branches and schools are planning to attend this year's conference. An advisory committee includes:

Doris Corwith, NBC; Willard D. Egolf, public relations director, NAB; Lt. Col. Harold W. Kent, War Dept. liaison, U. S. Office of Education; Miller McClintock, MBS president; Harry Summers, Blue Network; Dr. I. Keith Tyler, Ohio State U. and president of the Assn. for Education by Radio; Judith Waller, NBC; Allan Page, KVOO Tulsa; Chester L. Thomas, KXOK St. Louis; William L. Flanagan, KRNT Des Moines; Peggy Cave, KSD St. Louis; Dr. W. W. Charters, Stephens College; Arthur Casey, KMOX St. Louis.

Among those who have accepted invitations to participate in panel discussions are:

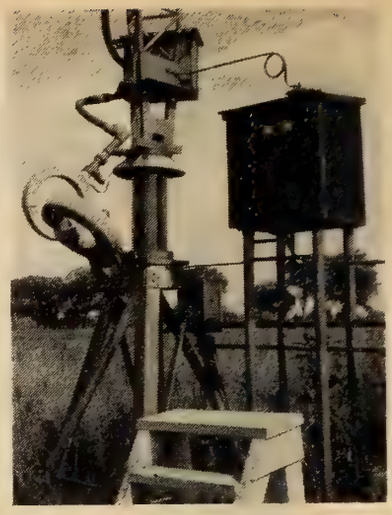
James R. Angell, NBC; Kenneth Bartlett, Dean of Extension, Syracuse U.; Ruth Chilton, WCAU Philadelphia; Stephen Fry, BBC; George Jennings, Chicago Radio Council Director, School Broadcast Conference; Dorothy Lewis, NAB; Frances Farmer Wilder, CBS; Irna Phillips, scriptwriter, Chicago; E. O. Pollock, War Food Administration; J. D. Shouse, vice-president of the Crosley Corp., general manager, WLW; Mr. Egolf; Dean Douglass, RCA; Florence Warner; CBS; Harry Summers, Blue Network; Robert B. White, Blue Network, Chicago.

World Mart Proposed

ESTABLISHMENT of a "World Mart" similar to the old Leipsig Fair, where United States manufacturers can display, explain, demonstrate and sell their produce to purchasers from all over the world, is proposed in a plan to convert the United States from the "Arsenal of Democracy" to the "Factory of the World", announced by Monroe H. Long, vice-president of The Branham Co., radio station and newspaper representative. Plan was originated by John H. Curran, Branham staff member.

WJNO Assistance

WJNO West Palm Beach received a phone call just prior to the 9 p.m. station break recently and was informed that two small girls, sisters, had been lost somewhere on the outskirts of West Palm Beach. Following a check of the call, WJNO at 9 p.m. broadcast the alarm. Within 20 minutes the station was informed that a motorist who heard the broadcast had found the children.



ODDS AND ENDS were put together to form the antenna and transmitter for CJBC Toronto, new 5 kw key station of the Canadian Broadcasting Corp., since no new parts were to be had due to well-known wartime shortages. Station went on the air with its new transmitter Sept. 1. The directional array protects CFCN Calgary and CMX Havana, which share 1010 kc.

CONTEST ANNOUNCED

New Name Sought for Library Offered by Arthur Church

CONTEST open only to those associated with advertising, radio, or musical entertainment and featuring $1000 in War Bonds as prizes has been announced by Arthur B. Church Productions of Kansas City to find a name for the library of "Midland Minstrels."

Unit is to be offered nationally under the new name and is composed of 300 selections. Neither western nor hillbilly in character, library is made up of instrumental and vocal novelties by the Minstrels, with Bonnie King as vocalist. Entries must be postmarked before midnight Oct. 31 and should be mailed to Arthur B. Church Productions, Hotel Pickwick, Kansas City 6, Mo. Winners are to be announced in November.

JOHANNES STEEL, commentator of WMCA New York, will have his book *The Future of Europe* published by Henry Holt & Co., New York, in November. ($3.)

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

$23,040,000

That's Sales Management's estimate of retail sales in Hartford for November an increase of 10.5% over last year! Hartford is the center of the rich WDRC Market, delivered to all advertisers at one low rate!

USE WDRC TO CONNECT IN CONNECTICUT

PUBLIC SERVICE...AN OBLIGATION, A PRIVILEGE, AN OPPORTUNITY

He's one of the regular clients on this important Weekly Program *



It takes a lot of time, brains and hard dollars to thoroughly fulfill the civic obligations which radio owes to the community it serves. But KFI has found this altruistic policy a sound investment in listener loyalty.

This is why KFI applies the highest character of showmanship, writing, casting and production to each of its many public service programs.

Purposeful local programming, plus top-ranking NBC shows accounts for KFI's dominant position in the Los Angeles market.

*
"THIS IS MY COUNTRY"

This weekly KFI Public Service program is dedicated to local activities which are contributing to victory and setting the stage for better living when peace comes. Each program dramatically presents some phase of civic life which vitally affects the welfare of Los Angeles.

The following titles of recent broadcasts of "This is My Country" offer some description of the subjects covered:

Rehabilitation of Returning War Veterans
Hollywood Guild Canteen
War Man-Power
Public Schools Music Week
Birthday of City of Los Angeles
Post-war Building Projects
Neighborhood Music Schools
Post-war Industrial Planning
Los Angeles Red Cross

KFI...NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

The "Voice" that has captured New England



Connie Stackpole

Director of the

New England Cupboard

Participations now available over five stations of The Yankee Network:

WNAC, Boston **WAAB, Worcester** **WEAN, Providence**
WTHT, Hartford **WCOU, Lewiston**

Time: 11:15 A.M. Tuesdays and Thursdays

Cost: $105.00 per broadcast, subject to discounts and agency commission.

For details of the fastest growing women's show in New England — conducted by the smiling "voice",

WRITE TO

Connie Stackpole, DIRECTOR

THE NEW ENGLAND CUPBOARD

448 Statler Bldg., Boston 16, Mass., Tel. HANcock 4460

Radiomen Are Now Ambulance Drivers, Ex-UP Writer Reports From Overseas

By FRED WACKERNAGEL JR.
Volunteer Ambulance Driver, American Field Service

WITH the British Forces in Italy, ——— (Delayed)—At least half a dozen of radio's newswriting, acting and producing men are making their contribution to the war as volunteer ambulance drivers for the British Army. Members of the American Field Service, they have been stationed with the English in Syria, North Africa and Italy.

Lt. Richard E. Ritter of AFS HQ was in NBC's production department, New York, before joining the Field Service about two years ago.

Leo E. Hillery, of Boonton, N. J., has appeared in dozens of radio plays and serials as a character actor. He took part in an Ibsen series, over Manhattan's WQXR, with Margaret Wycherley. For WABC and Columbia he was in *Suffer Little Children*, with Burgess Meredith and Katharine Hepburn; the show emanated from Washington. He also has been in *The Goldbergs, Elery Queen, John's Other Wife* and *Lights Out.*

Newswriters

On the newswriting side have been Charles B. Squire, with CBS in New York, and Fred Wackernagel Jr., with United Press Radio in Washington and Press Association (Associated Press radio department) in New York. Joseph E. Fromm rose to acting bureau chief for Press Association at Chicago, before joining the radio newswriting staff of *The Chicago Sun.*

En route to the Middle East as volunteer ambulance drivers, Squire and Wackernagel wrote a radio interview for their unit leader, who had been a dynamiter in civilian life; the interview was broadcast as a feature of the Durban (South Africa) Broadcasting Corporation. An unexpected (i.e., military secret) sailing date prevented the broadcasting of their radio dramatization of American Field Service history and incidents, but Squire later rewrote it for presentation by the Egyptian State Broadcasting System, from Cairo.

Incidentally, a former AFS man then, and now, with ESBS is Lt. William A. Pfeiler, of Sheboygan, Wis. His commission is from the British and was earned by passing through OCTU, the British Army's Officer Candidates' Training Unit.

Warren G. Fuller was with WDWS Champaign-Urbana, Ill., while a student at the University of Illinois. He served in Syria and North Africa with the British and now is training with the reactivated AFS French unit.

FRED WACKERNAGEL JR.,
Volunteer, American Field Service.

Dutch Made Sets

DUTCH workers in the Phillips electrical plant at Eindhoven in the Netherlands "mass produced" clandestine radio sets during the German occupation, according to a recent British broadcast. Sets were made in small cracker boxes with parts workers took from the factory when the Nazis weren't looking. The Germans long ago "confiscated all wireless sets belonging to the people", the broadcast said, "but it was a futile thing to do in a city where almost every other man is a radio engineer."

BBC Denies Study

DENIAL has been made by the BBC that investigations into the reaction to sponsored programs have been made in London. BBC previously had been reported testing public opinion by a cross section inquiry as to whether sponsored programs would be welcomed. Resumption of commercial broadcasting, with British money, from Normandy, Luxembourg, and Eire might force the hand of the British authorities to establish some such internal services, it is believed.

JOHN D. KEATING, former Pacific Northwest radio station representative, who was inducted into the Army in July 1943 and subsequently was commissioned a second lieutenant after completing OCS training, has been promoted to first lieutenant. He is assigned to the Army Air Forces Air Communications headquarters in Washington.

Colombia Forms Overall Communications Agency

A RECENT executive decree of the Colombian Government, proposing the establishment of a new government-owned radio communications company, the Empresa Nacional de Radiocommunicaciones, would place under government ownership not only all telephone and radiotelegraph services but broadcasting.

The company will operate under supervision of the Ministry of Posts and Telegraphs. The reason for the government ownership plan is that the government should at all times retain a "direct control and intervention over these services in order to guarantee public security and order."

24 Hours a Day!
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WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM



WBAL—50,000 Watts . . . One of America's Great Radio Stations

BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E

Tips for Radio War Correspondents

Go Prepared, But Buy Uniform Abroad, Says Baylor

By DAVID M. BAYLOR
Program Director, WGAR Cleveland
War Correspondent, ETO

IF YOU, Mr. Independent Station Manager, are planning to send a correspondent to the European Theatre of Operations to represent your station, or independent group of stations, perhaps you will be interested in this collection of facts. They may be of some help in getting your correspondent started, and getting his program material back to your station with a minimum of delay.

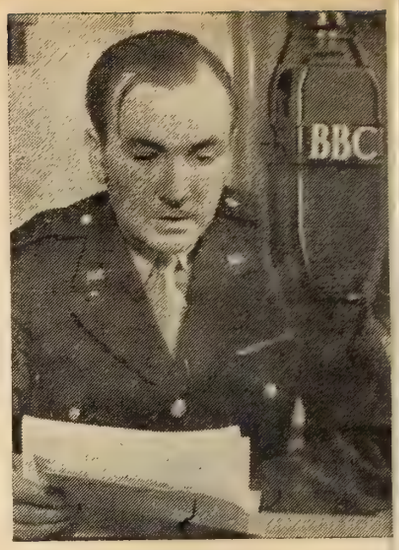
Not being experienced in network or newspaper war coverage I'm not prepared to put down here a list of general do's and don't's for war correspondents. So let us be concerned with only the problems of local station representatives.

Only recently have accreditations been opened to permit 12 correspondents from individual stations in the European Theatre of Operations, at one time, and for a period of 90 days. It is an excellent plan, and one which offers independent stations an opportunity to do a type of job for their own communities which adds to the public service they are able to render, and to their prestige as well.

Thus, those of us who are in the first group of 12 such representatives have encountered some difficulties which would not be problems to either an independent newspaper correspondent or a network broadcaster. We have been guinea pigs, so to speak, for those of our fellow independent correspondents to follow.

In the case of a network correspondent, there is available to him the vast facilities of his company with which to operate. He needn't worry about how his program material is going to get back to the States. That is already taken care of for him. His only problem therefore, is to go out, get his story, write it, get it through the proper censorship channels, and get it on the air.

The correspondent representing an individual newspaper has the facilities of commercial cable companies, many of which are in operation, both in the United Kingdom, and in the Normandy battle areas. His story can be written in the back seat of a jeep, on a tank turret, or in the woodshed of a



MR. BAYLOR

French farm; then it can be sent by courier to the nearest cable station for cabling back to his paper.

But with the individual station correspondent, he must have studio facilities, shortwave facilities, and must be there in person to report his story on channels which he has had to arrange himself, without the help of a cable office, or facilities of network operation.

BBC Cooperative

Of course the individual station correspondent has some advantages over his fellow reporters in that he is, in most cases, not interested in spot news coverage, only in features and human interest. Therefore delay between the date of the occurrence of the story he is reporting and the date his story, reaches the air, is not too important.

He has a choice of facilities open to him. First of all, the British Broadcasting Corp. has been exceedingly cooperative, and is anxious to give service wherever possible. But BBC facilities are crowded, since it operates one of the most complex and widespread broadcasting businesses in the world. Then, there are commercial recording studios available for use, at reasonable cost, where interviews, feature stories and other types of broadcasts can be tran-

IT TAKES KNOW-HOW AND PRESTIGE



TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. WBIG CBS

GREENSBORO, N. C.

Represented by Hollingberry

YOUR MARKETS ARE MOVING

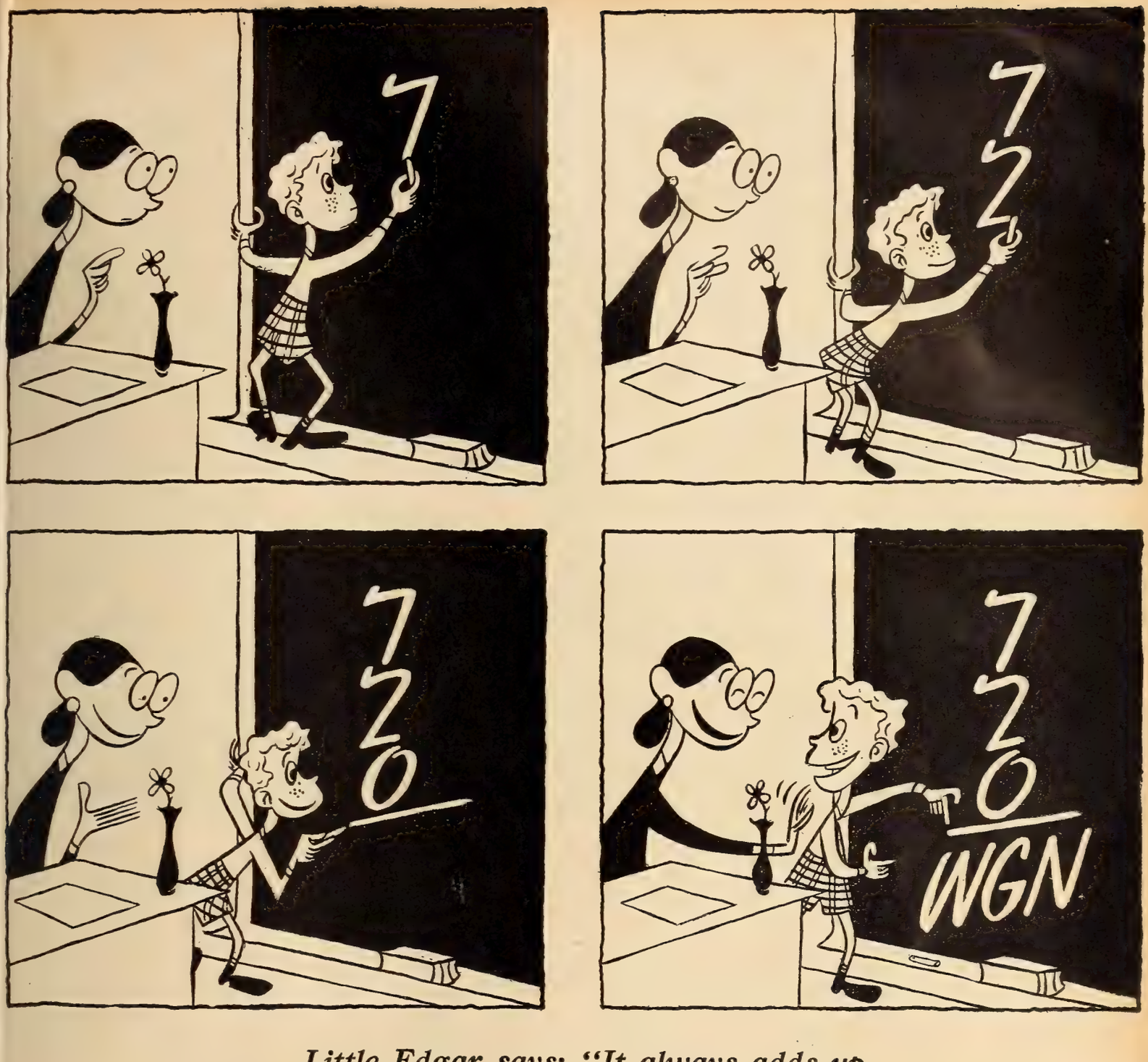
South!

We sell the new Savannah Seaboard Market—at the *lowest per-person cost of any medium.*

NBC

WSAV
SAVANNAH

National Representatives
GEORGE P. HOLLINGBERY CO.



Little Edgar says: "It always adds up to WGN being the right answer all over the Middlewest"

No wonder WGN carries more retail, local and national spot business than any other major Chicago station

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN



MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

scribed and shipped back to your station by air. Next there's GPO, the British Government Post Office which controls overseas commercial wireless facilities, on which transmitting time can be purchased. But great demands are made upon this facility also.

Preparation Essential

Mobile recording facilities are limited. If your correspondent can avail himself of some sort of recording equipment, which he can bring with him, he would be wise. Of course this is only possible if he comes by boat, for the weight of such equipment would preclude his travel by air. Mobile recording facilities available for use through Army channels are few—too few for the demands made upon them. Even though they make every effort to help correspondents, they have to apportion out what is available in order that every station, newspaper, network and news service gets an equal break.

Therefore, your correspondent should come prepared to seek the best facilities available for the type of job he wants to do. Any preparations or arrangements which he can make before he reaches the European Theatre of Operations will be of considerable help to him, and will cut down the time interval between his arrival and the first program material he is able to send back.

Your correspondent also should be prepared to undergo a certain amount of regimentation. The regulations for War Correspondents are laid down for a specific purpose. They are not unreasonable, and he will have considerable freedom of movement. The regulations are developed from long experience, and with an eye to allowing the best possible reporting of the war, within the limits of security and military welfare. He must remember that the prosecution of the war is the first consideration of our Army. The welfare of correspondents is purely secondary.

He shouldn't expect to go into battle with American troops within a week after his arrival. There's a pretty big war going on in France, and there isn't room or time for too many correspondents. He will have to wait his turn, for only a limited number of men can be present at the front until more territory is occupied. He will have to spend quite a bit of time in England before he is permitted to go to France.

Don't expect him to have his first program on the air back home within two days after his arrival. He's got a lot of work to do before he can settle down to the business of broadcasting. He must take care of his various accreditations, get his uniforms, be briefed in the operation of Army Public Relations, get his field equipment issued, make arrangements for his facilities, and perform a thousand and one other operations before he can really get down to business.

If he wants to interview a number of men from his area, which he will surely want to do, make certain that he has the Army Post Office numbers of every man he wants to see. The Army can do and is doing a fine job of locating people, but they must know at least the APO. If you just ask for John Smith, remember that there are almost 11 million men in our armed services.

With regard to the expense of his trip, you won't get out of it cheaply. For assurance of that, I refer you to the WGAR auditing department. It costs money to live in England. A pound note, which is roughly equivalent to $4 in American money, is spent almost as quickly as a dollar bill. So be prepared to pay through the nose for the public service and prestige that you will derive from having your own correspondent in the European Theatre of Operations.

Uniforms Cheaper Abroad

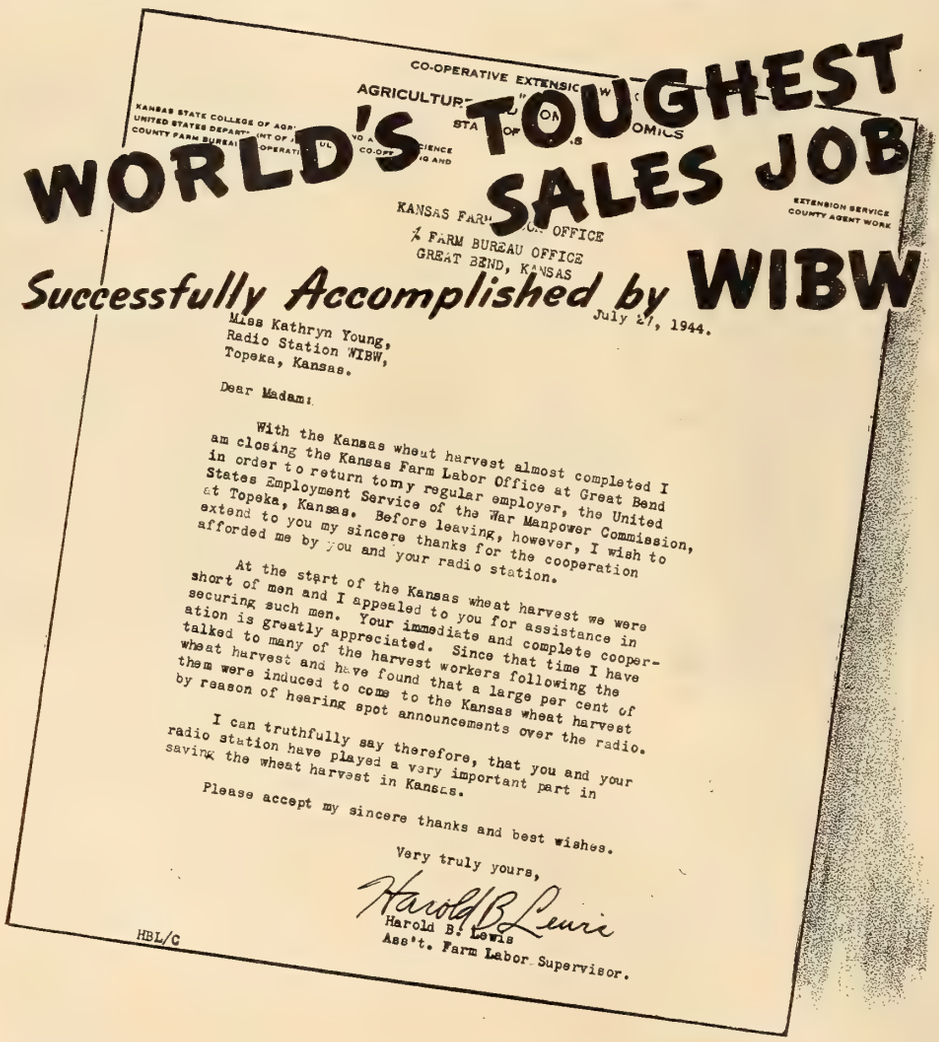
Don't let your representative get carried away by the glamour of being a War Correspondent, because it's a lot of work, and anyone who is engaged in it is on a continuous tension. It isn't routine, it isn't cut and dried. It is exciting in a manner of speaking, and it is a wonderful experience.

Then there are a few incidentals. Be sure that your correspondent has a good portable typewriter, with a sturdy case. Typewriters in England are very expensive, when you can get them, which is very infrequent. Don't let him buy uniforms before he comes. He will wear the regular Army officers uniform without insignia of rank or unit, but what he needs can be purchased at Army Sales stores in England much more reasonably than in the States. If he wants a radio set, he'd better bring it with him, because he won't get one in England.

If you pick your correspondent carefully, if he is honestly imbued with the desire to do a good job, if he is willing to work all hours of the day and night, and live sometimes under the most difficult conditions, then you would be wise to send him along. Right now it's a pretty good war, and fortunately we are on the winning side. It's the greatest news story of this century and your station will be missing something if it isn't in on it.

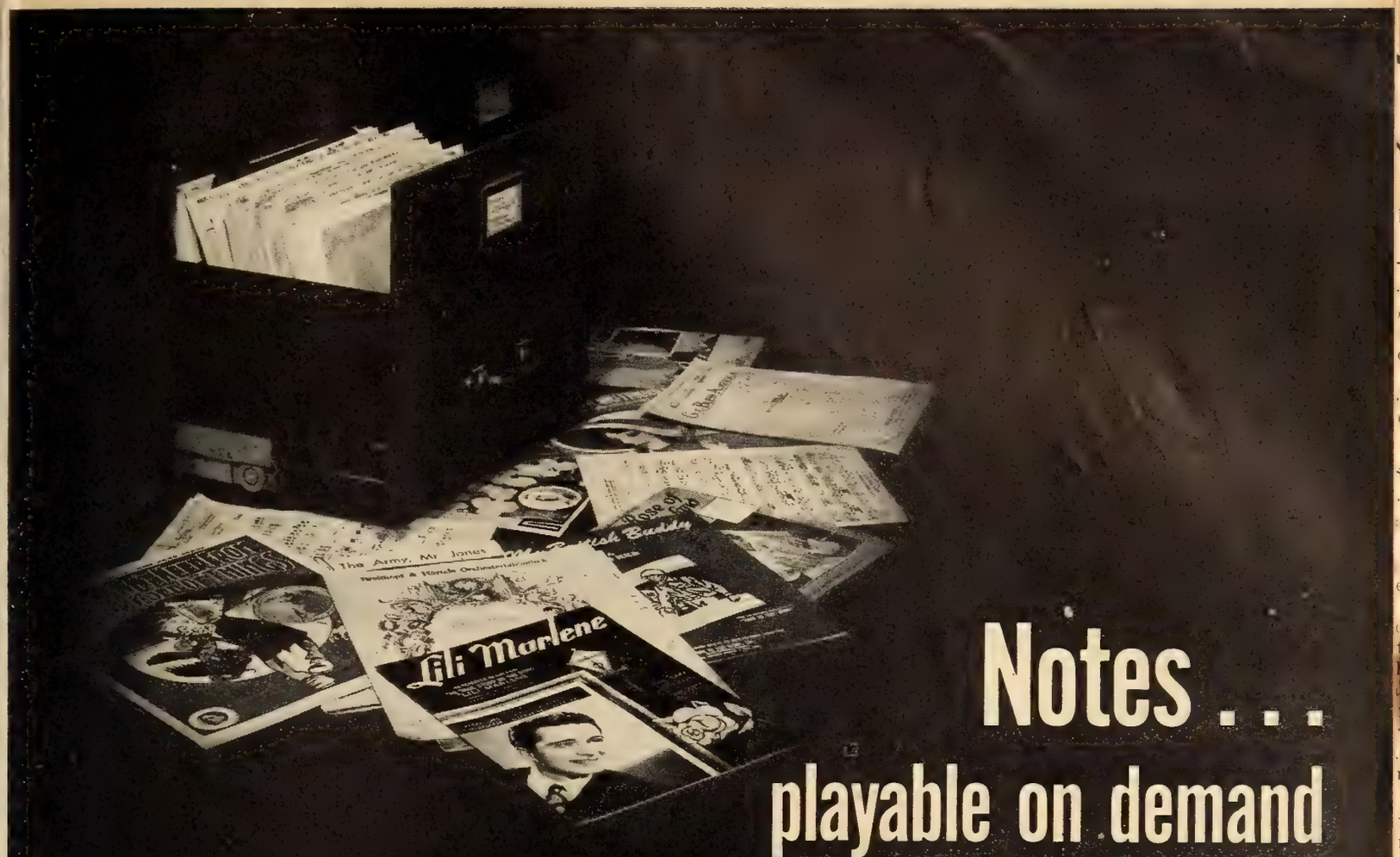
To Announce Awards

NATIONAL Conference of Christians & Jews will announce the week of Feb. 18 the winners of its annual awards to radio for promoting better understanding among American religious and racial groups. All networks, radio stations and agencies have been invited to submit entries.



There's nothing in the world tougher to sell than backbreaking HARD WORK. But WIBW SOLD WORK and saved one of the largest, most profitable wheat crops on record. We can sell *your* product to these same able-to-buy listeners just as easily.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO



Notes . . . playable on demand

No matter what's needed in song or symphony, it's on tap at NBC—ready and available for immediate playing.

For NBC operates the world's largest and finest working musical library—made up of well over half a million titles representing every musical era from jungle rhythm and folk chants to the popular tunes to be released next week.

They're all here—indexed, cross-indexed, catalogued in every conceivable way—even in ways which enable singers and conductors to find a song or score after they have forgotten the title. This stockpile of melody, which the National Broadcasting Company has been accumulating for nearly 15 years, is growing daily—as fast as new tunes roll off printing presses, almost as fast as composers can write them.

* * *

This is another illustration of the manner in which NBC does a thorough job in every field of radio . . . of how NBC goes the limit to help build better broadcasting. The grand total of many things . . . large and small . . . done well helps give NBC its leadership, helps assure NBC's position as "*The Network Most People Listen to Most.*"

A Service of Radio Corporation of America

National Broadcasting Company

America's No. 1 Network


In Metropoli
W
DELIVERS A ST
TO MORE PE
OTHER STATION
CBS . . . FIFTY


an Cincinnati
KY
ONGER SIGNAL
PLE THAN ANY
P. Wilson
RAND IN WATTS

Editorial

Still Jilted

CONSIDER the plight of the broadcaster in this election year. He's wrong if he carries a particular partisan speaker (or news commentator). He's wrong if he doesn't. He's being watched by the CIO Political Action Committee lest someone orate about labor. He must watch the "sponsor identity" of every commercial.

When the broadcaster isn't busy on the mike-side of politics, he considers his basic problem. What about radio regulation? Where will he stand if Roosevelt wins again? And where will he stand if Dewey wins.

The Republican Party adopted a forthright "free radio" plank. Dewey backed it up in an interview with this journal last month calling for changes in the law, on the FCC and in administration. He regards radio and the press on equal footing.

The Democratic Party didn't even deign to mention radio in its platform. In this issue we publish a letter from Presidential Secretary Early asserting that the President feels that radio, to be effective in a democracy, must be free "of all arbitrary restrictions whether governmental or private". Mr. Early says the President leaves to Congress the question of changes in the law.

The White House letter, in some degree, may be reassuring. But it certainly doesn't answer the questions that have welled up in the minds of broadcasters, whatever their political leanings or party fealty.

It is true that radio has developed and prospered during the last dozen years of the New Deal. That has been so since commercial radio began in 1920; each year has shown improvement in audience, listener favor, program quality, and, consequently (except for the depression year of 1933) in revenue.

The broadcaster is faced with many problems, not the least of which are economic. Should he invest in FM and television and facsimile? If he does, what will be the policy on "duopoly"—that is, will the administration then in office regard operation of an AM and FM or television station in the same market as a violation of the duopoly rule?

These questions haven't been ansered by the New Deal FCC. The FCC has opposed any change in the law. That opposition must be regarded as Administration opposition.

Radio isn't going to campaign for either candidate. It is argued that certain political commentators are taking sides, and the Republicans complain there are more of them plumping for the New Deal than against. However the election goes, we'll hear more about that. The House Select Committee to Investigate the FCC is going into the commentator phase, though we can't fathom how that affects the FCC.

It really doesn't matter what the individual broadcaster may think. If the entire broadcast vote went one way, it probably wouldn't affect a single vote in electoral college.

The regrettable thing is that the New Deal hasn't given to broadcasters the assurance of an unfettered radio and won't tell broadcasters that they can invest with confidence in these new services that will broaden radio's horizons. The Republicans have.

This means radio must be prepared to convince the next Congress, by fact and deed, that a new law should be written giving radio the freedom allowed all other media for dissemination of intelligence. That new law must caulk the openings in the present statute through which the FCC has essayed to control practically everything in radio, from the sales contract to the receiving set.

Not by Default

INERTIA, unwillingness to get out in front, or preoccupation with other matters, have cost radio many an important loss in the struggle against excessive regulation. The most recent loss, largely by default, was that proposing relaxation of the transcription identification requirement to permit announcement at one-hour intervals. Only a half-dozen statements were filed, so the FCC, by a split vote, forgot the whole thing.

The FCC now has proposed another order, dealing with sponsor identity. The proposed rule would require announcement at the beginning and end of each program (except those of five minutes or less) of the "true identity" of the person or persons sponsoring the program. But it goes far beyond the accepted meaning of sponsorship. The mere furnishing of script or transcription or talent for a program for which the time is donated (ordinarily sustaining) pegs the program as one requiring sponsor identification under the proposed rule.

The proposed rule, in conformity with Section 317 of the law, has its good points. It will provide for station protection against organizations which want to get across their philosophies on the air but remain anonymous. That goes for so-called "Citizens Committees" espousing political causes, and organizations representing management which function through associations or panels.

The FCC has set oral arguments for Nov. 10—after the national elections are history. That will or should eliminate the political campaigning aspect. Briefs and requests for oral argument must be filed by Nov. 1. These arguments can cover reasons why the rule should not be adopted in its proposed form, or not adopted at all.

The subject is too important to slough off without thorough analysis and explanation. Will it be enough to say the *First National Bank* sponsors the *Melody Hour?* Or must the announcement say that the bank is a subsidiary? Will a Government transcription constitute sponsorship? What about script purchased from a syndicate, but used sustaining? "Valuable consideration" as used in the proposed rule is a very broad phrase. Keep in mind the ground that has been covered through the device: "Public interest, convenience and/or necessity."

We think there should be appearances filed for the hearings, not only by the NAB, but by other representative groups in radio—networks and stations so minded. The Assn. of National Advertisers, and the American Assn. of Advertising Agencies have definite stakes. Let's get all the facts.

The rule may turn out fine. But the language, to us, appears too broad, without clarification. This one shouldn't go by default.

Our Respects To —



JOHN FRANK JARMAN JR.

TO THOSE in the radio industry and t his fellow citizens, John Frank Jarma Jr. is general manager of WDNC, CB outlet in Durham, N. C., president o the North Carolina Assn. of Broadcasters past president of the Durham Junior Chambe of Commerce, Presbyterian deacon, nationa director of Co-Operative Clubs International and pillar of a half-dozen other civic and busi ness organizations.

But to 15,000 children within the coverag of WDNC, he is "Santa Claus".

Even Frank's five-year-old Joan Frances an three-year-old Judith Marion don't know tha the Santa Claus they hear over the radio eac Christmas is their own daddy.

This Santa Claus role which Frank ha played for nine years is typical of his theor on station management and helps explain wh WDNC is considered by the folks in the Dur ham area as "their own station".

Jarman says, "Our 250 w operation policy i based upon the belief that personality and clos attention to local listener interest is th straight way to a market's ear and heart. Mi this local tieup with a good schedule of net work programs and you build a loyal audience.

Mr. Jarman was born in the North Carolin port city, Wilmington, Aug. 11, 1907. Afte attending Davidson College he transferred a the end of his freshman year to North Caro lina State College, from which he was grad uated in Architectural Engineering with th class of 1929.

He switched to commercial art followin graduation and spent the next two year studying at the National School of Fine & Ap plied Arts, Washington, D. C., and at th Art Institute.

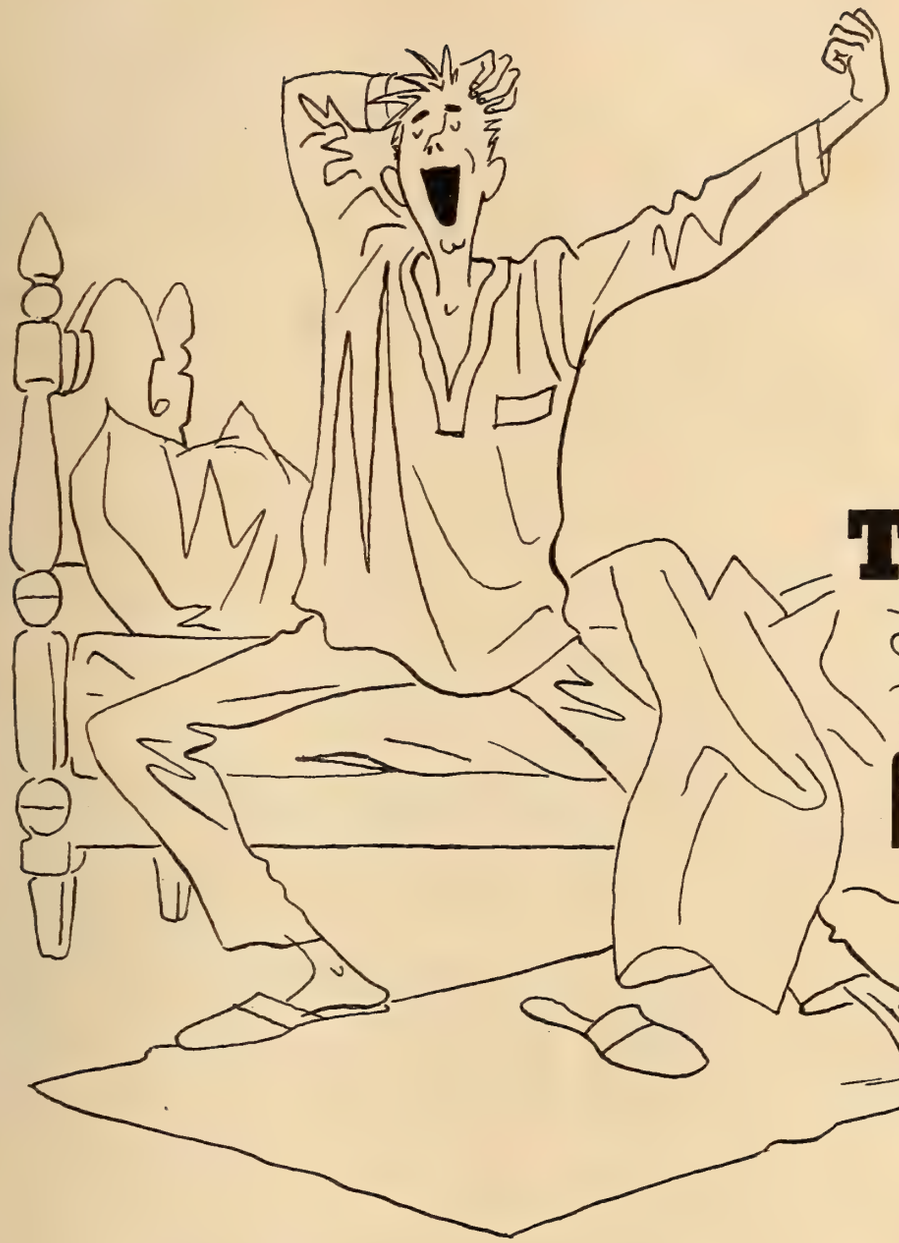
In New York in 1932 and 1933 he freelance in commercial art and cartooning.

While on a vacation in Wilmington in 193 the post of program director of WRAM wa offered to him and he accepted.

The station moved to Durham in 1934 an became WDNC. Jarman moved with it a commercial manager. In 1935 he was steppe up to general manager. WDNC is owned b the *Durham Herald-Sun* newspapers.

He married Frances Moss in 1939. Befor her marriage Mrs. Jarman was active in com mercial art but, like her husband, she switche to radio and for six years has conducted sponsored weekly fashion program.

His career has been the opposite of the usua success-story of a manager guiding a smal station into a big one. Rather it has been th unique accomplishment of building a large au dience around a small station.



IT'S EASIER TO GET UP in Milwaukee

A smart showman once said, "Make it sound instead of sensational."

Perhaps that is why "Top of the Morning," popular WTMJ 6 to 8:30 a. m. participating show, has an average of 56% of Milwaukee's morning radio audience! It's easier to get up in the morning, thanks to WTMJ.

The format is free and easy. Popular music is blended with news reports, weather reports, time signals and Gordon Thomas' smooth line of patter.

The handling is what gives the show its punch and appeal. News is keyed to the morning audiences. The WTMJ newsroom opens its doors at 5 in the morning to start the analysis of the night's events. News reports are well written and frequent.

Music is suited to Wisconsin tastes. Comments are lively and keyed to local appeals and interests.

Local and national advertisers keep the spot announcements and five-minute news broadcasts at a premium. There are, however, a limited number of availabilities at the time of writing.

Contact Petry. Learn how you can hit and hit hard in Milwaukee by using WTMJ.



THE MILWAUKEE JOURNAL STATION

Basic N.B.C. Station

National Representatives, Edward Petry and Company, Inc.

NBC BASIC STATION

WFIL

1150 KC

Wilmington, Delaware

5000 WATTS DAY & NIGHT

REPRESENTED BY

RAYMER

Merchandising & Promotion

Listener Promotion—KGVO Brochure—FM Film
Cumberland Market—News Service

Listener Promotion

INTENSIVE CAMPAIGN for out-of-town listening has been launched by WFIL Philadelphia with a series of newspaper ads, 600 lines per week, in each paper in Chester, Norristown, Bristol, Doylestown, Pa., and Wilmington, Del. Inside card showings are scheduled for Wilmington transportation facilities. Other WFIL promotion includes billboard postings, public window displays, direct mail projects, store displays and dealer-distributor tie-ups for both program and spot accounts.

* * *

KGVO Brochure

LATEST promotion brochure, in booklet form, of KGVO Missoula, Mont., is "Testimony to a Market and a Medium", outlining KGVO service to Missoula and nine surrounding counties. Frontispiece is a photographic layout showing the staff members at their various duties, studios and transmitter. Copy consists of coverage maps of the KGVO area, graphs and charts together with explanatory material pointing out that Missoula is the heart of an agricultural, industrial and transportation center.

WMBG Window Stopper

TO PROMOTE the NBC *Parade of Stars*, as well as feature news on WMBG, the Richmond station has set up a news teletypewriter in the window of Miller & Rhoad's, Richmond department store, with a large map of Europe in the background. The teletype is close enough to the window for passersby to read the news, and daily at 2:45 p.m. a news broadcast is originated from the window, the announcer showing the movements of troops with crayon on the map.

* * *

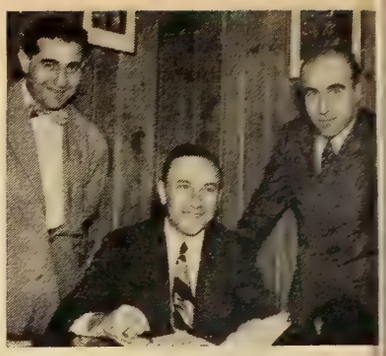
FM Film

TO ACQUAINT the public with the operation of FM, Yankee Network has arranged to show the film, "The Story of FM". The special movie, for which no tickets are required, is shown thrice-daily at the Yankee Network studios in Boston. After the showing, guests are guided through the studios.

* * *

WEEI Folder

WEEI Boston is distributing a folder titled "They're making a fortune with Fortescue", tying in with renewal by a New England furniture store of Priscilla Fortescue's program *Good Morning Ladies.*



LARGEST SINGLE radio contract ever negotiated by a Washington jeweler was signed recently by Leon Tashof, manager, (center) New York Jewelry Co., Washington, D. C., with WWDC. Assisting in the agreement were Alexander Charles (l), account executive, Kal Ad Agency; and Ben Strouse (r), commercial manager for WWDC.

'Election' Brochure

CAPITALIZING on 1944 as an election year, Keystone Broadcasting System has issued its latest promotion brochure in the form of an election tabulation. Done in red, front cover is a montage effect of a convention hall, with the copy: "Elected! Local favorites in the Hooper Poll." Topics inside the booklet are headed: "The Nominees Are Chosen", "Returns Start Rolling In", "More Districts Heard From", "A Landslide", "Scattered Returns", and "Election Summary".

* * *

Cumberland Market

STYLIZED picture of Cumberland forms the cover of a WTBO promotion folder showing results of a Hooper survey. Opposite the survey figures is a write-up of what being an NBC affiliate means for WTBO, station's acceptance by advertisers and news service. Back page carries a discussion of the Cumberland market and a note to the advertiser. Clipping from *Cumberland News* showing potentialities of the city is inserted in folder.

* * *

News Service

SUMMARY of on-the-spot news coverage, using the Chicago political conventions as examples, has been prepared by KRNT Des Moines in illustrated folder form and headed "KRNT listeners hear the news in the making". Daily news schedule and newscasters are also listed.

HOME TOWN NEWS

WIOD eagerly takes every opportunity to serve South Florida . . . intelligently — faithfully!

WIOD (exclusive) Miami Forum's views and discussions of Miami's present and postwar problems by community officials and plain John citizens!

WIOD broadcast on Labor Day the only behind-the-scenes radio tour of mammoth Miami Air Depot!

WIOD with the Miami Daily News, has raised over $6,000 to date for the purchase of long distance phone calls by hospitalized war heroes!



5000 Watts • 610 KC
NBC

National Representatives
GEORGE P HOLLINGBERY CO.

Southeast Representative
HARRY E CUMMINGS

* * *

James M. LeGate
General Manager

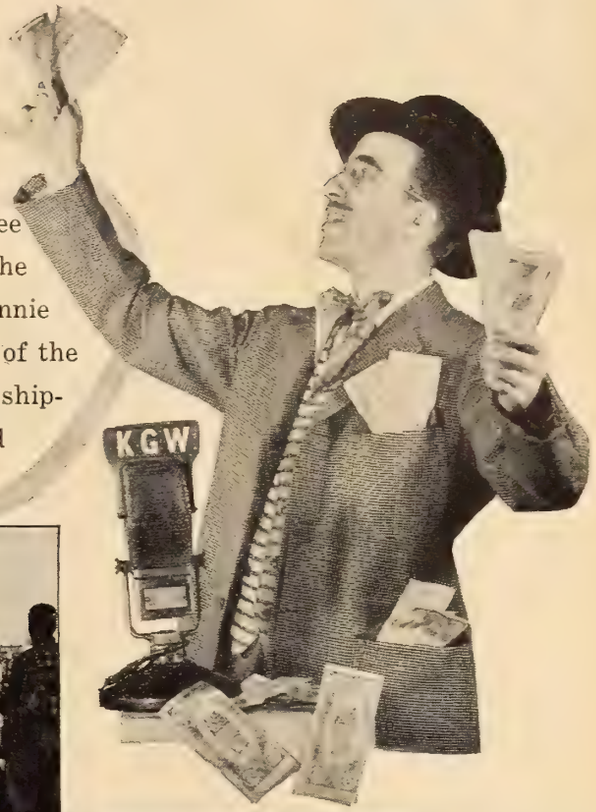
WIOD MIAMI

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day
1000 Watts Night
950 kc.
CBS
Spartanburg, S. C.
Represented by Hollingbery

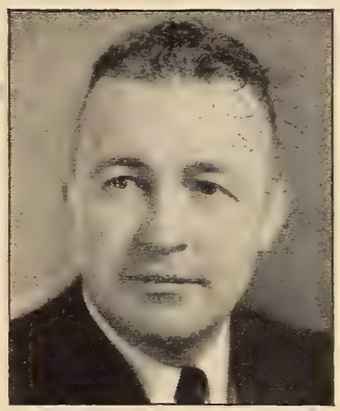
WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

The infectious gaiety of Homer Welch, KGW program director and emcee for the bond shows, and the folksy tunes of the two young Southern Troubadours, Mannie White and Fred Ross, (below at left) are two of the KGW reasons for the enthusiastic bond-buying of shipyard audiences. Portland's war industries exceeded their Fifth War Bond quota by fifty percent.









WILBUR M. CARL
DIRECTOR METROPOLITAN DISTRICT, OREGON WAR FINANCE COMMITTEE

SAYS... "The many entertaining war bond shows put on by KGW in Portland shipyards and in the outside counties in the Metropolitan district really spearheaded the Fifth War Loan drive. In Hood River, for instance, after the fine KGW show at the Victory Center there, the bond staff pledged in new enthusiasm to double the original quota. And it was done! The cooperation of the KGW staff is highly prized by the War Finance Committee, for KGW's public service is always on the beam —and gets results."

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

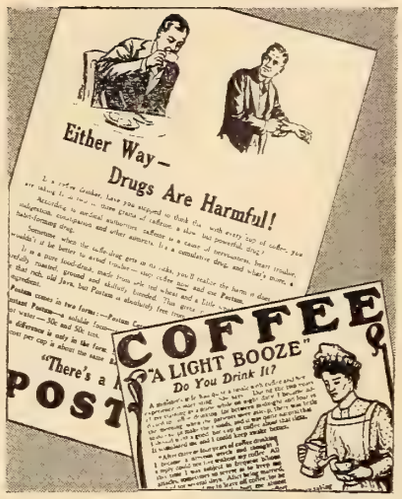
NBC

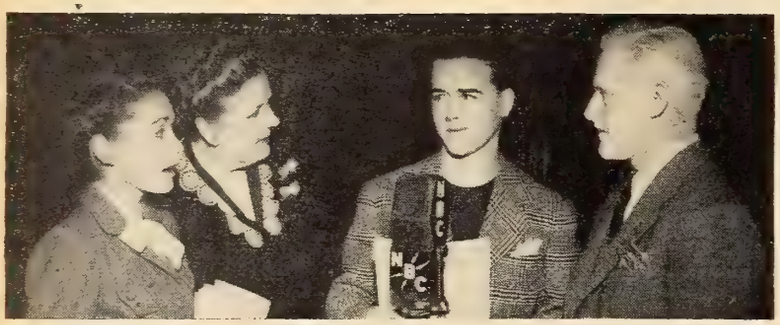
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.



WE RESIST the temptation to scream "Hen-ree" just to introduce Dickie Jones and Jackie Kelk (l. to r.), better known as Henry Aldrich and Homer Brown. For the record it might be noted that the boys are doing some "homework," but their usual shenanigans finally drove General Foods' Aldrich family to drink. Fortunately, their taste runs to Postum, a popular beverage that also satisfies their large and appreciative radio audience.

IN 1895 Charles William Post started the advertising that made Postum America's No. 1 coffee substitute. We wonder what he would say if he could see how General Foods has made Postum "one of America's great mealtime drinks" by selling this rich beverage for its distinctive flavor, mentioning only occasionally that "coffee makes some people nervous . . . even though others can drink it without ill effects." These ads from the pages of Printers' Ink show how he used to say it.





PART OF today's Postum effort is carried to millions via The Aldrich Family. Mary Rolfe is "Mary," Kay Raht is "Mrs. Aldrich," Dick Jones is "Henry," and House Jameson is "Mr. Aldrich." Clifford Goldsmith, whose glib pen and changing pace keeps the Aldriches in or out of trouble, has nothing on the men at General Foods, for here is a versatile management that completely revamped both sales approach and advertising technique, not once, but many times over the years. Like the editors of Printers' Ink, they found that advertising geared to the need of the times will do a more productive job.

Among the many Printers' Ink subscribers are 15 from General Foods and 22 from Young & Rubicam, agency for Postum.

SINCE 1888 Printers' Ink has been delivering the "know how" and "know why" of changing advertising and marketing practices. This detailing of the background of all important ideas has helped in the development of a complete understanding by the reader, has helped him adapt the changing practices to his own need. Because of its editorial vitality, more than 15,000 important advertising-minded people find Printers' Ink a sound source of business inspiration every week. To reach these advertisers and prospects best, most media promotion men **buy P. I. first.**



Film Talent Video Rights Considered at SAG Meet

WITH an eye to protecting future rights in the television field, many top Hollywood film players are reportedly reviewing their contracts following address by Walter Abel, vice-president of Screen Actors Guild, to organization membership meeting. Demand that talent should profit additionally when a motion picture is sold for television release was voiced by Mr. Abel, who also is a member of SAG committee which has been exploring television with other AAAA unions.

As precedents Mr. Abel pointed to writers now reserving television rights to scripts when sold, and to the Screen Cartoonists Guild request for 20 per cent of the gross from re-issues and pictures sold for television release.

Predicting that television may result in a revolution in film making, Mr. Abel said that since film is the quickest and easiest method of providing entertainment, producers of radio broadcasting have said that if motion picture producers do not provide film for telecasting, telecasters would make their own.

Mexicans See GE Video

TELEVISION will bridge barriers of language and thus contribute mightily to the growing friendship between the peoples of North and South America, according to Dr. E. F. W. Alexanderson, General Electric consulting engineer, who spoke last week before a delegation of Mexican government officials at Schenectady to witness a television performance at WRGB. "Here in Schenectady," Dr. Alexanderson said, "we look upon television not just as local entertainment, but as a new medium of communication, which will eventually extend over the continent and the two continents of North and South America."

Hamilton Plans

HAMILTON RADIO Corp., New York, which recently appointed Butler Adv., New York, to handle advertising, has organized "Olympic Radio & Television" as a separate operating division, in which will be concentrated all the marketing, advertising and sales promotion activities for the firm's "Olympic" line of radio and radio-phonograph combinations and television sets. Move involves no change in ownership or management.

ON THE BEAM
AAF Pilots Fly the 'Hump' Guided by Music



ON THE AIR in the air above India is the music from these transcriptions used as a radio beam for pilots in the area. Capt. Huly Bray, Special Service Officer of the Tenth Air Force (left), awaits the signal from Cpl. W. T. Garvey, the station's first announcer.

FLYING the "Hump" and Ledo Pass into an airbase at Assam, AAF pilots hear popular songs instead of the dot-dash of the radio beam guide. During the day, Tenth Air Force and Air Transport Command pilots fly by the regular radio signals but at night transcriptions of programs broadcast in the U. S. serve as the beam.

The station is in a screened-in basha located near the runway, and is equipped with the most modern instruments. A small generator 150 yards away operates the turntables and the studio lights. Idea was worked out by Capt. Huly E. Bray, Special Services officer of the 10th Air Force.

Commentator Topics

WITH approach of the election, Radio Reports Inc., New York, found that politics received "comparatively little attention—about 18% of the total", according to an analysis of time devoted to various topics by 12 network commentators on 440 programs for the seven-day period ending Sept. 21. A breakdown shows that the 12 commentators devoted 26.5 of their time to national affairs; 31.6 to world affairs, 35.6 to the war in Europe and Asia, and 6.3 to miscellaneous comment.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish	Speaking Persons
1,522,946	Italian	Speaking Persons
1,236,758	German	Speaking Persons
661,170	Polish	Speaking Persons
200,000	Spanish	Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

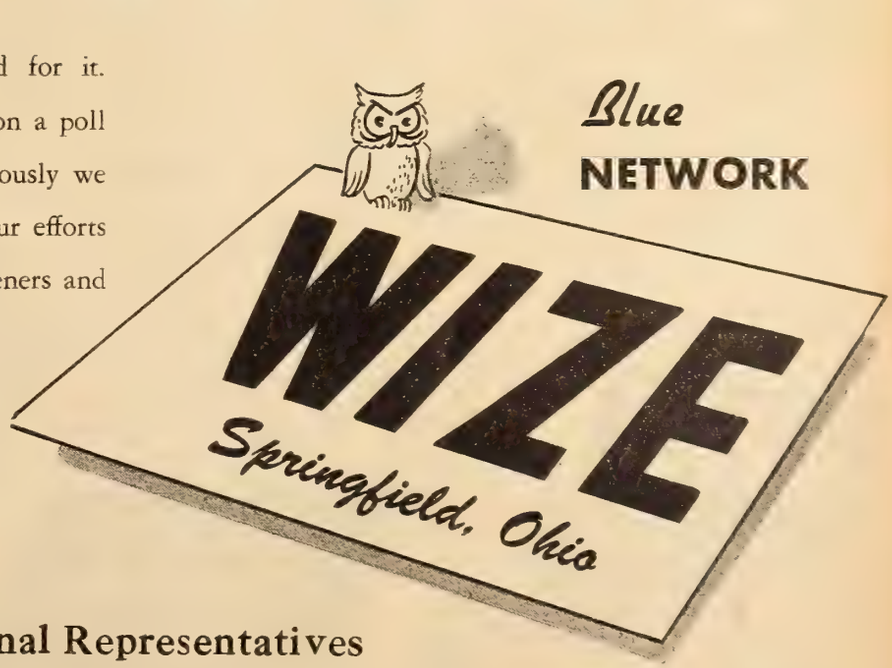
WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station



Not the *BIGGEST* station... *but* one of the *BEST!*

. . . and you don't have to take our word for it. The Blue Network Promotion Award is based on a poll of Advertising Agency Account executives. Seriously we appreciate this award and intend to redouble our efforts to make WIZE a still better station for the listeners and the advertiser in 1945.

Just remember, to cover and sell the Springfield, Ohio market, you need WIZE. No other medium or outside station can do this for you.



WEED & CO. . . . National Representatives

IT TAKES a
5400 H.P.
DIESEL to Haul 100
Car Freight Trains . .
THROUGH the ROCKIES



IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

RADIO AND AIRMEN

Fliers Hear AEF Programs On Off Days

COMES a day off for the Royal Canadian Air Force fliers "somewhere in France" and most of them listen to the radio, according to Bill Herbert, Canadian Broadcasting Corp. correspondent. During one of those off-days Correspondent Herbert visited a couple of airfields to see how Canada's airmen spend their time when they're not fighting. His subsequent newscast tells its own story. Said Mr. Herbert:

"Most of the fellows spend their time listening to the radio, listening to their own special program, the Allied Expeditionary Forces Network. The No. 1 priority is news which they get either in headline form or in complete broadcasts every hour on the hour.

"The rest of the time they listen to the best radio fare in the world, I guess, with AEF's mixed fare of the finest entertainment produced by the American networks, the BBC and the CBC. And while they listen the fellows talk, they write home, or they just plain loaf."

Blue Show to Universal

BLUE network radio program, *On Stage, Everybody*, will be title of a motion picture to be produced by Universal Pictures Co., New York. An agreement between the Blue and Universal will give 10 motion picture and Blue network contracts to winners in a 26-week talent contest which started Oct. 7.



SPONSORING the launching of the 12th troop transport of the Oregon Shipbuilding Assn. at Portland, Ore., Marjorie DeGarmo, conductor of the *Housewives* program on KIRO Seattle, breaks a champagne bottle not once but twice on the prow of the vessel with "I christen thee *U.S.S. Drew.*"

Pulse Says News Holds Listeners, Not Persons

NEWS LISTENERS are more interested in the news than in individual newscasters or commentators, May, June and July average ratings of 45 newscasts by the Pulse of New York indicated. In the September issue of *The Radio Audience*, the Pulse pointed out that the average rating of all 45 newscasts fluctuated only .1, yet ratings for individual programs varied widely, losing or gaining as much as 50% within two months, indicating people are more interested in events than in individual newscasters or programs.

August had a seasonally premature rise in listening, in a comparison of sets-in-use figures for the same month in 1942 and 1943, although listening actually was less than in July. Unusual radio interest was attributed to the heat wave, which kept more persons indoors, and European invasion news. In a comparison of listening habits in New York and Philadelphia, the Pulse said listening in Philadelphia starts at a higher level and remains higher than in New York until 6 p.m. More listening is done in New York in the evening hours, however.



IRRIGATE
YOUR MARKET

Take a tip from the farmer. The average Central California farmer spends about 18% of his income for water but his yield per acre is the *greatest in the country.* Radio advertising on the **Beeline** will irrigate your market in the *California Central Valley area and Western Nevada* . . . more thoroughly than any other station or combination of stations.

WHAT IS
The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy **Beeline** rate listing first under California in Standard Rate and Data.



McClatchy Broadcasting Company
Sacramento, California
Paul H. RAYMER CO. National Representative

5000 WATTS • DAY AND NIGHT
WOW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.



A WELCOME HAND TO BELL SYSTEM WAR VETERANS

Some day we shall have the pleasure of welcoming back to the Bell System the men and women who are now in the armed forces. They number more than 55,000. Some 3500 released from service are already back with us. We shall have a warm welcome for the rest as they join us again. Not only shall we be glad to see them personally but we shall be glad of their skill and energy for the big tasks which face the Bell System in the future.

BELL TELEPHONE SYSTEM



COMPLETE G-E EQUIPMENT

for wide-range, high-fidelity FM broadcasting

1. ***FM Broadcast Transmitter.*** G-E two-section 1000-watt transmitter, consisting of basic 250-watt exciter and 1000-watt radio frequency amplifier. Others from 250-watt to 50-kw ratings.

2. ***FM Broadcast Antenna.*** Circular type — an exclusive G-E development. Easy to tune and adjust — increased power gain.

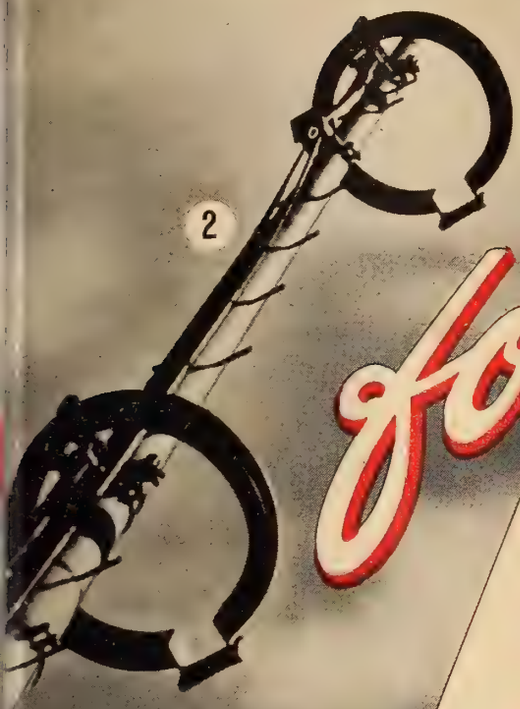
3. ***FM S-T Relay Transmitter*** (25 watts) for relaying, *without* wires, local studio programs to remotely located broadcast transmitter station.

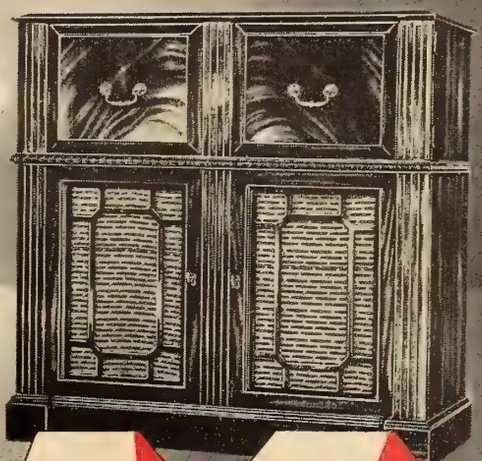
4. ***FM Station Monitor*** for checking center frequency, percentage modulation, and fidelity.

5. ***FM S-T (studio-to-transmitter) Directional Relay Antenna*** that provides a 100-fold power gain when used at both the studio and station transmitters.

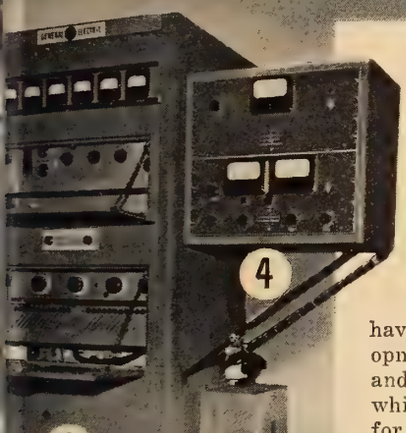
6. ***FM Receiver.*** Full fidelity FM with noise levels as low as the circuits themselves and less than 2% distortion.

7. ***Transmitter Tubes.*** Developed from a long list of G-E basic electronic-tube "firsts," G-E transmitter tubes carry the definite assurance of maximum economy, efficiency and service life.

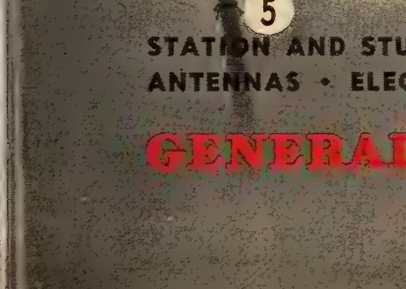




for FM







WHEN you start planning your post-war FM station, make full use of General Electric's broad FM experience and "know how."

You can have the full benefit of the background and knowledge of the *only* manufacturer with experience in building the *complete* FM system . . . from transmitter right through to home receiver. You can have the full benefit of exclusive G-E developments such as the FM circular antenna, and the studio-to-transmitter relay system which enables you to establish your studio for maximum convenience and your transmitter for maximum coverage. And, when you install your G-E equipment, we will put on an aggressive FM receiver sales campaign in your area to help you establish your station and to broaden your listening audience.

General Electric's own FM broadcasting experience, which includes more than 3 years of programming through its own proving-ground station WGFM, will give you valuable programming information.

General Electric equipment is installed in more than a third of all the commercial FM broadcast stations now in operation; and six exclusive G-E *S-T* relays, with thousands of hours of continuous broadcast operation, are now serving their stations. These provide examples where practical operating and maintenance costs are a matter of record.

Thus does widespread *proof of performance* supplement the years of development and engineering that have made G. E. unquestionably the leader in FM radio equipment.

50 FM STATIONS ON THE AIR
80 APPLICATIONS PENDING

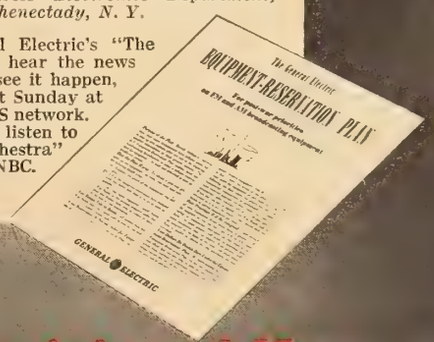
NOW IS THE TIME TO PLAN YOUR POST-WAR FM STATION

Write for "How to Plan an FM Station," along with other helpful booklets and bulletins on how other broadcasters established themselves; on FM transmitters, antennas, and associated equipment.

Reserve your post-war FM equipment now

General Electric offers you "The G-E Equipment-Reservation Plan." This plan will help you secure your place in radio broadcasting post-war. It will enable you to establish a *post-war priority* on a broadcast transmitter and associated equipment. It will enable us to plan definitely for quick post-war deliveries. Write for "The G-E Equipment-Reservation Plan"—address *Electronics Department, General Electric, Schenectady, N. Y.*

• Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.



STATION AND STUDIO EQUIPMENT • TRANSMITTERS
ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

GENERAL ELECTRIC FM television AM

See G-E for all three!



WHAT 1,253,600 HOUSEWIVES CAN DO

. . . *In a Planning Mood*

They can plan to buy new electric refrigerators. New vacuum cleaners. New cars. All Surveys indicate this intention. The question is, WHOSE refrigerator, whose cleaner, what make of car? Obviously they'll choose the one they know best. The one of which they have been reminded most frequently and most recently. Keep reminding them of your brand name over WTAM. The COST is only $.000073 per Housewife.

WTAM
CLEVELAND
REPRESENTED BY
NBC SPOT SALES

Millions stay tuned to the
National Broadcasting Company
It's a National Habit

America's No. 1 Network
NBC
A Service of Radio Corporation of America

KIRO'S PUBLIC SERVICE HOUR

Kenneth Yeend Proves Promotion Can Build an Audience for Radio's 'Lame Sisters'

WHO SAYS public service programs are "lame sisters?" Radio normally does very little for its public service programs, but Kenneth Yeend, farm and education director of KIRO Seattle, proved that with a little promotion, a public service program can be made one of the most popular.



Mr. Yeend

The case which proves his point is the *American School of the Air*, CBS program which costs Columbia $125,000 per year and uses 35 actors each week, with a research staff, a regular director and writer for each program. Time is donated for the program by 112 stations—time which can't be bought.

Working on the theory that if a program is worth presenting it is worth promoting, Mr. Yeend enlisted the support of the State Dept. of Public Instruction, the Washington Education Assn., County and City Superintendents of Schools, as well as the press and educational trade maga
In addition, three or four spo
nouncements were aired each
in the week preceding the ope
date of the series. After the s
began, posters were displaye
the Y. M. C. A., civic halls, p
schools and all branches of
public library.

Results of Mr. Yeend's int
fied promotion of this 14-yea
public service program have
warded richly his efforts.
teachers than ever before hav
quested manuals; teachers
others are organizing to talk a
and promote the use of radio
are exploring possibilities of
mer workshops. Many teacher
port that their students bri
radio to school or the teacher t
her set. In country schools
teachers have been known to
a small number of students
side to listen to the radio in
teacher's car.

As for the adult audience o
American School of the Air, t
sands of letters from average
teners and educators attest to
fact that the program is now
of the most popular educat
programs.

WNYC's Public Service

MORE than half the program schedule of WNYC New York, municipal station, is devoted to war effort and civilian defense programs, the station reported in a resume of activities for its last full fiscal year. WNYC's music programs are "music with a purpose," the report said, "all used to promote the war effort by the inclusion of recruiting and defense announcements." Station devotes 12% of its time to ration news and similar consumer information, gives daily announcements for 11 city departments, broadcasts many school and college programs and puts on more than half of all health programs broadcast by all New York stations, the report indicated. WNYC operated during 1943 at a cost of $21.24 an hour.

Blackhawk Renews

BLACKHAWK Brewing Co.,
enport, Ia., began renewal spo
ship Oct. 2 of spot announcen
on WHBF KDTH KBUR K
KROS KFJB KXEL. Firm als
newed six-weekly quarter-
newscast on WOC WHBF K
KROS KFJB KBIZ KXEL
The 13-week contract was place
H. W. Kastor & Sons, Chicag

Estabrook Named

TED ESTABROOK has been n
television specialist of Geyer,
nell & Newell, New York, he
up television activities under
ald S. Shaw, newly-appointed
director. Mr. Estabrook recently
ceived a medical discharge from
U. S. Maritime Service, where
was a communications officer.
viously he was in the Radio
tion of the OWI's Overseas Br
at San Francisco. He has prod
television shows for Zenith and P

NBC AFFILIATED STATION
RICHMOND, VA
WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUND GUARANT
5000 WATTS



Have You Explored Canada?

As the first settlers cleared the wilderness and planted their crops, community centres sprang up here and there. These hamlets increased in number . . . became towns and cities . . . grew and prospered on the stimulus of thriving trade.

This early promise has been richly fulfilled. All down the years, marching side by side with Canada's natural resources, her commercial importance has kept pace. And those who plan to reap the benefit of this industrial prominence tomorrow, are sowing the seed now—establishing themselves in Canada's evergrowing markets.

The richest of these can be reached through CFRB! This station commands a listenership that has been built up over seventeen years of providing the kind of radio entertainment people want to hear. Those who know Canada and who base their choice on results, select CFRB.

CFRB

TORONTO - 860 K.C.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
nc—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KHMO Hannibal, Mo.

Willard Tablet Co., Chicago, 3 *sp* weekly, 26 weeks, thru First United Broadcasters, Chicago.
Reader's Digest Assn. (*Reader's Digest*), *sa* weekly, 13 weeks, thru BBDO, N. Y.
Viobin Corp., Monticello, Ill. (Rex Oil), 3 *sa* weekly, thru Rogers & Smith Adv., Chicago.
David G. Evans Coffee Co., St. Louis (Old Judge Coffee), 5 *ne* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.
Sterling Drug Co., Monticello, Ill. (Dr. Caldwell medicines), 5 *ta* weeky, 52 weeks, thru Sherman & Marquette, Chicago.
United Drug Co., Boston (Rexall 1c sale), 4 *t* weekly, thru N. W. Ayer & Son, N. Y.

WFIL Philadelphia

Skidoo Co., Columbus, O. (cleanser), *sa* weekly, 26 weeks, thru Byer & Bowman, Columbus, O.
W. F. Young Inc., Springfield, Mass. (Absorbine, Jr.), 5 *sa* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
J. B. Ford Co., Michigan (Wyandotte Cleanser), 5 *sa* weekly, thru N. W. Ayer & Son, N. Y.
International Salt Co., Scranton, Pa. (Sterling Salt), 4 *sa* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.
Abbotts Dairies, Philadelphia (ice cream), 3 *sa* weekly, 52 weeks, thru Richard A. Foley Adv. Agency, Philadelphia.
Wildroot Co., Buffalo, N. Y. (Cream-Oil), 2 *ne* weekly, 52 weeks, thru BBDO, N. Y.
Penick & Ford, New York (My-T-Fine desserts), 3 *sa* weekly, 52 weeks, thru BBDO, N. Y.

KTSA San Antonio

Sterling Drug Co., Monticello, Ill. (Dr. Caldwell's Laxative, Blackstone Aspirin), 5 *ta* weeky, thru Sherman & Marquette, Chicago.
H. J. Justin & Sons, Fort Worth (boots & shoes), *sp* weekly, 52 weeks ,thru Evans & LeMay Adv. Co., Fort Worth.
Duncan Coffee Co., Houston, 5 *sp* weekly, 52 weeks, thru Steele Adv. Agency, Houston.
King Clothes, San Antonio, 5 *sa* weekly, 52 weeks, direct.

WOR New York

Savings Bank Assn. of New York State, N. Y., weekly *sp*, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Philadelphia Dairy Products Co., Philadelphia (Dolly Madison Ice Cream), weekly *sp* 52 weeks, thru Scheck Adv., Newark.
Maggi Co., Inc., New York (seasoning), weekly *sp*, 52 weeks, thru Needham & Grohman Inc., N. Y.
Atlantic Macaroni Co., Long Island City, N. Y. (Caruso Brand Food Products), weekly *sp*. 52 weeks, thru Prudential Adv., N. Y.
Rogers Bros. Seed Co., Chicago (Idaho Potato Meal), *sa*, 52 weeks, thru Scheck Adv., Newark, N. J.
Walker's Austex Chili Co., Austin, Tex. (Mexene), *sa*, 52 weeks, thru Cook Adv., Dallas.

WOLF Syracuse

Wildroot Co., Buffalo (Cream-Oil Formula), *sa*, *t*, 52 weeks, thru BBDO, N. Y.
National Biscuit Co., New York (bread), *sa*, thru McCann-Erickson, N. Y.
Gruen Watch Co., Cincinnati, *ta*, 52 weeks, thru McCann-Erickson, N. Y.
Lever Bros., Cambridge, Mass. (Rinso-Lifebuoy-Lipton's tea), *ta*, thru Ruthrauff & Ryan, N. Y.
Kellogg Co., Battle Creek (Raisin 40% Bran Flakes), *ta* thru Kenyon & Eckhardt, N. Y.
Grove Labs, St. Louis (4-Way chest rub), *sa*, thru Sherman K. Ellis & Co., N. Y.

KHJ Hollywood

Yami Yogurt Co., Los Angeles (dairy products), 3 *sp* weekly, 52 weeks, thru Erwin, Wasey & Co., Los Angeles.
Southern California Telephone Co., Los Angeles, *sa*, 52 weeks, thru The Mayers Co., Los Angeles.
Lumbermen's Mutual Casualty Co., Chicago (insurance), *sa* weekly, 13 weeks, thru Leo Burnett Co., Chicago.
Anatole Robbins, Los Angeles (cosmetics), 2 *sp* weekly, 13 weeks, thru Darwin H. Clark Adv., Los Angeles.

WHN New York

Mayflower Dress Co., New York (dress manufacturer), 3 *sp* weekly, 13 weeks, thru Sterling Adv., N. Y.
Wilberts Products Co., New York (floor polishes), 5 *ne* weekly, 52 weeks, thru Duane Jones Co., N. Y.
Filene's Dept. Store, Boston (bargain basement anniversary), *t*, direct.

KFI Los Angeles

Sparkletts Drinking Water Co., Los Angeles (Sparkletts), 3 *ne* weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood.

KSAL Salina, Kan.

Carey Salt Co., Hutchinson, Kan., 21 *sa* weekly, thru McJunkin Adv. Co., Chicago.
Kellogg Raisin Bran Co., Battle Creek, 21 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Michigan Bulb Co., Holland, Mich. (tulip bulbs), *t* weekly, thru First United Broadcasters, Chicago.
Morton Salt Co., Chicago, 14 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Nehi Royal Crown Bottling Co., Columbus, Ga. (Royal Crown Cola), *ta*, thru BBDO, N. Y.
Plough Inc., Memphis (Mexana, St. Joseph Aspirin), *sa*, thru Lake-Spiro-Shurman, Memphis.
Dr. Pepper Bottling Co., Dallas, 3 *sp* weekly, thru Tracy-Locke Co., Dallas.
Pepsi-Cola Bottling Co., Long Island City, 6 *ta* weekly, thru Newell-Emmett Co., N. Y.

WMAQ Chicago

Chatham Manufacturing Co., Elkin, N. C. (blankets), *sp* weekly, 52 weeks, thru M. H. Hackett Agency, N. Y.
Stephano Bros., Philadelphia (Rameses cigarettes), 5 *sa* weekly, thru Aitkin-Kynett Co., Philadelphna.
Grennan Bakeries, Chicago, 5 *sa* weekly, 13 weeks, thru Campbell-Mithun, Chicago.
RKO-Radio Pictures, New York, 7 *sa*, direct.

CFRB Toronto

J. Lyons & Co. (Canada) Toronto (tea), 3 *sp* weekly, thru Ferres Adv. Service, Toronto.
Byers Flour Mills, Camrose, Alta, 2 *t* weekly, thru Harold F. Stanfield Ltd., Montreal.
Drug Trading Co., Toronto (proprietary), *sp* weekly, thru J. J. Gibbons Ltd., Toronto.

WABC New York

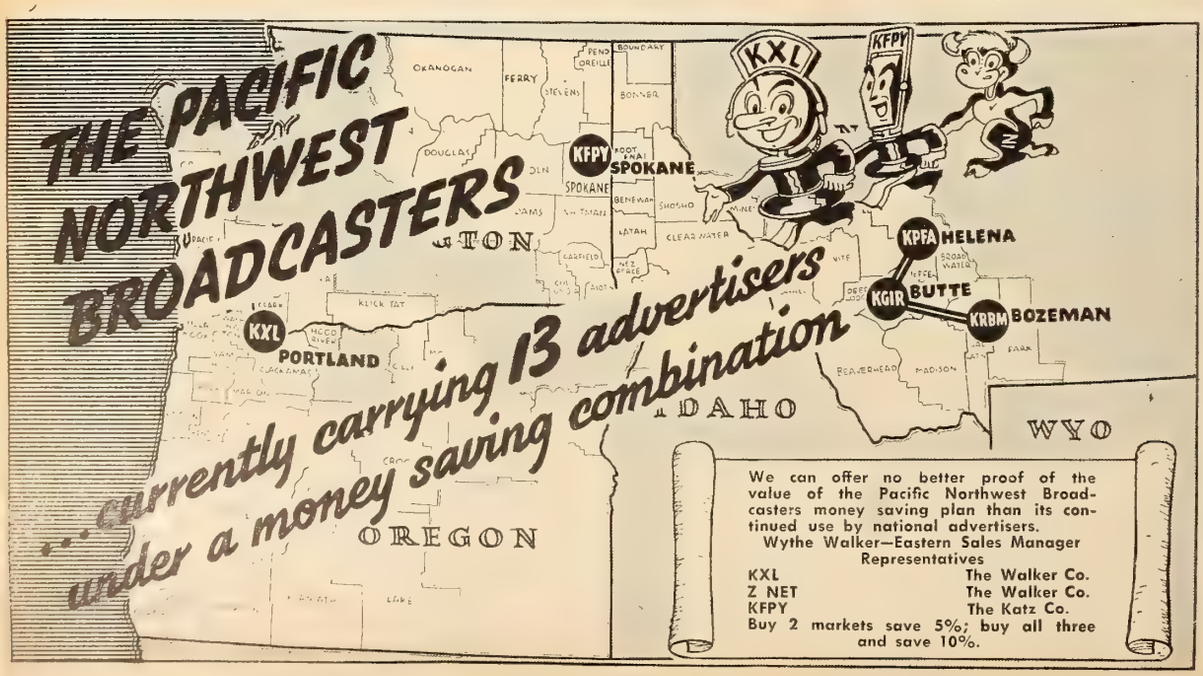
Herman Basch & Co., New York (Hammered brand Persian Lamb), 2 *sa* weekly, thru Kelly, Nason, N. Y.
American Express Co., New York (travelers cheques), weekly *ne*, thru Caples Co., N. Y.

KPO San Francisco

Maryland Pharmaceutical Co., Baltimore (Rem), 4 *ta* weekly, thru Joseph Katz Co., Baltimore.
Ex-Lax, New York (Jests), *ta* weekly, thru Joseph Katz Co., N. Y.

WENR Chicago

Ex Lax, Brooklyn, N. Y., 5 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.



MOUNTAIN COUNCIL REVIEWS ACTIVITIES

FIFTH ANNUAL Report of the Rocky Mountain Radio Council has been prepared for distribution and contains a summary report of activities from Aug. 1, 1943 to July 31, 1944. Theme stresses manner in which the radio industry of the region is cooperating with educational and civic groups in public service programming, with special emphasis on native resources.

Report is divided into descriptive program sections: Cultural resources, human resources, agricultural and industrial resources, political and economic resources, mobilizing resources for war. Summary shows council during the past 12 months has broadcast a total of 361 separate programs or 1897 different broadcasts for 16 civic and educational organizations. Data is also given on program advisor help, conferences, annual meeting structure and organization, and budget sources. Stations participating in activities have included KDFN KFBC KFEL KFKA KFX KGHF KGIW KIUP KLZ KMYR KOA KOKO KPOW KVOD KVOR KVRS KWYO KFUN KVSF.

Science Service Offers New Commercial Show

SCIENCE SERVICE, Washington is now offering a special science news service to radio, consisting of two quarter-hour programs sent each week to subscriber stations and containing eleven or more stories, written so that they can be used as either two quarter-hour shows, six five-minute programs, or as individual "spots" along with other news. The new service, titled *Science Radio News Report*, is available for local sponsorship, but only one station in each principal listening area is authorized to use the service, which is separate and distinct from the other Science Service publications, the *Science News Letter* and the syndicated newspaper column.

Scripts for the new service are especially written for radio from material collected by the Science Service staff of science news reporters. Each week's script will contain a roundup of patent awards from the U. S. Patent Office. Hallie Jenkins of Science Service is handling distribution of the news feature.

Two RCA Appointments

TWO NEW regional managers have been appointed to supervise sales and distribution of RCA products in the Mid-West and the South. David J. Finn, formerly sales manager for RCA Industrial & Sales Dept., and with RCA since 1930, has been manager of the Chicago region. James W. Cocke, sales director for RCA in Dallas and Atlanta, is now manager of the Dallas, Atlanta region, with headquarters in Dallas.

Fij-Oil on 9

CONSOLIDATED HAIR GOODS Co., Chicago (Fij-Oil), began sponsoring Sept. 20, spot announcements on WTCN WLOL WMIN WXYZ WJR WWJ WKZO WOV WHBF. The 52-week contract was placed by Malcolm Howard Agency, Chicago.

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ



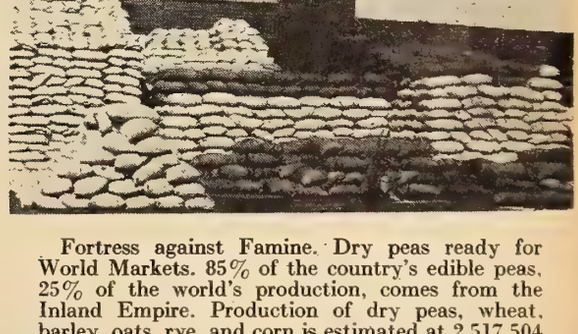
5000 Watts—590 Kilocycles

Owned and Operated by

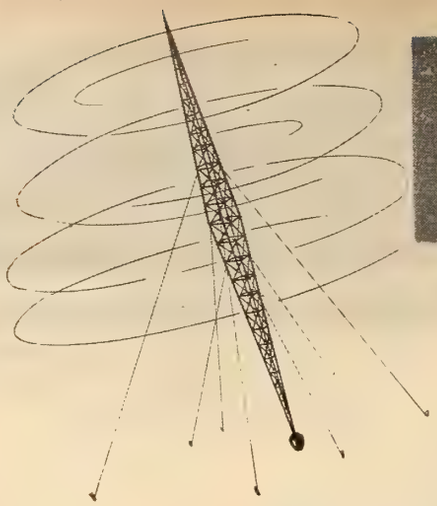
LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Fortress against Famine. Dry peas ready for World Markets. 85% of the country's edible peas, 25% of the world's production, comes from the Inland Empire. Production of dry peas, wheat, barley, oats, rye, and corn is estimated at 2,517,504 tons—an 8% increase over 1943. KHQ, too, is a Fortress against "Famine." Its complete coverage of this rich area keeps your Sales Curve at a constant peak.



BROADCASTERS

COMPACT...COMPLETE...ECONOMICAL... that's the 76-B2 Speech Input Consolette.

The ease of its push-button control, the completeness of its amplifying and control equipment and a host of other features have made this equipment the favorite of small and medium-sized stations the country over. (We venture to say even a postwar visionary would have difficulty in visualizing a better speech input system!)

Here are some of the features which have made the 76-B2 Consolette so popular:

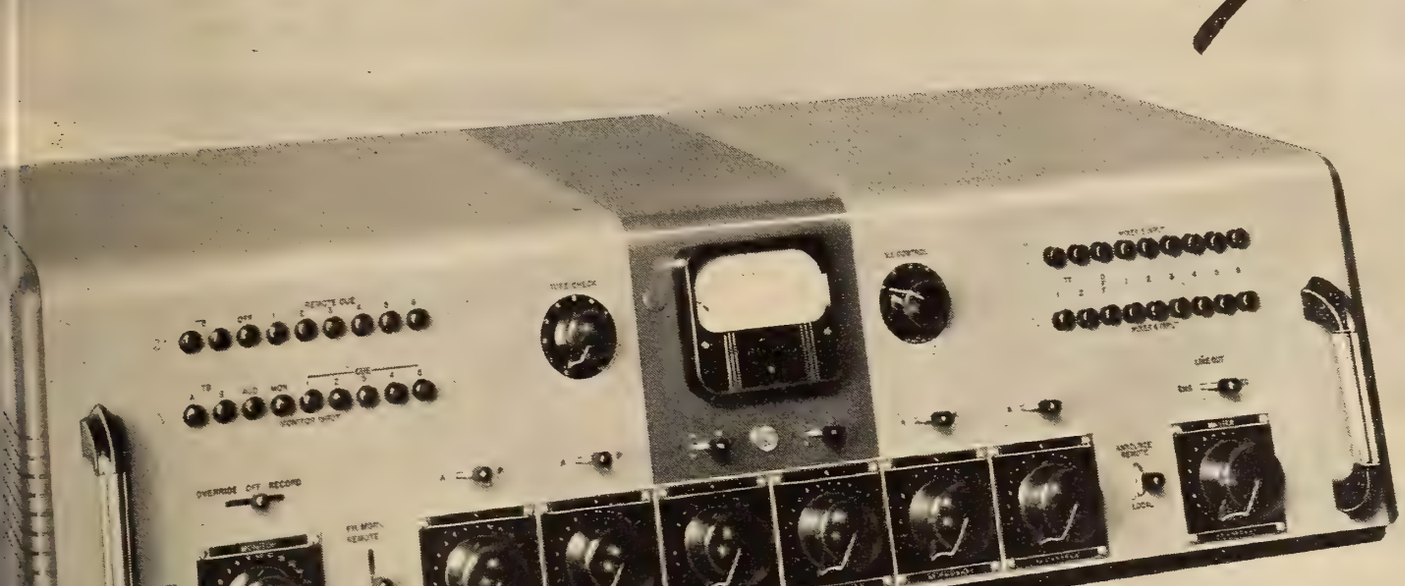
- *Includes all amplifying and control equipment for operating one studio, two studios or two studios and an announce booth, six remote lines and two turntables.*
- *Frequency response 30 to 15,000 cycles.*
- Push-button control *of monitoring, auditioning, remote lines, cueing and talk-back.*
- *Independent auditioning and program channels.*
- High-fidelity *program channel affords 6 mixer controls, 4 microphone pre-amplifier input channels with switching control for up to 6 microphones.*
- High-fidelity *monitoring channel operates control room and studio loudspeakers.*
- *Emergency amplifier and power supply circuit.*
- *Meets all FCC requirements for* AM and FM *broadcasting.*



The 76-B2 Consolette at Station WBOC, Salisbury, Md.

TELL US....

"That 76-B2 is a honey!"



COMPACT... Console measures 39" wide, 17" deep and 10½" high.

COMPLETE... Answers every speech input need of the small and medium-sized broadcast station.

ECONOMICAL... At a price the smallest station can afford.

Perhaps your station lacks the efficient service of an RCA 76-B2 Speech Input System. For further information on its advantages and availability, please address the Broadcast Equipment Section of RCA at Camden, N. J. (Interested in reserving a postwar AM, FM or Television Transmitter? The RCA Broadcast Equipment Priority Plan will interest you. Write today for details.)

War Bonds... Your Best Investment

1919
1944

RCA

25 Years of Progress
In Radio
and Electronics

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada
RCA VICTOR COMPANY LIMITED, MONTREAL

First
✓listeners
✓advertisers
✓results
BUT, THAT IS THE USUAL STORY FOR WRC
FIRST, CONTINUOUSLY SINCE 1923
WRC
Represented by NBC Spot Sales
Washington

Personal NOTES

DON S. ELIAS, executive director of WWNC Asheville, and chairman of the NAB Legislative Committee, last week was named a member of the Federal Finance Committee of the U. S. Chamber of Commerce by Eric Johnston, president. He is a past president of the Asheville Chamber of Commerce.

HORACE LOHNES, Washington radio attorney, and Mrs. Lohnes on Oct. 8 observed their 25th wedding anniversary at their farm in Vienna, Va., outside Washington.

LOUIS G. CALDWELL, Washington radio attorney, left Washington last Monday by plane for Mexico City, in connection with matters pertaining to Aeronautical Radio Inc., for which he is counsel. Accompanying him were D. W. Rentzel, president, and J. Russell Cunningham, director of Aeronautical Radio Inc.

ROGER W. CLIPP, president of WFIL Philadelphia, is in Bryn Mawr Hospital recuperating from a major operation.

JIM CROSSON has been promoted to news editor of KYW Philadelphia, replacing Bill Rambo, who has been named head of the station's advertising and sales promotion department. Mort Henderson joins the news staff of KYW, coming from WFIL Philadelphia.

BILL MALONE, sales promotion manager of KOIL Omaha, on Sept. 23 married Betty Lou Koenig of Fort Wayne, Ind.

WLS Donates $5,000

WLS Chicago will donate $5,000 of the proceeds received by the station from Paramount for the rights to the *National Barn Dance* film to the 1944 Community and War Fund, according to Glenn C. Snyder, vice-president and general manager.

FRANK SAMUELS, sales manager of KGO-Blue San Francisco, will direct Blue spot and network sales in the San Francisco area, according to Don Searle, general manager of Blue's western division. Mr. Samuel's new appointment is part of a plan for future expansion and coordination of Blue operations on the Pacific Coast, made possible through combination of the two network-owned stations KGO San Francisco and KECA Los Angeles. He has been sales manager of KGO since October 1943.

ROY CHAPMAN, first KTSM El Paso, Tex. serviceman to return to the station after his discharge, is now promotion manager.

RAY JENSEN, formerly with KTRI Sioux City, is new assistant manager and sales manager of KSAL Salina, Kan. He replaces Owen H. Balch who left the station to join the Kansas City office of the station representative firm, John E. Pearson & Co.

MAJ. EDGAR H. FELIX, Signal Corps, consulting radio engineer and coverage expert, has returned from duty in the Southwest and Central Pacific theatres, where he handled allocation and coverage work. He is now assigned temporarily to Signal Corps Headquarters in Washington.

WALTER ENGER, salesman of Stovin & Wright, Toronto, station representative, is the father of a girl.

KARK Names Haas

JULIAN F. HAAS, with the commercial department of KARK Little Rock four years, has been named commercial manager of the station effective Nov. 1, according to G. E. Zimmerman, KARK general manager. Mr. Haas, who also served as publicity and promotion manager, replaces C. K. Beaver who has been made assistant general manager of WOAI San Antonio. Mr. Beaver had been with KARK ten years. Prior to joining KARK four years ago, Mr. Haas had served on the editorial staffs of several papers in Central and South America and the U. S.



Mr. Haas

Local CP for Columbia Granted WAYS Licensee

CONSTRUCTION PERMIT for a new standard station at Columbia, S. C., was granted by the FCC last week to Inter-City Advertising Co., licensee of WAYS Charlotte, N. C. The new outlet will operate on 1490 kc with 250 w and unlimited time. Grant is subject to the Jan. 26, 1944 FCC-WPB notice relating to the use of critical materials for construction purposes.

Inter-City Advertising is owned by a partnership composed of George Dowdy, president; J. Horton Doughton, treasurer, who is son of Rep. Robert L. Doughton (D-N.C.), chairman, House Ways and Means Committee; B. T. Whitmire, vice-president, also manager of WFBC Greenville, S. C.; and Harold H. Thoms, secretary, who is owner and manager of WISE Asheville, N. C., and applicant for a new standard station at Durham, N. C.

Hartz on MBS

HARTZ MOUNTAIN Products, New York (bird, pet products), after a seasonal hiatus resumed its program on Mutual yesterday (Oct. 15) featuring singing canaries and other pets. Titled *Canary Pet Show*, it is heard over 51 stations from WGN Chicago, Sunday 2:45-3 p.m. Agency is George H. Hartman Co., Chicago.



If you buy or plan advertising for Iowa, you need
THE 1944 IOWA RADIO AUDIENCE SURVEY
gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to
CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa



TEAM BEHIND THE BOMBER TEAM

• Just as seven men fight as a team in a bomber, seven girls work as a team at a Sylvania Radio Tube assembly bench.

Thousands of fine precision radio tube parts are assembled into a finished product that must pass rigorous tests for ruggedness and sensitivity.

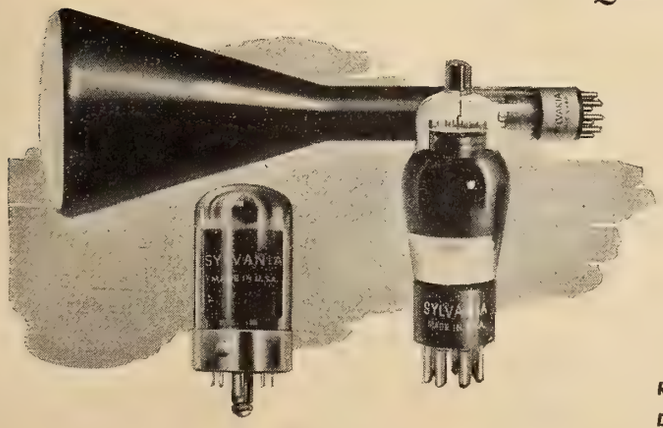
This is work that calls for the feminine touch, patience and sense of detail. Each girl "plays the position" on the team best suited to her ability.

Sylvania assembly teams compete with each other. But the champion in accuracy always takes precedence over the champion in speed.

This teamwork is just another example of how Sylvania maintains radio tube production at the highest standard of quality anywhere known.

You can sell Sylvania Radio Tubes with complete confidence.

Quality That Serves the War Shall Serve the Peace



RADIO DIVISION EMPORIUM, PENNSYLVANIA

SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES

Reach the ACTIVE SALT LAKE MARKET



Utah has one of the highest per capita ratings as a radio listening market.

●

National Representative
JOHN BLAIR & CO.

1884 W. E. Macfarlane 1944

W. E. MACFARLANE, vice-president of WGN Chicago, business manager of the *Chicago Tribune*, and chairman of the Executive Committee of Mutual, died suddenly last Monday of a heart attack. He was 60 and had served the *Tribune* 38 years—the last 16 as business manager.

Mr. Macfarlane was active in the affairs of both Mutual and WGN. He had served as president of Mutual without salary from its formation in 1934 until November 1942, when the appointment of its first paid head, Miller McClintock, was announced. At that time he was elected chairman of the Executive Committee. Mr. Macfarlane started with the *Tribune* as secretary to the advertising manager. He became manager of classified advertising and later head of the advertising department. He succeeded the late S. E. Thomason as business manager in 1928, when the latter resigned.

Mr. Macfarlane was a director of the American Newspaper Publishers Assn. and former chairman of the Bureau of Advertising of ANPA. He also was a director of Press Wireless and was active in its development.



MR. MACFARLANE

NO "LARD" IN GREASY CREEK (Ky.)!

We'll leave it to your imagination about the sales gravy in Greasy Creek (Ky.)—and in the hundreds of other little communities that WAVE doesn't cover! But Kentucky does have one big concentrated metropolitan market. And it—the Louisville Trading Area—chalks up more retail business than all the rest of Kentucky combined! WAVE *covers* the Louisville Trading Area. *No other NBC station does!* You can skim off most of the nourishment, and throw the rest away, when you use WAVE!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

CBS, ARMY, PLAN SHOW TO AID VETS

TO PREPARE both soldier and civilian for the soldier's return to civilian life, the Columbia Broadcasting System, in cooperation with the War Dept., Army Service Forces, will present a series of programs titled *Assignment Home*, beginning Dec. 9. It will be heard on CBS each Saturday, 4:30-5 p.m. (EWT).

After conferences with Lt. Gen. Brehon Somervell, Commanding General, ASF, CBS decided to present the programs "as a contribution to public understanding of the complex situation confronting the Nation upon the return of the veteran, and the part ASF will play in resolving it."

Production is to be supervised by Maj. Andre Baruch, recently named officer in charge, Radio Placement Section, ASF, liaison between the ASF and radio [BROADCASTING, Oct. 9]. Sgt. Artie Lawrence, formerly of *Hollywood Playhouse* and *Columbia Workshop*, will write the series which will be primarily dramatic, and will include pick-ups from Army centers in the U. S. and overseas.

CONSOLIDATED ROYAL Chemical Corp., Chicago (Krank's Shave Kreem), is presenting a quarter-hour roundup of scores and late football news following the nine collegiate football games on WIND Chicago. Agency is Campbell-Ewald, Chicago.

AP

WMIN, St. Paul, Minn.

. . . without question AP is the best news service which WMIN has ever used.

Frank M. Devaney
Ass't General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

CBC Elevates Ritchie

WELLS RITCHIE, press representative at Toronto of the Canadian Broadcasting Corp., has been appointed supervisor of press and information service for the CBC, according to an announcement from Ottawa by Dr. A. Frigon, general manager. E. A. Weir, CBC commercial manager, who has also been supervisor of press and information for a number of years, has relinquished the latter post to devote his full time to commercial management. Mr. Ritchie joined CBC in 1940 as an editor of the CBC national news service, and in 1942 was appointed press representative. He has done public relations and newspaper work in New York and Toronto.



Mr. Ritchie

Callahan Escapes

LEONARD CALLAHAN, Chief of West Coast office, Radio Branch, War Dept., Bureau of Public Relations, escaped serious injury on Oct. 2 when an Army Flying Fortress in which he was flying with six members of Ray Noble's orchestra made a forced belly landing at San Bernardino (Cal.) Army Air Field, when the landing gear failed to operate. Plane was one of six returning Edgar Bergen and members of his NBC *Chase & Sanborn Show* to Hollywood following a broadcast from Alamogordo (N.M.) Army Air Base. The pilot, Capt. Arva Anderson, exhausted his gas supplies and made landing with only slight damage to the passengers' nerves.

Wilson Sport Show

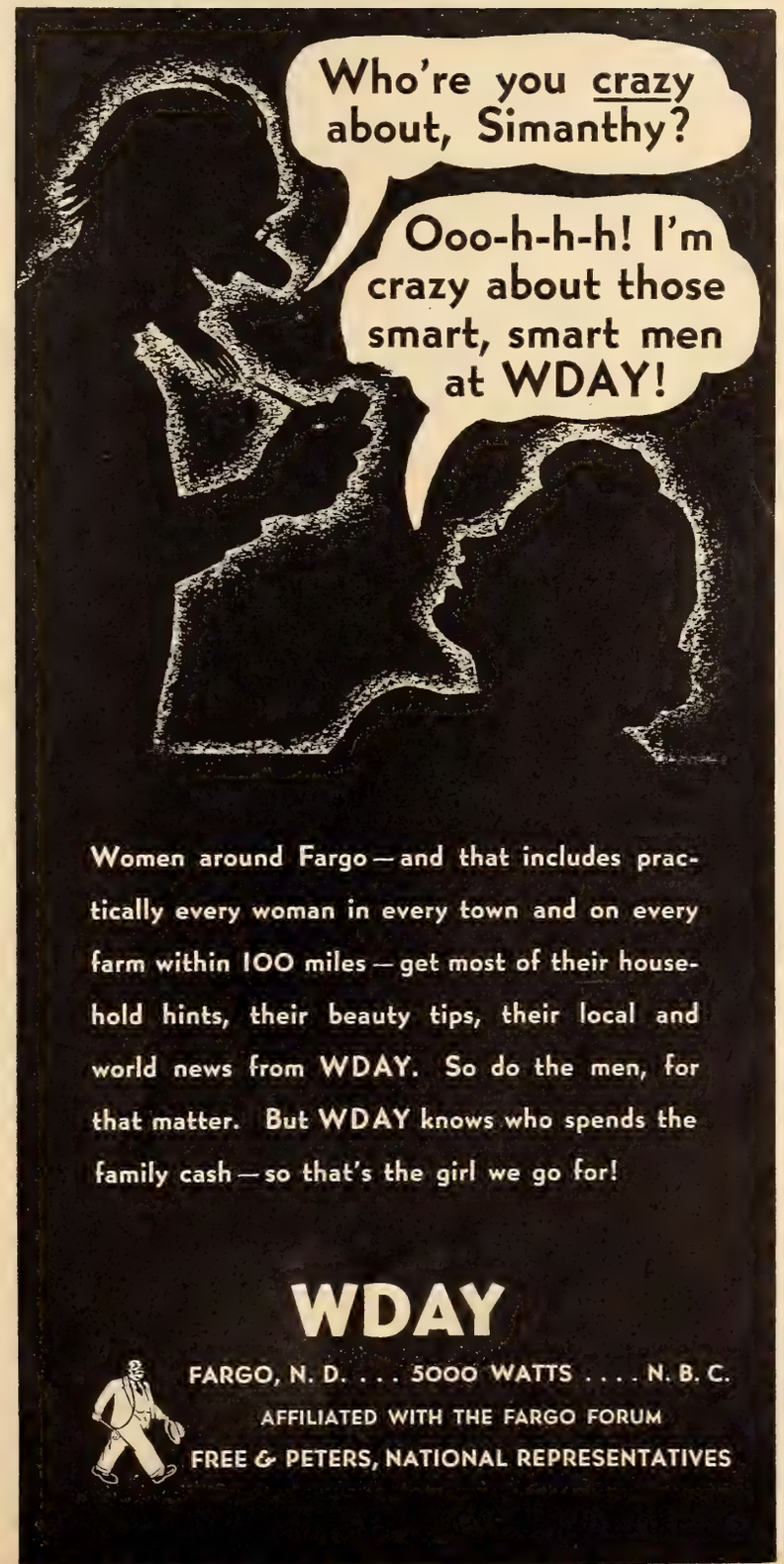
WILSON SPORTING Goods Co., Chicago, has started quarter-hour program, featuring news of the sporting world and guest interviews with sport headlines and Arch Ward, sports editor of the *Chicago Tribune* as m.c., on WENR Chicago, Thursdays. The 13 week contract was placed through U. S. Adv. Co., Chicago.

OWI PACKET, WEEK NOV. 6

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 6. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Mail Early	X	--	--	--	--	--	--
Planned Spending	X	--	--	--		--	--
Merchant Marine Recruiting	X	--		--	X	--	--
Car Pooling	--	X	X	X	X	--	--
Hold Prices Down	--	X	X	X	X		--
V-Mail	--	--	X	--	--	X	X

See OWI Schedule of War Messages 133 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.



More DEPENDABLE

than any other geyser. It deserves the name "OLD FAITHFUL"



More DEPENDABLE

that is why WHBQ has more renewals per year than any other Memphis Station.

Memphis is the world's largest producer of cotton seed products

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

BLUE NETWORK

WFMJ

YOUNGSTOWN, O.

28th

U. S. METROPOLITAN DIST.

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

17

counties get the force of WWNC's non-directional 1,000 watt signal! These 17 counties—the entire Western North Carolina market—are all in the primary and secondary (tertiary is bonus) coverage of

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY
CBS

check these answers to your recording problems

√ 24 HOUR SERVICE on direct cut copies of your recordings

√ AIR CHECK SERVICE "as others hear it"

√ COMPLETE FACILITIES for spot announcements, remote pickups, service on all recording problems. *For further information, write . . .*

U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.

Agencies

EDITH M. KNUTSEN, former media director at McCann-Erickson, Minneapolis, has joined Christiansen Adv. Agency, Chicago, as director of research and media.

DORIS SMITH, radio commercial writer of Kenyon & Eckhardt, New York, has been appointed copy supervisor of the agency, a new position.

DEAN SHAFFNER, former production manager of CAB reports of Crossley Inc., New York, has joined the Biow Co. as a radio research analyst.

WEST MARQUIS Inc., Los Angeles, has moved to larger offices at 510 W. Sixth St. Telephone is Madison 7758.

KEITH EVANS, formerly on advertising staff of *Los Angeles Examiner*, has joined Western Adv. Agency as account executive. Eedee Lokey, former writer of KFI Los Angeles, has joined the agency as public relations director.

LU MORAN, former women's advertising manager of Roos Bros., San Francisco (men's, women's clothier), has joined Hillman-Shane-Breyer, Los Angeles, as publicity and promotion director of fashion accounts serviced by that agency.

C. E. HOOPER Inc., audience survey firm, has moved West Coast offices from downtown Los Angeles to 6253 Hollywood Blvd. Telephone is Hollywood 3553. Mrs. Ruth Arnold continues as Pacific Coast manager.

BYRON KEATING Co., Cincinnati advertising agency, has established executive and creative departments in Terrace Park, a Cincinnati suburb. Address is Box 27, Terrace Park, O.

ROLAND ISRAEL, radio director of the J. M. Korn Adv. Agency, Philadelphia, and Helen Sharp, continuity writer, were married in Philadelphia.

ELBO GREES Household Cleaner Co., Philadelphia, has appointed J. M. Korn & Co., Philadelphia, as agency.

NED SMITH, former assistant senior copy-writer of Kenyon & Eckhardt, New York, has been appointed head of the copy department of Raymond Spector Co., New York, a new position.

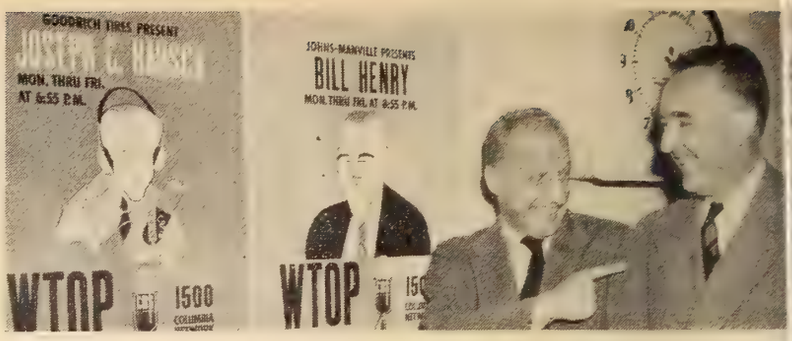
DAVID M. HAUSSDORF, former head of the Copy Work Shop, New York, has joined the creative staff of Advertisers' Broadcasting Co., New York production agency.

GLEN de G. SMITH, for the past 7 years with D'Arcy Adv. Co., and Coca-Cola Co. of Canada, Toronto, has joined Ronald Adv. Agency, Toronto, as account executive.

RHODA HOWE, account executive of J. Walter Thompson Co., Toronto, has been transferred to the New York office.

HARRY MAYNARD, one-time agency head and recently discharged Marine major, has joined BBDO, Hollywood as talent buyer. Maggie Foss, formerly of CBS Hollywood, has joined the department. Henry Allen, former midwestern producer, has joined BBDO, Los Angeles as radio timebuyer and program supervisor. He will work with Wayne Tiss, associate radio director and vice-president in charge of Hollywood operations.

TO BOLSTER Cleveland's lagging Red Cross blood donor drive, WJW Cleveland aired a special two hour promotion show featuring Comdr. Corydon Wassell and volunteer local talent. Result was blood donors phoning the station for appointments at the rate of almost two a minute.



GIGGLING Joe Harsch (left) points a finger at genial Bill Henry as the two CBS commentators of WTOP Washington get a couple of laughs out of the way Al Hirshfeld, artist, caricatures them for promotion.

WCOP Transfer to Cowles Approved; Sale of WNBC to O'Neil Also Granted

SALE OF two additional Bulova stations — WCOP Boston and WNBC Hartford — for $225,000 and $220,000 respectively, was approved by the FCC at its en banc broadcast meeting last week. The Cowles newspaper and radio interests acquired WCOP from Arde Bulova, New York watch manufacturer and broadcaster, and his associate, Harold A. Lafount. The Yankee Network Inc., headed by W. O'Neil, president of the General Tire & Rubber Co., acquired WNBC from the same principals with the maximum price fixed at $250,000, including adjustment of assets in excess of liabilities. The FCC authorized change of WNBC call letters to WHTD.

With approval of these transactions, Mr. Bulova now has two other applications for transfer pending before the Commission. He has contracted to sell WPEN Philadelphia and its PM adjunct to the *Philadelphia Bulletin* for $620,000, and WOV New York to the Mester Bros., of Brooklyn, for $300,000. It is understood he does not contemplate selling WNEW New York. Previously, Mr. Bulova had sold, with FCC approval, WELI New Haven, to Col. Harry C. Wilder, for $225,000.

WCOP will be directed by Craig Lawrence, executive head of WHOM Jersey City, recently acquired by the Cowles group. A. N. (Bud) Armstrong will remain with the station in Boston as Mr. Lawrence's chief assistant. Stations now in the Cowles group are, in addition to WCOP and WHOM, WOL Washington, WNAX Yankton, and KRNT Des Moines. The Cowles company has pending an application for a new regional station in Minneapolis-St. Paul on 580 kc.

WCOP operates on 1150 kc with 500 w and is an independent.

WNBC operates on 1410 kc with 5,000 w and is a Blue outlet, but has broadcast Yankee Network news. The station is expected to become a fulltime MBS-Yankee outlet when the present contract with WTHT Hartford, expires in about a year. The latter station is owned by the *Hartford Times*.

Canada Discs

NATIONAL DRUG & Chemical Co. of Canada, Montreal (gin pills), has started a transcribed series *Today in History* on a number of Canadian stations. Account is placed by A. McKim Ltd., Montreal, National Drug agency.

Musterole in Canada

MUSTEROLE Co., Cleveland (proprietary) has started chain breaks on 15 Canadian stations. Account is placed by Erwin, Wasey & Co., New York.

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

FOR Results IN Louisville IT'S WINN
Basic Station BLUE NETWORK
HARRY McTIGUE, General Manager.

Radio Advertisers

TIDE WATER Associated Oil Co., adding to its first schedule of football broadcasts in the east using WINS New York [BROADCASTING, Oct. 2], is sponsoring round-ups of college and pro football games on WHN New York. Bert Lee and Ward Wilson give prognostications of the Saturday college football games on Friday, 6.45-7 p.m. and round-up summaries of the games on Saturday, same time. In additional five-minute periods Sunday, placed before and after WHN coverage of the New York Giants games, Lee and Wilson present roundup review of pro games and scores for Tidewater. Contract for ten weeks placed through Lennen & Mitchell, New York.

HILLMAN PURE FOODS, Chicago, on Sept. 28 began spot announcements on three Chicago stations: WMAQ, 8 weekly; WGN, 11 weekly; WBBM, 5 weekly. The 13 week contracts were placed by Julian Frank Agency, Chicago.

HUNT STROMBERG Productions, Hollywood film producing unit, has appointed Ruthrauff & Ryan, New York, to handle advertising. Radio along with other media will be used.

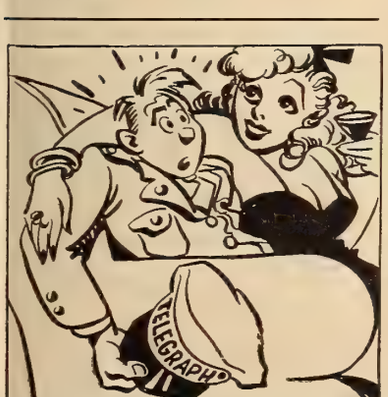
KEM Mfg. Co., New York, manufacturers of starting, lighting and ignition parts for automotive industry, has appointed Philip I. Ross Co., New York, to handle advertising. Radio is being considered.

SIERRA MADRE Winery Inc., New York, has appointed Erland Adv., New York, to handle advertising. On Nov. 7 firm starts twice-weekly quarter-hour musical program with Syd Gary, singer, for 52 weeks on WMCA New York.

G. E. BARBOUR & Co., St. John, N. B. (wholesale grocers), has started transcribed program on a number of eastern Canadian stations. Account was placed direct.

BALLANTYNE'S, Washington bookstore, is sponsoring a weekly program, *Book Reviews and Interviews*, weekly over WINX Washington, Wednesday 8:15-8:30 p.m. Bart Barber is literary commentator. Contract for 13 weeks was placed direct.

ROGERS BROS. SEED Co., Chicago, has appointed Scheck Adv., Newark, N. J., to handle its advertising and Oct. 16 starts participations on *Dr. Eddy's Food and Home Forum* on WOR New York in a test drive for Idaho Potato Meal. Contract is for 52 weeks.



"WFDF Flint says I should keep in touch with all the boys."

Well Titled

PACE OF WARFARE in New Guinea is so complex that Lt. James E. Moore, former secretary to Robert G. Soule, vice-president-merchandising manager of WFBL Syracuse, writes he is now Assistant Brigade Adjutant, Brigade Classification and Assignment Officer, Brigade Personnel Officer, Brigade Leave Control Officer, Brigade Troop Movement Officer, Officers' Mess Officer, Brigade Custodian of Casualty Files, writer of the special monthly Brigade Magazine and Brigade historian. None of these duties overlaps and for lack of Syracuse social life Lt. Moore devotes three evenings a week to teaching a shorthand class.

L. B. LABORATORIES, Hollywood (hair oil), on Oct. 9 started daily station break announcements on WENR Chicago. Firm also uses daily time signal announcements on WMAQ Chicago and a six-weekly quarter-hour newscast on KFVD Los Angeles. Contracts are for 13 weeks. Agency is Glasser-Gailey & Co., Los Angeles.

INTERSTATE BAKERIES Corp., Los Angeles (Weber's bread), on Oct. 3 started sponsoring twice-weekly 30-minute children's quiz, *Weber's Round-Up*, on KMPC Hollywood. Contract is for 52 weeks. Neg Monett, radio director of Dan B. Miner Co., Los Angeles agency servicing account, is m.c. and producer. Baking firm also sponsors *Lone Ranger* thrice-weekly on 7 Don Lee Southern California stations.

MAGNETIC Springs Water Co., Los Angeles (bottled water), has appointed Western Adv. Agency to handle advertising. Radio is being considered along with other media.

C. F. SMITH Co., Los Angeles (sportswear), has appointed Western Adv. Agency to handle its national advertising, and is considering radio with other media.

RALPH R. WEAVER, former account executive with Street Railways Adv. Co., has rejoined Hills Bros. Co., New York, makers of Dromedary Food Products, as advertising director.

PETER FOX BREWING Co., Chicago, has changed its quarter-hour show on WMAQ Chicago, Monday through Friday from a transcribed music show to a news program, featuring Morgan Beatty, commentator. The 52-week contract was placed by Schwimmer & Scott, Chicago.

MIDWEST Mfg. Co. (Enduro Products), has signed a year's contract for spot announcements on WENA, FM affiliate of WWJ Detroit.

BROMO-SELTZER Ltd., Toronto, has appointed F. H. Hayhurst Co., Toronto, to handle advertising effective Jan. 1, 1945. Campaign for next year is now being prepared.

THE *Chicago Daily News*, Chicago, has renewed two quarter-hour shows, *Rhythm Edition*, a six-weekly musical recorded program and five-weekly *Stories by Malcolm Claire* on WENR Chicago. The 52-week contracts were placed by Schwimer & Scott, Chicago.

J. GOLDSMITH & Sons Co., Memphis department store, is sponsoring two additional quarter-hours weekly on WHBQ Memphis, to be devoted to an educational transcribed series created by *Time* magazine. Programs are tied in with the local school system and will be compulsory listening for all school students.

New Television Device

TELEVISION ASSOCIATED, Chicago, has introduced the Eddy Kalei-Disc Projector, an automatic pattern machine producing a series of variable geometrically perfect patterns on the television screen. The projector is considered as an acceptable video counterpart of the music bridges used in television and also can displace the fixed slides and test pattern usually associated with television productions. It uses either color patterns or black-and-white designs.

Next on the market will be the Kaleid-O-Strip Projector which produces patterns on the television screen also but is fed with film rather than the disc.

IMPERIAL OPTICAL Co., Toronto, has started *Stories From Canadian History* weekly on CFRB Toronto. Account was placed by Vickers & Benson, Toronto.

HADLEY Falls Trust Co., Holyoke, has started cooperative sponsorship of Boake Carter, Monday, Wednesday and Friday, on WHYN Holyoke, Mass.

RIVIERA Co., Los Angeles (retail ice cream), has started participation five times weekly in *Norma Young's Happy Homes* on KHJ, with daily spot announcements on KRDK. Contracts are for 13 weeks. Agency is Advertising Arts, Los Angeles.

SOUTH BOSTON Savings Bank, Boston, has appointed Wendell P. Colton Co., New York, to handle advertising for mortgage loans. Using radio for the first time, Oct. 1 bank started weekly quarter-hour news program for 13 weeks on WBZ Boston.

Hon. Carlo Franco
Young & Rubicam, Inc.
New York, N. Y.

Dear Carlo:

This is probably the last I'll be writing about our own war correspondent, Howard L. Chernoff, because he's now back. I think you ought to know how his trip was finished. Not only did Chernoff go across to send back stories about W. Va. boys, but he also finished up with a mighty interesting story concerning W. Va. heroes. He arranged to fly back on a Litter Plane that carried 16 wounded West Virginians. When the plane set down on Mitchell Field Chernoff made a half hour transcribed interview with these boys. Sort of a fitting climax to his three months overseas I'd say, and certainly a fitting climax to our three months of these special public service broadcasts.



Regards, Yours, Algy

The W. Va. Network

WCHS Charleston
WPAR Parkersburg
WSAZ Huntington
WBLK Clarksburg

MEMO: TO RADIO TIME BUYERS!

✓WHDH has popular BLUE NETWORK programs
✓WHDH has many fine local features
✓WHDH has 5000 watts of power
✓WHDH operates on 850 kilocycles
✓WHDH RATES ARE RIGHT!
✓WHDH is the SMART buy in BOSTON!

Never a Dull Moment on WHDH

BOSTON'S BLUE NETWORK Plus STATION

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

Today and Tomorrow

In war or peace, business booms in Winston-Salem. Great industries, thriving agriculture, INCOME! Give your product a chance by using a station that's famous for its saleability!

WAIR

Winston - Salem, North Carolina

Representative: The Walker Company

KROD

CBS *The Voice*

that's heard all over the important

EL PASO

Southwest

1000 Watts - 600 KC

Darrance Roderick, Owner

Val Lawrence, Mgr.

NEW MEXICO — EL PASO — TEXAS — MEXICO

HOWARD H. WILSON CO.

National Representatives

WWL

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & CO.

BEHIND the MIKE

W. R. (Bud) WILLS, news analyst and former foreign correspondent in Tokyo, has joined KXOK St. Louis. Bob Leonard is now newscaster with KXOK, replacing Bert Metcalf, resigned.

NELSON M. GRIGGS, discharged from the Army, is now an announcer with WKRC Cincinnati.

NORMAN PALMER, formerly of Timmins, Ont., has joined the announcing staff of CKLW Windsor.

LILLIAN CALDWELL, KTSM El Paso, Tex., director of women's programs, has been appointed a member of the national public relations committee of the NAB's Assn. of Women Directors.

SAUNDERS J. THOMAS, formerly engaged in public relations work, has been appointed manager of the radio, stage, screen and television departments of Position Securing Bureau, New York. Mr. Thomas replaces Frank McGrann who has undertaken an assignment to the Far East for the U. S. Government.

ZANA PETERSON, formerly with KOMO Seattle and Pacific National Adv., has joined the continuity department of KIRO Seattle.

PAUL PETERSON has been added to the announcing staff of KHMO Hannibal, Mo. Maxine Dierking has been named continuity editor and women's program director for the station.

EDGAR F. HIGGINS Jr. and Roland Yoell have joined the war services and news division of WOR New York as news editors. Mr. Higgins, released from the armed forces, was formerly an NBC news editor and prior to that with WFAS White Plains, N. Y. Mr. Yoell formerly was a filing editor and summary writer at PA.

PHYLLIS PARKER, a freelance writer, and formerly with J. Sterling Getchell in Hollywood, has joined MBS as manager of program promotion, a new position.

PAUL GIBSON, WBBM Chicago m.c., is the father of a girl.

ARTHUR MOORE, Hollywood producer of Young & Rubicam, has been transferred to the agency's New York talent department.

EDMUND L. SOUDER Jr., Blue Hollywood newscaster, has been appointed network war correspondent in the China-Burma-India theatre.

JAMES POWELL, former announcer of NBC Hollywood, has joined KMPC Hollywood as news writer-newscaster.

HARRY L. THOMPSON, former Downtown Shopping News' Real Estate Bldg. editor, has joined the WJJD Chicago sales staff.

ANN CAMERON, formerly of KHJ Hollywood continuity department, has joined the production staff of Raymond R. Morgan Co., Hollywood agency.

ARTHUUR MAUS, WBBM Chicago engineering supervisor, is the father of a boy.

KYLE THOMAS, formerly of WHBQ Memphis, has joined WMPS Memphis as announcer and special events reporter. Harold Hill is now an announcer with WMPS.

PHYLLIS PARKER has joined MBS New York as manager of program promotion. She is a former executive and writer for J. Sterling Getchell Agency.

JAMES M. DOOLITTLE, formerly with WSAU Wausau, Wis., as chief announcer, has joined National Recording Co., Chicago, as producer and assistant to Richard Bradley, managing director.

BOB LAURENCE, formerly of WOV New York and World Broadcasting System, has joined the announcing staff of WPEN Philadelphia.

ALAN HAHN, script writer of KYW Philadelphia, and Shirley Abeles, a Westinghouse office head in New York, are to be married Oct. 29.

ED PARKER of New York and Jimmy Rice of Watertown are new announcers at WWNY Watertown, N. Y.

EDDIE PERRIGO, former musical advisor of KVOA Tucson, Ariz., is now continuity chief of KOIL Omaha, succeeding Betty Blackburn Vogt, who resigned to go overseas with the Red Cross.

GLEN BROMWELL, formerly of KVOR Colorado Springs, has joined KLZ Denver as announcer.

INEZ YARBROUGH, formerly with KMOX St. Louis, joined Neblett Radio Productions, Chicago, as assistant to the production manager, Herbert Coch.

PAUL CLARK, former NBC Chicago engineer now with the U. S. Army Air Forces, has been promoted to lieutenant-colonel.

PARKER GIBBS, NBC Chicago director, is the father of a girl.

PVT. EDWARD KOOPS, former production manager of WOWO-WGL Fort Wayne, Ind., is now stationed at Pyote, Tex., writing and producing musical comedies for the Army.

ERNEST LIND, formerly of KJBS San Francisco, has joined KYA San Francisco as announcer.

ALAN KEYS, formerly with WHK-WCLE Cleveland, has joined KGO San Francisco as announcer.

BETTY STEWART, formerly of CKUA and CFRN Edmonton, and CFGP Grande Prairie, Alberta, has joined the continuity staff of CKWX Vancouver. Marge Wesson, formerly of Regina, has joined CKWX as continuity writer.

VAL CLARKE, news editor of CKLW Windsor-Detroit, has left for Great Britain and will visit troops of the Windsor-Detroit area for a six week period at the fighting fronts. He will send daily dispatches to CKLW for broadcast and publication.

NORMAN PALMER, formerly of CKGB Timmins, Ont., has joined the announcing stac of CKLW Windsor-Detroit.

HAL LAWRENCE, discharged from the RCAF and formerly with CKLW Windsor-Detroit, CKGB Timmins, Ont., and CHML Hamilton, Ont., is now free-lancing as a commercial announcer in Toronto.

A. E. POWLEY, chief of the Canadian Broadcasting Corp. Overseas Unit, is back in London after a month's visit to Ottawa and Toronto for conference with CBC executives, on plans for covering the final stages of the European war.

STANLEY MAXTED, BBC war correspondent and formerly with CBC, is one of the survivors of the Arnhem Airborne division, with which he went to cover the operation for the *BBC Radio Newsreel*.

JOHN COLLINGWOOD READE, recently returned to CFRB Toronto as news commentator after several years at Ottawa, has left for overseas to gather battlefront material for his thrice weekly commentaries on CFRB.

LORNE GREENE, free-lance commercial announcer of Toronto and former CBC chief announcer, is the father of twins, a boy and a girl.



AWARD OF MERIT from the U. S. Coast Guard for support in cutting transcription discs for SPAR recruiting is presented to civilian Robert E. White, program manager of KDKA Pittsburgh, by Lt. (j.g.) Dorothy L. Nims, in charge of SPAR recruiting, Pittsburgh area. Next to Mr. White is SPAR Yeoman 2/c, Rita Hansen, who wrote the scripts for the discs, while the Boatswain's Mate 2/c is KDKA Senior Announcer Bill Sutherland of the USCG Temporary Reserve.

Standard Resumes

STANDARD OIL Co., San Francisco, on Oct. 19 resumes for seventeenth year weekly half-hour *Standard School Broadcast* on 17 NBC western stations, Thursday, 10-10:30 a.m. (PWT). A music appreciation series directed at schools, the programs will feature Carl Kalash as musical director with an orchestra of more than 20 musicians and guest artists. Programs tie-in with NBC *Standard Symphony Hour*, weekly symphonic concerts sponsored by that firm on 14 NBC Pacific and Arizona stations, Sunday, 8:30-9:00 p.m. (PWT). Agency is BBDO, San Francisco.

WCBM blue

A QUALITY STATION

with MASS APPEAL

in a

RICH MARKET

WCBM

BALTIMORE

The BLUE Network Station

John Elmer, President

Geo. H. Roeder, Gen. Manager

FREE & PETERS, INC.

Exclusive National Representatives

Ryan Asks Space for Radio

(*Continued from page 18*)

uld consider the record of serv- rendered to the people by the rious services in the past." Mr. an listed safety services in times disaster, radio's wartime con- bution to recruiting, conserva- n, salvage, War Bond drives, od donors and morale, all of ich continue with "full force d effect".

'Who Paid the Bill?'

He traced the history of news- sting, told how early-day news- n developed radio news report- g style and how scores of others ve been trained. He enumerated e obstacles which radio had to rdle to develop its own news therers and pointed to the nooth-working machine that intained an unbroken flow of in- mation on D-Day and continued supply its listeners with stories d bulletins from every part of e globe."

"Inevitably we get down to the estion, 'Who paid for all this'?" ntinued Mr. Ryan. "Who paid for is slow and methodical experi- ntation down through the years? ho bought the equipment, used discarded it, then bought new d better equipment to do the me job all over again, only a tle better? Who paid the salaries station managers, program di- ctors, continuity writers, an- nouncers, salesmen, engineers, musicians, traffic managers, newsmen and hundreds of secretarial employes?

"Every one of them had to learn or be trained in the idiom of radio. All had to develop subconscious natures adapting themselves to their work. A radio employe was, and always has been, a considerable investment.

"The mere granting of licenses by the Government to operate radio stations is not like granting rights to mine Government land, for example, where gold lies in abundant quantities. Radio held for its licensees only so much as they, by their ingenuity, money and devotion to public service, could make of it. That wasn't very much in the early days of radio, and before it could really get started it was plunged into the depression which began in 1929. But its owners put up money and more money and sustained the industry until finally it became self-supporting."

The NAB President paid glowing tribute to "the companies that invested their advertising dollars and their faith in an untried medium". He told how they experimented with this program and that, "receiving inevitable disappointments and yet coming back, again and again, until broadcasting as a medium for the sale and distribution of products was proved to their satisfaction."

Asserting that some advertisers "guessed wrong" but continued to come back "with determination", Mr. Ryan said these advertisers "ultimately earned dividends on all that they had spent in proving the medium of radio".

th Largest Market

n 9-State Area

Ill., Iowa, Wisc., Minn., Mo., Kan., Neb., N. Dak., S. Dak.

Chicago	4,508,492
St. Louis	1,485,868
Twin Cities	902,612
Milwaukee	762,105
Kansas City	670,575
Omaha	302,527
Duluth-Superior	228,716
TRI-CITIES	**201,244**
Peoria	199,525
Wichita	194,945
Des Moines	188,572
Racine-Kenosha	154,167

Bureau of Census Bulletin, Feb., 1944)

ail sales in TRI-CITIES totaled more than 14 million last year. You'll get your full re if you use . . .

WHBF

5000 WATTS 1270 KC
ASIC MUTUAL NETWORK
ffiliate: Rock Island ARGUS

ward H. Wilson Co., Nat'l. Representatives

Forum Coverage

IN ADDITION to Blue Network coverage of evening sessions of the *New York Herald-Tribune's* annual forum [BROADCASTING, Oct. 9], different portions of the event will be broadcast by CBS and Mutual. Latter will pick up a discussion on "Teamwork for Reconstruction" Oct. 16, 9:30-10 p.m. and "Leadership the Youth Minds" Oct. 17, 2:15-3 p.m. with Shirley Temple as one of the speakers. CBS will carry the same session 3:30-3:45 p.m. with Dr. Rene J. Dubos as speaker, and the same afternoon 4-4:30 p.m. will present talks by Mr. and Mrs. Frederick George Miles.

Murrow Honored

EDWARD R. MURROW, chief of the CBS European staff, and Dr. George H. Gallup, head of the Institute of Public Opinion, were among four to receive a "distinctive service medal" for eminence in their respective fields from the School of Journalism of the Syracuse U. Paul White, CBS news head, accepted the honor in behalf of Mr. Murrow, now overseas, on the occasion of a dinner celebrating the University's 10th anniversary, given by the New York Press Assn. in New York Oct. 6.

KOIN Renewal

KOIN Portland, which has operated under a temporary license because of the "duopoly" regulations, last week was accorded a regular renewal by the FCC for the period ending May 1, 1947. Since issuance of the temporary renewal, KALE was disposed of to the *Portland (Ore.) Journal*, in exchange for that newspaper's minority interest in KOIN. C. W. (Chuck) Myers, former president of the NAB, is president and principal owner of KOIN.

NINETEEN HOUR solitary stint, carrying the station announcements and operation was performed by WHBQ Memphis announcer John Orr when one man was absent because of illness and another misunderstood the new schedule.

Latin Market

(*Continued from page 13*)

cause it reaches a large diversified population."

Since the leasing of shortwave facilities by the Government, he reported, great strides have been made both in services and in counteracting Axis broadcasts. Shortwave beams from the U. S. were changed to reach the American republics more clearly and teaming of transmitters carrying the same program made possible selectivity by local stations affiliated with CBS and NBC for rebroadcast purposes. These local stations in the other republics were able to choose the clearest signal for rebroadcast from several frequencies.

New engineering techniques, Mr. Francisco declares, will make possible better control of shortwave broadcasting through the use of measuring devices which are being installed in various key areas in South and Central America. In most of the countries, panels of radio listeners have been established to monitor the quality of the programs.

Mr. Francisco estimates that anticipated over-all advertising expenditures for 1944 by U. S. business firms through radio, press and other media in the other republics will aggregate $16,000,000, a substantial increase over expenditures in 1943. This figure, he points out, "was an impressive indication of an upward trend. It was also practical evidence of determination by U. S. business management to make the Good Neighbor policy mutually helpful.

"With U. S. industry absorbed in war work and unable to supply many products for export, this increase in export advertising was made chiefly in preparation for postwar trade. The Latin American market was considered by exporters especially attractive for postwar development when U. S. industry again would be able to supply automobiles, industrial machinery, office equipment and other items which were virtually unobtainable in 1943 for civilian use."

No. 1 Station in a No. 1 Market

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS · National Representatives

SPORTS
WHN WHN WHN WHN
MUSIC
1050 1050 1050 1050
NEWS
WHN WHN WHN WHN
WHN
DIAL 1050-50,000 WATTS



KSEI
POCATELLO · IDAHO

Cover the Rich Lehigh Valley



Actions of the FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 7 TO OCTOBER 10 INCLUSIVE

Decisions . . .

OCTOBER 9

KVOP Plainview, Tex.—Granted license cover CP authorizing new station (action 10-2-44).

The Journal Co., Milwaukee—Granted license cover CP new developmental broadcast station W9XJC (action 10-2-44).

The Crosley Corp., Cincinnati—Granted mod. CP authorizing new experimental television station W8XCT, for extension completion date from 10-28-44 to 4-28-45 (action 9-30-44).

Providence Journal Co., Providence, R. I.—Placed in pending file application new FM station.

The Times-Mirror Co., Los Angeles—Same.

WAGE Syracuse—Same.

The Tribune Co., Tampa, Fla.—Same.

WJAC Johnstown, Pa.—Same.

Southeastern Broadcasting Co., Macon, Ga.—Same.

Inter-City Advertising Co., Columbia, S. C.—Granted CP new station, 1490 kc 250 w unlimited.

KOIN Portland, Ore.—Granted license renewal for period ending 5-1-47.

KGKB Tyler, Tex.—Granted acquisition control by James G. Ulmer and Minnie B. Ulmer through transfer 12 shares common stock from J. G. Kretsinger to James G. Ulmer.

WLLH Lawrence, Mass.—Granted license to cover CP for synchronous amplifier to make changes in transmitting equipment and increase power (action 10-4-44.)

KGGE Coffeyville, Kan.—Granted mod. CP authorizing install new transmitter, for extension completion date from 10-22-44 to 1-1-45; conditional grant (action 10-2-44).

WCLE Akron—Granted mod. CP authorizing change assignment and move, for move transmitter, changes DA and extension commencement and completion date to 30 days after grant and 180 days thereafter, respectively (action 10-2-44).

WCOP Boston—Granted transfer control from Arde Bulova and Harold A. Lafount to Iowa Broadcasting Co. by transfer 100% issued and outstanding stock for $225,000.

KXA Seattle, Wash.—Adopted order denying petition to enlarge issues re KOB application for mod. CP.

KVAN Vancouver, Wash.—Granted petition in part to reopen record for acceptance of amendment to application for CP change facilities, and removed said application as amended from hearing docket. Also dismissed petition of KSEI for leave to intervene.

WNBC Hartford—Granted vol. transfer control from Arde Bulova and Harold A. Lafount to The Yankee Network Inc. by transfer 100% issued and outstanding capital stock for $220,000 plus. Granted request to change call to WHDT.

Licenses for following stations granted for period ending not later than 11-1-45: KGHF KID KRNT WLOL WNBF WTOC KOL WDOD.

WAAT Newark, N. J.—Granted license renewal for period ending 5-1-47.

Applications . . .

OCTOBER 9

WALL Middletown, N. Y.—Transfer control from Elsie and Martin R. Karig to John Morgan Davis.

Central Ohio Broadcasting Co., Columbus, O.—CP new commercial television station, channel 8.

WOMT Manitowoc, Wis.—CP increase 100 w to 250 w and make changes in transmitting equipment.

KFAB Lincoln, Neb.—License to cover CP authorizing change frequency and hours operation and DA-N.

Northwest Broadcasting Co., Minneapolis—CP new station, 580 kc 1 kw unlimited DA-DN.

KMBC Kansas City—CP new FM station, 43,900 kc, $264,000 estimated cost.

Keystone Printing Service Inc., Waukegan, Ill.—CP new FM station, 47,100 kc, 2,890 sq. mi., $47,050 estimated cost.

WIRE Indianapolis—CP new commercial television station, channel 5.

Lincoln Dellar, Sacramento, Cal.—CP new standard station 1340 kc 250 w unlimited amended change frequency to 1490 kc.

Reno Broadcasting Co., Reno, Nev.—CP new station, 920 kc 1 kw unlimited DA-DN.

Francis Taylor, Seekonk, Mass.—CP new commercial television station, channel 8.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.



IT'S CAPTAIN Harry C. Butche now! The former CBS Washingt vice-president who has been aide General Eisenhower since his a sumption of the Supreme Com mand, was last week promoted to captaincy in the Naval Reserv Captain Butcher was called to a tive duty as a lieutenant com mander in June 1942 and was pr moted to commander in May 194 while abroad with General Eise hower. He is now somewhere i France with the Supreme Com mander.

Network Account

All time Eastern Wartime unless indicate

New Business

KELLOGG Co., Battle Creek, Mich. (Ra sin 40% Bran Flakes), on Oct. 20 star *Tom Breneman Highlights* on 16 Blue P cific stations, Fri. 9-9:30 p.m. (PWT Agency: Kenyon & Eckhardt, Chicago.

PROCTER & GAMBLE, Cincinnati (La soap), on Dec. 2 starts undetermined pr gram on CBS stations, Sat., 8:30-8:5 p.m. Agency: Biow Co., N. Y.

HARTZ Mountain Products, New Yor (bird and pet products), on Oct. 15 fo 52 weeks, started *Canary Pet Show* on MBS stations, Sun., 2:45-3 p.m. Agency George H. Hartman Co., Chicago.

UNDERWOOD - ELLIOTT - FISHER, To ronto (business machines), on Oct. started *Ernest Seitz Piano Recital* on Ontario and Quebec stations, Sun. 1:30 p.m. Agency: J. J. Gibbons Ltd., To ronto.

SWIFT CANADIAN Co., Toronto (mea packers), on Oct. 30 starts *Breakfa Club* on 38 CBC Trans-Canada station Mon. thru Fri. 9:30-9:45 a.m. Agency J. Walter Thompson Co, Toronto

B. HOUDE GROTHE Ltd., Montreal (t bacco), on Oct. 9 started *Le Soire Canadienne* on 10 CBC French station Mon. Wed. Fri. 7:30-7:45 p.m. Agency Whitehall Broadcasting, Montreal.

Network Changes

LYON VAN & STORAGE Co., Los An geles (moving, storage), on Nov 13 shift *Andy & Virginia* on 12 Blue Pacific sta tions, Mon Wed. Fri. 4:30-4:45 p.m (PWT), to 9 Don Lee Pacific station Mon. Wed. Fri. 9:15-9:30 a.m. (PWT) Agency: BBDO, Los Angeles.

WESSON OIL & SNOWDRIFT Sale Co., San Francisco, on Oct. 16 replace *Hawthorne House* for salad oil on 6 NB Pacific coast stations, Mon. 9:30-10 p.m (PWT) with *Noah Webster Says.* Agen cies: Kenyon & Eckhardt, N. Y. and Fitz gerald Adv., New Orleans.

AMERICAN Bird Products, Chicag (American 3 Vees bird foods), on Oct 15 for 29 weeks resumed *American Bir Warblers* on an undetermined number o MBS stations, Sun. 1:15-1:30 p.m. Agen cy: Weston-Barnett, Chicago.

Studio Notes

CONNIE STACKPOLE'S *New England Cupboard,* heard over WNAC Boston for the past four years, is now heard over the Yankee Network.

WHIO Dayton on Oct. 12 held its first Teachers' Institute which will run for six consecutive weeks to give teachers of Dayton and Montgomery County a glimpse into the future of radio education. Two hour sessions include lectures, discussions and workshop in which all the WHIO staff will participate. Guest speakers will be featured.

KTSM El Paso, Tex., commemorating the 50th Anniversary of the El Paso Public Library, joined in radio night at the library. *We'll Find Out,* KTSM research program, was broadcast from the library with a tie-in display. There also was a special display on television, AM and FM broadcasting.

CKAC Montreal, starts on Nov. 4 a talent contest for singers, artists, comedians and script writers, with prizes of $1,000. Contest will be presented in a series of 21 Saturday evening half-hour programs.

—Classified Advertisements—

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

nted—First class operator. Excellent pportunity for advancement, 1 kw Blue etwork, completely RCA equipped. Permanent. FM application filed. Contemplate great expansion. Full details salary equirements first letter. WTJS, Jackon, Tennessee.

watt CBS affiliate needs all around announcer. Pleasant working conditions in est year around climate in United States. 0 hour week. Write details and send ranscription to KGBS, Harlingen, Texas.

nouncer-operator wanted. Must have rst class radiotelephone license and be apable of announcing news and comercials. Give experience, draft status nd salary required first letter. Radio tation KSEI, Pocatello, Idaho.

y writer experienced. Good position ith 1,000 watt midwest station. Weekly alary starts at 50 dollars for 50 hours or man who can produce salable comercial copy. Send full particulars and ample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

esman at once. Splendid market. Must ave sales and character record. Top tart, can give you accounts that will uarantee $300 a month. You take it rom there. Answer: L. D. Newman, WCMI, Ashland, Ky.

nted—Experienced commercial announcer for 1 kw station. Give experience and eferences in first letter of application. ddress KPAC, Drawer 511, Port Arthur, exas.

ief transmitter engineer. Permanent poition with 5 kw Mutual affiliate open to ngineer experienced in operation and onstruction. Give full details, past exerience in first letter. KFEL, Denver, olo.

ntinuity writer wanted. Man or woman. ive full details by wire or air mail letter. Box 797, BROADCASTING.

nted—Three experienced announcers. 50.00 base for forty hour week. Box 92, BROADCASTING.

nouncer—Must be dependable and amitious. Good pay and permanent job for ight man. Give full details and expected tarting salary in first letter. Write Box 87, BROADCASTING.

perienced announcer for 50 kw station. alary and commercials. Give complete etails. Box 783, BROADCASTING.

count executive to join recognized meium size Chicago agency in a new busiess development capacity. Must have gency experience, excellent references, ood contacts and strong sales ability. ive complete information in first letter. Our executive staff is familiar with his advertisement. All applications will e kept in strictest confidence. Box 612, BROADCASTING.

nted—Control operator with restricted cense or better. Pay in proportion to bility and license held. State experience nd salary expected. KWFC, Hot Springs, rkansas.

nouncer, experienced only. 250 watt local ith Mutual outlet. Capable of reading ews, spinning platters and writing own ontinuity. Good position for the right an who can handle heavy commercial hedule. KDLR, Devils Lake, N. Dak.

nted—Chief engineer for 250 watt Muual station RCA equipment. Necessary take regular operators shift. $200 per onth to start plus some overtime. Write or wire C. O. Chatterton, KWLK, ongview, Wash.

nouncer—250 watt Mutual station in deal Wisconsin city, non-defense area, ants experienced news man and record how emcee. Salary $35.00. Disc and refrences to WHBY, Appleton, Wisconsin.

nted—Program-director-announcer at a ve progressive station. One who can ake complete charge of production and andle announcers. Permanent position, ood salary. Box 781, BROADCASTING.

vertising salesman. Good possibilities, ermanent. Radio KFRO, Longview, exas.

Situations Wanted

k jockey available for progressive staion. Successful platter shows for five ears. Minimum $400. Box 790, BROADASTING.

Situations Wanted (Cont'd)

Chief engineer fully experienced in all phases of work. Desires permanent connection with southern station. Married, 4F. Box 789, BROADCASTING.

If you're looking for a "fireball" that's not me. I'm a good news-commercial man with ideas, looking for a station that is proud of its production. 25 years old, year and a half experience including present 5 kw. Transcription and photo on request. Would especially be interested in hearing from S. Cal. and west coast station. Box 788, BROADCASTING.

Engineer—Studio-transmitter. Permanent. Midwest preferred. Experienced. Box 785, BROADCASTING.

Program director-announcer. Six years' experience writing, production, announcing, engineering. Plenty program ideas. Seeks permanent, progressive position. Box 782, BROADCASTING.

Platter jockey! Not just another record spinner, but a real personality, able to produce A-1 morning show. Five years experience announcing, writing, production and engineering. Now employed metropolitan midwestern station. Box 654, BROADCASTING.

Chief engineer—Thirteen years' experience. Eight years large network, mostly supervision, maintenance and installation. Two years radio engineer for United States Government. Three years radio manufacturing. Last one-and-a-half years, chief engineer of concern designing and manufacturing special equipment for U. S. Navy. References exchanged. Salary $100 to $125 a week. Must be permanent. Available six weeks. Box 664, BROADCASTING.

Engineer—Experienced, studios transmitters, recording, net stations. Box 709, BROADCASTING.

Program director, 38, experienced in public relations, promotion, special events, music clearance. Broad musical knowledge. Box 755, BROADCASTING.

Experienced, ambitious, capable news editor and newscaster interested in immediate vacancy with progressive station, permanent basis. Five years experience sportscasting, including play-by-play. Can handle special events. College graduate, married, 36 years old. For audition record phone 371 or write Bovard Clayton, Harrisburg, Ill. Give complete story in first communication including salary and living conditions for family in your city.

Radio engineer-physicist. College degree. First class phone license. 7 years experience research and developmental laboratories. 1 year broadcast operator. 4F. Box 801, BROADCASTING.

Announcer. Honorably discharged veteran. Top notch newscaster, commercial announcer. Six years experience with 50 kw radio. Excellent background. College educated. Transcriptions. Box 800, BROADCASTING.

Announcer-program director. 26 years old. 3 years experience news, play-by-play sports, commercials, special events. Available November 4th. Box 798, BROADCASTING.

Studio technician, 6 years experience 5 and 50 kw network stations. Licensed, union, honorable army discharged. Box 796, BROADCASTING.

Technical man—first class. Eleven years AM-FM broadcast experience. Desires opportunity any department, television or broadcast organization. Box 795, BROADCASTING.

A chief engineer and an announcer desire a permanent position with a northeastern station. Draft deferred. Experienced, capable and dependable. Box 793, BROADCASTING.

Program director—news editor. Eight years experience. Young & dependable. Box 791, BROADCASTING.

Wanted to Buy

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted—Studio equipment and five kilowatt transmitter with spare tubes. Box 794, BROADCASTING.

Wanted—One 279 foot type CK Blawknox vertical radiator. Box 786, BROADCASTING.

Wanted—1000 watt transmitter, FCC approved. Also, all other equipment necessary to complete station. Wire or write Box 784, BROADCASTING.

Will pay highest cash price for any or all of the following pieces of equipment for 250 watt station. Frequency and modulation monitor, turntables, microphone, oscillagraph or any kind of technical equipment. Write Box 760, BROADCASTING.

For Sale

Recorder—RCA console model MI-12703. Excellent condition. Engineering Dept. WGKV, Charleston, W. Va.

For sale—Fairchild latest model 199, 16" dual speed recording turntable like new, $495. Perfect condition. Sound Sales Company, 600 South Michigan Avenue, Chicago 5, Ill.

For sale or trade—2 (1) GE 891, IGE 892, 4 GE 810, 4 GE 806 never used. Want speech equipment, overhead recorder attachment, frequency monitor. KTKC, Visalia, Calif.

First check received for $2,975.00 purchases 250-watt broadcast transmitter in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

First check received for $3,100.00 purchases 250-watt transmitter and spare tubes in condition for F.C.C. approval, Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

For sale—1,000 watt transmitter, composite, commission approved. Class B modulation, complete. Available immediately. Box 771, BROADCASTING.

Miscellaneous

Qualify for promotion—Study at home: Management, writing, traffic, newscasting, production, television. Course prepared by network executives. Write for booklet. Chicago Institute of Broadcasting and Television. Suite B 818, 32 West Randolph Street, Chicago.

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

Video as Crime Detector Seen by Secret Service

TELEVISION, functioning in combination with other electronic devices and with fleets of airplanes, will be one of the nation's most potent aids in crime prevention and law enforcement in the postwar world, Frank J. Wilson, chief of the U. S. Secret Service, said in a recent talk broadcast on NBC from the 51st Annual Conference of the International Assn. of Chiefs of Police. He forecast the time when photos of fugitives and dangerous criminals will be flashed onto television sets in millions of homes.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course
NOVEMBER 14
6 Weeks' Day Course
NOVEMBER 6

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

READY FOR A SPONSOR

A new type half-hour net-work show, pronounced by those who should know as having all the elements to make it a top-rating audience holder among the best complete family listeners and sales-prospects in America.
Extremely flexible and capable of expansion with guest celebrities, name-bands and other features as far as desired. Unusual merchandising possibilities.
For first script and details, without obligation, write

CALEB WEST
5336 Wayne Avenue, Chicago, Illinois

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

United Manufacturing Corp.
Division of U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
District 1640

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

ADVERTISING AGENCIES
Without Canadian Connections
USE
RECORDINGS REG'D
633 Dominion Sq. Bldg., Montreal, Canada
FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
Write Us

Has Radio More Influence Than Press?

Air Medium Better in Bringing Voters to The Polls

By DR. PAUL F. LAZARSFELD
Director
Bureau of Applied Social Reesarch
Columbia U.

THE ACCOMPANYING article is taken from "The People's Voice," analysis of the factors influencing political behavior as revealed by monthly interviews made during the 1940 Presidential campaign with a panel of 600 residents of Erie Co., O. (a county whose voting has paralleled that of the nation for the past 40 years). Volume, to be published shortly by the American Council on Public Affairs, Washington, D. C. [$2.50], was written by Dr. Paul F. Lazarsfeld, Director, Bureau of Applied Social Research (formerly Bureau of Radio Research), Columbia University, assisted by Bernard Berelson and Hazel Gaudet, members of the Research Bureau's staff.

IN RECENT years, the radio has taken its place beside the newspaper as a distinctive medium of communication. Perhaps not just "beside", perhaps in some instances the radio has taken the place of the newspaper. For example, has the radio cut into the newspaper's sphere of influence in American politics? Did the two media serve the same function for the major parties? In short, what were their comparative political roles in Erie County in 1940?

Before attacking this question directly, we must digress for a brief methodological note. Suppose we asked the respondents themselves to indicate what sources were most effective in influencing their vote decision. Merely raising the question is enough to call to mind the dangers involved in such a procedure. Can respondents appraise the relative influences exerted upon them over an extended period of time?

Self-Estimate Inadequate

Any statement by them to the effect that they were "influenced" by the "radio" or "newspaper" may refer as much to the amount of listening or reading they have done as to the actual influence of the media. A direct self-estimate by respondents, then, will not serve our purpose.

Accordingly, a method of investigation was devised which rests on the following assumption: The more concrete and specific the respondents account of the experiences which have modified his view, the more likely it is that the account is valid. General comments may inadvertently refer to amount of exposure and not to influence. But concrete and circumstantial reports of specific experiences tend to focus on decisive events and to eliminate the component of amount of exposure.

Obviously, no single question can be expected to provide an adequate index of influence. But we can use a battery of questions which enable us to distinguish between general and vague replies on the one hand and concrete replies on the other. If we find that the influence attributed to one medium is consistently mentioned more frequently as we move from general to specific replies, then we conclude that this medium has actually exerted a preponderant influence and that we have arrived at a valid measure of influence.

With that procedure and that measure, what was the comparative influence of radio and newspaper the 1940 campaign? Just after the election, voters were asked to name in retrospect the sources from which they obtained most of the information that led them to arrive at their vote decision. They were then asked to indicate which source proved most important to them.

Although the radio and newspaper ranked about the same as general sources, the radio was mentioned half again as frequently as the single most important source of influence. Half of those who mentioned the radio at all considered it their most important source of information, whereas only a third of those who initially mentioned the newspaper regarded it as most important. Thus, as we move from the more general to the more specific indication of influence, radio plays a relatively stronger role than the newspaper. The same sort of distinction can be applied to another set of data.

Whenever a respondent indicated a vote intention different from the one mentioned in the previous interview, he was asked the reason for the change. In some cases the source of the new vote intention was stated in general terms, e.g., "I changed my mind as a result of my newspaper reading."

In other cases, the source of the change was reported in concrete terms, with a medium of communications directly linked to the reason for change, e.g., "An editorial in Wednesday's *Sandusky News* convinced me that the President's experience in international affairs was indispensable." (We should note here that whereas in the preceding section we dealt with the respondents as a whole, here we deal only with the crucial subgroup—the people who changed their minds during the campaign.) When the mentions of media making for changes in vote intention are classified as general and concrete, how did newspaper and radio compare?

Press and Radio

Until the last period of the campaign, considerably more political material was available in the newspapers than on the radio. Although it is difficult to measure this factor of accessibility, only toward the close of the campaign could the amount of political material on the air be considered at all comparable to that found in the press. If we limit mentions of media in connection with reasons for change to the last two months of the campaign—the most active months of the campaign—what then?

At that time the radio was mentioned less frequently as a general source of influence but more frequently as a concrete source. Once again, the stronger role of radio becomes more conspicuous in the case of concrete ascriptions of influence.

Appeals Pall

In sum, to the extent that the formal media exerted any influence at all on vote intention or actual vote, radio proved more effective than the newspaper. Differences in the way the campaign is waged in print and on the air probably account for this. In the first place, a considerable amount of political material appears in the press from the beginning to the end of the campaign with few notable variations.

In time, the claims and counter claims of the parties as they appeared in cold print came to pall upon the reader who had been exposed to essentially the same stuff over an extended period. The campaign on the radio, however, was much more cursory in its early phases and became vigorous and sustained only toward the close.

Secondly, the radio campaign consists much more of "events" of distinctive interest. A political convention is broadcast, and the listener can virtually participate in the ceremonial occasion. He can respond to audience enthusiasm, he can directly experience the ebb and flow of tension. Similarly with a major speech by one of the candidates. It is more dramatic than the same speech in the newspaper next morning.

And thirdly, the listener gets a sense of personal access from the radio which is absent from print. Politics on the air more readily becomes an active experience for the reader. It represents an approach to a face-to-face contact with the principals in the case. It is close to a personal relationship, and hence more effective.



Drawn for BROADCASTING by Sid Hix

"I Don't Care if Boake Carter IS Your Favorite Commentator—Quit Putting Mentholatum on My Spaghetti!"

Jergens Replaces

ANDREW JERGENS Co., Cincinnati (Woodbury soaps, cosmetics) on Oct. 15 replaced *Chamber Music Society of Lower Basin Street* with *Hollywood Mystery Time* on 151 Blue stations, Sunday, 9:15-9:45 p.m. (EWT). Series co-stars Carlton Young, New York actor and Gloria Blondell. Ernest Gill is musical director. Louis Dittes and Jerome Epstein write the program. Jim Doyle is announcer. Travis Wells is assigned producer for Lennen & Mitchell.

ELIMINATION of crime and gangster type dramas on the air has been requested by the Toronto Board of Education in a presentation to the Canadian Broadcasting Corp. The Toronto Board of Education feels that this type of program is a major part in the increase in juvenile crime wave.

FM Features Allocation Hearing

(*Continued from Supplement page 5*)

ted, and emphatically affirmed ltiplex operations as practical in FM band.

When Mr. Denny inquired if facile could be placed in a channel oining FM in a given area, Dr. sky said he thought it could. r example in New York, he exined, FM could be on Channel 1 facsimile on Channel 2 without erference, although he said he ferred not to give a definite aner. Dr. Jansky didn't see, how-r, how FM channels could be rowed in the higher spectrum ound 100 mc, as suggested by . Denny.

W. A. Roberts, representing Telsion Broadcasters Assn., with om Chairman Fly has clashed quently because of his persistent ss-examination of witnesses, nted to know why Dr. Jansky s so sure the present location of FM band is best for the future. en the witness answered several tors were involved, including rewers, antennas and prices to the blic, Chairman Fly challenged authority to make such a statent.

After considerable argument been Chairman Fly, Mr. Roberts the witness, Dr. Jansky started say: "We've had much more exience . . ." but the chairman interrupted with: "We don't want a ech. Of course you've had exience. We want the facts."

alter Damm Tells FM Growth

Several times as Dr. Jansky ntioned economics as a factor, Fly interrupted; asked the nographer to read the question, n commented: "What is based engineering? What are the engiring facts? If you think you're qualified, don't testify."

Mr. Roberts asked what would d to increase the receiver costs FM were moved to 150 mc. Dr. sky said he'd refer the question the manufacturers. Chairman asked what the transmitter blem would be to shift FM to 108 mc but Dr. Jansky said he n't know.

Would propagation be as good better than the band 41-56 ?" asked Commissioner Jett. "It ld be very good," was the re-

Walter J. Damm, president of Broadcasters Inc., and vice-sident and manager of radio of Journal Co., Milwaukee, owner operator of WTMJ and FM, said a study by FMBI dised that the 40 channels alloed by the FCC for FM were dequate. He endorsed, on behalf FMBI, the RTPB recommendas and filed several exhibits wing data about FM stations.

Dismissal of proceedings purnt to the newspaper orders and decision of the Commission to ive and retain applications in its pending file have had a stimulating effect upon the planning of FM stations," said Mr. Damm, who estimated that within five years after the war at least 1,200 FM stations will have been sought.

He said approximately 500,000 FM receivers are now in the hands of the public and that General Electric Co. estimated the manufacture of five million sets within a year after the war ends. Commissioner Jett asked if the 500,000 sets now in use are FM or combination and Mr. Damm replied that for three years he and FMBI had been trying to get that information from manufacturers, without success.

To Mr. Denny's question as to whether FM stations would be built to service rural areas, Mr. Damm said: "Every applicant will be willing to serve as great an area as the Commission rules might permit. If you're asking me whether an applicant will set up a station in a sparsely populated region, I would say no."

Mr. Denny asked how long it would be before FM is self-supporting, and Mr. Damm said that WMFM "has turned the corner and is making money". His station serves an area in which 21,000 sets are in use, he said, and is independently programmed 100% except where a sponsor buys both the AM and FM station and wants the same program on both.

George P. Adair, FCC chief engineer, asked, in event it was determined that FM could better serve in another location in the spectrum, should the change take place now or later on?

"If you're going to have a change, it ought to be made now to save the public," replied Mr. Damm.

W. F. Cotter of Stromberg-Carlson, appearing both for his firm and the RTPB, said the various considerations affecting the choice of the maximum frequency deviation in FM which, in turn, dictate channel transmitting width, concern problems of (1) the transmitter, (2) the transmitting medium "such as multiple path transmission, bursts, service range" and (3) the receiver. He submitted some comments in writing on various phases of FM reception.

He testified that if FM goes to 100 mc it would increase the cost of the receiver 30-50% for the FM portion of a combination AM-FM set. That cost he estimated on this hypothetical basis: If a receiver costs $40 to manufacture, the cost of installing FM on the present frequencies would be about $4, whereas at 100 mc it would be about $6, making the manufacturing cost $46 rather than $44.

He said sets built exclusively for FM were not popular in the past and doubted if they would be feasible in the future inasmuch as many of the same component parts are used in the manufacture of both AM and FM receivers. Mr. Cotter suggested a combination AM-FM receiver as the most economical set.

Recommends 100 mc Band for FM Service

Mr. Cotter, recalled to the stand Wednesday for further cross-examination, said narrowing the FM channel to 100 kc width would increase signal noise. He added there would be a problem of co-channel interference which involves mathematical calculations. He recommended a channel width of 200 kc, regardless of multiplexing.

Mr. Cotter said should FM be moved to the 100 mc band, it would be possible to place stations in the area on adjacent channels provided the 200 kc channel is retained. As a receiver manufacturer he recommended that FM be contained in a continuous band, rather than two separate bands. If two bands are necessary, however, he said they shouldn't go above a frequency that causes a change in components and suggested FM be kept below 60 mc. As to receiver manufacture, he listed channel width as the most important problem.

Should FM be moved to a higher place in the spectrum, say around 200 mc, Mr. Cotter continued, it would take his firm at least a year to make new designs and get into production. He added, under cross-examination by Commissioner Jett, that he thought his company could build receivers with present component parts, capable of reception up to 100 mc.

W. R. David, sales manager of broadcast equipment, General Electric Co., Schenectady, vice-chairman of RTPB Pane 5 on FM and chairman of the panel's allocation committee, also representative of FMBI, estimated the cost of FM as follows:

For a main station of 1 kw from $28,000-$42,000, depending on local conditions. For a 50 kw FFM station, which is more likely to require one or more booster stations, $115,-000-$150,000, exclusive of building and grounds. Addition of ST (studio-transmitter) facilities would increase the figures by $8,600-$11,500. He estimated the annual cost of operating and maintaining a booster station at $3,000-$4,000 for 25 w; $6,500-$8,000 for 250 w; $10,000-$12,000 for 1 kw.

Plant operation of main stations, excluding programs and studio, at $10,750-$15,000 for a 250 w station; $13,750-$18,000 for a 1 kw outlet and $67,500-$82,700 for a 50 kw station. Those figures include replacements, tubes, maintenance, operating personnel and a depreciation of 20%.

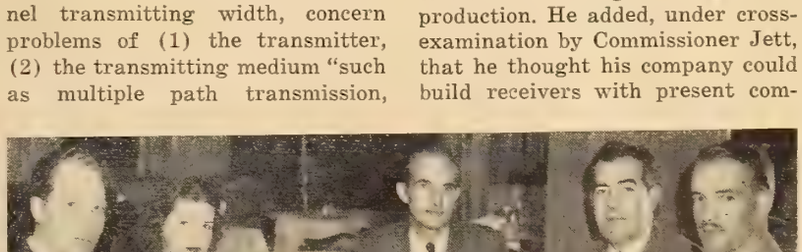
Costs of two different types of booster stations. The first, use of a low power transmitter operating on another frequency as follows: 25 w $6,000; 250 w $10,000; 1 kw $17,000. A second type, use of low-power transmitter operating on the same but synchronized carrier frequency, using a high-frequency radio relay between the main and booster stations, would cost approximately $13,-000 for a 25 w station; $17,000 for one of 250 w and $25,000 for 1 kw.

Sees Danger of Retarding Development

Mr. David said he didn't think the demand for FM channels in the U. S. could be entirely determined by that of the metropolitan districts such as New York, Philadelphia, Chicago and Los Angeles, because cities within 50 to 100 miles of such areas must have additional channels. Excluding the larger centers of population Mr. Brown estimated that 60-70 channels would be needed for the rest of the country.

Mr. David said that moving FM to another part of the spectrum, say the 100 mc band, would retard the development of FM for at least a year. He added that further development would be necessary. With present knowledge, however, manufacturers could produce transmitters up to about 1 to 3 kw at approximately 150 mc, but the time required would be much longer than all ratings approximately 50 mc.

He estimated there would be an appreciable increase in the cost of covering the same area in the higher spectrum than at the present location, although he said he



CONGRATULATIONS are in order for Murray Carpenter (center), media supervisor of Compton Adv., New York, who surprised luncheon guests when he remarked that he was celebrating his 10th year with the agency on that day. Party included (l to r) A. H. Flaten of CBS Radio Sales in New York; Jean Lawler, time buyer for Compton; Mr. Carpenter; William Fairbanks, also timebuyer for Compton, and Carl J. Burkland, general manager of WTOP Washington Columbia outlet.

had no figures available. Operating costs would increase with the frequency, he said. Tubes would be higher and their life shorter. Efficiencies would be lower and their power costs more.

Commissioner Jett said he understood 50 kw tubes are available for the higher frequencies, but Mr. David said he had no knowledge of it. Just prior to the war, he explained, manufacturers were able to develop 50 kw at 50 mc, while now it is "barely possible" that they can develop 40 kw at 100 mc. He said GE had operated a 40 kw television station on Channel 3 (66-72 mc).

Behavior of Signals In High Frequencies

Mr. Roberts cross-examined Mr. David on his qualifications. The witness had termed himself "application engineer". The TBA counsel moved to strike from the record Mr. David's testimony regarding 40 kw operation at 100 mc. He was overruled by Commissioner Walker, acting chairman.

J. E. Brown, assistant vice-president and chief engineer of Zenith Radio Corp., Chicago, testifying as to observations he had made of long-distance disturbances, said he had observed bursts at 44.3, 44.5 and 44.7 mc, but that it "takes a skilled ear to find the bursts in the Chicago area". He said he had seen CBS television pictures the past summer at 60-66 mc in Chicago and added "whatever the vagaries may be they didn't stop at 60 mc".

He doesn't believe there's a serious interference problem in FM from sporadic E, he added. At one time Maj. Edwin H. Armstrong's station at Alpine, N. J., "took over" Mr. Brown's receiver in Chicago for 5 or 10 minutes, he said, but that was the only time he observed such a phenomenon. As to automobile ignition noise, "FM properly applied, does a good job of eliminating it," said Mr. Brown. He felt with a good receiver there would be no auto ignition problem.

Mr. Brown said the cost of building receivers for operations at 100 mc would be greater than at 50 mc. Before the war his firm built a combination AM-FM receiver for $125 for the present band. The same set at 100 mc might run $15-$20 more to the customer, he said, adding "there is no practical way out except for two complete front ends, one for standard and one for FM". At the present, one-front end serves both services, he said.

Under cross-examination, however, he estimated the cost of converting a set to 100 mc would be about $1 in manufacture. For the consumer increase "multiply that four or five times", he said. He estimated his firm would be able to manufacture sets for 100 mc reception a year after materials were available, and added that Zenith could build receivers for the present FM band at a minimum of six months after conversion of industry.

"If we knew what allocations were going to be, we could start designs right now," he told the Commission. As to prices, Mr. Brown said the lower priced sets create the biggest problem to manufacturers, although he estimated Zenith probably would turn out a combination AM-FM receiver costing around $40 or $50, because of consumer demand. He said he could see no reason why manufacturers couldn't build sets for an FM band of 80-108 mc.



ENTIRE STAFF of KALE Portland, Ore. attended banquet celebrating opening of new KALE studios. At head table (l to r) are: Arthur M. Briggs, account executive; Merle Alexander, secretary to Charles E. Couche, general manager; Mr. Couche; Margaret Allyn, director of women's programs; Newton G. Hedin, account executive. In first row, front table (l to r): Ralph Langley, production manager; Rodney Adair, announcer; Harold Bratsberg, program director; Byron Shrader, continuity director; Mary Lou Lacey, receptionist; William Donahue, auditor; G. F. Skiff, account executive. Second row (l to r): Allan Walker, announcer; Merrill Meade, assistant news editor; Jack Colon, announcer; Harland Tucker, chief announcer; Lyle Eastlund, technician; Fern Kilburn, traffic assistant; Norman A. Davis, commercial manager; Pat Green, program dept. secretary. Second table, first row (l to r): Shirley Richmond, commercial dept. secretary, A. E. Richmond, chief engineer; Luella Blankenship, bookkeeper; Tom Decker, news editor; Peg Brackensmith, writer. Last row (l to r): Betty Todd, writer; John Emmel, director of music; Ann Carpenter, writer; Florence Ball, traffic; Earl Gunn, announcer; Dantzelle Nelson, writer; Dave West, entertainer. Official opening of studios was final move in KALE's transfer to individual operation from joint ownership with KOIN. [BROADCASTING, Aug. 28.]

Narrates Experiences With Satellites

P. B. Laeser, FM and television engineering supervisor of WTMJ-WMFM, the *Milwaukee Journal* stations, testified as to experiences with satellite stations. He listed as the possible types of boosters or satellites as: (1) operation of a separate low-power transmitter carrying the same program on a channel different from that of the main station; (2) operation of a low-power transmitter carrying the same program on the same channels as the main station without sychronization; (3) operation of a separate low-power station on the same channels as the master station with both the carrier frequency and the program synchronized.

The first requires two channels, a disadvantage, he pointed out. With the second type, a nonsynchronous carrier operation, a mush area is created at points where the signals approach equal intensity and objectable interference is especially noticeable during program pause and at times of zero modulation, Mr. Laeser went on.

He defined the third as complete synchronous operation and said it "seems to offer several advantages over the other types". He described tests being conducted by WMFM with the second and third types of satellites. On the basis of two weeks' test, he felt the synchronized operation is better. "I see no reason why the technique of suppressing the satellite carrier from the receiving input could not be improved, and this would directly result in utilizing more power in the satellite if necessary," he said. Mr. Laeser publicly thanked Maj. Armstrong, C. M. Jansky Jr., and George P. Adair, FCC chief engineer, for their "helpful suggestions and cooperation" in the tests.

T. A. M. Craven, vice-president of the Cowles Broadcasting Co., who retired last June 30 as a Commissioner, startled many spectators with recommendations far beyond those suggested by the RTPB. (Abstract of his testimony and cross-examination will be found on Supplement page 16.)

Keston Urges FM Single Market Coverage

Paul W. Kesten, CBS executive vice-president and acting head, read into the record his statement on FM, which the Commission the previous week ruled could not be presented during international broadcast hearings [BROADCASTING, Oct. 9]. He recommended 100 channels for FM, estimating that they would make possible some 4,000-5,000 stations.

On his suggestion that FM be placed on an equality basis—Mr. Kesten was cross-examined by Commissioners and Mr. Roberts. As to location in the spectrum Mr. Kesten said: "We believe the movement of other services—I'm trying not to say television—into the higher frequencies where they belong will make room for FM centering at 60 mc or around 100 mc."

Chairman Fly asked, with a grin, if the witness thought the single-market coverage idea was a "good thing". Mr. Kesten replied: "It's a commendable thing, Mr. Chairman. It would add more stations to a network and that means benefits to everybody."

Mr. Kesten said on the basis of a study being conducted by his engineering department, it appeared that a network of 175 stations could be devised with rural coverage greater than the present standard network setups. An FM network, such as CBS proposes, could cover 80% of the population with 175 stations, he said. Copies of the study will be submitted to the FCC when it is completed.

Pressed by Mr. Roberts as to what he meant by "equality", Mr. Kesten said: "Competition today consists of two things—better programs and better signal. Under our recommendation there would be no better signal. It would rest on programs."

Alluding to CBS as perhaps having the best programs in the future, Mr. Roberts asked if that network planned to serve all the FM stations. "We might under a Communistic Government," replied Mr. Kesten, "but not a democratic America." He explained further that the equality theory contemplates "permission" to use facilities or standards below those of the "equal" stations but "never by force". He said the proposed plan would eliminate the danger of a few big stations being owned by a handful and make it possible for every station to compete on equal footing as to coverage.

Must Increase Number of Channels

William B. Lodge, CBS general engineering supervisor and member of RTPB Panel 5, said he voted for assignment of 80-100 channels for FM and for retaining the 200 kc channel width. With the FM band possibly limited to 15 mc, this would provide for 75 channels, of which educational interests want 15, leaving 60 for commercial FM.

"It is my firm conviction that this number of channels must be appreciably increased if we are to avoid frequency shortages in New York, Chicago and other large metropolitan areas," said Mr. Lodge. "Adoption of a 150 kc channel width for FM would provide 100 channels if the eventual FM broadcast band runs from 41-56 mc which, I believe, would be a long step toward meeting the needs of FM broadcasting within the foreseeable future." Mr. Lodge said 100 channels 200 kc wide could be provided if television is moved from the lower frequencies and the 50-54 mc amateur band is moved up to 6 mc.

Mr. Lodge pointed out that technical data submitted by RTPB contained opinions by representatives of Philco, NBC, RCA and Hazeltine favoring reduction in bandwidth to 100 kc, while General Electric, Stromberg-Carlson and Maj. Armstrong supported retention of the 200 kc width. His opinion, he said, was that the 200 kc width offers the best assurance of realizing the fullest potentialities of FM. A compromise on a 150 kc channel width might be acceptable, he added, only if it is finally determined that additional spectrum space cannot be made available to provide

roximately 100 FM channels of kc width.

Such a compromise does not, it ns to me, offer the most obvious tion," said Mr. Lodge. "Any re- tion in band width, particularly iew of the opposition of FM's entor, Maj. Armstrong, must be ved with considerable reserva- at least until we know much e than we do now concerning practical operation of FM on a onwide scale. The better course, e Commission should move tele- n into the higher frequencies, ld be to reserve one or two of present television channels for by FM at such time as the high uency, high definition television plants the present 6 mc televi- ."

ect of Narrow annel on Interference

xplaining that a single 60 mc vision band would provide 30 itional FM channels, at 200 kc, Lodge asserted: "If the Com- sion formally adopts this policy n early date, receiver manufac- rs can then design sets to in- e all of the eventual FM band." s to long-distance interference, Lodge said some of his ghts were contained in his ar- in the Aug. 14 BROADCASTING. upport of the single-market FM ion, as advocated by Mr. Kes- Mr. Lodge said that under this transmitter power would be r than that of multi-market ets, and interfering signals ld be weaker.

nder cross-examination Thurs- morning, Mr. Lodge said a nar- er channel would not impose re- tions on audio-frequency fidel- He said, however, that reducing channel to 100 kc would result reduction of ability to discrim- e against co-channel and ad- nt channel interference. Ques- ed by Mr. Adair about the 150 channel, Mr. Lodge said he be- ed alternate channels could be l and that, in itself, would make n for more channels.

hairman Fly and Gov. Case s-examined on the economic ors of single-market stations in England and when Mr. Fly ed if CBS would be willing to ry a standard station at a cost would enable it to operate in black," Mr. Lodge replied: "I eve we would if it provided serv- That's my opinion."

tection Against kground Noise

e told Commissioner Walker CBS plan did not contemplate ing on network support as the ary economic factor, rather the le-market idea would foster e local support. Network sup- , he said, was only one of the ors. Chairman Fly asked Mr. ge to develop the economic ts "more fully" and present n to the Commission.

orthington L. Lent, Washing- consulting engineer and coun- for the Cowles Broadcasting submitting data on human response to sound, said if the full fidelity capability of a system is to be useful, some protection against disturbing backgrounds of noise must be provided. He named two types of noise with which the antenna system must contend: (1) the electrical noise to which the receiver is sensitive, and (2) the acoustic noise in the listening space to which the ear is directly responsive.

He produced technical data indicating that a band width of only 90 kc is necessary for an FM channel, declaring: "It can be concluded that in a channel 100 kc wide, an allowance for receiver oscillator frequency drift of plus or minus 5 kc and an additional allowance of plus or minus 2.5 kc for the accommodation of all generated side band components having amplitudes of 1% or greater of the unmodulated carrier amplitude, can be provided while at the same time permitting a useful total swing of 85 kc."

Mr. Lent said he didn't think adjacent channel interference would be serious under a 100 kc band. He gave testimony concerning conversion of receiving sets and said that the receiver manufacturers can "make or break FM" or any other service.

Maj. Armstrong was given a rousing ovation as he stood on the platform to take the oath. He was the first witness to be given such acclaim. In carefully selected words he asked the Commission to provide ample space for FM and asserted that in addition to commercial services, "an outstanding opportunity for peacetime service is just beginning to emerge in the field of educational broadcasting and the extent to which its effects may be felt cannot now be forecast." (Abstract of his testimony and cross-examination on supplement page 14.)

Educational Group Seeks Video Also

Joseph L. Weiner, attorney, who said he represented a "group of persons connected with Muzak Corp.", presented a plan for "subscription radio", a service similar to Muzak but handled by FM instead of wires. (Abstract of his statement and cross-examination on supplement page 3.)

For the first time in the hearings an FCC representative was obliged to read his prepared statement as the noncommercial educational hearings got underway Friday. Acting Chairman Walker ruled that the Commission was interested in the statement, which sketched the history of educational broadcasts. In the past Commission experts have identified the statements and entered them in the record.

Dr. Studebaker, in requesting 15 channels for noncommercial educational FM and 10 additional channels for relays, said he wasn't acting on a personal hunch but based his recommendations on known plans of educational institutions in 28 states. He said the present five channels, allocated to educational FM, are far from sufficient to meet the needs. Throughout his testimony he quoted various statements of Chairman Fly with reference to educational broadcasting.

Dr. Studebaker pointed out that education by radio isn't confined to the schoolroom. "I know it to be a fact that some of those now planning FM stations expect to broadcast adult-education programs and programs of a general informational nature," he said. "I have reason to believe that school-owned FM stations will come, more and more, to broadcast programs for student listeners during out-of-school hours, designed to supplement the regularly-scheduled work of the schoolday. . . . From current trends of thinking among the curriculum specialists, I think we can expect that these school-owned stations are likely to be used, to some extent at least, to bring to young adults just out of school, types of educational programs designed to expedite their transitional adjustments to adult social, occupation, and civic responsibilities of community living."

Under cross-examination, Dr. Studebaker estimated that within five years there will be at least 500 educational FM stations.

Horace Lohnes, Washington counsel for the Natl. Assn. of Educational Broadcasters, asked if an educational station desiring to sell time should be assigned an educational or commercial frequency. Dr. Studebaker replied: "I don't like to feel that tax-exempt institutions should go into commercial business in competition with private enterprise."

Dr. Lowdermilk, who supported Dr. Studebaker's recommendations by more complete data as to technical and other details, advocated permitting "all local school systems and colleges to do their own planning without the imposition of regulations by a state committee, a state department of education or the U. S. Office of Education".

Testifying out of turn last Wednesday, because he had to leave Washington, Dr. Howard L. Bevis, president of Ohio State U., Columbus, and chairman of the Radio Broadcasting Committee, Natl. Assn. of State Universities, told the Commission that "State universities, in much larger proportion, are planning to establish FM educational stations", recognizing the "practical impossibility of obtaining new standard broadcast stations."

Of 45 state institutions, 35 are now "either actively considering the matter or have already applied to the Commission for a construction permit". Only 12 universities operate standard stations, he said. The majority of the proposed FM stations by land-grant colleges will be "related to state educational FM networks," said Dr. Bevis. He, too, said programs will be directed at homes as well as schools.

Dr. Bevis recommended, in addition to FM channels, that the Commission allocate a group of medium-distance channels in the vicinity of 2500-3500 kc for "statewide coverage on 10 kc channels with power to 5,000 w." He asked for at least 10 such channels for educational needs.

Adult Education Facilities Urged

Prof. Harlow Shapley, director of the Harvard Observatory, also testifying out of turn, advocated worldwide educational broadcasts and supported the contentions of the World Wide Broadcasting Foundation, of which he is a member. He offered no recommendations, however.

Harold McCarty, director of WHA Madison, Wis., and national radio chairman of the Natl. Congress of Parents & Teachers, declared the NCPT is convinced that national network broadcasting cannot solve all the problems or perform all the services of radio education. He endorsed the 15 channel request for educational FM.

Robert C. Deming, supervisor of adult education, Connecticut State Dept. of Education, testified that Connecticut plans to erect four 1,000 w transmitters to form a network with relay transmitters, under direction of the State Dept. of Education.

Lt. Col. Harold W. Kent, Chief, Postwar Planning Branch, Office of the Director of Military Training, Army Services Forces, and

Peterson Heads Army Radio Branch Placement

SUPERVISION of all Army-produced network programs except the *Army Hour* on NBC, will be in charge of Lt. Curt Peterson, officer in charge of the Placement Section, Radio Branch, War Dept. Bureau of Public Relations, Lt. Col. Jack W. Harris, acting chief, Radio Branch, announced last week. Lt. Peterson, former radio director of Marschalk & Pratt Co., will supervise 10 Army-produced shows on the networks for Army Air Forces, Army Service Forces and Army Ground Forces. Col. Harris personally supervises the *Army Hour*.



Lt. Peterson

In his new duties he will coordinate appearances of personnel for the various services with Maj. Herbert Stare, radio officer of AGF; Maj. Andre Baruch, radio officer in charge of ASF Placement Section, and Capt. A. T. Steele, radio officer of AAF, handling the placement of Army personnel for both sustaining and commercial programs.

Maj. Baruch, veteran network announcer, as head of the new ASF Placement Section [BROADCASTING, Oct. 9], will be liaison between Army Service Forces personnel and radio, although the Radio Branch will continue to clear all programs and personnel as the overall operating branch of all Army radio, maintaining liaison with the AAF, AGF, ASF, and posts and camps throughout the country.

War Dept. liaison to the U. S. Office of Education, testifying on behalf of the Assn. for Education by Radio, of which he was one of the founders and its first president, said he felt 15 channels for FM educational broadcasting would suffice for present needs, although he added: "We don't believe that is by any means a final request."

Col. Kent, on leave as Radio Director in the Chicago Public Schools, told how in Chicago, Detroit, and other cities when schools were closed by epidemic or other reasons, pupils were reached through cooperation of local stations. He asserted that the field of adult education "heretofore largely undeveloped, should be served by educational radio facilities".

Endorsing the recommendations of Dr. Studebaker and Dr. Lowdermilk for 15 FM channels, 200 kc wide, for noncommercial educational use were the following:

D. W. Zimmerman, Maryland State Supervisor of Special Education, also representing the National Council of Chief State School Officers; W. Lloyd Sprouse, executive assistant to Dr. Kenneth C. Ray, Ohio State Superintendent of Public Instruction, who also said Ohio institutions would need 15 channels but could use the 15 requested for nationwide service; Dr. Lawrence J. Tidrick, Michigan Dept. of Public Instruction; Carl H. Menzer, Natl. Assn. of Educational Broadcasters; Dr. William B. Levinson, Directing Supervisor of Radio, Cleveland Board of Education.

S. D. Shankland, executive secretary, American Assn. of School Administrators; Walter C. Eells, executive secretary, American Assn. of Junior Colleges; Belmont Farley, public relations director, National Education Assn.; Clyde M. Huber, American Assn. of Teachers Colleges; Paul E. Elicker, executive secretary, National Assn. of Secondary School Principals; William D. Boutwell, managing editor, American Vocational Assn.; Elizabeth Gowdy Noel, Dept. of Classroom Teachers, National Education Assn.; Dr. Joseph E. Maddy, representing the NEA, Music Educators National Conference, National School Band, Orchestra & Vocal Assn. and Michigan Educators' Radio Assn.; George Abraham, Intercollegiate Broadcasting System.

Dr. Maddy read a statement from Leopold Stokowski, urging retention of FM broadcasting on the highest plane, asserting that the broadcast of symphonic and operatic music requires a frequency range of from 30-13,000 cycles per second and an intensity of about 85 decibels.

Declaring the "average American citizen is woefully ignorant concerning the workings of our democratic form of Government," Dr. Maddy charged "this condition is largely due to our radio monopoly. Such information cannot be disseminated over national networks or over regional radio stations.

"Soap operas occupy radio time that might better be used to acquaint our citizens with economic problems facing them," continued the Michigan educator. "Breakfast food thrillers that inspire young children to simulate bloody escapades might well be replaced with rational programs devoted to better health. Radical promoters of doubtful ideologies can buy time for propaganda purposes while vital local issues are seldom presented over the air."

Dr. Maddy attacked James Caesar Petrillo, president of the American Federation of Musicians, as a "dictator" and said that unless Congress takes drastic action to stop his "assumption of dictatorial powers . . . our FM efforts will come to naught, I'm afraid."

Television was to get under way at 10:30 a.m. Saturday (Oct. 14) with the following witnesses: T. A. M. Craven, vice-president, and Worthington C. Lent, consulting engineer, Cowles Broadcasting Co.; Joseph Ream and Peter C. Goldmark, CBS; Allen S. DuMont, Television Broadcasters Assn.; T. T. Goldsmith Jr., Allen B. DuMont Labs.; Lewis Allen Weiss and Frank M. Kennedy, Don Lee; Paul Raibourn, Balaban & Katz, Television Productions, and Paramount Communications; G. R. Town, Stromberg-Carlson Co.; Norman D. Waters, American Television Society.

Addenda to ACTIONS OF THE FCC

See Oct. 7-10 Decisions and Applications on page 56.

Decisions . . .

OCTOBER 10

Blue Network Co., New York—On consideration of petition to enlarge issues and postpone hearing, and KOB petition to enlarge issues, re KOB application for mod. CP, directed that issues to be determined be enlarged to include use of DA by both KOB and WJZ; refused to continue hearing now set Dec. 11 (action taken Oct. 9).

WJNO West Palm Beach, Fla.—Granted CP move transmitter.

OCTOBER 11

Rochester Broadcasting Co., Rochester, N. Y.—Granted petition for postponement to Nov. 15 hearing now set Oct. 17 in re application and Seneca Broadcasting Corp. application new station at Rochester, and The Finger Lakes Broadcasting System application new station at Geneva, N. Y.

Applications . . .

OCTOBER 10

WSAY Rochester, N. Y.—Mod. CP authorizing change assignment etc. for extension completion date from 11-1-44 to 1-1-45.

Philco Radio & Television Corp., Arlington P.O., Va.—CP new experimental television station, channel 4, A5 and special emission, 3 kw visual and aural.

KMAC San Antonio, Tex.—CP new FM station, 45,300 kc, 10,506 sq. mi., $42,545.65 estimated cost.

South Bend Broadcasting Corp., South Bend, Ind.—License to cover CP new standard station (WHOT).

KMED Medford, Ore.—CP new FM station, 49,500 kc, 3,121 sq. mi., $15,300 estimated cost.

OCTOBER 12

WJAR Providence, R. I.—CP new commercial television station, channel 7.

National Broadcasting Co., Bound Brook, N. J.—Mod. CP authorizing new international broadcast station WNRE for extension completion date from 11-7-44 to 2-7-45.

KTYW Yakima, Wash.—Mod. CP authorizing move station etc. for extension completion date from 10-11-44 to 11-11-44.

Temple V. Ehmsen, Portland, Ore.—CP new developmental broadcast station, 45,500 kc, 1 kw, special emission for FM and facsimile.

KSFO San Francisco—CP change 560 kc to 740 kc, increase 1 kw N 5 kw D to 50 kw DN, move transmitter, install new equipment and DA-DN (petition to reinstate).

OCTOBER 13

Portland Broadcasting System, Bangor, Me.—CP new FM station, 45,100 kc, 6,512 sq. mi., $30,678.23 estimated cost.

WHBL Sheboygan, Wis.—CP new FM station, 48,500 kc, 2,360 sq. mi., $36,500 estimated cost.

Zenith Radio Corp., Chicago—CP new experimental televisoni station, 4880000-504000 kc, 250 w (1 kw peak) visual and 1 kw aural.

KTYW Yakima, Wash.—License to cover CP move station and antenna changes.

Decision on WJJD Case Favors AFM

Regional Board Reverses Findings of Panel

ACTION of the Sixth Regional War Labor Board in reversing the panel findings denying "make-work" demands of the American Federation of Musicians for platter-turning operations at WJJD Chicago brought sharp criticism last week from William Friedman, station counsel, who announced he would file a petition for review immediately.

"I'm surprised by the decision of the Sixth War Labor Board in the WJJD case", said Mr. Friedman. "It clearly ignores the record which shows there is no prospect of reaching an agreement by collective bargaining. The present decision seems to be an attempt to avoid deciding an issue which is clear.

"I cannot understand the attitude of the Board since Petrillo and the union have done nothing but flaunt the Board and even the President of the United States. We shall of course avail ourselves of the right to have the national Board pass upon the matter."

The Board order returned the dispute to the parties for collective bargaining, stipulating that if the issues are not resolved in 60 days either party may refer the case back to the Board for final determination on the basis of the panel report of Aug. 15. The panel had found that t present staff of musicians at t station was without sufficient w to take up the minimum of 25 ho per week specified in the union c tract and had seen no justificat in view of the manpower short in the Chicago area for giv the musicians exclusive juris tion over turntable operati [BROADCASTING, Sept. 4].

HOOPER RATINGS U ON PACIFIC COAS

HOOPER RATINGS for Augu September period, as reported C. E. Hooper Inc., New York, Pacific Network programs, sho prevailing rise in listening over last report on three counts, bu general decrease from last yea report. Average evening audie rating of 7.1 is up 0.7 from l report, down 0.4 from a year a Average evening sets-in-use 29.6 is up 3.7 from last report, 1.4 from a year ago. Average e ning available audience is 74.1, 1.8 from last report, down 0.6 fr last year.

For daytime audiences the av age rating is 3.8, up 0.2 from l report, down 0.2 from year ago; sets-in-use figure is 13.8, up from last report, no change fro year ago; for the available au ence figure is 64.4, down 0.9 fr last report, down 1.6 from year a

Mr. District Attorney heads list of "Top Ten" programs on Pacific Coast, followed respectiv by *Your Hit Parade, Ellery Que Can You Top This, Screen Gu Players, Thanks to the Yan* Hildegarde, *Quiz Kids, Take It Leave It, Mr. and Mrs. North.*

JOINT STATEMENT OF RECORDERS

TEXT of joint RCA Victor, Columbia and NBC recording statement issued late Friday follows (story on Supplement page 5):

WE ARE encouraged that President Roosevelt in his efforts to withdraw the ban of the AFM on the making of phonograph records and transcriptions has not taken Mr. Petrillo's "no" as a final answer in the case. The President's decision to study the law in order to find what he can do legally on the question is encouraging to us, who in this long drawn-out fight against an alarming and perhaps subversive principle have sought to uphold American tradition.

We deeply regret that Mr. Petrillo's refusal to obey the order of the War Labor Board has imposed upon the President the additional burden of a wartime strike by the AFM against our companies.

We have offered again and again, hoping to keep this issue from reaching the overburdened desk of the President, to pay into escrow the full dollar amounts which Mr. Petrillo demands, pending proper determination of the issues between us. These offers Mr. Petrillo has repeatedly refused. We have been fighting, not for competitive advantage, but against what we believe to be a dangerous principle. He would force us to pay a private tax on every record sold, directly into his union treasury. Obviously, such a tax would have to be added to the price of records purchased by the public. It would make the union officials financially independent of the union membership.

Mr. Petrillo made a basic misrepresentation in his recent statement to the President that the capitulation of other companies to his demands resulted from efforts of the WLB itself. The true fact is that the WLB panel expressly and officially disclaimed responsibility for the contracts which the other companies signed. With one single exception, these companies are small companies which yielded to economic coercion.

Furthermore, Mr. Petrillo overlooks the fact that the WLB concluded that the strike did impede the war effort. This c clusion was reached and publicly st at least four separate times during lengthy procedure before the WLB its panel as follows:

First, in July 1943, the WLB conclu that it had "substantial evidence" that strike impeded the war effort when first accepted jurisdiction in the case.

Second, in March 1944, the same clusion was reached by the panel w stated "the stark fact is that a u by successfully halting the production goods, has impeded the war effort."

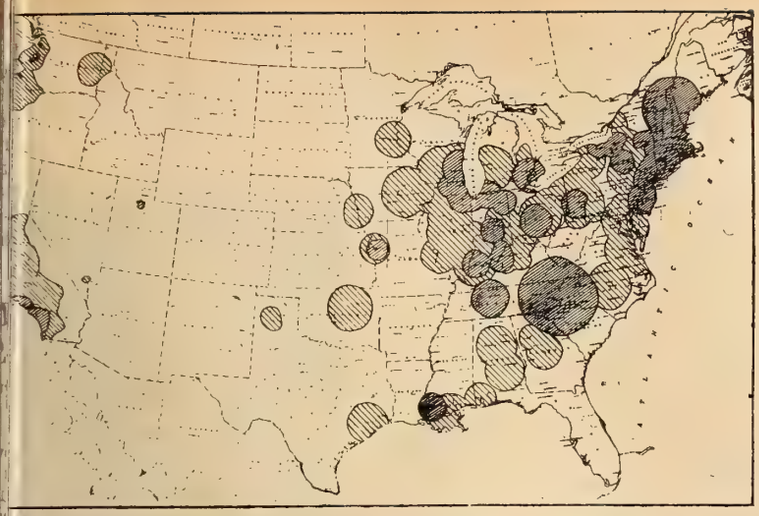
Third, in April 1944, in the hearing the confirmation of the panel's re Chairman Davis referred specifically to labor dispute as one "which interferes the war effort".

Fourth, in August 1944, after Mr. Pe lo has for months defied the WLB's b to-work order, Frank V. Morley, the pu member of the board designated as "i cialist" on the case, again denied union's claim that the strike had no ef on the war effort, with the statem "That is a claim which we find cannot substantiated."

We are strong in our hope that the Pr dent under the law will find legal po to put an end to Mr. Petrillo's defianc the Administration, and permit musici to resume recording.

NBC Midwest Gain

DIVISION billings for the fi nine months of 1944 are 18.8 ahead of the same period a y ago, according to Paul McClu sales manager for the NBC Cent Division. Simultaneously, Oli Morton, manager of the NBC C tral Division local and spot sa department, disclosed that WM billings in 1944 topped the sa nine-month period in 1943 15.3%.



V FM will serve the nation, under stations already authorized and e for which applications are pending, is shown in this FCC Engineer- Dept. exhibit introduced last week in the FCC's general allocations rings. Areas served by the 46 licensed commercial FM stations and 7 norized by construction permit are shaded diagonally to the right. as which would be served with the addition of 248 stations sought in ling applications are shaded diagonally to the left.

rimary Coverage by Radio nadequate, FCC Discloses

SPITE 912 standard broadcast ions licensed as of Sept. 1 and struction permits outstanding 16 more, 17.4% of the popula- is without nighttime primary o coverage and 8.1% without nary service in the daytime, C. Owen, chief of the Hearing Sec-, Broadcast Division, FCC En-eering Dept., testified last week he Commission opened hearings standard broadcast allocations.

Little Improvement

ointing out that one purpose of Commission's order, designat- the allocations hearings, was to ermine the "present and future ds" of standard broadcast serv- "with a view to ultimately as- ning a band or bands of fre- ncies to such service," Mr. Owen d that any determination as to present and future needs ould be examined in the light of purposes of the Communica- s Act as stated in Section 1, nely, 'to make available as far possible to all of the people of United States a . . . nation- e . . . radio communication serv- with adequate facilities'."

He entered as exhibits coverage ps depicting a detailed study by Commission in 1938 and said t today's coverage has increased little since then. Of 122,000,000 ulation when the study was de, more than 10,000,000 were hout daytime primary service ile 21,000,000 had no nighttime mary coverage.

"In June of 1942 the question of mary service day and night in United States was again the ject of a study by the staff," d Mr. Owen, "and it was found t the service rendered by the stations in 1942—an increase of 159 stations over the 747 of 1938 —resulted in an increase in total area receiving service from 61.5% to 66.8% for daytime and 43.1% to 43.2% for nighttime."

The Commission concluded, on the basis of the 1942 small increase, the 1938 study was "relatively accurate" and substantially representative of the service "in the United States at the present time".

"Standard broadcasting today is one of the United States major industries and the economic aspects should be considered concurrently with engineering phases," said Mr. Owen. He introduced an analysis by states and regions showing population, radio homes, per capita income, retail sales, total broadcast revenue from time sales, total investment in tangible broadcast property and number of stations (see page 14).

In breakdowns of each state's coverage, exhibits submitted by Mr. Owen showed that 15.9% of the country's rural population is without daytime primary service, while the urban population without primary service during the day is but 2.1%.

During nighttime 32.4% of the rural population is without primary service while 5.6% of urban population has no primary coverage.

Research Firm on NBC

ELECTRICAL RESEARCH Labs., Evanston, Ill., on Oct. 21 will begin sponsorship of John W. Vandercook, NBC commentator, in a new quarter-hour series Saturday on the full NBC network. Evans Associates Inc., Chicago, placed the 26-week contract.

LATE PERSONAL NOTES

DON HEYWORTH, production and program operations assistant in the BBC's North American Service, leaves New York shortly to transfer to the BBC's London office to develop and produce programs for this country as the only American member of the NAS staff there. With BBC New York for the past year, he was formerly with WCAU Philadelphia. Sam J. Salte, for the past year and a half regional public relations officer of the U. S. Maritime Service, Third Naval District, joins the program operations department in New York Oct. 23. From 1940-43 he planned, produced and wrote programs for the National Assn. of Manufacturers.

DR. DARRELL B. LUCAS, originator of the controlled recognition method measuring advertising audiences, has been appointed technical director of the Advertising Research Foundation, to which he has served as consultant for the past year. Professor of marketing at NYU, Dr. Lucas is co-author of *Psychology for Advertisers*, and author of *Psychology of Selling*.

CECIL WIDDIFIELD, radio director for Schwimmer & Scott, Chicago, has been appointed head of the new business department of the agency.

BILL ANSON, m.c. and freelance announcer, who is performing on 52 shows a week in Chicago, missed his first broadcast in eight years Oct. 11 when he became the father of a baby girl, named Ruth Leslie.

ROBERT K. RICHARDS, editorial director of BROADCASTING, is the father of a 7 pound 11 ounce baby boy, born Oct. 11 at Columbia Hospital, Washington. It is the Richards' second child.

ALAN M. FISHBURN, radio producer for Schwimmer & Scott, Chicago, has been appointed head of all radio production for the agency.

LT. DICK ROSS of AAF and former announcer of KHJ Hollywood, reported missing in action over Germany since August 1943, has been officially listed as a German prisoner of war, according to word received by his wife.

F. BEVERLY KELLEY, former head of the radio department of Ringling Bros. & Barnum & Bailey Circus, has been placed in charge of both press and radio publicity departments, which have been merged, and has succeeded Roland Butler as advertising manager of the circus.

HARRY J. DEINES, formerly with Arthur Kudner Inc., New York, has joined Fuller & Smith & Ross, same city, as account executive on Westinghouse radio sets. Prior to joining Arthur Kudner, Mr. Deines was advertising manager of the electronics department of General Electric.

ROBERT T. MASON, manager of WMRN Marion, O., has been elected president of the Marion, O. Kiwanis Club.

EDWIN L. DUNHAM, a production director at NBC, has been reappointed expert consultant to the office of the Secretary of War, assigned to the War Dept. Bureau of Public Relations. Appointed to the post a year ago for his work on the *Army Hour* on NBC, Mr. Dunham will continue as coordinator of that program for another year, retaining his regular NBC assignments.

JANET FLANNER, *New Yorker* correspondent and m.c. of the Blue Network's *Listen, the Women*, who is returning to Paris, will serve as commentator for the Blue in a weekly program dealing with news, food and fashions in the French capital.

W. E. HENGES, with Graybar Electric Co., New York, for the past 31 years, has been named Cleveland district manager of the company, effective Nov. 15, replacing A. L. Perry, retired. On Nov. 1 G. T. Marchmond will become Dallas district manager for Graybar, replacing M. A. Buehler, retired. R. W. Kimberlin has been named St. Louis district manager for Graybar effective Nov. 15.

GERALD F. MORROW, former executive in the eastern headquarters of the Atlantic & Pacific Tea Co., has joined Ivey & Ellington, Philadelphia, as vice-president.

DAVID J. FINN, sales manager for RCA Industrial and Sound department, has been appointed to supervise sales and distribution in the Midwest for RCA with headquarters at Chicago.

THOMAS M. CRABBE, formerly assistant advertising manager, Colgate-Palmolive-Peet Co., Jersey City, has joined MacFarland, Aveyard & Co., New York, as copy writer, and as executive on the *Saturday Evening Post* account.

NILES TRAMMEL, NBC president, is sending every NBC man and woman in the armed forces a check and a personal letter as a Christmas gift from the network. A custom since the first year of the war, the letter and check will be mailed this year to 603 former employes.

ARTHUR S. R. TOBY, on the engineering staff of North American division of BBC for the past year, has been named chief engineer, replacing Ted Lawrence, resigned.

Mistol Drive

STANCO Inc., New York, for Mistol Nose Drops, Oct. 9 started a 12-week campaign on 25 stations in seven basic markets with expectations for renewing for another cycle Dec. 31. One-minute discs, starting off with the words: "I got a cold in my nose" are heard on an average of five-times weekly on WBAL WITH WMAL WOL WRC WTOP WKRC WSAI WHIO WING KRNT KSO WHO WHB KCMO KFH WFBI WHEC WAGE WOLF WAGA WGST WSB WDAF. Drive is divided equally between newspapers and radio in the same areas. Agency is McCann-Erickson Inc., New York.

'Reader's Scope' Test

PICTURES Scoop Inc., New York, is conducting a test campaign in Los Angeles and New York as a prelude to major radio promotion in December for *Reader's Scope* magazine. Schedules will all be under way by Oct. 16, and call for 30-second discs for five days on WJZ WMCA WQXR KFWB WHJ KFR KNX. Agency is H. C. Morris Co., New York.

MGM Expands

METRO-GOLDWYN-MAYER Pictures Corp., New York, in a gradual expansion of a spot campaign started last spring on 61 stations, has increased its schedule to a total of 100 stations, with plans for further additions. Firm continues supplementary local spot radio promotion through announcements in connection with local premiers. Agency is Donahue & Coe, New York.

MUZAK PROJECTS FM CIRCUITS

(Continued from Supplement page 3)

for commercial use, the maximum number of stations that could be accommodated in the New York metropolitan area would be about 25, equivalent to the standard station population. Of these, three would be necessary for the *Muzak* service, assigned to one company By his questioning, he brought out this would be inconsistent with the FCC's duopoly rule as now applied to standard broadcasting.

Mr. Weiner said there would be a charge of about 5 cents per day for the three-channel service—(1) classical or mood music, (2) popular music and (3) cultural, educational and talk. Presumably paralleling the *PM* philosophy of no display advertising, the third channel also would carry a 'radio shopping news service" covering choice items for sale in the community.

Mr. Weiner characterized the proposed service as "an entirely new system" which he described as of great urgency and greatly in the public interest. Whereas radio functions on a single system of financing all costs through advertising sponsorship, he said the proposed service is not designed to limit or supplant the present system. Mr. Weiner described the "pig squeal" as a simple, small patented device installed in the home receiver which filters out the "shrill sound". By charging a fee for the privilege of using this device, it is possible to have a radio service paid for by the listener "instead of being paid for indirectly by purchasing advertised products."

Community Weather

The company does not seek exclusive use of the system, Mr. Weiner declared. It asks that the allocation be made for the service, rather than to *Muzak*. 'While we hope to obtain permission to conduct such an operation ourselves in a limited number of localities, we are convinced that the service ought, so far as possible, be tied closely to the community in which it operates."

He said the "pig squeal" device would be made available at a practically nominal rental to others who use the service. He was no specific on the matter of allocation, but presumably the plan would be to duplicate stations on the three channels across the country, with *Muzak* operating the subscriber service in key cities. That pattern is being followed in connection with the commercial use of *Muzak*, wired, into public places.

Advocating a radio system "free of advertising support", Mr. Weiner said that at least three new and different types of programming would be made possible. They combine into what he called "a family package". The first type, serious music programming, is now being supplied by *Muzak* through telephone lines to hotels, resturants and industrial plants, and in some cases to individual families in apartment houses.

Pointing to the vast increase in talk, comedy, quiz shows, forums and other such programs on the air, he said the proposed subscription system would reverse that trend and bring music back on the air to supplement these talk programs. The second channel, devoted to popular music, likewise would not be interrupted by "talk".

Under existing broadcasting, Mr. Weiner contended that advertisers want their listeners to focus attention completely on their individual program. But he said there were many millions of listeners who are not in the mood for "the hard impact of such programs". He contended even the most popular programs have more people "not listening to them while they are being broadcast, than are listening."

The third channel would provide a wide range of features, he said, which cannot fit within the framework of an advertising medium. These would range from the "radio shopping news service" to critical reviews of current offerings of theatres, reminders to listeners of choice programs, description of such services available in the community, "which cannot afford to advertise themselves."

He said there would be plenty of room for cultural and educational features, and since "there will be no pressure to preempt the time-periods of these features, they could be assured of the same regularity of broadcasting, at the same hour of the day and the same day of the week, week after week. . . ."

Mr. Weiner cited a survey made of 110 families in a large apartment house development in Forest Hills, N. Y., "to prove public acceptance of such a service." Most of these families had had a *Muzak* service in their apartments, supplied without cost by the landlord, but this service subsequently was cancelled. It was found, he reported, that 57% said they would pay "as much as 5 cents a day" to get music on their radio "without any talking or advertisements". Another 18% were undecided, while 25% were not interested.

Arguing that such a development would be beneficial to all radio, Mr. Weiner held that it also might well be "an additional lever in the hands of the public, helping listeners to oppose some of the more objectionable radio practices."

Would Aid All Radio

Estimated budgets on the cost of operation for the new system in three major markets (presumably New York, Chicago and Los Angeles) were placed at one million dollars in each market for the first year and approximately 10 million dollars for the first five years of operation in those communities.

Mr. Weiner said his group was "entirely satisfied that the operation has an exceptionally sound economic base and every expectation of success."

Armstrong Defends Wide Band Gets Ovation at FCC Hearing

RETENTION of the present 200 kc channel, allocation of the 41-56 mc band for commercial and educational FM and setting aside a portion of the higher spectrum for FM experiments were recommended to the FCC last Thursday by Maj. Edwin H. Armstrong, Columbia U. professor of electrical engineering and inventor of FM.

He vigorously opposed reducing the channel width to 100 kc, as advocated by Comdr. T. A. M. Craven, vice-president of the Cowles Broadcasting Co. and former Federal Communications Commissioner (see Supplement page 16), and endorsed the Radio Technical Planning Board's recommendations for 75 channels of 200 kc width in the spectrum from 41-56 mc and concurred in a Panel 5 subcommittee finding that wartime developments would not affect the status of FM broadcasting as now practiced.

He advocated automatic satellites in the higher spectrum as a means of overcoming vargaries of transmission in the present band. After explaining the technical details of operating on 200 kc, Maj. Armstrong said reduction of the band width to 100 kc would double the signal noise ratio and would make the use of any multiplexing service a "practical impossibility".

Given Ovation

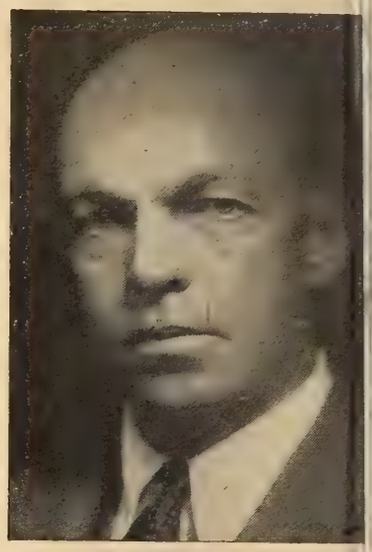
As Maj. Armstrong ascended the platform to be sworn, he was given a rousing ovation by the 200 or more spectators, nearly all broadcasters, engineers and attorneys. It was the first time during the allocation hearings which opened Sept. 28, that a witness was given such recognition.

In deliberate manner, Maj. Armstrong read a carefully prepared statement, deviating from text at intervals for explanations of the art which he invented and which eight years ago he predicted would not merely supplement, but supersede standard broadcasting as it exists today.

Reaffirming his views of eight years ago, Maj. Armstrong said had not the war interrupted, FM today would have been well along. "An outstanding opportunity for peacetime service is just beginning to emerge in the field for educational broadcasting and the extent to which its effects may be felt cannot now be forecast," he asserted.

As to noise interference, Maj. Armstrong said he had developed a new phase shift type modulator of 75 db down "which is destined to become the modulator of the future".

"In the development of any new project of this magnitude," he said "all sorts of problems, real and fancied, are encountered. Ordinarily the cures are worked out by the men who are building the industry frequently in advance of



MAJ. ARMSTRONG

the problem ever being realized many engaged in it.

"At the present time we are an unprecedented situation. F three years no attention has be given to these problems by the m who built up the system. They ha had more important work to d The problems, however, have a cumulated so that en masse ma people see them and worry abo them. I do not.

"A year or so of attention them under peacetime conditio will make them fade as have all t others. I feel the hardest ones we overcome years ago before anyo knew of their existence."

Maj. Armstrong said the bigge fears seemed to be of the "u known". While he admitted hadn't thoroughly probed the high spectrum with FM, the Commissi should set aside a portion of t spectrum to carry on experiment work. In 1935 he did operate FM station at 117 mc and only on did he have any reports of lon distance interference.

"There has been some discussi as to how many cycles are go enough for the average listener said Maj. Armstrong. "I think t best way to state the difference b tween 10,000 and 15,000 cycles the difference between somethin which is good and something whic is real."

In urging the Commission to r tain the present FM band, whi permitting experiments in the hig er frequencies. Maj. Armstron said he had no fears about develo ing sufficient power at the highe frequencies. While operating 117 mc he said his station develope up to 15 kw power, but conclude the safe operating period w around 5 kw. He is not concerne about bursts, he testified; neithe does skywave interference wor him as an FM operator. Sporadi E and F are the principal pro lems, he added.

Petrillo Refuses FDR Plea

(*Continued from Supplement page 5*)

ment," he said. "During this entire controversy we have made records and transcriptions for practically every governmental agency, for the armed forces of the U. S. and our Allies, in the overwhelming number of cases without any compensation and we are continuing to do so."

He said the union makes 225,000 records monthly for the Special Service Division of the Army for distribution to Army and Navy troops for which it receives no compensation. An estimated $2,000,000 worth of recordings and transcriptions is done gratuitously, he said, for the Coordinator of Inter-American Affairs and the OWI. In addition, he listed numerous agenes and relief organizations which ave benefited by gratuitous serices of the AFM on behalf of the war effort and he pointed to appearances of name bands and symphony orchestras at Army camps, hospitals, War Bond rallies, etc., which he said can be evaluated at millions and millions of dollars.

"Where the war effort was and is involved," he said, "we have responded without hesitation. That is certainly manifest from the fact that we have supplied our members to do governmental work for the two companies who refused to contract for the employment of our members for civilian work".

Would Hurt Union

Mr. Petrillo said that compliance with the WLB directive would result in "incalculable harm" to the musicians union. "The only good that would come out of the lifting of the ban," he added, "would be to permit these two companies to resume the manufacture of records for civilian use with resulting tremendous profits to them, anl that would be accomplished by taking the business away from those companies who have signed with the AFM and who are now supplying the public with all necessary recordings."

Reviewing the anti-trust proceedings instituted against the union by the Dept .of Justice in 1942, the dismissal of the suit by Federal District Judge Barnes in Chicago and the upholding of the lower court's action by the Supreme Court, Mr. Petrillo asserted the court proceedings showed the union had "a lawful right" to impose the ban "to preserve our livelihood".

He suggested that "as a matter of fairness there is only one solution to this problem the federation can accept and that is for these two companies to sign the same contract as the 105 other companies have signed if they wish our members to work for them in making recordings and transcriptions."

Chairman Davis' news conference, though called to discuss wage modifications of the Little Steel formula, was devoted largely to the recording case, news of the Petrillo telegram having been released a few hours earlier. One reporter asked whether it is not the Board policy to consider any interruption to production of any kind as having an effect on the war effort.

Situation Changed

Chairman Davis replied that the Petrillo case came to the Board with a good deal of evidence of its effect upon the war effort. Chairman Fly of the FCC, he said, had testified that if small radio stations were deprived of transcriptions they would be put out of business which would affect the air raid alert system of which the stations were a very vital part. Director Elmer Davis of OWI also had testified as to the importance of dance records to the morale of the army, he added.

"But while the case was pending before the Board," chairman Davis explained, "that situation was radically changed because the manufacturers of transcriptions made a contract with Petrillo so that they resumed the making of these transcriptions and that took care of the little stations. And Decca made a contract with Petrillo which got Decca a supply of artists and musicians to make ordinary commercial records. So that both of these vacuums were supplied by these contracts.

"I don't suppose it makes an awful lot of difference to the morale of the country whether the record that is played is made by Decca or one of the other record making companies. It is the artists' names that they want. So that situation has changed.

"Now, under the statute, when the case goes to the President for seizure, he is required to find that there is an interruption of work necessary to the war effort. The requirements of Section 2 of the statute are considerably more rigid than the certification section; and what happened, as I understand it in this case from the President's telegram, was that . . . nobody could advise him that the inability of RCA and these other companies to get these artists interfered with the war effort under the circumstances.

Mr. Davis said that the Board has evidence of repercussions in the war effort through which were not directly affecting the war effort. He cited as an example a strike in delicatessen stores in Pontiac, Mich., which shut down three or four big war plants.

Fund an Issue

But in the Petrillo case, he said the recording ban "doesn't create any riots. It is not of a character that causes other people to go out on strike. There are no picket lines, nothing of that kind. So honest person, I am quite certain—looking at the situation, est person could say that t interrupting the war effort. thought what the President say to him was pretty good—very good; called on him as an American citizen to go along with procession."

In discussing the merits of case, Mr. Davis said the only tion in dispute was the admission of the "employment fund which record fees were to lected. "There wasn't any about the amount of royalties said. "The producers were pared to pay the same royalties Decca. They were in agreement about the amount. The only ference of opinion was as to it should be administered and order was to sit down and be about it."

Mr. Petrillo's refusal to comply with the President's request was greeted by sharp criticism in the press and a number of newspapers carried cartoons ridiculing the AFM leader and taunting the President for stooping to "request compliance from the AFM leader" (see supplement, page 4). Many of the editorials found fault with the Administration for not applying seizure as was done in the Montgomery Ward case. Re-examination and modification of Congressional laws was advocated by several papers as the only remedy to the situation.

Litter Plane With West Va. Crew Brings Chernoff Back After Interviewing Nazis

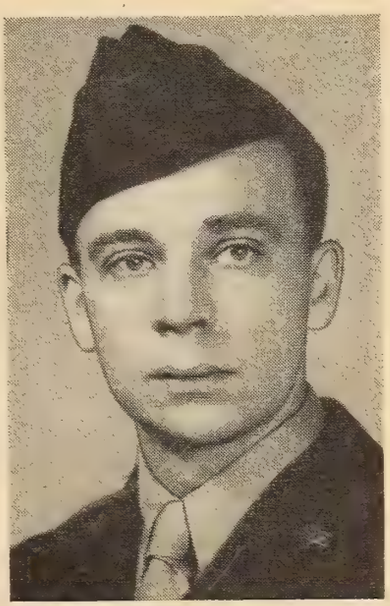
AFTER a three-month tour in the European war theatre Howard L. Chernoff, managing director of the West Virginia Network, returned to the United States last week by litter plane of the Air Transport Command, with an all-West Virginia passenger list and crew.

Mr. Chernoff, accredited as one of the first of the independent radio correspondents in the European theatre, served his last month as a special CBS correspondent and commentator from Paris and on the Continent. He had handled 58 separate broadcasts, both direct and transcribed, for the West Virginia Network, aside from special CBS assignments.

Brest Battle

Highlight of the trip was Mr. Chernoff's eyewitness account of the battle of Brest, carried over the combined networks on a pooled basis. The transcribed documentary also was rebroadcast three times over BBC in preference to the British network's own coverage of that epochal battle.

Another scoop chalked up by Mr. Chernoff, over CBS exclusively, was his interview from Paris of 24-year-old Lt. Samuel McGill, who engineered the mass surrender of 20,000 Germans near Olean several weeks ago. Mr. Chernoff had driven with the captured Germans 20 miles behind the lines, and had interviewed many of them in German, which he speaks fluently.



MR. CHERNOFF

To climax what was to have been an all-West Virginia coverage of the European theatre, Mr. Chernoff arranged for the all-West Virginia litter plane return. Upon landing at Mitchell Field, he transcribed a half-hour show, interviewing the wounded as well as the crew members. The program was performed next day over the network.

Mr. Chernoff now is making a speaking tour of his home State, for a fee, and is donating the return equally to the American Red Cross and the War Fund.

JOHNSON ... Brunswick, ... the primary ... started promo... Pak toothbrushe... scribed chain-break... weekly on some 77 s... December, with plan... Agency is Ferry-Hant... York.

Tom Lewis a Colonel

THOMAS A. LEWIS, Army Forces Radio Service, has been promoted from lieutenant colonel to colonel. Col. Thomas, stationed in Hollywood, is commanding officer AFRS, information and education division, Army Service Forces. Former radio director of Young & Rubicam, Col. Lewis joined the radio section of the Special Service Division in May 1942 with the rank of major, and subsequently established the AFRS.

...en Cites Confusion in FM, Video

...es 400 Channels ...r FM, Foresees ...2,000 Stations

for co... numbe... accon... metr... 25, ... tion... wo...

SETTING that the present sit... B with reference to new radio ...es "is sufficiently confusing to ... FCC ...sonable men to hesitate to ... to ...vily in facsimile, FM or ... T. A. M. Craven, vice-... of the Cowles Broadcast... Co. and former Federal Com...nications Commissioner, last ...k called upon the FCC to "vis...ize the distant future" then at...pt to evaluate the interim re...irements in its consideration of ...cations.

Appearing on Wednesday before ... FCC on the FM phase of the ...cations hearings, Comdr. Cra... urged the Commission to eval...te requirements of the future in ...ms of fewer stations per chan...phan originally contemplated ...ffered recommendations for ... following allocations:

For facsimile, 80 channels 50 kc wide utilizing FM channels 52-6 mc; 100 channels, 50 kc wide, utilizing FM channels, 475-480 mc.

For FM, both educational and commercial, 400 channels, 200 kc wide, 60-100 mc. He predicted that within the next decade" there will be 2,000 ...paible commercial FM stations and an ... of ...dispu...mber of educational ...hay," for proper space is allo... ... p...

...lty television broadcasting, channels 13 mc wide, 480-900 mc. If existing navigational aids, using frequencies between 956-1,000 mc cannot be moved, it may be necessary to reduce the number of channels assigned to television.

For auxiliary services, such as relay stations and studio-transmitter links, an "adequate number" of frequencies between 30-475 mc. He advocated that links between stations in different cities be allocated above 1,000 mc where ...am... systems will be more useful. Synchronization control links should be provided also above 1,000 mc.

We have faith in the ultimate ...re of the broadcasting industry ... are anxious to expand into new ...adcasting fields as soon as basic ...ation policies are determined ... Commission and new con... becomes possible," he said. ...nother bombshell was exploded ...omdr. Craven in a presenta... ...on television prepared for de...ly at last Saturday's session. ...proposed high fidelity, color ...vision above 400 mc, and said ... Cowles organization will in... in a transmitter in Washing... to operate on about 750 mc ...h a channel width of 13 mc ...ng the same carrier for both ...io and video, to be on the air 18 months after V-E Day. The transmitter, to be manufactured by Westinghouse, will transmit 525 lines of color and 735 lines of black and white.

Comdr. Craven, a radio engineer of 37 years' background (most of which he spent as a Naval Communications Officer), told his former colleagues it is an historical fact that "it is practically impossible to provide for a future allocation of radio spectrum space to the various services based upon a completely demonstrated performance in actual use. The 1920 allocations of Washington were not based upon complete knowledge. However, they paved the way for the 1927 allocations.

"If allocations are postponed until complete knowledge of performance in service has been gained, the factor of invested capital in equipment forces compromises which are not the best solution from an engineering standpoint," Comdr. Craven asserted. "Today the question of capital invested or about to be invested in equipment between 30 and 1,000 mc again presents a serious problem."

Danger of Chaos

Because of crowding in the 30-42 mc band, services cannot operate efficiently, even today, he explained, adding: "It is not difficult to vision complete chaos in this portion of the radio spectrum unless relief is afforded by allocating more space to those services now."

Indications are that co-channel interference will exist between stations using frequencies below 50 mc, he stated, and it appears that on any frequency below 100 mc interference may limit service. He pointed to the experience of amateurs and police radio in the 30-60 mc band and said: "The recent evidence of co-channel interference between FM broadcasting stations is significant."

He told of aviation's potential vast expansion and of its necessary needs in the spectrum.

He urged the Commission, in allocating spectrum space to FM, to "permit each station to serve the trade area of the community in which the station is located . . . because such a ruling will have an effect upon the number of channels required for his service."

As to receivers, admitting it may be more difficult to manufacture FM receivers to operate between 60-100 mc, Comdr. Craven declared: "It is common knowledge that the technical developments of the war have been sufficient to provide much greater stability in operation than was the case prior to the war." There was sufficient stability prior to the war, he continued, in television receivers between 50-100 mc to justify the belief that FM receivers can be properly designed, using the same order of frequencies.

Speaking on his proposal for 400 channels, Comdr. Craven said: "It would seem wiser to assume that, for the beginning at least, only 10 stations could operate efficiently on each channel. The estimate seems to force consideration of channel widths narrower than 200 kc. We are prepared to operate on 100 kc channels between 60-100 mc and we are satisfied that the manufacturers can produce equipment for such an allocation."

FM Band Too Low

Cross-examined by Mr. Denny, Comdr. Craven said he felt the present FM band was too low. From a strictly engineering standpoint he considered the 100 mc band safer than that of 50 mc. He said he felt 88-108 mc would be better than 41-54 mc. At the higher frequencies he said he felt the shadow problem could be licked, but he expressed some doubts as to sporadic E, disagreeing with testimony by J. E. Brown, chief engineer of Zenith Radio Corp.

"I have no fear whatsoever of the ability of this industry to secure 50 kw for FM at 100 mc," said Comdr. Craven when questioned about previous testimony that it might be difficult to attain a 50 kw signal at 100 mc. "I don't see how the Commission can plan services without ultimately realizing that television will have to be moved out of the lower frequencies." He suggested that for the time being, until after the war, the present services could go on, but he called upon the Commission to "make known what it plans to do, say within a year".

Questioned by W. A. Roberts, counsel for Television Broadcasters Assn., as to why he wanted to move television out of the lower frequencies, Comdr. Craven said it would provide for services other than broadcasting, give commercial and educational FM room to expand and make for better quality television and better quality FM.

He disclosed that the Cowles Broadcasting Co. is filing an application for an FM station at 49.1 mc "to see if it is feasible to convert to 100 mc".



COMDR. CRAVEN

In his television statement, Comdr. Craven emphasized that the factors applying to allocations in general covering FM, apply equally to the video service. He brought out that two great industries—aviation and broadcasting—are in competition for portions of the spectrum between 30 and 1,000 mc. Between 50 and 400 mc, he said, there isn't enough room for both services. Because aviation involves safety of life and since it is already in this portion of the spectrum, he said it seems inevitable that it will be permitted to expand to adjacent space.

There is little investment in commercial television, both transmitters and receivers, in the band above 100 mc and therefore he felt aviation should get preference. He said prewar television is not high-quality, and doesn't compare favorably with motion picture quality. Channels should be more than twice as wide as the 6 mc present video band. The 18 channels now assigned television, he declared, are too few, with 30 to 40 channels a better estimate, if stations on the same channel can be spaced at about 200 miles. He doubted that television stations so spaced can operate successfully below 100 mc.

The crux of television service was said by Comdr. Craven to be the receiving antenna for the home—a factor generally overlooked. A much more simple antenna can be designed in the higher portion of the spectrum, he said. Moreover, most engineers agree that ultimately television will go above 400 mc.

Fears Obsolescence

"We, therefore, hesitate to invest our capital in a system of television which is already rapidly becoming obsolete," the former Commissioner stated. "These obsolescent investments would have to be written off far more rapidly than we believe possible in the type of new business that television broadcasting must be. We believe that the expenditure of a large amount of money, at this time, for the modern television will bring better results faster than dividing the same amount of money between the prewar television and the new television."

Describing the proposed Washington operation, Comdr. Craven said his company would provide 25 receivers out of a lot of 200 to be manufactured by Zenith, capable of receiving efficiently the proposed station. The antenna installations would be simple and reasonable in cost and provide best means of mitigating effect of multiple reflection. "If our estimate of the situation is correct," he added, "television, utilizing high definition and wide channel on frequencies about 400 mc, is almost as imminent on a national scale as is television utilizing prewar standards."



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The Weekly Newsmagazine of Radio

Broadcast Advertising

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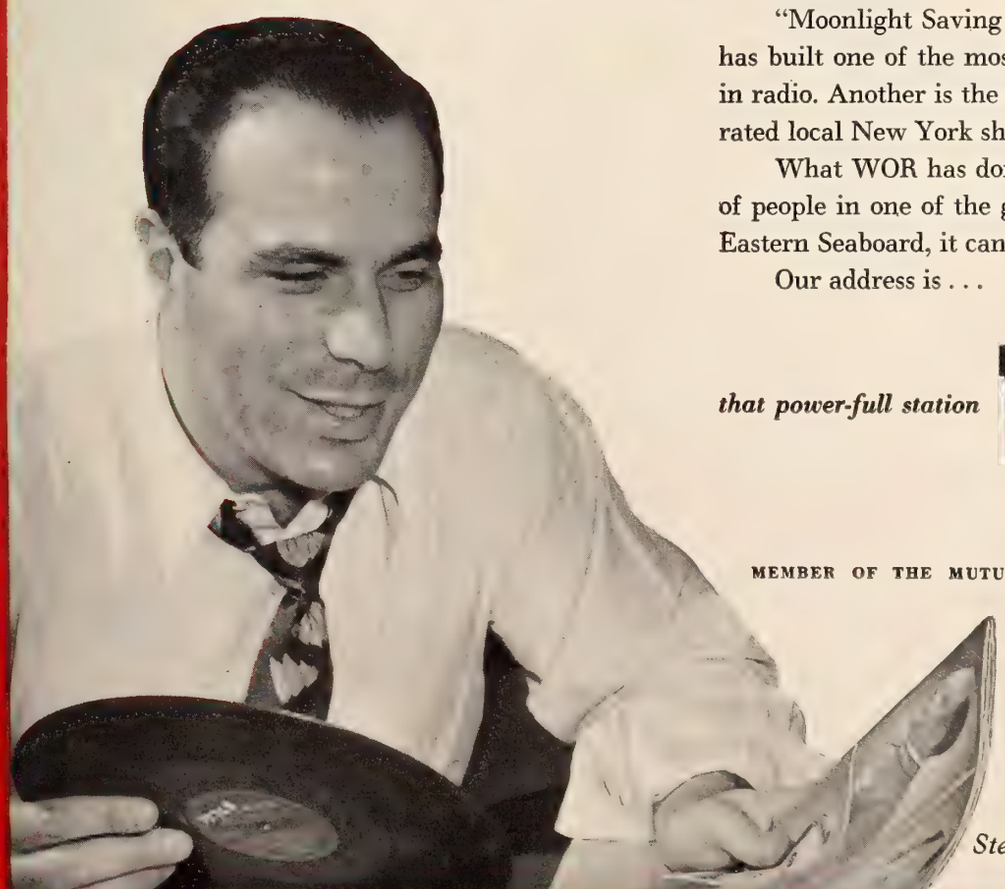
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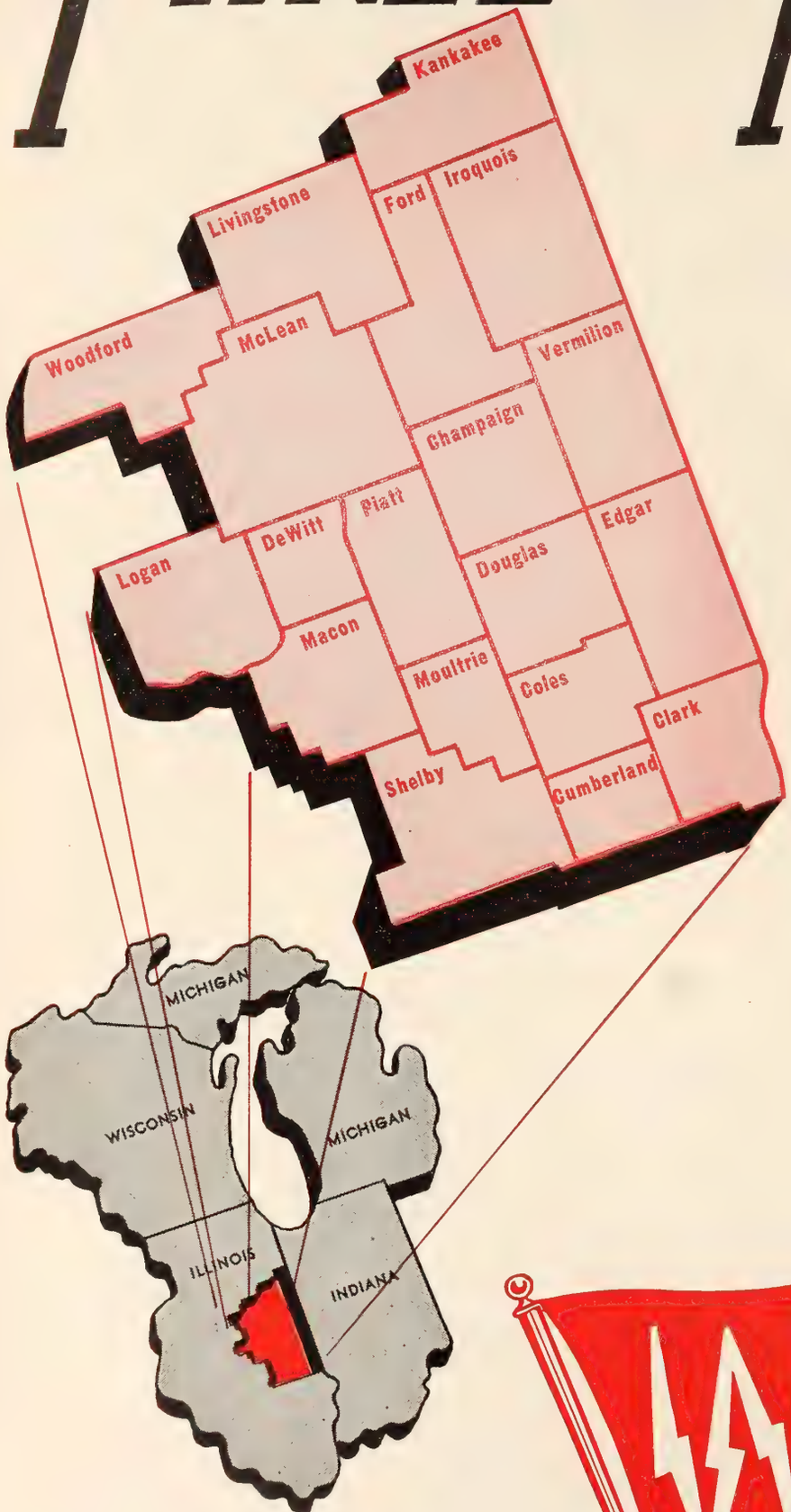
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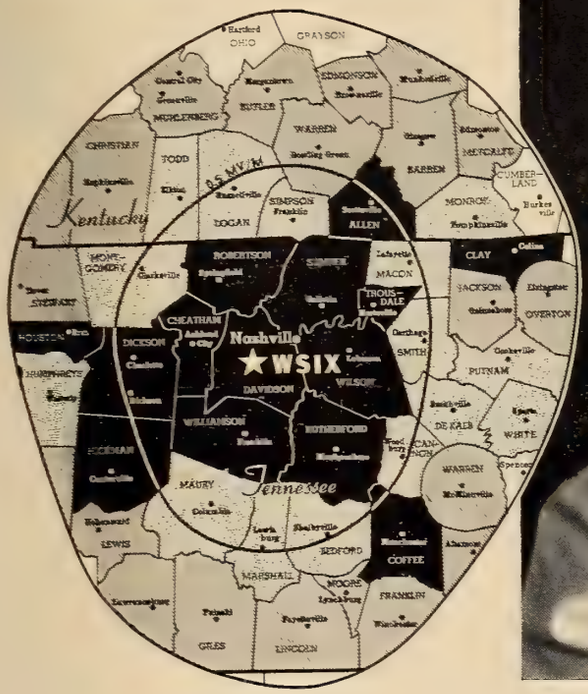
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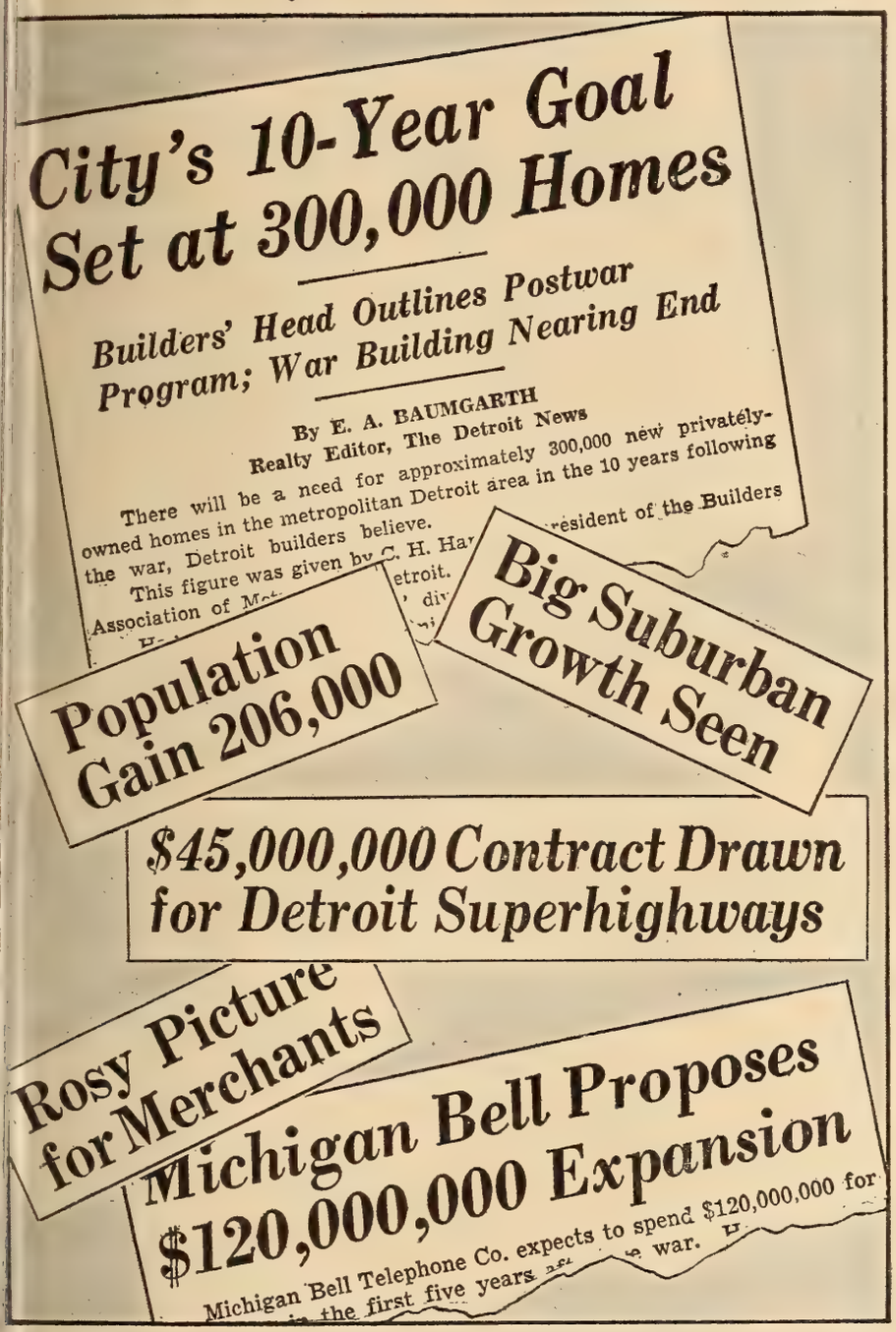


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- **Tremendous demand for all kinds of merchandise.**
- **Many expansion programs planned.**

Yes, there'll be a greater Detroit tomorrow, no doubt about that—a bigger, more productive, more wealthy Detroit.

And what a market it will be for merchandise of all kinds—automobiles, refrigerators, household furnishings, ranges, electrical appliances, foods, clothing—everything from furnaces to fashions.

Better set your sales sights high on Detroit right now—and remember—WWJ, America's pioneer broadcasting station, is the most listened-to radio station in this great market.

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News
950 KILOCYCLES—5000 WATTS
THE GEORGE P. HOLLINGBERY COMPANY
National Representatives

NBC BASIC NETWORK

ASSOCIATE FM STATION WENA



"1-A, eh? Not when I get through with you, Thistlewaite!"

● **This, dear reader, is just a gentle reminder that as manpower problems become more and more critical, there's probably still a lot of work that you can turn over to F&P, to ease your overworked staff.**

Sure, we're burning a lot of midnight oil, ourselves. And we also love our homes and carpet slippers. But this is another chance to prove our value to you—and that's Number One with us. Say when!



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KOIN	PORTLAND
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

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CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Granite 3615 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 17 WASHINGTON, D. C., OCTOBER 23, 1944 $5.00 A YEAR—15c A COPY

CIO, WHKC Join in FCC Dismissal

Commission Rules Political Identity Is Mandatory

MID PROTESTS that certain po-tical spot announcements are not roperly identified as to sponsor-hip and the issuance by the FCC f a warning to all licensees that ec. 317 of the Communications ct provides full sponsorship iden-ty, the UAW-CIO and United roadcasting Co., licensee of WHKC, filed a joint motion with he Commission last Friday ask-ng dismissal of CIO proceedings gainst the station.

In statements issued at the same me Philip G. Loucks, Washington ounsel for United, and Ernest oodman, UAW-CIO counsel, were greed that WHKC, in denouncing ne NAB Code of Ethics and adopt-ng its own Statement of Policy [BROADCASTING, Aug. 21, 28] will etter serve in the public interest. While action to dismiss the CIO etition, which had charged WHKC ith censorship, refusal to permit ontroversial issues to be discussed y labor and with failing to main-ain a balanced treatment of all ides of controversial issues, was onsidered significant and a step owards cementing relationship be-ween radio and organized labor, ther protests were lodged with the CC against political broadcasts.

Law Applies to Spots

"Numerous complaints have re-ently been received by the Commis-ion concerning failure of radio tations to identify sponsors of po-itical spot announcements," said he FCC notice. After citing Sec. 17 of the Act, the notice pointed ut that the section "applies to spot nnouncements, as well as to all ther material broadcast and re-uires a full and fair disclosure of he identity of the person furnish-ng the consideration for such roadcast."

The Commission notice followed omplaints by the American Civil iberties Union and the Liberal arty of New York State to Chair-an James Lawrence Fly, charg-ng that political broadcasts are be-ng carried without proper sponsor dentification. The Civil Liberties nion protest made reference only o "spot announcements in behalf f political candidates".

On the other hand, Dr. John L. Childs, state chairman of the Liberal Party, and Morris L. Ernst, its vice-chairman and attorney for the American Civil Liberties Union, telgraphed Mr. Fly that "unidentified spot announcements", broadcast "on many stations on behalf of the Republican Party" constituted a "fraud on the public since they come over the air not as advertisements but as station announcements".

An investigation by Commission personnel disclosed that some stations had broadcast political spot announcements, labeling them only "political" announcements. It was pointed out that such identification isn't sufficient.

Rule Pending

Pending before the FCC is a proposed rule to require identification of not only sponsors of commercial programs, but of those providing "free" material for broadcast [BROADCASTING, Oct. 9].

"This proposed rule is a matter of vital interest to every radio station and it is highly important that a considerable number of licensees express their views upon the subject," NAB advised its membership. "NAB will make a general appearance. Station managements are urged to send to the Commission an expression of their views. This may be done in the form of either a letter or a brief addressed to the Commission. It is also most urgently requested that copies of such letters or briefs be sent to NAB."

Indications were that the major networks and a number of independent stations would file appearances and be prepared to testify. Deadline for filing requests for oral argument is Nov. 1, with the arguments set for 10:30 a.m. Nov. 10.

Rubin Protest

Another protest was filed by William B. Rubin, Milwaukee attorney and Democratic candidate for Governor of Wisconsin, asking the FCC to insist that Gov. Dewey, Gov. Bricker and Rep. Clare Booth Luce (R-Conn.) be required to "retract" certain alleged "falsehoods" he said they uttered against President Roosevelt. He asked that the GOP be required to submit scripts of political talks to stations 48 hours in advance, that networks and stations be required to "delete" any "false information" and threatened to file objections to renewal of licenses of stations carrying "false statements" by Republicans.

At the Commission it was stated that Mr. Rubin probably will be sent a copy of Sec. 326 of the Communications Act, which prohibits the FCC from exercising censorship over programs, and Sec. 315 which prohibits stations from censoring political talks.

Meantime, the two major parties are backing up network broadcasts of their candidates with extensive, hard-hitting, direct-selling spot announcements, recorded by the respective national committees and distributed to the state committees for local placement.

Whereas the best advertising practice is to sell the goods and ignore competition, both the Democratic and Republican spot campaigns reject that direct approach and follow instead the political maxim that voters always vote *against* something or someone rather than *for* anything or anybody.

Democratic records, made in Hollywood by NBC Radio Recording Division, are tailor-made for each district, with names of candidates included in the recordings.

Republican discs, all announced by Ford Bond and cut by Empire Broadcasting Corp., New York, stick to national issues and personalities, obviating the need for local names.

Democratic announcements are all one-minute spots. GOP discs range from a full minute down to 20-second chain breaks. Each party estimates that its recordings are being broadcast on at least 400

(*Continued on Page 59*)

Radio Leads Philippine Invasion Army

Special Ship Provides Fast Worldwide Coverage

RADIO SCORED a new triumph in split-second war coverage when first news of the Philippines invasion was flashed from a floating broadcasting station off Leyte.

An Army Signal Corps radio ship, first such craft used in any landing action, sailed with Vice Admiral Thomas C. Kindaid's 7th Fleet which landed Gen. Douglas MacArthur's troops.

From this ship was broadcast the dramatic MacArthur communique announcing the General's return to the islands. The communique was beamed to the Army Communications Center in San Francisco via a series of booster transmitters. It was distributed from the mainland receiving point to the four major networks and three national news services.

As the news was being flashed to America, another leg of booster stations carried it to Australia. Shortwave facilities relayed it from War Dept. headquarters in Washington to Great Britain.

This fast news transmission over the distances involved in the Pacific was a culmination of a year's preparation by the Army Signal Corps and the War Dept. Bureau of Public Relations.

After original tests were conducted, a far-reaching system of alternate relay routes was established to assure distribution of the news, in the event one route failed or the Japanese were successful in jamming operations.

These routes were tested successfully early in the spring under the direction of Maj. Gen. Alexander D. Surles, Director, Bureau of Public Relations, War Dept.; Maj. Gen. Harry C. Ingles, Chief Signal Officer, and Brig. Gen. Frank E. Stoner, Assistant Chief, Army Signal Corps.

President Roosevelt said at his news conference Friday that one of the reasons for the delay in announcing the landings was an apparent Japanese attempt to jam radio channels.

Gen. MacArthur's dramatic broadcast to the Filipinos, attending the invasion, was his first formal appearance before a microphone since the forced evacuation of the Philippines. He had said repeatedly that he would not go on

(*Continued on Page 76*)

Nets Ask Speedy Action in Disc Case

White House Aids Hunt For Legal Power; Press Bitter

DECLARING their businesses are threatened and their relations with artists endangered by the continued government delay in disposing of the recording dispute, the RCA Victor Division, NBC Recording and CBS, in a joint statement for release Sunday, urged Director of Economic Stabilization Fred M. Vinson to act swiftly to prevent their capitulation to the demands of James C. Petrillo.

"The continued delays in this case have created a condition of unfair competition under which other companies have bowed to Petrillo's demands and accepted the dangerous principle of extra payments made directly to the union," the companies stated, "are threatening the survival of our record business. . . . This condition which was acute when we disclosed it to you, has since become even more so. Therefore we urge you to act swiftly since otherwise the principle which we have fought against all this time will be forced upon us."

The companies' appeal was contained in a telegram signed by Frank M. Folsom, vice-president, and James W. Murray, general manager, RCA Record Division; Paul W. Kesten, executive vice-president, CBS; Niles Trammell, president, NBC, and Edward Wallerstein, president, Columbia Recording Co.

Meanwhile a concerted search for legal authority to break Mr. Petrillo's strangle hold on the recording industry was in progress as a result of President Roosevelt's expressed desire to compel the AFM leader to comply with the War Labor Board directive of June 15. Advisors to the President told BROADCASTING they expect to report to the White House on results of their studies in the near future.

President Roosevelt's remarks at his Oct. 13 news conference that he was not taking as final Mr. Petrillo's refusal of his request to terminate the recording ban precipitated another flow of editorial reaction from leading newspapers, most of which had previously advocated legislation to regulate labor monopolies.

The *New York Times*, criticizing the President for instituting a study of the case at this late date when it should have been started at the beginning of the recording strike 26 months ago, declared that the courts are impotent to deal with economic coercion exercised by a union because they are bound by recent decisions of the Supreme Court.

"If Mr. Roosevelt can find no law to do anything about Mr. Petrillo now," the *Times* said, "if it is perfectly legal for a union to put firms out of business by a boycott, to restrict production, to force to hold up the public by forcing excessive prices, it is because that is the law that the Administration has sanctioned."

The *Washington Post*, asking whether the President intends to advocate legislation to curb "little dictators" if he finds the present laws inadequate, declared that 'the real mistake of the Administration has been in trying to deal with the Petrillo affair as a wartime emergency.

"Since the production, mining or manufacture of goods for war is not directly involved," the *Post* continued, "it does not appear that the War Labor Disputes Act can be invoked. But that is beside the point, for no monopoly should be permitted to tax consumers by coercive means for its own benefit in time of either war or peace.

A 'Sorry Record'

"The only forthright and courageous thing the President can do, in our opinion, is to send a stiff message to Congress, on its return, asking that monopoly and rackets be curbed in the ranks of labor, as well as those of industry and business."

The *Washington Star*, expressing its confusion as to "what the President hopes to accomplish by looking up the law . . . at this late stage of the game", declared that the whole history of the case is a "sorry record" and one that is "not in the least brightened by the objective of the strike, which is to force the recording companies to pay a tax on each record, not to the musicians, but directly into the union treasury."

The *New York World Telegram*, under an editorial entitled "He Didn't Want a Law", expressed doubt that the President would find a law to curb Mr. Petrillo because efforts to regulate labor unions were blocked by Administration supporters in Congress.

H. V. Kaltenborn, broadcasting over NBC, suggested that the problem of dealing with Petrillo is not only what the law permits "but it is also a question of what the law ought to be".

Wigglesworth Demands FCC Revoke All Sales by Bulova

IN A NEW leap for the limelight, Rep. Richard B. Wigglesworth (R-Mass.), member of the House Select Committee to Investigate the FCC, last Thursday called upon the FCC to revoke or hold in suspension sale of stations by Arde Bulova, broadcaster and watch manufacturer. The FCC has already approved three of five proposed Bulova station sales, for an aggregate $670,000.

FCC Chairman James Lawrence Fly, to whom Rep. Wigglesworth addressed a telegram, had not responded last Friday, when BROADCASTING went to press. In FCC and radio circles, however, doubt was expressed whether the Commission could revoke or suspend the transfers of the three stations. On Oct. 9 the FCC approved sale of WCOP Boston by Mr. Bulova to the Cowles Broadcasting Co. for $225,000, and of WNBC Hartford to the Yankee Network for $220,000. Last June it had approved the sale of WELI New Haven to Col. Harry C. Wilder for $225,000.

Congressman 'Amazed'

Still pending before the FCC are proposed sales of WPEN Philadelphia to the *Philadelphia Bulletin* for $620,000 and of WOV New York to Mester Bros., of Brooklyn, food merchants, for $300,000. The House Committee has inquired into the WOV transaction and also had interviewed Mr. Bulova regarding the sales.

Mr. Wigglesworth said he was "amazed" by the FCC's approval of charges and pending investigations of charges of concealed ownership." He requested immediate assurance that all transfers of Bulova interests be revoked "under 15-day rule or held in suspension status" pending the reconvening of Congress. So far as is known, there has been no public contention of "concealed ownership" of WCOP. The Catholic Truth Society of New York had filed a complaint with the FCC against the proposed Bulova sales and alleged, among other things, that "hidden ownership" was involved in WPEN. The license of WORL Boston, of which Harold A. Lafount, Bulova radio general manager, is owner, has been in hearing on renewal because of purported ownership complications. Mr. Wigglesworth particularly has inquired into the WORL case.

Following is the text of Rep. Wigglesworth's Oct. 19 telegram:

I am amazed by advice that FCC has approved the transfer of Station WCOP from Bulova interests to purchasers despite charges and pending investigations of charges of concealed ownership. I am also amazed by advice indicating that Commission or a majority of its members have agreed to approval during Congressional recess of other stations from Bulova interests which have been subject to similar charges of concealed ownership which, if substantiated, would call for revocation of station licenses.

As a member of Select Committee investigating FCC and its activities, I request immediate assurance that all transfers of Bulova interests in frequencies or stations will be revoked under 15-day rule or held in suspension status as of beginning of Congressional recess pending the reconvening of Congress. This assurance will obviate the necessity of requiring immediate meeting of the Select Committee or further publicity concerning transfers referred to and certain very large and illegal campaign

Baylor Describe Europe Condition

Agency Executives Guests Lunch Held in New York

A CORRESPONDENT'S-eye vi of today's conditions in Lond Paris and along the Siegfried Li was given last Thursday David M. Baylor, program direct WGAR Cleveland, to a group 100 agency radio executives w were guests of the station at luncheon at the Ambassador Hot New York. He gave high praise Press Wireless for its service American correspondents at t battle fronts, reporting they we able to go on the air from remo spots under almost as good con tions as in their home studios. also expressed gratitude to t BBC for its cooperation while was in London.

John F. Patt vice-president a general manager of WGAR, in i troducing Mr. Baylor, who had ju returned from a four-month to of the European battle zone, cit this trip as an example of wh WGAR considers good public se ice, giving its listeners freque reports on the European scene fr a Clevelander's viewpoint and al interviews with GI Joes from t Cleveland area.

WGAR contingent also includ Carl George, assistant station ma ager, Harry Camp, sales manag and Mannie Eisner, publicity rector.

AFRA Deal Snags

AGREEMENT tentatively work out between AFRA, the networ and agencies on the basic comm cial contracts to enable them proceed with negotiation of wag and working conditions [BRO CASTING, Oct. 16] turned out to no agreement when an attempt put it into writing demonstrat that AFRA's insistence on a sing national contract was not acce able to the agencies and networ who demanded separate contra for New York, Chicago and t West Coast. As of last Friday, d cussions had failed to break t deadlock, which seemed certain make it impossible for a new co mercial code to be drafted by O 31, let alone new contracts cov ing network sustaining progra and transcriptions, which also e pire on that date.

'Poultry Journal' on 49

BEGINNING Oct. 30 the *Americ Poultry Journal* will sponsor a week series of thrice-weekly tra scribed 5-minute interviews wi Editor Ralston R. Hannas on stations, with live show slated f WMAQ Chicago. Account placed Simmonds & Simmonds, Chica on following stations, in additi to WMAQ: KTHS WJJD WT WEBQ WISH WOWO WMT W KSCJ KFBI WHAS WOMI WB WEEI WFDF WKZO WC KMBC KXOK KFEQ WS WHEB WHAM WJTN W WSYR WPTF KILO KFYR WC WFIN WKY KVOO WPIC KD WISR WORK WMC WAPO KT KWFT WFAA KTSA WD

NEWS ITEM--

Bannister Slides Down Professor

Savant Discovers That Symphonies And Singing Commericals Curdle

By ROBERT K. RICHARDS

THE distinguished Harvard astronomer, Prof. Harlow Shapley, has discovered life on the Planet Earth.

The discovery can be substantiated by the outraged response of Harry Bannister, general manager of WWJ Detroit, to a letter the Professor penned between astral observations to Niles Trammell, president of NBC.

This letter, lamenting the excruciating pains that afflicted Professor Shapley when he heard a singing soap commercial wagging on the end of a Toscanini concert, was forwarded by NBC to Mr. Bannister and other managers of NBC affiliates.

The meteoric response to the Professor's lament doubtless matches any pyrotechnics the distinguished scientist has seen through his telescope at famed Harvard College Observatory.



In his letter to Mr. Trammell, Professor Shapley recalled a recent General Motors program by Arturo Toscanini and the NBC Symphony Orchestra during a period he spent in his New Hampshire summer home. Of this he said:

"And then suddenly, as our applause registered deep gratitude, a revolting, leering vulgarian defecated in the altar before us all, desecrating the cathedral, destroying the ecstasy of the communicants, defaming the symphony and the artists. That is, before we could defend ourselves, a squalling, dissonant, hasty singing commercial burst in on the mood."

This, obviously, was too much for the Professor.

"It helped but little on that occasion," he continued, "to turn off the station angrily and avoid the radio for hours; and little to dash to the pantry, find some boxes of the offensive article (as advertised), and hurl them with curses on the manufacturer into the helpless neighboring canyon, swearing, meanwhile, an unending blacklist for the stuff."

Mr. Bannister, rebutting, attested to his own dislike of singing commercials, hitch-hiking on a symphony hour or a bobby-socks serenade. But he defended the existence of this, and all commercials, emphasizing the considerable part commercials have had in developing the American system of broadcasting. He established, as premise to his arguments, that when "15 seconds of buffoonery" pursue 59 minutes and 40 seconds of superb entertainment, the listener has received dollar-for-dollar value and there should be no waiting in line for change.

How About the Mrs.!

Mr. Bannister asked the Professor, "Do you apply the same set of values in your estimate of other human activities? For example, would you violently hurl your wife into the 'neighboring canyon swearing meanwhile unending blacklist' if in 99.6% of the time she completely pleased and satisfied you but if in .4% of the time the poor woman managed to thoroughly aggravate you?

"Would you," he asked further, "evaluate the work of a fellow sci-

(*Continued on page 58*)





Says Shapley

ROBABLY I represent a large ody of listeners. I shall speak free-, because I feel deeply, and beause I am conscious of a certain esponsibility arising from my adinistrative positions in several ational organizations.

* * * *

We got . . . a hideous jingle about soap; and we could not protect urselves. The great art (Toscanini) had been prostituted in the nterests of immediate cash return o the broadcasting industry and s commercial patron.

* * * *

The instance cited was, of course, ut one of dozens of similar recent trocities. Such commercials must ave considerable immediate profit hatever the long-range danger.

* * * *

In the first place the objectors re not a few; I meet no one who ondones them.

* * * *

. . . the attitude of "We give the eople what they want" was adopted by Bernarr Macfadden and Randolph Hearst. Yellow journalism as been built on the hypothesis hat we should de-civilize by way f the instinctive vulgar taste of he mob.

* * * *

I cannot escape the feeling that egardless of existing undertakings ith the advertisers and regardless f current interpretations of codes, ou can readily improve the presnt situation.

* * * *

I even suspect that if you would oin . . . in a decision that no singng commercials, or other questionble commercials, can be used . . . rst without clearance by a "good aste" committee of the National Association of Broadcasters, the ituation would mend immediately.



Says Bannister

I BELIEVE broadcasting in the United States is incomparably the finest in the world. Nowhere else is there to be found anything that even remotely approaches the accomplishments of American radio. The foundation of this structure is the commercial sponsor, the radio apotheosis of free enterprise.

* * * *

I must tell you that as a man cannot live by bread alone, an independent station cannot flourish and prosper by network broadcasting alone.

* * * *

On my own station, a typical one, over three-fourths of our revenue comes from sources other than network broadcasting. Yet the choicest hours of the morning, afternoon and evening are devoted to network programs.

* * * *

In a sense, each one of our listeners who hears in patient tolerance our announcements, sung or unsung, actually casts his bread upon the waters to subsequently have it returned to him in countless ways.

* * * *

The freeborn American resents having culture thrust upon him. It must be administered in homeopathic doses.

* * * *

I beg you to compare present-day American radio with what it was 13 years ago or with what it is today even in such an enlightened bulwark of civilization as Great Britain.

* * * *

In the United States, the only propaganda is commercial—an urge to buy something. Granted that the means employed are at times offensive, is the price too high for what the listener gets in return? Where else, except from nature, do you get as much for nothing?

Military Lifts Ban on Propagation Data

CBS Contract Let For New Video Outlet

By BILL BAILEY

WITH TELEVISION interests girded for a battle over spectrum location of the art when hearings are resumed this week in that phase of broadcasting, the FCC allocation hearings last week took a new slant as the Joint Chiefs of Staff lifted restrictions on heretofore classified propagation data in the higher frequencies from 8-100 mc.

Commission attaches predicted that with certain interference information now declassified, the six men who are to decide the future homes in the spectrum of radio's various services, will be given data vital to the allocation of FM, television and facsimile.

Police Data

Following the noon recess last Thursday, Commission General Counsel Charles R. Denny read into the record a communication dated Oct. 18 from Capt. G. B. Myers, USN, secretary of the Joint Comfunications Board, Joint Chiefs of Staff, advising that the following propagation data, gathered prior to Oct. 16, had been unclassified: F2 layer reflection at 10 mc or higher; Sporadic E reflection at 8 mc or higher; multipath, shadow or "similar effects" in the band 40-100 mc (see text this page).

Meantime, just before noon the Commission had heard Zellon E. Adritsh, radio engineer in charge of operations, Indiana State Police, give more concrete propagation data in the FM band that any witnesses yet heard. Appearing as chairman of a subcommittee of Committee 1, RTPB Panel 13, and on behalf of state police organizations, Mr. Adritsh cited case after case of interference, giving dates, frequencies and types of stations emitting signals in bands other than their own (see page 60).

Commissioners and counsel alike were agreed that the police representatives had provided more definite information as to interference in the 30-40 mc band than any witnesses.

On Friday Mayor F. H. LaGuadia of New York, appearing for the U. S. Conference of Mayors of which h is president, said all public and governmental allocations needs must be given consideration "over and above" commercial services. He said that after the armed services needs have been provided, cities should be given "first priority by the Commission".

Earlier the FCC heard Capt. D. S. Leonard of Detroit, representing RTPB Panel 13 and the International Assn. of Chiefs of Police, declare that if "state and local police agencies are prevented from full use of radio facilities . . . it undoubtedly will be necessary to appeal directly to the Congress for statutory relief".

With the military ban lifted from propagation data, the Commission plans to delve into all phases of interference affecting FM and television.

Mr. Denny, who has conducted the allocation hearings, said the FCC staff already had begun assembling data, which likely will be presented this week. There is a possibility that Dr. J. H. Dellinger, chief of the Radio Section, Bureau of Standards, may be called by the FCC, inasmuch as he has collected considerable propagation data. Dr. Dellinger is chairman of the Technical Subcommittee of the State Dept. Special Postwar Planning Committee on Telecommunications, and heads a preparatory committee readying data for the World Telecommunications Conference.

Hearings in television, which opened Oct. 14, were postponed until this week at the close of last Tuesday's session to enable the Commission to take up Group 3 services, including police, fire, forestry, special emergency, provisional, special services and motion picture allocations. Many of the police officers who appeared as witnesses had to make the trips to Washington on their own funds and the FCC interrupted television to accommodate the officers.

To Resume Tuesday

As BROADCASTING went to press, television was scheduled to be resumed at 10:30 a.m. Tuesday (Oct. 24) at the National Museum Auditorium, 10th St. & Constitution Avenue, NW, Washington. Should the Group 3 services extend into Tuesday, television will be resumed immediately after Group 3 testimony is concluded.

Witnesses to be heard in television, in the tentative order of appearances, are: Allen B. DuMont, Television Broadcasters Assn.; Dr. C. B. Jolliffe, H. H. Beverage, Elmer W. Engstrom, George Beers, Thomas Joyce, O. B. Hanson, Niles Trammell, RCA-NBC; Paul Raibourn, Balaban & Katz and affiliated organizations; Norman D. Waters, American Television Society; T. T. Goldsmith Jr., L. F. Cramer, A. B DuMont Labs.; William Duttera, Robert T. Shelby, F. J. Bingley, Panel 6, RTPB; J. E. Brown, Zenith Radio Corp.; T. A. M. Craven, Cowles Broadcasting Co.

Those already having appeared are: Cyril M. Baum, FCC; David B. Smith, RTPB Panel 6; Joseph H. Ream, CBS vice-president and secretary; Dr. Peter C. Goldmark, CBS Director of Television Engineering; Lewis Allen Weiss, vice president and general manager Don Lee Broadcasting System, appearing on behalf of TBA; Dr. G R. Town, Stromberg-Carlson Co. James D. McLean, General Electric Co. and TBA.

RTPB recommendations for television allocations, submitted by Mr. Smith, included 23 channels for nationwide service, ranging from 50-222 mc and three channels for local service on the East Coast 222-246 mc, and an unspecified number of experimental channels above 460 mc.

Mr. Ream, reading a statement [BROADCASTING, Oct. 9] prepared by Paul W. Kesten, CBS executive vice-president and general manager, announced that on Oct. 10 Columbia signed a firm contract with Federal Telep. & Radio Corp., Newark, for delivery of a high-definition television transmitter eight months from date.

Transmitter Plans

Mr. Ream said the new station will be designed to broadcast on a frequency of 460-476 mc with "entirely adequate" power, although he said power is restricted information at the moment. Mr. Ream read a letter from Westinghouse Mfg. Co. advising CBS it was ready to manufacture a transmitter to operate at about 750 mc with "adequate power". Under cross-examination Mr. Ream said the contract with Federal contained a clause making delivery mandatory within 10 months after signature or cancellation. Arrangements have been made with Zenith Radio Corp. to manufacture sets for the test.

When the television hearings resumed last Tuesday the Commission heard Mr. Weiss plead for continuance of video in the present spectrum location. He said television is a novelty and that it would be "three or four years" before it could be sold on a four-hour-daily commercial program basis. Refuting that testimony, however, were statements by Frederick A. Long in charge of television and motion pictures of BBDO, and Raymond E. Nelson, vice-president of the Charles M. Storm Co., New York, to the effect that television has passed the novelty stage and is considered not only an entertainment but an advertising medium.

Commissioner E. K. Jett, although declaring himself in favor of continuing television in the present bands "temporarily", asserted "I, too, believe that television will find its focus in these higher bands. It's just a question of time—how soon we can give up the 6 mc channel for higher frequencies."

Mr. Ream recommended that the Commission adopt some sort of ruling, to the effect that television

(*Continued on page 62*)



DISCUSSING TELEVISION in the higher frequencies was this group of CBS experts at the FCC allocation hearings in Washington last Tuesday. Proponents of higher-spectrum video are (l to r): Joseph H. Ream, CBS vice-president and secretary, who presented statement of Paul W. Kesten, executive vice-president; Earl Gammons, Washington director; William B. Lodge, general engineering supervisor; Dr. Peter C. Goldmark, who gave technical data to back up Columbia's claims; Penelope Shaw, engineering assistant; Sutherland G. Taylor, CBS counsel.

Denny Requests All Propagation Data After Military Restrictions Are Lifted

ALL WITNESSES with information regarding heretofore restricted propagation data were asked last Thursday by Charles R. Denny, FCC general counsel, to present testimony at the ensuing allocation hearings before the Commission in Washington. His request followed disclosure at the hearing that the Joint Communications Board of the Joint Chiefs of Staff had decided to declassify certain propagation data involving Sporadic E, F2 layer, multipath, shadow and other interferences in the very high frequency band and up.

Following is text of a communication addressed to the FCC by Capt. G. B. Myers, USN, secretary of the Joint Communications Board, and placed in the Commission hearing record by Mr. Denny:

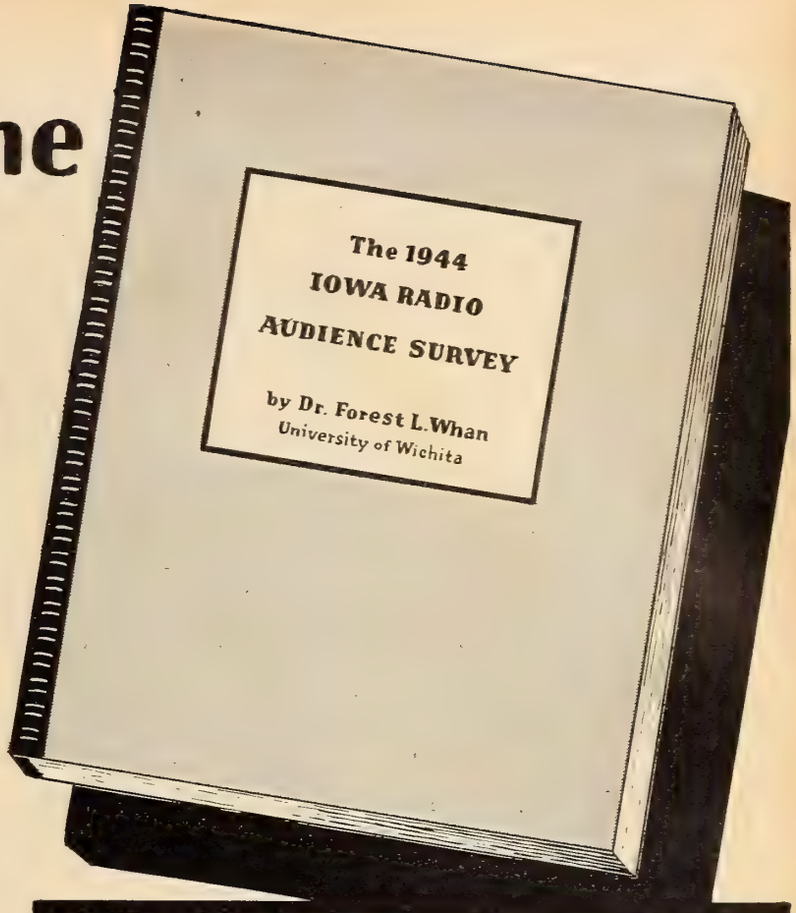
On 18 Oct. 1944, the Joint Communications Board considered a proposal to downgrade certain radio wave propagation data from RESTRICTED and decided that the following data shall be UNCLASSIFIED:

1. Vertical incidence measurements made in the U. S. or its possessions prior to 16 Oct. 44 showing F region reflection at 10 mcs or higher.

2. Vertical incidence measurements made in the U. S. or its possessions prior to 16 Oct. 44 showing E region reflection at 8 mcs or higher.

3. Any oblique incidence observations in the band 40/100 mc, including those showing multipath, shadow or similar effects, made in the U. S. or its possessions prior to 16 Oct. 44.

Should Radio Time Be Bought on FACTS—or on "Intuition"?



Ad Men who read this Survey will KNOW *about Iowa Radio!*

★

When your client (or your V. P. in charge of Sales) asks you what percentage of people in Iowa listen to any given Iowa station—*can you TELL him?*

When he asks *any* sort of question about Iowa radio —can you talk FACTS, or do you have to guess?

Every person or firm that advertises in Iowa *needs* a copy of the 1944 Iowa Radio Audience Survey, by Dr. Forest L. Whan. It is a MUST for any fact-minded executive.

Read the description at the right—then *use* the coupon for getting your free copy. No obligation, of course.

THE 1944 IOWA RADIO AUDIENCE SURVEY

Compiled from interviews and questionnaires among Iowa families in all 99 counties, according to accepted sampling methods.

Made by Dr. Forest L. Whan, University of Wichita, and his staff.

Tells the size, location and character of every Iowa station's audience within the State.

Gives ratio of listenership between favorite stations and "heard regularly" stations.

Provides all sorts of breakdowns on practically every phase of listenership, station preference and program preference—by age, sex, place of residence (urban, village, farm).

Gives new information on kinds of programs various audiences want, but which are now unavailable.

Furnishes more facts about the Iowa radio situation, more information about Iowa listeners, more food for advertisers' thought than any Survey you have ever seen for this sales territory.

FREE! - USE THIS COUPON

Station WHO
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1944 Iowa Radio Audience Survey.

Name .....

Company .....

Street .....

City ..... State .....

WHO for Iowa Plus!

Des Moines-50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc. . . . . National Representatives

Pierce, Italian Navy Capturer, Conquers Radio Luxembourg

THE FABULOUS Morrie Pierce has done it again.

Last year Mr. Pierce, on leave as chief engineer of WGAR Cleveland and now chief engineer for the Psychological Warfare Branch, OWI, in Europe, expedited the surrender of the Italian fleet by retuning and modifying a transmitter from 1100 kc to the international distress signal of 500 kc.

Last week, it was revealed, Mr. Pierce pulled off a neat bit of military strategy to capture intact the second most powerful station in Europe, Radio Luxembourg, enabling the OWI to immediately use the big 150 kw transmitter in support of the advancing Allied armies.

Taken Undamaged

Alert to the propaganda value of the station, which can be heard throughout Germany, Mr. Pierce enlisted the cooperation of an armored division, obtained a convoy of tanks and surrounded the station to take it undamaged, according to a memorandum received by Edward W. Barrett, director of the OWI Overseas Branch. Morrie, said the memo, was "one of the very first Americans to cross the Luxembourg border".

A commendation from Col. C. R. Powell, assistant for psychological warfare for the 12th Army Group,

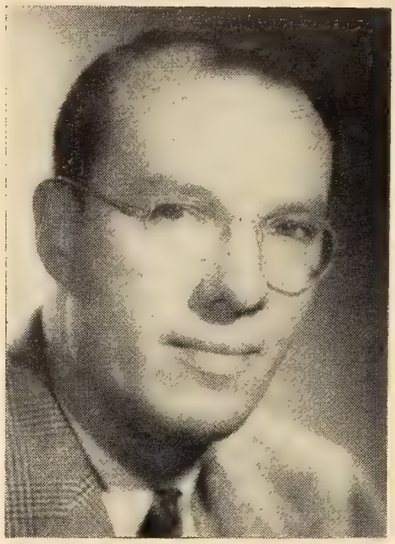


Cleveland Press

dated Sept. 15, forwarded to Mr. Barrett, declares:

"You are hereby commended for your very efficient, prompt and vigorous action in the capture of Radio Luxembourg and the location of the necessary facilities to enable the resumption of broadcasting within a few days. Your actions were in every respect in accordance with proper military procedure and your foresight in procuring adequate armed assistance . . . for the capture and protection of this very important station are highly commendable.

"While this has been your outstanding achievement, it is also desired to commend you for your loyal, earnest and efficient cooperation with the Publicity and Psychological Warfare Section, 12th Army Group in the preparation, modifica-



MR. PIERCE

tion, repair and employment of its electrical transmission apparatus".

News of Mr. Pierce's exploit was received with delight at the OWI Bureau of Communications Facilities, which has charge of radio engineering operations. One official of the Bureau praised Mr. Pierce for his "imagination" and "a conception of his job which goes far beyond his immediate duties as an engineer".

This official recalled that when Mr. Pierce worked 14 hours at a stretch on a fateful day in September of 1943, running measurements to modify a transmitter to send signals to the Italian fleet, he performed a technical study which was difficult but which a good engineer could have done if he were assigned the job. "But," the official pointed out, "Morrie *thought* of it".

Radio Luxembourg, according to Andre Wolff, Commissioner of Information for Luxembourg, Inter-Allied Information Center, New York, operated on a wavelength of 1304 meters before its capture by the Nazis and was owned by Compagnie Luxembourgeoise de Radio Diffusion under the supervision of the Luxembourg government. M. Gayet-Latour was administrator for the operating company which had 15 directors, eight of which were Luxembourgers and seven French.

The station operated on long wave only until it went off the air on Sept. 3, 1939 when Britain declared war on Germany, the government closing the transmitter to avoid giving Germany the slightest pretext for breaking its neutrality pact with the Duchy. It was feared the Nazis might have charged the station with propaganda broadcasting, financial control having rested largely in French hands and most of the advertising placed by the British and programs beamed to England.

When the Germans overran the Duchy, the station went back on the air, first under military command and subsequently under the German civilian administration. It is believed the Germans used the station frequently for jamming Allied propaganda broadcasts.

American military officials recently returned from Europe report that the station has been operating far below its maximum, the limited power production of the Duchy being required for transportation and other needs. The station transmitter site was originally at Junglinster, 18 kilometers from Luxembourg where the studios were located.

Exceeding Radio Luxembourg in power was the Soviet government station in Moscow whose transmitters were said to aggregate 500 kw.

Bristol Myers Talent

TALENT LINE-UP for the new Bristol-Myers program featuring Gracie Fields, and scheduled to start Nov. 14 on the Blue network Tuesday 9-9:30 p.m. includes Fred Brady, comedian, and Lou Bring and his orchestra. Show will be written by Larry Marks, Ben Friedman and Louis Quinn with Myron Dutton producing. Agency is Doherty, Clifford & Shenfield, New York.

CAMPBELL TO FILL MACFARLANE'S POST

C. M. CAMPBELL, advertising manager of the *Chicago Tribune*, will succeed to the broadcast duties of the late W. E. MacFarlane, business manager of the *Tribune* and vice-president of WGN, who died in Chicago Oct. 9.

Mr. Campbell, it was announced by Col. Robert R. McCormick, *Tribune* publisher, will be elected vice-president of WGN at a meeting of the station's directors sometime in November.

Chicago sources indicated that Mr. Campbell would be elected to Mr. MacFarlane's position on the board of directors of MBS within a week. Miller McClintock, MBS president, stated in New York that to his knowledge no meeting of the board for such action had been called.

Whether Mr. Campbell will succeed likewise to the chairmanship of the executive committee of MBS, a post also held by Mr. MacFarlane, will depend upon action of the board.

Completes Training

TERRENCE E. (Terry) BURKE, son of Harold C. Burke, general manager of WBAL Baltimore, has completed his basic training at Great Lakes, Ill., naval station, and is assigned to the Navy's radio-radar primary school at Michigan City, Ind., his father was advised last week. The 18-year-old youth is a seaman first class and a radio technician. He learned radio fundamentals at WBAL, where he was employed parttime.



S1/C Burke

Global Disc Plan Is Begun by NAB

Series Will Bring Home Town To Troops in Far Lands

AN ASSIGNMENT for the radio industry covering the entire globe was started today (Oct. 23) by the NAB at the request of Gen. Dwight Eisenhower. To bring the "home town" to troops scattered over the world, 180 half-hour programs are being prepared for transcription to be beamed over every Armed Forces Radio Service shortwave installation as well as over the American Forces Network operating in the European Theatre.

The program, titled *Let's Go to Town*, will try to build a "sense of presence, of being there" for men and women overseas in every theatre. Talent is all voluntary and James C. Petrillo, AFM president, has given clearance for musicians.

Approved by Board

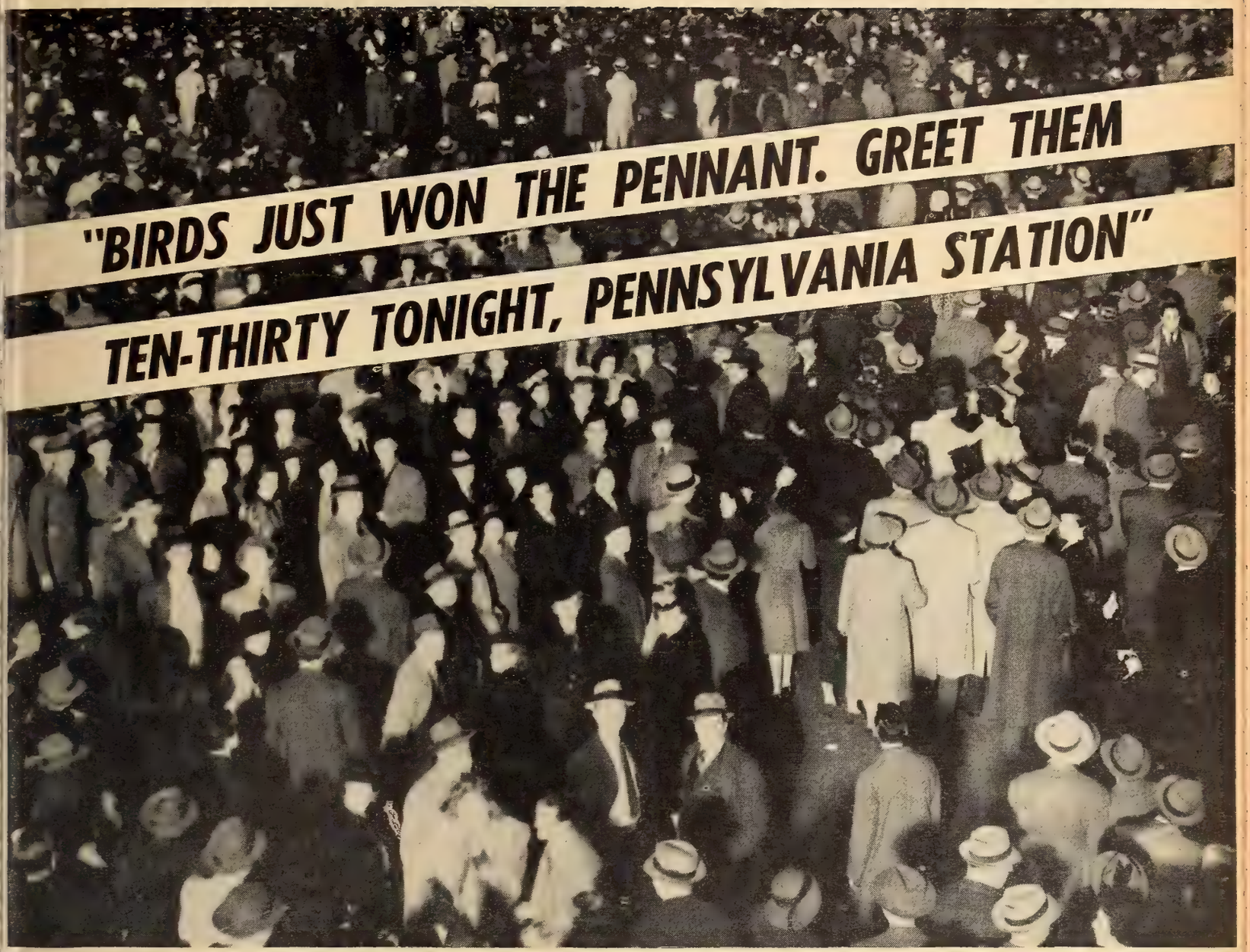
Gen. Eisenhower's request was given officially to the NAB Board of Directors at the Chicago War Conference through Maj. Austin Peterson, chief, program section, AFRS, and Maj. Albert M. Wharfield, overseas liaison officer, Radio Branch, Bureau of Public Relations, War Dept. Approval was unanimous. J. Harold Ryan, NAB president, named Arthur Stringer coordinator of the programs and asked district directors to designate broadcast officials within their districts to act as Task Force Commanders and to "assume responsibility . . . for the final production of the programs."

Specific city areas were selected as program origination points, partly on the basis of population. However each State has at least one program, and more are specified where the population is dense. One program will be sent out six days a week for approximately 31 weeks, or for a period of 180 broadcasts, thus covering every region in the United States. Shows will be recorded on aluminum base acetate discs supplied by the Army. Three copies will be required—one for the West Coast shortwave beam, one for the East Coast, and one for European Theatre. All material must clear the Army before it is recorded.

Mr. Stringer, as NAB coordinator, sent a kit to each Task Force Commander with suggestions, special formats, technical points, and other instructions.

Johnson Addresses REC

ARNO H. JOHNSON, head of media and research of J. Walter Thompson Co., New York, will discuss means for avoiding a postwar depression at the time of reconversion to a peace economy today (Oct. 23) at the luncheon meeting of the Radio Executives Club of New York.



News that brought 25,000 people to the railroad station!

That's all there was to it. "Birds just won the pennant. Greet them ten-thirty tonight, Pennsylvania Station." That's the flash that went on the air at 5:59 at the end of the baseball broadcast . . . a W-I-T-H exclusive. It was a message from Bill (Stick-with-those-Birds) Dyer. The station plugged it up until 10 p. m. No other medium announced it. They couldn't.

And 25,000 Baltimore people jammed the Pennsylvania Railroad Station to greet their own international league champions.

That's just another indication of W-I-T-H's pulling power. Proof that people *listen* to W-I-T-H. *Like* W-I-T-H. *Look* to W-I-T-H to keep them informed about Baltimore doings. Expect the *NEWS* from

You've read innumerable facts about the W-I-T-H sales performances . . . greatest results at lowest costs. But this baseball incident has such warmth and sincerity of people, we thought you might like to read about it too.

Yes . . . W-I-T-H, the independent, is "The people's voice in Baltimore." And it sells goods! Are *you* using W-I-T-H, the independent?



W·I·T·H

Baltimore, Md.

Willoughby Is Named by FCC As Assistant Chief Engineer

Clure H. Owen Is Appointed Assistant Chief of Broadcast Division; Toeppen Resigns

JOHN A. WILLOUGHBY, with the FCC and its predecessor, the former Federal Radio Commission, since 1930 and as of August of this year acting chief of the Broadcast Division of the FCC Engineering Dept., has been appointed assistant chief engineer and chief of the Broadcast Division, it was announced by the Commission last week.



Mr. Owen

As acting chief he succeeded Phillip F. Siling, who resigned in August to become engineer in charge of the RCA Frequency Bureau. [BROADCASTING, Aug. 7]. From December 1941 Mr. Willoughby was assistant chief of the Broadcast Division, working under Mr. Siling, and he previously was senior radio engineer in the Division.

Owen Named

At the same time the Commission announced appointment of Clure H. Owen, a veteran of 14 years in Government radio service, as assistant chief of the Broadcast Division. Resignation of Manfred K. Toeppen as assistant chief engineer and chief of the Common Carrier Division of the Engineering Dept. also was announced. He plans to enter private engineering practice in New York.

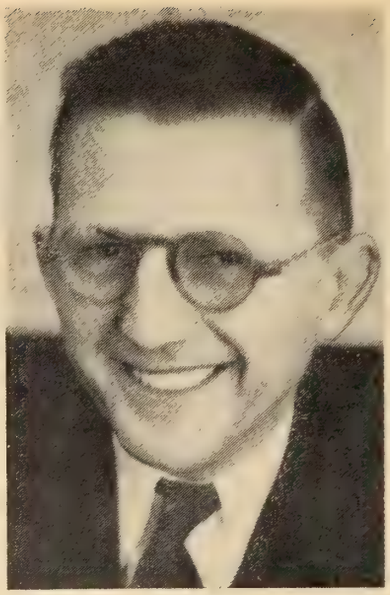
Born in Florence, S. C. in 1893, Mr. Willinghby attended Clemson College, Clemson, S. C., and George Washington U., Washington, D. C., specializing in electrical engineering. In addition he also took special training in communications engineering at Harvard U. His early experience in radio work was obtained at the Bureau of Standards from 1916 to 1922, during which time he perfected several inventions, including the submarine loop antenna for transmission and reception of radio signals on the surface and submerged.

This device was installed on all U. S. submarines during the latter part of World War I. He was detailed in 1919 by the Bureau to the Post Office Dept. to head all experimentation, including development of an airplane signalling system to enable pilots to land under adverse weather conditions.

During 1923-24 he was employed by the Army Air Corps and was instrumental in the development of the interlocking "A" and "N" signal system now employed by Government airways throughout the country. He was associated with the Naval Research Laboratory, Bellevue, D. C., from 1924 through 1928 where he did work on high frequency and high power transmitters and had several patents issued on anti-fading systems.

Since 1941 chief of the Hearing Section, Broadcast Division, Mr. Owen formerly had served (1931-32) in the Radio Division, Commerce Dept., when that division was transferred to the FRC, continuing with the Commission through his 1941 appointment. Mr. Owen was born in Aldrich, Mo. in 1904. He holds electrical engineering B.S. and M.S. degrees from the Georgia School of Technology and was at one time associated with Radio News Lab., New York, and Daven Radio Corp., Newark.

Mr. Toeppen joined the FCC in 1935 as principal engineer on the Special Investigation of AT&T. In 1937 he was named chief of the Communications Property Section and successively became assistant chief, acting chief and assistant chief engineer and chief of the Common Carrier Division. He is succeeded by Edward E. Hale, assistant chief of the Division, who will serve as acting chief.



MR. WILLOUGHBY

Edson to WBS

WESLEY EDSON, since Pearl Harbor in special public relations work for Grumman Aircraft Corp., Long Island, has joined World Broadcasting System as sales promotion and publicity manager. Mr. Edson had been associated with McGraw-Hill Publishing Co. and other publishers, with Patterson Andress, Ruthrauff & Ryan and his own advertising agency, before joining Grumman at the outset of the war.

May, Bond & Rothrock Firm Organized To Handle Radio Engineering Practice

FORMATION of the consulting radio engineering firm of May, Bond & Rothrock was announced last week, with offices to be established in Washington Nov. 1. Temporary offices are at 1040 National Press Building. (Phones: District 7362, Glebe 5880).



Mr. May

Partners in the firm are Russell P. May, for 19 years with RCA in Camden, New York and Washington; Clyde H. Bond, former Washington consulting engineer now in a foreign war theatre with the Army Air Forces, and Harold B. Rothrock, former engineering counsel for the Clear Channel Group, now with Bell Telephone Labs.

Mr. May, a native of Worcester, Mass., matriculated at Cooper Union and Columbia U. Following World War I, after service with the Navy Dept., Mr. May joined Bell Labs. in New York in 1919. In 1925 he joined RCA in New York at its technical and testing laboratories. In 1933 Mr. May was transferred to RCA transmitter sales, operating out of New York, as sales manager, and in 1940 came to Washington to handle RCA Government contract work.

Mr. Bond, a native of Medford, Ore., attended the U. of Washington and served several years as a commercial and broadcast operator. He was chief engineer of KOL Seattle, leaving in 1936 to join Glenn D. Gillett, Washington consulting engineer. In 1940 he joined RCA Mfg. Co., special appliances division, and the following year joined the consulting engineering firm of Ring & Clark, Washington.

Mr. Rothrock was born in Princeton, Ind. and is a graduate of Purdue (1935). He was with the radio engineering department of General Household Utilities Co. from 1935 until 1936 and served as engineering counsel for the Clear Channel Group until 1941. The following year he was with Ring & Clark, and on Jan. 1, 1943 joined the Bell Labs. staff.



Mr. Rothrock



Mr. Bond

Bob Hope at Top For Mid-October

McCarthy, Winchell, Benny Follow in Hooper Data

BOB HOPE leads the list of "First 15" programs in the Oct. 15 report on the evening network ratings released by C. E. Hooper Inc. New York. Charlie McCarthy, in second place, is followed by Walter Winchell, Jack Benny and Joan Davis respectively. The list continues with Screen Guild Players sixth, followed by Radio Theatre Kay Kayser (first half-hour) Eddie Cantor, Take It or Leave It Your Hit Parade, Bandwagon, Dr. Christian, Mr. and Mrs. North Frank Morgan.

Average evening rating is 8.4, up 0.9 from last report, down 1.2 from a year ago. Average evening sets in-use of 27.7 is up 2.8 from last report and up 0.1 from a year ago Average evening available audience is 76.9, up 1.2 from last report down 0.8 from last year.

Sponsor Mention

Take It or Leave It has the highest sponsor identification with 82.5 giving the correct product, 2.6 giving the wrong identification, 15.5 unable to name a sponsor.

Sammy Kaye has the largest number of women listeners per listening set (1.76); Gabriel Heatter (Sunday), the largest number of men listeners (1.09) and Lone Ranger, the largest number of children (1.05).

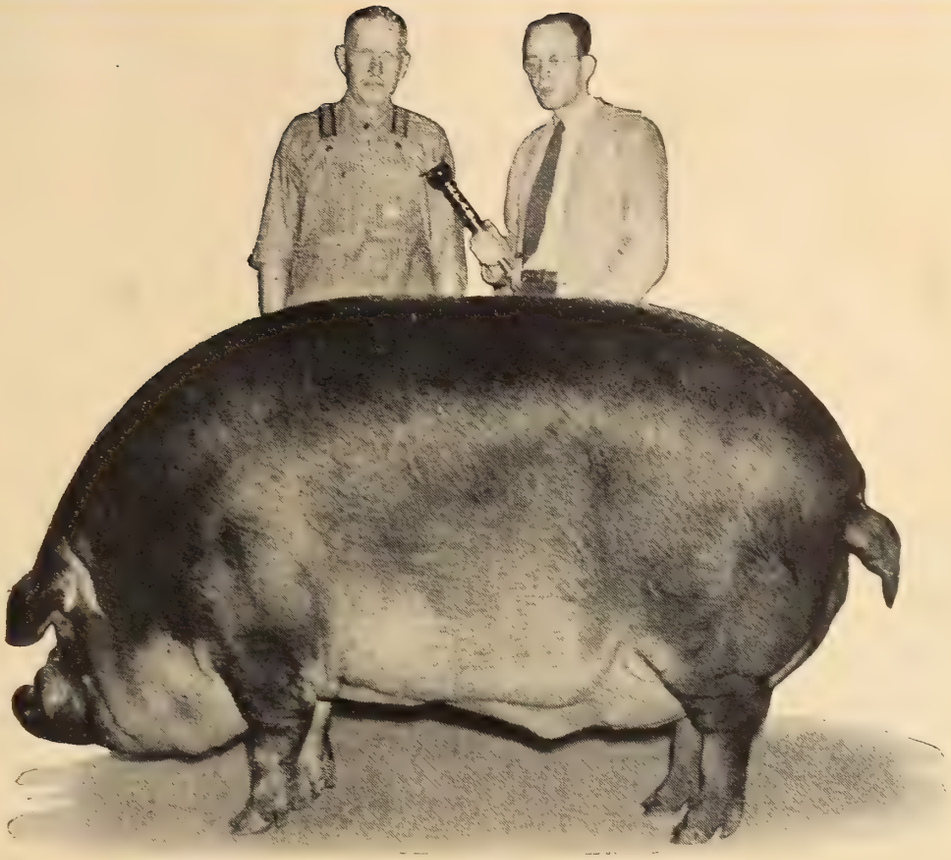
Sammy Kaye also draws the greatest number of listeners of all ages and sexes with a total of 3.13 followed by Quiz Kids, in second place, with Guy Lombardo tying with Lone Ranger for third place Album of Familiar Music, fourth and Inner Sanctum, fifth.

PROMOTION SESSION ARRANGED BY CBS

PROMOTION managers of CBS owned stations will meet Oct. 26-27 at CBS headquarters in New York to correlate 1945 local and national promotion plans, with Dick Dorrance, director of promotion service for these outlets, as host.

On the first day station men will meet with Paul Hollister, CBS vice president in charge of advertising and sales promotion; Thomas H. Conolly, CBS director of program promotion, and Charles Smith, supervisor of research of CBS-owned stations, and with the Radio Sales staff. The second day will be devoted to a roundtable discussion.

The stations will be represented by: Jules Dundes, WABC New York; Jonathan Snow, WBBM Chicago; William F. Carley, WBT Charlotte, N. C.; Sam H. Kaufman, WCCO Minneapolis-St. Paul; Guy C. Cunningham, WEEI Boston; Howard Stanley, WTOP Washington; and Ralph W. Taylor KNX Los Angeles, all promotion managers; and by Wendell P. Campbell 2d., national sales manager and assistant station manager, KMOX St. Louis.



We Go "WHOLE HOG" on Pig Raising in the KFAB Area!

Here's 1200 pounds of solid pork that measures 10 feet long. This giant Duroc hog was raised by C. F. Waldo of DeWitt, Nebraska, who is shown being interviewed at the Nebraska State Fair by Bill Macdonald, KFAB's Farm Editor.

Farmers in the vast KFAB area take great pride in raising more and more fine livestock... not only hogs, but cattle and sheep as well. Livestock, along with sure-income crops, means plenty of "ready cash" to folks out here.

If there's something you'd like to tell these folks, you'll find most of them tuned to KFAB, THE BIG FARMER STATION.

Nebraska Ranks 6th in Hog Raising in the U. S.★

In 1943, Nebraska raised over 3 million hogs totalling over 97 million dollars. Nebraska is but a part of the vast KFAB area.

★*U. S. Livestock Report of January 1, 1944*



"The **BIG** *Farmer of the Central States"*

KFAB



LINCOLN, OMAHA

1110 KC-10,000 WATTS BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY

WPB Radio & Radar Labor Committee Predicts Postwar Equipment Shortage

SHORTAGES in tubes, electronic condensors, loudspeakers and wire-wound resistors will continue after V-E Day, it was learned last week after a meeting of the WPB Radio & Radar Labor Advisory Committee, which filed recommendations as to labor shortages, equalization of production loads, and retention of certain WPB restrictions during reconversion in the industry.

Labor Bottleneck

Harold Sharpe, assistant director of the Radio & Radar Division in charge of manpower, and Government presiding officer at the labor advisory meeting, appointed a special task committee to investigate labor shortages in plants producing tubes, transformers and other radio and radar components.

Regarding postwar sets, Mr. Sharpe told the committee that no new models of receivers are expected to be produced in the first few months following the European war, and that what new sets are made will not reflect all the wartime improvements in radio equipment.

The labor advisory committee also recommended that the Army-Navy cutback procedure provide for a 30-day advance notice of labor layoffs, and that Army-Navy requirements after V-E Day be made available to the national labor organizations as soon as possible.

Hiland G. Batcheller, WPB operations vice-chairman who recently issued industry cutback plans [BROADCASTING, Oct. 9] told the committee he was confident that the radio and radar industry would cooperate in meeting military requirements and said he believed this could be accomplished despite the low labor supply and without interfering with other programs. Completion of war schedules, Mr. Batcheller said, will make possible earlier and quicker reconversion in the industry with minimum impact when the war slows up or contracts are terminated.

Pointing out that the electronics program is not yet up to requirements, Mr. Batcheller asked industry and labor to continue offering suggestions to WPB for completing the war program and planning for peacetime production. The week before, WPB chairman J. A. Krug stated at a news conference that the radio and radar production program, despite exertion of industry, was lagging. Louis J. Chatten new director of the Radio & Radar division [BROADCASTING, Oct. 2 revealed that production is 4% above August, but is still 13% behind the military requirements. Due to lack of labor, manufacturers anticipate difficulties in supplying sufficient receiver tubes during the balance of 1944, Mr. Chatten told the committee meeting, adding that on V-E Day electronic requirements will be far higher than those of most industries.

One reason which was given for this is that many plants now making electronic equipment will return to manufacturing their peacetime products. Current requirements for the next nine months will necessitate the operation of electronic plants at 94% of their estimated capacity, WPB officials told the meeting.

Members of the Radio & Radar Division's Labor Advisory Committee are: Neil Brant, France Sayler, Washington, Ernest D. Maio, Irving Krane, Chicago, Elmer Glaser, Detroit, John Kielmar, Camden, William Mastriani, Schenectady, Al Stern, New York, all members of the United Electrical, Radio & Machine Workers of America (CIO); and J. J. McCurry, James Preston, Washington, of the International Brotherhood of Electrical Workers (AFL).



OFFICIAL OVERALL welcom from Harry Kopf (l), NBC Central Division vice-president, handing overalls to George Rogers, NBC air-conditioning engineer and th first NBC Chicago serviceman to b honorably discharged from th Navy who returned to his old jo

JOSEPH HERSHEY McGILLVRA Inc.

Announces the appointment of

JACK STEWART

as

Chicago Manager

with new offices in

The Pure Oil Bldg.

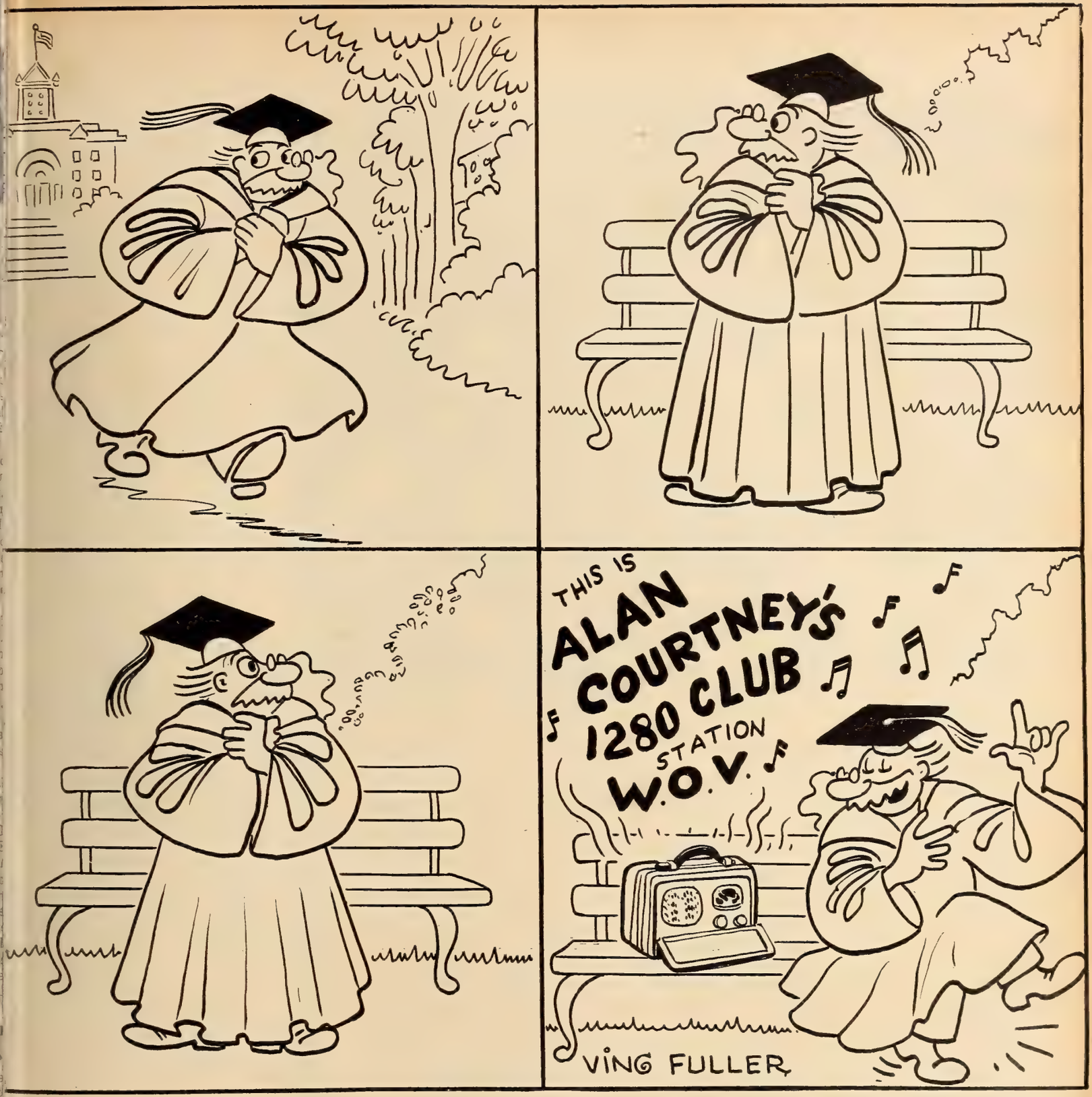
35 Wacker Drive

Interference, Noise Cu By RCA's New FM Se

NEW ADVANCE in FM receiver which makes possible a high degree of freedom from noise an from interference from other stations was described by its inventor, George L. Beers of RCA, at technical session of the First National Electronics Conference i Chicago.

The new development, designate as a "frequency-dividing locked-i oscillator FM receiving system" represents a new approach to th problem of obtaining adequate ad jacent channel selectivity, Mr Beers pointed out. Selectivity im provement has been increased b designing the oscillator to lock-i only with the frequency variation occurring within the desired chan nel.

KEYSTONE Broadcasting System ha added WFIN Findlay, O. and WAJ Morgantown, W. Va. to its list affiliates.



Tops in New York Among All Evening Independents



COURTNEY conscious New York comprises the largest metropolitan evening audience listening to any New York Independent station between the Hooper hours of 7:30 and 10:00 p.m. Alan Courtney's fast moving, recorded "1280 Club" show delivers the largest average audience at the lowest cost per listener during the two and a half hour period when most sets are in operation. The Big Town's popular disc jockey has a listener appeal that spells sales opportunity . . . an appeal that has resulted in a 25% audience increase for the first six months of 1944 over the same period in '43. A very few participating periods are still available, three or six nights a week.

Ralph N. Weil, General Manager * Joseph Hershey McGillvra, Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS



...via WMAQ

Music, the finest obtainable—broadcast from coast-to-coast and around the world by short wave over the National Broadcasting Company network—comes to Chicago's millions via WMAQ.

Music of every variety . . . classical, semi-classical, light music and dance music . . . it's all heard over WMAQ. Every American is a lover of some form of music. It's an important ingredient for a happy, well-balanced life. That's why WMAQ devotes over 34% of its broadcast hours to this entertaining, pleasing type of radio show.

To music belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

This fact is yet another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers know that their campaigns on this station do reach and influence Chicago's millions and that increased sales and profits are the result.

In Chicago it's WMAQ.

WMAQ
CHICAGO

America's No. 1 Network

NBC

A Service of Radio Corporation of America

NBC's key midwest station
670 on your dial—50,000 watts

NEW NAVY STUDIOS AT PEARL HARBOR

THE NAVY'S new studios at Pearl Harbor have been completed and are now in operation, according to an announcement from the Navy last week. Studios are in a Quonset hut, and can be used not only for broadcasting news programs, but also for editing, censoring and broadcasting combat recordings made at the front.

First war correspondent to use the Navy facilities was Webley Edwards, CBS, who originated his *World News Today* program from there Friday, Oct. 6. John Cooper, NBC, followed Edwards with *World News Roundup.* Network correspondents had to go about ten miles from Pearl Harbor to broadcast before these studios were built at headquarters.

Officer in charge of planning and building the Pearl Harbor station and the one being constructed at Guam is Lt. Comdr. J. Harrison Hartley, USNR, officer in charge of the radio section, Navy public relations. Assisting him are Lt. James Shattuck, USNR, Lt. Marvin I. Royston, USNR, and Radio Technician First Class Charles F. Christmon.

New Admiral Radio

FOR POSTWAR sale Admiral Corp., Chicago, has perfected an eight-in-one combination television radio-phonograph which will be demonstrated for the first time Nov. 2 at a national distributors meeting in the Blackstone Hotel in Chicago. Set, which has been in use in the laboratory, combines television on 5½ x 8-inch screen; standard, FM, and shortwave reception, phonograph with automatic changer and home recorder in approximately standard radio-phonograph cabinet size. Initial retail price will be about $625 to $1,000.

Mexico Fetes Royal

A PLEA for free radio and freedom to listen was voiced by John F. Royal, NBC vice-president in charge of international affairs, in a talk delivered Oct. 15 at a luncheon given by the National Radio Conference in Mexico City. Mr. Royal, who was guest of honor, paid tribute to Emilio Azcarraga, owner of XEW Mexico City, as "one of the outstanding radio personalities of the Western Hemisphere, if not of the world."

Gallup on Blue

DR. GEORGE GALLUP will discuss the political trends as disclosed in his Gallup Poll in a pre-election series, *Gallup Looks at the Election,* on the Blue network broadcast 7-7:15 p.m., Oct. 21 and 28, and 11:30-11:45 p.m. Nov. 7 election eve. Dr. Gallup and members of his staff will join the Blue newsmen and commentators on election night in reporting and analyzing the returns.

'Satevpost' Extends

CURTIS Publishing Co., Philadelphia, this month and next extend until June 29, 1945 contracts for its entire spot radio schedule on 11 stations for *Saturday Evening Post.* Agency is MacFarland Aveyard & Co., New York.

THE New WIBC

Now OWNED and OPERATED by
THE INDIANAPOLIS NEWS

OFFERS...

POWER TO PENETRATE

The low frequency (1070 Kilocycles) puts the voice of WIBC within reach of more listeners in Indiana, Southern Illinois and Western Ohio than any other Indianapolis station.

POWER TO PLEASE

5,000 watts day and night on a clear channel provides a crystal clear signal.

POWER TO PRODUCE

New and powerful merchandising and promotion operations geared to each client's individual problems, produce highly effective results for advertisers.

Represented nationally by John Blair & Company

A **MUTUAL** STATION

1070 ★★ CLEAR CHANNEL ★★ 5000 WATTS

Purely PROGRAMS

HIGH SCHOOL students are invited to compete in *History Quiz*, syndicated half-hour script series, and win a full-tuition-free scholarship at one of the leading educational institutions in the area in which the program is heard. B Ellis Assoc., New York, producer of the series, pays the cost of the scholarship, guaranteed for one year, with renewals for the next three years based upon the student maintaining a "B" average. Each contestant receives war stamps for correct answers. On the 13th program previous winners compete for the college scholarship.

* * *

Floral Salutes

QUARTER-hour program of love songs and mood music by organ has been started by WLAC Nashville titled *To Have and to Hold*. Sponsored by Joy's, local florist, bouquets are awarded each week to couples celebrating anniversaries. Program is heard Saturday evening.

WNOX Veteran Aid

TO HELP alleviate the manpower shortage WNOX Knoxville has assigned a staff member to work with the WMC, the American Legion and VFW in helping ex-servicemen to locate jobs in the East Tennessee area. Representatives of the three organizations speak over WNOX explaining Government assistance to veterans.

* * *

Farm Forum

FIFTH ANNUAL series of *Farm Radio Forum* programs on the Canadian Broadcasting Corp. national network starts Oct. 30 on *Building Communities for the World of Today*. Series will deal with land productivity and soil conservation.

WAC Show

NEW show in behalf of WAC recruiting titled *Touchdown Time* has been initiated by KDKA Pittsburgh, featuring Johnny Kirby, tenor and the "Touchdown Time Chorus" with football predictions by Al Abrams, Pittsburgh sports columnist. Program is written by Sgts. Philip Davis and Robert Shield. Sgt. Shield is a former KDKA production man, now writing and producing shows to stimulate WAC recruiting.

* * *

Letter Quotes

WEEKLY program of direct quotes from the letters of men fighting overseas is now featured by WSPD Toledo.

Air Service Show

THE Ogden Air Service Command newest show, *None But the Purple Heart*, which is designed to pay tribute to the fighting men stationed at Bushnell General Hospital, Brigham City, who have been awarded the Purple Heart, is now aired by KDYL Salt Lake City. Show is written, produced and directed by military personnel of the Ogden Air Service Command under the direction of Lt. Paul Langford, OASC radio officer and former southern California broadcaster. T/S Ed Stoker directs the "Keep 'Em Flying" orchestra.

* * *

Indiana Plan

INDIANA recruiting headquarters radio section of the WAC is producing a range of radio programs instead of one level of programming in attempting to reach women 20 through 49 in the current recruiting campaign. First series is entirely musical, with recruiting carried as regular commercials. Swing-music angle is aimed at young group. Second series, to reach the 26 through 38 group, is a mixed program of current favorites while the last grouping features organ music and poetry.

* * *

Xmas Gifts

ANNUAL CAMPAIGN to obtain Christmas gifts for hospitalized servicemen, under auspices of the American Red Cross, was started two weeks ago on WOR New York in a series of five-weekly 45-minute programs titled *Showers for Servicemen*. Bessie Beatty, program m.c. who inaugurated the program last year, is making a series of personal appearance broadcasts in nearby communities, with price of admission to broadcast being a Christmas gift.

* * *

Mother and Baby

MOTHERS and their newly born babies are honored in *Your Blessed Eventer*, six-weekly two-hour program of recorded music heard on WBYN Brooklyn. Arrangements have been made with florists and with dealers in baby products and other appropriate gifts to offer presents and a "First Day Out" corsage to each new mother.

* * *

Surprise Records

REMOTE pickups from neighborhood farms, transcribed during surprize visits by Deacon Doubleday and the WBL Syracuse mobile unit, are featured on the station's early morning farm program. Interviews and comment are featured on the broadcasts, with the natural background of farm noises and sounds.

* * *

High School Sports

HIGH SCHOOL sports news from all parts of New Jersey is featured in interviews with leading coaches, sportsmen, sports editors and commentators on WAAT Newark. *Sports Corner* started Oct. 15 and highlights latest sports scores.

* * *

Varsity News

NEW PROGRAM for collegiate and high school listeners on CJBC Toronto, is *High School Highlights* aired thrice-weekly at 6 p.m., with high school pupils giving the latest high school news.

A Readymade Market

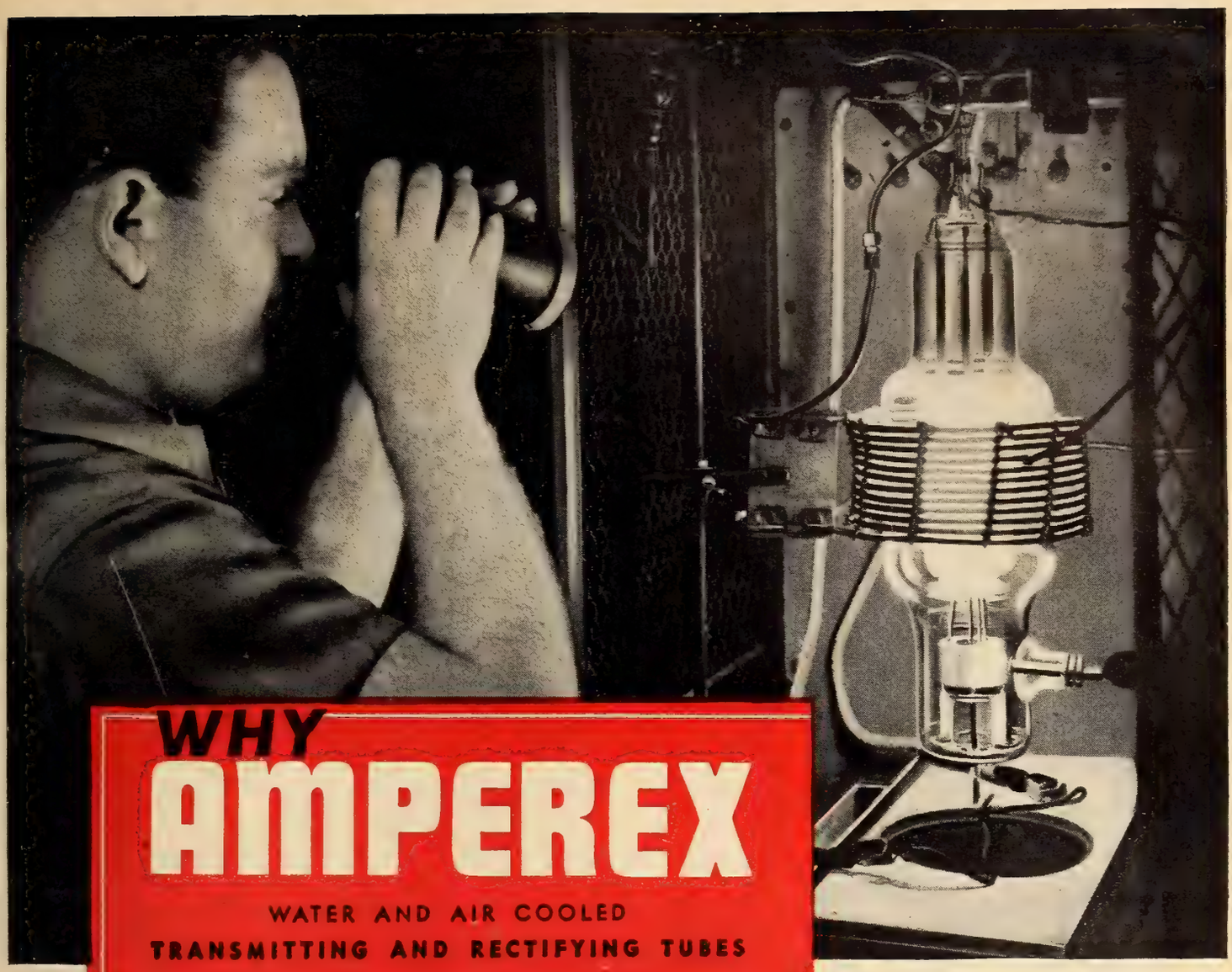


WLAW

680 KC - 5000 WATTS - LAWRENCE, MASSACHUSETTS

DATA and COVERAGE MAPS SENT ON REQUEST

Representatives: KATZ AGENCY—N. Y., Detroit, Chicago, Atlanta, Dallas, Kansas City, Los Angeles, San Francisco



Studying temperature of anode (attained during bombardment schedule) through a pyrometer

WHY AMPEREX

WATER AND AIR COOLED

TRANSMITTING AND RECTIFYING TUBES

Pioneering is another "AMPEREXTRA" which has contributed much to the excellence of the more than 100 different types of transmitting and rectifying tubes developed by AMPEREX. For instance, it was AMPEREX engineers who were first to incorporate specially processed graphite anodes in many of our exclusive designs. One superiority of our graphite anodes is reflected in lower average operating temperatures, more uniform temperature distribution, freedom from warping in processing and operation, absence of change in characteristics with time, and a higher initial vacuum which keeps tubes harder and assures longer life. If you are designing new equipment, or plan to improve existing facilities, talk to an AMPEREX engineer.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET • • • • • BROOKLYN 1, N. Y.

Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Arlab"

GOOD TO THE LAST DROP ON THE BATTLEFIELD . . . DONATE A PINT OF YOUR BLOOD TO THE RED CROSS

WCMI . . .



. . . is proud of the fact that they can make your "advertising dollars" do a three-fold duty in the Tri-State area — Ashland, Kentucky, Huntington, West Virginia and Ironton, Ohio.

- WCMI will carry your message straight to the primary section of this top industrial market.
- There are 228,500 people living within WCMI's primary coverage.

NUNN STATIONS

WCMI
Ashland, Ky.
Huntington, W. Va.
WLAP
Lexington, Ky.
WBIR
Knoxville, Tenn.
KFDA
Amarillo, Texas

A pleasure to furnish data.

WCMI

A NUNN STATION
L. D. Newman, Mgr.
Ashland, Kentucky.

STUDIOS—ASHLAND, KENTUCKY HUNTINGTON, W. VA.

— MUTUAL AFFILIATE —

REPRESENTED BY THE JOHN E. PEARSON CO.

AUSTRIAN FORESEES CINEMA TELEVISION

A CHAIN of television theatres seeking home video personalities as fast as they are developed, and paying them enough to make it worth their while to perform for theatre audiences, rather than for the home audience, is not impossible to visualize, Ralph B. Austrian, executive vice-president of RKO Television Corp., New York, said in an address at the semi-annual technical conference of the Society of Motion Picture Engineers in New York on Oct. 16.

As in previous talks, Mr. Austrian stated that television must not be thought of as the exclusive instrument of the broadcasting industry. "It is too big and too international in scope to be controlled by group interests," he said.

H. S. Osborne, chief engineer of AT&T New York, and D. W. Epstein of the RCA Labs., Princeton, also addressed the group.

Speaking on "Coaxial Cables and Television Transmission", Mr. Osborne said that AT&T has a "transmission system suitable for transmitting the video signals in networks throughout the country."

Mr. Osborne said the Bell System in a few years intends to have a "very considerable network of coaxial cable plant suitable for television transmission and supplemented by microwave repeater radio relay systems."

Chicago Bus Series

CHICAGO MOTOR COACH Co. new half-hour dramatic show, *Park Playhouse* has started on WGN Monday night. Play themes will concern benefits derived by Chicagoans from their park system. Contract for 13 weeks was placed by Buchanan & Co., Chicago.

FM SURVEY RESULTS
GE Finds Listeners Want to See Stations First

MANY postwar potential FM receiver customers are awaiting the appearance of FM stations in their localities before making the decision of whether they will buy FM or standard sets, according to General Electric's recent survey of radio dealers and GE stockholders as to the popularity of FM sets which was completed last week.

Of the questionnaires sent out, 16,635 stockholders and 1,538 dealers returned the card to H. A. Crossland, GE manager of sales, receiver division, with 26.9% of the total reporting they would buy a new set. Replies also showed that 80% knew about FM and that one out of ten had already bought an FM set.

Another phase of the survey disclosed that about 15% of all radios owned by those replying were out of order because of tubes and parts shortages. The replies also revealed a change in the selection of models with 38.9% owning table sets, while 13.5% said they had floor radiophonograph combinations. In giving preferences for postwar sets, however, table sets were listed first by only 22.2%, with floor radiophonograph combinations demanded by 33.8% of the respondents. Almost 85% of those replying said they planned to buy a portable radio after the war.



LOCAL AND STATE news is featured in a new daily broadcast on WDRC and WDRC-FM Hartford, originating in the newsroom of the *Hartford Courant*, America's oldest newspaper. Participating in first broadcast were (l to r): Maurice S. Sherman, editor and publisher of the *Courant;* Harvey Alson, WDRC chief announcer who does the newscasts; Franklin M. Doolittle, president of WDRC. Newspaper staffers, coached in radio writing, prepare the copy for airings (6:05-6:15 p.m.) daily except Sunday. News series was announced in page 1 story of the *Sunday Courant*, Oct. 1.

Goodyear Replaces

GOODYEAR Tire & Rubber Co., Akron, Nov. 14 discontinues *Melody Roundup With Andy Devine* on 57 NBC stations Sat. 11:30-12 noon, and the following week starts *Roy Rogers Show*, featuring the Republic Pictures' cow-boy star, on a large MBS network, Tues. 8:30-9 p.m. Aside from *Sons of Pioneers*, singing group heard on NBC, talent line-up will be new. Agency is Young & Rubicam, New York, for Goodyear heels and soles.

Rice's Resumes Spots

RICE'S BAKERY, Baltimore, is resuming its semi-annual promotion of Rice's Bread, using an average of 20 transcriptions weekly for two months on some stations, while continuing year-round schedule on others. List includes WMAL WRC WDEL WCAO WITH. Agency is William A. Schautz, New York.

ADVERTISING FEDERATION of America, New York, has issued a cumulative supplement to its bibliography "Books for the Advertising Man", published in 1942.

Governor Gabber

GOVERNOR Herbert O. O'Connor of Maryland turned sportscaster in the eighth inning of the fifth game of the Little World Series in Baltimore when Bill Dyer, sportscaster for Gunther Brewing Co., sponsor of the series between the Orioles and Louisville Kentucky Colonels, turned the mike over to the Governor. According to listeners to WITH Baltimore, which carried the program, the Governor called all the plays correctly. He was a ballplayer himself in his undergraduate days.

Combinations that C-L-I-C-K



The team of Edgar Bergen and Charlie McCarthy is a typical example of a combination that "clicks." Another example, of particular interest to advertisers in the Saint Louis market, is the combination of KSD-NBC-AP

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet • KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire • KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.

KSD NBC AP

KSD

ST. LOUIS · 550 KC

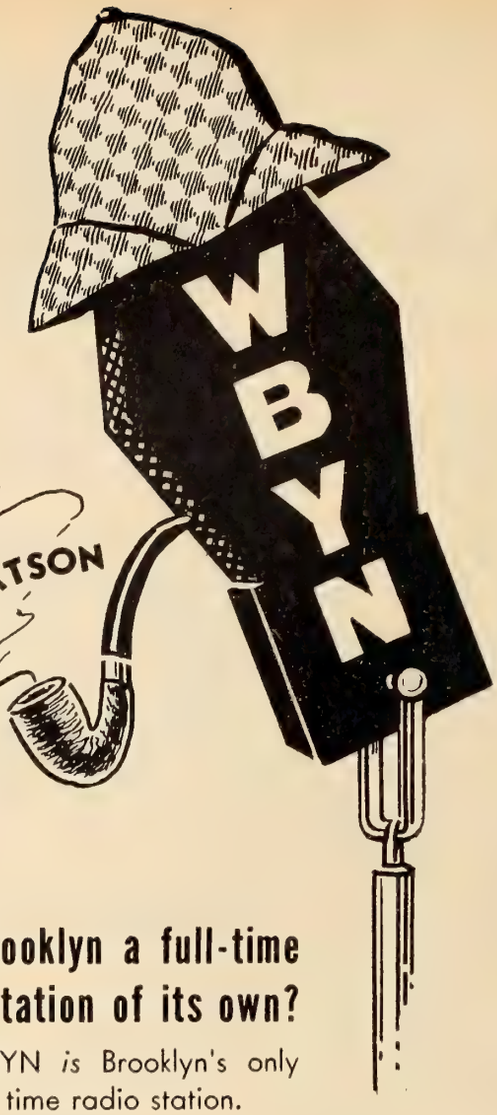
Owned and Operated by
THE ST. LOUIS POST-DISPATCH

Nationally Represented by
FREE & PETERS, Inc.

YOU WON'T GET LOST IN BROOKLYN...

IF YOU KNOW THIS.

IT'S ELEMENTARY, MY DEAR WATSON



Is there ONE station that reaches all the family in Brooklyn?

WBYN lives in Brooklyn—it *is* Brooklyn. Sponsors have learned this . . . the renewal of their contracts certify to this.

How does Brooklyn's population compare with other cities?

Bigger than Philadelphia, Los Angeles, Detroit, Boston. A population of 3,000,000 deserves *individual* coverage.

What makes this Brooklyn Station known to millions?

WBYN supplements its minute programming of News, Racing Results, Music and features with ads in the N. Y. dailies.

Has Brooklyn a full-time radio station of its own?

WBYN *is* Brooklyn's only *full* time radio station.

Is it expensive to cover Brooklyn this thorough way?

Send for our latest brochure . . . you'll be surprised at the coverage per dollar.

•

For Availabilities: Write to
WILLIAM NORINS, General Manager,
Station WBYN, 1 Nevins St., Brooklyn, N. Y.

THE MINUTE STATION

WBYN

1430 ON YOUR DIAL

OUTLETS APPOINTED BY WESTINGHOUSE

WESTINGHOUSE Electric & Mfg. Co. announced appointment last week of 97 distributors to handle new postwar Westinghouse receiver sets throughout the U. S. and in Hawaii. Appointments were made by Harold B. Donley, manager of the Westinghouse Radio Receiver Division. All distributorships, except in the New York metropolitan area are exclusive, while retail franchises will be non-exclusive.



Mr. Donley

Of the 97 distributors in the U. S., 80 are Westinghouse Electric & Supply Co. Other distributors are:

Times Appliance Co., New York; Buffalo Electric Co., Buffalo; Kempf Bros., Utica, New York; Penn Electrical Engineering Co., Scranton; Service Appliance Co., Bristol, Va.; Superior-Sterling Co., Bluefield, W. Va.; Southern Furniture Sales Co., Knoxville, Tenn. (also serving Chattanooga area); Danforth Co., Pittsburgh (will serve Allegheny County); The Moock Electric Supply Co., Akron, Canton, and Youngstown, O.; Tafel Electric & Supply Co., Louisville; McCaffery Co., South Bend, Ind.; Zork Hardware Co., El Paso, Texas; Electric Appliance Co., Joplin, Mo.; Continental Electric Co., Kansas City; Fones Bros. Hardware Co., Little Rock; Hawaiian Electric Co., Honolulu.

In making the appointments of the distributors, Mr. Donley pointed out that the Office of Consumer Requirements has indicated through a recent survey that 15% of the nation's 46,000,000 sets were forced out of operation during the war and that 50% of those sets still in use are five or more years old.

Westinghouse will produce sets for television, standard-band, short-wave and FM reception, Mr. Donley revealed, and they will be provided in a variety of models suitable for any part of the home or office. Introduction of these sets marks the return of Westinghouse to the home receiver field after an absence of 16 years, throughout which the company has been busy with electronics research, broadcasting development, and military work, Mr. Donley said.

Tide Water Adds

TIDE WATER Associated Oil Co., New York, is sponsoring play-by-play descriptions of all games of the Boston Yankees professional team on WCOP Boston every Sunday, as part of its schedule of eastern football events on WMCA WINS WHN [BROADCASTING, Oct. 2, 16]. WHN schedule includes quarter-hour *Warm Up Time* and *Sports Extra* programs before and after New York Giants professional games on Sunday and a five-minute review of all Sunday pro games, in addition to Friday and Saturday quarter-hour predictions and reports on college games. Agency is Lennen & Mitchell, New York.

Pure Oil Adds

PURE OIL Co., Chicago, on Oct. 23 adds spot announcements on the following stations for two and four-week periods: WHKY WMVA WSTP WMFD WGTM WFTC WSJS WCNC WRRF WOLS WCHV WGTC WBTM WFVA. Agency is Leo Burnett Co., Chicago.



...and so do thousands of Bostonians who have made WORL their favorite station

WORL

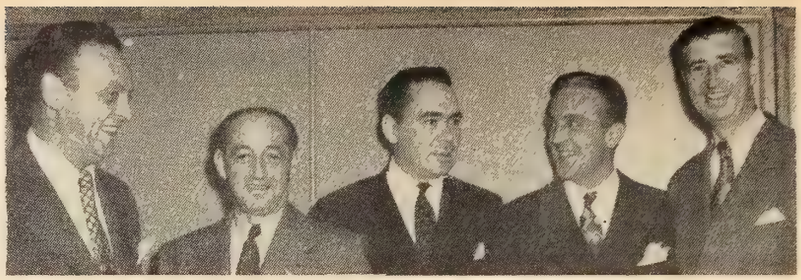
BOSTON, MASS.



British RMA Predicts Big Postwar Set Demand

BRITISH belief that postwar sets will incorporate technical advances is encouraging people in England to retain their old sets and not purchase the Government's "People's Radio", according to the British Radio Equipment Manufacturers' Assn. which predicts some 3,000,000 British homes will require radio equipment after the war. The Association points out that not all this 3,000,000 demand can be satisfied at once, and therefore issues a warning that all who hope to find radio equipment available in three or four months after the war will be disappointed.

Sale of the Government's so-called "People's Radio" has lagged somewhat, due to the desire for "wartime gadgets" on postwar sets, and not because of any inherent defectiveness in its construction or operation.



IN TRIBUTE to Merle Jones who recently left KMOX St. Louis to become general manager of WOL Washington, D. C., a farewell party was given in St. Louis by his colleagues prior to his departure for the Capital. Shown in this group are (l to r): Wendell Campbell, assistant manager, KMOX; H. Leslie Atlass, vice-president in charge of central division and general manager, WBBM Chicago; Jack Van Volkenburg, assistant manager, WBBM; Mr. Jones; Arthur Casey, KMOX publicity director.

A NEW book, *I Knew the Voice of Experience* by Dr. Carroll Atkinson, has been published by Meador Publishing Co., Boston [$1]. The book is Dr. Atkinson's 14th on such varied subjects as race rioting in Detroit, and radio programs in schools.

QUINCY HOWE, CBS news analyst, will write a book, tentatively titled *A Short History of the Modern World: A Contemporary Story of the Twentieth Century through* 1945, due to be published by Simon & Schuster, 1946.

DIVERSIFIED FARMING

Farmers in this tri-state area of Louisiana, Texas and Arkansas long ago changed from one-crop production to a diversified program of farming. Mild climate and fertile soil assure a longer growing season and greater variety of crops. Though cotton is the No. 1 crop, peanuts, soy beans and alfalfa are produced in abundance. Such chemurgic industries as starch from sweet potatoes and plastics from sugarcane indicate future profitable possibilities for the farmer. To influence the buying habits of farmers in this prosperous market, sales-conscious advertisers choose powerful, 50,000-watt KWKH.





KWKH

CBS ★ 50,000 WATTS

A Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

WOOTEN SELLS 25% INTEREST IN WHBQ

IN COMPLIANCE with the FCC's "duopoly" regulation, Hoyt B. Wooten, president and owner of WREC Memphis, last week notified the FCC of sale of his 25% interest in WHBQ Memphis, to Mrs. Emily P. Alburty, wife of E. A. (Bob) Alburty, WHBQ general manager. The price was $30,000.

With the transaction, Mrs. Stella H. Thompson, widow of Thomas Thompson, WHBQ founder, was elected president of WHBQ Inc., and costinues to hold 50% interest. S. D. Wooten Jr., chief engineer of WREC, and brother of Hoyt, retains his 25% interest and was elected vice-president. Mrs. Alburty was elected secretary-treasurer. Although S. D. Wooten is employed at WREC, he was not obliged to sell his WHBQ stock, as he is not a stockholder in the station.

WHBQ was founded in 1925, and operated as an independent station until last March, when it joined Mutual. Thereafter, it went on a 24-hour operating schedule.

Mr. Alburty, who continues as general manager, is a native of Pierce City, Mo., and came to Memphis in 1926 as a free-lance announcer. He succeeded to the general managership in 1931.

Lorillard Times Slated For New CBS, NBC Series

HAROLD LLYOD, film comedian, said to be one of the last of the top movie stars to hold out against radio contracts, will be the regular featured star of P. Lorillard Co.'s *The Comedy Theatre*, starting Oct. 29 on NBC, Sunday 10:30-11 p.m. Serving as director as well as actor, Mr. Lloyd will stage radio adaptations of stage and film farces, beginning with Preston Sturges' "Palm Beach Story."

Which is Which, second of Lorillard's two new shows (BROADCASTING, Sept. 18) starts Oct. 25 in the new time secured on the full CBS network, — Wednesday 9:30-10 p.m. Ken Murray, night club entertainer and mimic will m.c. the show, challenging the studio and radio audience to decide whether the voices of prominent personalities coming from behind a screen belong to the original or to an imitator. Kate Smith, Frank Morgan, Walter Winchell, Ted Lewis and Basil Rathbone will appear or be represented on the first show, which succeeds *Allan Jones*, off CBS Wednesday 8-8:30 p.m. *Comedy Theatre* replaces *Jackie Gleason-Les Tremayne*. Agency is Lennen & Mitchell, New York.

Canada Time Switch

RECONVERSION to standard time is understood to be under discussion by the Canadian government, according to Ottawa reports. Canada has been on wartime daylight saving time the year round since early in the war. The radio industry is keeping close watch on Ottawa developments on time rerconversion.

GENE HURLEY, WNEW New York scriptwriter, has written a mystery-comedy book entitled *Have You Seen This Man?* [Bobbs-Merrill Co., New York $2.]

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW



● Mrs. Clinton Eastman and Mrs. R. J. McVittie, of the Girl Scout Council, are two of the volunteers who have been saluted on KGW's "Personality Hour". They are shown here talking over exciting plans for the summer day camps which the Girl Scouts sponsored so successfully this summer. The Salutes helped publicize the plans to the community.

●

KGW's Mel Bailey completing another Salute as Patsy Bauman, singer, and Abe Bercovitz and his "Personality Hour" orchestra wait the signal for special Salute music.





HERBERT A. TEMPLETON

...CHAIRMAN OF PORTLAND COUNCIL OF SOCIAL AGENCIES

SAYS... "The devoted labor of the volunteer is the essence of social agency work. Hundreds of Portland's finest citizens gives thousands of hours annually with no thought of reward or praise. The unique Salutes to volunteers on KGW's "Personality Hour" provide a fine gesture of appreciation and stimulate general community interest in the work of social agencies. It is typical of KGW's alert showmanship that this outstanding public service is combined with the entertainment appeal of the "Personality Hour" so that listener interest is assured.

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

More LIGHTS per square foot than at any other spot in the world



More LISTENERS PER DOLLAR THAN ON ANY OTHER MEMPHIS STATION. THAT'S WHBQ's BONUS

MEMPHIS IS THE WORLD'S LARGEST MULE MARKET
"A great place to work"
"A great place to live"
MEMPHIS

SOUTH'S 24-Hour Station
WHBQ
Bob Alburty, General Manager
Your MUTUAL Friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

Annual Cost of Master Video Stations Placed at $350,000

McLean, GE Executive, Says Hourly Expense Figures $117; Supplies Other Data to FCC

TECHNICAL operating costs of a master television station, 8 hours daily, seven days a week, were estimated at $350,000 annually or $117 per hour by James D. McLean, sales manager of television transmitting equipment, General Electric Co., Schenectady, who testified last Tuesday at the FCC allocation hearings as a witness for Television Broadcasters Assn. Total capital investment for a master station was estimated at $450,000 to $500,000.

His estimates for three types of stations—master, intermediate and satellite—were based on RTPB standards, although Mr. McLean told the Commission it is impossible to foretell postwar prices accurately because of labor and material costs, now unknown. His estimates did not embrace cost of grounds, buildings, antenna tower and talent.

Mr. McLean described a master station as one with extensive studio facilities, high power transmitting equipment and a complete staff capable of originating a wide variety of both live talent and film programs. An intermediate station has small studio facilities for live talent programs and relatively low powered visual and aural transmitters. It can originate both live talent and film programs but not to the extent of a master station.

A satellite he defined as a station equipped with low power transmitting equipment and no local facilities for originating live talent programs. It receives a majority of all of its programs from a television network. He divided satellites into three categories, unattended, attended and attended with film origination facilities. The latter could provide both network programs and film shows while the former two would provide service entirely from a network. Following are the complete statistics presented by Mr. McLean:

Master Station

Basic requirements: 2-5 studio camera channels; 2 motion picture channels; control room equipment; microphones and audio apparatus; studio lighting equipment; studio-to-transmitter link equipment; antenna system; monitoring equipment; 40 kw visual and 20 kw aural transmitters; total cost (exclusive of physical facilities) $250,000-$300,000; with physical facilities $450,000-$500,000.

Operating expenses: Maintenance (including spare and replacement tubes and parts) $25,000 power cost (285 kw per hour) $15,000; salaries (staff of 42 exclusive of talent but includes program, office, production personnel) $150,000; miscellaneous (including advertising, rentals, taxes, interest, insurance, legal expenses, etc.) $100,000; depreciation (capital investment of $300,000 for equipment only, depreciated over 5 years) $60,000; total annual expense $350,000; hourly cost for technical operation based on 8 hours daily, 365 days a year, $117.

Intermediate Station

Basic equipment requirements: 2 studio camera channels; 2 motion picture channels; control room equipment; microphones and audio equipment; studio lighting equipment; antenna system; monitoring equipment; 4 kw visual and 2 kw aural transmitters; estimated cost of equipment (exclusive of physical facilities), $140,000-$165,000; (physical facilities were estimated at $150,000-$200,000).

Operating costs, divided equally between live talent and film: maintenance $15,000; power (110-kw per hour) $8,000; salaries (staff of 36), $100,000; miscellaneous, $75,000; depreciation on capital investment of $165,000 over 5-year period, $33,000; total expense, $231,000; hourly cost $80.

Satellite Stations

Basic equipment—Unattended: 4 kw visual and 2 kw aural transmitters; relay pickup receiver and antenna; antenna system; monitoring equipment; cost, $48,000-$51,000.

Attended: Some as unattended satellite, but adding monoscope channel and audio channel; cost, $55,000-$58,000.

Attended: Same as unattended satellite same as attended satellite, but adding 16 mm film channel; cost, $66,000-$69,000.

Operating costs—Unattended: maintenance, $10,000; power (50 kw per hour), $5,000; salaries, none; miscellaneous, none; total, $15,000 annually.

Attended: Maintenance $10,000; power (50 kw per hour) $5,000; salaries $20,000 staff of 4); miscellaneous $10,000; depreciation, $11,600; total $56,600; hourly cost $20.

Attended with film facilities: Maintenance, $12,000; power (50 kw per hour), $5,000; salaries, $30,000 (staff of 6); miscellaneous, $18,000; depreciation, $13,800; total, $78,800; hourly cost, $27.

Drugs in Latin America

TWO DRUG houses are introducing their products via radio in Latin America through Irwin Vladimir & Co., New York. Davis & Lawrence Co., Dobbs Ferry, N. Y., for proprietary drugs and medicines, and Ozomulsion Co., New York, for Emulsified Cod Liver Oil. Schedule for the latter started two weeks ago includes one-minute transcriptions on some 20 stations and will be expanded shortly. Davis & Lawrence last week started on CMQ Havana a twice-weekly quarter-hour live musical program. Recording of each show is sent to New York for reprocessing and the pressings sent to Latin America for presentation by Davis & Lawrence on 25 outlets.

Blue Change

DOROTHY THOMPSON, columnist and commentator, in addition to her regular Sunday evening Blue program for Trimount Clothing Co., is now heard as m.c. of *Listen the Women* on th Blue, the same afternoon replacing Janet Flanner, who is to broadcast from Paris as commentator for the Blue and its New York outlet, WJZ.

BMI Signs L. A. Groups

UNDER contracts just concluded with the official performing rights societies of Argentina and Uruguay, Broadcast Music Inc. will exclusively license in the United States the performing rights of all works written or published by the members of these societies, BMI announced last week. Contracts with the two groups were negotiated separately. That with Sadaic, the Argentinian society, is a renewal of an existing contract; that with Agadu, the Uruguayan society, marks the beginning of a new relationship. In addition to these, BMI also licenses the music of Mexico, Cuba, Brazil and Chile.



FOR VALUABLE services in furnishing free garden bouquets to hospitalized servicemen in Oklahoma City area, Mrs. Roy Taylor recently received the *Breakfast at Sardi's* Good Neighbor Orchid from Dr. John Abernethy, chamber of commerce toastmaster, at a public forum luncheon attended by oil operators, war workers, garden club members and staff members of KTOK Oklahoma City. As a result of Mrs. Taylor's activities, which began shortly after Pearl Harbor, more than 7,000 free bouquets have been distributed to hospitals, chapels and the USO at Oklahoma City.

Berger Named

ROBERT I. BERGER, former radio director of the Democratic National Committee and the Presidents Birthday Ball Committee, has resigned his post with the Overseas Branch, OWI, to devote his full time to activities in connection with the Roosevelt Presidential campaign. His resignation, it was learned, came coincident with that of Robert Sherwood, Deputy Director of OWI in charge of overseas activities, who resigned last month to assist the President in the campaign. Mr. Berger's precise duties were not disclosed.

S.A. Cosmetic Spots

MICHEL COSMETICS, New York, as part of a campaign for cosmetics in Latin America, is using one-minute live and transcribed spot announcements at varying intervals on a number of stations. Agency is Irving Vladimir & Co., New York.



Represented Nationally by HEADLEY-REED CO.

To Time-Buyers Who Want

FACTS ...not Fantasy!

OMAHA (WOW) HOOPERATINGS COMPARED WITH NATIONAL HOOPERATINGS

PROGRAMS* (Nighttime—Mon. thru Sun.)	HOOPERATINGS Omaha** (WOW)	National*** (U. S. Urban)	PLUS Ratings of WOW
Bob Hope	44.6	33.0	11.6
Fibber McGee and Molly	48.1	32.9	15.2
Red Skelton	43.5	31.8	11.7
Abbott and Costello	31.4	22.9	8.5
Mr. District Attorney	33.2	22.7	10.5
Bing Crosby	30.7	22.5	8.2
Kay Kyser (10:00-10:30 PM E.S.T.)	30.4	21.6	8.8
Mr. and Mrs. North	22.5	14.6	7.9
Fitch Bandwagon	34.0	16.0	18.0
One Man's Family	23.0	15.7	7.3
People Are Funny	24.7	13.4	11.3
Million Dollar Band	21.5	11.9	9.6
Information Please	18.4	11.0	7.4
Date with Judy	22.0	11.2	10.8
Jimmy Fidler	18.5	8.9	9.6
(Daytime—Mon. thru Fri.)			
Right to Happiness	11.5	8.6	2.9
Ma Perkins	13.7	7.4	6.3
Light of the World	13.9	6.5	7.4
Road of Life	8.2	6.8	1.4
Today's Children	12.8	6.2	6.6
Guiding Light	16.0	6.1	9.9
(Daytime—Sunday)			
John Charles Thomas	11.1	9.0	2.1
Those We Love	13.6	7.7	5.9
World News Parade	12.9	7.7	5.2
NBC Symphony	6.7	5.1	1.6

* List includes 24 representative commercial programs carried by 100 or more stations, including WOW.

** From the Winter-Spring, 1943-1944 Continuing Measurement of Radio Listening. December, 1943 thru April, 1944. C. E. Hooper, Inc.

***From the 1944 Mid-Winter Comprehensive Hooperatings, "U. S. Urban" Hooperatings based on interviews in 89 cities, a cross-section of all 412 U. S. cities over 25,000 population.

HOOPERATINGS PROVE that WOW has a larger percentage of the available Omaha audience than the average NBC station has of its audience.

SO WHAT?

There must be a reason. There IS —and it's a reason that's important to advertisers:

For 21 years Omaha listeners have *always* been able to get the "mostest of the bestest" in radio by tuning to WOW. They've got the WOW HABIT—a habit that pays off big to advertisers who want the most circulation for their money.

It is also important to note that the Hooper City Zone (Omaha) station listening index for May and June, 1944, gives WOW:

34.4% of the MORNING audience;

49.0% of the AFTERNOON audience;

52.6% of the EVENING audience.

RADIO STATION

WOW INC.

OMAHA, NEBRASKA

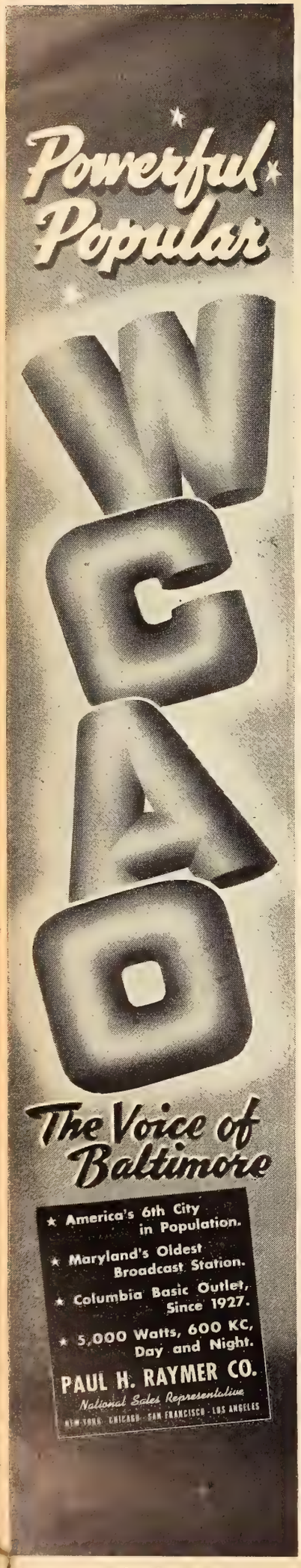
590 KC • NBC • 5000 WATTS

Owner and Operator of

KODY NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.

JOHN BLAIR & CO., REPRESENTATIVES



OWI PACKET, WEEK NOV. 13

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 13. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Don't Travel	X	--	--	--	--	--	--
Ceiling Prices	X	--	--	--	--	--	--
Merchant Marine Recruiting	X	--	--	--	--	--	--
Car Pooling	--	X	X	X	X	--	--
Hold Prices Down	--	X	X	X	X	--	--
Waves	--	--	X	--	X	--	--
Careless Talk	--	--	--	--	--	X	X

See OWI Schedule of War Messages 134 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

AMERICAN SERIES AHEAD IN CANADA

THREE AMERICAN programs lead the national evening program rating poll for October in Canada, Elliott-Haynes, Toronto, reports. *Edgar Bergen & Charlie McCarthy* leads the first 15 programs with a rating of 33.4, followed by *Radio Theatre*, 31.4 and *Album of Familiar Music*, 20.3. Leading Canadian is *Treasure Trail*, 19.4. Bing Crosby is in fifth place, followed by the Canadian program *L for Lankie, Words at War, Waltz Time, Aldrich Family, Big Town, Brewster Boy*, Canadian program *Fighting Navy, Reader's Digest, Star Theatre*, and Canadian program *Share the Wealth*. On the French-language evening programs, *Course au Tresor* is in first place with 34.5 followed by *Le Cafe Concert*, 30.3, *Secrets du Dr. Morhanges, Metropole* and *French Radio Theatre*.

VIDEO IN CAPITAL SOUGHT BY PHILCO

PHILCO Radio & Television Corp. has filed with the FCC an application for a new experimental television station on Channel 4 for the metropolitan area of Washington, D. C., to be located in Arlington County, Va. Proposed as part of the experimental Philadelphia-Washington television relay link granted by the Commission on Oct. 2 (BROADCASTING, Oct. 9), the new video outlet would also be used to explore the area of Washington and vicinity as a television service area.

Application pointed out that the investigation would be "original as no television transmitter has yet been put in operation as a terminal for a two-way experimental television relay link, or operated in the Washington, D. C. area." Employment of 3,000 w peak visual power and 3,000 w for aural, with A5 and special emission would make total estimated cost of the project $150,000. A portion of the 100 television receivers in the Philadelphia area distributed among the company's executives and engineers, are to be removed to the Washington area for the experimentation.

The Washington operation would be of a technical nature as program testing already has been conducted by Philco elsewhere. Materials for the outlet are to be obtained through the WPB directive of July 22 authorizing materials for developmental construction.

NBC Announcer Awards To Be Revealed Nov. 2

RESULTS of the 1944 H. P. Davis National Memorial Announcers' awards will be broadcast Nov. 2 in a special NBC program, with winners speaking from their respective stations. More than 20 stations have submitted entries for the competition, established in 1933 for announcers of NBC stations by Mrs. H. P. Davis, widow of "The Father of Broadcasting". Mrs. S. B. Rockewell will represent Mrs. Davis on the program. Frank E. Mullen, NBC vice-president and general manager, will speak and Patrick J. Kelly, NBC supervisor of announcers, will serve as m.c.

Board of judges, made up of NBC producers, include Cecil Underwood, Walter Bunker, Don Clark, Vic Hunter, Bob Seal and John Guedel. Competition is open to regular staff announcers of all NBC stations, which must submit the work of three entrants in a transcription recorded "off the air" without the contestants' knowledge. Sample must present at least three different types of air work. A national and a group winner will be chosen. National winner receives a Gold Medal and $300 in cash, each station group winner receives a signet ring, and each Honorable Mention winner a certificate.

HALL HONORS U. S. WARTIME LEADERS

AMONG the fifty notable public men of wartime whose bronze statues constitute a historical collection now on public exhibit at the Smithsonian Institute, Washington, D. C., are Charles E. Wilson, president of General Electric and former vice-chairman of WPB; Chester Bowles, administrator of the OPA and former partner in Benton & Bowles, advertising agency; Vannevar Bush, chairman of the Office of Scientific Research and Development; Elmer Davis, director of OWI and former CBS news commentator; Byron Price, director of censorship and previous director of the Washington Bureau of AP; Nelson A. Rockefeller, coordinator, CIAA; Ernie Pyle, war correspondent; Bob Hope, radio and movie comedian.

Made from life by Max Kalish, collection is titled "The Living Hall of Washington, 1944" and will be retained as part of the Smithsonian historical exhibits. Statues are two feet high. Selections were made by a private committee.

Nationwide Video Employment Aid

T. F. Joyce of RCA Predicts 30,000,000 Sets by 1955

A NATIONWIDE television system, at the service of America's political, business and labor leaders, can help the American people realize their hopes for employment and security after the war is over, according to Thomas F. Joyce, general manager of the radio, television and phonograph department of the RCA Victor Division.

Addressing the annual Boston Conference on Distribution, Oct. 17, Mr. Joyce said the immediate postwar development of television can, and will, contribute forcefully to a sound economic structure. "Most important," he said, "is television's potential power to stimulate the demand of all consumer goods, from farm and factory alike, and thereby to create more jobs."

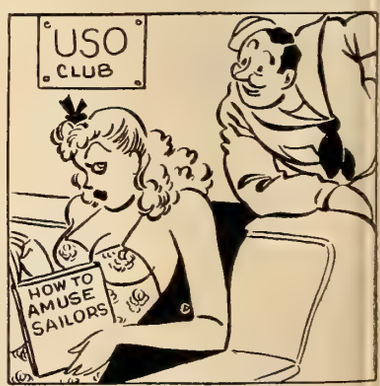
May Double Personnel

If television is permitted to go ahead immediately after the war ends, he said, employment in the radio industry at the end of the third full production year will be approximately 600,000 as compared with the 300,000 prewar peak, an estimated increase in this industry alone of 300,000.

Assuming that television is given the "go-ahead" and that television production gets under way in 1945, Mr. Joyce predicted that three-fourths of America's families —30,000,000 people—will own video sets by the end of 1955. Estimating the average cost of the receiver to be $200, he declared this would represent a ten-year market for over six billion dollars worth of television receivers.

Wyler Watch Test

WYLER WATCH Co., New York, Oct. 7 started daily live announcements and co-sponsorship of *Metropolitan Program*, weekly half-hour on WEVD New York in a 52-week test campaign for Wyler Watches. Product, which has been advertised nationally in magazines, is receiving air promotion for the first time, according to Zlowe Co., New York, agency in charge.



"Mind if I turn on WFDF Flint?"

ALL

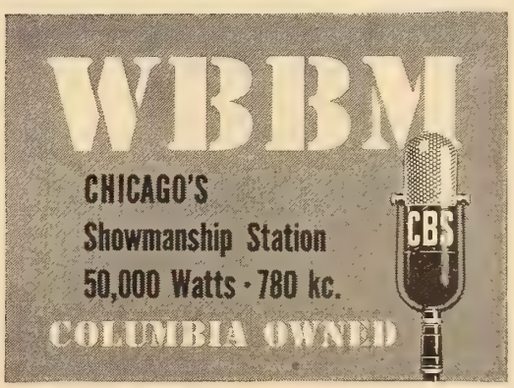
the six highest rated* daytime programs released in Chicago, by all stations, are on WBBM.

ALL DAY

the percent of listeners to WBBM daytime programs is 18% more than the second best station; 20% more than the third and fourth Chicago stations *combined.**

**C. E. Hooper, Mon. thru Fri. daytime, May, June, July 1944.*

If you're interested in daytime radio, WBBM *is a must in Chicago!*



Represented by Radio Sales, the SPOT Broadcasting Division of CBS



BULGING BA

Baltimoreans Await An Op

With $419,000,000 Of Sa



"PUT-IT-IN-THE-BANK"—AN OLD BALTIMORE CUSTO

Baltimore has always been a city of thrifty Savers. The "mutual saving bank" system in which the banks are owned solely by the depositors and operated entirely in their behalf, has been a Baltimore custom for over 100 years.

Since the beginning of 1940, *savings accounts* in Mutual Savings Banks, State Banks and Trust Companies have increased $89,029,000—to reach a present total of $372,448,000!

TIMORE BANKROLLS

tunity To Buy Your Product
gs Accumulated Since 1940

SINCE JAN. 1, 1940 BALTIMOREANS HAVE SAVED:

"E" Bonds . . . $281,000,000
Savings Accounts . 89,029,000
Building Ass'ns. . . 39,533,000

TOTAL $419,384,000

Baltimoreans look toward "reconversion" with anticipation - - not apprehension! For, not only are there 116 different types of peace time industries looking for workers, but thrifty Baltimoreans have built up a backlog of over *419,000,000 dollars* in savings *since 1940!*

Baltimore is a great and growing market - - and for 25 years its growth has outstripped other Eastern seaboard cities.

For today and tomorrow - - it's a great place to invest your advertising dollars. And, of course, Baltimore's great advertising medium is WBAL.

★ **BASIC NBC NETWORK** ★

NBC

WBAL means business in Baltimore

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

'Narrowcasting'

AN INGENIOUS adaptation of the British system of broadcasting is proposed by *Muzak* Corp., using precious radio channels. Whereas the European system (which appears on its way out) involves payment of receiving set license fees to the Government to defray operating costs, the *Muzak* plan is for payment of a "subscription fee" of about 5 cents a day by the listener to the private company. The company, unnamed, plans nationwide service.

Instead of broadcasting by the American plan, as provided by law, the proposed new system in essence would be "narrowcasting"—available only to those paying the rental fee. It's a radio version of *PM*, New York tabloid which carries no advertising.

The plan was unfolded anew to the FCC during current general allocation hearings by Joseph L. Weiner, former OPA executive, and general counsel of *Muzak*, and Associated Music Publishers, its affiliate. Owner of the common stock of both companies is William B. Benton, extreme liberal, who with Chester Bowles, OPA administrator, set up the original Benton & Bowles advertising agency, which owes its success in large measure to radio.

Mr. Bowles plans to join the "narrowcasting" project when public duties permit. FCC Chairman James Lawrence Fly has a proposition from Mr. Benton which he can accept upon his contemplated retirement from the FCC after the elections next month. Robert M. Hutchins, president of the U. of Chicago, of which Mr. Benton is vice-president, has agreed to serve on the board of directors. Beardsley Ruml, the financial wizard and treasurer of R. H. Macy & Co., also is to serve on the board.

Muzak now supplies a sort of central-station quality juke-box service to hotels and restaurants. It functions on the Standard Oil Co. lease-partnership basis by contracting with local people for distribution. Presumably, it would follow this pattern for the "subscription radio" service.

Originally the plan called for a subscriber service by wire line, using the so-called "Squier" patents. Now it is admitted wired radio won't work. So *Muzak* wants three FM channels to provide three separate kinds of subscriber service in a metropolitan area—serious music, popular music and a fricassee of general news, educational and informational programs sans advertising.

Since FM channels can be allocated only on a skip-channel basis in the same area, it would mean blocking off six, rather than three channels, for the service. Only the paying subscriber would be able to listen; others would receive a shrill high-frequency heterodyne, or "pig squeal".

The project is anti-commercial radio. It disparages advertising. Beyond that, it is contrary to that provision of the law which calls for a "larger and more effective use" of radio facilities. And there is a serious question whether it isn't point-to-point communication in contravention of the law.

The plan contemplates preponderant use of recorded music, admittedly high quality, but available also on the home phonograph. Three separate stations would be needed for the integrated three-phase continuous service. FCC General Counsel Charles R. Denny shattererd that three-station illusion neatly in cross-examining Witness Weiner. He cited the FCC's duopoly regulation, which prohibits ownership, operation or even management of more than one station in the same market.

The men now associated with *Muzak* are important and successful. The people who may join the venture are imposing public figures. There is the anomaly of Messrs. Benton and Bowles, who made their fortunes in advertising, turning against that enterprise.

The project, even though it would entail a major operation on the law and the FCC rules, should not be taken too lightly by those who live by the American Plan of Radio.

Radio Man's Radio Man

A FEW DAYS ago Col. Ed Kirby returned from the European Theatre to resume his post as chief of the Radio Branch, Army Bureau of Public Relations. He had been abroad seven months. He wore the shoulder patch of SHAEF, flaming sword of Gen. Eisenhower's Supreme Command.

Radio's part in the war is well-documented. A quick review discloses that Ed Kirby participated practically in every phase. On his last assignment, he was there with the Army communications and public relations experts on the radio aspects of the French invasion (some call it the "radio invasion"). He was the radio officer for SHAEF and set up the Allied Forces Network operating wherever the Eisenhower troops moved, in collaboration with the BBC. He was with Col. David Sarnoff last spring in planning the communications facilities for handling the invasion traffic—greatest in world history—for press and radio. That epic won Col. Sarnoff the Legion of Merit. Ed Kirby had the expert counsel of Capt. Harry C. Butcher, former CBS vice-president and aide to Gen. Eisenhower.

It was in 1940 that the Secretary of War borrowed Ed Kirby from the NAB, where for two years he had been director of public relations. First he was radio adviser attached to the Office of the Secretary. After Pearl Harbor, he was commissioned lieutenant colonel. In May 1943, he was promoted to colonel.

In 1941 *Command Performance*, most popular of the programs overseas, made its bow; then *The Army Hour*; clearance of 20-30 network programs daily; liaison with advertising and producing agencies; accreditation of network and radio correspondents in the war theatres; introduction of the wire recorder for front-line war reporting, and finally setting up of the SHAEF Broadcasting Service, marking the first inter-allied network operation.

At the war's start, all broadcasters viewed the future with trepidation. There were whispers of military control of all radio; of block commandeering of time, and even of direct Government operation. Instead, there has evolved a teamwork and coordination that has forged radio into a potent weapon, physically and psychologically, and which gave radio on the home front great opportunity to demonstrate its depth, scope and impact.

No small measure of credit for this healthy state, which we are all too prone to take for granted, goes to Col. Ed Kirby—a radio man's radio man.

Our Respects To —



ISADORE JAMES WAGNER

THERE are radio listeners who profess that they'd like to commit mayhem on I. J. Wagner, he admits, but even those irate souls buy the products his spot announcements advertise.

He is vice-president of Olian Advertising Co., having recently opened the Chicago office of the St. Louis agency.

"Wag" as he is known to his friends, with good reason other than the mere abbreviation of his name, doesn't run for cover when letters of vituperation come in denouncing his spot commercials and demanding that they be taken off the air. "As a matter of fact," he says, "that's the first indication we generally get that the spots are clicking. Strangely enough practically every writer of a protesting letter quotes the spot verbatim in the protest, proving again the reminder value. Then, despite the complaints, the spots begin to translate reminder value in definitely increased sales."

Among the Wagnerian phrases are such additions to advertising-Americana as "Atlas Prager, Got It? Atlas Prager, GET it!" This one, delivered with a sort of falsetto on the "GET it!" popularized the name of beer to such an extent that many customers, kiddingly saying "Got it?" to a dealer, are answered with "GET it!" and Atlas Prager Beer is immediately trotted out.

In a Chicago movie house the scene on the screen showed a flyer dropping a package from a plane. In doing so he called out below: "Got it?" And from the audience came a concerted booming response, "GET it!"

Another Wagner reminder-phrase which took hold throughout the country is: "WHIZ-ZZZZZ best nickel candy there IS-ZZZZ". For repetition he used the gag, "Brother, you can say that again," and the announcer responds with "Okay, I will! WHIZ-ZZZZ, best nickel candy there IS-ZZZZ."

With regard to this spot commercial, Wagner says "More than one mother has told me 'My baby just started to talk and what do you suppose his first word was—not mama or papa, but . . . WHIZZZZ!' "

"Wag" was born in Chicago on April 9, 1899. It was in 1919, after attending the U. of Chicago and serving in the Students Army Training Corps during World War I, that Wagner started his writing and advertising career. He was associate editor of the *American Artisan*, a hardware trade paper, then dealer advertising service manager for Mayer Brothers, a clothing manufacturer.

Later he joined the advertising department of the Chicago Mail Order Co. as catalogue copywriter and from there went to the agency handling that account, H. W. Kastor & Sons Chicago. Following this he was a copywriter for a mail order advertising agency, Worth

(*Continued on page 40*)



Put your finger on this 'PLUS' AUDIENCE

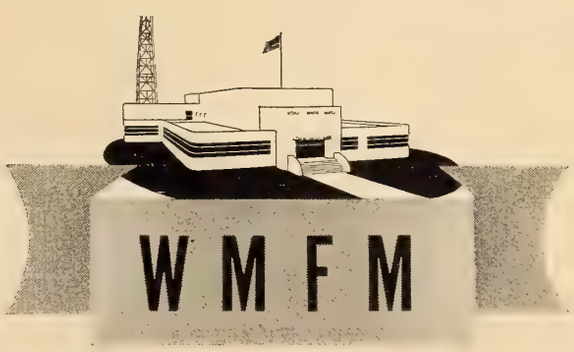
There are two things about WMFM that makes it a "must" for your fall schedule.

First: WMFM listeners represent a cross-section of the radio audience, that is, with one exception—they are more discriminating.

This family of listeners prefers WMFM's schedule of distinctive quality programs keyed to the wants and needs of its audience. This audience has proved to be receptive and eager for new and better things. It represents a fertile, lucrative market.

Second: WMFM listeners tend to stay tuned to WMFM. Because they prefer the technical and programming superiority of WMFM, they are difficult to reach through any other station or combination of stations.

When preparing your radio schedules . . . keep WMFM on your mind. It will prove to you why so many local and national advertisers have found it Wisconsin's prestige-building, sales-promoting station.



THE MILWAUKEE JOURNAL FM STATION

JOIN THE GROWING PARADE OF SATISFIED KFOR ADVERTISERS



Represented by Edward Petry Co., Inc.

KFOR



Our Respects to

(*Continued from page 38*)

Duncan & Co., and then operated as a freelance advertising writer, serving agencies as well as advertisers. During this time he created, with cartoonist Art Helfant, a car card series for Wrigley's Spearmint, a take-off on testimonial advertising.

Then Wagner went into professional gag-writing. He wrote comedy commercials for Ben Bernie programs and gags for Benny Rubin and others, besides a vaudeville skit for Bebe Daniels and Ben Lyon.

In 1934 he joined Schwimer & Scott, producing an all-Negro amateur show, writing commercials, contacting accounts and later writing an interview employment program. At this agency his work brought him into the development of spot announcements, an activity which he continued when he joined Arthur Meyerhoff & Co. in 1938. "For a while they had me typed as the Spot-Announcement Kid", Wagner says, "and I ate, breathed and lived 'em. In fact I was beginning to see spots before my eyes."

Wagner ventures the confidential trade secret that most of his screwy commercials come to him at odd moments, most often when he is shaving with his electric razor. "There's something in its drone that lulls the conscious and brings out the subconscious," he remarked. Sometimes he gets ideas for spot commercials in his sleep, according to his very patient wife. She says at such times he wakes her and asks, "Darling, how does this phrase sound?" Putting up with that sort of thing, she jokingly complains, is not a part of her marriage contract.

The Wagners will celebrate their silver wedding anniversary next June, so Wag's nocturnal commercial-writing evidently hasn't been too disturbing to a happy marriage. Asked about his hobbies, Wagner said, "My wife and I have one principle hobby, our 13-year-old son, Kurt. He's considerable help with the spot announcements, incidentally, coming up with startling ideas at times. He's also a severe and succinct critic. Asking him his opinion after he had just attended one of our radio programs, brought the capsule criticism, "Well, Dad, I'll still take Superman." The Wagners are ardent theatre-goers and first-nighters. Both of them play the piano, Wag possessing perfect pitch and having played professionally one summer with Abe Lyman.

In his present association with Olian Advertising Co., Wagner handles the radio advertising of Atlas Prager Beer and Edelweiss Beer, writes spots, supervises shows and works with talent on these and other accounts.

As a final remark anent spots, Wagner loves to quote a prospective sponsor who, after listening to an audition of one of his creations, asked a bit timidly, "If we're going to irritate the public, can't we irritate them *pleasantly?*"

Personal NOTES

FRANK J. PRENDERGAST, former advertising manager of the *St. Louis Star-Times*, has been named sales manager of WTMV East St. Louis.

ROBERT MILLER, program director of WGES Chicago, resigned that post Oct. 14 and has joined WSBC Chicago as general manager.

LT. COMDR. William C. Koplovitz, U. S. Coast Guard Reserve, returns Nov. 2 to active practice of law in Washington with the firm of Dempsey & Koplovitz, at which time he will be relieved of active duty. He has been in the legal department of Coast Guard headquarters for 16 months.

LARRY E. GUBB, chairman of the board of the Philco Corp., Philadelphia, has been elected to the board of trustees of Cornell U., Ithaca, N. Y.

E. S. GERMAIN has resumed his post in San Francisco as radio sales manager of the Pacific Coast division of Stromberg-Carlson Co., Rochester. Mr. Germain was drafted from the position early in 1942 to become manager of the company's Government sub-contract sales division in Rochester.

KENT L. JEFFERY has been appointed commercial manager of WFIN Findlay, O. Mrs. Jeffery is his assistant.

EDDIE E. KOHN, manager of WFPG Atlantic City for the past two years, will be retained in that position, it has been announced by John Laux, president and managing director of the station under its new ownership affiliation with WSTV Steubenville, O., WJPA Washington, Pa. and WKNY Kingston, N. Y.

HOWARD S. WALSH of the WIND Chicago sales staff has been promoted to assistant sales manager.

ROY McLAUGHLIN, network salesman of the Blue Network central division, has been appointed sales manager of WENR Chicago and national spot sales manager of the Blue central division, it was announced last week by E. R. Borroff, vice-president of the division. He succeeds Gil Berry, recently promoted to division sales manager. Robert E. Talley, lieutenant in the Naval Reserve and former insurance broker, has joined the division sales staff.

RALPH E. VISCENTI, drug trade relations director for WLW Cincinnati, has been commissioned lieutenant (j.g.) in the Naval Reserve and will leave soon for preliminary training at Harvard.

NILES TRAMMELL, NBC president, is one of 16 business leaders serving with the commerce and industry division of the War Finance Committee for New York, as a member of the advisory committee, formed to mobilize industry support of the Sixth War Loan Drive. Walter S. Gifford, president of American Telephone & Telegraph Co., is chairman of the group.

EDGAR KOBAK, executive vice-president of the Blue Network, will again serve on the honorary committee of the annual Army-Notre Dame rally to be given this year Nov. 10 at the Waldorf-Astoria Hotel for the benefit of the Notre Dame Service Fund.

WILFRED VOTE, former account executive for KGEK Sterling, Col. Cy Smith, KOIN Portland announcer and Lois Englehardt, former KRNT Des Moines traffic chief, are now handling similar positions at KMYR Denver.

PETER AYLEN, program liaison officer of the Canadian Broadcasting Corp., Ottawa, has been named CBC supervisor of international shortwave service. Mr. Aylen has been with the CBC since its inception and with its predecessor for a total of 12 years. He recently returned from Britain where he had discussed shortwave matters with BBC and European government representatives in London.

LLOYD AMOO, former chief engineer of KSJB Jamestown, N. D., has been elected vice-president of Jamestown Broadcasting Co., station licensee.

MERLE H. TUCKER, commercial manager of KOB Albuquerque, N. M., has been elected president of the Albuquerque Kiwanis Club. He has served as president of the local Community Chest and the National War Fund.

TOR (Ted) DANLEY, for the past two years New York supervisor of the Office of War Information's radio photo division, and radio instructor of the OWI's technical training school in Long Island, has resigned from the agency to become eastern sales service supervisor of Mutual. Before joining OWI, he was with CBS for 12 years as traffic supervisor and acting sales service manager.

JOHN F. GILLIGAN has been appointed advertising manager of Philco Corp., according to James H. Carmine, vice-president in charge of merchandising. Mr. Gilligan has been with the corporation since 1922 in many capacities including important positions in sales, advertising and order departments and lately as priorities division manager.

SAM COLLINS, former newspaperman, has been added to the sales staff of WCED DuBois, Pa., as sales representative.

BOB WARNER has been appointed account executive for KLO Ogden, Utah.

LEO HARDY, of the WJJD Chicago sales staff, is the father of a boy.



"I HAVE ALWAYS been among those who believed that the greatest freedom of speech was the greatest safety."

WOODROW WILSON



FREE SPEECH
"MIKE"

HEAR
"VICTORY FOB"
CBS COAST TO COAST
Saturdays 3:00 PM E.W.T.

RADIO STATIONS

WJR ★ WGAR ★ KMPC

DETROIT CLEVELAND LOS ANGELES

NEWS
EVERY HOUR
ON THE HOUR

That's a well-known listening habit of Washingtonians because WINX has broadcast NEWS on the hour ever since it went on the air.

Hourly news availabilities for sponsorship are scarce—but they do occur at infrequent intervals. Some are 5-minute newscasts and others are 15-minute round-ups.

Right now—there are several choice availabilities. Write, wire or phone for time and rate.

The Best Test Market at
MINIMUM COST

WINX
The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

JOHN S. DERUSSY, sales manager of KYW Philadelphia, is back at his desk after a rest following his recent illness.

TRACY MOORE, for more than two years Blue western division sales manager, has resigned effective Nov. 1. It is believed Frank Samuels, for the past year sales manager of KGO San Francisco, will take over Mr. Moore's duties. Mr. Samuels recently was assigned added duties as supervisor of Blue spot and network sales in the San Francisco area. Named to assist him in this position have been Byron Nelson, network and spot sales representative; Kirk Towney, Ellis Rehn and Frank McHugh, account executives; Jack O'Mara, merchandising promotion manager of CBS Hollywood, has resigned that position to join Blue Hollywood as western division sales promotion manager. Edward W. Eagan will be in charge of KECA saues promotion, continuing to operate from the network headquarters.

C. P. (Pete) JAEGER, national sales manager, and Earl Mullin, director of publicity of the Blue Network, were to leave New York Oct. 23 for the West Coast to confer with executives of Blue stations in Hollywood and San Francisco. They are stopping in Chicago en route, arriving on the Coast around Oct. 29.

A. Ernest Bagge

A. ERNEST BAGGE, 50, account executive of CBS Hollywood, died when a privately owned Waco cabin plane in which he was a passenger, crashed Oct. 6 near Prescott, Ariz. Active in West Coast radio for nine years, Mr. Bagge had been with KHJ and KMPC Hollywood before joining CBS. Surviving are his widow, Irene Bagge and 10-month daughter, Jama.

Mrs. Dalton Appointed As President of KMTR

IN REORGANIZATION of KTMR Radio Corp., Hollywood, operators of KMTR, Mrs. Gloria Dalton, first wife of the late Vic Dalton, president, was named to that post in mid-October. Corporation had been without a senior officer since Mr. Dalton's death three years ago. Kenneth O. Tinkham, general manager, who has handled station operations since 1937, continues those duties. Charles Millikan, attorney for the second Mrs. Dalton (now Mrs. Arthur Farlow), was elected vice-president, with Eddie Flocken, station accountant, named secretary-treasurer. Mrs. Dalton owns 50% of the stock.

Ralph Benson

RALPH BENSON, 28, NBC Chicago, died Oct. 12 following a 10-day illness. He had been a member of the NBC central division staff since December 1943 and was a graduate of the NBC-Northwestern U. Summer Radio Institute. A native of Tacoma, Wash., he served three years as announcer at KUI Tacoma before coming to Chicago.

Baker Joins Law Firm

PHILIP M. BAKER is leaving the FCC law department to join Andrew G. Bailey, Washington, D. C. radio attorney. Before joining the FCC, Mr. Baker was an investigator for the U. S. Civil Service Commission for New York and New Jersey and also did legal work for the Puerto Rico Reconstruction Administration and the Social Security Board.

John Stewart Bryan

JOHN STEWART BRYAN, major interest holder in WR Richmond and publisher of *Richmond News Leader* and *Richmond Times Dispatch*, died Oct. Active in his business interests til latter September, he has been recognized for his leader in civic and educational affairs. was a former chancellor and pr dent of William and Mary Colle Mr. Bryan is survived by his w a daughter and two sons, Comdr. D. T. Bryan, USNR, Maj. Stewart Bryan, AAC.

Clayton Named Manage

DONN CLAYTON has b named manager of North Cent Broadcasting System, regional work, succeeding John W. Bo acting general manager and h of national sales, who will headquarter in Chicago where will handle national sales. A v president of the regional netw and former assistant general m ager, Mr. Clayton was previou with Hutchinson Adv., Minnea lis, and WTCN Minneapolis. Pl are under way for the expans of NCBS the first of next year include some 35 stations of Mississippi Valley.

DuMont Stock Is Offer To Finance Video Pla

PUBLIC OFFERING of 225, shares of Class A common st of Allen B. DuMont Labs., been made by a brokerage gr headed by Van Alstyne, Noel Co. and Kobbe, Gearhart & at $7.375 per share. Proceeds e mated at $1,400,000 will be u for the production and sale of t vision transmitters and receiv when priority restrictions are lif or modified, for construction operation of television stations for the development and expans of production facilities in the f of electronics, particularly cath ray tubes and oscillographs, prospectus states.

When this financing is c pleted, the company's capital comprise $23,542 in mortga 1,046,040 shares of Class A c mon stock and 560,000 shares Class B common stock. Paramo Pictures owns all Class B stoc



CHNS
THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York



The darkened areas on the map above reveal results to warm the cockles of any sponsor's heart. Specifically, it is a composite chart of six mail-studies.. analysis of the response to offers made on WBZ, Boston, and WBZA, Springfield, at various times during the broadcasting day.

That the 50,000 watts of WBZ blanket New England, goes without saying. That WBZ and the NBC Parade of Stars should don seven-league boots, and roam so far afield, may come to some as a surprise. It is not unusual, however, but a typical routine performance of New England's dominant station.

The complete story — fortified with facts, figures, breakdowns by counties and maps of individual mail-studies — is contained in "Where they listen to WBZ." The booklet will be sent to you upon request. You may find it an inspiration for the present, and a guide for the future.

WBZ
WBZA
BOSTON—SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • WGL • KYW • WBZ • WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES

Louisville listens to
WINN BASIC BLUE features



Basic Blue programs mean BASIC RESULTS in Louisville! For availabilities write, wire or call.

WINN Louisville WITH WINN

Your BASIC BLUE STATION in LOUISVILLE, KY.
HARRY McTIGUE
General Manager

BEHIND the MIKE

EUGENE TYLER, announcer formerly with WDAE Tampa, has joined WHBQ Memphis, after release from the Army. Mrs. Melba Welch, formerly of WMC Memphis and KMAC San Antonio, has been added to the WHBQ traffic and programming department. Mrs. Clarabelle Rice has been shifted to the continuity staff.

JIM TROUTWEIN, relief announcer for WSPD Toledo, returns to Ann Arbor, Mich. to resume college studies.

ROD KLISE, formerly of KHQ and KGA Spokane, has joined WIND Chicago as staff announcer.

JUNE BOE, formerly with Press Association, Indianapolis, on Oct. 16 joined the WBBM Chicago newsroom staff, replacing Pat Frank who has left to join her husband, Beecher Frank.

BILL KOBLENZER, released from the armed forces and previously sales manager of Edward Wolf Assoc., New York production agency, has joined the radio staff of Music Corp. of America, New York.

VIRGINIA STEWART, formerly of the radio staff of Grant Adv., Chicago, has joined NBC's script division as writer.

JACKIE STEWART is new addition to the program promotion staff of WBIG Greensboro, N. C. as assistant to Madge Banks.

BYRON TAGGART, special events announcer at WKRC Cincinnati, will marry Kathleen Gray of that city December 2.

TOMMIE GREENHOW, formerly of KSL and KDYL Salt Lake City, is now an announcer with the Intermountain Network and KLO Ogden, Utah. Mrs. Roberta Cartwright, former assistant traffic manager of KLO, has been named women's editor. She is replaced in traffic by Sally Lou Humpheries. Herbert Gordon, former assistant night city editor of the *Salt Lake Tribune*, is now head of the publicity department for Intermountain, with additional duties on the announcing and production staffs.

HELEN SCHMAL, formerly with KFEL Denver, has joined WBAP-KGKO Ft. Worth, Tex., as publicity-promotion director.

CAL DE VOLL, script and song writer who originated the team of *Jake & Lena* (Gene and Glenn) on WTAM Cleveland in 1930, has joined WBAP-KGKO Ft. Worth to prepare new shows for WBAP and the Texas Quality Network and the Lone Star Chain. Mr. De Voll is a member of ASCAP, having composed Gene & Glenn's theme song.

BILL KEMP, formerly of WPAY Portsmouth, O., Jack Field, a singer, and Don Waggoner have been added to the staff of WSAZ Huntington, W. Va. as announcers.

GENE GRAVES, formerly of WSNY Schenectady, N. Y., has joined the announcing staff of WIBG Philadelphia.

PHILIP SHARKEY, personnel director of WCAU Philadelphia, is the father of a girl.

HENRY J. DITTER and Helen Slotta are new additions to the announcing staff of WCED DuBois, Pa.

LT. VIRGINIA CONNER, WAC, formerly of the program department of KYW Philadelphia, and Captain John C. Street of the Air Corps, were married late in September at the Army Air Center in Nashville, Tenn.

McCall to San Francisco Other NBC News Shif

FRANCIS C. McCALL, manag of operations of NBC's news d partment, who has been working Honolulu on the network's pla for war coverage in the Pacific, being transferred to San Franci to coordinate war news from t Central and Southwest Paci areas.

Other changes in assignment NBC news personnel includ transfering Wilson K. (Bud) F ter, from Alaska and the Al tians, to Pearl Harbor to repla Robert McCormick who is retu ing to the States for a short va tion; Ralph Howard Peters homecoming from the Mediter nean Theater; shifting of Gra Parr from Cairo to replace M Peterson in Rome, leaving Guth Janssen in the Egyptian capit Max Hill transfering from the B kans to London to take over Robert St. John upon the latte return to the United States.

DON LYON has returned to WI New York as announcer after a t year absence, when he served as h of the news bureau and special eve department, and more recently as ch announcer and production manager WSYR Syracuse. He was 1943 win of the H. P. Davis Memorial nouncer's Award.

GEORGE LEWIS, exploitation rector of Mutual, on Oct. 30 jo WHN New York as director of p lic relations and special events. will be assisted at WHN by Robe Patrick, who came to the station July from KVOO Tulsa as assist to Walt Dennis, who left Oct. 13 join Allied Purchasing Corp., as rector of radio and television.

JACK PAIGE, former promotion m ager of WNAX Yankton, S. D., arrived in New York to take his post as promotion manager of WH Jersey City, which has been purcha by the Cowles station group. Bev Reynolds, secretary to Robert J. L dry, CBS script head, this week jo the New York office of the Cow stations as secretary and execu assistant to Ted Enns, national s manager.

AL HATTIS, 16-year-old commen tor-producer-director-writer for WJ Chicago, has been appointed dire of school activities for the stat

WOODROW W. (Woody) HATT KMPC Los Angeles sports announ and operations director, has joi Associated Sportscasters and will c Southern California football games Tide Water Assoc. Oil Co.

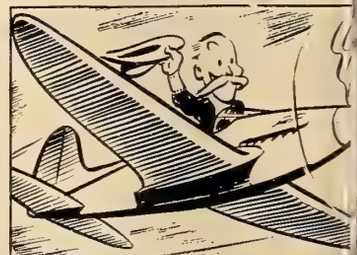
GREAT POST-WAR PROSPECTS ON THE WAY

in the DETROIT AREA

. . . we don't have to elaborate—you KNOW how sales will balloon in America's Third Market after the war. But we do want to impress you with the importance of including CKLW in your post-war plans. 5000 watts at 800 kc. gives you **the largest concentrated coverage of this great market at lowest dollar cost.** You can bank on that—and we'd like to tell you more about it. Then too, in spite of heavy time schedules, we might find a way to serve you right now. Let's get together!

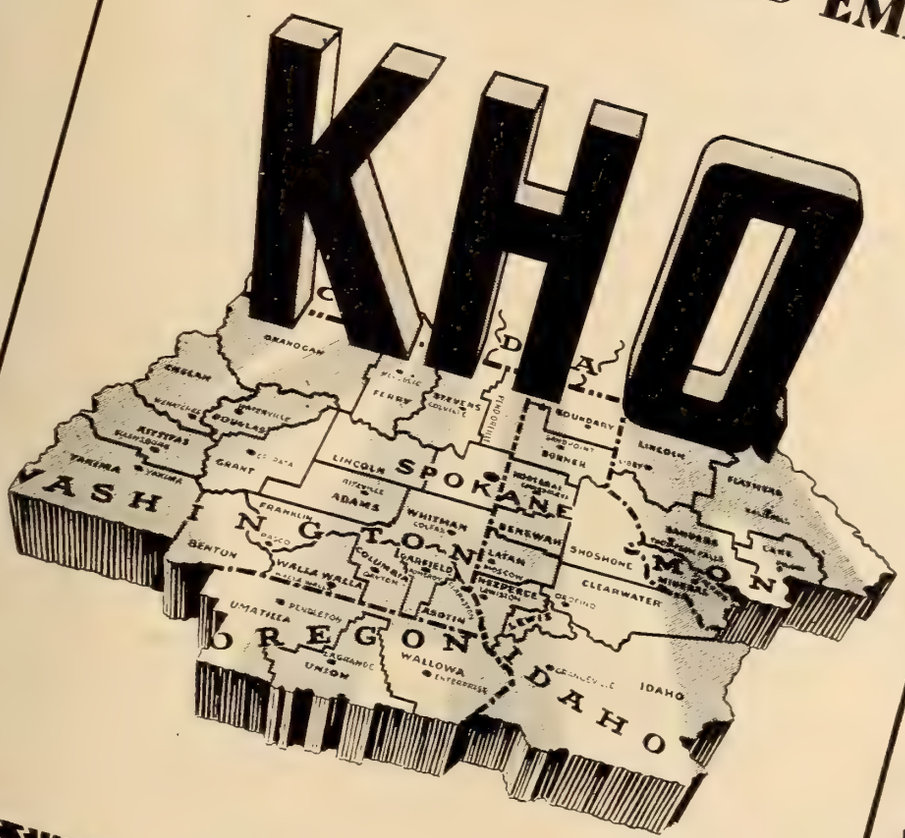
Union Guardian Bldg., Detroit
J. H. McGillvra, Inc.
Representative

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM



SALES ARE CLIMBIN IN MONTAN
CARRYING ALL CBS MAJOR PROGRAM
KGVO
MISSOULA · MONTAN

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE



5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



They live dangerously to help keep the Inland Empire the choice of today's markets. Breaking a log jam calls for cool courage, yet they helped Lumber production for the first 7 months of 1944 soar to 2,182,642M board feet. But it doesn't take cool courage to capture this rich market. KHQ's *complete* coverage does it at the cost of just one medium.

FIRST
with
NATIONAL
SPOT and
LOCAL
TIME
BUYERS
Not just this year— But, every year, Continuously
WRC
Represented by NBC Spot Sales
Washington

MIKE STUART, former staff writer of KMPC Hollywood and active in production of USO and Army camp shows, has joined the Blue Hollywood production department.

MARTIN WORK, of the Armed Forces Radio Service, has been promoted to major, with Bob Longnecker and William Bakewell advanced to the rank of captain.

CHRIS FORD, assistant continuity editor of the Blue Network central division, has been appointed continuity editor succeeding Les J. Edgely, who has left for Hollywood to freelance.

BARBARA W. GOLDSMITH has joined WCAE Pittsburgh as assistant to Mitchell De Groot, promotion director. She replaces Marion L. Arnheim.

SID McSLOY Jr., announcer of KGVO Missoula, Mont., is convalescing from a serious bone infection.

JIM DEAN, new to radio, has joined the announcing staff of WHAI Greenfield, Mass.

RUBY JUSTER, news writer of WCCO Minneapolis, has been appointed assistant instructor of radio news writing for the Minnesota U. School of Journalism. Ruth Rye, formerly Ruth Schneewind, head of the WCCO transcription department, has been appointed teaching assistant to Prof. Joseph Beach in humanities at the university.

HAL SHAW, former assistant program director at WSPA Spartanburg, S. C., has been named program director replacing Sterling Wright, now with Deadwyler Adv., Charlotte, N. C. Other WSPA staff changes include James W. Morgan, WSPA merchandising and art director who assumes additional duties of promotion manager. Bob Ferrie is now news director, and Grover Golightly is sports director.

Ralph D. Palmer

RALPH D. PALMER, 43, feature editor of UP's radio section until he became ill last December, died Oct. 15 at his home in New York. With UP since 1938, Mr. Palmer served at one time as sports editor of the radio unit. Before joining UP he served as reporter on the *Washington Post*, managing editor of the *Washington Daily News* and amusement editor of the *New York World-Telegram*. His wife survives.

Lt. V. J. Kalligeros

LT. VAL JOHN KALLIGEROS, formerly with NBC's traffic department, was killed in a plane crash over the English Channel while returning to an English air base May 9. Commissioned Aug. 28, 1943, he had been awarded the Air Medal and Oak Leaf Cluster. Lt. Kalligeros is survived by his wife.

LARRY SUTTON, formerly of KSL Salt Lake City and more recently of the KUTA Salt Lake City sales staff, has been appointed announcer at KUTA. James Lawrence of KUTA special events, replaces him in sales.

EVELYN HART, former head of the continuity department of WFIN Findlay, O., has joined CBS New York. She is succeeded by Millicent Mertz.

ROBERT BROOKS, released from the Navy, has joined WICA Ashtabula, O., as announcer. Joanne Leggett also has been added to the WICA announcing staff.

BARBARA DRAPER has joined WNOX Knoxville as continuity writer.

JOHN WESTON, announcer with WMAN Mansfield, O., recently married Margaret Cherrington.

REGGIE MARTIN, freelance sp announcer, has joined WFTL Mia He will handle Miami U. footb games.

CHARLES DUERKES, WFTL ami announcer, recently married D othy Raymer, newspaperwoman.

BILL RYAN has joined CJOR V couver as parttime announcer.

DAVE HILL, chief announcer CJOR Vancouver, is the father of boy.

WALTER BREWER, former nouncer of KIRO Seattle, has joi KGFJ Los Angeles.

MONTY RICKETTS and How Evanson have joined KFBK Sa mento as announcers. Dick Burd has been added to the station's tinuity department.

HENRY KING, former sports edi of Huntington Adv., has joi WSAZ Huntington, W. Va., as sports announcer replacing H Mazo, who recently returned to N York.

WILLIAM T. DIAMOND, for field secretary of the Iowa State D Assn., has joined WHO Des Moi as assistant to Herb Plambeck, W farm editor.

PATTY GREEN, new to radio, joined the public relations departm of WATT Newark, N. J.

SALLY LEVY, who formerly ducted a program and wrote continu for WCOP Boston, has joined the tinuity department of WAAT N ark. N. J.

HELEN GELSEY, former New U. student, has joined WBYN Bro lyn as public relations director. replaces Louise Kadison, resigned.

VIRGINIA TATUM, program di tor of WPTF Raleigh, N. C., has signed to become radio informat specialist for the Agricultural Adju ment Adm., Washington.

FRANK ARMSTRONG, announ of CJKL Kirkland Lake, Ont., been transferred to CKGB Timmi

JAMES DALE, news editor of WI Chicago, is the father of a girl.

Capital Reporter

FOUR Indiana stations, WG and WEOA Evansville, WO Vincennes and WBOW Te Haute have hired jointly a Wa ington correspondent, Jean Ferri to supplement press associati Capital coverage with local ne angles. Miss Ferriss, formerly the *New York Times* and *Ne week*, will concentrate on items interest in the Indiana-Kentuc Illinois Tri-State region.

DIRECT-CUT COPIES
OF YOUR RECORDINGS
33⅓ RPM transcriptions for broadcast or audition use.
24 HOUR SERVICE
—packaged and shipped to your station list from Chicago.
Aluminum based material available where transcriptions can be returned after use.
Write for complete details and prices.
L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

Do You Know?

WHN has more than 15 million people in its primary area!

WHN blankets more than 11.6% of all people in entire U.S.A.!

WHN renews more sponsors than any other independent station in New York . . . actually 75%!

WHN airs more than 280 minutes of news daily!

WHN broadcasts Monday thru Saturday Reuters British News dispatches!

WHN has many success stories concerning its proved selling powers!

WHN secondary coverage blankets most of New England like a local station!

WHN has more varied types of approved advertising than any other New York city station!

WHN is a big name station . . . more big names of stage, screen, radio, sports, business and political fields appear on WHN than any other New York station (except network feeds)!

WHN is affiliated with Metro-Goldwyn-Mayer pictures and Loews Theatres. It also operates its own FM station (WHNF) seven hours daily!

WHN
50,000
1050

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Represented by RAMBEAU

Durham

North Carolina's third largest city. City and county are compact and easily sold as one unit. Durham County, 1940 U. S. Census—80,244.

Tobacco

Big chunk of Durham's $23 million industrial payroll goes to tobacco workers. Durham makes 25% of all the cigarettes made in U. S. It's truly the tobacco.

Center

Of the world. And what an inexpensive market to reach. You can dominate at 250 watt rates. Don't cuss the cigarette shortage. Cash in by scheduling

WDNC



OWNED BY
DURHAM HERALD-SUN
PAPERS

Represented by Howard H. Wilson Co.

Agencies

WALTER LURIE, who has been directing and supervising programs at Foote, Cone & Belding, New York, this week joins the Biow Co., New York, as eastern program manager, according to announcement by Cal Kuhl, program director, who is now on the West Coast. Before his association with FC&B, Mr. Lurie was central European supervisor in the Overseas Branch of the OWI Radio Section.

B. B. YOUNG, former account executive of the Joseph Katz Co., New York, has joined the executive staff of Alfred J. Silberstein, Bert Goldsmith Inc., New York.

ALBERT G. ASHCROFT, former advertising manager of *Radio Daily*, has joined Irwin Vladimir & Co., New York as controller, a new position.

JORDAN FERRERA, formerly on the production-traffic staff of William Esty & Co., New York, has joined the production-traffic department of Geyer, Cornell & Newell, New York.

A. J. WELCH, vice-president and account executive of J. M. Hickerson Inc., New York, who has been on leave of absence in the armed forces for the past two years, has rejoined the agency.

SAMUEL DALSIMER, vice-president, account executive and member of the planning board of Cecil & Presbrey, New York, who has been on leave of absence for the past year at the domestic branch of the Office of War Information, has resumed his duties at the agency.

KNOLLIN Adv. Agency, San Francisco, in a major expansion which has more than doubled required floor space, moved its San Francisco headquarters this month from 111 Sutter Bldg. to 105 Montgomery St., Zone 4, where an entire floor has been leased. Agency's Los Angeles office remains at 530 W. 6th St.

GERALD F. MORROW, executive buyer of the Great Atlantic & Pacific Tea Co., New York, has been appointed a vice-president of Ivey & Ellington, New York, to handle grocery products accounts.

ROBERT M. HIXSON, president of Hixson-O'Donnell Adv., Los Angeles, currently meeting with agency clients in Chicago and New York, returns to West Coast headquarters in late October.

RAY BIRCH, former executive of the San Francisco Civilian Defense office, has joined Mark Herstein Agency, Hollywood talent service, as radio director.

ROBERT HUSSEY, talent buyer of Young & Rubicam, Hollywood, is in New York.

C. WARDEN LAROE, since 1928 copy chief and a member of the board of directors of Thompson-Koch Co., New York, has resigned to join Morse International, New York, as export copy chief.

RICHARD A. STEVENS, formerly with Geyer, Cornell & Newell, New York, and previously production and office manager of Tracy-Locke-Dawson, New York, has been named office manager of Duane Jones Co., New York.

JOSEPH S. RIPLEY, formerly in the program service department of WOR New York, has joined the production staff of N. W. Ayer & Son, New York.

MONTE RANDALL, former tra manager of Russel M. Seeds Chicago, has been promoted to geant in the Air Corps. He is now Harrington, Kan.

FLORA BASH, formerly with N transcription department, Chicago, joined Russel M. Seeds Co., Chic as producer and writer of *Ro Roundup*, on NBC.

T. ARNOLD RAU, in charge of counting of BBDO from 1919 to 19 and more recently with the War P duction Board, has joined Roy Durstine Inc., New York, as troller.

FRANK BUCK, radio commer writer formerly with Dancer-Fitz old-Sample, New York, has joi Lennen & Mitchell, New York.

RAYMOND D. WILLIAMS, form ly with National Radio Personalit has been appointed assistant to Ver L. Morelock, radio director of fenger Adv. Agency, St. Louis.

BOB DAILEY, managing news tor and publicity director of WT Cleveland for the past eight years, resigned to become radio director the Cleveland office of McCann-Er son.

CARL WHEELER, former ser detail manager of Erwin, Wasey Co., New York, has been appoi production and traffic manager Grant Adv., New York, replac Fred Hofer, who has been appoi general manager of Grant Adv. Caracas, Venezuela.

DON McCLURE, freelance sc writer and television director, joined N. W. Ayer & Son, New Y as head of the television departm He replaces Herb Sanford, rece appointed manager of the agen Hollywood office.

WILLIAM WALLACE ORR, count executive of N. W. Aye Son, Philadelphia, is the father o boy.

MARGUERITE WALSH, form on the commercial staff of J. Wa Thompson Co., New York, has joi the copy section of the radio dept Pedlar & Ryan, same city.

JERRY LAW, radio director Hirshon-Garfield, New York, has b appointed director of the new tel sion department.

CHARLES — DAVID, Philadel (women's specialty shop), in first of radio advertising has started *About Town* on WFIL Philadelp Presenting features of interest to working girl, program is produced an all-girl staff.

MICKEY HART, formerly in ch of traffic in the Blue commercial gram department, has joined S man & Marquette, New York, as sistant to Carl S. Brown, vice-pr dent of the agency.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *July - August, 1944*

THE FIGURES TELL OUR STORY ... a real radio buy

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	17.9	25.4	35.1	21.3
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	36.1	27.3	22.0	13.8
EVENING INDEX SUN. THRU SAT. 6:00 – 10:00 P.M.	A	WGRC	B	C
	33.7	17.9	35.5	11.6

WGRC *Mutual*



LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH • *National Representatives*

ALASKA

More listeners per $ through KFQ

COVERING METROPOLITAN AREA OF ALASKA

790KC—1000

First in Alaska

ALASKA BROADCASTING C
Anchorage, Alaska

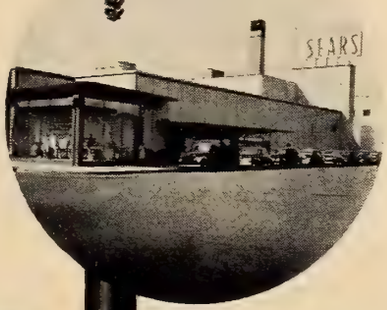
National Representatives:
Pan American Broadcasting C
New York 17, New York













Birmingham department stores triple their WAPI advertising in seven years...

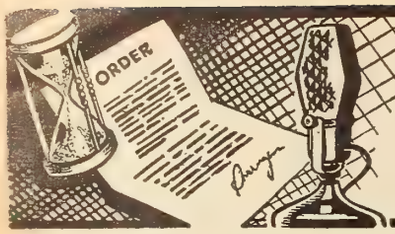
HERE'S a record few radio stations can match. Birmingham has six large department stores. Combined, their annual business totals about $30,000,000. To draw that much money into their cash registers, they depend heavily upon advertising—*advertising that nets quick, profitable results.*

They all use radio. They all air programs over WAPI—*the only station in Birmingham selected by the entire six for programs year-'round.* During the past seven years these stores have upped their expenditures for broadcast time on WAPI by 300%.

That is plain proof of how WAPI delivers the *quick, profitable results* they demand. A radio station has no more exacting client than a local retailer who scales his advertising appropriation in direct ratio to the immediate results it accomplishes. And, year after year, these stores have been spending *more and more* money with WAPI to the exclusion of other stations serving Birmingham ... spending it for *real* programs, for quarter and half-hour shows that bring WAPI's big Alabama audience a versatile array of news reports and analyses, sports commentaries, children's entertainment, music, choral singing, women's broadcasts.

Like Birmingham's six department stores, national advertisers have also found WAPI a productive medium for their sales messages. They place more national spot business on WAPI than on any other station in Alabama. If you want to follow their profitable footsteps, it's easily and quickly done. Just call us or Radio Sales.

WAPI BIRMINGHAM
The Voice of Alabama
COLUMBIA NETWORK
Represented nationally by Radio Sales



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO Des Moines

Wait-Cahill Co., Decatur, Ill. (Green Mountain cough syrup), 3 *t* wekly, thru Wade Adv., Chicago.
Grove Labs, St. Louis (4-Way cold tablets), 5 *sa* weekly, thru Donahue & Coe, N. Y.
Vick Chemical Co., New York (all products), 2 *sa* weekly, 52 weeks, thru Morse International, N. Y.
Sterling Drug Co., Monticello, Ill. (Dr. Caldwell's medicine), *sp* weekly, 52 weeks, thru Sherman & Marquette, Chicago.
Carey Salt Co., Hutchinson, Kan. (salt), 3 *sp* weekly, thru McJunkin Adv. Co., Chicago.
E. J. Brach & Sons, Chicago (Swing candy bar), 2 *ta* weekly, 13 weeks, thru Hill, Blackett & Co., Chicago.
Russell Miller Milling Co., Minneapolis (Occident flour), 3 *sp* weekly, 26 weeks, thru Campbell-Mithun, Minneapolis.
National Candy Co., St. Louis (Bobcat candy bars), 9 *ta* weekly, 52 weeks, thru Oakleigh R. French Assoc., St. Louis.

WMAN Mansfield, O.

Kellogg Co., Battle Creek (40% Raisin Bran), *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Miles Labs, Elkhart, Ind. (vitamins), 5 *t* weekly, 13 weeks, thru Wade Adv., Chicago.
Londonderry Ice Cream Co., San Francisco (ice cream mix), 5 *t* weekly, 52 weeks, thru McCann-Erickson, San Francisco.

WENR Chicago

Curtis Publishing Co., New York (*Saturday Evening Post*), 3 *t* weekly, thru MacFarland, Aveyard & Co., N. Y.
Republic Pictures Corp., New York ("Man From Frisco"), 5 *sa* thru Donahue & Coe., N. Y.
RKO Pictures Inc., New York ("Casanova Brown"), 7 *sa*, thru Donahue & Coe., N. Y.

WICA Ashtabula, O.

Cities Service Oil Co., New York (gas,oil), 3 *ne* weekly, thru Foote, Cone & Belding, N. Y.
Gulf Oil Corp., Pittsburgh (gas,oil), 7 *ne* weekly, thru Young & Rubicam, N. Y.

WJZ New York

E. Fougera & Co., New York (Famel cough syrup), 5 *sa* weekly, 26 weeks, thru J. M. Korn & Co., Philadelphia.
M. J. Breitenbach Co., New York (Gude's Pepto-Mangin), 5 *sa* weekly, 12 weeks, thru Roche, Williams & Cleary, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem) 2 *sa* weekly, 26 weeks, thru Joseph Katz Co., N. Y.
Wesson Oil & Snowdrift Sales Co., New Orleans (Wesson Oil), 9 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Curtis Publishing Co., Philadelphia (Saturday Evening Post), 3 *t* weekly, thru MacFarland, Aveyard & Co., N. Y.
Stephano Bros., Philadelphia (Rameses cigarettes), 18 *ta* weekly, thru Aitkin-Kynett Co., Philadelphia.
Reader's Scope Magazine, New York, 4 *ta*, thru H. C. Morris & Co., N. Y.
Vita Var Corp., Newark, N. J. (Vita Var paint), 2 *sa* weekly, 26 weeks, thru Ideas, N. Y.
Maloney Bros. Nursery Co., Dansville, N. Y., 3 *sa*, thru Armand S. Weill Co., Buffalo, N. Y.

WMAL Washington

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), *t* weekly, thru MacFarland, Aveyard & Co., N. Y.
Rice's Baker, Baltimore (bread), 126 *ta*, thru Wm. A. Schautz, N. Y.
Stanco Inc., New York (Mistol), 11 *ta* weekly, thru McCann-Erickson, N. Y.
Benhard Ulmann Co., New York (Bucilla yarns), 3 *sa* weekly, 26 weeks, thru Grey Adv., N. Y.

WFIN Findlay, O.

Great Atlantic & Pacific Tea Co., New York (foods), *t*, *sa* weekly, direct.
Burger Brewing Co., Cincinnati, *sp*, *sa*, thru Midland Agency, Cincinnati.
Sterling Drug Co., Monticello, Ill. (Dr. Caldwell's medicines), *sa*, thru Sherman-Marquette, Chicago.
Kasco Mills, Waverly, N. Y. (egg producer), *ta*, thru Campbell-Sanford, Cleveland.

KROW Oakland, Cal.

Carter's Products, New York (proprietary), 2 *sa* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Signal Oil Co., Los Angeles, *sa* weekly, thru Barton A. Stebbens Agency, Los Angeles.

KPO San Francisco

Joe Franklin Meyer Industries, Dallas (candy), *sp* weekly, thru Rogers & Smith, Dallas.
Raymond Labs, St. Paul (Rayve Shampoo), 3 *sa* weekly, thru Milton Weinberg Adv. Agency, Los Angeles.

KTSA San Antonio

Ex-Lax Inc., Brooklyn (laxative), 4 *ta* weekly, 52 weeks, thru Joseph Katz Co., N. Y.
Culver Transfer & Storage Co., San Antonio, 5 *sa* weekly, direct.
Interstate Theatres, San Antonio, 28 *sa*, thru Thomas F. Conroy Inc., San Antonio.
Byer-Rolnick Co., Dallas (hats), *sp* weekly, 13 weeks, thru Tracy-Locke Co., Dallas.

Agency on Coast

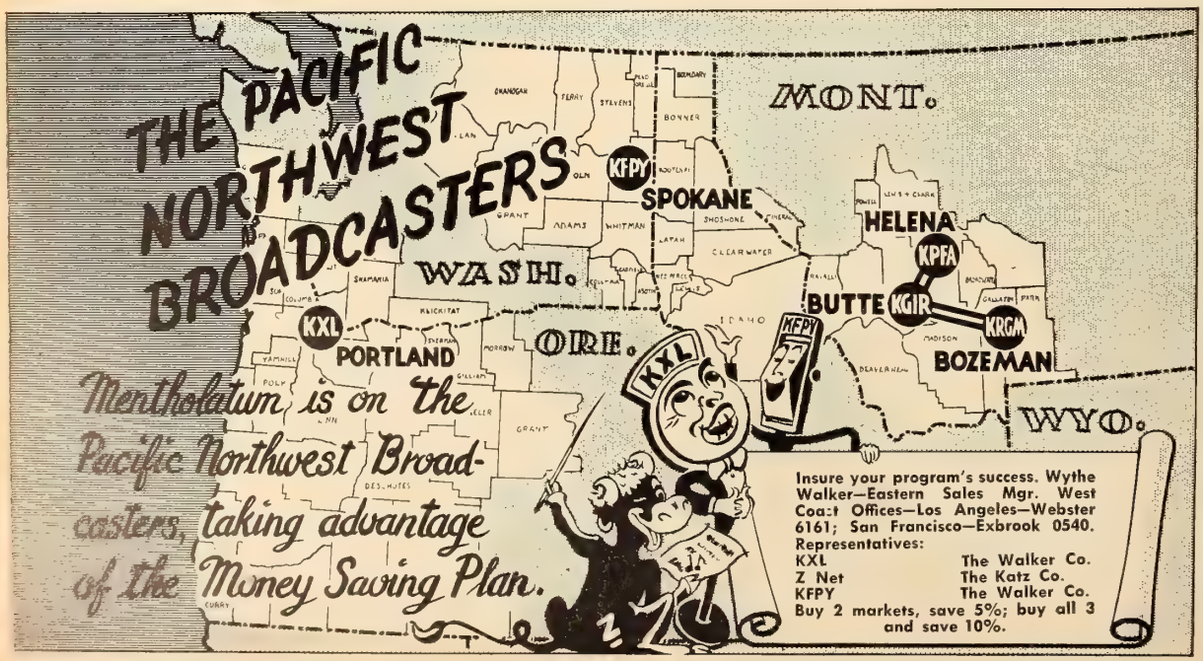
DOHERTY, CLIFFORD & SHENFIELD, New York agency, will establish Hollywood offices in late October with Myron Dutton as West Coast manager. Mr. Dutton was formerly producer of the Biow Co., on NBC *Ginny Simms Show*. In his new capacity he will act in a tri-fold capacity as agency producer-director-writer on the *Gracie Fields Show*, starting on 147 Blue stations on Nov. 14, Tuesday, 9-9:30 p.m. (EWT), with West Coast repeat, 9-9:30 p.m. (PWT). Sponsor is Bristol-Myers Co., New York (Ipana, Mum).

Ernest Alley

ERNEST V. ALLEY, 64, parner of Alley & Richards Co., New York and Boston agency, died at his home in West Newton, Mass. of a heart attack. Mr. Alley started his advertising career by working on his hometown paper, the *New Bedford Standard*, then joined the Curtis Publishing Co. in Boston before organizing his own firm in 1921. He is survived by his wife and a daughter.

Ver Standig Agency

M. BELMONT VER STANDIG has opened an advertising and merchandising agency under his name at 1120 Connecticut Ave., N. W., Washington. The phone is Republic 2929. Mr. Ver Standig was formerly commercial manager of WWDC Washington. Herman M. Paris succeeds him at the station.



Radio Advertisers

GIMBEL Bros., Inc., New York department store, last week started campaign to recruit workers for the Christmas holidays, using one-minute live spot announcements at varying intervals on WMCA and WQXR New York. Advertising placed direct.

WHITEHALL PHARMACAL Co., a division of American Home Products Corp., New York, has appointed Dancer-Fitzgerald-Sample, New York to handle consumer advertising for Kolynos toothpowder. Product is now promoted on *Romance of Helen Trent* and *Mr. Keen, Tracer of Lost Persons* on CBS and at intervals on *Front Page Farrell*, NBC. Agency continues to handle to Kolynos toothpaste.

SEALY MATTRESS Co., Chicago on Oct. 13 began quarter hour show featuring Dick (Two Ton) Baker at the piano, Friday on WGN Chicago. Contract for 30 weeks was placed by Schwimmer & Scott, Chicago.

LOCAL LOAN Co., Chicago, on Oct. 16 began participation five times weekly in *Record Reveille* on WGN Chicago. The 52-week contract was placed by Van Hecker Adv., Chicago.

ALDEN CHICAGO MAIL ORDER, Chicago, Oct. 22 started sponsorship of new quarter-hour prep sport show, *Alden Sportscast*, on WCFL Chicago. The 13 week contract was placed by Craig E. Dennison Adv., Chicago.

SWIFT & CO., Chicago (ham and bacon division), on Nov. 1 renews its 8:30 to 8:45 a.m. (CWT) portion of the Blue *Breakfast Club* program. The 52-week contract placed by J. Walter Thompson Co., Chicago.

HOLEPROOF HOSIERY CO., Milwaukee, has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Radio is said to be considered.

SCHOENHOFEN & Edelweiss Brewing Co., Chicago (Edelweiss Beer), on Oct. 16 began sponsorship of a quarter-hour show featuring the Dinning Sisters, Monday thru Friday on WENR Chicago. The 52-week contract was placed by Olian Adv. Co., Chicago.

PARAMOUNT PICTURES Inc., New York, on Oct. 4 renewed time signals on WMAQ Chicago, thrice weekly for 52 weeks; and effective Oct. 16 began spot announcements thrice weekly till forbid for motion picture "Since You Went Away" on Chicago stations WMAQ WENR WBBM WGN WAIT WAAF WCFL WJJD WIND. Agency is M. M. Fisher Co., Chicago.

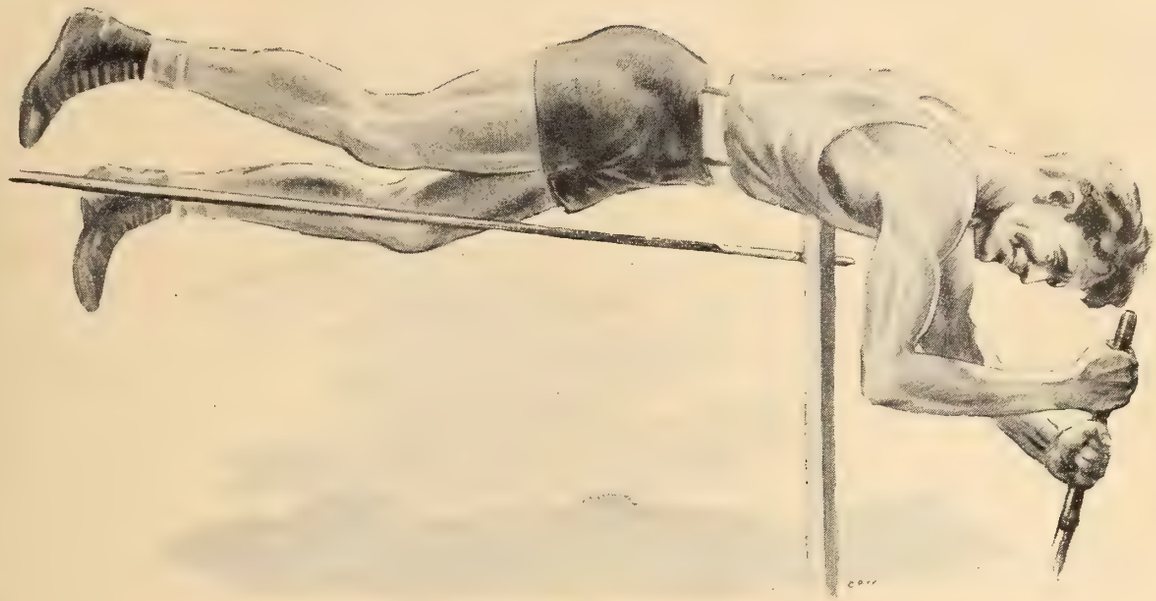
HARRY G. SERLIS, director of sales and advertising of the Roma Wine Co., Delaware Corp., Fresno, Cal., has been elected a vice-president.

KNOMARK Mfg. Co., Brooklyn, has appointed Franklin Bruck Adv., New York, to handle advertising for Esquire Boot Polish and Knomark Shoe Polish. Media plans include radio for both products. Esquire is currently promoted on a six-weekly quarter-hour sportcast on WMCA New York.

WESSON OIL & Snowdrift Sales Co., Inc., New Orleans, last week began promotion of salad oil with one-minute transcribed and chain break announcements at varying frequencies on WFIL WLIB WOR. More stations in the Wesson market may be added shortly. Agency is Kenyon & Eckhardt, New York.

CONSUMER VITAMIN Corp., New York, has appointed Blaine-Thompson Co., New York, to handle advertising for vitamin products. Radio will be used.

YOU MAY BE ABLE TO POLE-VAULT 14 FEET*—



BUT—YOU CAN'T LAUNCH YOURSELF INTO WESTERN MICHIGAN FROM "OUTSIDE"!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the Thursday evening figures, 7 to 10 p.m.—actually by far the lowest in the week for WKZO!

WKZO	38.2%
STATION B	37.6%
SIX OTHERS	22.3%
MISC.	1.9%

Just to look at a map, it seems reasonable to expect that you could cover Western Michigan with a big Chicago or Detroit radio station. But maps don't show *fading*, which is practically a Chinese Wall around this area.

But Western Michigan is important enough to warrant intensive cultivation from within. And fortunately, you can do a whale of a job with WKZO alone, because WKZO has the *majority* of the audience in this area.

Take a look at the excerpt from a recent Hooper Survey, on the left. The full report will be gladly sent you on request—or just ask Free & Peters.

* Earle Meadows, U. S., pole-vaulted 14 feet, 3¼ inches at the Olympic Games, 1936.

WKZO

5000 Watts
590 KC
CBS

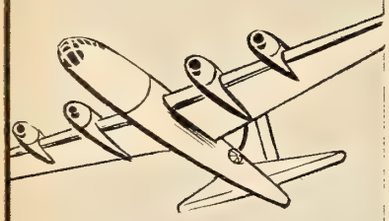
Strongest selling force in Western Michigan
Owned and Operated by Fetzer Broadcasting Company

KALAMAZOO



FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

IT TAKES 4
2200 H.P. Motors
to Drive a B-29



IT TAKES A
50,000
watt station
in Denver to
sell this market
and the Mountain and Plain States Region.

KOA is the famous NBC Station in Denver and the only one with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No 1 Network

GROVE LABS., St. Louis (cold tablets), has started spot announcements on 19 Canadian stations. Account was placed by Russel M. Seeds Co., Chicago.

DR. J. O. LAMBERT Ltd., Montreal (proprietary), has started another series of *Memoirs of Dr. J. O. Lambert*, transcribed adventure program, on 19 eastern Canadian stations. Account was placed by J. E. Huot Ltd., Montreal.

MORGAN Furniture Co. is sponsoring *The Morgan Five* on WNAC Boston and WEAN Providence. The five-minute musical program is heard 14 times weekly on WNAC and 11 times weekly on WEAN.

SCHROEDER Bros., New York, agent for Palomino and Vergara wines, Rioja table wines, Anis del Mono Anisette and imported food products, has appointed B. D. Iola Co., New York, to handle advertising. Radio will probably be used.

ACME BREWERIES, San Francisco (beer), has started sponsorship of seven two-hour recorded concert programs weekly on KYA San Francisco. Contract is for 52 weeks. Agency is Brisacher, Van Norden & Staff, San Francisco.

FLOWERY Manicure Products Corp., New York (Flowery Manicure Aids), has placed its account with Frank Kiernan Co., New York. Radio plans are said to be included.

HOLLWOOD Shoe Polish, Richmond Hill, N. Y., has named Vanguard Adv., New York, as agency. Radio plans are said to be included.

BREAKFAST CLUB Coffee Inc., Los Angeles, for the third consecutive year has renewed daily quarter-hour participation in *Make Believe Ballroom* on KFWB. Contract is for 52 weeks. Lockwood-Shackelford Adv., Los Angeles, has account.

Lusk Resigns

ROBERT E. LUSK, executive vice-president of Pedlar, Ryan & Lusk, New York, has resigned, and the agency has reverted to Pedlar & Ryan, the name it held when Mr. Lusk joined in January of this year. Mr. Lusk was formerly vice-president of Colgate-Palmolive-Peet Co., and was previously an executive of Ted Bates Inc., and Benton & Bowles, New York.

CHARLES H. EATON, active in the men's wear and retail field for the past 20 years, has been named sales manager of Wilson Bros., Chicago, men's wear firm.

GENERAL TIRE & Rubber Co. has resumed sponsorship of *Thanks to America*, half hour variety show, over WNAC Boston and the Yankee Network in New England.

HOBBS GLASS Co., Toronto (glass and plastics), has started *Fred Waring* network program on CJBC Toronto. Account was placed by J. Walter Thompson Co., Toronto.

PEGGY SAGE Inc., Montreal (cosmetics), has started stylecasts thrice weekly on CFRB Toronto. Account was placed by J. Walter Thompson Co., Montreal.

KELLOGG Co. of Canada, London, Ont. (cereals), has renewed for the seventh consecutive season *Madeleine et Pierre* on CKAC Montreal. Account was placed by J. Walter Thompson Co., Toronto.

HUBBARD MILLING Co., Mankato, Minn., has renewed 52-week contract for 10-minute quiz show titled *Mother Hubbard Party Line* on WJAC Johnstown, Pa. Agency is Ivan Hill Adv., Chicago.

CANADA STARCH Co., Montreal (corn syrup), has started French language dramatic show weekly on CKAC CHRC CKCH. Account was placed by Vickers & Benson, Montreal.

ST. PETER'S SEMINARY, London, Ont., on Oct 15 started Sunday afternoon half-hour *School of Christ* on CKLW CFPL CKNX. Account placed direct.

HUNT BROS. Packing Co., Los Angeles, has appointed Biow Co., Hollywood, to handle advertising. Radio will continue to be used with other media.

SPORTS AFIELD Publishing Co., Minneapolis, has appointed Ralph H. Jones Co., Cincinnati, to handle advertising for *Sports Afield*. Campaign said to represent "the largest advertising promotion ever placed behind a outdoor publication," calls for the use of radio in addition to metropolitan newspapers and trade papers.

ALLEN B. DUMONT Labs., Passaic, N. J., manufacturers of receiver and transmission television equipment and operator of WABD, New York television station, has named Dave Alber Associates, New York, to handle publicity and public relations.

SWIFT & Co., Chicago (Swiftee) began renewal of chain breaks Oct 20 for 13 weeks on WFBM KOIL WFCI. Agency is McCann-Erickson, Chicago.

HEALTH-MOR Inc., Chicago, has appointed Cruttenden & Eger, Chicago as agency. Radio plans are being considered.

RCA-VICTOR Co., Montreal (recordings), has started *Music America Loves Best* on CJBC and CFCF. Account was placed by Spitzer & Mills, Toronto.

CANADIAN SILK Products Co., Montreal (Orient Hosiery), has started thrice-weekly musical spot announcements on 17 Canadian stations, and news flashes three times and five times weekly on CKEY and CFRB Toronto, respectively. Account was placed by Ronalds Adv. Agency, Montreal.

KOHLER Co., Kohler, Wis., has appointed Roche, Williams & Cleary, Chicago, to handle its advertising. Radio is said to be considered.

CRAMER PRODUCTS Co., New York, has appointed Needham & Grohmann, New York, to handle advertising for Joy cake mixes. In a test campaign for the product, radio will be used in selected key cities.

A GUIDE to advertisers planning campaigns or promotion in Latin America will be brought out soon by Frank F. Lopez, New York publisher. It will include all leading publications and radio stations.

Stability Counts

NOW---AND IN THE POST-WAR PERIOD

THE rich markets of Richmond and Virginia, covered by Station WRNL, are stable markets . . . the markets you will want to cultivate for present and post war sales.

For first choice, then, you'll choose the stable Richmond station. As proof of WRNL's constancy we present the following facts:

- 70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL
5000 WATTS
NIGHT AND DAY 910 KC
WRNL
EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

Question-- How can my program achieve as high a rating as President Roosevelt gets when he talks on the air.

Answer-- Absurdly simple – use WTAG.

Proof-- The national rating on a recent talk by President Roosevelt was 26.4 Here are a few of the Hooper ratings (week after week) on WTAG for the Fall and Winter, 1943 - 1944.*

Lux Radio Theater . .	36.0
Kate Smith	34.3
Vox Pop	33.3
Dr. Christian	31.8
Burns and Allen . . .	31.0
Blondie	30.7

and so on –

Conclusion-- WTAG delivers two to four times the audience delivered by the average station. You know the national ratings for these same shows. Consequently, WTAG is one of the most productive and least expensive stations to use, anytime – anywhere. A big stations, in a big, money-laden market.

P.S. You say we only mentioned night-time programs. Okay, here are some daytime programs.

Kate Smith Speaks . .	23.3
Big Sister	21.3
1 P. M. News – . . .	24.7

** New Hooper Ratings soon. Watch for them!*

AUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

WNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC
5000 Watts

AIR EXPRESS
the shortest distance between two points!



FAR SHORTER BY THE CLOCK—
one mile is 20 seconds in the air!

SPECIFY AIR EXPRESS.
Get your shipment the fastest way!

NOTE TO SHIPPERS:
Ship order when ready—early-day shipping means quicker delivery.



A Money-Saving, High-Speed Tool For Every Business

With additional planes and space available for all urgent cargo, 3-mile-a-minute Air Express directly serves hundreds of U.S. cities and scores of foreign countries. And shippers nationwide are now saving an average of more than 10% on Air Express charges—as a result of increased efficiency developed to meet wartime demands.

WRITE TODAY for "North, East, South, West"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-11, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS
AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

Comparative Schedule of the Spectrum And Recommendations for Allocations

FOLLOWING is a comparative schedule of the radio spectrum showing present allocations, recommendations of the Interdepartment Radio Advisory Committee, those of the Radio Technical Planning Board and others. Recommended allocations will be listed in BROADCASTING as new requests are presented.

Standard Broadcast

Present, 550-1600 kc.
IRAC, 540-1600 kc.
RTPB, 520-1600 kc.

FM Broadcast

Present, 42-50 mc.
IRAC, 42-54 mc.
RTPB, 41-43 mc (educational); 43-56 mc (commercial).
U. S. Office of Education, 15 channels 200 kc wide, adjoining commercial FM.
Cowles Broadcasting Co., 400 channels, 100 kc wide, 60-100 mc for both educational and commercial FM.

Television

Present, 7 channels, 6 mc wide, 50-56 mc, 60-72 mc, 78-90, 96-108 mc; 11 channels, 6 mc wide, 162-168 mc, 180-192 mc, 204-216 mc, 230-242 mc, 258-270 mc, 282-294 mc.
IRAC, 9 channels, 6 mc wide, 54-108 mc; 6 channels, 6 mc wide or 3 channels 12 mc wide, 158-218 mc (primarily for television relay but possibly for television broadcasting); 31 channels, 16 mc wide, 45-1000 mc. (If 20 mc channels are required IRAC suggests ultimate allocation be extended to 960 mc, which would permit 25 channels 20 mc wide).
RTPB, 9 channels, 6 mc wide, 60-114 mc; 17 channels, 6 mc wide, below 250 mc. Channels as wide as 20 mc, 46-1060 mc; relay channels, 1600-1900 mc; 4600-5400 mc; 6900-7500 mc; experimental, 17,500-18,700 mc.
Cowles Broadcasting Co., 40 channels, 13 mc wide, 480-1000 mc. Auxiliary services, including relay stations and s-t links, 30-475 mc. Links between cities and sychronization control, above 1000 mc.

Facsimile

Present, 10 channels, 25 kc wide, 25,012.5-25,262.5 kc (W2XR authorized to transmit facsimile in FM band, 43-50 mc).
IRAC, no recommendations.
RTPB, 20 channels, 100 kc wide, 154-156 mc for broadcast facsimile and other types, including transmission of paid messages, police and weather information.
Cowles Broadcasting Co., 80 channels, 50 kc wide, utilizing FM channels, 52-56 mc; 100 channels, 50 kc wide, utilizing FM channels, 475-480 mc.

International Broadcast

Present 6000-6200 kc; 9500-9700 kc; 11,700-11,900 kc; 15,100-15,350 kc; 17,750-17,850 kc; 21,450-21,675 kc; 25,600-26,600 kc.
IRAC, no recommendation for international broadcast channels. IRAC suggests international point-to-point relays in following space: 6250-6900 kc; 9200-9985 kc; 10,200-11,850 kc; 15,015-16,200 kc; 17,150-17,600 kc.
RTPB, same as present allocations, but adding 25,600-25,750 kc.

Broadcast Relay

Present, ranges in spectrum from 1606 kc-39,820 kc.
IRAC, 156-158 mc.
RTPB, same as present allocations, adding 330-344 mc; 1210-1220 mc.

Amateurs

Present, 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 400-401 mc.
IRAC, 3500-3900 kc; 7000-7400 kc; 14,000-14,400 kc; 21,000-22,000 kc; 28-30 mc; 144-149 mc; 218-225 mc; 420-460 mc; 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-10,500 mc; 21,000-22,000 mc.
RTPB, 3.5-4 mc; 7-7.3 mc; 14-14.4 mc; 21-22 mc; 28-30 mc; 56-60 mc; 114-118 mc; 224-230 mc; 448-480 mc; 940-960 mc; 1780-1920 mc; 3600-3850 mc; 7150-7700 mc.
ARRL, 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 21-22 mc; 28-30 mc; 56-60 mc; 112-116 mc; 224-23 mc; 448-480 mc; 896-960 mc; 1792-1920 mc; 3584-3840 mc; 7168-7680 mc; 14,336-15,36 mc; 28,672-30,720 mc and up.

Names McCann-Erickson

HOME Products International Ltd New York, set up to handle expor sales for American Home Product Corp., New York, has named Mc Cann-Erickson Inc., New York, t handle advertising in Latin Amer ica, effective Jan. 1, 1945. Radi will be used in 1945 for Kolynos Anacin, Three-in-One products an Vaness lipstick and face powder with details still to be determine Luis G. Dillon, for ten years wit M-E Buenos Aires office, now i New York, has been assigned t handle the account. HPI has set u a foreign advertising departmen under the direction of W. I. Shugg former vice-president in charge o foreign advertising of John F. Mu ray Adv., New York, which handle a number of AHP accounts. M Shugg was previously advertisin manager of Kolynos and Everread Co.

Cigarette Series

LIGGETT & MYERS TOBACC Co., New York, has starte *Chesterfield Time* on 127 CBS st tions Tuesday, Wednesday an Thursday, 7:15-7:30 p.m. repla ing John Nesbitt's *Passing Parad* Martin Block, record m.c. WNEW New York, announces ar m.c.'s the new show. Talent i cludes Paul Baron's orchestr Johnny Johnston and Monica Lewi singers. Because of his health, M Nesbitt was granted a release fro his contract, according to Willia Morris Agency. He continues *Westinghouse Program* on NB Sunday. Agency is Newell-Emme Co., New York.

AP
WHBQ, Memphis, Tenn.
. . . this will express our appreciation for the individual sales presentations on The AP Telescript programs.
E. A. Alburty
Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

WING
Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio
Dayton, Ohio
WEED & CO. National Representatives

WOMEN

Alice Hughes—noted newspaper woman with crisp comments on world and home affairs. 9:03-9:15 Daily; 7:45-8:00 p.m. Sunday





ANALYSIS

Johannes Steel—his hard-hitting material comes from international contacts, from inside diplomatic circles. 7:30-7:45 p.m. Daily



PERSONALIZED

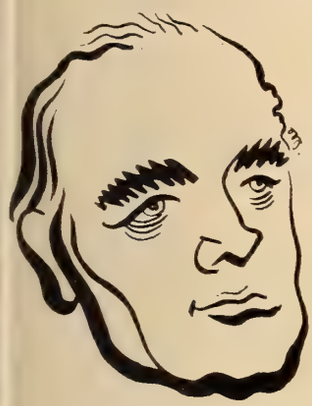
Norman Jay—vivid reporting by newsworthy open letters to famous personalities. "Very Truly Yours", 9:15-9:30 p.m. Monday, Wednesday, Friday

NEWS from every angle



WASHINGTON

Richard Eaton—presents diplomats, statesmen and last-minute facts broadcast direct from the Nation's Capital. 9:15-9:30 p.m. Tuesday



COMMENTARY

Frank Kingdon—distinguished for searching interpretation and widely-quoted opinions. 10:30-10:45 p.m. Tuesday through Saturday

● Whatever they're looking for, New York listeners know they can count on WMCA for all the angles on the news. It's all there—in one place, on one spot on the dial. Besides running an unusual news department, WMCA likes to tackle the rest of its schedule with this brand of thoroughness—the very same thoroughness that has earned for WMCA a reputation as "America's Leading Independent Station".



DRAMATIC

"Five Star Final"—unfolds the day's news events in stirring dramatization. 7:15-7:30 p.m. Monday thru Friday



WORLD-WIDE

"World's Front Page"—reports from world news centers by Christian Science Monitor correspondents. 6:30-6:45 p.m. Monday thru Friday

wmca

FIRST ON NEW YORK'S DIAL 570



HOURLY BULLETINS

New York Times News Bulletins broadcast every day . . . every hour . . . on the hour.

Transfer of WSAR Approved by FCC; KORN, KVOX, WCOL Cases Granted

LONG-PENDING transfer application of WSAR Fall River, Mass., requesting consent to sale of WSAR by Doughty & Welch Electric Co., owned by William T. Welch, to the *Fall River Herald-News* for approximately $175,000, was granted by the FCC last week following consideration of issues involving operation under the new ownership by a trusteeship.

The Commission also granted the application of KORN Fremont, Neb., for acquisition of control by Arthur Baldwin through purchase of 139 shares common stock for $8,754.70; the application of KVOX Moorhead, Minn. for relinquishment of control by David C. Shepard, and the WCOL Columbus application for voluntary assignment of license from WCOL Inc. to Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley and Grace M. Pixley, partners, doing business as The Pixleys. No monetary considerations were involved in the two latter transfers.

In granting the Fall River application, pending for several years because of the trusteeship aspect and the question of purported tendency toward local monopoly in public opinion, the Commission found "that provision has been made for competent interested management of the station by trustees who have shown that it will be a matter of primary interest with them, and the station will be managed by a competent experienced executive."

The FCC also said that the evidence presented afforded assurance that operation of WSAR by Fall River Broadcasting Co., owned by the newspaper, would "provide a service which is efficient and at the same time on a broad basis consonant with the obligations of licensees to render service in the public interest."

Commissioner Case concurred but reserved his opinion insofar as the decision indicates that trustees without beneficial interest are not proper station licensees.

In its decision, the Commission pointed out that it has heretofore indicated, in actions upon other applications, that it has "serious questions as to whether broadcast stations should be licensed under conditions where responsibility for management would be placed in the hands of trustees without beneficial interest, for management in the manner of trust properties," and stated, "in its judgment, the duties and responsibilities which devolve upon licensees of broadcast stations should not be placed in the hands of persons and organizations whose primary interests are in rendering general trust services as trustees."

Fremont Grant

In the Fremont action Mr. Baldwin, president and 6% owner of KORN, purchased the 139 of an outstanding total of 189 shares from Lloyd C. Thomas (30%), owner of KGFW Kearney; Earl J. Lee (21%), vice-president; S. S. Sidner (16%); A. C. Sidner (5%), and H. A. Gunderson (2%). Relinquishing parties stated they require more time to devote to their other business interests, according to the application. Remaining minor KORN interest not involved in transfer is divided among 16 ot individuals.

In the KVOX grant Mr. Shep transferred 68 shares common st to John W. Boler (49 sh), p ident; M. M. Marget (3 sh), v president and general manag and R. S. Felhaber (8 sh), attorn Transfer of 9 shares is also volved, from Howard S. Johns vice-president, to Mr. Felhaber. cording to the application, transf are made to Mr. Boler "as a tional compensation for his m agement and development of corporation in behalf of Mr. Sh ard and Mr. Johnson"; to Mr. M get "for his assistance", and to Felhaber for his legal aid and co sel. Messrs. Shepard, Boler, Johnson now each hold 74 sha Mr. Felhaber 25 shares and Marget 3 shares.

President and major inter holder in North Central Broadca ing System, Mr. Boler is also tre urer and a director of KSJB Jan town, N. D. in which he holds 2 interest as likewise do Mr. Shep and Mr. Johnson.

New 'Pulse' Data

NIGHT listening in the North Jersey area far surpasses night listening in the two neighboring metropolitan areas—New York and Philadelphia—The Pulse, New York, reports in the Oct. 15 issue of its monthly newsletter *The Radio Audience*. Hour-by-hour chart for July and August, shows that the percentage of sets-in-use is 5 points higher at night, and 3 points higher during the day in North Jersey as compared to New York, for 15 of the 16 hours measured, with the latter city coming out on top only for the hour before midnight. Five out of nine daytime hours and all night-time listening have more listeners in North Jersey than in Philadelphia, according to the report.



Photo by U. S. Army Signal C

TWO TOP TALKERS take o two new radio programs at F Benning Infantry School. The eyeopener, *The Morning Mess* conducted by Pvt. Radcliffe H (right), former NBC announ and newscaster. Program is on air Monday through Friday WDAK Columbus, Ga. Pvt. D Keplinger, winner of the 1943 H Davis National Memorial Anno cers' Award, conducts *The Infan Hall of Fame*, via WRBL Col bus. Prior to induction he was n and special events director KOMO and KJR Seattle.

IF YOU SELL

SHOES



(OR SHIRTS OR SHEETS)

ASK YOUR DISTRIBUTOR ABOUT

KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how many brogues and boots that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows* — and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS

FREE & PETERS, INC. Exclusive Representatives

CRYSTALS

HOLLISTER CRYSTAL CO

Boulder Colorado

QUARTZ OSCILLATORS SINCE 192

Lo que vale y brilla en radio
se presenta por RHC Cadena Azul*



RADIO RHC CUBA HABANA
Cadena Azul

* *Translation:*

THE MOST BRILLIANT ENTERTAINMENT ON THE AIR IS PRESENTED ON

RHC CADENA AZUL

RHC Cadena Azul maintains a tremendous staff of name talent, actors, actresses, musicians, vocalists, writers, producers, etc. These performers are great favorites with the listens in Cuba. The result is that *twice as many persons listen to RHC than to its nearest competitor.*

RHC knows what the listener wants *and gives it to them.* **RHC** programs are sparkling, well-produced live talent shows, packed with good showmanship and fast moving direction.

RHC is affiliated with CBS and gives to the people of Cuba the same high standards of programming that CBS broadcasts to the people of the United States.

A recent impartial survey made by six large national advertisers shows that **RHC DOMINATES CUBA.** For further information write, wire or phone

U. S. Representative

HUMBERTO D. GONZALES

220 W. 42nd Street, New York

WIsconsin 7-1166

ANPA 'Blue Book'

CASE HISTORIES of wartime advertising successes in 77 newspaper campaigns are set forth in the sixth edition of *The Blue Book*, annual volume published by the Bureau of Advertising, American Newspaper Publishers Assn. and issued to national advertisers and agencies.

Mexico Included

REICCHOLD CHEMICAL Co., Detroit, through Grant Adv., New York, added 11 stations of Radio Mil, MBS affiliate, to the premiere broadcast Oct. 21 of the Detroit Symphony on Mutual, Saturday, 8:30-9 p.m. in order to bring Mexican listeners an address by Francisco Castillo Najero, Ambassador from Mexico to the United States.

Bannister Slides Down

(*Continued from page 13*)

entist on the basis of a .4% margin of error on the absolute maximum?"

"Aren't you," Mr. Bannister sought of the Professor, "being overly annoyed?"

Professor Shapley had pointed out that his annoyance had been registered before and commented upon editorially by the *New York Times*. He claimed that his suffering was shared by millions of other symphony-lovers who enjoy Mr. Toscanini's broadcasts.

Mr. Bannister, stating that the symphony programs appeal to "a very circumscribed audience", underlined the numerous gratis contributions made by American radio to the cultural and educational advantage of the commonwealth.

"We could not do these things if our business were not on a sound financial base and it is perhaps ironical that the ignominious spot announcement plays such an important part in establishing that sound financial basis."

Concluding his letter to Professor Shapley, Mr. Bannister asked for tolerance. "Give us your patience, I implore you, and in the meantime do not apply to us broadcasters a judgment you would bitterly resent if in any comparable circumstances it were applied to your own daily work. Who among us hasn't a skeleton in his closet?"

LOUIS P. LOCHNER, war correspondent and radio commentator who is returning to Europe to reopen the Associated Press Bureau in Berlin, broadcast to Germany Oct. 21 over NBC's International stations when he was interviewed by his son, Robert Lochner, head of the German Section of NBC International. Robert Lochner broadcasts daily to the Reich by shortwave.

Falknor Appointed Manager of KMO

APPOINTMENT of Lt. Col. Fra B. Falknor, veteran radio enginee ing executive, now on duty in Ch na, as general fanager of KMO St. Louis, was a nounced last Fr day by H. Les Atlass, vice-pre dent in charge the CBS centr division. C Falknor, who w assume offi about Jan. 1, is the Office of Str tegic Services. I succeeds Merle Jones, who became general ma ager of WOL Washington la month.



Col. Falknor

Col. Falknor for 10 years w chief engineer of the CBS centr division, having taken leave months ago to enter military ser ice. Network officials said C Falknor is particularly well-fitt for the St. Louis post, in view postwar development for televisi and FM. KMOX is an applica for each new service.

WLW Names Hubbe As Production Manag

AS A STEP toward resumption experimental television broadcas interrupted by the war, the Crosl Corp. has appointed Richard Hubbell, auth ity and author several books television, broadcasting pr duction manag James D. Shou vice-president charge of broa casting, has a nounced.



Mr. Hubbell

Simultaneous Mr. Shouse es mated the ultimate cost to Crosl for contemplated construction give Cincinnati television broa casts will be $350,000 to $400,0 When metropolitan coverage h been established, he believes rece ing sets will be available for fr $150 to $250.

Mr. Hubbell, 30, has worked a stock actor, announcer and pr ducer.



Consultation In Order

Consult WOAI (or Edward Petry & Co.) for the most substantial advertising bargains in Central and South Texas. Then consult C. E. Hooper Listening Indices, which—year after year—show a consistent audience preference for this San Antonio station.

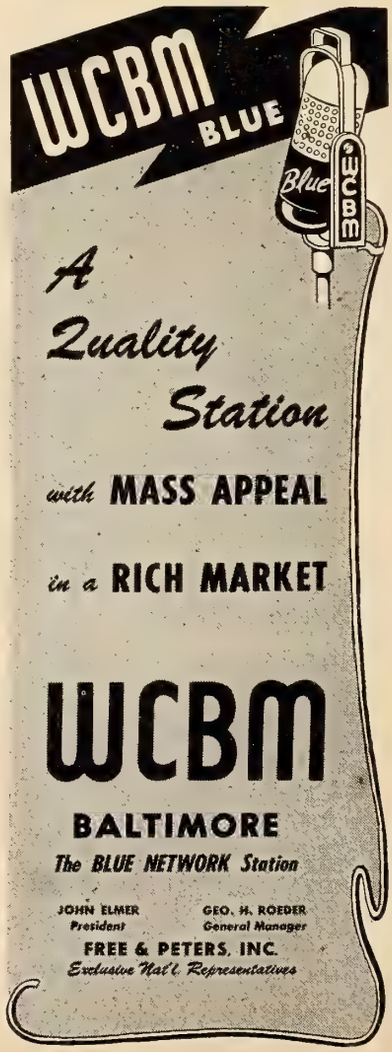
Such consultation is in order for the well being of your product, because WOAI sells more merchandise to more people in Central and South Texas than any other medium—at a lower cost per sale!

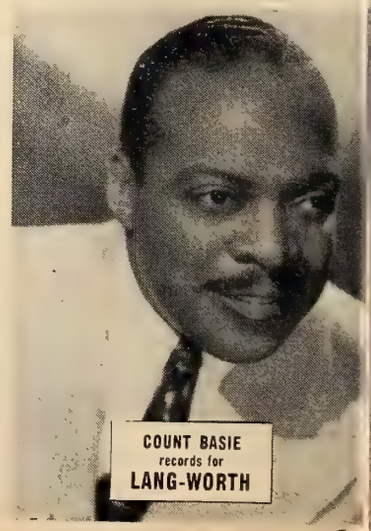
50,000 WATTS • CLEAR CHANNEL • NBC AFFILIATE • MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest





CIO, WHKC Join in Dismissal

(*Continued from page 11*)

lations, based on orders from the cal groups.

J. Leonard Reinsch, radio direc- r of the Democratic National mmittee, and Leland J. Chesley, ashington radio and publicity di- ctor of the Republican National mmittee, said so far as they knew complaints as to the manner of andling spot announcements had en filed with their respective eadquarters.

In his statement, filed on be- alf of Richard T. Frankensteen, AW - CIO vice - president, Mr. oodman termed the WHKC State- ent of Policy "a significant step rward in the development of ra- io in the interests of all the peo- le . . . Station WHKC is to be con- ratulated for breaking away from he Broadcasters' Code which has erved as a respectable cloak to eny labor and other nonprofit or- anizations fair treatment on the ir. We believe it will be in the in- erest of the entire radio industry discard its Code and adopt vol- ntarily this same progressive pol- y toward labor and other non- rofit organizations."

Mr. Loucks said the joint motion loses a proceeding "in which nportant principles underlying roadcast station operation under xisting laws and regulations were n sharp controversy. . . . The is- ues raised by the Commission's rder (July 5) were similar to those hich were before the Congress t the time it enacted the Commu- ications Act of 1934."

His statement concluded that WHKC found it desirable to adopt ts own policy, "assuming complete esponsibility for the handling of ll programs", a policy which de- arts from the NAB Code but "rep- esents a proper legal basis for tation operation in the public in- erest and is consonant with the merican principles of free speech."

President Roosevelt, definitely scheduled to broadcast from Phil- adelphia Oct. 27, 9-9:30 p.m. on BS and MBS, is expected to broadcast from other key cities dur- ing the final weeks of the campaign, although the only other Roose- velt broadcast definitely scheduled by the Democratic National Com- mittee is that of Nov. 6 on all net- works, 10-11 p.m. Mayor Kelly of Chicago has hinted broadly that the President will make an appearance there before Election Day and a visit to Boston was announced Thursday, both of which will pre- sumably call for addresses that will be broadcast to the nation.

The Philadelphia speech is being broadcast under joint auspices of the Philadelphia Democratic Com- mittee and Businessmen for Roose- velt Inc., with the latter group pay- ing for the network time. Green- Brodie Inc., New York, is the agency.

Democratic National Committee, has purchased through Biow Co., New York, two periods on the Blue network for Oct. 23, 12:30-45 p.m. and 10:30-11 p.m., and three peri- ods on Mutual: 8:45-9 p.m. Oct. 24; 10:15-10:30 p.m. Oct. 30; 8:45- 9 p.m. Oct. 31, with speakers to be announced. Same is true of the 10:45-11 p.m. spot on NBC Nov. 3.

Three noted actresses interview- ing prominent Republican women will be featured in three broadcasts scheduled by the Republican Na- tional Committee as part of a spe- cial drive to swing the feminine vote to Dewey. Helen Hayes will conduct the first of the series, on NBC, Oct. 23, 3:15-3:30 p.m.; Zazu Pitts the second, on the Blue, Oct. 30, 3:30-3:45 p.m.; and Gloria Swanson the third, on CBS, Nov. 3, 12:15-12:30 p.m.

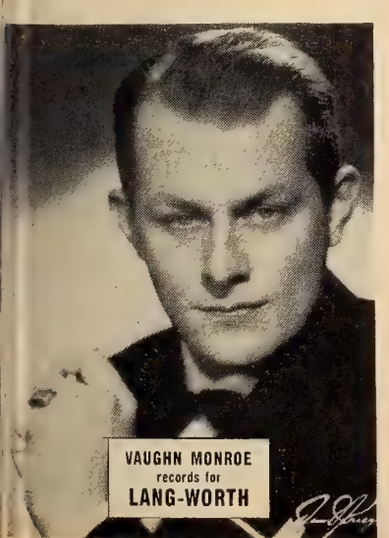
Sponsorship Text

Text of the FCC public notice, issued last Wednesday, follows:

TO ALL STATION LICENSEES: Numerous complaints have recently been received by the Commission con- cerning the failure of radio stations to identify the sponsors of political spot announcements. In general, these com- plaints charge that some stations are broadcasting spot announcements in behalf of various political candidates without disclosing the persons or or- ganizations paying for them. Your at- tention is called to Section 317 of the Communications Act, which provides:

> All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or prom- ised to or charged or accepted by, the station so broadcasting, from any per- son, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

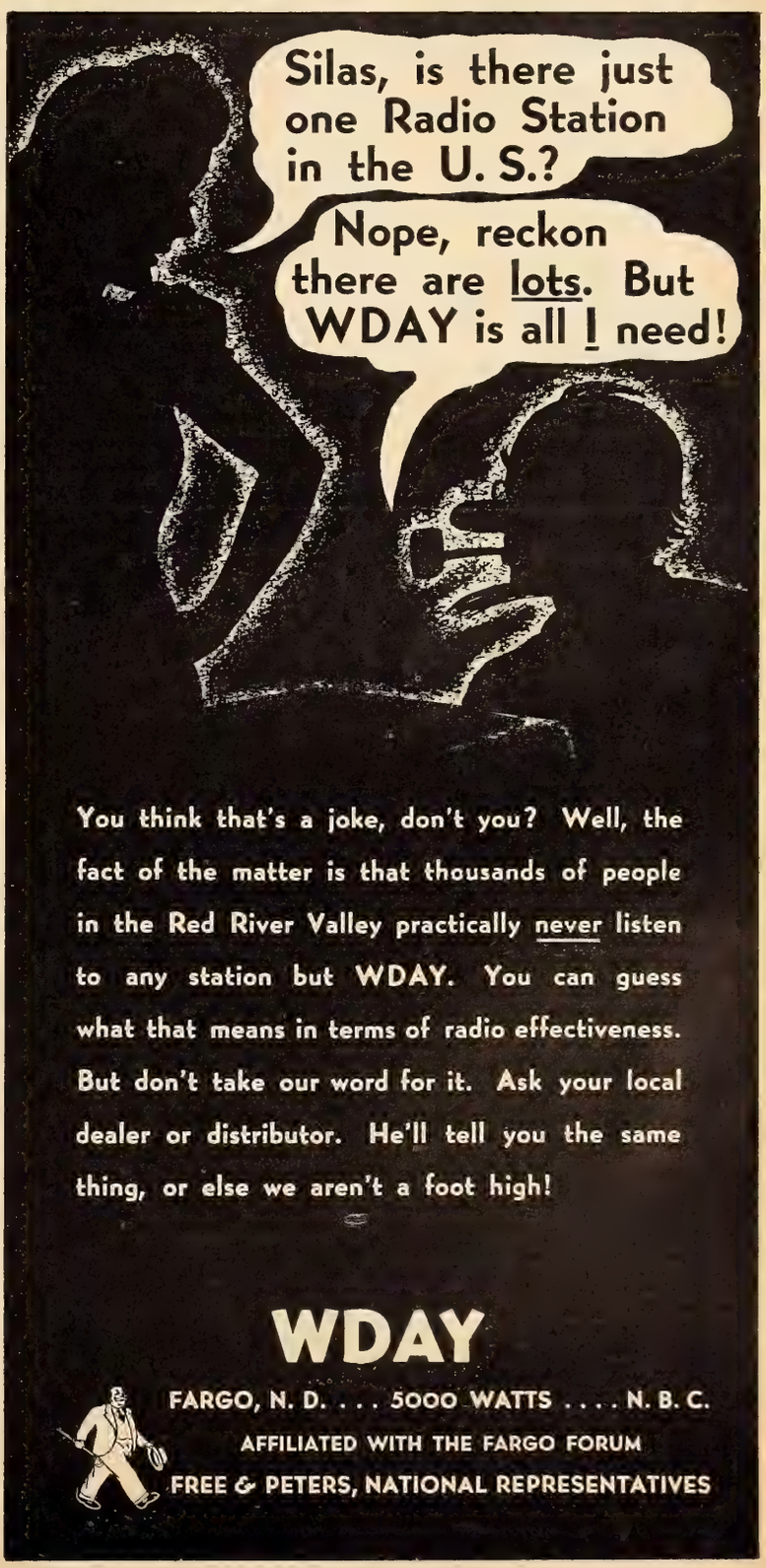
This section applies to spot an- nouncements, as well as to all other material broadcast and requires a full and fair disclosure of the identity of the person furnishing the consideration for such broadcast. The terms of this section are mandatory and are appli- cable regardless of the length of time consumed.



WHEN YOUR PLANS CALL FOR SPOTS ..... CALL FOR A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS



DON'T WASTE YOUR PUNCH ON JUDY (Ky.)!

If you've been making passes at the buying power of little towns like Judy (Ky.), start pulling your punches. Save your selling socks (and shoes and tires!) for the Louisville Trading Area, which *alone* does 17.1% *more* retail buying than the rest of Kentucky *combined!* . . . With WAVE in your corner, you can tie into every radio home in the Louisville Area for far less than the cost of any other medium. Shall we get out the gloves now?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

Interference Data Is Revealed For 30-40 mc Band at Hearing

New Light on FM, Shortwaves Provided by Indiana Police Engineer on Basis of Research

MOST COMPLETE data concerning interference in the 30-40 mc band to be presented thus far at the FCC allocation hearings was submitted last Thursday on behalf of the nation's police organizations by Zellon E. Adritsh, radio engineer in charge of operations, Indiana State Police, and chairman of a subcommittee of Committee 1, RTPB Panel 13.

His testimony brought considerable cross-examination and unusually keen interest on the part of Commissioners and FCC counsel, who indicated after the session that Mr. Adritsh gave more specific propagation data in the lower FM band than had been presented. Asserting that experience had taught police that FM in the 30-40 mc band was especially adaptable to fixed station and mobile services, Mr. Adritsh said, however, that "the propagation characteristics of these frequencies result in direct wave interference up to and in excess of 100 miles and skywave interference at distances from around 500 to several thousand miles; the extent, distance, direction and time of the latter varying widely, we are told, over an 11-year period."

He told the Commission that those sources of interference can be rendered impotent by provision of an adequate number of channels and by their proper assignment. Direct wave interference at 30-40 mc can be minimized, he said, by (1) use of separate channels for fixed and mobile stations; (2) adequate geographical separation between states using the same frequency, and (3) segregation of the state channels from the county and city channels.

Skywave Interference

"It is not uncommon for fixed very high frequency FM stations to cause severe interference at distances in the neighborhood of 100 miles or more," said the Indiana State Police official. He said in 1943 the Illinois State Police were forced to change their mobile frequency from 39.9 mc to 39.5 mc because of "crippling interference" from WAYH of the Chicago Surface Lines, which was operating on 39.86 mc. He said the 40 kc channel width is a "doubtful minimum" and recommended channels of 100 kc.

On skywave interference Mr. Adritsh submitted the following typical reports:

Missouri reports that on their FM talk-back frequency of 39.78 mc the skip interference signals are mainly those of the New Jersey State Police and the North Carolina Highway Patrol Cars; however, cars of the Ohio State Patrol and those of Rhode Island occasionally cause them interference. This interference is definitely greater during the summer months. The signal strength of the "skips" are comparable to those of their own cars and range from weak to strong, the stronger signals being of sufficient intensity to swamp out all but local cars. The duration of the periods in which these out-of-state cars are received may be only an hour or may be all day, from about two hours after sunrise to an hour or so after sunset. At the time of the writing of their report (May 26), they had been experiencing interference from New Jersey and North Carolina cars for the previous seven hours and their signals were still coming through.

The Florida State Patrol reports they get considerable interference on FM from stations in California, New Jersey, Connecticut and Massachusetts. In fact, they have worked Pittsfield, Mass., on car to car contacts.

Alabama has been getting quite a bit of interference on FM from stations in Michigan and New York.

The Michigan State Police reports that signals from the Alabama State Patrol stations were received in Michigan patrol cars with signal levels as high as 300 microvolts input at the receiver. The Alabama stations have taken control of receivers throughout Michigan for hours at a time.

The Indiana State Police have received considerable interference on FM from cars of the Virginia, Oklahoma and Iowa State Police and to a lesesr degree from Arkansas and Massachusetts.

WPHU Jasper, Ind., which monitors 30,700 kilocycles, reports good reception on many afternoons of Shortwave Stations WRUL and WRUW in Boston, whose assigned frequency is 15,350 kilocycles. The signal strength of this second harmonic was sufficient to nearly cover up Evansville and Owensboro, two of the municipal stations monitored by Jasper.

WROR Lafayette, in another report adds that during the manhunt and road blockade following a bank holdup at San Pierre, Ind., on June 22, the state police cars were completely blocked out at various times by long distance skip interference from cars in Virginia and another state believed to be Massachusetts. On several afternoons during the early part of July the second harmonic from shortwave General Electric Station WGEX of 17.880 kc interferred so badly with the reception of Indiana State Police cars on 35,780 kilocycles that in several areas the service was completely disrupted except for cars very close in. At most receiving points the quality was very bad at the Newport. Ind Post the quality of the AM signal of the FM talk-back receiver was excellent. The second harmonic signal was 20 kc off the talk-back frequency.

The impression should not be gained that the skywave interference conditions reported above are a continuous day in and day out occurence throughout the year. This is not the case but it does constitute a serious problem during an appreciable portion of the year even now when for the most part only a relatively few low power mobile transmitters are involved. The worst conditions encountered this year were during the months of May, June and July—fully a quarter of the year. There is every reason to believe that with the inevitable tremendous expansion in the number of these same mobile units and the high power fixed transmitters with their more efficient radiators, the interference problem will reach serious proportions in a service that is extremely vulnerable in this regard.

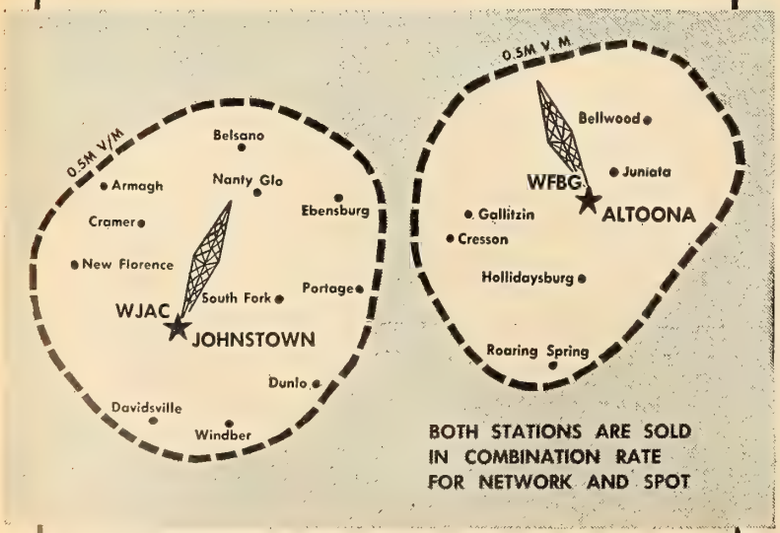
To avoid this situation, not only should state stations occupy channels different from those of county and city but no state department should share channels with other state department separated by more than approximately 500 miles.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

KSUB Joins CBS

KSUB Cedar City, Utah, Nov. joins CBS as a bonus station t KSL, the network's Salt Lake City affiliate. Station is owned and operated by Southern Utah Broadcasting Co. fulltime on 1340 k with 100 w.

WALTER E. SCHNEIDER, former magazine editor of NBC, has joined the Institute of Life Insurance, New York, to supervise press relations, advertising and promotional activities. Before joining NBC a year ago, he was associate editor of *Editor & Publisher*, newspaper trade journal.



50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L.B. Wilson STATION

Chicago Electronics Meeting Learns Of Postwar Component Parts Scarcity

ATTENDANCE at the Electronics Parts & Equipment Industries Conference, held at the Hotel Stevens, Chicago, Oct. 19-21 ran well over 1,000, with speeches by Government and industry executives featuring the three-day meeting of manufacturers and distributors. At the opening luncheon meeting Thursday, Gen. J. V. Matjka, chief of the training service office, chief signal office, Washington, spoke on "Communications in Action." Friday morning the manufacturers discussed industry problems.

Saturday morning R. C. Sprague, president of the Sprague Co. and chairman of the parts division of RMA, presented "Looking Ahead in Radio Parts." Another Saturday morning speaker was John Creutz, chief of the WPB's Domestic & Foreign Branch, Radio & Radar Division, who addressed the conference on the present and probable future status of deliveries of radio equipment for civilian use. Mr. Creutz outlined the job WPB is still doing in war production, at the same time pointing out that the Radio & Radar Division has already aided the civilian radio equipment shortage by revoking several limitation orders on restriction of manufacture of certain types of tubes and other equipment.

Predicting that after the war there will be a shortage in tubes, electrolytic condensers, vibrators, and transformers, Mr. Creutz told the conference that the replacement market as well as the new equipment market will be the greatest they have ever been.

Mr. Creutz cautioned the manufacturers and distributors present not to expect an immediate large supply of components immediately after V-E Day. "Present restrictions are in force for only one reason," said Mr. Creutz. "They have been helpful in assuring that all available production will be used for military production and that all available material will be so used."

Coaxial Cable, Copper Wire Available at WPB

COAXIAL cable, of both gas and flexible type, in the amount of approximately 170,000 ft. is going begging in the War Production Board for want of applications from broadcasters or other interested parties, it was learned in Washington last week. The cable, available for civilian use, represents what is left of a reported 260,000 ft. of which the NAB helped dispose of 90,000 through its "Swap Bulletin" several months ago, and is not being used by Army or Navy because of vibration caused by gunfire. It is understood that applications for this cable can be made to WPB's Components Recovery Section on WPB Form 1161, obtainable at any WPB regional office.

Copper wire, too, particularly that type known as "hook-up" wire used by sub-assemblers, is available to prime contractors after the customary 45-day wait while Army and Navy consider their requirement. Both bare and insulated copper wire in Brown & Sharpe sizes 14, 16, 18, 20 and 22 is available on proper priority.

NOMINEES SOUGHT FOR BERNAYS AWARD

TO SELECT an individual radio writer or station executive as winner of the $1,000 Edward L. Bernays Radio Award for service to the cause of democratic ideals, more than 900 stations and 300 newspaper radio editors have been asked to nominate candidates.

The award will be made May 6, 1945 as feature of the dinner meeting of Ohio State U.'s 16th Institute for Education by Radio. Three factors—the extent to which the program has encouraged the ideals of freedom, equality and orderly justice in its community; the effect of the program in modifying community attitudes and action toward the realization of these ideals; and an evaluation of the program's success in securing community participation in planning, discussion and action on significant social problems—will be considered in judging the candidates.

WRNC Meeting

TENTH Anniversary of the Women's National Radio Committee will be celebrated Oct. 25 with a dinner on the Starlight Roof of the Waldorf-Astoria, New York. The New Opera Co. and the Women's Auxiliary Board of the Musicians Emergency Fund are cooperating in arranging the dinner as a tribute to Mme. Yolanda Mero-Irion, founder of the Committee and officer of the other two groups. A reception preceding the dinner will be given for representatives of the major symphony orchestras and programs on the organization's preferred list.

NORMAN OLDING, senior engineer of Canadian Broadcasting Corp., Vancouver, for all western Canada, is in Montreal and Ottawa for two months for conferences with CBC engineering department and to assist in the preparation of radio standards for the Canadian Electrical Code in cooperation with Dominion Government au-

OVER HALF OF NBC TIME IS SUSTAINING

SUSTAINING and sponsored programs shared almost equally the network time on NBC during the first six months of 1944, according to a survey made by the program analysis department of the research division. Out of a total of 4,207 hours of broadcasting, commercial programs accounted for 2,081 hours and sustaining shows, 2,126 hours. In the corresponding period in 1943, the network operated 4,075 hours, broadcasting 1,863 hours under commercial sponsorship and 2,212 hours on sustaining time.

Entertainment programs occupied 55.4% of the time and public service presentations 44.6%, according to the survey.

Breakdown of various types of radio fare, and the number of hours devoted to each, is as follows: Classical music, 131 hours, semi-classical music, 362 hours; news and special events, 857 hours; public discussions, 102 hours; general entertainment, including popular music, dramas, variety and quizzes, 2,331 hours.

New Canada Outlet

CJCH is the call of the *Halifax Chronicle* station licensed to operate with 1,000 w on 1320 kc. It is understood station is to be on the air at an early date with a temporary 100 w transmitter. Leslie Choyce, Montreal advertising executive, is managing director of the new station. Outlet will use Press News service and will be nationally represented by National Broadcast Sales, Toronto and Montreal.

417,441

people live in 17 mountain-walled counties which comprise the Western North Carolina market ...and these 417,441 get the best reception, the most complete radio service from

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY



76,450 DAIRY FARMS

IMAGINE a community* with 76,450 dairy farms, 1,545,000 dairy cows, and 24,985,000 head of other livestock! There you have the picture of the kind of farm area WGY serves in central and eastern New York and western New England. The animals don't listen to WGY, but their owners *DO*—and their owners value their farm products at $458,000,000 annually.

And WGY is the ONLY station that can combine this vast market into ONE coverage area.

**WGY's primary and secondary areas contain 20,881,000 acres of farm land; 18 cities of over 25,000 population; 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.*

WGY
SCHENECTADY, NEW YORK
50,000 watts—NBC—22 years of service. Represented Nationally by NBC Spot Sales
GENERAL ELECTRIC
WGY-194



KTFI
TWIN FALLS · IDAHO



WPTF

Raleigh

Selling Groves Cold Tablets

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
SAN ARTHUR B. CHURCH PRODUCTION

Military Lifts Propagation Data Ban

CBS Lets Contract for New Television Station

(*Continued from page 14*)

being continued in the lower spectrum only on a temporary basis and that "better pictures soon will be available."

C. M. Braum, chief of the nonstandard broadcast allocation section, Broadcast Division, FCC Engineering Dept., opened television hearings Oct. 14 with a brief summary and several exhibits, explaining that of six commercial television stations now providing program service, three have not completed full construction because of wartime restrictions on equipment. Three commercial permits are outstanding, and on file at the FCC are 70 applications.

David B. Smith, chairman of RTPB Panel 6 on television, and director of research of Philco, presenting the RTPB recommendations, said Committees 1, 3 and 4 of the panel had concluded that television should proceed in its present spectrum location with 6 mc channels, but should be given room in the higher frequencies for expansion. Panel 6 asked for 26 channels, 6 mc wide, 23 on a nationwide basis and three to be allocated to the East Coast.

The RTPB also asked that channels totaling 600 mc be set aside for commercial television relay on network service. In presenting the recommendations Mr. Smith said: "The specific plan suggested by the panel is certainly not rigorous insofar as specific frequencies are concerned, but like the IRAC plan was offered as a starting point. . . . If we are to have commercial television broadcasting in the near future, television will have to be allocated a sufficient number of 6 mc channels in the region between 40 and 250 mc to provide a competitive service."

As for relays, Mr. Smith placed them in four categories, studio-to-transmitter, portable-mobile pickup, intercity, intracity. For the S-T and intracity links, the panel recommended that up to three channels be allocated each broadcast station in any one service area. These channels can be space-shared, Mr. Smith explained.

Panel Recommends Double Channels

A maximum of two clear channels with a maximum frequency allocation of 250 mc should be set aside for portable-mobile pickup units, he continued. For the intercity links, he recommended a minimum of 10 channels or a band width of 200 kc, with space-sharing to take care of additional channel requirements.

The panel recommended that the Commission's present practice of assigning double channels in the Group B allocations be continued in whatever channels are assigned to commercial television "until such time as these channels are required for broadcast purposes and when so required the commercial relay stations should be required to move upward in frequency".

Theatre television service has been considered by Panel 6 but there is not available sufficient data to determine the technical standards nor the band widths for such service, Mr. Smith said. Channels requested for experimental television relaying would be suitable the panel felt, for theatre service and recommended that experimental work including the multiple-addressee type of service be tried out in the experimental relay channels.

Summing up Panel 6 recommendations, Mr. Smith said a good nationwide television service can be made available on 6 mc channels 'very quickly after the war". He added "it now appears as a result of the war that the cost to the public of receivers will be low enough to reach the mass markets".

Sufficient channels in Groups A and B must be provided, he said, to assure that service. Stations should be permitted extensive use of relay services and "finally, to encourage further" development, provision should be made for some channels in the region above 46(mc where experimentation and fiel testing can be conducted on th subjects of wide band televisio broadcasting, microwave televisio relaying and experimental vide theatre service.

As to the various types of inter ference, Mr. Smith listed bursts a the least troublesome in televisio He said F2 layer reflections "ar not sufficient to give up televisio channels" in the present location although during the summer an sunspot cycle they have a tendenc to become more pronounced. As t Sporadic E, he said there was onl one instance of that type of signa to his knowledge. That was whe Chicago picked up the New Yor television signal. Bursts, he said decrease as the spectrum goes up

He testified that shadows "dra up as we go up in frequency". H expressed the belief that shado difficulty would become greater i the higher frequencies, but Chai man Fly interposed: "I'm trying t find one concrete reason why th shadows should be worse at 100 m than at 50 mc." Mr. Smith sai there was no quantitative dat on it.

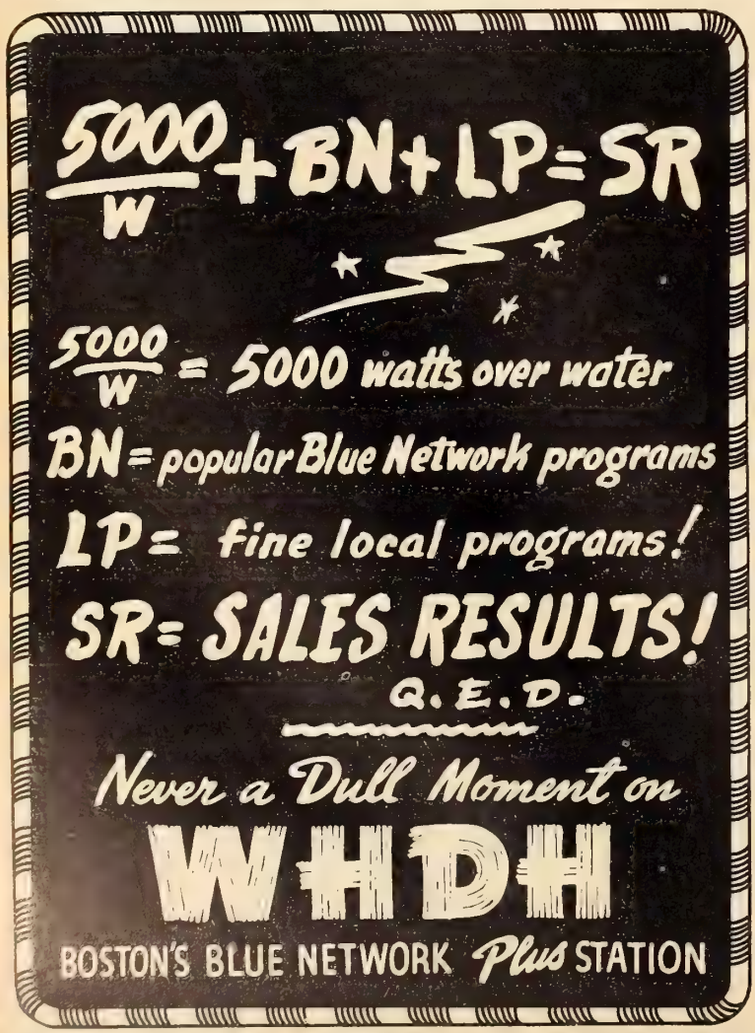
"Is there any frequency that yo believe multipath and shadow is s serious that television becomes in practical?", asked Mr. Denny. " don't believe we have any practica experience," replied Mr. Smit "My personal belief is we shoul set aside a band above 2,000 mc an try it out."

Ask Wider Channels For Better Service

"All right, how many do yo want?" interposed Mr. Fly. M Smith testified that television ma have to give up Channel 1 (50-5 mc) "to FM", then said he woul choose for television that portion d the spectrum between 60-100 mc t get away from Sporadic E and F Mr. Denny posed this question Supposing the entire spectrum wer available, where would the witnes place a television station?

"I would take a 6 mc channel b tween 60-100 mc and be willing t keep it forever," said Mr. Smit

Mr. Smith said wider channe are required in the higher frequer cies to provide for better servic He estimated only 50% of the capa



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WIBW The Voice of Kansa in TOPEKA

lities of a channel had been utilized, but said during the war new chniques have been developed. As prices, mass production of equipent, much of which was handade, will bring prices down, he id. The cathode tube, for inance, can now be produced on a ass basis.

"Is there any policy of patent olders that would determine the idth of the television channel?" sked Mr. Denny. "None that I now of," replied Mr. Smith. He id Committee 3 didn't set standrds on color television, therefore e couldn't say whether a 6 mc annel could provide color.

He said it was practical, under he present system, to "have as big picture as you want". Home reens can vary in size, depending n demands. Philco plans to make o screens bigger than 18 x 24 nches, he said.

As for television in the higher requencies (as recommended by BS and T. A. M. Craven, vicepresident of the Cowles Broadcastng Co.), Mr. Smith said it would ake at least five years to "get here we are now under the presnt system". He said it would take wo years to "get enough experiental transmitters and receivers ut to begin necessary tests" and nother two-year period for the ests. "Then if everything has alled, we'd all get together on a et of standards. So far such meetngs have taken a full year—I'd ay five years at the least."

Tom Harris, counsel for RCA-BC, asked if any employes of BS served on Committees 1, 3 and which recommended retention of he present band for television. Mr. mith said on Committee 1 was obert Serrell; Dr. Peter C. Goldmark was member of Committee 3, ith Mr. Serrell as alternate, and Ir. Serrell was vice-chairman of ommittee 4.

Recommend Higher Television Spectrum

Joseph H. Ream, vice-president f CBS, read the television statenent prepared by Paul W. Kesten, xecutive vice-president [BROADASTING, Oct. 9], recommending hat television be allocated in the pper spectrum. He said, under ross-examination by Commissioner ett, that CBS proposed that teleision be continued in the present ortion of the spectrum on a temorary basis and that when sets



CHATTING INFORMALLY at the FCC allocation hearings on television last Tuesday were (l to r): Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, Hollywood; William J. Dempsey, Washington attorney; R. J. Rockwell, chief engineer of WLW Cincinnati. Mr. Weiss, in his testimony, urged continuance of television in the present spectrum band, said color video is some time away and commercial television, as such, at least three years after the war.

are sold, the purchasers be told that better pictures would be available as quickly as possible.

When Mr. Ream reached that portion of the statement that said General Electric had accepted a CBS order to manufacture a television transmitter "to send forth pictures twice as good, twice as rich in detail as the prewar standards provide", Commissioner Jett interposed:

"It seems to me that if GE has advised they can provide that transmitter, they ought to come here and tell us how they propose to do it. That's vital information. We need it." Mr. Ream said GE did not estimate how long it would take to complete the transmitter.

When Mr. Ream read that portion of the statement urging that "television be moved up in the spectrum above 300 mc where there is room for far higher-grade pictures", Commissioner Jett remarked: "Certainly you don't mean we're going to move present transmitters and receivers?" Mr. Ream replied:

"Certainly not. I think we want a new system and a better system and we've got to go upstairs to do it." He recommended that as quickly as possible, after improved pictures are tested and demonstrated on higher frequencies "the lower frequencies be withdrawn from television service". Again Commissioner Jett interrupted.

"By this statement you'd discard a million or more sets in the hands of the public," said the Commissioner. "You'd have to have dual sets or have a million sets on the hands of the public." Commissioner Jett expressed no fears of the transitional system of television, but said he felt that the present system could not be abruptly halted.

Mr. Ream brought objection from Commissioner Case when he read: "The United States may be within three to six months of full-fledged consumer production of radio and television sets." Commissioner Case commented he didn't think that was a "good statement", adding, "I like to see some facts."

Under cross-examination Mr. Ream said competition with AM broadcasting would not present a serious threat. "Everything that competes for the leisure time of the public is a competitor of AM broadcasting," he commented.

Questioned about the transmitter purchased from Federal, Mr. Ream asserted that "four months after delivery" CBS would provide its new service.

Agency Executives See Bright Future

Two agency executives, at the invitation of TBA, presented statements in which they predicted that television would be a profitable and popular advertising medium.

Raymond E. Nelson, vice-president of the Charles M. Storm Co., New York, said many of the so-called hurdles in the way of television are imaginary. Talking price with reference to video productions at this time is "rather premature", he said, and added: "I think that the television salesman is going to be worth every cent he draws and a lot more and I'd suggest that we stop worrying about the size of his salary until he's had a chance to prove that he's worth it."

Mr. Nelson said experiments by the Storm company had convinced him and his associates that "television is destined to write one of the most dynamic chapters in the

Hon. George Duram
H. W. Kastor & Sons Adv. Co.
Chicago, Ill.
Dear George:
I hear 'em talking around this station about how important it is to keep good public service programs rolling. Guess that's one of the reasons why the boss, Howard L. Chernoff, made arrangements while he was in England to give our listeners still another "terrific" public service program. It's called London Letter, a quarter hour show that's done by McDonald Hastings of the BBC. We carry it once a week, and not only does this program have West Virginia service men on it, but Hastings also gives the latest in war news. Sort of puts us in a class with CBS's Ed Morrow, and certainly puts us "on the beam" for real public service, don't you think?
Regards, Yours, Algy



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WPAR Parkersburg · WBLK Clarksburg

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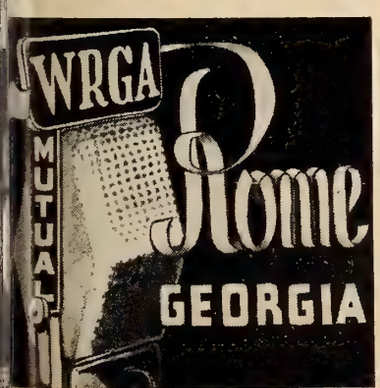
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story of advertising . . . . I can only say that television—today's television—will do a selling job that staggers the imagination."

He said the public wants television at the "earliest possible opportunity". He discounted the idea that television would be acceptable as a novelty. Rather, his experiences proved, he said, that "the novelty appeal wears thin fairly quickly".

"I believe that television is here today—right now; that an advertising giant awaits only the loosening of his chains to render staunch service to American industry," Mr. Nelson concluded. "And I'm convinced that the American public wants it to be 'V' for 'Video Day,' too."

Frederick A. Long, in charge of television and motion pictures of BBDO, said: "We consider television a new and potentially most effective advertiser." He forecast that advancement in the art would be far more rapid than that of AM broadcasting and motion pictures.

"I believe I am correct when I say that BBDO has produced television programs on a one-time basis for more sponsors than any other advertising agency," said Mr. Long. He listed the B. F. Goodrich Co., General Electric Co., *Reader's Digest*, Remington Arms Co., Hamilton Watch Co., Easy Washer Co. among clients for whom his agency has built commercial television programs.

Experience with programs on WRGB Schenectady, the GE station, indicates, said the witness, that "young people are a big factor in television". He said 23% of the television audience in Albany, Troy and Schenectady for Sunday evening programs are youths under 18.

Sees No Death Of Program Fare

Asserting that BBDO had been in television production for a year-and-a-half, Mr. Long said, "If it is possible for us to do this, it is also possible for some 50 or more other agencies to do the same thing to some degree and some of them are already going about it. . . . I can anticipate no dearth of program fare for the public of acceptable quality . . . It is my firm belief that advertisers will be willing to sponsor these programs, whenever they can foresee an adequate return—perhaps even earlier."

Mr. Long, likewise, said he saw no barriers which would make the cost prohibitive, even if a program is released over a network of a "very few stations". As to types of programs most popular, he listed music variety and audience participation as good for television. Sports programs rank high, light opera is good; so is news, he added.

"Most of the program types acceptable to radio are also acceptable to television and in addition some are good on television, because of the picture, that would be unwelcome on radio," Mr. Long declared. "I do not particularly worry about distribution of these sponsored programs, whether by relay-station network, coaxial cable, film or otherwise. Of course, the easier the distribution can be made, the better. But if the audience is there in sufficient numbers to be worth reaching, the broadcasters, the sponsors and their advertising agencies will find a way."

Mr. Long opposed any plan to "defer the availability of television to the broadcaster, the program sponsor and the public itself."

Dr. Peter C. Goldmark, chief television engineer of CBS, testified Tuesday morning: 'We believe we can prove that the new system would be superior to any yet utilized, but at the same time we shall strive to maintain, and wherever possible to improve, the technical quality of television pictures under the present standards."

Citing data tending to show that television pictures must be larger than those of prewar vintage, Dr. Goldmark said CBS proposes to widen the present 4 mc video portion of the band to 10 mc, which would require a maximum channel of 16 mc to be utilized for transmission in black-and-white at 735 lines per picture or in color with 525 lines. He cited technical information upon which CBS based its conclusions.

He brushed aside arguments that before color television is ready, a full electronic color system must be developed and pointed to the fact that a 16 mm film, "which television must match in quality if it is to meet the expectations of the public is thrown onto the screen in our homes by a thoroughly non-electronic device known as the movie projector."

Tells of Problems Facing Color Television

The CBS proposed color system is 95% "electronic" and only about 5% mechanical, he said, adding that in the UHF method the projection receivers will be capable of reproducing either black-and-white or color transmissions, and the rotating color disk of about nine inches in diameter will run at a moderate speed. These receivers can be manufactured at a cost not much higher than the black-and-white receivers, he added.

Of several types of tubes which have been developed and used in military equipment during the last few years, at least one in particular "shows real promise for television", he said. "It will supply adequate power for broadcast purposes and is capable of being modulated over the proposed 10 mc video band.

"The radio frequency output can be amplitude modulated by any amount up to 100% or it can be frequency modulated," he continued. "These devices are thoroughly practical, and some already have been produced in large quantities. In

Bucilla Expands

BERNARD ULMANN Co., New York, is adding five or six stations to its current list of 17 in the promotion of Bucilla yarns using thrice-weekly participations on women's interest programs. Agency is Grey Adv., New York.

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ed, there is indication that vacu- tubes capable of even higher wer, ensuring a satisfactory high finition television broadcast ser- e in the UHF spectrum, will be ailable commercially immediately ter the war."

Dr. Goldmark said an important ature of the proposed wide band evision system is the elimination a separate sound transmitter. und will be transmitted, he ex- ained, by the picture transmitter tirely within the video band dur- g the synchronizing intervals.

Receivers designed to utilize this ethod of sound transmission are s expensive to build, he told the mmission, since they do not re- ire the use of a separate inter- ediate frequency amplifier for und. Arrangements have been ade with Zenith Radio Corp. to rnish a sufficient number of re- ivers to carry on experimental d developmental work, according Dr. Goldmark.

The witness said published data dicates the interference to service ea ratio at 60 mc is 11-1, but only 1 at 500 mc. "Many of the detri- ental effects of multipath trans- ssion which have been observed very high frequencies will un- ubtedly continue to plague us in e ultra highs, at least for a hile," said Dr. Goldmark. "It is portant to note, however, that ese reflections are not likely to more numerous or more intense say, 500 mc than they are known be around 100 mc."

sts Interference ctors by Importance

Cross-examined by Dr. Denny, . Goldmark said he thought FM uld function well between 80-100 "or thereabouts". He listed, in e order of importance, the follow- g interferences, multipath and adow, first; Sporadic E second, layer third, noise fourth and rsts fifth.

He said receivers for the UHF nd would be cheaper to manufac- re than those of the present band. e added CBS should be able to go the air with its "entire system" UHF television "within a year". ceivers are not a problem, he as- ted, either for color or black- d-white, in the UHF band. He clared that enough work has been ne to date to "predict this ser- e an absolute certainty".

Dr. Goldmark estimated that if deral delivers the first unit of e transmitter in eight months, d there are no other interrup-



Big Six Sponsored

CITY National Bank of Kansas City, a new radio advertiser, has signed for sponsorship, during the 1944 season, of Bix Six football games on KMBC Kansas City, it was announced last week by E. P. J. Shurick, KMBC sales promotion and publicity director. Games will be broadcast by Sam Molen, formerly of the West Virginia Network, who was himself a football, baseball and track athlete. Agency handling the City National Bank account is R. J. Potts-Calkins & Holden Inc., Kansas City.

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tions, within three months after its installation CBS should be able to "show some definite results". He said the network endorsed the Panel 6 relay recommendations. Asked by Commissioner Jett if 735-line definition should be the standard for the next decade, Dr. Goldmark said: "That should be the optimum standard longer than the next decade".

Cross-examined by Mr. Roberts, Dr. Goldmark declined to make a recommendation as to continuance of the 6 mc band in the lower frequencies, saying "that is up to the Commission" but he emphatically stated. "I'm not tossing 6 mc standards overboard. We will do all we can to help develop television, if that's the standards." He added, however, that 16 mc television is 2½ times better than 6 mc.

Mr. Weiss had no prepared statement but, answering questions propounded by Mr. Denny, said the only objections to the present 10x12-inch screen came from those who don't own television sets. Owners are satisfied with them. Agencies, he said, have displayed an unusual amount of interest in television and regard it as the "third dimension of advertising media".

He regards color television as remote and urged the Commssion to proceed with the system now in use. Don Lee has a quarter of a million dollars invested in present standard television, which would be lost should video be moved elsewhere in the spectrum.

He estimated the technical cost of producing television on a 12-hour daily basis at $150 per hour. Among problems facing telecasters are the "craft unions", he said, many of which now are organized among movie workers and which have been eyeing radio, particularly television.

Weiss Calls Video A 'Luxury Item'

Mr. Weiss said he didn't think television could be self-supporting in a community of less than a half-million population. "Television is not a poor man's paradise," he declared. "It's a luxury item. It will take several years yet to be self-sustaining." He pictured television as a novelty rather than entertainment.

The Don Lee executive said he didn't think television could be operated on a full commercial basis, four hours daily, for at least "three or four years". He said he couldn't anticipate when the art would reach the point where broadcasters could sell a program service 12 hours daily. He visioned video as primarily an evening service when the entire family could enjoy it.

Dr. George R. Town, director of engineering research of Stromberg-Carlson Co. and chairman of Committee 3, RTPB Panel 6, said his firm endorsed the RTPB recommendations. Answering technical questions put by Mr. Denny, he said the average drift of a good commercial receiver on 50 mc is plus or minus 0.05% and on a 250-300 mc receiver plus or minus 0.06%. "As you go higher you have greater problems in the receiver," he said.

He estimated the cost of a receiver for 300-1,000 mc would be about twice that of one 50-100 mc, after citing technical data as to changes necessary in the two receivers. When Dr. Goldmark submitted a question asking if Dr. Town knew that a 6-tube IF amplifier exists, David B. Smith, Panel 6 chairman, objected, contending that the particular amplifier was classified and it shouldn't be discussed.

"I don't think it makes a durn bit of difference," snapped Chairman Fly. "If he wants to discuss that here, that's his business." In the ensuing argument, in which Mr. Smith objected to the presentation "by one side of classified information" while the other side wasn't using such data, Dr. Goldmark took the stand to say:

"I think it's exaggerated to raise the IF amplifier question. Before the war I saw in Germany 715-line definition. There is nothing classified about what I asked." Then he added: "It is incorrect to say a receiver in the higher spectrum would be double in cost. I'm not taking advantage of classified material. The IF amplifier I referred to is not classified."

Dr. Town said he agreed with Dr. Goldmark that "the cost of IF



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stages is not a major factor" in receiver manufacturer, but he stuck to his original statement that the overall cost would be double. Mr. Denny asked him if the retail price of a receiver was $150 what the manufacturing cost would be. Dr. Town said the markup ranged from 2½-1 to 5-1. He suggested an average of 3½ or 4-1.

James D. McLean, sales manager of television equipment for General Electric Co., Schenectady, appearing on behalf of the TBA and for GE, listed estimated costs and equipment necessary for three types of television stations, master, intermediate and satellite. He estimated the cost of operating a master station, 8 hours daily, at $117 per hour; an intermediate station at $80 per hour and a satellite at $27 an hour (complete details on page 32).

Facsimile Seen As Police Service

Beginning Group 3 hearings (police, fire, forestry, special emergency, provisional, special services, motion picture) last Wednesday morning, Glen E. Nielsen, assistant chief, Safety & Special Services Division, FCC Engineerng Dept., outlined present allocations of the various police services and submitted exhibits showing conflicts between proposals by IRAC, the RTPB and present allocations.

Capt. Donald S. Leonard, chairman of the communications committee and past president, International Assn. of Chiefs of Police, who also represented Committee 1, Panel 13, RTPB, urged the Commission to set aside sufficient spectrum space to permit all police departments to function efficiently. He said about 850 fixed stations are now operating on 35 medium frequency channels between 1601-2490 kc and 830 police radiotelephone fixed stations are operating on the 29 "overcrowded frequencies of the 30-40 mc band". Many other frequencies will be required in the expansion of service following the war, he added.

Capt. Leonard visioned facsimile as a great weapon in the hands of law enforcement officers fighting crime. He depicted walkie-talkies in controlling traffic and other policing duties.

"Police forces throughout the nation were indignant at the effrontery of the Interdepartment Radio Advisory Committee," Capt. Leonard told the Commission. "The IRAC displayed an utter disregard for a service which, according to its own announced plan of observing a general order of priority for radio services involving the preservation of life and property, should have been accorded an increase in frequencies." He charged the IRAC recommendations would remove from "occupancy of 35 medium frequency channels between 1601-2490 kc affecting 900 police stations; would junk the intercity police telegraph network; ignore the needs of police for facsimile, and would jam a service so essential to orderly government from a total of 76 channels now in use in all bands to 45 channels in the 30-40 mc band."



IT COSTS MONEY to operate a television station, James D. McLean (r), sales manager of television transmitting equipment, General Electric Co., Schenectady, told Mrs. Martha Kinzie, assistant secretary of the Radio Technical Planning Board. They were interested spectators at the FCC television allocation hearing last Tuesday. Mr. McLean testified as to costs of television equipment and operation.

Capt. Robert L. Batts of the Indianapolis Police Dept., representing the Associated Police Communication Officers and the International Assn. of Chiefs of Police as chairman of the Police Committee, said the present trend among police agencies is toward the very high frequency spectrum, above 30 mc, using FM in all new installations replacing worn out equipment. Recent tests and demonstrations of FM on 118 mc indicate definite possibilities for municipal and county police fixed station and mobile use, Capt. Batts said. He made the following recommendations for allocations:

Channels 8 kc wide, 1601-2490 kc; channels 40 kc wide, 30-40 mc; channels 50 kc wide, 121-137 mc; undetermined channel widths, 320-330 mc.

E. C. Denstaedt, Detroit Police Dept.; George K. Burton, radio supervisor of KQCE, the sheriff's office, Contra Costa County, Martinez, Cal.; Roy Groenier, Madison, Wis., police department; Francis Burns, New York City police department; Donald J. McFarlane, Boston police department, and G. B. McMurphy, Alameda County, Cal., sheriff's office, spoke in behalf of municipal and county police radio.

Testifying for state police, in addition to Mr. Adritsh, were Frank W. Walker, chief engineer of the Michigan State Police and vice-chairman of RTPB Panel 13, and R. A. Kridler, supervisor of communications for Southern California, California Highway Patrol, and representative of Committee 1, RTPB Panel 13.

Appearing on behalf of police point-to-point service were Capt. Leonard, Capt. Batts and Harry Duncan. Representing the Eastern States Police Radio League were Sgt. D. J. McFarlane, radio supervisor of Boston Metropolitan Police, president; Lt. Arthur H. Vickerson, radio supervisor, Police Headquarters, Boston; Walter Hartford radio supervisor, Newton (Mass.) Police; Lt. W. T. Armstrong, communications officer, Massachusetts State Police; Capt. Lewis J. Boss radio supervisor, Warwick (R. I.) Police; Lt. Walter J. Boas, communications officer, Connecticut State Police.

Attending the hearings as official observers were the following officers who assisted in the elaboral presentation on police radio services: Capt. Jack Wilt, Kansas City, Kan.; William Lee, Virginia State Police; Supt. Gerald Sutton, Iowa State Police; Lt. Donald E. Wagner, Pennsylvania State Police; L. Perry E. Griffith, Tennessee State Police; T. J. Dolan, attorney, State of Tennessee; Toland McGettigan assistant law director, law enforcement, California State War Council, representing Gov. Earl Warren.

Acting Chairman Paul A. Walker commended the police on the thoroughness "for the way you've presented this testimony. We appreciate the patriotic services the police organizations are rendering," he said. "I know many of you have come here at your own expense and I want you to know the Commission is extremely grateful."

Commissioner Walker, during late afternoon testimony Thursday told witnesses that the FCC realized the necessity of radio communications in preference to land wire services in police work. He asked that the witnesses make their wants as to spectrum space known.

Inspector Denstaedt, summarizing testimony, made the following recommendations on behalf of the various police organizations:

Retention of the present 31 channels in the medium frequency 1610-2490 kc; 25 channels, 2,000 8,000 kc; 86 channels, 30-40 mc channels, 116-138 mc; 3 blocks channels, 121-123 mc, 124-126 mc 135.650-137.650 mc, making 1 channels requested for that regio

"KEEP SHIPPING MONTHLY"
wires Eugene Tanner, WSIX
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

block of channels, 320-330 mc; itional channels for experimen- work up to 10,000 mc. Inspector staedt pointed out that the l police requests are "just htly more than one and one- television channels, for chan- below 300 mc."

portance of Municipal rvices Stressed

ppearing again for the FCC, Nielsen said four channels with otal band width of 184 kc in 1-133 mc band are allocated to nicipal fire services, whereas RTPB requests 41 channels, ng a total width of 1708 kc in 1-133 mc band.

Mayor LaGuardia, heading a list witnesses on behalf of fire serv- , presented a resolution adopted the U. S. Conference of Mayors ing on the FCC to "thoroughly sider the needs of fire and po- services to the end that an ade- te number of radio channels made available." He pointed to need for two-way police and fire io service.

I know the pressure for fre- ncies from commercial enter- ses, but I submit that munici- ities should receive first priority er the armed services," said the yor under cross-examination. In w York alone, he said, police and radio services have saved 25- manpower in the present help rtage.

Herbert A. Friede, communica- ns officer of the District of Co- bia and chairman of Commit- 2, Panel 13, who cited statistics fire losses and insurance, said: dequate emergency communica- ns facilities for the fire service y ultimately cause a reduction existing rates, which will amount a considerable saving to the tax- ers of our nation in the form of ings on insurance policies and a idend on their investment." He sented exhibits showing radio ds of all sizes of municipalities. Also appearing for fire services were: C. G. Lauber, National Board of Fire Underwriters; Percy Bugbee, National Fire Protection Assn.; Samuel Pope.

K. F. Williams, superintendent of Forest Fire Control, New York State Conservation Dept., and chairman of Committee 3, RTPB Panel 13, requested a total of 52 channels in various bands from below 40 mc to 161 mc, some to be shared with police, power, transit utilities and railroads. A total of 21 witnesses was heard in behalf of forestry services.

Vick's 37 in Canada

VICK CHEMICAL Co., Windsor, Ont., has started announcements and transcribed programs on 37 Canadian stations. Account was placed by Morse International, New York.

Eversharp Increases

MOVING further up into the roster of major network advertisers, Eversharp Inc., Chicago, will have three programs on the air next month with the addition of a CBS program starring Orson Welles, who will also write, direct and produce. Tentatively scheduled to start Nov. 17 under the title *The People Request*, it will be heard on CBS Friday, 7:15-7:30 p.m. Mr. Welles will vary the pattern of the show from week to week, adhering in general to a dramatic format, and drawing some of his ideas from listeners' suggestions. Eversharp has been gradually increasing network advertising since the appointment of Biow Co., New York, as agency, in 1940. Firm started *Take It or Leave It* on CBS that year, increasing the network from time to time, and now using virtually the full network Sunday, 10-10:30 p.m., and continuing *Let Yourself Go* on 164 Blue stations Tuesday, 10:30-11 p.m.

Refrigeration Names

REFRIGERATION Corp. of America, New York has appointed Peck Adv., New York, to handle advertising of home and farm freezers, and frozen food locker plants. Radio will probably be used.

Jacksonville Bears Brunt of Hurricane

Many Stations Off the Air As Storm Hits Southeast

FLORIDA stations bore the brunt of the hurricane which swept through the Southeast last week, with Jacksonville, hardest hit of Florida cities as broadcasting service was concerned, reporting three of the four stations off the air.

WJAX Jacksonville, according to a report phoned to BROADCASTING from General Manager John J. Hopkins III, was the only station remaining on the air, with WJHP WMBR and WPDQ completely out of commission. WPDQ was still off the air at 4:15 p.m. Friday as BROADCASTING went to press. WJHP, Jacksonville's Blue outlet, suffered the only physical damage when the storm knocked out its tower.

The gale at Miami's airport reached a high of 65 m.p.h., Mr. Hopkins reported. He said WJAX had received commendation for its storm service from the Coast Guard. One of the reactions of the storm which impressed Mr. Hopkins particularly was the large number of listeners to WJAX who reported hearing programs over their car sets, when the regular home receivers were knocked out through power failure.

Others Hit

WFTL Ft. Lauderdale was off the air from noon till 4 p.m. Thursday when the telephone circuit failed. At Ft. Myers, WINK (formerly WAAC) a CBS outlet, lost its network at 8:30 p.m. Wednesday, resuming network operation at 10 a.m. Friday.

In Washington, the FCC received reports from many Florida stations. According to FCC Assistant Chief Engineer John A. Willoughby, WLOF Orlando went off the air at 8 a.m. Oct. 19, while WSTP St. Petersburg, and WFOY St. Augustine were also reported off.

Two Miami stations, WIOD (NBC) and WQAM (CBS), lost their networks through trouble at Jacksonville and not because of storm conditions in Miami, which itself suffered a 65-m.p.h. wind. WIOD gave 24-hour service, according to General Manager James Le Gate, who told BROADCASTING that Miami was prepared for such a storm as it had experienced so many in the past. Over in Miami Beach, WKAT lost its network (Blue) during the day for a few hours on Thursday.

In North Carolina, A. D. (Jess) Willard Jr., manager of WBT Charlotte, reported that the station's only loss was the last seven minutes of a service program, *Marines in the Making*, 4-4:30 p.m. Thursday, which the station feeds to CBS from Parris Island, S. C., 60 miles away. WBT Engineer Elwood Strope and Producer Larry Walker were marooned on Parris Island with the WBT station wagon. WBT was undamaged.

First in Prestige!
First in Audience!
First for Advertisers!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

MAGNIFY YOUR RESULTS WITH ORIGINAL CUSTOM-BUILT RADIO SPOTS

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue NEW YORK CITY

Sell the Booming Hard Coal Region!
WAZL
Hazleton, Pa.
NBC Mutual

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

United Manufacturing Corp.
Division of U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., N.W., Wash. 6, D. C.
District 1640

SOUND EFFECTS
Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions—Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

YOUR CANADIAN DISTRIBUTION *is assured thru*
WALTER P. DOWNS Ltd.
633 Dominion Sq. Bldg., Montreal, Can.
Present Lines:
PRESTO RECORDING CORP.
FONDA CORP. AMPEREX TUBES
AUDIO DEVELOPMENT CO.

FOR YOUR PROGRAMS in CANADA
"ask Adaskin"
JOHN ADASKIN PRODUCTIONS
Montreal Trust Bldg., 67 Yonge St., Toronto

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

Actions of the FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 14 TO OCTOBER 20 INCLUSIVE

Decisions . . .

OCTOBER 16

York County Broadcasting Co., Rock Hill, S. C.—Granted mod. CP authorizing new station (WHHI) for extension completion date to 12-13-44.

Ewing Broadcasting Co., Jackson, Miss.—Granted CP covering new station (WJXN) for approval antenna, transmitter location; conditions.

Evansville on the Air Inc., Indianapolis—Placed in pending file application new FM station.

Harbenito Broadcasting Co., Harlingen, Tex.—Same.

KJBS Broadcasters, San Francisco.—Same.

Telecast Inc., Roanoke Rapids, N. C.—Same.

Warner Bros. Broadcasting Corp., Hollywood—Same.

Evening News Press Inc., Port Angeles, Wash.—Granted mod. CP new station (KONP) to change type transmitter, make changes antenna, approval transmitter location; conditions (action taken 10-6-44).

WCOL Columbus, O.—Granted vol. assgn. license from WCOL Inc. to Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley, and Grace M. Pixley d/b The Pixleys. No monetary consideration.

KORN Fremont, Neb.—Granted acquisition of control by Arthur Baldwin through purchase 139 sh from Lloyd C. Thomas, Earl J. Lee, S. S. Sidner, A. C. Sidner and H. A. Gunderson for $8,754.70.

KVOX Moorhead, Minn.—Granted relinquishment control by David C. Shepard through transfer 68 sh. No monetary consideration.

KTFI Twin Falls, Ida.—Granted license renewal for period ending 11-1-45.

WDRC Hartford—Same.

WEBC Duluth, Minn.—Granted license renewal for main and auxiliary transmitters for period ending 11-1-45.

The Regents of the U. of Michigan, Ann Arbor, Mich.—Granted CP new noncommercial educational station, 42,100 kc, 50 kw, special emission for FM, unlimited.

Commercial Radio Equipment Co., Washington, D. C.—Granted CP new developmental broadcast station, frequencies to be assigned from time to time by Commission, 250 w unlimited; conditions. Also granted CP new developmental satellite broadcast station, 100 w, unlimited; conditions.

OCTOBER 17

Texas Star Broadcasting Co,, Houston, Tex.—Adopted order granting application for license of KTHT Houston.

WSAR Fall River, Mass.—Announced Decision and Order granting application for vol. assgn. license from Doughty & Welch Electrical Co. to Fall River Broadcasting Co.

OCTOBER 18

KMJ Fresno, Cal.—Granted petition intervene in hearing on KFXD application change assignment and move, and applications of Queen City Broadcasting Co. and Idaho Broadcasting Co. for new stations Boise.

Rochester Broadcasting Corp., Rochester, N. Y.—Granted petition take depositions.

Idaho Broadcasting Co., Boise, Ida.—Granted petition take depositions.

Mississippi Broadcasting Co., Jackson, Miss.—Withdrawn motion for waiver rule regarding filing time depositions. Granted motion for leave to amend application for new station and to sever from consolidated hearing.

Centennial Broadcasting Co., Portland, Me.—Granted petition for leave to amend application new station.

KMLB Monroe, La.—Granted petition for continuance hearing now set Oct. 25 to Nov. 24.

Mississippi Broadcasting Co., Macon, Miss.—Granted motion for continuance hearing now set Oct. 20 to Nov. 17 re application and that of Birney Imes Jr. for new stations.

KSFO San Francisco, KROW Oakland—Granted motion for contiuance hearing on license renewal applications now set Oct. 26, and continued same to Dec. 6.

KVOE Santa Ana, Cal.—Granted motion for leave to amend application for CP change assignment and removed same from hearing docket.

Tentative Calendar . . .

OCTOBER 25

KMLB Monroe, La.—CP 1440 kc 1 kw unlimited DA-N

Applications . . .

OCTOBER 16

Passaic Daily News, Paterson, N. J.—CP new FM station, 49,900 kc, 3,878 sq. mi., $39,810 estimated cost.

WHAI Greenfield, Mass.—CP new FM station, 49,900 kc, 3,556 sq. mi., $19,500 estimated cost.

KNOE Monroe, La.—License to cover CP new station

Rock Hill, S. C.—Mod. CP authorizing York County Broadcasting Co., new station (WRHI) for extension completion date from 10-15-44 to 12-13-44.

KFFA Helena, Ark.—CP change 1490 kc to 1230 kc.

WIS Columbia, S. C.—CP new FM station, 43,100 kc, 16,230 sq. mi., $116,000 estimated cost.

Ned Shepler, Lawton, Okla.—CP new FM station, 48,900 kc, 4,500 sq. mi., $38,000 estimated cost.

WIBW Topeka—CP new FM station, 45,500 kc, 4,804 sq. mi., $23,787 estimated cost.

Coast Ventura Co., Ventura, Cal.—CP new standard station, 1450 kc 250 w unlimited.

Western Radio Corp., Pasco, Wash.—Mod. CP authorizing new station (KPKW) for approval antenna and transmitter and studio location.

KTNM Tucumcari, N. M.—Vol. assign. license from Lester Q. Krasin and Otto A. Krutzner to Hoyt Houck, Robert D. Houck, Walter G. Russell and Lonnie J. Preston d/b Tucumcari Broadcasting Co.

KOIN Portland, Ore.—CP new FM station, 45,700 kc, 12,856 sq. mi., $40,000 estimated cost.

WAVE Louisville, Ky.—CP new commercial television station, Channel 1.

OCTOBER 18

Voice of Talledega, Talladega, Ala.—CP new standard station, 1230 kc 250 w unlimited.

KTOP Inc., Topeka—CP new standard station, 1400 kc 250 w unlimited.

KVAN Vancouver, Wash.—CP change 910 kc to 930 kc, 500 w D 250 w N to 500 w D unlimited, amended to change requested power to 500 w DN, install DA-DN and change transmitter site.

KTSW Emporia, Kan.—CP change 1400 kc to 1490 kc and make changes in equipment (petition to reinstate).

OCTOBER 20

The Yankee Network Inc., Hartford, Conn.—CP new commercial television station, Channel, 9.

Gulf Broadcasting Co., Mobile, Ala.—CP new standard station, 1490 kc 250 w unlimited.

Capital Broadcasting Corp., Little Rock, Ark.—CP new standard station, 1400 kc 250 w unlimited.

WFLA Tampa, Fla.—License cover CP increase power, changes DA-N.

Kansas City Star Co., Kansas City—CP new FM station, 44,500 kc, 26,400 sq. mi., $170,850 estimated cost.

KDYL Salt Lake City—CP new commercial television station, Channel 1.

Olympic Broadcasting Co., Port Angeles, Wash.—CP new standard station (application dismissed).

Network Accounts

All time Eastern Wartime unless indicated

New Business

P. LORILLARD Co., New York (Old Gold cigarettes), on Oct. 25 starts *Which Is Which* on about 140 CBS stations, Wed. 9:30-10 p.m., having discontinued Oct. 18 Allan Jones on 122 CBS stations, Wed. 8-8:30 p.m. Agency: J. Walter Thompson Co., N. Y.

SUPERTEST PETROLEUM Corp., Toronto, on Nov. 6 starts *Command Performance* on 24 CBC Dominion network stations, Mon. 8-8:30 p.m. Agency: Harry E. Foster Agencies, Toronto.

Renewal Accounts

WM. WRIGLEY Jr. Co., Chicago (gum), on Oct. 28 renews *America in the Air* on 140 CBS stations having added 5 stations, Sat. 7:30-8 p.m. (rebroadcast 11 p.m.). Agency: J. Walter Thompson Co., Chicago.

WHITEHALL Pharmacal Co., New York, on Oct. 25 renews on 51 CBS stations *Easy Aces*, Wed. 7:30-8 p.m. (Anacin), *Mr. Keen, Tracer of Lost Persons*, Thurs. 7:30-8 p.m. (Kolynos toothpaste, toothpowder), *Friday on Broadway*, Fri. 7:30-8 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

CHESEBROUGH Mfg. Co., New York (Vaseline preparations), on Oct. 25 renews *Dr. Christian* on 132 CBS stations, Wed. 8:30-8:55 p.m. (rebroadcast 11:30 p.m.). Agency: McCann-Erickson, N. Y.

BOURJOIS Inc., New York (Evening in Paris face powder), on Oct. 12 renewed *Ray Blocks Orchestra* on 122 CBS stations, Thurs. 10:30-11 p.m. Agency: Foote, Cone & Belding, N. Y.

LEHN & FINK Products Corp., New York (cosmetics), on Oct. 23 for 52 weeks renewed *Blind Date* on 177 Blue stations, Mon. 8:30-9 p.m. (repeat 12 Midnight). Agency: Wm. Esty & Co., N. Y.

AMERICAN DAIRY Assn., Chicago (dairy products), on Oct. 29 for 13 weeks, renews *Voice of the Dairy Farmer* on 20 Mutual-Don Lee western stations, Sun. 12:15-12:30 p.m. (PWT). Agency: Campbell-Mithun Adv., Minneapolis.

LOS ANGELES SOAP Co., Los Angeles (Sierra Pine soap, Scotch Cleanser), on Oct. 23 for 52 weeks, renews Art Baker on 18 NBC western stations and adds KFSD making total of 19 stations, Mon. thru Fri. 10:45-11 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

PRINCE MATCHABELLI Inc., New York (perfumes, cosmetics), on Oct. 15 for 13 weeks renewed *Stradivari Orchestra* on 43 NBC stations, Sun. 12:30-1 p.m. Agency: Morse International, N. Y.

SWIFT & Co., Chicago (all products) on Oct. 30 renews for 52 weeks *Breakfast Club* on 195 Blue stations Mon. thru Sat. 9:30-9:45 p.m. (repeat 11:30 a.m.). Agency: J. Walter Thompson Co., Chicago.

Gillette Sponsors Army-Navy Game

GILLETTE SAFETY RAZOR Co., Boston, last Saturday announced it had made arrangements for worldwide broadcasting Dec. 2 of the Army-Navy football game to which it has secured exclusive broadcast rights. Contract, signed by J. P. Spang Jr., Gillette president, and Capt. C. O. Humphreys, USN, director of athletics at the Naval Academy, provides for nationwide coverage in this country, direct from Thompson Stadium, Annapolis, Md., on a "complete coast-to-coast network" and transmission to the armed forces in all war theatres through shortwave facilities supplied by the Armed Forces Radio Service. Announcement of the network and radio reporters will be made at a later date, it was stated.

in the CONTROL ROOM

JOHN PENAZ, after 16 years wi NBC Chicago, has joined the te nical staff of WGES Chicago.

K. C. (Casey) AMBLER, form engineer of KFWB Hollywood, a for the past several years ground s tion operator for Pan American A ways, has returned to KFWB.

WILLIAM CARBERRY, former gineer of KQW San Francisco, h joined KPAS Pasadena, Cal., repl ing Patrick Walsh. Latter has joi CBS Hollywood technical staff.

ARCH GRIFFIN, new to radio, h joined the KGFJ Los Angeles en neering staff.

THOMAS L. BUSCH, formerly WDAS Philadelphia, has joined t engineering staff of WIBG Philad phia.

GAIL BRANCH, Nancy Bugbee a Charles Tessier are new additions the control staff of WWNY Wat town, N. Y.

DONALD F. LANGHAM, former gineer at WFBL Syracuse, has be promoted to a first lieutenant in t Signal Corps.

LOIS JEAN WICK, relief operat and recording supervisor at KDI Devil's Lake, N. D. has returned Macalaster College, St. Paul, Minn. take an electrical engineering cour She is the daughter of Bert Wi KDLR manager. Richard Moritz, leased by the Army, has returned his job as chief engineer of KDL Rose May Shelton, new to radio, h been added to the KDLR transmit staff.

WALTER LINDSAY, NBC transm ter engineer, is the father of a g

BETTE NOWELL, new to radio, h replaced Elizabeth Carter, resigned, recording engineer at KUTA Salt La City.

CLIF PORTER, former operator w the War Dept., has joined the en neering staff of WCED DuBois. P

STERLING DRUG Inc. (Ironiz Yeast Tablets) and Ruthrauff & Ry advertising agency, were cited l week by the Federal Trade Comm sion in a complaint charging fa representations by radio and other dia of therapeutic properties of preparation.

Radio News Editor Analyst

With a background of 19 years in newspaper work and 4 years as a radio news editor and analyst, I am seeking a larger opportunity. Seven of my years as a newspaperman were spent in foreign fields. Have had 14 months of network experience. Now commentating on a regional CBS station and have a high listener rating.

Box 811
Broadcasting

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

nt Executive to join recognized me- m size Chicago agency in a new busi- s development capacity. Must have ncy experience, excellent references, d contacts and strong sales ability. e complete information in first let- Our executive staff is familiar with advertisement. All applications will kept in strictest confidence. Box 612, OADCASTING.

uncer and announcer operator. Good portunities for right man with NBC iate now under new ownership. Must conscientious, sober. Audition tran- ption necessary. 45-hour week, base ry plus talent fees. Address Box 765, OADCASTING.

good news reporters, day and night . Outside and desk work. Also good spaper. Only men desiring perma- t position wanted. Write WHBF, k Island, Ill., stating qualifications, ry requirements, etc. All applications fidential.

NOTCH ANNOUNCER FOR STAFF RK ON 5 KW NBC BASIC STATION LARGE MIDWESTERN CITY. THIS AN EXTRAORDINARY OPPOR- NITY FOR A DEPENDABLE EX- RIENCED MAN WITH AN EYE ON AND TELEVISION. IF YOU ARE E RIGHT MAN, YOU KNOW WHAT WANT TO KNOW ABOUT YOU. LL US, IN A LETTER, TODAY! X 815, BROADCASTING.

uncer—With experience on panel and nscription tables, by 1000 watt mid- tern network station. Excellent work- conditions and top sa ary to start. ite giving full particulars care Box , BROADCASTING.

and newspaperman, experienced, ded for arranging educational radio w on national hookup, originating shington, D. C. State background d salary desired. Reply Box 823, OADCASTING.

Radiophone Company, Oklahoma y, Oklahoma has opening for man o knows news, can rewrite and pre- t newscasts on air.

OUNCER WANTED. YOUNG MAN TERESTED IN FUTURE. WREN, WRENCE, KANSAS.

ed—Combination operator and an- ncer first class license. Also an- ncer with restricted license. Pay ve average. Fine year-round climate. UN, Bisbee, Ariz.

ed—Experienced commercial announc- for 1 kw station. Give experience and erences in first letter of application. dress KPAC, Drawer 511, Port Arthur, xas.

uncer—Are you an all-round experi- ed announcer who can handle con- ts? Tell us about yourself, where have worked, what your experi- e has been. Good salary and oppor- ity for the man who can qualify. dress Box 817, BROADCASTING.

writer experienced. Good position h 1,000 watt midwest station. Weekly ary starts at 50 dollars for 50 hours man who can produce salable com- rcial copy. Send full particulars and mple scripts with first letter, to Elmer opf, WFDF, Flint, Michigan.

uncer-operator wanted. Must have st class radio-telephone license and be pable of announcing news and com- rcials. Give experience, draft status d salary required first letter. Radio ion KSEI Pocatello, Idaho.

uncer, experienced only. 250 watt al with Mutual outlet. Capable of ading news, spinning platters and iting own continuity. Good position the right man who can handle avy commercial schedule. KDLR, vil's Lake, N. Dak.

ed—Chief engineer for 250 watt Mu- al station RCA equipment. Necessary take regular operators shift. $200 month to start plus some overtime. ite or wire C. O. Chatterton, KWLK, ngview, Wash.

ressive southern station wants an- uncer with some record jockey experi- e. Salary $45 weekly. Good permanent rking conditions. Blue Network sta- n. Box 750, BROADCASTING.

NTED—TWO FIRST CLASS ENGI- ERS MIDWEST AREA NON-DE- NSE AREA, ATTRACTIVE WAGES. ORMAL HOURS. POST-WAR FU- RE. BOX 824, BROADCASTING.

uncer wanted! Must be experienced. p salary paid for right man. Send voice anscription and full particulars to A. Cooper. Program Director, WFDF, int, Michigan.

Situations Wanted

Chief engineer fully experienced in all phases of work. Desires permanent connection with southern station. Married, 4F. Box 789, BROADCASTING.

Announcer—Dependable, energetic, deferred, college graduate, experience 2 stations. Available immediately. Box 802, BROADCASTING.

Announcer—Experienced newscaster, commercials, all-round man. 24. 4F. East preferred. Box 821, BROADCASTING.

Experienced radio executive. Formerly controlling large local accounts. Now available for sale management of progressive eastern seaboard station. Profiteering basis or over-ride on increase business acceptable. Available November 1. Box 267, 246 Fifth Ave., New York City.

Announcer, newscaster—Experience, married draft exempt, desires permanent connection. Available two weeks notice. Keith Albee, Sturgeon Bay, Wisconsin.

Announcer, 26. Draft deferred. One year experience. Available immediately. Box 814, BROADCASTING.

Contact now if you need program director that is commercial-conscious, not glamour. Write Box 816, BROADCASTING.

Available—woman announcer. Handles children's, women', dramatic programs, M. C. and program directing. Box 818, BROADCASTING.

Radio school graduate, announcer newscaster, specialized in local news reporting. Two years experience, 6 months program director—chief announcer, wishes change to permanent position with opportunities. Box 819, BROADCASTING.

Progressively thinking draft exempt young married man years of experience in every phase of radio including network, now managing small station, desires executive position with larger company and chance to make his result-getting ability into money for himself and his employer. In all sincerity here is a chance for station owners to forget your worries backed by the best references. Let me prove it to you. Box 803, BROADCASTING.

Continuity writer (woman), N. Y. station experience commercials, announcing, acting. Box 806, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer—Age 43, draft exempt, 24 years experience in broadcasting, television, and allied fields. First class telephone license. Three years announcing and executive experience. Desire position with expanding organization as chief engineer of broadcast, television, or small chain. Will consider partnership in small station. Preference, Tenn., S. C., east coast. Box 807, BROADCASTING.

Position wanted as hillbilly emcee and production man. Also experienced announcer, continuity writer and promotion man. Entertainer of network calibre. Can build and supervise complete artist bureau including close, effective co-operation with station promotion department. Now employed responsible position, but doing no air work. Permanent connection only. Excellent references. Married, 38, draft status 1AH (overage). Minimum starting salary $300.00 per month, plus personals or $400.00 straight salary. Box 808, BROADCASTING.

Experienced transmitter studio engineer. Permanent position, midwest. Box 809, BROADCASTING.

Wanted—One station manager to grant me an interview after this war is over. Experienced announcer-newscaster-sportscaster-dramatics director, program director called into service while working as an instructor in an aircraft factory, now employed by the Armed Forces Radio Service, in American Expeditionary Station, somewhere in the Pacific. Nine years radio before the war, and the lord only knows how much during war. Will appreciate even a tentative promise of an interview so I can feel that there is hope of returning to my own field which has a lot of new voices since I left. For references, write WNOX, WFBC and ask them about Mason-Dixon. Box 810, BROADCASTING.

Chief engineer—Family man now employed, with 15 years' commercial radio engineering experience desires position as chief engineer with west coast or Rocky Mountain region station. Familiar with FCC regulations and hearings and experienced from operating to chief engineer to building several stations complete. Left broadcast field short time ago to take position as special civilian engineer working with Armed Forces; work successfully concluded. Can be available about 30 days. Box 825, BROADCASTING.

Situations Wanted (Cont'd)

Girl, 26. Assistant any type radio production. Eight years advertising agency experience. Please state salary. In Hollywood now. Box 820, BROADCASTING.

Young man with experience and ability in announcing, script, copy, production. Seeking employment with agency or station in production-writing. Box 822, BROADCASTING.

Woman—Experienced in commentating, announcing, acting, continuity and public relations. Will travel anywhere. Box 826, BROADCASTING.

Southern California stations—Announcer, 9 years experience. 4F. Newscaster, time salesman. Box 827, BROADCASTING.

Wanted to Buy

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—1000 watt transmitter, FCC approved. Also, all other equipment necessary to complete station. Wire or write Box 784, BROADCASTING.

Tower, around 250 feet. Also ground wire. Box 804, BROADCASTING.

Transmitter, frequency monitor, modulation monitor and antenna for 250-watt station. Box 805, BROADCASTING.

Wanted to buy—Any type transmitter up to 5 kw, regardless of age or condition. Box 828, BROADCASTING.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

For Sale

Three used 1 kw DeForest-Sylvania transmitters converted to standard broadcast service, complete less tubes and crystals, $4,500 each FOB Los Angeles. Filing data available Nov. 1st, can ship transmitters Dec. 1st. 50% with order balance on delivery. Kluge Radio Company, 1913 Montrose Street, Los Angeles 26, Calif. Phone EXposition 1742.

One only new Temco transmitter converted to 250 watt standard broadcast service, complete with one set of tubes and approved temperature control oven, $3,000 FOB Los Angeles. Filing data available immediately, can ship transmitter in 30 days. First telegraphic money order or certified check takes same. Kluge Radio Company, 1913 Montrose Street, Los Angeles 26, Calif. Phone EXposition 1742.

$1,250 cash for composite 250-watt transmitter, ready-to-go complete with one set of tubes and some spares. Actually in broadcast operation until few months ago. You can't find a better buy. Call Poughkeepsie, New York, 6211-J.

If you need a 200' self-supporting radio tower contact James S. Duff, c/o WITH, 7 E. Lexington Street, Baltimore 3, Maryland. Phone Lexington 7808.

WANTED

Personality Radio Acts

Singles or doubles. Must have "down-to-earth" showmanship and salesmanship. No corny hillbillies please.

Write or wire Box 812, BROADCASTING

WANTED

Disc Jockey-Musical Clock M. C.

If you really have a proven record of showmanship and listener-appeal, we have a real opportunity for you. Central west.

Write or wire Box 813, BROADCASTING

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course

NOVEMBER 14

6 Weeks' Day Course

NOVEMBER 6

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y. CIRCLE 7-0193

Feldman Tells How Japs Were Fooled By Maintenance of Regular Broadcasts

HOW American radio war reporters in the South Pacific helped keep the Japs in the dark about the Philippines invasion by continuing their regular broadcasts to their home networks for more than a week while they were actually aboard the convoy headed for the Philippines is reported by Arthur Feldman, Blue correspondent, in a dispatch sent Oct. 11 from Gen. MacArthur's headquarters in New Guinea, but received by the Blue only last Thursday night.

Hours were spent, Feldman reported, "making recordings of undated feature newscasts to be played during their absence at their regular broadcast periods. The operation was worked out so thoroughly that even the pre-broadcast service conversation and level checks with network control rooms in San Francisco were recorded in advance.

Operation, Mr. Feldman said, "prevented Jap monitors in Western Dutch Guinea, who listen regularly to the New Guinea signal corps transmitter which beams broadcasts to the American networks, from learning of the correspondents' absence. If this had not been done and broadcasts from New Guinea had abruptly ceased, it would have been an obvious tip-off to the enemy".

Radio Leads Invasion Army

(*Continued from page 11*)

the air to the American people until his return to the Islands.

In anticipation of the Pacific campaign, all networks had augumented their staffs in that theatre, as well as their terminal and desk facilities on the West Coast, in the San Francisco area.

Planning Coverage

Maj. A. A. Schechter, Army Air Forces, former news and special events director of NBC, joined Gen. MacArthur's staff as radio officer last month to coordinate handling of broadcast traffic in the Pacific [BROADCASTING, Sept. 11]. Network representatives last week met with public relations officers of both the Army and Navy to plan coverage.

Lt. Comdr. Jack H. Hartley, chief of the Radio Branch, Navy Office of Public Relations, and formerly Maj. Schechter's assistant at NBC, in September was given additional duty in the Pacific area on the staff of Adm. Chester W. Nimitz to supervise radio and news facilities. That likewise tied into the epoch-making operation.

Representing American radio in the invasion were Arthur Feldman, Blue; George T. Folster, NBC; Gordon Walker, Mutual, and John B. Hughes, broadcasting for CBS in the absence of William J. Dunn who landed with the troops.

Gen. MacArthur's voice was first heard in a transcribed broadcast from Leyte early Friday morning. The broadcast originally had been made over the Voice of Freedom radio facilities, and directed to Philippine Island residents toward whose liberation the action is directed.

In addressing the Islanders, Gen. MacArthur told them that by his side were President Sergio Osmena of the Philippines and his cabinet. In this group, according to reports, was Brig. Gen. Carlos P. Romulo, who had been a public relations aide to Gen. MacArthur during the Philippine defense. Gen. Romulo in civil life was a newspapr publisher and broadcaster. He had operated KZRM and its shortwave adjuncts in Manila, in conjunction with his newspapers.

OWI Flash

OWI sent out the first flash of the landings at the end of its 12:15 a.m. broadcast beamed to Germany. From then on, all English, French and Italian music shows were torn apart to flash the news.

All of the major OWI programs played the Philippine national anthem, the "Star Spangled Banner," "Anchors Aweigh" and the Army Air Forces hymn.

During the late hours Thursday evening, Oct. 19 the networks remained on the alert, with the first UP flash confirming the invasion at 12:27 a.m. Oct. 20. As early as 9:45 p.m. of the 19th CBS had killed the *Corliss Archer* program and several Democratic spot announcements, substituting a special news show from KQW San Jose, Cal., but nothing happened until the 12:27 a.m. flash. At 12:28 a.m. the Blue got the flash on the air from San Francisco, interrupting a news program.

NBC at 12:30 a.m. switched to San Francisco to announce that a communique was due in five minutes, and at 12:35 a.m. NBC carried the communique along with the other networks. NBC aired studio music until 12:55 a.m. when it devoted its regular five-minute news period to commentary on the communique, signing off at 1 a.m.

The communique from MacArthur's headquarters in the Sou Pacific was read by an unidentifi voice, sounding like a Filipino. T was carried by Mutual from S Francisco at 12:32 a.m. and by Blue at 12:33 a.m.

From 1:30-2 a.m. CBS broadc *Return to Philippines*, special documentary show directed by Ma Loeb. At 1:45 a.m. Blue aired documentary recorded by G Romulo, made before he retur to MacArthur's headquarters. B stayed on the air until 3 a.m., C until 4 and Mutual 5 a.m.

Mutual made KFRC San Fr cisco its news headquarters, w Larry Meier and Arthur Prin network correspondents, at microphone.

Night Shifts

Blue, CBS and Mutual had nig time crews. In New York CBS Paul White, director of news bro casts and Everett Hollis, ass ant director, working through night, and in Washington, Rob S. Wood, director of public eve and special features for WT CBS stayed on.

Blue maintained Charles Ba eastern program manager; G. Johnstone, director of news and cial features, and John Madig head of the newsroom, at th posts. Albert Leach and Henle of the Blue's Washing staff remained on the job.

MBS in New York had J Whitmore, manager of the n division; Floyd Mack, night su visor and Frank Zuzulo of the p department and in Washing Walter Compton, MBS comme tor, and Jay Caldwell, WOL ni manager.

At 12 noon on Friday a po broadcast was carried direct f the radio ship lying off Leyte the Philippines and shortwave San Francisco and carried Mutual, NBC and OWI. Mu Correspondent Walker, broadc ing from the ship, read a munique sent from the lan beach by Royal Arch Gunni He reported on the landings. nison was on the beach when Arthur landed and the General marked that he was the only respondent who had been with at Manila who was now lan again with him in the Philippi Folster and Feldman also descr the invasion from aboard ship.



Drawn for BROADCASTING by Sid Hix

"Anybody Here From West Virginia?"

CENSORSHIP WARNS OF WIND VIOLATION

BROADCASTERS were cautioned last week against a repetition of recent violations of the censorship Code of Wartime Practices when wind directions were given on play-by-play football broadcasts and during newscasts describing storm conditions a fortnight ago. Calling on broadcasters for adherence to the "weather" section of the Code, John E. Fetzer, Assistant Director of Censorship in charge of broadcasting, issued the following statement:

Attention of sportscasters, special events men as well as station managers:

Broadcast information concerning wind direction is still prohibited.

Your attention is directed to this language which is an important provision of the Code of Wartime Practices for Broadcasters:

"(a) Weather . . . mention of wind direction . . . in current or past weather. . . ."

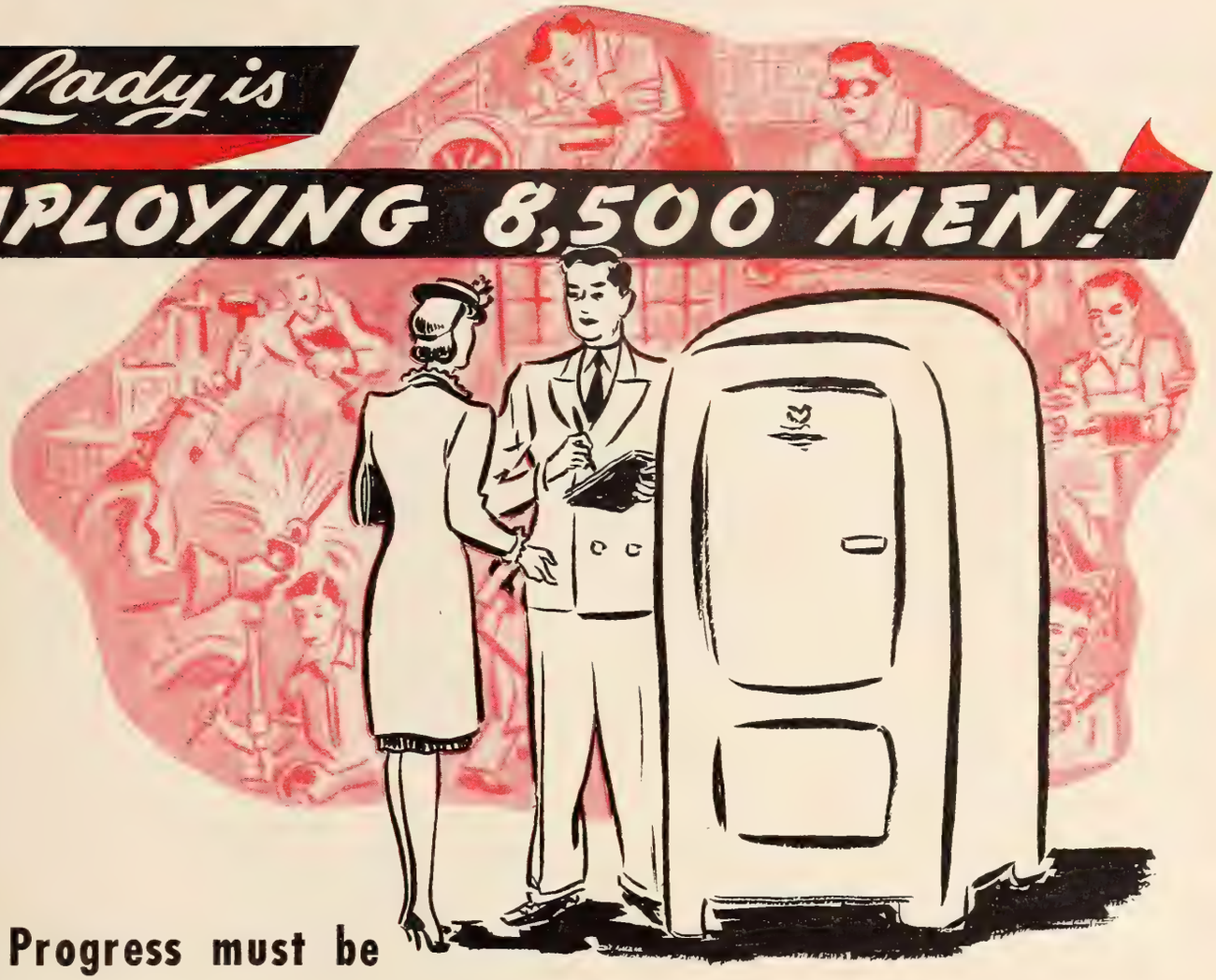
The recent windswept weekend in the East produced a number of violations of this Code Provision when wind directions were indicated during play-by-play descriptions of football games.

Your cooperation to prevent repetition of such violations will be appreciated.

Grove Syracuse Test

GROVE LABS., St. Louis, Oct. starts a 20-week test campaign f 4-Way Chest Rub on WOLF WAG WSYR Syracuse, using a tot of 21 transcribed announcemen weekly. Sherman K. Ellis Co., Ne York, which is placing the busine has also been assigned by Gro and Beaumont Co., St. Louis, conduct tests for Defender Vit mins, Veds and 4-2-6 Cold Table and is planning spot radio for the products. Donahue & Coe, N York, continues as the agency f regular advertising of these dru Grove appointed Sherman K. El last July as agency for nose dro Chil Tonic, Videx and vitamin vertising.

The Lady is EMPLOYING 8,500 MEN!



Post-War Progress must be "*Sparked*" at the Point of Sale...

The responsibility for building a continuing prosperity in the decade after V-Day belongs to the men of Distribution . . . to sales executives, market analysts, testers, merchandisers and advertising men.

Our productive potential has burst through every previous ceiling. Capital, long restrained from investment in civilian goods expansion, awaits the green light. Manpower in millions will soon be at hand to tackle peacetime jobs. Billions in unspent wealth and unfulfilled needs stand ready to start the ball rolling.

But even these favorable factors cannot produce a sound, progressive economy without the impetus of advertising. It is not enough that advertising has done a magnificent wartime job, keeping familiar names familiar. Now, it must surpass its own best performance in the Distribution Decade ahead.

As we turn from war to peace, the lady who buys refrigerators, or cars or cabbages or cosmetics, will keep the nation's manpower at work, producing both purchasing power and consumer goods. The men whose advertising influences her to buy will wield the driving power behind our economic progress.

Shrewd management, in its post-war planning, will allocate to the men of Distribution . . . and particularly advertising . . . a share of importance commensurate with the magnitude of responsibility.

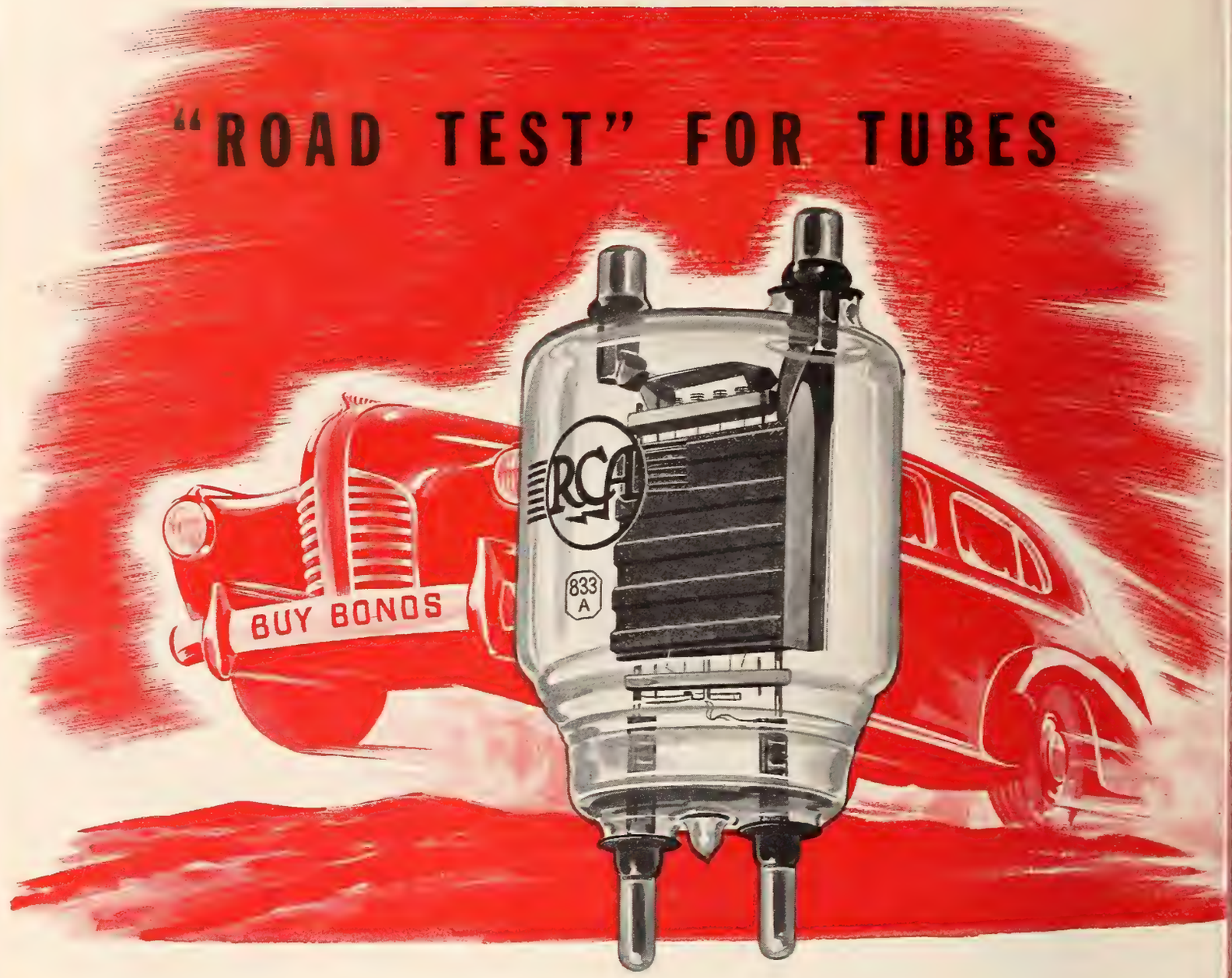
WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

CROSLEY SQUARE, CINCINNATI 2, OHIO

"ROAD TEST" FOR TUBES



Remember, 'way back when cars were being built, how new models used to be run to the cracking point in the toughest road tests man could devise?

These tests showed what the new models could do... made sure they could stand up under long normal use, and then some!

RCA tube types take a "road test," too.

Before a new RCA tube type is ready for the serious, unfailing job you require of it, it has to take a whale of a beating.

First, RCA engineers put it through its paces in an accelerated test. Heavy overloading speeds failures which show up weaknesses in design or manufacture. Punishment equal to many months of normal operation is produced in a few hours.

Then the new type undergoes an RCA laboratory *life test*... which checks endurance under normal conditions, and gives an accurate indication of the service to be expected from the tube.

Many other tests are also made to assure you of peak performance whenever an RCA tube is placed in your transmitter.

The accuracy of these laboratory tests is borne out by the record of RCA tubes in actual service. And the *actual service* record of RCA transmitting tubes has made them the standard of comparison in the broadcasting industry.

The Magic Brain of all electronic equipment is a Tube... and the fountain-head of modern Tube development is RCA!

RCA

63-6531-6

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY... In Radio... Television... Tubes... Phonographs... Records... Electronics

OCTOBER 30, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



Joe Bier

THAT WOR FARM EDITOR Joe Bier is very intelligently aware of what's up on the farms of 178,500 farming families in the most highly concentrated farm area in America is no official secret. According to some penetrating poking done among 15,000 Eastern farmers by the U. S. Department of Agriculture, 85% of those replying listen to Joe's show.

Very nice, we think—for Joe Bier and his weekday, 5:30 A.M, "News of the Farm," the numerous sponsors for whom he speaks, and, of course, WOR.

Let's pause a moment, however, and consider the *reasons* for this popularity. In the first place, the fundamental idea of WOR's "News of the Farm," like most good radio ideas, was simple and forthright. WOR knew that it could not be content to study and imitate other successful farm programs. The conditions under which WOR farm families worked and lived, varied too widely with those experienced by other farming communities throughout the U. S.

So, WOR went to County Agents, Farm Bureaus, and the crack agricultural departments of Rutgers, Cornell and other universities. We asked them to tell us *what* the farmers wanted. Then, in addition, WOR went to the farmers themselves and asked them to take us into their confidence—and into their homes.

WOR—and Joe Bier—have held to this method scrupulously and patiently day after day and year after year. That is, giving WOR's listeners what *they* want, plus more than they've had any reason to expect. It's a very basic kind of thinking when the talk turns to your programming or ours here at —

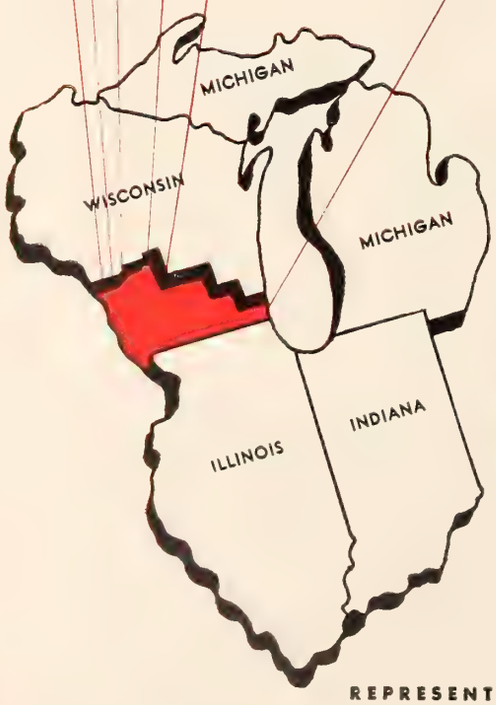
that power-full station **WOR**

at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM



NUMBER THREE in a WLS series of advertisements analyzing the station's intense listener-response county by county. This ad shows WLS mail response from 20 Wisconsin Counties. Through the series, we are revealing actual mail response and its ratio to radio homes in all four states in the WLS Major Coverage Area: Illinois, Indiana, Michigan, Wisconsin.



REPRESENTED BY
JOHN BLAIR & COMPANY

SEND WLS

58,000 LETTERS

58,212 letters came to WLS in 1943 from just 20 counties, comprising the first, second, and third Wisconsin Congressional districts. People in this southwest part of the Badger State write WLS for information, advertised articles, premiums and advice, just as do people in Metropolitan Chicago and the four-state area around it.

One out of Four!

These 58,212 letters are equal to 26.6% of the total number of radio homes in the same 20 Wisconsin Counties; better than ONE OUT OF FOUR! Solid proof that WLS gets results: proof from 20 Wisconsin Counties that WLS' down-to-earth entertainment and thorough, painstaking service have built FRIENDS for us, will build RESULTS FOR YOU.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

CHICAGO 7

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGL

THE BIGGEST Cow in the WORLD



CANNOT REPLACE THE HERD!

WHTD
Formerly WNBC
Hartford, Conn. is now under Yankee Network Management

The biggest cow in the world can supply only a limited number of families. It takes a herd to supply a route covering all communities.

In New England, The Yankee Network, with its 21 local stations, like the herd, covers all communities. It delivers the best in radio direct to the largest number of homes.

The tried and proved way — the quick and effective way to reach the greatest buying power of New England is through The Yankee Network's twenty-one stations.

This is the only network that gives you direct access to every important New England market including suburban trading areas — tying radio homes together so that you can reach a potential, responsive audience of 8,377,543 out of a total New England population of 8,437,290.

Acceptance is THE YANKEE NETWORK'S *Foundation*

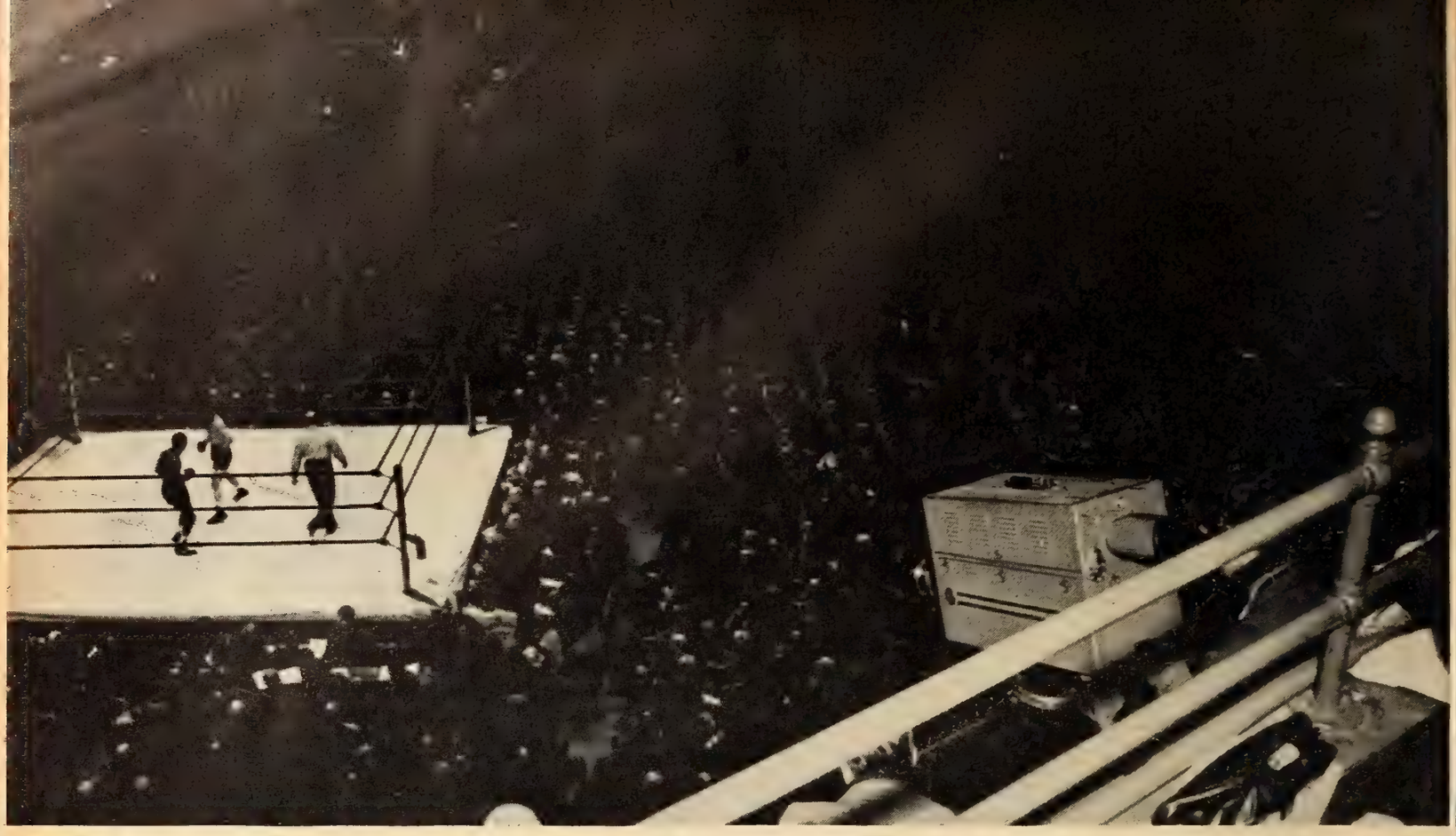
THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

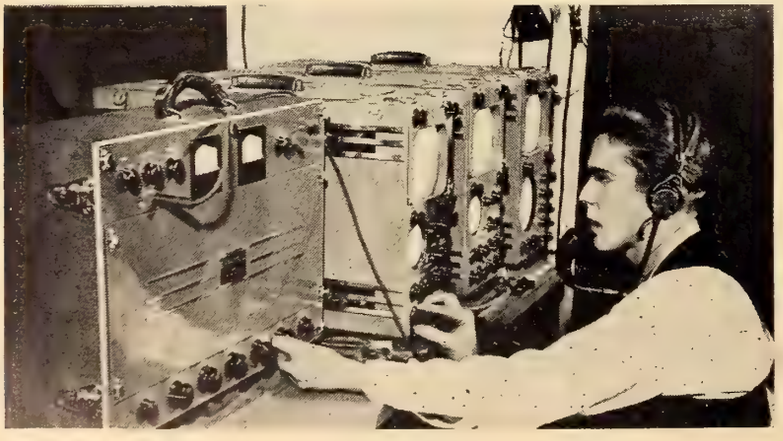
EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

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Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



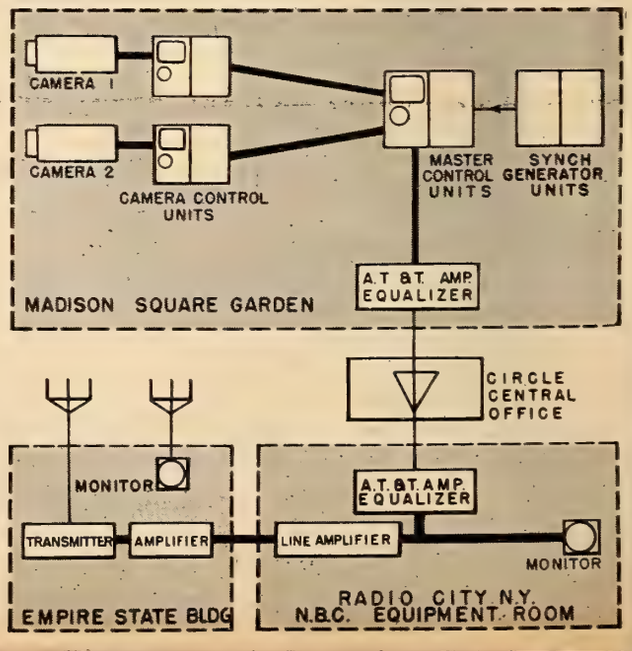
RCA "Orthicon" Camera picking up boxing bouts at Madison Square Garden, New York.

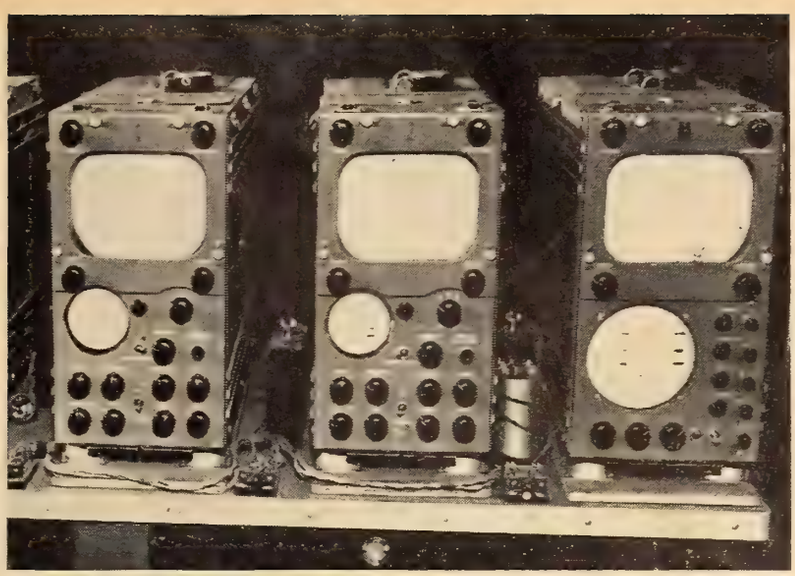
MADISON SQUARE GARDEN



RCA control equipment used by NBC at Madison Square Garden. The audio control unit is at the left, video units at the right, power supply units beneath table. This corresponds to the "remote equipment" used by regular broadcasting stations in outside pickups.

Using RCA Television Field Pickup Equipment is relatively easy. Units are arranged as shown in diagram. Video and audio output are fed over an ordinary telephone cable (especially equalized) to Radio City, a mile away.





Main units of the RCA Television Field Pickup Equipment. The two units at the left are "camera control" units. They provide monitoring of pictures picked up by each individual camera. At the right is the "master" monitoring and switching unit. Push-buttons allow operator to select, for transmission, the camera pickup desired.

TELEVISION!

RCA Portable Television Camera (below) which made outside pickups practical. Uses "Orthicon" pickup tube (an exclusive RCA development) which, because of its much higher sensitivity, makes possible operation with far less light than with other types of pickup tubes.



BOXING, basketball, radio, ice follies, circus—enjoyed at ease in your living room. In the New York area it has been a fact for the past year! Not just as an occasional experiment, but regularly, on a weekly schedule.

These broadcasts are picked up at Madison Square Garden by NBC, using RCA's standard Television Field Pickup Equipment, and are put on the air through NBC's Television Station WNBT. Some idea of the advanced design of this equipment and the ease with which it is used can be gained from a study of the accompanying illustrations. Not so obvious, but equally important is the experience behind this design. Before the war RCA built apparatus of this type for NBC, CBS, Don Lee and others. After the war RCA will introduce still further improvements—*based on actual experience in building commercial-type television equipment.*

BUY MORE WAR BONDS

1919—1944

25 Years of Progress in Radio and Electronics

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

STABILITY....

KOIL Consistently Produces First Class Listener Interest Programs .... such as ....

"MAIL CALL"

A program very close to the Hearts of Nebraskans and Iowans of the KOIL area.

IT GOES LIKE THIS:



Nebraska and Iowa GIs write home—colorful letters—filled with personal views and experiences of the war.

So do Nebraska and Iowa Gobs and Leather-Necks from over the Seven Seas. Their letters are full of interest to the "home folks".





On KOIL Pat Bauman reads these letters to a tremendous audience that hangs on every word. What a spot for your commercials! Ask Edward Petry Co., Inc., our representative about it.

KOIL

CBS in Omaha

5000 WATTS . . . 1290 KILOCYCLES

GORDON GRAY, General Manager

BROADCASTING

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SOL TAISHOFF
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TIMBER

Timber is an important resource in the tri-state area of Louisiana, Texas and Arkansas where there are more than fourteen million acres of forest land. In the mills are produced more than five million cords of pulp wood and almost three million board feet of timber, including pine, cypress, gum, and hickory. Meeting war needs today, this raw material will play an important postwar role in contributing to the expansion of the plastics industry. To sell now and build for future sales, advertisers agree that powerful, 50,000-watt KWKH is the No. 1 medium in this prosperous market.



KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

WHOT

SOUTH BEND, INDIANA

SOUTH BEND'S PROGRESSIVE NEW RADIO STATION

•

Serving Northern Indiana and Southern Michigan

WHOT, a progressive wide-awake radio station serving the Northern Indiana-Southern Michigan area, offers you coverage of a vast audience of able-to-buy workers . . . an audience that won't get your sales message via Chicago, Detroit, or Indianapolis stations. Complete your radio coverage of Indiana and Michigan with WHOT in the South Bend-Mishawaka-Niles area.

The BLUE Network

WHOT and WHBU
are represented nationally by

WEED & COMPANY

New York — Chicago — Detroit — Boston — San Francisco — Hollywood

WHBU

ANDERSON, INDIANA

INDIANA'S SECOND-OLDEST RADIO STATION

•

Serving All Eastern and North-Central Indiana

WHBU, Indiana's second-oldest radio station, serves one of Indiana's ten top cities and one of Indiana's finest trading areas. It has often been said of Anderson that "here is truly one of America's typical mid-west cities . . . home of several large industries, center of wealthy and dense farming community, city of homes, and the home of far-larger-than-average incomes."

The BLUE Network

FIVE ANNOUNCEMENTS REGARDING

The Cowles Stations

1. The name, Iowa Broadcasting Company, is changed to **COWLES BROADCASTING COMPANY.**

2. This corporation, directly or through subsidiary companies, will operate five radio stations:

KRNT Des Moines
WNAX Sioux City-Yankton
WOL Washington
WHOM Jersey City-New York
WCOP Boston

3. Executive personnel of The Cowles Stations includes:



T. A. M. CRAVEN, vice president, who recently completed a seven-year term on the Federal Communications Commission, will be the senior executive and technical advisor of all Cowles Stations, with headquarters at **WOL** Washington.



MERLE JONES, who recently resigned as manager of the Columbia-owned station, KMOX St. Louis, has moved to Washington as general manager of **WOL.**



DON INMAN, formerly Waterloo manager of WMT, is now general manager and vice president of **WNAX** Sioux City-Yankton, with headquarters at Yankton.



CRAIG LAWRENCE, vice president, formerly manager of KRNT Des Moines, will directly supervise the operation of **WHOM** Jersey City-New York and **WCOP** Boston, making his headquarters in New York at WHOM.



PHIL HOFFMAN, vice president, formerly manager of WNAX, will supervise operation of **KRNT** in Des Moines and **WNAX** Sioux City-Yankton, with headquarters in Des Moines.



A. N. ARMSTRONG, jr., formerly assistant manager of WCOP and WORL, is now general manager of **WCOP** in Boston.

4. **TED ENNS,** national sales manager of the Cowles Stations, has established headquarters in New York at WHOM. All Cowles Stations will be represented in the national field by The Katz Agency, Inc.

5. Extensive plans are under way for further improvement of the programming on all these stations. As war restrictions are lifted, physical facilities of all the stations will be expanded, coverage further extended, and a program of expansion into frequency modulation and television will be launched.

COWLES BROADCASTING COMPANY

GARDNER COWLES, JR., *President* — JOHN COWLES, *Chairman of the Board*



"Speak forcefully, Wilbur— let's attract attention!"

Sure, any announcer can get differences of a minor sort into his voice—and *sure*, there are minor differences between the voices of various announcers.

But if you want your commercial to *stand out*, why fight for the tiny difference-potential in the human voice? Why not use Sonovox, and have your piece spoken by something "out of this world?"

Words spoken in Sonovox voices make people stop—listen—remember. And when they remember, radio results go up.

Sonovox is not inexpensive. It costs dough. It's *only* cheap when you consider how much it increases radio's effectiveness—and at what a small percentage of time-and-talent costs.

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., *Exclusive National Representatives*

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co. and
Wm. Esty & Co., Inc.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Quaker Oats Company
Ruthrauff & Ryan, Inc.

Radio Corporation of America
Ruthrauff & Ryan, Inc.

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra

Shell Oil Company, Inc.
J. Walter Thompson Co.

Stanco, Inc. (Mistol)
McCann-Erickson, Inc.

U. S. Treasury Dept.

Universal Pictures Company, Inc.

Warner Brothers Pictures, Inc.

Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.



CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 444 Madison Ave. Plaza 5-4130 | SAN FRANCISCO: 111 Sutter Sutter 4353 | HOLLYWOOD: 6331 Hollywood Hollywood 2151 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 18 WASHINGTON, D. C., OCTOBER 30, 1944 $5.00 A YEAR—15c A COPY

New FCC Allocations Seen in Fortnight

Ultra-High Video Is Rebutted by RCA-NBC

By BILL BAILEY

WITHIN the next fortnight FM and television manufacturers and broadcasters may know how to gear their postwar efforts. A decision by the FCC on spectrum allocations, based on hearings which will conclude this week, may be forthcoming immediately.

That disclosure was made by Chairman James Lawrence Fly last Thursday afternoon as Comdr. T. A. M. Craven, vice-president of the Cowles Broadcasting Co., concluded the television phase of the hearings with a proposed compromise to iron out the differences between proponents of present-band video and those who see the art's future in the higher spectrum.

"We expect to give prompt consideration to allocations at the close of these hearings," said Mr. Fly who is slated to leave the Commission Nov. 15 to enter private law practice.

Propagation Data

"We hope to conclude these hearings at as early a date next week as possible," he continued.

Speeding up proceedings (originally scheduled to close today (Oct. 30), the FCC was to sit Saturday, meet at 2:15 p.m. Monday for other new services, including taxicabs, buses, railroads, etc., and hoped to complete the hearings Tuesday. Chairman Fly announced that the RTPB then would present summaries and he expressed the hope that all conflicts will have been resolved. Any witnesses with additional evidence or rebuttal testimony will be heard.

Meanwhile the first propagation data in the 8-100 mc band, declassified Oct. 18 by the Joint Chiefs of Staff [BROADCASTING, Oct. 23], was placed in the record Thursday in the form of graphs by Dr. Lynde P. Wheeler, chief of the Technical Information Division, FCC Engineering Dept. Dr. Wheeler said members of his department would present detailed information before the hearings adjourn.

In addition other witnesses last week disclosed considerable new propagation data which heretofore had been classified. Commissioners and engineers alike were of the opinion that the declassified data will be of immense value to the FCC in deciding allocations for FM and television. On the other hand it was pointed out that propagation data above 100 mc still is in the classified category and not available for public use.

Based on cross-examination by Charles R. Denny, FCC general counsel; George P. Adair, chief engineer, and Commissioners, indications were that the FCC is thinking in terms of 88-108 mc for FM, with some television channels below 88 mc and some between 108-300 mc, with a good portion of the band above 400 mc set aside for development of higher definition video. Chairman Fly gave outward indication that he personally favors the better-definition pictures. Commissioner E. K. Jett held television eventually will be in the higher spectrum, although in his questioning he indicated a leaning toward present-band video until the higher-definition is fully developed.

RCA-NBC Position

Some engineers thought emergency Government services and aviation would demand frequencies 40-43 mc, while FM would be placed at 43-58 mc and television would start at 60 mc.

Last week the Commission heard RCA-NBC witnesses plead for continuation of television in the present band, contending it would take from 5 to 10 years to develop higher-frequency video to the stage where the present art is today, "ready to go commercial".

Headed by Niles Trammell, NBC president; Thomas F. Joyce, manager of the radio, phonograph and television manufacturing depart-

(*Continued on page 59*)

Printer's Work Stoppage

THIS ISSUE of BROADCASTING was produced under difficult circumstances created by a three-day work stoppage of printers in Washington publication plants. After several months of negotiation, during which the Regional War Labor Board in Philadelphia and the National Board in Washington interceded, compositors at 27 commercial printing plants did not report for work last Monday, and remained absent until late Wednesday when the dispute was settled.

Consequently it was necessary for BROADCASTING to distribute linotype production among several plants. When the labor dispute was arbitrated, composition from these plants was rushed to the Darby Printing Co., where BROADCASTING is printed, and locked in Darby forms for the run. Only late-breaking news was set in BROADCASTING's conventional type styles.

Unorthodox appearance of news columns, which display about six different type faces, was accepted as a lesser evil than missing a deadline, a circumstance which has not occurred in this publication's 13-year history.

BROADCASTING has occasion again, as it did Oct. 16 when a threatened work stoppage necessitated unconventional makeup, to thank those among its advertisers who have permitted re-scheduling of their copy in order to assure publication on schedule.



AMONG top radio officials who testified on television last week at FCC allocations hearings were Thomas F. Joyce (1), manager, Radio, Television & Phonograph Division, RCA, and Niles Trammell, NBC president.

Hogan Foresees Broad Field For Development of Facsimile

A COMPLETE nationwide facsimile broadcast service can be accomplished with but 20 channels 100 kc wide in the 100-200 mc band, while the public and emergency services such as police, fire, railroads and others may transmit facsimile on a large scale without increasing the demand for channels, John V. L. Hogan, chairman of Panel 7, Radio Technical Planning Board, told the FCC last Friday as hearings began in facsimile allocations.

"All services except broadcast facsimile may be properly accomodated without increasing the demand for channels, by specifying that A4 emission (facsimile) may be used in place of A3 (telephone), or A2 (tone telegraph), or even A1 (keyed telegraph)," said Mr. Hogan, president and part owner of WQXR-WQXQ, now controlled by the *New York Times*. Facsimile can be adapted to any channel on the frequency limits of the particular channel, he added.

Full Competition

In asking for 20 channels 100 kc wide, Mr. Hogan said that service would permit 10 transmitters in the largest area, thereby affording full competition. He referred to broadcast facsimile as the "magic typewriters" or "radio printing presses" for the homes and offices of our nation, and sooner or later it will

(*Continued on page 67*)

Kobak Mentioned for McClintock Post

Slated For Conference With MBS Officials, Stockholders

NEARLY simultaneous announcement last Tuesday of the resignation of Miller McClintock as president of Mutual and of Edgar Kobak as executive vice-president of the Blue, gave rise to impending sweeping changes in the cooperative network and probable selection of Mr. Kobak as Mr. McClintock's successor.

Mr. Kobak, it was ascertained, was to confer with Mutual executives and stockholders in New York over the weekend, but with little likelihood that prompt decision would be reached. A meeting of the MBS board and of its stockholders, presumably would be a necessary prelude to action. Alfred J. McCosker, Mutual board chairman, had talked in preliminary fashion with Mr. Kobak earlier in the week, but there was no sign that the resignations were in any wise related.

Several Proposals

In Chicago late last week, Mr. Kobak said he had talked over a number of proposals, some in radio and others in the publishing field, but added he had no intention of "getting out of radio". His decision to leave the Blue was reached because he felt he couldn't be happy under the reorganized structure, though he had confidence in the network's future. Since the change in executive direction of the Blue last month, reports had persisted that he might leave since many of his executive duties largely had been absorbed by Chester J. LaRoche, Blue executive committee chairman and chief operating head.

Mr. McClintock has not announced his future plans, and it is not certain whether he will remain until expiration of his contract Dec. 31. It is doubted whether a successor to Mr. Kobak on the Blue will be chosen. Mr. McCosker said that Mr. McClintock's retirement is in accordance with "the terms of the original agreement". The board will announce a successor "in the near future", he added.

Mr. Kobak, former vice-president of NBC in charge of sales, and teammate of Mark Woods, Blue president, in building that network after its separation from NBC two years ago, has become one of radio's best-known figures. He was a vice-president of Lord & Thomas, New York, from 1936 until 1940. Former president of the Advertising Federation of America, while a top publishing executive with McGraw-Hill, Mr. Kobak has been mentioned as the possible successor to J. Harold Ryan as president of the NAB. Mr. Ryan has agreed to serve only until July 1, when he proposes to return to his vice-presidency of the Fort Industry Co., station operators.

For some months, Mr. McClintock's retirement from Mutual has been conjectured, upon termination of his contract Dec. 31. He was the network's first paid president, having assumed that position in November 1942. He came to Mutual from his post as executive director of the Advertising Council.



MR. KOBAK

Aside from the association of Mr. Kobak's name with the Mutual helm, it is understood the proposal had been made that Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, West Coast adjunct of Mutual, and an executive vice-president of Mutual on the Coast, be transferred to New York temporarily to reorganize and vitalize the network's operations. Mr. Weiss, according to these reports, was unable to accept because of the pressure of activities on the Coast and because Thomas S. Lee, president of Don Lee, was loath to see him leave, even temporarily.

Stanton's Name Heard

Another name mentioned in connection with Mutual, for which confirmation is lacking, is that of Dr. Frank N. Stanton, dynamic young vice-president of CBS in charge of stations. Whether Dr. Stanton entertained the offer could not be confirmed last week.

Mr. McCosker, in announcing Mr. McClintock's impending retirement, did not amplify that statement other than to say that the board probably would meet sometime in November to name a successor. At the same meeting, the date for which had not been set, it is expected C. M. Campbell, advertising manager of the *Chicago Tribune*, will be elected to the Mutual board to succeed W. E. Macfarlane, who died unexpectedly Oct. 9. Mr. Macfarlane also was chairman of the Mutual executive committee, as well as head of WGN Chicago.

Blue Meeting

Meeting of the Blue stations advisory and planning committee with top executives of the network in Chicago last Thursday was expected to produce some statement of the Blue's plans for handling new studio construction, FM, television, facsimile and other future developments which had been under Mr. Kobak's supervision.

Internal disagreement over operating policies within the MBS executive organization, which recently led to the resignation of Ed Wood as general sales manager and earlier in the year to that of Richard Connor as head of the network's station relations, are presumably responsible for Mr. McClintock's retirement as well.

Addressing a meeting of Blue employes Tuesday morning, Edward J. Noble, chairman of the Blue, and Mark Woods, president, expressed regret at the departure of Mr. Kobak and paid tribute to his work in building the network to its present position. Both executives made it clear that no further changes in key personnel are anticipated, with Mr. Woods stating that he will remain with the Blue. He attributed Mr. Kobak's resignation to disagreement with the policies recently instituted by Mr. La Roche, as chief operating official of the network, describing it as no sudden act, but the result of long contemplation. Mr. Kobak is retaining his stock interest in the Blue, understood to amount to 2½% of the outstanding shares, purchased last December when Mr. Woods also acquired a like amount of Blue stock.

McClintock Comments

Mr. McClintock said: "My term of service with the Mutual Broadcasting System has been in accordance with the original agreement with the board of directors of the corporation. The position has afforded two years of the most stimulating and interesting activity in which it has been my pleasure to engage.

"Due to the fine cooperation of the shareholders, the affiliated stations and the enlarged staff, Mutual Broadcasting has had the privilege of increasing its sales by approximately 100% and has made constant progress in the quality of its service. I firmly believe that the Mutual plan of operation is fundamentally sound and will, in the future, continue to increase its splendid service to business and to the general public."



MR. McCLINTOCK

KOBAK LETTER

Dear Ed:

This is the hardest letter I have ever had to write. I have decided to leave you and my other associates on the Blue Network. I feel that the major part of the task that was put before us over four years ago is about completed. The Network has reached maturity, if that's possible for a network, and the new people and new ideas can help it grow faster from this point on.

The things that I like to do best have to do with planning and building, and I feel that the foundation and structure have been laid now and now it is a job of strengthening and improving. There isn't much left for me to do among the things that I prefer to do, so I feel this is probably a good time for me to make this move.

I have every confidence that the Blue's present organization is going to achieve leadership from all standpoints in the broadcasting industry. I hope that some of the standards that I helped to establish, along with our employes, will be a partial factor in reaching that position.

I wish you, Mark Woods, Chet LaRoche and my other associates and old friends the success that I know you are striving for and that you deserve. I want to thank you personally for your kindness and your patience, and for the help that you have given me at all times. The friendship that has grown between us is one that I hope will grow closer as time goes on.

Sincerely,
EDGAR KOBAK

NOBLE LETTER

Dear Ed:

It was with the greatest regret that I received your letter of resignation. I am extremely sorry that you are leaving the Blue Network.

Ever since the Blue Network was separated from the National Broadcasting Co. in January 1942, its progress has been guided, in great part, by the talents and abilities of you and Mark Woods. I know something of the difficulties you faced in that task. You did the job with your usual capacity and hard work.

We, who are newer at the Blue Network, have a deep appreciation of the organization that you built. As you point out, the foundation of the Blue has now been laid and we are moving rapidly to build the type of network that you envisioned.

I have the greatest faith in your ability and I am hopeful that, in your future activity, you may have even greater success than has been yours at the Blue Network. I know that our friendship will continue, for like you I value it highly.

I appreciate more than I can say your expression of confidence in the future of the Blue. We all here will miss you, and Mark, Chet and I sincerely hope that you will find happiness in your future work.

Sincerely,
EDWARD J. NOBLE

Radio Leads Other Media, Says FTC

Leading Industries Increase Air Budgets

By JACK LEVY

ALTHOUGH second from the standpoint of total expenditures, radio advertising is the most important medium used by 17 leading industries comprising 548 manufacturers, according to data gathered by the Federal Trade Commission and presented in a report entitled "Advertising as a Factor in Distribution," transmitted to Congress last week-end.

The report, part of an overall study on Distribution Methods and Costs, was undertaken by the Commission for fact finding purposes under a resolution adopted June 27, 1940 under Section 6 of the Federal Trade Commission Act. Summaries of the report are now available to the advertising industry and copies of the full report are expected to be on sale in a few months by the Government Printing Office.

Initiated as a study of normal peacetime distribution, the report contains the following highlights:

Highlights of Report

1. A larger part of the total advertising budget of 548 companies during 1939 was spent in radio than any other medium. Radio advertising accounted for 18.3% of total media expenditures by these companies in that year.

2. Manufacturers of cereals devoted 54.9% of their advertising expenditures in 1939 to radio and flour mills devoted 44.6%.

3. Radio advertising has had the most rapid growth of any medium during the last five years, expenditures by large advertisers during 1943 exceeding the previous year by 83.7%.

4. Advertising expenditures of 2,716 manufacturers in 1940 ranged from a minimum of 0.06% per dollar of sales for the shipbuilding industry to 13.94% per dollar of sales for drugs and medicines.

5. During the period 1935 to 1939 there was an increase of 34.3% in the number of advertising agencies and an increase of 37.5% in income of agencies for services to clients. Agencies numbered 1,628 in 1939 and received for services $97,372,000.

6. A study of the advertising expenditures of 1,527 large retailer organizations with total net sales in 1939 of $481,156,224 shows a range in advertising cost per dollar of sales of 0.59% for lumber dealers to 4.35% for women's clothing stores.

7. Cooperative advertising in the automobile industry between manufacturer and dealer has been virtually suspended as a result of the war and has been replaced by institutional advertising by the industry to keep company names and makes of cars before the public pending return to civilian production. Whether this will affect postwar advertising arrangements "cannot be stated."

8. In the opinion of large retail stores, "there is a distinct trend in some lines for manufacturers to turn from straight national advertising to dealer cooperative advertising in the media which reach their markets."

9. Competitive granting of advertising allowances by manufacturers of articles or brands which may be substituted one for the other "may increase the distribution expenses of all manufacturers concerned to an extent out of all proportion to any increase that may occur in sales of the products on which allowances are given. Where this occurs . . . consumer prices of manufacturers' nationally advertised brands become so high as to favor the development of distributor-owned brands and the sale of unbranded or unadvertised brands at lower prices."

Advertising Value

In a summary of its report, the Commission relates the advertising industry to the agency's responsibility in preventing unfair trade competition and safeguarding the consumer. It recognizes the value of advertising in introducing new products and maintaining consumer interest in establishing products and brands. It points out that when advertising is employed to popularize a particular product or business, its effect "may be merely to shift consumer demand from one brand to another or from one merchant to another without increasing the total volume of goods sold".

"Advertising," the Commission finds, "may be informative, truthful or deceptive, attractive or repulsive and when used to excess by all manufacturers or distributors of a particular product, or by makers or distributors of substitute products, its effect may be to increase distribution expenses, which must either be borne by the consumer through high prices or by the advertisers through diminution of profits.

"On the other hand", the report declares, "manufacturers of, or dealers in a new product may attract the public demand to this product to such an extent that production costs may be radically decreased."

Views Agencies' Growth

The Commission's study reveals a wide difference in advertising costs among different industries and trades, the expenditures per dollar of sales being largest in certain lines of consumer goods such as drugs and cosmetics and food specialties and smallest for heavy chemicals, semi-finished products and durable capital goods. It also shows wide variance with trade customs and competition for trade among producers for different types of products and even with respect to products in a single line.

The report points out that advertising, "like other competitive devices . . . is susceptible of use as a means of unfair competition". It finds, specifically, that advertising allowances granted to dealers "may be the means of discriminating in price between different classes of customers" and when granted by a single manufacturer to "a favored few hard-bargaining customers" has a tendency to spread to other customers and to be adopted by other manufacturers until the entire industry or trade is involved.

Reflecting the importance of advertising in the U. S., the report points to the growth of advertising agencies in the five-year period from 1935 to 1939 and cites Publishers' Information Bureau figures showing expenditures by 401 large advertisers during 1941 of more than $250,000,000. During 1940, the total spent by 2,549 manufacturing firms reporting to the Commission was $483,503,000 as compared to the aggregate sales by these companies of $25,864,135,000, or an average advertising expenditure of 1.87 cents per dollar of sales.

An analysis of the proportion of the amount spent by 548 corporations whose advertising expenditures in 1939 aggregated $71,498,607 for 17 industries showed the following percentages:

Radio	18.3
National Magazines	17.4
Newspapers	15.2
Miscellaneous	13.3
Material Furnished Dealers	13.0
Outdoor Posters	7.3
Joint Advertising	6.4
Letters, Folders Mailed by Manufacturers	5.7
Trade Journals	2.6
Indoor Posters	0.8

Although expenditures by the companies covered in the analysis were greater for radio than for any other media, only one out of four used radio. The 17 industries studied were: manufacturers or processors of meats, canned foods, cereals, flour, biscuits and crackers, coffee, women's dresses, women's hosiery, men's and boys' suits, men's shirts, carpets and rugs, lumber, cement, paints and varnishes, farm machinery, gasoline and lubrication oil, and rubber goods.

Survey Media

The Commission noted a wide difference in the proportion of the different media used by different industries in 1939. For example, 72% of the advertising outay of meat processors went to national magazines, newspapers and material furnished dealers while cereal manufacturers and flour millers spent 55% and 45% respectively of their advertising funds for radio.

Coffee processors devoted 34% of their advertising to newspapers; women's dress manufacturers spent 55% of their funds in national magazines; lumber manufacturers expended 48% of their budgets in trade journals; carpet and rug manufacturers put 54% of their expenditures in national magazines.

The Commission found that 439 wholesalers with net sales of $439,215,815 in 1939 spent an average of .35 of a cent per dollar of sales for advertising while 1,529 retailers with aggregate sales of $481,156,224 spent approximately 1.4 cents per dollar of sales. Based upon their total distribution costs, advertising expenditures ranged from 2.39% in the case of retail lumber dealers to 12.6% for women's clothing stores.

The report reflects the Commission's concern with the practice of cooperative advertising, discussing advertising allowances in the automobile, farm machinery, tire and tube, household electrical appliance, paint and varnish, petroleum refining, men's and boys' clothing, women's clothing, women's hosiery and rayon industries. It finds manufacturers divided in their opinions regarding cooperative advertising, many of its users condemning it as a burden while others commending it as a vehicle for obtaining more active sales efforts from retailers.

ANA Directors Vote Approval of NAB Circulation Bureau

FORMAL approval of the NAB project to form a cooperative bureau to measure radio station circulation was voted by the board of directors of the Assn. of National Advertisers Oct. 23, according to an announcement last week by NAB headquarters. The ANA Board action followed similar approval by the board of the American Assn. of Advertising Agencies on Oct. 3.

With the approval of both the advertiser and agency trade groups, the way now is paved for the drawing up of articles of incorporation and bylaws to establish the proposed bureau. Committees representing each Association and the NAB then will be designated to complete the paper work, after which the NAB Board will be asked for an appropriation to cover initial expense of setting up the bureau.

The project entails expenditure of one million dollars by broadcasters each two years for a biennial mail ballot, at an estimated cost of $1 per ballot. The cost of the bureau is computed at $65,500 for the first year, with a managing director at a salary of $12,500 and an assistant at $6,000.

The plan, which would give radio the counterpart of the Audit Bureau of Circulations in the publications field, was unanimously approved by the membership of the NAB at the Executives War Conference in Chicago Aug. 30.

Radio committees of the ANA and AAAA on Sept. 22 were informed at first hand of the project by J. Harold Ryan, president of the NAB; Hugh Feltis, KFAB Lincoln, NAB director, and Roger W. Clipp, WFIL Philadelphia, chairman of the research committee. John Morgan Davis, of Philadelphia, NAB labor relations counsel, is drawing up the initial articles of incorporation to be submitted to the joint Association committees.

FCC Chairmanship Hinges on Election

Porter and Reinsch Are Mentioned Frequently For Position

NOW THAT James Lawrence Fly's departure from the FCC in mid-November is all but publicly confirmed, radio tongues in official Washington are wagging feverishly about his successor as chairman of the FCC and of the Board of War Communications.

A Roosevelt election victory, according to the speculation (and it's that at best) gives the top radio post to one of two workers in the Roosevelt Fourth Term vineyard—Paul A. Porter, Democratic National Committee publicity director, or J. Leonard Reinsch, Committee radio director. There is even talk about both landing on the FCC, since, with Mr. Fly's imminent resignation, there would be two vacancies. One has existed since Comdr. T. A. M. Craven left June 30 to become vice-president of Cowles Broadcasting Co.

Porter Experienced

Mr. Porter, by dint of rank and age, as well as Government stewardship, presumably would be first choice for the chairmanship, should both he and Mr. Reinsch become available.

A Dewey victory on the other hand, probably would see the FCC worked over from stem to stern. Gov. Norman S. Case, Republican veteran of 10 years on the Commission, would appear the Republican chairmanship choice. But beyond that, it's anybody's guess. There are several men adept in radio surrounding the GOP nominee, and it is logically presumed that one or more would warrant FCC reward. This presupposes also that other members of the Commission, whose terms run variously from one to seven years, would tender their resignations following custom.

A Porter or Reinsch appointment (or both) would win the plaudits of most broadcasters, irrespective of political faith. Both are worldly wise on radio. Mr. Porter, who is just 40, was CBS attorney from 1937 until 1942, when defense activities called him back into Government service, where he has been since. Mr. Reinsch, just 36, is the managing director of the Gov. James E. Cox stations—WSB Atlanta, WIOD Miami and WHIO Dayton. He is one of radio's best-known and brightest young men, and a practical broadcaster of wide attainment.

There are those who see the chairmanship, under a Roosevelt appointment, as in the bag for the radical Commissioner Clifford J. Durr, Alabama Democrat, who is pro-CIO and, from his public utterances and private comments, is out of sympathy with commercial radio in its existing form. It is believed, however, that if nominated he would face a brutal battle for confirmation, because the opposition would reach unprecedented proportions.

For what it's worth, there is the report that Chairman Fly has told Mr. Porter he wants him to take the chairmanship and that he (Fly) would clear it in the appropriate places. Mr. Porter has been non-committal. He has told friends he has another job to finish now, and that he would prefer to sleep awhile before tackling a new one.

Not to be overlooked in the armchair quarterbacking is E. K. Jett, newest FCC member and its chief engineer prior to his appointment as an Independent early this year. With weighty technical allocation questions immediately ahead, his elevation to the chairmanship would win practically universal approbation in all communications circles. He could qualify for chairman either under a Democratic or Republican administration, and there is no question raised anywhere about his ability.

Fly Remains Silent

Mr. Fly has maintained a sphinx-like silence about his impending retirement, but he studiously avoids denying it. He has told friends by the dozen he will leave after the Nov. 7 elections. The best information is it will be Nov. 15. There are even reports he has already submitted his resignation to the President with an effective date, and with the plea that it be accepted, for personal reasons. When it comes, observers expect the President to write a "Dear Larry" letter.

With something more than rumor to back it, this publication has been told that Mr. Fly already has rented offices in the RCA Bldg., 30 Rockefeller Plaza, New York, for his law practice. These sources even venture the suite number (613). This same source relates Mr. Fly has rented an apartment on East 56th Street. More speculative is the suggestion that Miss Charlotta Gallap, Mr. Fly's confidential secretary, who has served him for about a decade, will join him in his private practice. Miss Gallap was with Mr. Fly when he was general counsel of TVA. Peter Shuebruk, Mr. Fly's legal assistant, these reports relate, will be associated with him, too.

Mr. Fly can represent Muzak and Associated Music Publishers, which aspire to nationwide "subscriber radio" service, sans advertising, if he likes. William B. Benton, ex-advertising executive and now owner of all the common stock of Muzak and AMP, has offered him the general counselship, or an executive post. [BROADCASTING, Oct. 16 and previous issues].

He also has received proposals from several other companies—one understood to be the American Export Aviation Lines.

It is doubted whether Mr. Fly will represent radio clients before the FCC for the present. There would be nothing to prevent him from doing so, however, provided he didn't handle matters which were pending during his FCC incumbency, which began in September 1939.



HERE IS Chesser M. Campbell, former advertising manager of the *Chicago Tribune*, who succeeded to the broadcast duties of the late W. E. Macfarlane, business manager of the *Tribune* and vice-president of WGN. He was elected a director of Mutual network at a special meeting of stockholders held Oct. 25 in Chicago (see story page 58).

Sponsored Hour Gains Are Reported by Blue

THE BLUE Network reports a total of 8,850 sponsored station hours per week during the month of October, an increase of 113% over the same month last year, when the figure was 4,162 hours per week. Reviewing business gains during the nine months of the current year, the network finds that 33 new national advertisers have contracted for time, with the result that 92% of all evening network optional time is sold, while 71% of network optional time is sold for the daytime hours.

In October, 1944, the report states a total of 41 nighttime commercial programs were using an average of 145 stations per program, a 37% increase over a year ago, when 31 programs were carried by an average of 106 stations. In the same month 33 daytime sponsored programs were using an average of 163 stations per program, a 51% increase over a year ago.

Sloan Auditions

DR. EARL S. SLOAN Inc., New York, will discontinue *Gangsters* on 91 Blue stations Friday 9-9:30 p.m. following the broadcast of Jan. 5, also the date on which the account leaves Warwick & Legler Inc., New York. William R. Warner & Co., New York, parent company, has assigned four agencies to submit presentations in preparation for making an appointment, probably sometime in December.

'Voice' Expands

VOICE OF PROPHECY Inc., Washington, D. C., added 40 more stations to the 445 now carrying *Voice of Prophecy* half-hour religious show on Sundays during October. Contract for 52 weeks was placed by George C. Hoskin Assn., Chicago.

Sponsorship Case Delay Is Requested

Additional Time Sought To Clarify Proposals

(*See earlier story on page 24*)

POSTPONEMENT of oral arguments on the FCC's proposed identity rules from Nov. 10 until about Nov. 24 was regarded likely last week, on petition of the NAB and following informal discussions of radio attorneys with the Commission's law department.

Seeking additional time to explore means of clarifying the proposed new rule, Philip G. Loucks, former NAB managing director, retained as special counsel for the NAB, said a petition would be filed seeking postponement of the date for filing of briefs from Nov. 1 to Nov. 15 and postponement of the scheduled arguments from Nov. 10 to Nov. 24 at the earliest. It was thought the Commission would be favorably disposed.

Informal Discussion

At an informal discussion last Wednesday, FCC General Counsel Charles R. Denny and Assistant General Counsels Rosel H. Hyde and Harry Plotkin discussed with the industry group of the scope of the proposed rule, which has been drafted pursuant to Sec. 317 of the Communications Act, requiring appropriate identification of program sponsorship. In addition to Mr. Loucks, the informal discussion was participated in by Robert Bartley, NAB executive staff; F. M. Russell, NBC Washington vice-president; Earl H. Gammons, CBS Washington director; Julius Brauner and Sutherland Taylor, CBS attorneys; Robert Swezey, Blue; Henry Ladner, NBC, and Emmanuel Dannett, Mutual attorney. NAB President J. Harold Ryan also was present during part of the discussions.

Greatest concern, it is understood, was expressed over the literal interpretation of Sec. 317, and more particularly subparagraph B, which requires the identification of those who may supply program material but do not sponsor programs. It is generally felt the desired result could be achieved through redrafting of this provision. Further conversations are likely preparatory to the filing of briefs for oral argument.

George Kincaid

DEATH of George Kincaid, 47, owner of KFJI Klamath Falls, Ore., on Oct. 21, was reported last week by the station. He is survived by his mother, Mrs. J. A. Kincaid. Mr. Kincaid recently contracted for the sale of KFJI to Willard D. Miller, contractor and lumberyard owner in Klamath Falls, for about $110,000. The contract awaits FCC approval.

KFJI was established by Mr. Kincaid in 1932. No change is contemplated in station management, with Jack Keating continuing as director.



All with the same idea

That's a picture of the famous Puget Sound Salmon Derby. Each boat wants to get the top haul. It only happens once a year.

But every day advertisers are in a derby to get the top haul in radio audience. Not just quantity. But quantity at the lowest cost.

Here in Baltimore the answer is easy. You don't have to study a lot of figures. Or call in the brain trust.

You simply look at three figures concerning the stations you now use. First, you look at the station's coverage. Then, you check the listeners. Then, you take the total cost to find out what each listener costs you.

Do that and we know what your next buy will be: W-I-T-H, the successful independent station. W-I-T-H that delivers more results per dollar spent than any other Baltimore station.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* · *Represented Nationally by* Headley-Reed

Election Eve Network Spots Grabbed

Last Hour Reservation By Democrats Caps Republican Show

REPUBLICANS and Democrats are jockeying for position on national networks to say the final word to the American people as the election approaches.

The Democratic National Committee thus far has placed its party in a position to cap the climax with the reservation of the midnight to 12:15 a.m. period on all networks election eve.

This follows the fifteen minute, four-network reservation beginning at 11 p.m. Nov. 6 now held by the GOP. The Democrats have purchased time on all four networks for 10-11 p.m. Nov. 6.

Consequently, anyone who listens to network radio from 10 p.m. until 12:15 a.m. Nov. 6 may hear politics.

In this election, more prominently than in any other, both major parties have turned their promotion barrage guns on the American people through the facilities of radio.

If present schedules hold, by election day President Roosevelt will have devoted a total of 3 hours and 39 minutes to broadcasting to the American people in the interest of his campaign for re-election. This is based on the assumption that the three broadcasts he has made and the three he has scheduled for the future represent his total time on the air.

Gov. Dewey will have bettered this record by devoting a total of 8 hours and 30 minutes to actual broadcasting, plus two hours of full network re-broadcasts of his speeches.

These statistics take into consideration only the network time employed by the candidates themselves in appealing to the American voter. They don't represent, of course, the vast coverage which has been obtained through radio by the vice-presidential candidates, by other speakers and by organizations interested in promoting the aims of one party or the other.

President Roosevelt has one broadcast scheduled between those in Philadelphia and Chicago last Friday and Saturday and election eve (9:30-10 p.m., Nov. 4 on CBS and NBC).

It is possible that another Roosevelt appearance will be scheduled this week although confirmation has not been forthcoming.

Gov. Dewey has four more radio addresses scheduled between this time and the campaign's conclusion, the final one doubtless being a 15-minute address, possibly from Albany, during the hour-long program scheduled on all networks by the GOP Committee election eve.

It is perhaps more dramatically apparent in this major election than in any other that the welfare of the candidates depends to a major extent upon their radio appeals to the people.

It has been noted by experts, among them Professor Louis Foley of Western Michigan College of Education, Kalamazoo [BROADCASTING, Sept. 18], that the Dewey voice on the air has greater selling qualities than any other Republican candidate who has faced up against President Roosevelt.

The outcome, it is generally conceded, will depnd to a large extent upon the performance of the two parties during their broadcasts winding up the campaign.

Speakers Not Announced

Other important schedules for the home stretch include, for the GOP, two women's afternoon broadcasts, Oct. 30, 3:30-3:45 p.m. on the Blue and Nov. 30, 12:15-12:30 p.m. on CBS; three addresses by Gov. Bricker: Oct. 30, 9:30-10 p.m., MBS; Nov. 2, 9:30-10 p.m. CBS and Nov. 3, 9:30-10 p.m. on the Blue. Gov. Saltonstall, Mass., also will broadcast for the Republican national ticket Nov. 3, 8:30-9 p.m. on the Blue.

In addition to the periods already listed, the Democratic National Committee has purchased 10:15-10:30 p.m. on MBS, Oct. 30 and 8:45-9 p.m. on the same network the following night; 10:45-11 p.m. on NBC, Nov. 3, and 11-11:15 p.m. on Blue and MBS, Nov. 4, with no speakers announced for any of these times. Roosevelt-Truman ticket will also be promoted in broadcasts sponsored by the Liberal Party, Oct. 31, 10:30-11 p.m., MBS; by the Independent Voters Committee of Arts and Sciences for Roosevelt, Nov. 2, 10-10:30 p.m., NBC; CIO, Nov. 2, 10:30-11 p.m., NBC; ILGWU, Nov. 2, 10:15-10:30 p.m., Blue; Teamsters Union, Nov. 3, 9-9:30 p.m., NBC.

HOME-STRETCH SCHEDULE

Democrats

DATE	NETWORK	TIME
Nov. 1	Blue-NBC	10-10:30 p.m.
Nov. 4	CBS-NBC	9:30-10 p.m.
Nov. 6	All networks	10-11 p.m.
Nov. 7	All networks	12-12:15 a.m.

Republicans

Oct. 31	NBC	9-9:30 p.m.
Nov. 1	MBS-NBC	9:30-10 p.m.
Nov. 4	CBS-NBC	10:30-11 p.m.
Nov. 6	All networks	11-11:15 p.m.

Dumm Acquires 25% of KPAS; KROW to Sackett and Lasky

Transfer Will Settle Two Duopoly Situations; Dumm Negotiating for Other KPAS Stock

By DAVID GLICKMAN

A DOUBLE-barreled station transaction which would settle two "duopoly" situations was in the making last week, involving KPAS Pasadena and KROW Oakland. Wesley I. Dumm, controlling stockholder of KROW, would sell that station for approximately $250,000 to Sheldon F. Sackett, Oregon publisher and station owner, and Philip G. Lasky, KROW general manager, and would acquire an approximate 25% interest in KPAS from J. Frank Burke for about $100,000 with control to be procured from other stockholders.

It was ascertained that Mr. Burke had sold his interest in KPAS to Mr. Dumm, subject to FCC approval. This transaction involves 625 shares of common stock, of an aggregate of 2,550 shares of stock in three classes. KPAS is said to be valued at $400,000.

May Buy Other Stock

Negotiations are under way for Mr. Dumm to acquire additional stock from among some 12 other stockholders, thus making him principal owner of KPAS. The transaction provides that Loyal K. King, general manager and also a stockholder of KPAS, will continue in his present capacity. He is a son-in-law of Mr. Burke.

Mr. Burke also operates KFVD Los Angeles and is required to divest himself of one station or the other under the FCC multiple ownership regulation barring ownership, management or operation of more than one station in the same market. With the war's end, KFVD management will revert to J. Frank Burke, Jr., now a lieutenant (j.g.) in the Navy.

Mr. Dumm is president of Associated Broadcasters Inc., which owns and operates KSFO San Francisco, along with the giant international shortwave stations KWID and KWIX.

Stock Transfers

Under the duopoly regulations, Mr. Dumm is disposing of his interest in KROW. Mr. Lasky, now a 17½% stockholder, would acquire approximately 35% under the new ownership, with Mr. Sackett, owner of KOOS Marshfield, Ore., and publisher of the *Coos Bay Times*, as the majority stockholder, subject to FCC approval.

Associated Recording Studios, division of Associated Broadcasters Inc., is establishing a Hollywood unit at 6757 Hollywood Blvd. These studios, it is reported, also will be used by KPAS for broadcast purposes. Building remodeling, recording equipment and studios will represent a reported investment of $100,000.

NEW AFL SERIES ON 4 NETWORKS

PLANS for a series of weekly educational programs during 1945 by the American Federation of Labor, under a cooperative arrangement with all four major networks, are provided in a tentative schedule announced last week by the AFL. Beginning Jan. 7 a 13-weeks program entitled *Labor Forum* will be broadcast on NBC on Sunday 1:15-1:30 p. m.

A 13-weeks series entitled *Help Wanted* starts on CBS in the Spring at a time to be announced later. Beginning in midyear a 26-week series will be aired on Saturday 6:45-7 p. m. on the Blue, name of program as yet undecided. In addition, there will be a series of spot programs on Mutual.

Blue Sales Realignment Headed by C. P. Jaeger

C. P. JAEGER, formerly network sales manager of the Blue Network, has been appointed to the new post of general sales manager in a re-grouping and consolidation of the Blue's sales activities, announced last week by Chester J. La Roche, Blue vice-chairman. Under the new set-up, which becomes effective immediately, Mr. Jaeger will head a combined sales operation comprising network sales, national spot sales, cooperative programs and program sales, formerly operated as separate divisions, but each division will now operate as a unit of the general sales department.

Murray Grabhorn, formerly national spot sales manager, has been named assistant general sales manager. He will continue supervision of national spot sales as a part of his new duties. D. R. Buckham remains as eastern network sales manager and Stanley Florsheim as head of cooperative programs. "This consolidation of all sales activity of the Blue Network", Mr. Jaeger said, "will enable us to give all advertisers a broader and better rounded sales service."

Gene Cagle Named Head Of Texas Net and KFJZ

ELECTION of Gene Cagle, general manager of Texas State Network and KFJZ Fort Worth, as president of both entities, was announced last week following a board meeting of the company. He had previously served as secretary and a member of the board. The 31-year-old Cagle, former Texas Christian football star, joined KFJZ in 1933 as an announcer. With the creation of TSN in 1938 by Elliott Roosevelt, second son of the President, Mr. Cagle also joined that operation. In 1941 he became manager of KFJZ and TSN, and assumed executive direction of the three other stations in the original Roosevelt group—KABC San Antonio, KNOW Austin, and WACO Waco.

TSN and the four owned and operated stations are owned by Charles Roeser, oil executive, 42%; S. W. Richardson, oil executive 18%; Mrs. Ruth Googins Roosevelt Eidson, former wife of Col. Elliott Roosevelt, 35%, and Mr. Cagle 10%. The former Roosevelt interest is now held by Mrs. Eidson and her three children.



Before the show could go on, a sponsor was required. Weed & Company located a prospect with a budget and a problem — and a Weed man was there *first*. In-person presentations, from coast to coast, of sales-able stations from coast to coast, are Weed's forte. Advertisers and time buyers recognize the expression "Nationally Represented by Weed & Company" as meaning business — stations know it means more business.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD



OCCASION FOR CONCLAVE of radio, department store and advertising executives, was the decision of N. Snellenberg & Co., Philadelphia department store, to sponsor *Uncle Jim Willard*, popular juvenile program, on WIBG Philadelphia. Seated are (l to r): Paul F. Harron, owner of WIBG and Morton Snellenberg, president of the department store. Standing: F. H. Seberhagen, Seberhagen Adv., agency servicing the account; Edward D. Clery, WIBG general manager and Marcus Wechsler, advertising director of Snellenberg's. Contract for the Saturday program, which originates in the Snellenberg store, is for 26 weeks.

AFRS BEAMS GRID GAMES TO TROOPS

LIVE, play-by-play descriptions of the top football games of the season are being shortwaved to troops all over the world through facilities of the Armed Forces Radio Service, Information and Education Division, Army Service Forces. In addition to the direct transmission, a 55-minute football roundup complete with scores of all major games is broadcast on practically all beams on Saturday and Sunday.

From the Pacific Coast, Eastern and Midwestern games go out play-by-play on Saturday to the Southwest Pacific, and with the cooperation of the CIAA, to Alaska and South and Central America. The roundup, sent out at a later hour, is beamed to the Southwest Pacific, Alaska and the Philippines. The Sunday professional game selected is sent to the South, Central and Southwest Pacific Theatres, with a recreation or condensation to the South and Southwest Pacific, Alaska and the Philippines. Because of time differences, another recreation goes to troops in the Central, South and Southwest Pacific on Monday.

For the European, Mediterranean and Atlantic Theatres, games are broadcast from East Coast transmission points on Saturday to England, the European continent and the Mediterranean area. Professional games on Sunday go to England, Europe, the Mediterranean, South Atlantic, Africa, Greenland and Iceland.

Saturday broadcast from the Atlantic Coast on the Europe-England beam carries an East Coast game live and, in addition, the last hour of a Middle Western game. In the case of the live games reaching a target area, such as the Southwest Pacific, at an impractical hour for listening, AFRS stations in the area plan to transcribe the games and rebroadcast locally.

ANA N. Y. Meeting

PROBLEMS of the creation of markets and stimulation of buying power through advertising, to provide higher levels of employment during the transition and postwar period, and the use of advertising to create better understanding between business and its public will be dealt with at the annual meeting of the Assn. of National Advertisers, to be held Nov. 15-17 at the Biltmore Hotel, New York. Sessions Nov. 15 will be open to ANA members only, with remaining meetings open to guests.

FLY IGNORES WIRE OF WIGGLESWORTH

FCC CHAIRMAN James Lawrence Fly up to last Friday had been too busy with allocation hearings to answer the telegram of Rep. Richard B. Wigglesworth (R-Mass.), member of the House Select Committee to Investigate the FCC, demanding assurance that all of the Bulova station sales of recent months be revoked or "held in suspension status" as of the beginning of the current Congressional recess [BROADCASTING, Oct. 23].

At Commission headquarters no comment was forthcoming other than the statement. "The telegram has not been answered." Because the action demanded by Mr. Wigglesworth involves decisions by the Commission en banc, it was hinted the telegram, though addressed to Chairman Fly, must be considered by the full Commission.

Rep. Wigglesworth said the assurance that the Commission would revoke or hold in suspension the Bulova transfers would "obviate the necessity of requiring immediate meeting of the Select Committee or further publicity concerning transfers referred to and certain very large and illegal campaign contributions".

Y&R RADIO HEADED BY GORDON CATES

GORDON D. CATES, vice-president of Young & Rubicam Inc., New York, and supervisor of the Swan Soap account (Lever Bros.) has been appointed general manager of the radio division, a new title at Y&R. Appointment comes as part of a major reorganization of the radio department, which is understood to be still in process, and which was initiated with the resignation of Thomas F. Harrington, as vice-president and radio director, and of Hubbell Robinson Jr., vice-president and executive manager of the radio department early in October [BROADCASTING, Oct. 2].

Active in station operations, radio writing and program production since 1925, Mr. Cates joined the contact staff of Y&R in 1939 and was named a vice-president in 1942. Previously he was associated with McCann-Erickson Inc., and with Fuller & Smith & Ross.

Y&R radio executive set-up now includes Harry Ackerman, recently named vice-president in charge of programs, supervising the creative activities of the radio division [BROADCASTING, Oct. 9], Joseph, Moran, associate director, supervising talent and commercial departments, Frederick A. Zaghi, radio manager and Carlos Franco, associate director, supervising station relations and timebuying.

President Noncommittal On Petrillo Law Search

PRESIDENT ROOSEVELT told a news conference last week he had nothing to report on the search of the laws being conducted by his aides to force compliance by James C. Petrillo, president of AFM, with the War Labor Board directive of June 15 calling for resumption of recording operations at RCA Victor, NBC Recording and Columbia Recording Co.

As far as could be learned, no reply has been made by OES Director Fred Vinson to the joint telegram sent Oct. 22 by the recording companies urging swift action to prevent their capitulation to AFM's demands. A spokesman for Mr. Vinson said it was under consideration.

Dewey Uses Time Of Farm Program

FOLLOWING an announcement by Gov. Thomas E. Dewey last Tuesday night during a political broadcast from Minneapolis that he would deliver a farm speech Oct. 28 on the *National Farm & Home Hour*, a spokesman for the Blue Network stated the usual type of introduction would be used in presenting the Republican candidate to the radio audience, viz: "The program usually heard at this time has been cancelled to bring you a political broadcast for which time has been purchased by the Republican National Committee".

Gov. Dewey's announcement, which was not included in the candidate's prepared address, was the first information given Wallace Kadderly, Chief of Radio Service, Dept. of Agriculture, that the Saturday 30-minute program, for which the Department contributes 12 minutes, was cancelled. When officially notified Wednesday by Charles C. Barry, Blue eastern program manager, of the network's action, Mr. Kadderly said he was surprised at hearing Gov. Dewey's announcement the previous night and termed the arrangement "an unfortunate piece of business".

He said the *Farm & Home Hour* never has been used for partisan politics and that the program is regarded by the farm audience as synonymous with the Dept. of Agriculture. Had he been consulted in advance, he said, he would have had no objection to the cancellation but "would have protested vehemently" against any identification of the program with a political broadcast.

The Republican National Committee on Wednesday issued a news release stating: "Gov. Thomas E. Dewey will address a meeting in Syracuse Saturday, Oct. 28, . . . which will be broadcast on the *Farm & Home Hour*, 12:30-1 p.m. (EWT) over the Blue network."

WILLIAM F. BROOKS, director of NBC's news and special events department, will go abroad soon after Nov. 7 to lay the groundwork for expansion of the network's postwar news coverage.

RTPB, NAB Seek Satellite Channels To Increase Coverage of AM Stations

PROPOSAL to allocate frequencies in the ultra high and super high band for unattended satellite stations to increase present standard broadcast coverage was submitted late Friday to the FCC by Howard S. Frazier, NAB Director of Engineering and chairman of Panel 4, Radio Technical Planning Board, at allocation hearings.

On behalf of the RTPB, endorsed by the NAB, Mr. Frazier recommended the following allocations for satellite stations:

FM Studio-Transmitter links or relays for use by AM or FM stations (channels also to be available for interstation program relay circuits) 23 FM audio channels, 600 kc wide, 330-344 mc; 32 FM audio channels, 600 kc wide (channel width should be adequate to permit FM operation consistent with present development of the art), 1210-1220 mc and 5300-5400 mc.

Synchronization control links or relays for AM satellite transmitters: 9 channels 3200 kc wide (these high frequency transmitters to be amplitude modulated by control frequencies of 1600 kc or less; channel width should be adequate for satisfactory operation on these frequencies consistent with present development of art) 1200-1210 mc, 5200-5300 mc and 8300-8500 mc.

Mr. Frazier said it was believed possible that through using controlled satellites that many local stations now limited at night to service areas could be materially improved. Conceivably, several hundred satellites would be placed in operation within two or three years after civilian manufacture of equipment is resumed.

On the basis of late studies, Mr. Frazier estimated that 54% of the existing standard sets are capable of tuning to the 540 kc band and 14% to the 530 kc band. The Panel 4 Allocation Committee has recommended the standard band be extended to 520 kc and the Receiver Committee to 530 kc.

SOME OF THE MANY NEWSMAKERS who have accepted TIME's invitation to appear on the March of Time and tell America the story of the news they helped to make. We hope you will listen as *future* newsmakers broadcast *their* stories over the microphones of THE MARCH OF TIME (sponsored by the editors of TIME).

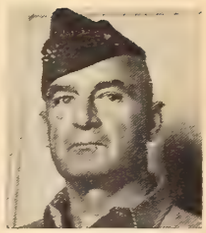

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THE MARCH OF TIME

Joins

THE BLUE NETWORK

and cordially invites you to listen to the first broadcast of its new series

ON THURSDAY *November 2* **AT 10:30 P.M. EASTERN WAR TIME**

TIME

With this program the March of Time changes to the Blue Network.

The same time (10:30 P.M.), the same night you've always listened (Thursday)

—but a different number on your dial beginning November 2.

COVERING PELELIU INVASION

Sgt. Flanagan Uses Ingenuity in Recording With Makeshift Equipment

AN EX-RADIOMAN, Sgt. Alvin George Flanagan, USMC, producer-announcer of WOR New York, KDKA Pittsburgh, WSB Atlanta, WRUF Gainesville, Fla., went in with the first wave of Marines to hit Peleliu in the Palau Islands and with an SCR-300 FM transmitter strapped to his back, described the attack, relaying it back to a recorder aboard a communications boat.

The original plan was to use a wire recorder but the set failed to arrive, so Sgt. Flanagan, on his maiden battle broadcast, worked with a 40-lb. walkie-talkie and transmitted to S/Sgt. Tom Carson, a Marine combat photographer, also untried in battle recording, who was on the LCC taking down the descriptions on a Recordgraph film recorder. The walkie-takie had not been tested because of the radio silence imposed on the invasion boats.

Sgt. Flanagan went in on an amphtrac then waded in with the transmitter on his back and an improvised strap to hold the telephone-receiver type microphone close to his mouth so his hands could be free for the carbine he carried—and used. Heavy resistance was met. In the midst of a recording, grenades and mortar shells missing him by inches, he looked up to see a Jap on shore drawing a bead on him. Sgt. Flanagan interrupted his description, shot the Jap and then continued the recording. The LCC was also a constant target, lying on a reef between lines of invasion craft streaming in under a hail of mortar fire.

"We tested with our code," Sgt. Flanagan told BROADCASTING just after he had flown back with the recordings. "When I called 'Churchyard Able calling Appetite, come in please', and he answered, 'Appetite to Churchyard Able, five by five', I knew we were doing O.K." Five by five is the Marine radio term for high type signal strength.

Recording as he approached the heavily fortified beach from positions along the shoreline and from a shell hole at the edge of the island's airfield, Sgt. Flanagan made a fine target because of his obvious communications equipment including the antenna rising several feet in the air. The antenna must be perpendicular to transmit, making it necessary to stand or at least sit for endless hours.



Sgt. Flanagan at Peleliu

"I've learned from this experience", he said, "that for the best quality in combat recordings, you have to have the power with you. Half the quality is lost when the sound is relayed. When I go back to do more recordings—in Japan, I hope—I would like to have some special attachment for the mike so my hands would be free. You can't juggle a carbine and a mike on an invasion.

"Probably the best arrangement is to have a cable line from the microphone running back to a jeep or some easily maneuverable vehicle, where there is a generator operating a disc recorder. In that way you record the sound direct."

Selections from the Peleliu records were played on WOR New York, Saturday, Oct. 14 and Monday, Oct. 16. Mutual built a program around the records, and broadcast it 8:15 last Friday night. The recordings have been made available to OWI's shortwave service and to the Armed Forces Radio Service for broadcasting to the troops overseas.

Sgt. Flanagan, whose home is in Beverly Hills, is also a veteran of the Cape Gloucester landings.

Arno Johnson Talks

CONSUMER demand for goods and services in the postwar era must be double the prewar demand if there are to be jobs for the 57,000,000 who must have them and advertising and selling have a fundamental part to play in developing this increase, Arno H. Johnson, director of media and research of J. Walter Thompson Co., told the Radio Executives Club of New York last Monday. Out-of-town guest at the meeting were: Mort Silverman, WEIM Fitchburg, Mass.; H. S. Lamb, W. Y. E. Rambo, Jack DeRussy, KYW Philadelphia; Herbert Rutran, MacFarland Aveyard & Co., Chicago; Merle S. Jones, WOL Washington; Burt Squire, SESAC; Wallace A. Walker, WFCI Pawtucket, R. I.; Franklin J. Pease, Ross Federal Service; Howard Chamberlin, WLW Cincinnati.

World Series Coverage

"WIDEST radio coverage of a sports event yet achieved by Armed Forces Radio Service," Information and Education Division, Army Service Forces, was the global broadcasting of the World Series [BROADCASTING, Oct. 9], heard with unusually clear reception by American sailors, soldiers, Marines, Coast Guardsmen and Allied fighters in every war theatre. Reports came in to AFRS headquarters, New York, and Los Angeles praising the broadcasts and their strong signal. Troops on the road to Berlin said games were a fine morale builder. Men in the field and in hospitals in France, Alaska, India, Iceland heard the series with great clarity, and a cable from the Red Cross said American internees in Switzerland received the games "loud and clear and with no fading".

Crosley Appointments

APPOINTMENT of G. F. Gamber as director of industrial relations and standards and promotion of James H. Rasmussen to general sales manager, both in the manufacturing division of the Crosley Corp., Cincinnati, were announced last week by R. C. Cosgrove, vice-president and general manager, Crosley manufacturing division. Mr.Gamber was manager of employe relations for Talon Inc., Meadville, Pa. Mr. Rasmussen has been commercial manager of the Crosley manufacturing division since 1941. Previously he was assistant sales manager of the Zenith Radio Corp.

Radio Music Project

TO DEVELOP music particularly suited to radio, WHAM Rochester has commissioned three outstanding composers, all Rochester men, to write for the medium. They are Dr. Howard Hanson. Dr. Paul White and Jernard Rogers, all of the Eastman School of Music of the U. of Rochester and are well-known for their compositions. They will compose works of 5 to 8 minutes duration acceptable to any station orchestra of average size and will be of sufficient technical ease to be played with limited rehearsal time. Spring of 1945 is the time set for public auditioning.

HEARING IN WGBF DUOPOLY JAN. 10

AN UNUSUAL problem in connection with the FCC duopoly regulation (Sec. 3.35) will confront the Commission next Jan. 10 when the license renewal of WGBF Evansville, Ind., is scheduled for hearing. On motion of Evansville on the Air, licensee of WGBF and WEOA, petition to vacate Nov. 2 as hearing date, previously set by the FCC, was granted by Commissioner Paul A. Walker, motions chairman.

Soon after the Commission's ban on multiple ownership became effective last May 31, Evansville on the Air filed petition alleging that the duopoly regulation was not applicable, since separation of the two stations would not be in the public interest. To substantiate its claim the licensee corporation filed many affidavits from civic, church and business leaders of Evansville and surrounding territory, urging the FCC to permit the licensee to continue operating both stations.

Evansville on the Air alleged that the city's two daily newspapers, the *Courier* and *Press*, had combined their Sunday issues and increased the Sunday advertising rate, whereas WGBF and WEOA had not increased rates. Petition further stated that the two stations share facilities and a separation would work hardship.

Radio Is Found Main Source of News For Iowa Listeners in Survey by Whan

RADIO is the main news source of a sizable majority of Iowans despite the fact that 94.3% of those interviewed subscribe to newspapers according to an audience survey by Dr. Forest L. Whan of the U. of Wichita just published by WHO Des Moines. The survey is regarded as a fairly accurate yardstick for the state's entire population since various polls place the percentage of radios in Iowa at 90.2 and upwards.

Breakdown of this question shows that women are more dependant on radio news than men and the general dependency increases from urban to village to farm. In cities 67.8% of the women and 62% of the men leaned most on radio whereas in villages the figures stood at 76.7% and 68%; farms 79.4% and 77.9% respectively. The tables listed in the booklet subdivide answers into population, sex, age, education, time and whatever other special qualifications happen to be necessary.

Good Any Time

Approximately four out of five people felt that there was no time during the day or night they could not tune in the type of program they desired. Except for the 7 to 9 p. m. period the percentage dissatisfied was never more than 6.5%.

The attitude in general toward the job radio is doing is overwhelmingly favorable, the survey shows. Of 7,968 respondents in radio-equipped homes nine out of ten answered that an "unqualified" good job was being done. Only 5.9% thought it a poor job and 3.7% a good job "qualified." Specific criticism of certain branches was given by 599 persons of the total number of respondents, the most prevalent complaint being present-day advertising which irked 53.5% of the 599, or 4% of the 7,968 respondents. Serial dramas scored 24.3% and among the list were interference and lack of repairs, which affected 8.7%.

The reasons for set failure in those 3.5% of homes reached in which all radios were not operating were: dead batteries, 35.5%; bad tubes, 31%; other reasons, 9.6%; reason unknown, 23.7%.

Of the homes with sets out of order 0.8% have been so for less than one month; 38.1% for one month; 25.6% for two months; 20% for three to six months; 6.1% for six to twelve months; 9.4% for more than a year. Power for sets is supplied by electric high lines in 82.4%; wet or dry batteries, 16.3% and home generators, 1.3%. Of sets powered by batteries only 39.6% were able to answer that their batteries were in good condition; 8.5% were dead; 35.7% in fair condition; 12.5% in weak condition; 3.7% unknown. More than a third of the farm sets in Iowa are powered by batteries.

Types of programs favored this year are listed together with comparative data for the past four years. General trends which can be noted are: a steady decline during the period in popularity of serial drama and audience participation shows; increased popularity since the war of news, straight talks on farming with a steady decline, however, in these three types during the past two years; increased popularity since the war of band music, comedy, popular music, classical music and more especially complete drama.

"...by the company it keeps"

'A' is for Allegheny Ludlum steel. 'B' is for Bayuk cigars. 'C' is for Conti products. And so on through the alphabet to 'Z' for Zonite.

Midway in the alphabet is a big 'M' for Mutual, which serves all these clients, which is proudly known by the company it keeps, and which currently adds *more* prestige advertisers to its roster.

Three more leaders in three more fields are signing with Mutual within this six-week span:

ADVERTISER	STARTING	PROGRAM	AIR TIME
WALTHAM WATCH COMPANY	OCT. 11, 1944	SUMNER WELLES "Time for Decision"	10-10:15 pm EWT WEDNESDAYS
UNION PACIFIC RAILROAD	OCT. 15, 1944	"YOUR AMERICA" Variety-Drama	4-4:30 pm EWT SUNDAYS
THE GOODYEAR TIRE & RUBBER CO.	NOV. 21, 1944	"THE ROY ROGERS SHOW" Singing Cowboy	8:30-9 pm EWT TUESDAYS

Yes, the move is surely to Mutual, and if *you* move swiftly, you can still find the best time-buys in radio, at peak listening hours, on this network.

this...is Mutual



—SOUTHERN STYLE!

This isn't 42nd Street. It's a pedestrian's view of a Memphis skyscraper . . . the Sterick Building . . . one of the many that make up Memphis' skyline.

Memphis is a big market . . . the twelfth largest in the nation.

And Memphis' NBC Station is WMC, the sure way to sales in the Mid-South.

WMC
★ 5000 WATTS DAY & NIGHT
★ NBC NETWORK
MEMPHIS, TENN.
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
OWNED AND OPERATED BY THE COMMERCIAL APPEAL
MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC - Memphis · WJDX - Jackson, Miss.
KARK - Little Rock · WSMB - New Orleans
KWKH - KTBS - Shreveport

Five New Standard Outlets Are Sought; FM, Commercial Video Applications

NEW APPLICATIONS filed with the FCC in the past fortnight include requests for five new standard stations, in addition to several FM and commercial television stations.

Voice of Talledega Inc., Talledega, Ala., requests standard facilities of 1230 kc with 250 w and unlimited time. Vice-president and minor interest holder (5 of 55 sh) is Julius C. Vessels, chief engineer of WDOD Chattanooga. President is Harry Held (25 sh), local businessman, and secretary treasurer is Hardy Riddle (25 sh), probate court judge and local businessman.

A new local station for Ventura, Cal. is sought on 1450 kc, 250 w, unlimited time, by Coast Ventura Co., vice-president and two-thirds owner (333-1/3 sh) of which is David H. Cannon, who holds a 36½% interest in KIEV Glendale. Carroll R. Hauser, associated with the U. of California, Division of War Research, is president and third owner. Secretary is Earl E. Swem.

Topeka Petition

KTOP Inc., Topeka, Kan., owned by KSAL Salina and a group of businessmen having radio and newspaper interests, seeks a new local for Topeka on 1400 kc with unlimited hours and 250 w. Interested parties are:

R. J. Laubengayer—president, 3 shares (1%), president, director and 51% owner of KSAL, 50% owner of Goodland News Pub. Co., 13% owner *Salina Journal* and 20% owner Consolidated Printing Co.; J. Nelson Rupard—secretary (1/3%), who is secretary and general manager of KTSW Emporia; Sidney F. Harris—treasurer (1%), and J. P. Harris (1%), co-publishers of *Ottawa Herald, Chanute Tribune, Hutchinson News & Herald, Salina Journal, Burlington Hawk-Eye Gazette* and each 20% owner of KBUR Burlington; KSAL Inc., 66-2/3%; Selleck B. Warren 15%, 40% owner Warren Mortgage Co. and 37½% owner KTSW; J. J. Hovorka 15%, 22% owner KTSW.

Central Broadcasting Co. requests a new local station for Johnstown, Pa. on 1490 kc with unlimited-time and 250 w. Majority interest (80%) is jointly owned by Paul J. Short, president, and Alice L. Short, secretary-treasurer. They are in the undertaking business. Remaining interest is held by Samuel Collins, vice-president, who handles advertising and promotion for WCED DuBois, Pa., and WMRF Lewistown, Pa.

A 1,000 w standard station on 960 kc with unlimited time is sought by Coeur d'Alene Broadcasting Co., Coeur d'Alene, Ida. Burl C. Hagadone is president and holder of 2,500 shares Class A stock. Scripps Newspapers holds a like interest in Class B shares. E. W. Scripps is chairman of the board; J. G. Scripps, vice-president and treasurer; W. Frank Powell, controller; Ann E. Murphy, secretary. All are associated with the Scripps League of Newspapers.

Ned Shepler, publisher of the Lawton (Okla.) *Constitution,* is applicant for a new FM station on 48,900 kc with coverage of 4,500 sq. mi. and estimated cost of $38,000. The Washington (D. C.) *Times-Herald* requests a commercial television station on Channel 8. Paper has already filed an FM application.

Filene's Television Inc., Boston, affiliated with the Federated Dept. Store interests, is applicant for a commercial video outlet on Channel 7.

Contra Costa Broadcasting Co., Richmond, Cal., requests a new FM station on 49,500 kc and with coverage of 4,490 sq. mi. Estimated cost is $30,300. John Galvin Jr. is president and holder of 15 shares (13.04%) in the new company. John F. Galvin, vice-president, holds 60 shares as trustee for Independent Publishing Co. Warren Brown Jr., secretary, owns 20 shares. Treasurer and owner of 10 shares is E. M. Downer Jr., who is associated with the Mechanics Bank of Richmond. All are jointly associated with Independent Printing Co. and Independent Publishing, which holds 10 shares.

Radio Set Promotion

PLANS for advertising on FM stations are being included in the 1945 promotion drive now in preparation by Stromberg-Carrlson Co., Rochester, N. Y., to build up the market for its AM and FM radio receivers and television lines during 1945. In addition to the projected use of FM radio and continued promotion on AM stations—the current schedule including programs on WHAM Rochester and WQXR New York—the company contemplates expansion of present campaign in 13 national magazines to include additional space in these publications rather than an increase in the list. Point-of-sale advertising will be re-introduced with novel methods superceding the traditional techniques. Some phases of plans now in preparation will not get under way until the WPB releases restrictions on production for civilian use. Agency is McCann-Erickson, New York.

WKBV to MBS

WKBV Richmond Ind., operated by Central Broadcasting Corp. with 250 watts on 1490 kc, Nov. 5 becomes a fulltime MBS outlet.



HUSBAND AND WIFE team in action! Russ Winnie, sportscaster at WTMJ Milwaukee, who has aired U. of Wisconsin and Green Bay Packer games for the past 16 years, has been assisted for 14 of those years by his wife, known to Wisconsin area football fans as "George". Mrs. Winnie became interested in football while a student at the U. of Wisconsin and became a student of the game when she started working in the broadcasting booth with her husband as a spotter. She is believed to be the only woman spotter in broadcasting.



Both Are of Equal Importance . . . .

TWO great metropolitan New York markets listen to WOV. Two great markets, in their respective listening hours, combine to give this important station a constant, around-the-clock selling power . . . night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 7:30 and 10:00 p. m., WOV delivers the largest average metropolitan audience of any New York Independent station . . . at less than half the cost of the next ranking station.

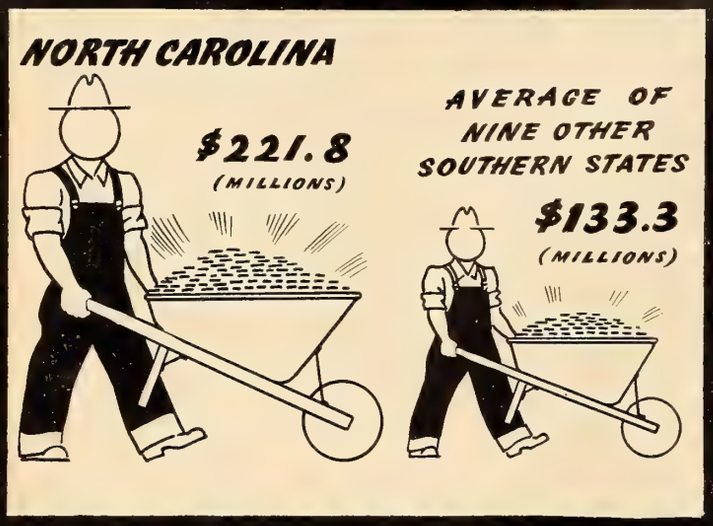
RALPH N. WEIL, General Manager
JOSEPH HERSHEY McGILLVRA, Nat'l Rep.

WOV

New York

THE KEY TO TWO MARK

NORTH CAROLINA
IS THE SOUTH'S
No.1 AGRICULTURAL
STATE



WPTF
(CARRYING N.B.C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No.1 SALESMAN
WPTF • RALEIGH



FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Final Blue FCC Applications Filed For Change of Name to ABC Network

FINAL STEPS toward change in identity of the Blue Network to American Broadcasting Co. Inc. (ABC Network) were taken last week with the filing of a sheaf of applications with the FCC for voluntary assignment of all Blue station, relay and experimental licenses to the American Broadcasting Co. Inc.

Having legally cleared the names "American Broadcasting Co." and "American Network" during the last few weeks (BROADCASTING, Sept. 25), the Blue filed the formal assignment requests with the FCC affecting WJZ New York, WENR Chicago, KGO San Francisco and KECA Los Angeles, all of which are now Blue-owned stations licensed in the name of Blue Network Co. In addition, there were filed 47 separate applications covering relay and other non-standard broadcast stations licensed to the Blue. FCC approval of the assignments is regarded as automatic.

Just when the Blue will change its name formally to American Broadcasting Co. was not indicated, though this probably would be accomplished gradually, insofar as the public is concerned. Presumably programs will be identified as the "Blue Network programs of the American Broadcasting Co.," or of the "American Network," or some variation of that theme in order to retain the prestige and value of the Blue identity until the ABC Network is well entrenched.

The American Broadcasting System Inc. is the holding company for the Blue. Recently Edward J. Noble, American Broadcasting System president and chairman of the board of the Blue, acquired the names "American Network Inc." from the FM project and "American Broadcasting Co." from Mrs. Helen Mark, now licensee of WMT Cedar Rapids. Also cleared was the name "American Broadcasting Corp.," a Kentucky company, licensee of WLAP Lexington and KBIR Knoxville.

HOOPER REPORTS DAYTIME USE 14.8

HEADING the list of "Top Ten" weekday programs according to the Oct. 23 report of C. E. Hooper, Inc., are *When a Girl Marries, Kate Smith Speaks* and *Our Gal, Sunday*, followed by *Big Sister, Romance of Helen Trent, Backstage Wife* (MWF), *Portia Faces Life, Stella Dallas, Breakfast at Sardi's* (Kellogg) and *Ma Perkins* (CBS). Songs by Morton Downey attained the highest sponsor identification index with 70.7 of the listeners with 70.2 giving the correct product, 0.5 naming sponsor, but giving another product, 2.3 giving wrong identification and 27.0 unable to name a sponsor.

Songs by Morton Downey also had the largest number of women listeners per set with a 1.37 rating, Cedric Foster the most men with 0.6 and *Jack Armstrong* the most children with 1.41. Average daytime audience rating is 4.3, no change from last report, but down 0.3 from a year ago. Average daytime sets-in-use rating of 14.8 shows no change from last report nor from a year ago. Average daytime available audience is 69.7, down 0.9 from last report and down 1.0 from a year ago.

Schroeder Appointed

WILLARD SCHROEDER, formerly sales manager of WCAE Pittsburgh, has been appointed general manager of WINS New York, succeeding Clarence G. Cosby, resigned, according to Leonard Kapner, general manager of Hearst Radio Inc., New York. Mr. Schroeder assumed the post at WINS, which is a Hearst property, Oct. 23. He has been with Hearst since 1934. In April, 1936 he joined WCAE Pittsburgh as local time salesman. In 1940 he became WCAE sales manager, a post he has held continuously with the exception of a leave of absence last year to serve as flying instructor for the Army at the Graham Aviation Co., Butler, Pa.

Loucks to Appear For NAB at Probe

Will Present Association's Position Before FCC

APPOINTMENT of Philip G. Loucks, Washington attorney and former managing director of the NAB, as special counsel to represent the Association at the Nov. 10 hearings before the FCC on the proposed "sponsor identity" rule, was announced last week by J. Harold Ryan, NAB president.

Mr. Loucks, who directed the NAB from 1930 to 1935, will present an overall industry case in opposition to the precise language of the proposed new rule drafted pursuant to Section 317 of the Communications Act. A detailed appearance on behalf of NAB will be filed by Nov. 1 deadline.

In addition to the NAB, it is indicated a number of stations and probably the networks will testify on the proposed rule. Section 317 requires that all matter broadcast for which service, money or any other "valuable consideration is directly or indirectly paid" shall be announced as paid for or furnished, with precise identification of the sponsor.

The proposed FCC rule, however, is much broader and would embrace furnishing of script, recordings, or other materials as within the pale of "sponsorship". It is generally felt that the rule as proposed is too broad and beyond the Congressional intent.

Two Join MBS

MUTUAL is adding two former CBS men to its staff, Ed Eadeh as research statistician, and James Preston as assistant production supervisor in the sales promotion department. Mr. Eadeh joins Mutual Oct. 30, having served for the past three years in CBS research, working on coverage analysis. Mr. Preston came to Mutual last week from the CBS sales promotion department where he was assistant production supervisor. Oscar Fileopeo, assistant in the department since August, replaces him at CBS.



The Pacific Coast, too,

HAS TWO CANDIDATES!

THE PACIFIC COAST has *two* candidates for radio sales. Unlike politics, to get complete coverage you have to elect *both* of them—and you can do it only with Don Lee.

Let's take a look at the facts. Half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this OUTSIDE HALF.

The reason is geographic. Most markets in the *outside half* are surrounded by mountains, and long-range broadcasting doesn't work. What does work (and excellently) is plenty of *local stations*, hitting home with sales messages in every one of these mountain-blockaded markets. Don Lee has 38 such stations, placed to give intense localized coverage. Listenership is so good, the largest coincidental telephone survey on the Pacific Coast (C. E. HOOPER, 276,019 calls) gives Don Lee 60 to 100% of the listeners in many of these *outside* markets.

Don Lee's record on *inside* coverage is tops, too. When Lowell Thomas recently changed from Network A to Don Lee, in 3 weeks he got twice the Hooper he had obtained in 13 weeks on Network A. According to the August 15 Hooper Report, Gabriel Heatter on Don Lee outranks all competing network commentators.

Before you buy radio time on the Pacific Coast, weigh the facts. Vote for Don Lee and *complete coverage!*

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Shelley, WHO Newsman To Tour Europe Theatre

JACK SHELLEY, manager of WHO Des Moines news department, first Iowa broadcaster to be accredited by the War Dept. for a 90-day assignment in the European Theatre of Operations, will start his tour shortly. His first broadcasts will be made from Britain with others to follow from the rest of the area.

Mr. Shelley's arrival in the European Theatre will give WHO two correspondents in western Europe. Maj. Frank Miles, formerly of the Iowa Selective Service staff, now a correspondent for American Legion publications, also has been representing the station.

JAMES MURRAY, sales promotion manager of WJZ New York, has been named manager of sales and promotion at KQV Pittsburgh, the appointment contingent on FCC approval of the transfer of the station from Hugh J. Brennen to its new owners, a group of Pittsburgh businessmen. Mr. Murray is continuing for the present at WJZ.

ASCAP Offers Sixth War Loan Series; BMI and SESAC Schedule Activities

PARTICIPATION in the Sixth War Loan Drive proposed by ASCAP, BMI and SESAC was announced last week by the Treasury War Finance Division. ASCAP plans, which previously had been reported in formation, consist of a series of eight quarter-hour programs, available for local sponsorship and use by all stations whether licensed by ASCAP or not, commemorating the role of music on the American scene during the past several decades and also featuring selected Marine Corps recordings from various battle areas.

Four Songs Ready

BMI is considering a series of programs the nature of which has not been determined, according to Sidney Kaye, general counsel, and M. E. Thomkins, public relations director. SESAC plans to conduct extensive Sixth Loan promotion and contact work through its field representatives.

Recording has been completed on the first four ASCAP programs starring top talent of that organization, which also is paying entire production costs for the series. Directing preparation of the programs has been Robert Murray, ASCAP publicity director, and William Rainey, radio director of the National Assn. of Manufacturers. Deems Taylor, ASCAP president, is narrator and m.c. on the shows. Treasury will substitute the ASCAP series for the programs previously scheduled to be produced by Arch Oboler and William Robson, as far as station requisitions are concerned. The series was dropped because of "timing" and security difficulties involved in the material. Bill Robson will continue to work with Treasury on other activities.

Four new War Bond songs have been recorded and may be used as part of regular programs or as stations wish. Included are "This Our Land", a ballad by David Broekman; "Here We Go to Tokyo", a march by Allen deCastro, vice-president of the Katz Agency, New York; "War Bond Man", by Andy Razaf, and "That's Why I Buy Bonds", by Mr. Razaf and J. Rosamond Johnson. The latter two songs are contributions of the Interracial Committee of the WFD Music Promotion Unit. The committee is composed of the country's leading Negro composers and lyricists.

All of the Treasury Sixth Loan material scheduled to date for radio has been completed and a large portion of it is now either at stations or in the mail. This includes all recordings: *Treasury Salutes, War Bond Briefs, Horace Heidt Musicals, War Bond Jingles* and *Liberation Cantata.*

Progress in the use of television is evidenced in announcement by the War Finance Committee of New York of plans to utilize the medium to train volunteer War Bond salesmen. In cooperation with the Allen B. DuMont Labs and WABD New York, a series of seven telecasts featuring top stars of video, radio and movieland will be presented Oct. 30 through Nov. 9 to offer suggestions and instruction on Bond salesmanship.



Official U. S. Navy Photo, Pacific Fleet

RADIO NEWS of Pacific battle action now reaches listeners direct from Pacific Fleet Headquarters. Reporting the latest communique are John M. Cooper (1), NBC correspondent and Lt. James Shattuck, USNR. Studios are installed in a quonset hut, and have the best radio equipment that is available.

BLUE PROMOTES FORUM COVERAGE

THE BLUE Network distributed to advertisers and agencies a reproduction of a clipping from the *New York Herald Tribune,* Oct. 8, 1944, in which Edward J. Noble, Blue chairman announced special plans for covering the newspapers' recent annual discussion forum (BROADCASTING, Oct. 9). Plan called for presentation of the key speakers in a series of evening broadcasts at the "peak" evening hours, with advertisers cancelling programs.

Emphasizing that the program was timed and patterned especially for the radio audience, Mr. Noble stated, "This cooperative effort is typical of the manner in which a free press and a free radio can serve the country . . . Radio should be able to present information with the same skill and talent as has attracted the whole nation to our entertainment programs. . . . In our *Herald Tribune* presentation we are taking one step in a broad program of public service which will have that objective."



KCKN specializes in *city* listeners—appeals exclusively and specifically to the whopping metropolitan audience of Greater Kansas City—makes no effort to interest the thinly-spread farm and small town market surrounding Kansas City.

Thus does KCKN offer you the all-important MASS MARKET BUYING POWER of Greater Kansas City, *without* the rate penalty of outstate coverage.

No other Kansas City station is programmed exclusively for urban listeners.

No other Kansas City station maintains broadcasting facilities in *both* Kansas City, Kansas and Kansas City, Missouri.

No other Kansas City station broadcasts on a day *and* night, *all* night schedule.

"THIS is MUTUAL"
At 6 P.M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

DAY and NIGHT
KCKN is the only Kansas City Station broadcasting day and night—*all* night.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY. . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 120 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

2 GREAT NEW OLD GOLD PROGRAMS

THE OLD GOLD

COMEDY THEATRE

DIRECTOR AND HOST

HAROLD LLOYD

YOUR FAVORITE STARS IN YOUR FAVORITE SCREEN COMEDIES

NBC

10:30 P.M. E.W.T.
SUNDAYS

WHICH IS WHICH

PRESENTING

FAMOUS PERSONALITIES OF STAGE, SCREEN AND RADIO

OR

THEIR REASONABLE FACSIMILES

•

KEN MURRAY

M.C. AND HOST

CBS

9:30 P.M. E.W.T.
WEDNESDAYS



TUNE IN! **TUNE IN!**



A voice women listeners enjoy — a voice which stimulates ACTION — makes sales.

Connie Stackpole is recognized as having one of the best radio voices in New England, plus a personality that clicks with her audience.

Four and one-half years of *proven* results. Ask any of these clients who have participated locally:

*Winslow's Potato Products
*Merchants Co-operative Bank
*Florigold & Flo Citrus Fruits
*Matchless Brand Foods
Red Cap Products
Durkee-Mower Fluff & Sweeco
Linnea Beauty Aids
Bownes Modene Paints

*4 years

Participation now available over five stations of The Yankee Network:



WNAC Boston
WAAB Worcester
WEAN Providence
WTHT Hartford
WCOU Lewiston

TIME: 11:15 A. M.

DAYS: Tuesday & Thursday

COST: $105.00 per program, subject to discounts and agency commission.

For details of the fastest growing women's show in New England — conducted by the smiling "voice",

ADDRESS

Connie Stackpole, DIRECTOR

THE NEW ENGLAND CUPBOARD

448 Statler Bldg., Boston 16, Mass., Tel. HANcock 4450

News Broadcasts Retailers Choice

Institutional Ads Favored Says NRDGA Survey

NEWS BROADCASTS are more widely used by retailers than any other type of radio program, according to a survey made by the National Retail Dry Goods Assn. and described in the November issue of the organization's publication, *Promotion Exchange*. Of the 200 stores surveyed, 124 are using radio. Of these, 42.4% sponsor news broadcasts, 33.6% recordings, with the remainder divided among dramatic, quiz, musical and other program types, as well as spot announcements. In answer to a question as to other radio used, 95% of those responding said that they used extra radio spots and announcements in addition to their regular programs for special sales and other promotions.

Response showed institutional advertising most favored by stores using radio, with 53.8% stating that their broadcasts were institutional in nature. General store advertising accounted for 31.4%, with only 14.8% reporting use of radio to advertise specific items of merchandise.

Regular vs. Occasional

Regular in contrast to occasional advertising is favored by practically all retail radio advertisers, the survey showed, with 70.3% on the air Monday through Saturday and 28.3% broadcasting three times a week. Stores using Sunday programs comprised 0.7%, with a like number broadcasting Saturdays only.

Breakdown of times used showed 18.5% on the air between 8 and 9 a. m., 0.9% between 9 and 10 a. m., 20.3% between 10 and 11 a. m., 12.2% between 11 a. m. and 1 p. m., 3.8% between 2 and 4 p. m., 18.4% between 4 and 6 p. m., 25.9% between 6 and 9 p. m.

Percentage of each store's total advertising budget devoted to radio varied from a low of 0.03% to a high of 48.3%. The general average was 8.7%. NRDGA report comments that a survey made last January on anticipated radio expenditures showed a range of from 0% to 30%, with the average showing for 1943 being 4.2% and for 1944, 5.2%. "The present survey shows that every one answering this questionnaire decided to give more money to radio by about 3.5%," the report states.

Recent increase in expenditures for radio by retail advertisers generally, presumably as a result of the broadcasting industry's retail promotion plan put into effect last year, is also reflected in the reports by stores as to the length of time they have used radio. Breakdown shows that 30.3% have used radio less than one year; 34.7%, one year; 12.0%, two years; 7.0%, four years; 5.0%, 10 years; 2.0%, 12 years, 2.0%, 16 years.

Report shows very little attempt by the stores to promote or publicize their radio activities, with—"Very few releases to radio editors and surprisingly few advance spot announcements." Counter cards are used by about 4% of the stores and statement stuffers by about 2%, but only 0.8% used window displays and only 0.1% newspaper space to publicize their radio programs.

Kirby Back on Job

COL. EDWARD M. KIRBY, recently returned from the European Theatre, last Monday resumed his post as Chief of the Radio Branch, Bureau of Public Relations, War Dept. Col. Kirby was Chief of SHAEF Broadcasting Services which broadcast news and entertainment to Allied troops on the Continent under the command of Gen. Eisenhower. Lt. Col. David Niven, deputy director under Col. Kirby, succeeded him at SHAEF, with Maj. John Hayes, formerly of WOR New York, assigned deputy director under Col. Niven.

SCHOOL SESSION HONORS DR. TYLER

KEYNOTE event of the school broadcast conference held Oct. 23 and 24 at the Morrison Hotel, Chicago, was the presentation of the annual award of merit for outstanding service in educational radio to Dr. I. Keith Tyler, director of radio education at Ohio U., and president of the Association for Education by Radio at a dinner of the conference Monday night. Presentation was made by Judith Waller, educational director of NBC central division.

Citations to teachers using radio in the classrooms were awarded to Miss Della Rogers, Portland, Ore. for use of the program *Marcus and Narcissus Whitman* on KBPS; Minerva R. Dorwart and Rose M. Farese, both of Philadelphia, for *Music in the Air,* over WFIL; Lycyle Urich and Rose Yunek, Chicago, for their use of *Magic Harp* series on WLS; Helen K. Smith, Chicago, for the program *The Matchlock Gun* on WBEZ and WIND; Mrs. Lillian N. Ort, Chicago, for her classroom use of *United We Stand* on WLS; Mrs. Anne Butrum, Chicago, for her use of *Places and People* on WBEZ and WIND. A special citation was awarded to Sophie Dzierlonga, Chicago, for her classroom use of news reports heard over Chicago station on "D-Day". The executive committee cited Robert B. Hudson and the Rocky Mountain radio council, Denver, for the programs *Story-Time* on KLZ and *Art Speaks Your Language* on KFEL.

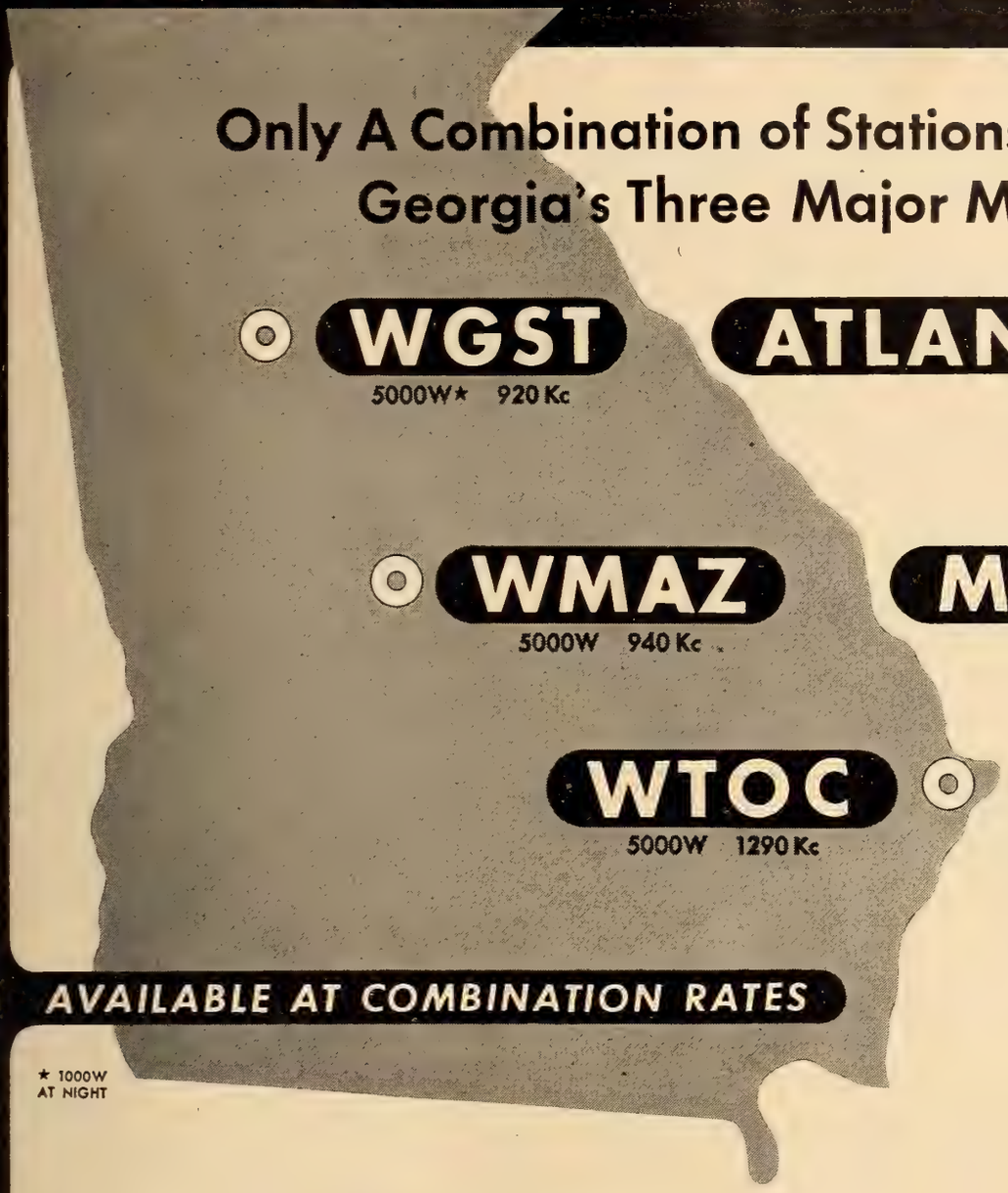
George Jennings, director of the conference and of the radio council of the Chicago Board of Education addressed the dinner on "Eight Years of Broadcasting in the Chicago Schools". Speaking for Dr. William H. Johnson, superintendent of Chicago schools, who was unable to attend, he predicted an expanding use of broadcasting, facsimile and transcriptions in schools but always under the guidance of teachers.

Names Agency

NATIONAL BISCUIT CO., New York, has named McCann-Erickson, New York to handle advertising for Nabisco, Shredded Wheat and Shreddies, the appointment effective Jan. 1, 1945. The future media plans are now in preparation for all three products which have been promoted in the past via limited spot radio. Agency continues to handle Uneeda, Ritz and other crackers and cookies, 100% Bran and Milk Bone, using the New England regional network for the latter product and a list of about 25 stations for Premium crackers.

The COMBINATION to GEORGIA

Only A Combination of Stations Can Cover Georgia's Three Major Markets



NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

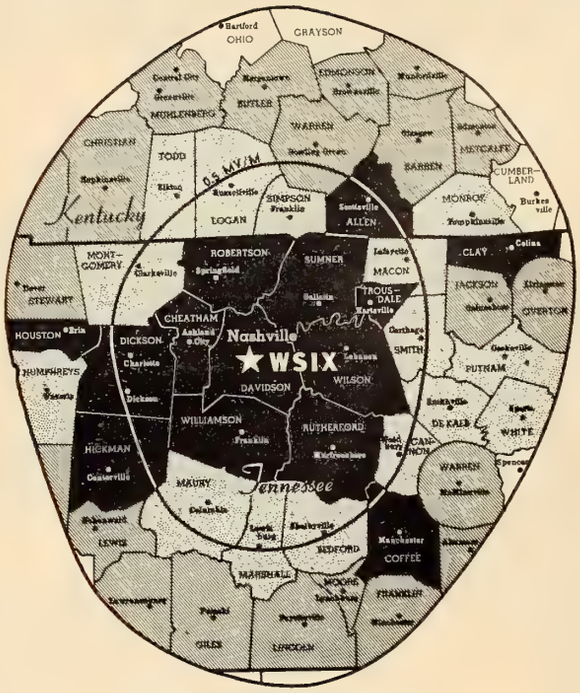
But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job

—AT ONE LOW COST

The GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.

WSIX CAN TOTE THE LOAD IN THE NASHVILLE TRADING AREA



Signal and Mail Map

Your advertising message will go out in good company with programs that attract and hold a large and prosperous audience. 5,000 Watts and 980 K.C., carrying both Blue and Mutual networks, cover the Nashville area more than adequately. WSIX is well liked and advertisers benefit through good response to their sales talks. If you've got a product for this market, WSIX can sell it. Write or wire us for information. We'd like to give it to you.

THE KATZ AGENCY, INC., ***National Representatives***

BLUE and MUTUAL Networks

5000 WATTS **980 K.C.**

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

Ryan States NAB Stand on WHKC Case; Says Station Misinterpreted the Code

TAKING ISSUE with WHKC Columbus, O., which repudiated the NAB Code in a Statement of Policy following charges filed against the licensee corporation, United Broadcasting Co. by the UAW-CIO, J. Harold Ryan, NAB President, last week asserted that the Code "neither suggests nor implies any release from the responsibility of the station licensee."

The UAW-CIO and Columbus, Local 927 in a petition filed last summer charged that WHKC censored a talk scheduled for broadcast by Richard T. Frankensteen, UAW-CIO vice-president; failed to carry a balanced program schedule with reference to public issues and refused to sell time for controversial subjects. A joint motion to dismiss was filed Oct. 20 by WHKC and the UAW-CIO [BROADCASTING, Oct. 23].

In a Statement of Policy, enunciated during August hearings on the CIO petition, Carl M. Everson, United vice-president and station general manager, told the Commission that in the future WHKC would sell time for solicitation of membership (not permitted under the Code); would permit the CIO or any other client to say what they wished within the bounds of the law and FCC regulations, and would make time available for controversial issues, whether commercial or sustaining.

President Ryan's statement follows:

The NAB has followed with great interest the hearings in the UAW-CIO-WHKC case.

Certain statements have been made regarding the NAB Code in connection with the testimony offered in this case which the Association feels should be clarified.

Station WHKC had sold commercial time to the CIO local of Columbus, O., and when the sponsor presented his script for a certain program the station refused to accept it for broadcast on a sponsored basis on the ground that it was controversial, without offering time on a sustaining basis.

The Code, however, neither suggests nor implies any release from the responsibility of the station licensee in the case of controversial material to give free time for the purpose of discussing the controversial subject. There is no language nor implication in the Code which justifies or encourages a radio station to refuse either to sell a forum type program or give time for the discussion of controversial questions in the public interest. On the contrary, the Code highlights very pointedly the responsibility of the station to encourage sponsored forums and to give time for the discussion of these controversial issues.

In the opinion of the NAB, Station WHKC should have considered the propriety of broadcasting this program on sustaining time.

Walker to Speak

PAUL A. WALKER, FCC member, will be a featured speaker at the Third Annual Regional Radio Conference to be held at Stephens College, Columbia, Mo., Nov. 17, 18 and 19. He will speak on "The Government and Post-War Radio." The Assn. of Women Directors will highlight the conference with discussions and panels on "Radio Programming for the Home of Tomorrow."

KFBC Control Shift

REQUEST was filed with the FCC last week for acquisition of control of KFBC Cheyenne, Wyo. by Cheyenne Newspaper Inc. through purchase of 175 shares common stock from W. A. Corson for a total of $2375. Sale is fulfillment of an optional agreement dated Sept. 27, 1941. Stock holdings after transfer would be: Cheyenne Newspapers 1400 sh, W. A. Corson 500 sh, William C. Grover 400 sh, Bard Ferrell 250 sh.

DuPont Spots

E. I. DUPONT DE NEMOURS & Co., Wilmington, Del., starting Oct. 30 and in November will sponsor live chain-break announcements at varying intervals for 5-star antifreeze on WXYZ, WAAT, WTAM, WENR, WJAS, WFBR, WEEI, WISN, KYW, for three weeks. Agency is BBDO New York.

Censorship

ACCUSATION of playing partisan politics to the hilt was leveled against KOME Tulsa by an irate and blasphemous woman listener who called H. E. Grimes, general manager, and accused him of cutting down the station's power whenever Gov. Thomas E. Dewey broadcast. Mr. Grimes, a man of patience, explained gently that the code of ethics and the FCC do not permit such conduct even when desirable, but after more protests in equally vitriolic vein he ended the conversation abruptly with something like a weakly muttered "Perish Forbid".

OWI PACKET, WEEK NOV. 20

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 20. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

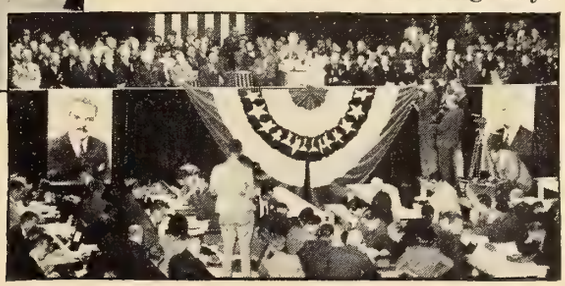
WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans
Sixth War Loan	X	X	X	X	X	--	--
Ceiling Prices	X	--	--	--	--	--	--
Army Nurse Recruiting	X	--	--	--	--	--	--
Careless Talk	--	X	X	X	X	--	--
Hold Prices Down	--	--	--	--	--	X	X

See OWI Schedule of War Messages 135 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WHY PORTLAND, OREGON PEOPLE PREFER KGW



Ingredients of a newsbeat. The engine that didn't get there, Miss Virginia Cain of KGW whose alertness got the story through, and the Dewey speech in Portland at the end of an exciting day.





JOHN W. DUNLAP

PACIFIC NORTHWEST MANAGER UNITED PRESS

SAYS..."I want to express the appreciation of the United Press to the KGW operating staff, particularly Miss Virginia Cain, for a most remarkable incident in news reporting and alertness. When the Thomas E. Dewey special train on its way to Portland was wrecked at Castle Rock, Washington, on September 19, our reporter on the special got a telephone line through to KGW, and Miss Cain took down in shorthand his eyewitness story of the accident. She did a masterful job of taking the story, then phoned it to the U.P. office, giving us a brilliant "beat". Your Miss Cain made it possible for U.P. to give the first on-the-scene story of one of the all-time major news events in the Pacific Northwest. It is a further demonstration of the alertness and the sound news judgment of the whole KGW staff."

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.



THE FARMER GOES TO MARKET!

Certainly the Iowa farmer goes to market. Why not, when he's produced 589,992,000 bushels of corn, 147,150,000 bushels of oats, 37,314,000 bushels of soy beans, etc., this year? He's got a lot to sell!

But he won't go to market with a little basket; he won't be wearing top hat, gloves, and cane. Yet—some self-called "farm stations" out here must think he does. Or they wouldn't dare program as they do!

Frankly, we wouldn't have a "farm editor" who uses night-club gags and spins jive records. Our farm editor must *know* his livestock and his grain—must be able to *interpret* market reports. This is just good business because our area is 80% rural—and KMA is the only full-time farm station in this No. 1 Farm Market.

It's good business for you, too, when you use KMA. It is the No. 1 Farm Station in this area—your No. 1 bet whenever you have a selling job to do. Our schedules are crowded—but we still love requests for availabilities or information. Yes indeed, you'll find us (or Free & Peters) very cooperative.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

House Committee to Resume Inquiry Into WMCA Transfer

HEARINGS into the December 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network board chairman, will be reopened Nov. 21 by the House Select Committee to Investigate the FCC, Chairman Clarence F. Lea (D-Cal.) disclosed last week on his return to Washington after a rest in West Virginia.

Among the early witnesses expected to be called are FCC Chairman James Lawrence Fly and Commissioners Paul A. Walker and Norman S. Case, for whom subpenas have been issued. Other witnesses likely will include Mr. Noble, Mr. Flamm, Thomas G. Corcoran, former White House confidant; William J. Dempsey and Lt. Comdr. William C. Koplovitz, Washington counsel who represented Mr. Noble before the Commission in the acquisition; Warren Snow, Harry Cushing and John Curtis, brokers representing Mr. Noble; Donald S. Shaw, former vice-president and general manager of WMCA and now radio director of Geyer, Cornell & Newell; Leslie E. Roberts, former public relations counsel of the station, and charles S. Guthrie, one of Mr. Noble's attorneys.

'Whitewash' Charge

Subpenas had been issued for all the witnesses prior to the first hearing last February. It was postponement of the WMCA investigation, pending litigation in the New York courts, that led to the resignation of Eugene L. Garey, Committee general counsel, who bitterly denounced Chairman Lea and the other Democratic members, Reps. Edward J. Hart (N. J.) and Warren G. Magnuson(Wash.) and charged them with "whitewashing" the probe.

Following the two-day hearing early last February, during which Mr. Flamm told a story of being "coerced" into selling the station through belief that the FCC would not renew his license, Franklin S. Wood, attorney for Mr. Noble, wrote the Committee, then wired its members, protesting that to continue the hearings would be unfair, inasmuch as Mr. Flamm had brought suit in the New York Supreme Court. This suit is still pending.

On Feb. 16 the three majority members voted unanmiously, on motion of Rep. Hart, to postpone the hearings pending the New York litigation. The minority members, Reps. Richard B. Wigglesworth (Mass.) and Louis E. Miller (Mo.), issued a joint statement charging the majority with "whitewashing" the investigation. They carried the fight to the floor of the House, where all five members "fought it out" with vitriolic speeches.

When the WMCA investigation was postponed Chairman Lea said: "The issue is not whether we are going to investigate the WMCA sale; the point is when."

Hearings later were resumed with Harry S. Barger, chief investigator, as acting general counsel and in April John J. Sirica was appointed general counsel by a 3-2 vote. All wounds of dissension within the Committee apparently healed, however, as Mr. Sirica took hold.

Since hearings have been in recess from early September the Committee staff, under Mr. Sirica's supervision, has been working on various phases of the FCC probe, including the WMCA sale.

Chicago Fund Aid

ALL EXCEPT three Chicago stations combined facilities and offered a full hour simultaneously to the Community and War Fund of Metropolitan Chicago on Oct. 15 for a presentation of a variety and dramatic program depicting activities of the Fund. Program, which was presented in cooperation with AFRA, AFM and other unions, carried an appeal for donations to the Fund and was broadcast on the following Chicago stations: WBBM WCFL WENR WGES WSBC WGN WIND WMAQ WHFC WAAF WAIT WEDC WJJD.

Call Letters Changed

CONSENT was granted by the FCC last week to KOBH Rapid City, S. D., to change call letters to KOTA and likewise WCLE Cleveland to change its call to WHKK. KRNT Des Moines was granted permission to change its corporate name from Iowa Broadcasting Co. to Cowles Broadcasting Co.

CFPL Granted 5,000 w

CFPL London, Ont. has been notified by Walter A. Rush, Controller of Radio, Dept. of Transport, Ottawa, of permission to increase power from 1,000 w to 5,000 w under Havanna Treaty allocations. Similar grants have been made to a number of other stations [BROADCASTING, Sept. 25].

WOW Ad

WHEN Union Pacific R. R. decided to switch its program *Your America* from NBC to Mutual, WOW Omaha, the NBC outlet there, took a full page ad in the *Omaha World Herald* to explain the switch and pointed out that WOW would continue to produce the show. John J. Gillin Jr., WOW president who signed the ad, told readers that Union Pacific had switched to get the Sunday afternoon time when more Union Pacific employes could hear the program, which went on NBC at 5 p.m., and because it caused conflict with network football games. WOW will continue to produce *Your America*, the ad stated, under direction of Lyle DeMoss, WOW program manager, with WOW talent and technicians. Mr. Gillin pointed out that this was done in order to keep production of the show in Omaha, where *Your America* will be heard on KBON.



Snow in September....

....down South

Intermittent acres of white sprinkle the vast, green, rolling Piedmont...come September. *Cotton is the Piedmont's largest money crop.*

27,500,000 baled-pounds of America's staple fiber are picked in Spartanburg County alone each year, while from the 16-county WSPA primary area flows a large part of the entire U. S. cotton supply.

But the Piedmont's wealth isn't vested in cotton alone. Textiles, plastics and wood industries, plus affluent agriculture make this 16-county rolling-land an advertiser's paradise. A paradise that is one of the *best-balanced* sections in the entire country.

WSPA swings the *balance* your way.

WSPA SPARTANBURG, SOUTH CAROLINA

5000 watts day, 1000 watts night, 950 kilocycles

Home of Camp Croft *Represented by Hollingberry*

Merchandising & Promotion

Tom Mix Party—WBT Booklet—Lever Contest
NBC Brochure—WTOP Phony Dough

ORIGINATED by WOR New York, a gala salute to the Mutual program *Tom Mix and his Sharp Shooters* was broadcast on MBS' *Rainbow House* and 32 other Mutual stations joined in staging simultaneously studio "Kid" parties as a phase of the contest for the best promotion of Mutual juvenile programs. Contest is under the auspices of Ralston-Purina, St. Louis, sponsor of *Tom Mix* on 204 MBS stations, Monday thru Friday, 5:45-6 P.M. Company is offering a total of a million dollars in E Bonds to the Mutual affiliate which in the six-month period ending March 1, 1945, does the best job in promoting listening audiences for the network's child shows or the sale and distribution of products advertised.

WBT Booklet

FEATURING "cut-out" type of characters as illustrations to accompany text, latest promotion booklet of WBT Charlotte, N. C. is titled "How to Be a Success in the South". Presentation of data of interest to the radio advertiser and of WBT's coverage, booklet concludes WBT to be "the South's best salesman".

Lever Contest

LEVER Bros., Cambridge, is using its Swan Soap programs *Burns and Allen* and *Bright Horizon* on CBS to build up consumer interest in a "Name the Swan" contest. Firm is offering cash prizes to those who supply a first name for "Mama Swan" and complete the sentence "I like Swan Soap better because _____." Extensive space advertising is being used to promote the contest. Agency is Young & Rubicam, New York.

* * *

Sponsor Invitation

TO SELL a thrice-weekly musical quarter-hour on CKEY Toronto, June Ellis, singing star, sent out personal hand-written invitations to advertising agencies in Toronto and Montreal, "to arrange a date with you at 580 on your dial". The letter was personal, telling the singer's musical education and qualifications, and adding as a postscript the fact that the program was open for sponsorship.

* * *

Blue Booklet

LATEST Blue Network promotion piece, which consists of a collection of offset reproductions of magazine and trade journal formats in which Blue ads are to appear, endeavors to show how the Blue is attempting to reach more than 500,000 businessmen through the use of the variety of trade journals and papers. Introductory page copy says "You can buy national network radio programs for your local use."

* * *

WINN Flyer

BEARING the caption "WINNers ALL", WINN Louisville has issued a listener promotion piece printed in dark blue ink on light blue, legal size paper listing the "offerings" of WINN, Blue outlet in Louisville, under titles of Music, Drama, News, Comedy, and Variety. Flyer will be repeated quarterly with copies of the first issue distributed through the local Radio Council Booth at the Kentucky State Fair.

* * *

NBC Brochure

NBC Spot Sales has issued a brochure showing promotion for Mary Margaret McBride's 10th anniversary on WEAF New York. Brochure shows crowds at Madison Square Garden, quotes and tear sheets, reproduced in offset, from trade papers and magazines of general circulation which carried stories about the event, and copy on how WEAF wins listeners and influences product sales.

* * *

Ziv Brochures

FIVE brightly colored brochures have been prepared by Frederic W. Ziv Co., Cincinnati, to promote transcribed program series offered by the company. Being sent to agencies and advertisers, booklets cover *Calling All Girls, Korn Kobblers, Songs of Good Cheer, Manhunt* and *Parents' Magazine on the Air.*

Advance Schedules

TO A NATIONWIDE list of music educators and leaders of community music club activities, General Motors Corp., New York, has started monthly distribution of advance schedules and program notes on its NBC program *General Motors Symphony of the Air.* Four-page pamphlet contains news and feature material on Arturo Toscanini, Frank Black, and various guest conductors for the 1944-45 season. Agency is Arthur Kudner Inc., New York.

* * *

WTOP Phony Dough

LATEST promotion stunt of WTOP Washington, conceived by Howard Stanley, WTOP publicity head, is a simulated $1,000,000 bill, done in offset, showing Jimmy Durante in the center, Arthur Godfrey on the left and Arch McDonald to the right. All three are CBS-WTOP headliners. Copy on the bill reads: "One Million Dollars Worth of All-Star Radio Talent on Washington's Top Station."

* * *

KLZ Folder

NEWEST "Denver Delivers" promotion brochure issued by KLZ Denver points out the "mountains of strategic materials" produced by Colorado's mines, presenting pictures of extracting operations and facts on wealth, quantity and variety of minerals obtained in the KLZ area. Printed in three colors on heavy paper, folder stresses the CBS outlet's theme, "KLZ Delivers the Denver Market".

* * *

WNOE Brochure

EXTRA large promotion booklet has been issued by WNOE New Orleans with the addressee's name inked in on the cover. First page features the market of the area, and following pages feature the staff, public service, news, the network, national picture, sports and exclusive features carried by WNOE. Book is illustrated throughout.

* * *

CKAC Brochure

TO HELP promote the following of Alec Dupont Features, CKAC, the Columbia station in Montreal, has issued a promotion brochure in black and white giving the radio background of Alexandre Dupont, who is on the air five times a week with such popular French-Canadian shows as *Le Coeur Dispose, Le Carnet de la Menagere,* and *Actualities Hollywood.*

* * *

WLIB Promotion

TO ANNOUNCE change in ownership, WLIB Brooklyn is running full and half-page ads in 12 trade papers announcing Mrs. Dorothy S. Thackrey's purchase of the station. All eight New York papers are scheduled to run advertisements announcing sale and heavy promotion schedule is being readied by Moss Assoc., WLIB agency.

* * *

Reference

CANADIAN PRESS and its radio subsidiary, Press News Ltd., Toronto, has distributed to radio stations a "Reference Diary of Five Years of War, 1939-44." Events of the years are broken up into world events and Canadian news events and with Jan. 1, 1939 and run to September 17, 1944.



MOTHER LODE

That part of the California Central Valleys area known for its rich gold yield, where gold actually runs in its streams and rivers, has long been known as the "Mother Lode" region. This area still produces a large part of California's wealth.

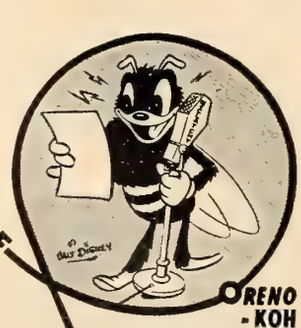
But today a greater source of wealth lies in the rich crop yield, producing the highest farm income in the world—$8,797 per farm.

The *Beeline* area is a part of the *Central Valleys and Western Nevada,* a 41 county area which is covered thoroughly by no other station or combination of stations.

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.



McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO. National Representative



Covering Chattanooga

FROM POINT PARK ON LOOKOUT MOUNTAIN

HIGH above the winding Tennessee River, from the Adolph S. Ochs Observatory and Museum, the city of of Chattanooga stretches out deep into the horizon.

This historic Point Park on Lookout Mountain overlooks the site of the Battlefield of Chattanooga, where occurred one of the epic battles in American History.

Today, Chattanooga is covered by a more compelling force than this single antiquated cannon. That force is WDOD, the FIRST station in Chattanooga . . . the station that has been out in front in this great market since 1925 (the beginning of radio in Chattanooga).

ON THE GREAT LAKES OF THE SOUTH
IN THE HEART OF THE TVA POWER EMPIRE



A HOOPER-DOOPER HOOPER! (Meaning Clear Cut Superiority)

C. E. HOOPER, Inc.
MIDWINTER 1944
STATION LISTENING INDEX, CHATTANOOGA, TENN.

	WDOD	"B"	"C"	Others
MORNING INDEX (8 TO 12 P.M.)	**48.2**	24.1	26.6	1.1
AFTERNOON INDEX (12 TO 6 P.M.)	**45.9**	25.1	27.7	1.3
EVENING INDEX (6 TO 10:30 P.M.)	**43.2**	35.5	19.3	2.0

WDOD

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.

WHERE NATURE AND INDUSTRY JOIN HANDS



The Confidence of One Man in Another

Much more than a business deal is involved between these two gentlemen. There is strength and skill from years of practice. But above all there is the confidence of one man in another.

The same quality of personal confidence is the basic element of our business. It is a confidence based on the character and ability of the people in our organization.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO · LOS ANGELES



Editorial

Storm Signals

THESE are jumpy days for radio. In addition to coverage of a war on foreign lands and seas, there's the political war at home. On slightest provocation, a committee here or a league there will scurry to the FCC to complain about unfair treatment, sponsor identity or unwarranted censorship.

All that will be over with the elections Nov. 7. But there will be battle scars and hangovers. There's the issue agitated largely by UAW-CIO about the NAB Code, dumped overboard by CIO because it had picked a bad case in WHKC Columbus, which happened to be one of the few stations which sold time to labor unions.

How deep an impression has the "equal time" issue raised by CIO made upon certain members and minions of the FCC? Will there be any further efforts toward setting aside of time for discussion of controversial issues? Will the pressure groups, or the extremists on the FCC attempt to use the backdoor to accomplish that which has been denied them by the front door?

Many broadcasters will recall the battle for the allotment of "fixed percentages" of time for educational, religious and other noncommercial pursuits provoked during consideration of the Couzens Bill in the Senate in 1933. The Hatfield Amendment would have required that. It was killed, however, because Congress was convinced that ample time was being accorded these groups under Radio by the American Plan.

Today there's a different approach. The educators are clamoring for FM facilities of their own, and probably will get them. CIO has talked about getting in on the ground floor of FM, but evidently is not serious about it, preferring to have free time from established stations where they can get a conditioned, loyal audience.

Hearings are scheduled before the FCC Nov. 10 on the sponsor identity issue. The hearing was motivated, not by failure of commercial sponsors properly to identify programs, but by labor unions protesting the transcribed broadcast series of the National Assn. of Manufacturers. NAM offered these as sustaining features. Many stations unwittingly or foolishly used them without making crystal clear that they were produced by NAM.

The point we're attempting to make is that these developments, however innocuous they may appear, require attention. Broadcasters may be too busy doing a war job to be bothered, but the pressure groups have stepped up their pace on the Washington front. CIO-PAC already has established its own "national radio monitoring system" to check network and station broadcasts. It proposes to shout long and loud when it feels that it has suffered discrimination. It will resolve all doubts in its favor.

So far, these are only storm signals. Much will depend on the outcome of the elections, but whatever way it goes, the pressure groups will follow through unless the broadcaster has a cogent, clear-cut case prepared.

Unsung Hero

RADIO, we judge, has produced its quota of heroes in this World War II. More of them are unsung than decorated. But all of them do not hold military rank—witness those with OWI's overseas service, the Office of Strategic Services, Red Cross, nets and news associations.

The story is out on one of these heroes. He is Morrie Pierce, the ingenious engineer who doesn't stop at engineering. He has been commended twice since the war began. His first conquest was the surrender by radio of the Italian Fleet 13 months ago, when he broadcast the surrender terms on the international distress frequency, having retuned a hay-wire transmitter by round-the-clock mathematical measurements and manual labor.

Now Morrie is officially commended by an Army Colonel for his ingenuity in working out the capture of Radio Luxembourg intact, in advance of occupation of the Duchy by Allied forces. He simply talked an Allied general into lending him a convoy of tanks (part of an armored division) and surrounded the station, to take it unmolested. The 150 kw station now is being used by the Allies for psychological warfare. It lays down a primary sipnal virtually throughout Germany.

Morrie, who is on leave from his post as vice-president in charge of engineering of the Richards stations (WGAR WJR KMPC), probably would say it was all in line of duty. OWI officials, however, praise Mr. Pierce for his "imagination" and "a conception of his job which goes far beyond his immediate duties as an engineer."

Congress can bestow decorations upon civilians. For his attainments in foreign theatres in this war, we respectfully suggest that the Congressional Medal of Honor, or the Special Medal of Congress be bestowed upon Robert Morris Pierce.

Upstairs or Down?

FOR MANY weeks furious controversy has raged over television allocations. Should the new video art go "upstairs" in the spectrum, where admittedly delay would be entailed, or should it remain "downstairs" on pre-war assignments where production could begin as soon as war-imposed freezes are thawed.

That's one of the knottiest of the allocation problems before the FCC. Most manufacturers, with heavy investments in plant and equipment for producing pre-war designs, want the lower channels. Many broadcasters, including certain networks, see only a manufacturers' Shangri-La in using the pre-war standards. It depends upon whose economic ox is gored.

One thing is evident. Prompt television manufacture *will* open a tremendous industry —a billion-dollar one—creating jobs for thousands of returning veterans. Demonstrations of low-band television have been most favorably received by experts in public opinion, advertising and the arts.

Assuming the channels are there, we string along with the proposals for a dual system—both low and high channels—but with clear and unvarnished public notice (which should be obvious anyway) that the "downstairs" television may be supplanted by a higher-definition "upstairs" system to come.

Our Respects To —



MAJ. EDGAR HERBERT FELIX

EARLY in the game—back in 1923—Ed Felix learned that "listening is the product of both program *and* delivery." One can't be measured without the other. He learned that lesson with some little pain.

One night a few months after WEAF New York had started its pioneer operations in 1923, a program was arranged by AT&T for an interview with long-distance operators all over the country, carried over the telephone lines to WEAF. From there it was to be sent by radio to an auditorium in Pelham 18 miles away, where the first Western Electric public address system was installed. An audience of close to 3,000 crowded the hall.

The prospective listeners eagerly awaited the sounds that were to make radio history. But there were no sounds. Ed Felix, who was WEAF's promotion and public relation manager, went out on the stage and talked until his throat was dry, waiting for the engineer at the receiver to report clear reception from WEAF, just 18 miles away.

"All we can get is a weak, fading signal", the engineer whispered to him. "Keep talking". Finally a shaky bit of the program came through from WCAP (now WRC Washington), but the WEAF part was a fiasco.

"There was the audience, tangibly before me. The program they wanted to hear was somewhere on the airwaves, but without a strong enough signal, we had nothing," Maj. Felix says. "I knew then that field strength intensity must be measured in order to determine definitely where an audience may be expected. Without that knowledge, the best programs on the air can go to waste."

From this idea, Ed Felix began working on field intensity surveys culminating in 1935 in the establishment of Radio Coverage Reports Service. The first field strength survey of a broadcasting station ever made, according to Maj. Felix, was to establish WEAF coverage.

Radio Coverage Reports are based on measurement of signal strength but they also define the market area of a broadcasting station. Field intensity measurements are important as a means of area definition when used in relationship to market and audience surveys and due consideration is given to the prevailing service standard.

Two years of experiments in the field, testing endless signals with the instruments in his car, formed the foundation of the Reports when they were officially made available in 1935. His findings have been of great value to stations, agencies and prospective advertisers, to networks and in the preparation of FCC testimony. Ed Felix believes he was the

(*Continued on page 40*)



Outstanding Local Programs

. . . one reason why

WTMJ IS WISCONSIN'S LEADING STATION

To the outstanding array of NBC programs, WTMJ adds a liberal portion of outstanding, well planned local programs. These local programs are a vital part of WTMJ's service to Wisconsin. They take advantage of local preferences.

An imposing list of advertisers have found WTMJ local programs are a key to increased consumer acceptance.

WTMJ local programs are soundly planned and well executed. They bring to Wisconsin listeners the type of radio shows they want and need. Listeners in turn have made WTMJ far and away Wisconsin's most popular station. Little wonder then that you must include WTMJ in your radio plans if you want to reach the fertile Wisconsin market.

WTMJ

THE MILWAUKEE JOURNAL STATION

BASIC N.B.C. EDWARD PETRY AND CO., INC., NATIONAL REPRESENTATIVES



"BETH" BLACK



MEDIA DIRECTOR
The Joseph Katz Co.
New York City

Our Respects to

(*Continued from page 38*)

first expert to testify before the Federal Radio Commission (predecessor of the FCC) on field strength intensity measurements made with the engineer's own field strength equipment.

In 1927 he appeared before the FRC and submitted a plan which was later adopted for broadcast allocations providing four classes of stations—clear channel, high-power and low power regionals and locals.

That same year, 1927, McGraw-Hill published his book *Using Radio in Sales Promotion.* The plan set forth in the chapter titled "Scientific Appraisal of Station Values" is strikingly similar in basic aspects to the present outline of the NAB Radio Bureau of Circulations [BROADCASTING, Sept. 18].

There should be "a definitely organized system of station valuation, based upon program standards, power and audience," the chapter states. "It might lead to the formation of a single organization, performing the same service for broadcasting that the Audit Bureau of Circulations does for the publishing field. Such an organization might establish an arbitrary figure of merit for every broadcasting station, based upon field-strength measurement surveys, house-to-house canvasses, and population studies. From '27 to '32 he edited the radio section of *Advertising & Selling,* and also worked on his next book, *Television, Its Present and Future,* published by McGraw-Hill in 1931.

Then in 1935 he established his Radio Coverage Reports, analyzing radio service to cities of over 25,000 population all over the U. S. Ed Felix claims he has literally given up his freedom for these Reports.

They have landed him and his coworkers in some of the best jails in the country. Because the police have misinterpreted his intentions when they have seen his car with the strange equipment going out to remote sections and testing signals, they have often whisked him off to the nearest precinct. The situation was especially bad just after the war started and the spy scare was widespread.

Ed Felix was born on March 29, 1898. He attended the Columbia School of Journalism, Yale's Sheffield Scientific School and New York U. In 1918 he joined the Army, and was assigned to the Signal Corps radio engineering and development section.

In the Signal Corps he became aware of direction finding and measuring signal strength. He was sent to Signal Corps Officers Training School and emerged with the qualifications of a second lieutenant but no commission. The war was over.

After that he did technical radio consulting and freelance, writing. He was with WEAF two years, then in 1924 went with N. W. Ayer & Son doing publicity and technical radio writing. Two years passed with the agency and he returned to consulting and more experimentation with field strength measurement.

World War II put a temporary halt to his Radio Coverage Reports. Ed Felix was commissioned a captain, again in the Signal Corps, early in 1942. In June of the next year he was sent to the Central Pacific. Since then Maj. Felix has been to practically every one of our bases in the Central and Southern Pacific, working with aircraft navigation equipment in the VHF communications field, and also with allocations in the high-frequency bands. He is now assigned to Gen. MacArthur's headquarters in SWPA.

He calls Arlington, Va. home, where he lives with his wife, Lillian, and their daughter, Joan Louise, 15. He holds membership in the Institute of Radio Engineers, Radio Club of America, City Club of New York, Advertising Club of New York, and is on the board of advisors of the National Radio Institute.

Though he says cabinet making and instrument construction are his hobbies, they are but a by-product of the "hobby" of his Reports, to which he has devoted himself with the true scientist's single-minded purpose.

Beth says

"I can't say anything about spot broadcasting that it hasn't already proved for itself. At our agency we've used a lot of it for a long time."

we agree 100%

In just 27 words this femme timebuyer, who spots a lot of advertising in the markets she wants, on the stations she wants, has covered a many thousand word subject.

John Esau
General Mgr.

KTUL
5000 Sales-Productive Watts in Tulsa
CBS . Free & Peters, Inc.

YOU DON'T DIVIDE THE AUDIENCE HERE!



Southwest Virginia is covered by *one radio station only*—WDBJ at Roanoke.

WDBJ gives you 118,921 *listening families*—as many actual listeners as many big-city 50,000-watters which must divide their "potential" audience with two or three other stations!

You can add WDBJ and get this big actual market at a real bargain—the cost for a Class B quarter hour (once) is only $30! Write for availabilities—or ask Free & Peters!

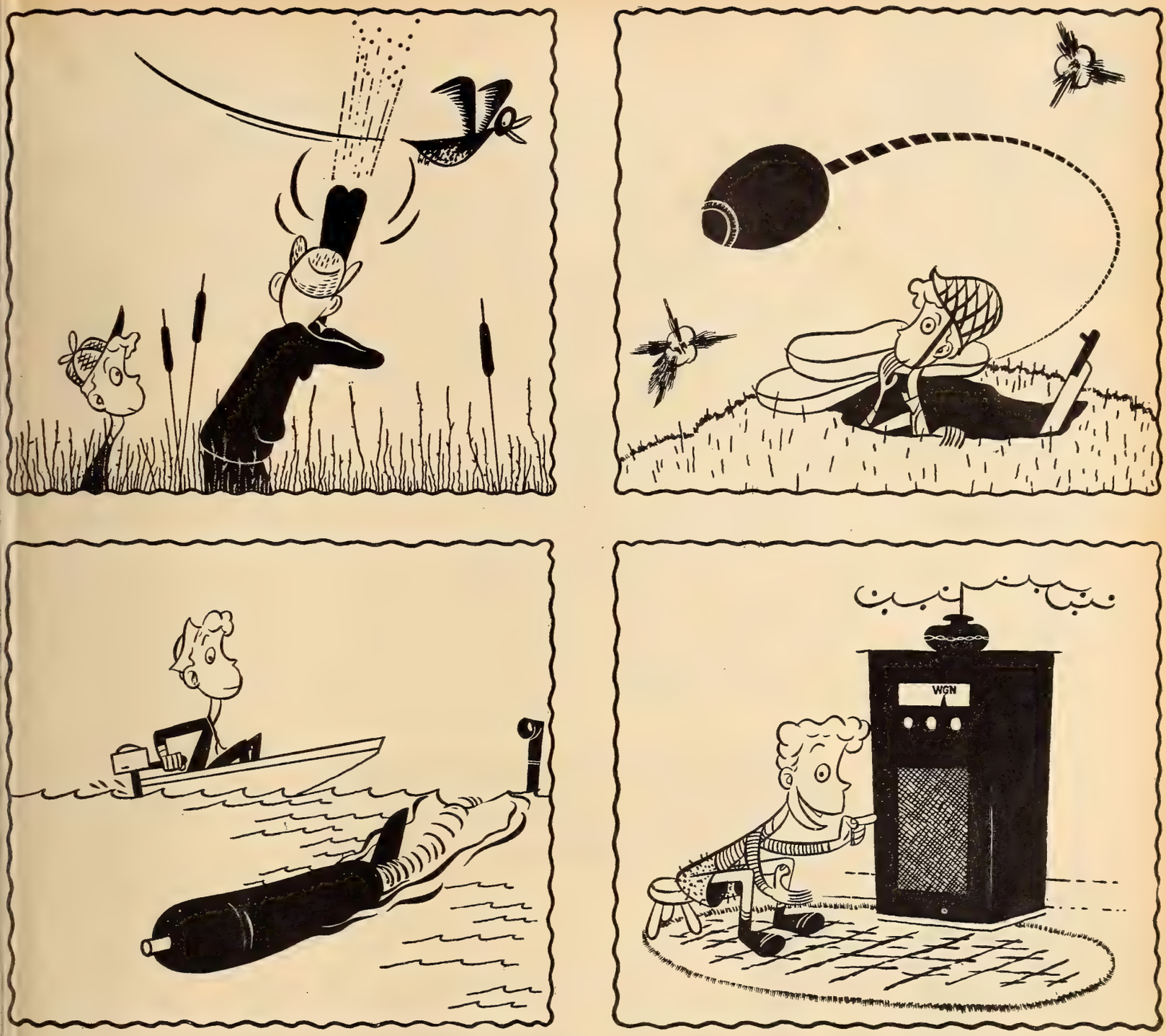


CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.



Little Edgar says: "You can't miss in Chicago and the Middle West if you use WGN."

No wonder WGN carries more retail, local and national spot business than any other major Chicago station

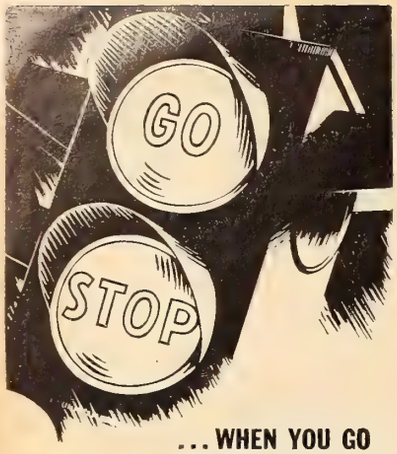
A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN



MUTUAL BROADCASTING SYSTEM



... WHEN YOU GO WEST OF CHICAGO

STOP IN THE

QUAD Cities

MORE RETAIL BUYERS than in any MARKET*

Between *MINNEAPOLIS and ST. LOUIS • *CHICAGO and OMAHA



The Quad-City market (Davenport-Bettendorf, Rock Island, Moline, and East Moline-Silvis) includes the largest concentration of retail buyers between Chicago and Omaha, and between Minneapolis-St. Paul and St. Louis. According to Hooper '43 and '44 surveys, this market of over 200,000 urban people is DELIVERED by WOC!

WOC DAVENPORT IOWA

FREE & PETERS, INC., NATL. REPRESENTATIVES

BASIC BLUE • 5,000 WATTS • 1420 Kc.

Personal NOTES

BARNEY LAVIN, on leave as manager of WDAY Fargo, has been promoted to a first lieutenancy in the Marine Corps, after 11 weeks service. Having concluded his basic training at Quantico, Va., he reports to Sea Island, Ga. Fighter-Director School Nov. 3.

LARRY E. GUBB, Philco Corp. board of directors' chairman, has been elected for a five-year term to the board of trustees of Cornell U. Mr. Gubb is also president of the Cornell Alumni Assn. He joined Philco as a Buffalo sales representative in 1921.

DON FINDLAYSON, assistant to Don Kelley, sales promotion and publicity director of WLS Chicago, will replace Mr. Kelley, who will leave WLS Nov. 1 for WBBM. [BROADCASTING, Oct. 2], Glenn Snyder, vice-president and general manager of WLS, announced last week, Mr. Findlayson joined WLS in 1938 as assistant to Mr. Kelley, and before that did sales promotion and publicity work at KOIL Omaha.

JOHN HIDDLESTON, local sales manager OF KIRO Seattle, has been elected to the board of governors of the Washington State Press Club.

LEONARD W. BROCKINGTON, former chairman of the board of governors of the Canadian Broadcasting Corp., has returned from a visit to European battlefronts, and will report in a series of broadcasts, operations of Canadian forces on the battlefronts.

DAVID WILLIAMSON, former automobile editor of the *San Francisco News*, has joined KFRC San Francisco as account executive.

ROY THOMSON, owner of Northern Broadcasting & Publishing, Timmins, Ont., operating CFCH CJKL CKGB, and Senator Rupert Davies, CKWS and CHEX, were scheduled to leave for England to gather material for broadcast and newspaper articles.

Flaig to Atlanta

HERBERT L. FLAIG, account executive in the Chicago office of WLW Cincinnati since last July [BROADCASTING, July 31] has been named to head the new Atlanta office of WLW, according to an announcement by Harry Mason Smith, WLW general sales manager, who said the new office would provide a more personalized service for WLW accounts in the southern states. New office will be in the Mortgage Guarantee Bldg., 10 Ellis Street, N.E. Mr. Flaig has been with the Crosley Corp. since 1928.

Kesten to England

PAUL W. KESTEN, CBS executive vice-president, has gone to England for an indefinite period to discuss network affairs with William S. Paley, CBS president, on leave to serve as Chief of Radio, Psychological Warfare Division, SHAEF. During Mr. Kesten's absence his duties will be shared by Joseph H. Ream, Frank N. Stanton and Frank K. White, CBS vice-presidents.

IRENE KUHN, who has been on leave from NBC as manager of program promotion to serve as personal adviser to Mrs. Thomas E. Dewey during the election campaign, is recovering at her home in New York from the after-effects of injuries and shock sustained in the Dewey train wreck in mid-September. Mrs. Kuhn continued her duties for several weeks after the accident but collapsed upon returning to New York and was obliged to seek medical care. She is not expected to resume her campaign activities.



FOX-EYE VIEW of the Battle of Buckleyville was the grandstand seat for Cecil Seavey (with mike), KOA Denver announcer, as he broadcast the mock battle staged by officers and men of Buckley Field near Denver. Two officers share the fox-hole with the announcer and Kenneth Raymond, engineer, who hugs his controls, protected by a shipping crate. Nearly 150,000 witnessed the action.

Rail Sponsor

SERIES of twenty half-hour Kansas City Philharmonic concerts will be sponsored by the Kansas City Southern Lines over KMBC each Thursday night. Programs are specially planned for radio and consist of shorter selections and more popular arrangements than formal concerts. The railroad also sponsors play-by-play accounts by Hal Totten of the Big Six football games Saturday afternoons on WDAF. Agency is R. J. Potts-Calkins & Holden.

John H. Cose Jr.

JOHN H. COSE Jr., 43, assistant superintendent of RCA Institutes Inc. died Oct. 24 in a New York hospital, following a long illness. A graduate of the Marconi Institute in 1920, Mr. Cose served with RCA's marine department as ship radio operator. He became code instructor at RCA Institute in 1929, head of the department of physics in 1935 and assistant superintendent in 1939.

ADDING 106 staff workers to aid in communication and compilation of Presidential election returns on Nov. 7, KNX Hollywood will augment local returns with approximately 22 direct telephone and teletype reports each hour from key points in the eight western States, with Fox Case, CBS western director of news and special events, in charge. George Allen will produce election broadcasts.

THEY GO TOGETHER

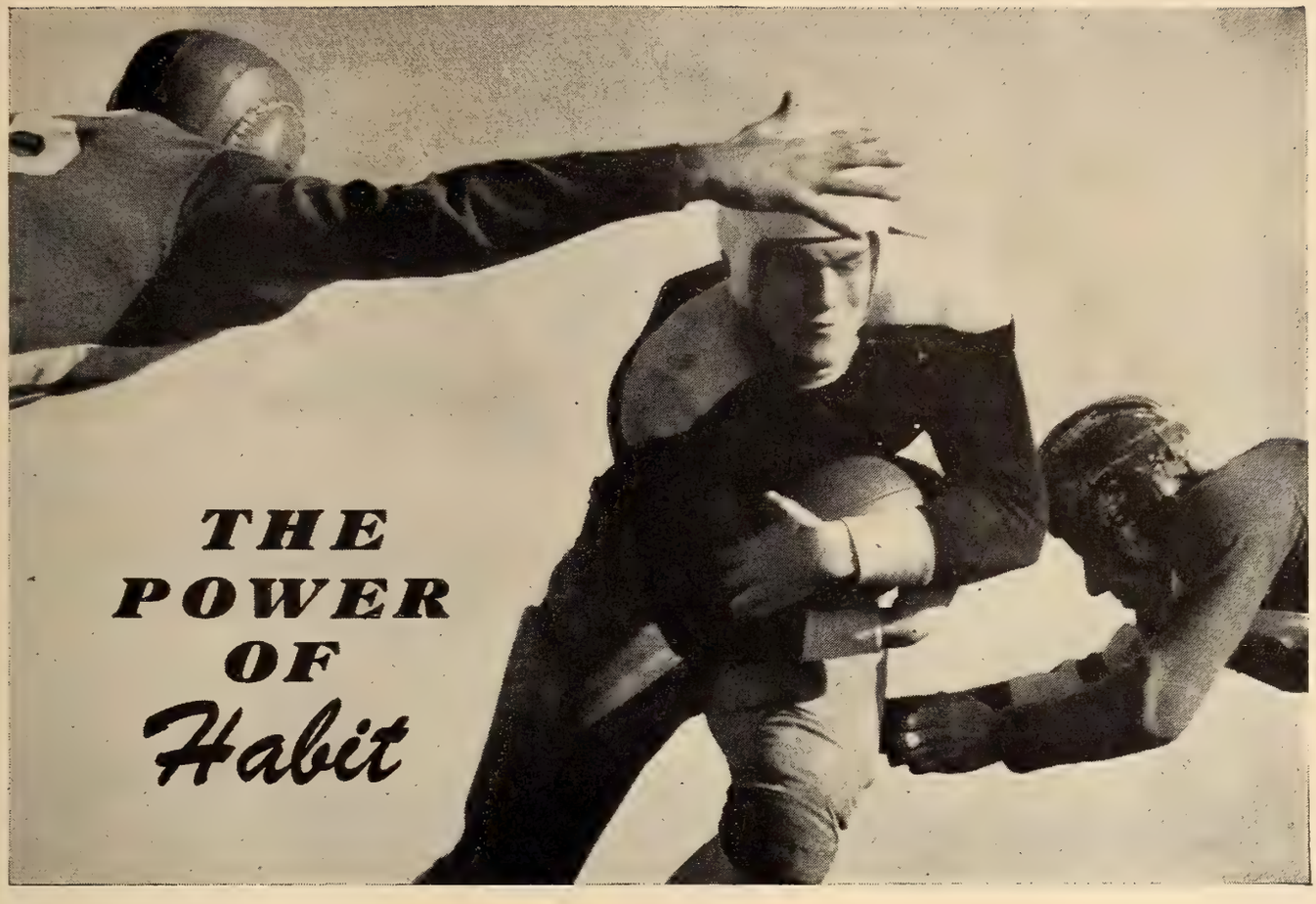


KOCY
OKLAHOMA CITY
A MUTUAL Station
Ask the Walker Co.

Fortune Hunters!

The ultimate goal of all advertising is to make sales and profits. You'll find FORTUNE HUNTING good in this golden market, provided you use the radio station that has the listeners and the listeners' confidence.

WAIR
Winston-Salem, North Carolina
Representative: The Walker Company



A great open field runner doesn't think about his next move.
He makes it instinctively.

Instinctively, the people of Southern New England rely upon WTIC for their radio entertainment because WTIC gives them what they want.

These people comprise a constant and attentive audience for your sales message, and they have the money to buy your product, too. Their effective spendable income is 60% in excess of the national average.

It will pay to use WTIC's 50,000 WATTS to create sales in Southern New England.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

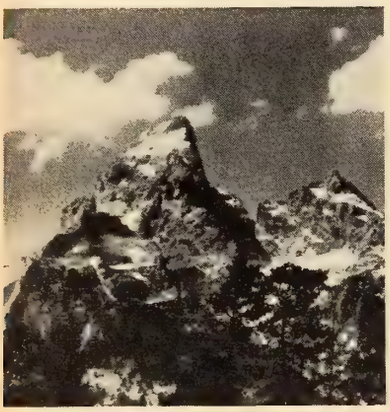
WTIC
US 1
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood

More height to Mt. McKinley than any other American peak



BEHIND the MIKE

JAMES STEVENSON, Lt. Col., A.U.S., inactive, has been added to NBC's staff of commentators, and on Oct. 21 began a series of Saturday broadcasts, 11:15-11:30 p.m. Mr. Stevenson was formerly associated with WJR Detroit.

MARY DAVIDSON has been appointed publicity director of CKBI Prince Albert, Sask., replacing Jerry Prest who has joined CKFI Fort Frances, Ont., as assistant manager.

DON RAMSAY, formerly of CJIC Sault Ste. Marie, Ont., and Jim Ward, recently discharged from the Canadian Army, have joined the announcing staff of CHEX Peterborough, Ont.

RICHARD STARK, head of Richard Stark & Co., New York production agency, on leave with the U. S. Marine Corps, has been promoted to Captain.

Art ARLETT and Lee Giroux have been added to the sportscasters for Tide Water Assoc. Oil Co. broadcasts of football games originating in northern California. Both men were commentators on Associated Sportscasts in past seasons.

GENE MOORE, formerly of KMBC Kansas City, has replaced Jack Wendover as musical director of KCMO Kansas City. Mr. Wendover will devote fulltime to his orchestra.

JOHN RUSTAD, released from the Army after three years service, has joined the announcing staff of NBC Chicago. Prior to enlistment he was with KSTP Minneapolis as announcer.

GARRETT WEIR MORRISON, production manager and chief announcer of WPTF Raleigh, N. C., has been appointed program director. He succeeds Virginia Tatum, now radio information director in Washington for the AAA.

Val Clare to ETO

VAL CLARE, news editor of CKLW Windsor-Detroit, is enroute to the European Theatre of Operations, according to J. E. Campeau, CKLW managing director, who announced last week that Mr. Clare will interview and report on activities of Canadian troops from the Windsor area, as well as Americans from Detroit. Mr. Clare who was born in England, will visit troops in England, France, Germany and Italy.

One of his sons was killed in action on the Italian front a few weeks ago, and another son is with the Canadian troops overseas. Mr. Clare himself was with the Canadian Army in the last war.

WILF DUPONT, formerly of CKGB Timmins and CKRN Rouyn, Que., is now completing his course as pilot-navigator in the RCAF at Calgary, Alta., and conducts an hour of dance music each Saturday afternoon for members of the armed services from CJCJ Calgary.

RON ALLISTER, former announcer of CJKL Kirkland Lake and CKGB Timmins, reported missing in action, is now reported officially a prisoner of war.

FRANK ARMSTRONG has joined the announcing staff of CKGB Timmins. He formerly was with Canadian Broadcasting Corp. newsroom at Toronto, CJIC Sault Ste. Marie, Ont., and CJKL Kirkland Lake.

LT. (j. g.) LELIA DEAN FRAZIER, forerly of KWKH Shreveport, WJBO Baton Rouge and New York U. Workshop, is now on duty with the Radio Section, Office of Public Relations, Navy Dept.

ANTHONY (Bob) HENNIG, assistant treasurer of the Blue Network, has been elected president of the Blue Athletic Assn. Other officers are Pete Jaeger, national sales manager, vice-president; Carol Roehrs, of the treasurer's staff, treasurer; and Norma Olsen, of the engineering staff, secretary.

JAMES GORDON is a new addition to the announcing staff of WNLC New London, Conn., replacing Jim Durkin. Les Morson is now senior announcer.

NANCY HUDSON, former WAVE ensign, who in civilian life was news editor at WBIG Greensboro, N. C. has been promoted to lieutenant j. g.

BETTY PHILLIPS, commentator of KMTR Hollywood, and Pvt. David Koplan were married Oct. 15.

BOB CALDWELL, former newspaper publisher, and Peter Strand, actor, have joined the production staff of WNEW New York.

CARL BARRON, formerly of KSRO Santa Rosa, has joined KYA San Francisco as announcer.

GEORGE J. VOLGER, of the NBC Hollywood programming department and Radio Recording Division, has joined Art Rush Inc., Hollywood talent service, as assistant production manager.

JOHN JAMES JORDAN, former news editor of KMPC Hollywood, has joined Blue Hollywood as senior news writer. He replaces Edmund Souder, recently assigned network correspondent in Chungking, China.

ART LINKLETTER, m. c. of NBC's *People Are Funny*, is the father of a boy.

J. H. (Jim) FAIR JR. has shifted from WHIS Bluefield, W. Va. to the announcing staff of WPTF Raleigh. He is a former Canadian Air Force fighter pilot.

WADE THOMPSON has left Government work to become poromtion manager for KQW San Francisco.

LT. THOMAS L. MOORE, former WIBG Philadelphia announcer, returned from overseas duty with the Army Air Corps, was sent to the Don Ce-Sar Convalescent Hospital, St. Petersburg, to rest and now has been made acting director of public relations at the hospital.

WAYNE EUCHNER, for 14 years pianist and arranger with the Don Bestor Band, has joined KFH Wichita as musical director.

WBAL Retail Change

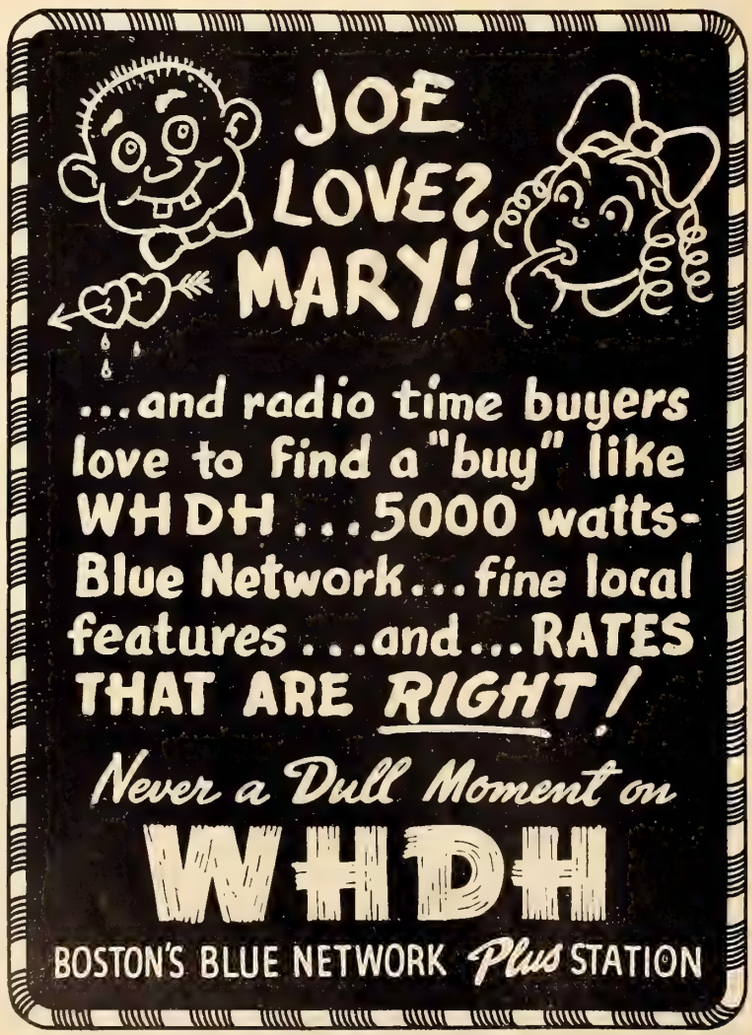
REORGANIZATION of the local sales staff of WBAL Baltimore, with a separate department for retail sales, service and promotion, was announced last week by Leslie H. Peard, WBAL sales manager and Harold C. Burke, manager. Harry H. Wright is assistant sales manager in charge of WBAL retail activities, with Kenneth Carter account executive and Lewis Cahn advertising counsel. Taking cognizance of Baltimore retailers' intense interest in television, Mr. Wright revealed that WBAL brought Phil Merryman, NBC director of facilities development and research, to speak on television at the Baltimore Advertising Club's luncheon meeting.

ROBERT ST. JOHN, NBC commentator, has returned to this country after a three-weeks visit to London, during which he missed but two of his regular broadcasts on NBC for Miles Labs Inc., Elkhart.

More RETAIL ADVERTISERS ARE USING WHBQ EXCLUSIVELY THAN ANY OTHER MEMPHIS STATION

Memphis is the world's largest Cotton Warehousing Center

SOUTH'S 24-Hour Station
WHBQ
Bob Alburty, General Manager
Your MUTUAL Friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU



National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

for SMN* it's WHN
DIAL—1050
50,000 WATTS
* SPORTS · MUSIC · NEWS

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE



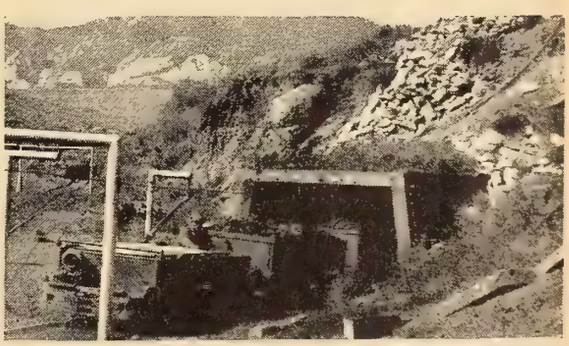
5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, *INC.*

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



"There's gold in them thar hills"—both yellow and black. Modern equipment brings out coal to keep the nation's Home Fires burning—adding to the production of lead, zinc, silver, copper, gold and magnesite which make Mining one of the Inland Empire's chief industries. There's also Gold in your Cash Register when you use KHQ's *complete* coverage of this rich area. (Courtesy Bear Creek Mines)



Why COLUMBIA BROADCASTING SYSTEM *Selected*

Federal Telephone and Radio

to Build Its New Station . . .

Setting the Standard for Fine Screen Television

IN BLACK AND WHITE AND FULL COLOR!

★

The American Public has been waiting for good television.

The Columbia Broadcasting System has taken a significant step to provide it . . . has placed with Federal Telephone and Radio Corporation, manufacturing associate of the International Telephone and Telegraph Corporation, a contract for a new television station, atop the Chrysler Tower in New York City, that will transmit pictures larger and clearer than were possible ever before — not only in black and white, but in full color!

Entrusted with this responsibility is the Federal organization which, together with its associate companies in the I.T.&T. System, has contributed such milestones in electronic progress as the Poulsen Arc in 1908, which revolutionized radio transmission by generating continuous wireless waves; the great Bordeaux radio telegraph station erected for the U.S. Navy during the last war; the development of the "Micro-ray", a forerunner of modern television technique; the first ultra-high frequency telephone and telegraph circuits, spanning the English Channel; commercial ship-to-shore radiotelephone; a mighty 200 kilowatt high frequency transmitting tube, powerful enough to throw a beam more than halfway around the globe; the famous television station installed in the Eiffel Tower in 1938, and during the war many developments in the electronic field for our Armed Forces.

Long outstanding in the design and construction of broadcasting equipment, Federal's accomplishments include the transmitting equipment for WABC, key station of the Columbia Broadcasting System; also Columbia's powerful shortwave stations, and the mighty "Voice of America" station now being produced for the Office of War Information.

This advanced television transmitter, made for the Columbia Broadcasting System, will produce the finest picture quality of sports events, public ceremonies, educational features, news and entertainment. Today Federal is setting the high standard that will assure for the new art of television, acceptance by America's millions.



The great television transmitter located in the Eiffel Tower, Paris, was designed, developed and installed by an associate company of the Federal Telephone and Radio Corporation in the I.T.&T. System.

Federal Telephone and Radio Corporation

Newark 1, N. J.

Another Milestone in FEDERAL TELEPHONE & RADIO FTR *Electronic Progress*

AN IT&T ASSOCIATE

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY
CHICAGO
STATION
SERVING
CHICAGOLAND
24 HOURS
A DAY
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE -
National Representative
John E. Pearson Co.
250 PARK AVE. NEW YORK

Agencies

LT. CURT PETERSON, officer in charge of the Placement Section, Radio Branch, War Dept., Bureau of Public Relations, and former radio director of Marchalk & Pratt, New York, has been promoted to captain.

HERBERT LEDER, member of Benton & Bowles' radio department for two years, will direct the new television department the agency has set up to explore the field in the interests of its clients.

CHARLES DREYFUS Jr., formerly of Brentano's Inc., New York, book store, and Benton & Bowles, New York, has joined Riff Assoc., New York, as account executive and media man.

HAYES J. SMYTHE, freelance writer, has joined the creative staff of Howard H. Monk & Assoc., Rockford, Ill.

EMERSON J. POAG has joined Ross Roy Inc., Detroit advertising firm.

SHELDON PETERSON, staff writer of NBC Chicago press, will join Compton Adv., Chicago, Nov. 1 to write *Chrisco's Radio Newspaper.*

ROBBINS MILBANK, former San Francisco manager of Young & Rubicam, joins the San Francisco office of McCann-Erickson about Nov. 1.

MEL WILLIAMSON, recently released from the Army with the rank of major, has been appointed head of the new Los Angeles offices of Lennen & Mitchell at 308 N. Rodeo Drive, Beverly Hills.

FRANKLIN BRUCK Adv. Corp., New York, has established Hollywood offices at 5874 Hollywood Blvd., with Howard Blake as manager. Telephone is Gladstone 2975.

GENE DUCKWALL, transferred from Los Angeles, has been made business manager in charge of all media for Foote, Cone & Belding, San Francisco office.

J. G. STRASSBURGER, formerly with Chicago stations and more recently a Hollywood freelance writer, has joined Jaynes-Harshberger-Martin, Los Angeles, as producer-director.

EUGENE WADDELL has resigned as copy executive of Geyer, Cornell & Newell to join Dancer-Fitzgerald-Sample as group copy supervisor.

KEITH McLEOD, former producer of Russel M. Seeds Co., has joined Benton & Bowles, Hollywood. He is assigned to *Glamour Manor* on the Blue, replacing Betty Buckler, Hollywood office manager.

EZRA MacINTOSH, former NBC Hollywood producer, has joined J. Walter Thompson Co. Hollywood production staff and is assigned to the two-hour CBS *Thanksgiving Day* show sponsored by Elgin Watch Co.

Bryan to Agency

WILLIAM P. BRYAN, formerly on the announcing, news and production staff of WHAS Louisville for eight years, has joined Anfenger Adv. Agency as radio director of the New Orleans office. Mrs. Frank Hennessy of the WHAS script staff becomes assistant to Mr. Bryan and Ines Masia, formerly in the advertising department of Maison-Blanche, New Orleans department store, replaces Mrs. Hennessy.

New Morse Firm

WITH Carlton E. Morse as president, new transcription producing unit has been organized under firm name of Carlton E. Morse Productions and is headquartered at 1500 N. Vine St., Hollywood. Telephone is Hollywood 6161. Clinton (Buddy) Twiss is secretary-treasurer and also handles production. Larry Allen is head of the sales department. Frances Abts is office manager. Cutting will be done by NBC Radio-Recording Division, with *Adventures by Morse*, a half-hour series of 52 episodes slated as first production.



IT AIN'T HAY, it's cigarettes—2,380,000 of 'em—for which Eddy Kohn (second from left) manager of WFPG Atlantic City is giving Gus Neumark (left), Atlantic City representative of Liggett & Myers Tobacco Co., a check representing payment for the smokes sent the Armed Forces through the efforts of WFPG, Blue outlet in Atlantic City. Each package of cigarettes contained a sticker, "Compliments of WFPG, Steel Pier, Atlantic City, N. J. Drop us a line". Others gathered around the Blue mike are (l to r): Joseph Altman, Atlantic City's Mayor; Edgar A. Sweet, WFPG program director; R. J. Adams, New Jersey representative, Liggett & Myers. Station got letters from all theatres.

Radio Advertisers

LEWIS F. BONHAM, formerly merchandising manager of Personal Products Corp., New York, has been appointed director of advertising and sales promotion of Mennen Co., Newark, N. J., to succeed John H. Miller, who has been named manager of advertising and sales promotion of Comprehensive Fabrics Inc., New York, distributors of Koroseal. Mennen, until recently a network advertiser for Mennen products for men, has resumed radio promotion, using spot advertising as part of a test campaign in 15 cities, through Duane Jones & Co., New York.

OVID RISO, who organized and headed the Latin American division of Young & Rubicam, New York, and who served for 13 years as advertising manager of RCA's International division, has been named advertising manager of Philco-International Corp. He left Y&R this year, to serve as advertising director of Great American Industries Inc.

THE RABIN Co., Los Angeles (Hollywood Extra Theatrical Cold Cream), on Nov. 12 for 13 weeks starts using total of 30 transcribed announcements weekly on KARM KMJ Fresno, KTKC Visalia. Firm contemplates expansion to ther areas . Agency is The Mayers Co., Los Angeles.

THORNLEE Inc., Los Angeles, as part of introductory campaign for its cold remedy, Topacold, in major markets, on Oct. 24 started sponsoring week'y rebroadcast of Fulton Lewis jr., on KGB San Diego. Firm in addition sponsors thrice-weekly quarter-hour newscast on KFRC San Francisco, with participation in *11 P.M. News* on KNX Hollywood. Agency is R. W. Webster Adv., Los Angeles.

CHEMICALS Inc., San Francisco (Vano), on Oct. 21 started sponsorship of weekly half-hour *Swap 'n' Shop* on 16 Don Lee Network stations, Saturday 9:30-10 a.m. (P.W.T.) Contract for 52 weeks was placed through Garfield & Guild, San Francisco.

PETER HAND BREWERY Co., Chicago, on Nov. 4 will begin sponsoring weekly half-hour dramatic show *The County Sheriff* on WMAQ Chicago. Contract for 52 weeks was placed by Mitchell-Faust, Chicago.

INTERNATIONAL PICTURES, Hollywood, has appointed Buchanan & Co., New York, to handle advertising. Radio will be used along with other media.

CYNTHIA SWEETS Co., Boston (Cynthia Sweets Chocolates), has started participation Monday through Friday on *Yankee Tune Factory* on WNAC Boston, WAAB Worcester, WEAN Providence, WICC Bridgeport. Spots also are scheduled on WCHS Portland and WMAS Springfield.

WIEBOLDT STORES Inc., Chicago, on Nov. 3 will begin sponsorship of *The Cinnamon Bear*, quarter hour serial based on the adventures of toyland characters, on WGN Chicago, Mon. thru Fri. Contract for five weeks was placed by Needham, Louis & Brorby, Chicago.

COMMERCIAL ALCOHOLS, Montreal (anti-freeze), has started musical program five-times weekly on CJBC Toronto. Account was placed by McConnell, Eastman Co., Montreal.

CARTER COAL CO., Washington, D. C., has resumed *The Hermit's Cave* weekly on CFRB Toronto. Account was placed by Ralph H. Jones Co., Cincinnati.

CALIFORNIA APPAREL CREATORS and Associated Apparel Manufacturers, Los Angeles (market development of women's wear), has appointed Foote, Cone & Belding, Los Angeles, to handle advertising.

Pvt. W. R. Curtis

PVT. WALTER R. CURTIS, 28, was killed by a hit-and-run motorist Oct. 5 at Bai d'Urfe, Que., while on leave from his post at Ste. Anne de Bellevue Military Hospital in the administrative section, Royal Canadian Army Medical Corps. He was well-known on the Canadian Broadcasting Corp., French-language network for his work in daily serials prior to his enlistment in June 1941. He is survived by his widow and one child.

New Soap Drama

MANHATTAN SOAP CO., New York, in the Monday through Friday 5-5:30 p. m. period purchased on CBS for Sweetheart Soap, will present the Strange Romance of Evelyn Winters. A daytime serial produced by Hummert Radio Features, New York, it will be heard on 28 CBS stations, beginning Nov 20. Agency is Duane Jones Co. New York.

WBOC
ONE OF AMERICA'S FINER RADIO STATIONS
RADIO PARK • SALISBURY, MD.
MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

The Most Overworked Words in Advertising:

■ There are a lot of dodo words in the dictionary.

And plenty of them are in general use today.

They have found their way into the advertising business — not into advertising copy, so much as into the daily patter by which advertising space and time are bought and sold.

Coverage. Audience. Saturation. Listenership. Readership. Leadership. They have been used so much — to denote so many variations and degrees within their original meanings — that they, like so many of the telephone surveys, have come to mean almost nothing at all.

There are dozens of them. Scores of them. And the greatest of these is — Influence.

▪ ▪ ▪ ▪

Influence isn't something you either have or have not.

Almost everybody has at least a little influence. Some organizations have a very big share of it.

And some advertising media possess it so profoundly, so — well, so *completely* — that the mere word Influence falls far short of adequate description. Even the Greeks had no word for it.

▪ ▪ ▪ ▪

In the publication field, certain great newspapers have *influence and more than influence.*

So do certain great national weeklies; so do some of the great national networks.

In every media classification, the leader springs into mind automatically — usually because that one medium, above all others like it, has *influence and more than influence.*

It's a handy thing to have around the house. Especially if you are running a group of radio stations.

But here is one basic thing about Influence that many never learn: No advertising medium, in any classification, ever attained *influence and more than influence* just by talking about it. And that includes us.

Influence, like leadership, consists not of claims but of *acts.* And that, we believe, is where we come in.

The stations we operate cover Syracuse, Troy-Albany-Schenectady, Keene (New Hampshire and Vermont), and now New Haven.

And in all of these markets, advertiser after advertiser has found that in building himself a franchise, the influence we wield goes far deeper than the mere word *influence* implies.

There are cases on record — and plenty of them — where an advertiser has "tried everything" in one of our markets, and got nowhere fast until he went on the air over our station.

There are other cases on record — and plenty of them — where civic or national or war projects have gone over the hump only after calling us in.

There are still other cases — and plenty of these, as well — where a local advertiser, using our stations alone, has defeated the best efforts of top-flight national-advertiser competition to dislodge him from the franchise he built — through us.

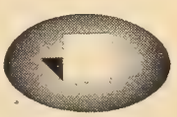
These cases on record are acid tests of sound radio station management — worth more to any advertiser than passing program fancies; or surveys which, upon analysis, prove nothing in terms of actual sales.

Claims, you say? Perhaps. But we had to *perform* these acts, before we could talk about them in print.

They stand as evidences of the *influence and more than influence* offered to you by WSYR, WTRY, WKNE, WELI.

Time on the air is what we sell. But what you buy is *influence and more than influence* . . . worth every dollar you put into it.

▪ ▪ ▪ ▪

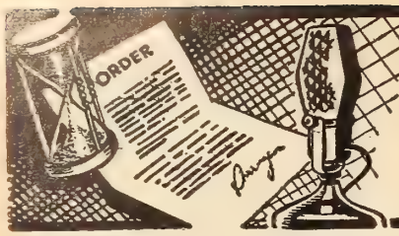


WSYR Syracuse, **WTRY** Troy-Albany-Schenectady, **WKNE** Keene, N. H., **WELI** New Haven.

SQUARE DEAL STATIONS

Owned and operated by Harry C. Wilder and Associates. Representatives: For WKNE and WELI, Headley-Reed Company. For WSYR and WTRY, Paul H. Raymer Company.

NOTE: *The time to start building a postwar franchise in any of our markets is getting increasingly short. Tomorrow may be too late. Better get in touch with us now.*



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KMOX St. Louis

Lever Bros., Cambridge, Mass., 6 *ne* weekly, thru Ruthrauff & Ryan, N. Y.
Ward Baking Co., New York, 2 *ne* weekly, thru J. Walter Thompson Co., N. Y.
Phillips Petroleum Corp., Bartlesville, Okla., 3 *ne* weekly, thru Lambert & Feasley, N. Y.
Miami Margarine Co., Cincinnati (Nu-Maid Margarine), 8 *sa* weekly, thru Ralph H. Jones Co., Cincinnati.
American Chicle Co., Long Island City, 10 *sa* weekly, thru Badger, Browning & Hersey, N. Y
General Electric Co, Cleveland (lamps), 3 *sa* weekly, thru BBDO, N. Y.
Campbell Soup Co, Camden, 5 *sa* weekly, thru Foote, Cone & Belding, N. Y.
Johnson & Johnson Co., New Brunswick, 5 *sa* weekly, thru Young & Rubicam, N. Y.
Plough Inc., Memphis, 26 *sa* weekly, thru Lake, Spiro, Shurman, Memphis.
Rit Products Co., Chicago (dyes), 16 *sa* weekly, thru Earle Ludgin & Co., Chicago.
Swift & Co., Chicago (Sunbrite cleanser), *sa*, thru Nedham, Louis & Brorby, Chicago.

KFRC San Francisco

Thornlee & Co., Los Angeles (Stopacold), 3 *ne* weekly, 13 weeks, thru Dick Webster Agency, Los Angeles.
Langendorf United Bakeries, San Francisco (bread), 5 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.
Mother's Cake & Cookie Co., Oakland (bakery goods), 5 *ne* weekly, 13 weeks, thru Emil Reinhardt Adv. Agency, Oakland.
Lamont Corliss & Co., New York (Pond's creams), 6 *ta* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Poultry Products of California, San Francisco (poultry), *sa* weekly, thru Long Adv. Service, San Francisco.

KMPC Hollywood

Bendix Home Appliances, Chicago (home laundry), 2 *sa* daily, thru Ruthrauff & Ryan, Chicago.
Arvey Corp., Chicago (glass substitute), 3 *t* weekly, thru First United Broadcasters, Chicago.
Garret & Co., Brooklyn (Virginia Dare wines), 15 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

WCED DuBois, Pa.

Sterling Drug Co., Chicago (Dr. W. B. Caldwell cough syrup), 5 *ta* weekly, 26 weeks, thru Sherman & Marquette, Chicago.
Bell Telephone Co., Philadelphia (long distance calls), 3 *ta* weekly, 26 weeks, thru Gray & Rogers, Philadelphia.
Fort Pitt Brewery, Pittsburgh, 6 *ne* weekly, 52 weeks, thru BBDO, Pittsburgh.
Duquesne Brewing Co., Pittsburgh, 6 *ne* weekly, 52 weeks, thru Walker & Downing, Pittsburgh.
Pepsi Cola Bottling Co., New York, 10 *ta* weekly, thru Newell-Emmett Co., N. Y.
Russell-Miller Milling Co., Minneapolis (flour), 3 *ne* weekly, 26 weeks, thru Campbell-Mithun, Minneapolis.
Atlantic Refining Co., New York, *t* weekly, thru N. W. Ayer & Son, Philadelphia.

WHO Des Moines

Rit Products Corp., Chicago (dyes), 5 *ta* weekly, thru Earle Ludgin & Co., Chicago.
Johnson & Johnson, New Brunswick, N. J. (baby powder & oil), 5 *ta* weekly, thru Young & Rubicam, N. Y.
Stanco Inc., New York (Mistol), 3 *ta* weekly, 13 weeks, 52 weeks, thru McCann-Erickson, N. Y.
E. Fougera & Co., N. Y. (Don Juan lipstick), *ta* weekly, 52 weeks thru J. M. Korn & Co., Philadelphia.
J. W. Mortell Co., Kankahee, Ill. (Mortite Tape), 5 *sa* weekly, 13 weeks, thru Weston-Burnett, Chicago.
Gospel Broadcasting, Los Angeles (religious), *t* weekly, 52 weeks, thru R. H. Alber & Co., Los Angeles.
Mantle Lamp Co., Chicago (Alladin lamps), *t* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.
Cownie Fur Co., Des Moines, *sp* weekly, 52 weeks, thru Blakemore Co., Des Moines.
Pinex Co., Fort Wayne (cough syrup), 7 *ta* weekly, thru Russel M. Seeds Co., Chicago.

KYW Philadelphia

Richman Brothers, Cleveland (men's clothing) 2 *ne* weekly, 52 weeks, thru McCann-Erickson, N. Y.
Procter & Gamble Co., Cincinnati (Lava soap), 3 *sa* weekly, thru Biow Adv., N.Y.
Lever Bros., Cambridge, Mass. (Lipton's Soup Mix), 3 *ta* weekly, 13 weeks, 12 *sa* weekly, thru Young & Rubicam, N. Y.
Quaker Oats Co., Chicago, 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
P. Duff & Sons, Pittsburgh (Duff mixes), 3 *sa* weekly, 13 weeks, thru W. Earl Bothwell, Pittsburgh.
Cocilana, Brooklyn (cough nips), 2 *ta* weekly, thru Al Paul Lefton, N. Y.

KMTR Hollywood

Readers' Scope Magazine, New York (magazine), 6 *sa* weekly, 13 weeks, thru H. C. Morris & Co., N. Y.
Sparkletts Drinking Water Corp., Los Angeles (bottled water), *sp* weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood.
Quaker Oats Co., Chicago (Quaker Oats), 6 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.
Pierce's Proprietaries, New York (proprietary), 6 *sa* weekly, 35 weeks, thru Duane Jones Co., N. Y.
Bohemian Distributing Co., Los Angeles (Acme beer), *sp* weekly, thru Brisacher, Van Norden & Staff, Los Angeles.
Seventeen Magazine, New York (magazine), 12 *sa* weekly, 52 weeks, thru Al Paul Lefton Co., N. Y.
Northrop Aircraft Corp., Los Angeles (employment), 58 *sa*, thru J. Walter Thompson Co., Los Angeles.
Pond's Extract Co., New York (cosmetics), 36 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Bendix Home Appliances, New York (home appliances), 6 *sa* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.

KFI Los Angeles

Chris Hansen's Labs, Little Falls, New York (junket), 2 *sp* weekly, 26 weeks, thru Mitchell-Faust Adv., Chicago.
Rockwood Co., Brooklyn, New York (chocolate bits), 2 *sp* weekly, 13 weeks, thru Federal Adv., N. Y.
Luden's Inc., Reading, Pa. (cough drops), 4 *sa* weekly, 52 weeks, thru J. M. Mathes Inc., N. Y.
A. S. Boyle Products, Los Angeles (Aspertane), 4 *sa* weekly, 52 weeks, thru Davis & Beaven Adv., Los Angeles.
Paramount Pictures, New York, weekly *sa*, 52 weeks, thru Buchanan & Co., N. Y.
Beech-Nut Packing Co., Canajorharie, New York (gum), *sa* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
American Chicle Co., Long Island City, New York (gum), 42 *sa*, weekly, 13 weeks, thru Grant Adv., N. Y.
Golden State Co., San Francisco (milk, milk products), 47 *sp*, 13 weeks, thru BBDO, N. Y.

WBBM Chicago

Johnson & Johnson, New Brunswick, N. J. (Baby Powder), 5 *ta* weekly, thru Young & Rubicam, N. Y.
Metro-Goldwyn-Mayer, New York, 10 *sa* weekly, 52 weeks, thru Donahue & Coe, N. Y.
Procter & Gamble, Cincinnati (Duz), *sa* weekly, thru Compton Adv. Agency, N. Y.



SUPERVISORS NAMED FOR CBC SHORTWAVE

WITH TESTING of the new Canadian Broadcasting Corp. shortwave transmitters at Sackville, N. B., to start before the end of November, Dr. A. Frigon, CBC general manager, has appointed Peter Aylen, Ottawa, as supervisor of international shortwave services, Maj. Rene Garneau as supervisor of service to France, Gordon Skilling as supervisor of service to the rest of the European continent.

Aylen has been with the CBC and its predecessor for 12 years and has just returned from Britain where he made arrangements for the shortwave broadcasts.

Maj. Garneau was loaned by the Canadian Army to the British Broadcasting Corp. for French service broadcasts but has been back in Canada for some time with the Wartime Information Board.

Skilling, a political science professor at the University of Wisconsin, is also a specialist in modern European history and a linguist. Prior to the war he broadcast in Czechoslovakia and joined the BBC in 1939.

The CBC shortwave station will first start its European broadcasts before year-end. Service to the West Indies, Mexico and New Zealand is expected to be started early in 1945, and other antenna arrays to Australia, Africa and South America are to be erected during the coming year. The stations will broadcast programs to Canadian troops overseas, as well as to civilians. Programs will be fed by landlines from CBC Montreal studios. The station is operated for the Canadian government with policies set by a joint committee of the Canadian Department of External Affairs, Wartime Information Board and CBC.

Cortada Advanced

JUDY CORTADA, trade news editor of the Blue Network since January 1942, formerly associated editor of *Advertising Age*, has been advanced in the promotion department to handle publicity material for Blue affiliates reporting to Fred Smith, newly appointed director of promotion and advertising. Trade news will be handled temporarily by Ralph Gleason, of the Blue publicity staff.

CHARLES BEARD and Max Galyean, both former WWNC Asheville, N. C. engineers before entering the service, have been promoted to first lieutenants in the Army.

From Congo

FIRST series of broadcasts from WTAG Worcester, were shortwaved a fortnight ago in the second *Worcester and the World* series [BROADCASTING, Oct. 2] designed to promote understanding in Central New England of United Nations peoples and countries. Belgian Congo program, which originated in Leopoldville, featured the mayor of Leopoldville, the U. S. Consul Genereal there, and the Governor General of the Congo.

what makes a . . .



EXCLUSIVE

FRISKIEST of four-legged youngsters, the Sheep is EXCLUSIVE because of its interest in music . . . and because of its intelligence. Providing man with his chief supply of wool and a large portion of his food, this "hollow-horned" ruminant is one of the most defenseless and inoffensive of all animals. The sense of locality inherent in the cat, dog and horse also characterizes the Sheep.

KEYSTONE of FM in the Kansas City Area, K-O-Z-Y is EXCLUSIVE because its uninterrupted prewar and duration FM programming means FM market intelligence today . . . PRE-TESTED FM COVERAGE . . . for expanded FM use tomorrow. There's no "double feature" here . . . K-O-Z-Y means EXCLUSIVE FM PROGRAMMING FOR EXCLUSIVE FM LISTENING! Write Today for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station

KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area

first

WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...



Nancy Osgood

Good cook or sportswoman . . young mother or spinster . . Nancy's daily program holds them all. And even men!

BUT, THIS IS THE USUAL STORY FOR WRC, FIRST CONTINUOUSLY SINCE 1923.....

WRC

REPRESENTED BY NBC SPOT SALES

Washington

AP and UP Request Press Allocations

Additional Frequencies Asked Of FCC for Relay Stations

TAKING A LESSON from radio's special events operations, the two major news associations, AP and UP, last week asked the FCC to allocate additional frequencies for press relay stations.

Appearing at the FCC allocation hearings, Harry R. Flory, communications director of UP, and Paul Miller, Washington bureau manager of AP, said future plans contemplate the use of walkie-talkies by reporters in metropolitan areas covering sports events and major news stories, as a means of expediting news coverage. Mr. Flory said the UP hopes to "obtain numerous walkie-talkie sets" after the war.

Relay Press Service

Mr. Miller asked that the present relay press frequencies be retained and that the Commission consider expanding that service. He explained how AP had used its two stations WSAA and WSAB to cover the Squalus disaster and golf tournaments.

J. H. Wofford, engineer in the Safety & Special Services Division, FCC Engineering Dept., said that relay press is a comparatively new service, rules having been adopted Dec. 1, 1938. UP operates one station, the Telegram Publishing Co., Salt Lake City, and AP two, Mr. Wofford said. Five frequencies are now available for press mobile stations and for portable equipment of less than 1 w power, with six others available for low power portable equipment with maximum power of 50 w.

AP and UP have not operated their respective stations since outbreak of the war.

NATIONAL Assn. of Manufacturers will hold its 49th annual congress at the Waldorf-Astoria, New York, Dec. 6-8 on the theme, "Speak Up, Management". Topics on the agenda include discharged servicemen's reemployment and rehabilitation, postwar production, distribution and jobs, taxes, world reconstruction, wage and labor policies and foreign trade.



CLOSE HARMONY between star, sponsor and agency on the NBC *Dinah Shore's Open House*, was graphically illustrated by this tuneful foursome, after initial broadcast on Oct. 5. General Foods Corp. (Birdseye Frosted Foods Division), sponsors half-hour program. Vociferous quartet (l to r) are Walter Bunker, producer of Young & Rubicam, G-F agency; Donald Barr, vice-president of Birds Eye-Snider Inc.; Miss Shore; Charles Mortimer, G-F vice-president in charge of radio.

Legion of Merit Awarded To Col. Mitchell of RCA

LEGION OF MERIT was awarded Lt. Col. Thompson H. Mitchell, vice-president and general manager of RCA Communications, New York, for "conspicuous achievements" and contributions of "lasting benefit to the military service" during the period from July 1942 to July 1944 when he served as communications engineer and officer in charge of the Traffic Operational Engineering Section, Army Communications Service, Washington.

Presentation was made to Lt. Col. Mitchell, who was elected to his present post with RCA Aug. 4 after being assigned to inactive duty by the Army, by Brig. Gen. Frank E. Stoner, Chief of the Signal Corps Communications Service, at a ceremony in the office of Lt. Gen. James G. Harbord RCA board chairman.

Miss Swank Replaces

MISS SWANK, New York, manufacturer of ladies' lingerie and sponsor of *Relaxation with Music*, a quarter-hour musical program Sundays, 9:45-10 p. m., on MBS, is reported to be replacing the show with a weekly half-hour musical variety program on the same network titled *Miss Swank Presents* and featuring Larry Brooks, singing Broadway star. Program will plug local stores who sell Miss Swank merchandise. Agency is Hirshon-Garfield, New York.



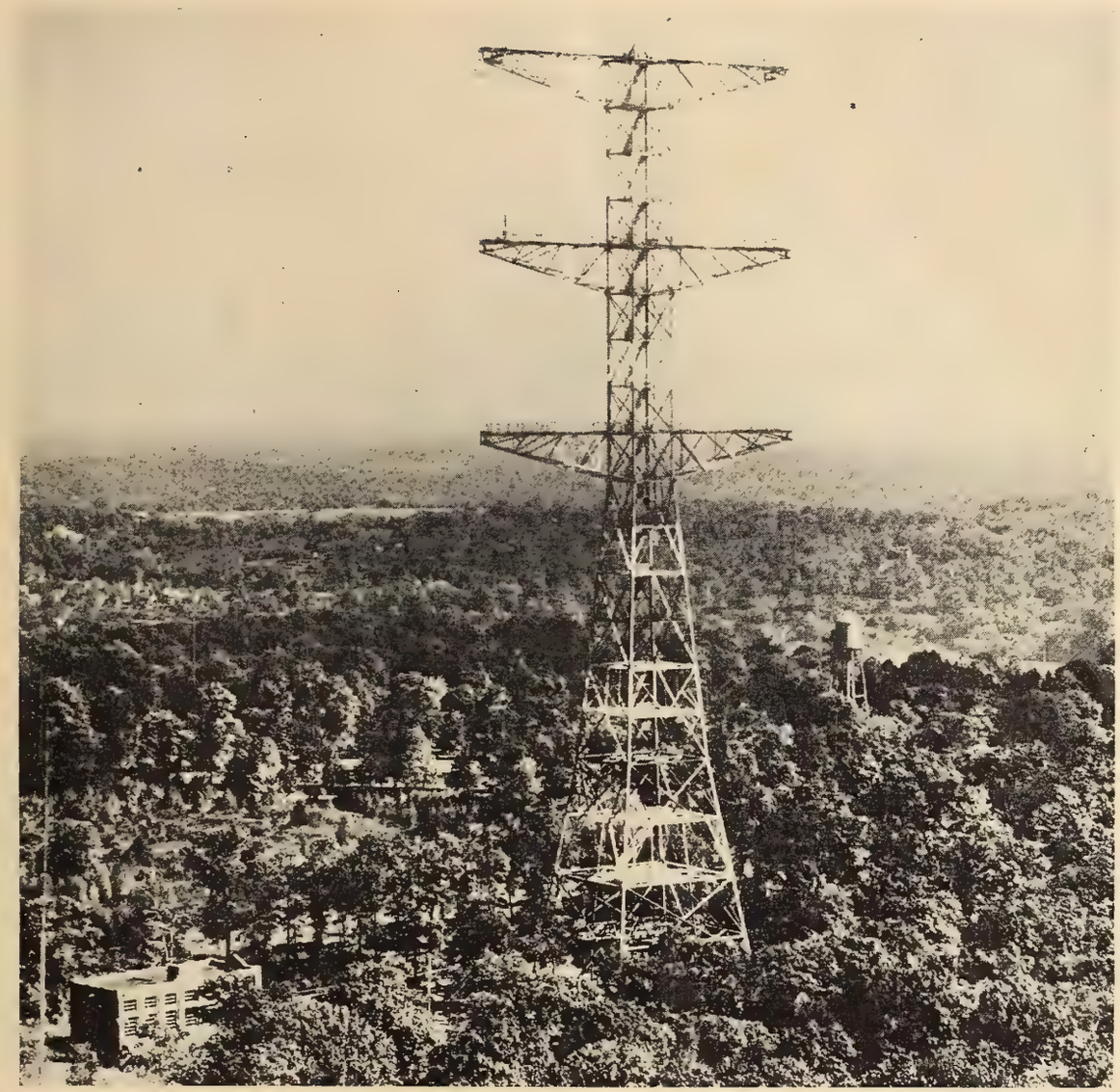
Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS - National Representatives



FM BROADCASTING STARTED HERE

THE first FM transmitter to be put in service was built for Major Armstrong by REL, and installed at his Alpine station W2XMN. It employed the Armstrong crystal-controlled phase shift modulation.

Since then, REL has been more active in the FM transmitter field than any other manufacturer. This was evident from the many exclusive features in the prewar REL line of deluxe equipments, ranging from 1 kilowatt up to 50 kilowatts output.

The postwar REL line will reflect a vast store of added experience since Pearl Harbor. As soon as reconversion permits, broadcasters will be able to obtain quick delivery from REL on the finest and most reliable FM equipment, suited to the particular needs of each installation.

This will be possible because REL plans to continue its specialization in the manufacture of FM broadcasting equipment.

PEACETIME LEADERSHIP

Before you make any decision on the purchase of a postwar transmitter, let us give you the facts and data on REL stations now in use.

REL

RADIO ENGINEERING LABS., Inc.
Long Island City 1 New York

Sales Offices:

N. B. NEELY—5334 Hollywood Blvd., Hollywood, California
M. N. DUFFY & CO—20'0 Grand River Ave., W. Detroit. Michigan
REL EQUIPMENT SALES, INC.
612 N. Mich. Blvd., Chicago, Illinois

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

Like a beauty contest  the San Francisco Bay Area market reveals some nice, luscious figures.  years' weight 

has been added while general business activity is up 57% and population  up 25%. And ⅔ of these newcomers say they'll remain here  after the war. With plenty of $$$, they're good folks to sell now—and for the future—by using KPO.

KPO

SAN FRANCISCO

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

Technical Radio Traced by Dunlap

100 Broadcasters' Biographies Included in Historical Book

THE TECHNICAL development of broadcasting is traced through the biographies of 100 men who have contributed to the science in a new book by Orrin E. Dunlap, Jr., RCA director of advertising and publicity.

The volume, published October 2[6] by Harper and Brothers, [$3.50] is entitled *Radio's 100 Men of Science*, and is the ninth book dealing with radio written by Mr. Dunlap. The biographical narratives of the pathfinders in electronics and television begin with Thales of Miletus. (640-548 B.C.), who beheld "Elektron sparks," and conclude with sketches about contemporary men in the field.

The author selects as the ten scientists who have contributed the most to the development of radio Michael Faraday, Joseph Henry, James Clerk Maxwell, Heinrich Rudolph Hertz, Guglielmo Marconi, Reginald A. Fessenden, John A. Fleming, Lee De Forest, Maj. Edwin H. Armstrong and Vladimir K. Zworykin.

Of the 100 men selected by Mr. Dunlap, 45 are contemporaries; 4[6] were born in the United States; 1[8] others, although born elsewhere, migrated to America.

The book first took form four years ago, when Mr. Dunlap was employed by the *New York Times*. Many of those of whom he writes he has met personally, and interviewed, and the volume's preface records the author's impressions of these scientists.

Canada FM Licenses

FIRST FM licenses granted to Canadian private stations have been issued by the Dept. of Transport, Ottawa, to CKRC Winnipeg, for a mobile pickup unit and as an emergency link between studios and transmitter. Both licenses call for 50 w FM transmitters, the call letters for the mobile pickup unit being VD2D and that for the emergency link in case of land line failure to the transmitter being CK7H. It is expected that rebroadcasts from the FM mobile pickup unit will be improved by the elimination of man-made static.

Ad Women Hear Perkins

RESPONSIBILITY for the generally poor quality of television programs was fixed on the shoulders of the advertisers who fail to use the medium and build it up to the standards of commercial radio programs, by Albert R. Perkins, addressing a luncheon meeting of the Advertising Women of New York. Mr. Perkins, film and radio director of *Look*, declared that "it lies squarely in the laps of advertisers to take hold of television and make something out of it."

NATIONAL Assn. of Manufacturers will hold its 49th annual congress at the Waldorf-Astoria, New York, Dec. 6-8 on the theme, "Speak Up, Management". Topics on the agenda include discharged servicemen's reemployment and rehabilitation, postwar production, distribution and jobs, taxes, world reconstruction, wage and labor policies and foreign trade.



History of Communications. Number Ten of a Series

COMMUNICATION BY THE HELIOGRAPH



World War I saw the Heliograph play a prominent part in communications. The Heliograph, a device which flashes the rays of the sun in coded intervals, has been used since the days of Ancient Greece. Dependent upon the elements of nature for its power, its operation is prohibited by bad weather. Typical of means of communication other than Electronic Voice Communication, translation of its signal must be made by specially trained personnel.

After Victory is ours, civilian electronic voice communications will again be placed in the hands of the skilled Universal Engineers for still further advancements in microphones and recording components.

Model CU-2, illustrated at left, is a palm microphone with press-to-talk switch. One of the several military types available through your Radio Parts Jobber.

EXCELLENCE IN PRODUCTION

UNIVERSAL MICROPHONE COMPANY

INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA · CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

IT TAKES a
BULL-DOZER
to make Molehills
out of Mountains



IT TAKES A
50,000
watt station to
sell the Denver
market *and the*
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

NAEB Officers

ELECTION of officers was recently held, in conjunction with the School Broadcast Conference, at the closed meeting of the National Assn. of Educational Broadcasters at the Morrison Hotel, Chicago, Oct. 22-23. Frank E. Schooley, WILL U. of Ill., who for the past year has served as executive secretary of the NAEB, was elected president; Allen Miller, KOAC Oregon Agricultural College, was reelected v-p; W. I. Griffith, WOI Iowa State College, reelected treasurer. Members elected to the Executive Committee are: R. J. Coleman, WKAR Michigan State College; M. S. Novik, WNYC New York; E. W. Ziebarth, WLB U. of Minn.; Jim Miles, WBAA Purdue; John W. Dunn, WNAD U. of Oklahoma; Carl Menzer (member-at-large), WSUI U. of Iowa.

Also present were: Waldo Abbott, U. of Michigan; H. J. Skornia, U. of Indiana; J. C. Christianson, U. of North Dakota; Wallace Garneau, Western State Teachers College; Jim Ebeland and Joe Wright, WILL U. of Ill.; Margaret Tyler, WOSU Ohio State U.

Vita Var Spots

VITA VAR Corp., Newark, in a campaign started the latter part of September for paint products, is using chain-breaks at varying frequencies for 26 weeks on WOR WJZ KDKA WRVA, with plans to expand the list. Agency is Ideas, New York.



QUESTION of jurisdiction over platter turning and plans for expans of membership occupied major attention of the national council meet in Cleveland last week of the National Assn. of Broadcast Engineers Technicians. Seated (l to r): Vernon J. Duke, New York; Don Mor Schenectady; Carl Brandt, Cleveland; C. A. Allen, secretary-treasur Washington; Robert Jenson, Hollywood; Allan T. Powley, preside Washington; George Riley, New York. Standing (l to r): B. F. Fred dall, vice-president, Chicago; Alex Doran, Detroit; R. C. Thomps Denver; Mark Dunnigan, San Francisco; Harry Hiller, New York.

NABET Projects Nationwide Expansio At 11th National Meeting of Counc

WITH THE UNINTENTIONAL assistance of James C. Petrillo, president of the American Federation of Musicians, the National Assn. of Broadcast Engineers and Technicians (NABET), at the 11th annual meeting of its national council in Cleveland last week, laid plans for expansion on a nationwide scale to challenge leading technicians union in broadcasting.

Reporting on new member stations which have recently come into the NABET fold, Allan Powley, president of the union, told the council that since Mr. Petrillo projected his ambitious plan, he consort with Ed Brown, president of the International Brotherhood of Electrical Workers, to take over turntable operations at all network owned stations and to "liquidate" NABET [BROADCASTING, May 8, 22, 29, June 5], the union has added 14 additional stations to its membership, six of which have come from IBEW ranks.

Stations Signed

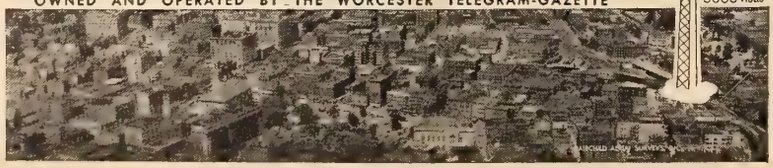
The new stations, Mr. Powley reported, include KQW San Jose, Cal.; WHAM WSAY WHEC WHFM (FM) all in Rochester, N. Y.; WWJ Detroit; WHK WCLE Cleveland; WGY WRGB (television) WGFM (FM), all in Schenectady, N. Y.; WDNC Durham

WORCESTER lays the foundation
for POST WAR DEVELOPMENT



The Worcester Committee for Economic Development reports on its first year's action. Worcester's hundreds of smaller businesses will receive post-war from this Committee — production accounting and sales engineering counsel; help in arranging financial credits; assistance in the development of foreign trade. Expert personnel to handle this work will be assigned. This compact, industrialized Central New England area will increase its importance as a big market — a rich market tapped only from the INSIDE, by WTAG, a big station.

PAUL H. RAYMER CO. *National Sales Representatives*
WTAG WTAG-FM WORCESTER
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.



BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED

C.; KODY North Platte, Neb.; JS Winston-Salem, N. C.

These stations bring to 22 the mber of independents affiliated h NABET, in addition to all C and Blue owned and operated tions and the Hollywood studios the two networks. They add 135 members to the union, bring- total membership to nearly 700.

The diversion of IBEW member tions, Mr. Powley reported, is to widespread dissatisfaction ong IBEW members with its ional leadership ever since a al' was made with Mr. Pe- lo to give turntable opera- n, now performed as an in- ental function of the technicians, the musicians union. The deal, de without the knowledge of the EW rank and file, caused indig- tion among the membership es- ially since their jobs were in- ved. When NABET, which would ve been completely erased from picture under parallel pacts ween Mr. Petrillo and the net- rks, threatened a strike at NBC d Blue owned stations if the eements were carried out, the tional War Labor Board took isdiction and ordered the dis- te held in status quo until the ues in question could be deter- ned by the National Labor Rela- ns Board.

Powley Reelected

Capitalizing on the dissatisfac- n in the IBEW ranks, NABET ided on a vigorous drive to in- ase its membership. To carry this objective, the council voted amend its constitution to pro- e for a paid president, effective n. 1, 1945, the change to be rati- d by a ballot vote of the entire mbership. Plans were also dis- ssed to establish regional offices handle expansion and a commit- was appointed to draft recom- ndations.

The council issued three new arters, adding Rochester, Ra- gh and Omaha to the union. The dition of WCLE-WHK was the asion for a dinner for the coun- in which the Cleveland chapter s host. (WCLE changed call let- s last week to WHKK.)

Mr. Powley was re-elected pres- nt of the union. B. F. Freden- l was named vice-president and



'm working awhile longer, dear. FDF Flint says you'll get your l job back!"

Drug Co. News Spots

BLOCK DRUG Co., Jersey City, early in November, starts a test campaign on 18 stations in six southern states for Gold Medal, a drug for kidney ailments, using early morning news programs and one minute spots. The same type of radio time is being used for Stera-Kleen, a dentifrice in a test on WLW WENR, with expansion of the schedule contemplated later.

NEVILLE MILLER, former president of NAB, serving as Senior Deputy Chief of UNRRA, Balkan Mission, has transferred to Rome after three months in Cairo.

C. A. Allen, secretary-treasurer.

Meanwhile, NLRB announced that oral arguments on the platter-turner jurisdictional dispute will be heard Nov. 9 at 10:30 a.m. in the Board room, 815 Connecticut Ave., Washington. A formal decision in the case is expected by Nov. 15. Hearings were held in New York Sept. 28-29 before James Paradise, trial examiner [BROADCASTING, Oct. 2].

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

THE MISSISSIPPI MARKET—YOUR BEST BET

There's one market in the New South that should be a "must" on your list—the Mississippi Market! Despite the general leveling off of business in most sections, the Mississippi Market continues to climb.

In August, 1944, business in Mississippi showed a general increase of 14 per cent over the same month in 1943. *

The Jackson district (home of WJDX) recorded a 20 per cent increase.

Oil production hit its highest peak since discovery, reaching near the two-million-barrels per month mark.

These increases point to a greater, growing market—one for your "must list."

WJDX continues to dominate Mississippi's increasing Able-to-Buy Market—WJDX will put your message across.

* Mississippi Business Review

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

When present Electronic Developments become an "Open Book"...

We all agree that recent developments in electronics must remain closely guarded military secrets. But when the story can be told it will surprise many what an important part Blaw-Knox has had in the advancement of this newest marvel in sciences. More than likely the public announcements of the commercial use of war-born electronic devices will be broadcast from stations equipped to give them effective coverage with Blaw-Knox Vertical Radiators.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Bldg., Pittsburgh, Pa.

DISTRIBUTOR
Graybar ELECTRIC COMPANY

BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

Winx

is truly

Washington's

"Home"

Station

With its symphony hours ... news on the hour... public service features... traffic court broadcast and educational broadcasts, etc.

WINX has a constant desire to give its listeners the type of programs they prefer.

It's this type of station... that's important to its listeners... and provides the proper medium for your product.

The Best Test Market at
MINIMUM COST

WINX

The Washington Post Station

Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

PROGRAM STUDIES CONDUCTED BY BLUE

EXECUTIVES of the Blue Network met Oct. 26 at the Drake Hotel, Chicago, with the network's advisory committee's regularly scheduled quarterly meeting the day before. Members of the committee present were: Allen Campbell, WXYZ Detroit, chairman; William Riple, WTRY Troy, N. Y.; Harold Hough, KGKO Fort Worth-Dallas; Henry Johnston WSGN Birmingham; Frank Carman KUTA Salt Lake City; W. B. (Bud) Stuht KJR Seattle; and C. T. (Swannee) Hagman WTCN Minneapolis-St. Paul. Purpose of the meeting, according to Mr. Campbell, was to have a full report on the network's plan for building future programs. The Committee is particularly interested in better programming and the broadcasting of programs of wider public acceptance, as exemplified by the especially built presentation from the New York Herald Tribune Forum and other programs of like nature.

Blue executives attending the meeting were: Edward J. Noble, chairman of the board; Chester J. LaRoche, vice-chairman; Mark Woods, president; Edgar Kobak, retiring executive vice-president; Keith Kiggins, vice-president in charge of station; E. R. Borroff, vice-president in charge of the central division; and John H. Norton Jr., station relations manager.

Decision for a new site for the central division of the Blue Network was planned.



"THIS REMARKABLE accomplishment in a new field of radio broa casting"—Naval combat recordings pictured here in one of the fir tests—brought an official commendation last week from Rear Adr A. S. Merrill, director of Navy public relations. Adm. Merrill cite Lt. Comdr. Charles E. Dillon (l) and Lt. Marvin F. Royston f their "outstanding service to the Navy and to the American peop in helping to make possible the use of film recorders." Lt. Royston w also commended for his work supervising the technical radio oper tions for the Normandy invasion. This picture was taken shortly aft the initial tests of the Recordgraph recorder [BROADCASTING, Feb. 14

Opens N. Y. Office

WALKER & DOWNING, Pittsburgh, has appointed Victor Seydel, formerly of the Blue production staff, to the new post of eastern radio supervisor, with headquarters in New York. He will produce weekly programs for Mail Pouch Tobacco Co. (*David Harding, Counterspy*), Clark Candy Co. (*The Mary Small Show*) both on the Blue; Allegheny-Ludlum Steel Corp. (*Steel Horizons*) and Clark Teaberry and Tendermint Gum Co. (*Good Will Hour*), both on Mutual.

San-Nap-Pak Drive

SAN-NAP-PAK MFG. Co., Ne York, using radio only in what re resents the most extensive use of t medium for its Lydia Grey Tissue is conducting an institutional can paign on 25 eastern and mi western stations, sponsoring pr grams and participations fro two to five-times weekly. Spot rad was selected as the best exclusiv medium for an institutional can paign on behalf of the Lydia Gre product, which is not available i sufficient quantities to warrar straight selling promotion. Driv started in mid-October and will ru for 11 weeks on most stations. Th list follows: WFBR WBAL WNA WEEI WGN WLS WSAI WKR WHK WWJ WXYZ WTIC WIR WFBM WOR WNEW WFI WCAU KDKA WCAE WJA WJAR WEAN WTOP WRC. Ager cy is Biow Co., New York.

Expansion Planned

ACCORDING to a spokesman fo Redfield-Johnstone Inc., New Yor a spot campaign of news program and announcements on over 40 sta tions for Allenru, a drug for rheu matism, has proved so successfu that sales are as high as 400% ove last year's figures. Plans call fo expansion of radio advertising fo this product, he stated.

MORE COMMERCIAL NETWORK TIME than any other Dayton Station

... and we've got the figures to PROVE it.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS

G. P. HOLLINGBERY CO., Representatives

HARRY E. CUMMINGS, Southeastern Representative

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

New Allocation Seen In Fortnight

Ultra-High Television Draws Opposition Of RCA-NBC

(*Continued from page 11*)

ent, RCA Victor Division, RCA, nd Dr. C. B. Jolliffe, chief engineer the RCA Victor Division, eight itnesses from the RCA-NBC or-anizations endorsed the RTPB ecommendations [BROADCASTING, ct. 16] and presented data tend-g to show that moving television the higher spectrum now would nly delay the art for some years. Endorsing the RCA-NBC conten-ons also were Allen B. DuMont, resident of Allen B. DuMont Labs. nd head of Television Broadcast-rs Assn., and Norman D. Waters, ast president of American Televi-on Society, who spoke for their espective organizations.

On the other hand CBS witnesses, eaded by Paul W. Kesten, execu-ve vice-president, and director; illiam B. Lodge, general engi-eering supervisor, and Dr. Peter . Goldmark, director of television ngineering, and Comdr. Craven ad-ocated immediate development of gh-definition television in the ectrum above 400 mc.

Following an impassioned plea r television in the spectrum above 0 mc that other services such aviation and FM might expand the band below 300 mc, Comdr. raven, who retired last June 30 om the Commission, offered the llowing interim solution, pending evelopment of television in the up-er spectrum:

FM, 80 channels, each 150 kc wide, 40-52 mc.
Facsimile, 80 channels, each 50 kc wide, 52-56 mc.
Amateurs, 56-60 mc.
Television, 6 mc channels, 60-108 mc, space to be reserved ultimately for FM and facsimile and for other radio services as indicated by expansion requirements.

Comdr. Craven would make this five-year plan as "being fair to M, to facsimile and to television."

Television witnesses heard last eek included: Mr. Trammell, Mr. oyce, Dr. Jolliffe, Dr. H. H. Bever-ge, associate research director, RCA Labs. and vice-president of RCA Communications; E. W. Engstrom, research director, RCA Labs.; Dr. George L. Beers, staff assistant to Dr. Jolliffe and coordinator of advanced development; O. B. Hanson, NBC vice-president and chief engineer; Philip Merryman, director of facilities development and research, NBC stations department.

Comdr. Craven, Mr. Waters, Mr. DuMont, Paul Raibourn, economist and director of television interests, Paramount Pictures; Dr. T. T. Goldsmith Jr., director of research, Du Mont Labs.; L. F. Cramer, executive vice-president, DuMont Labs.; U. A. Sanabria, president, American Television Labs., Chicago; Philip Pearl, public relations director, American Federation of Labor; William Duttera, Robert Shelby, F. J. Bingley, Panel 6, RTPB; J. E. Brown, assistant vice-president and chief engineer, Zenith Radio Corp.

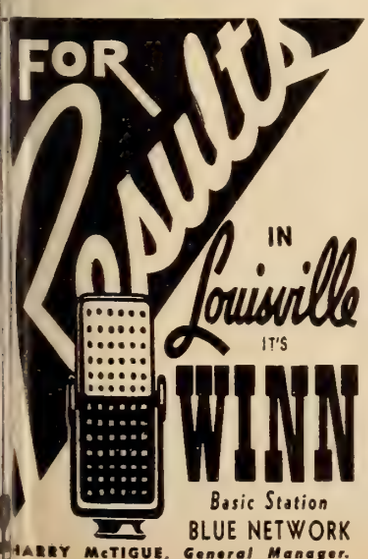
'Greatest Medium', Says Trammell

Declaring that television "'promises to be our greatest medium of mass communication," President Trammell of NBC told the Commission that it has reached the stage "where an acceptable, efficient and reliable service can be rendered to the public—a stage where network operations can be initiated and an immediate postwar industry created."

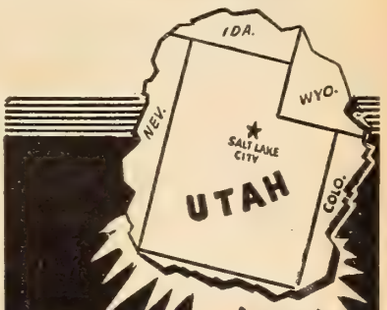
He envisioned the new service as a postwar industry which would create jobs for many thousands of men and women, offering more employment than sound broadcasting did after the last World War. Mr. Trammell said NBC believes that allocations recommended by the RTPB, if approved by the FCC, would:

"First, make possible the immediate postwar establishment of a television service for the American people; second, provide for an expanded service of frequency modulation, and third, permit the necessary experimentation and development of the radio art in the higher frequencies.

"We advocate that the Commission reaffirm its authorization of commercial television broadcasting; and, in accordance with the recommendations of the RTPB, allocate to television a sufficient number of 6 mc channels, in that portion of the radio spectrum below 300 mc. This will permit sight-and-sound broadcasting to be established on a largely expanded scale



WCPO
BY ANY YARDSTICK
Cincinnati's Best Buy
Affiliated with The Cincinnati Post
WCPO
CINCINNATI'S NEWS STATION
REPRESENTED by THE BRANHAM CO.

Reach the ACTIVE SALT LAKE MARKET


KDYL
Through UTAH'S NBC STATION
Utah has one of the highest per capita ratings as a radio listening market.
National Representative
JOHN BLAIR & CO.



No, Not This!

It's impossible to tie down a radio audience like WMMN's Famous Direct Response Gang with programs not to their liking and expect loyalty and the response that goes with it.

We know our people—they know us—and that's why we deliver so abundantly for our advertisers. Give us our "head" and watch us go!

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

as an immediate postwar industry."

Television should not be abandoned in the presently assigned commercial frequency band, said Mr. Trammell, because (1) a satisfactory and practical service of television with tried and tested standards can be operated on frequencies below 300 mc; (2) the period of time required to develop and to demonstrate the practicality of a television system in the frequencies above 300 mc cannot be determined at this time, and (3) the nation needs and expects television as an immediate postwar service and industry.

Urges UHF Channels

"We are in agreement with the industry engineers in the recommendation that the Commission allocate for experimental purposes additional channels above 300 mc, of greater width than 6 mc, in order that a system of color television and possible improvements in black-and-white television may be achieved," Mr. Trammell continued. "We are fully aware of the possibilities in these higher frequencies. Certainly a great field for exploration exists in this portion of the spectrum. No one can set a goal for the future of television which reality may not some day exceed."

President Trammell told the Commission that NBC proposes to resume "full-scale activity in improving present-day broadcasting services and developing new services", subject to FCC decisions. NBC is ready to make necessary capital investments, ready to "scrap the obsolete and construct the new", and to expand facilities and organization.

"We seek no delay, nor do we fear the business risks to be encountered in this rapidly changing industry," he asserted. Mr. Trammell expressed full confidence in television as a "highly effective" advertising medium.

"If television is to be encouraged to expand and develop as an industry without delay after the war no fear complex should be planted in the public mind with regard to the use of television service," he said. "Both the industry and the people should be freed from the groundless expectation that television equipment will be made suddenly obsolete by a complete change to new frequencies and standards."

Mr. Hanson, corroborating the stand of Mr. Trammell, said: "It is my confirmed opinion, after many years of association with the development of television broadcasting, that our present system of television has reached a stage of technical practicality and is ready to be launched as an expanding broadcasting service to the American public."

Take Issue With Weiss

He traced the history of television, asserting that the present system "did not spring up overnight" but required "several years of laboratory research and development and five years of continuous field testing", plus much effort on the part of engineers to determine the best standards upon which it could proceed.

Taking issue with Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, who testified that in his opinion television could not be successfully operated in a city of less than half a million [BROADCASTING, Oct. 16], Mr. Hanson asserted that television is "too great a medium to be confined to the limits of a single metropolitan area". NBC visualizes a network extending "the vision of the radio audience to cities throughout the United States, bringing into the home from distant points, events of national importance".

The backbone of the proposed network will be coaxial cables, now being installed by the AT&T, he said, while relays will be used in conjunction with cables.

Mr. Joyce, who testified Wednesday, said: "I don't think anybody can predict the economic level of television. It may be profitable in

YOUTH GROUP

Under KDKA Sponsorship To Train for Radio

RADIO YOUTH Inc. has been organized under KDKA sponsorship by Pittsburgh youngsters interested in radio as a future vocation. They were chosen for their aptitude and talent through auditions at KDKA studios.

Announcing, acting, writing, music, engineering and production are the phases of broadcasting to be studied under the direction of KDKA department heads. Eventually the group will handle all operations for their own programs which need not necessarily originate from KDKA. The organization is incorporated under state laws and each member holds four shares of stock.

Wichita KFH

Cessna Photo



No 'Skeletons' in Boomtown's 'Closet'

Booming Wichita doesn't hide its skeletons . . . it's these thousands and thousands of skeletal fames moving down the production lines that make Wichita the first city in the United States in factory wage-earner employment gains! Its these wage-earners who help make booming Wichita first in the great Southwest in sound, solid sales gains too . . . Yes, Wichita has important money to spend, with its permanently placed aircraft industries and a steady backlog of agriculture and oil.

Wichita is a Hooperated City

Get the facts at any Petry Office.



Your sales gains in booming Wichita will stick if you stick to that Selling Station in Kansas' Richest Market—

KFH WICHITA

CBS 5000 WATTS DAY & NITE ASK ANY PETRY OFFICE

KROD

FOUR LETTERS that spell "RADIO AUDIENCE" *in the* El Paso Southwest

The CBS Station in El Paso, Tex.

Dorrance Roderick, Owner Val Lawrence, Mgr.

HOWARD H. WILSON CO., National Reps

owns of 10,000." He pointed out hat millions of dollars are spent nnually by merchants in window isplays and that television will ake it possible to bring reproduc- on of those displays into the home. e said RCA plans a $200 receiver or both AM and video, the price xclusive of antenna which, in pre- ar days, cost from $15-$25 in- alled.

Speaking for the AFL, Mr. Pearl alled upon the Commission to "end ll technical uncertainties which re impeding the industry by an- ouncing its final approval of fre- ency allocations and system andards at a date well in advance f the termination of the war."

"The American Federation of abor feels strongly that a green ght should be given to the radio nd related industries to proceed mmediately with commercial tele- ision broadcasting as soon as the ar ends," he said. The AFL is nterested in new electronics in- ustries as consumers and because labor sees in television and related ndustries an important pool of em- loyment opportunities for work- rs and servicemen at the end of he war.

"We urge the FCC to render an arly decision upon all the tech- ical problems which, if unresolved, ight retard postwar recovery in merica," said Mr. Pearl.

UHF Video in 18 Months

Comdr. Craven, urging wider ands then those under prewar andards (6 mc), told the FCC hat the 18 channels assigned to elevision are "entirely too few". e called for 30 or 40 channels. dvocating hgher spectrum televi- on, the former Commissioner said he Cowles firm hesitated to invest apital in a system of television which is already rapidly becoming bsolete", adding:

"We believe that the expenditure f a large sum of money, at this me, for the modern television will ring better results faster than ividing the same amount of money etween the prewar television and he new television."

He expressed the belief that a tation utilizing frequencies be- ween 400-1,000 mc can be estab- ished in a city within 18 months fter the Government gives indus- try the go-ahead. He told the Commission that the Cowles Co. would purchase a transmitter to operate on 750 mc with 525 lines for color and 735 lines for black-and- white [BROADCASTING, Oct. 16], and read into the record a letter from Westinghouse Mfg. Co., promising delivery of such a transmitter 12 months after receipt of the order "on or about V-E Day". Zenith Radio Corp. will produce receivers, he added.

Problems confronting television, Comdr. Craven listed as the number of channels available, the number of stations per channel and the total number of stations possible, and receivers, asserting that unless the "proper allocation of radio space to television is made by the Commission, all three of these points add up to a severe restraint upon the competition which will exist in the television field."

Refuting testimony of the RCA-NBC witnesses that it would take a minimum of five years to reach the point where standards could be adopted in higher-frequency video, Comdr. Craven declared: "In our opinion, standards could be developed within a year and, after the industry has had a chance to comment on them, should be adopted by the Commission."

Mr. Brown, recalled to the stand following his earlier testimony a fortnight before, told the Commission that Zenith, in developing a receiver for CBS, has finished research on an intermediate frequency amplifier and a video amplifier and that some parts would be shipped within 10 days. He said development of a new receiver required about six months for all phases, and estimated that in another six months it would be in production. Part of the development time already has passed on the higher-frequency receivers, he added.

Dr. Jolliffe, first of the RCA-NBC witnesses and the first witness when television was resumed Tuesday afternoon, urged that the FCC (1) reaffirm its authorization for commercial television on standards recommended by the RTPB on an adequate number of frequencies to be selected below 300 mc, without limitations, and (2) that the FCC authorize the experimental use of a band above 4550 mc "which can be used now for the experimental development of a new television system including color" and that the basis on which this additional service is introduced be "determined at a later time when the system has been developed and is ready to serve the public".

Dr. Jolliffe said RCA engineers had participated in many military developments and that they were familiar with as many wartime advances as those of other organizations. CBS witnesses had previously testified that some of the higher-frequency television developments were classified.

Speaking for all RCA engineers







NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

WHAT'S HOLDING YOU BACK IN BARRIER(Ky.)?

Lack of buying power is of course the real obstacle to doing big business in little towns like Barrier (Ky.). But there's no such hindrance in the rich, booming Louisville Trading Area—where war production has swelled the Area's normal 57.5% of Kentucky's buying power to record proportions! . . . To cover this market — without paying extra for a lot of little Barriers — you need only WAVE, the only NBC station within 100 miles. Try WAVE, and see!

LOUISVILLE'S
WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

Dr. Jolliffe said: "We believe that the conclusions and recommendations of Panel 6, RTPB, are sound. RCA engineers support these recommendations whole-heartedly." He added that his organization believed that "when war developments are released, these recommendations will be found to be fully justified and based on good engineering judgment."

Prior to the war RCA had developed transmitters capable of operating on frequencies between 40-108 mc with a power up to 5 kw peak, said Dr. Jolliffe. Now RCA is certain it can design transmitters that will generate power of 50 kw up to 108 mc and 5 kw up to 300 mc. "We expect to be able to generate substantially higher power between 108 and 300 mc," he said. "Transmitters to operate on any frequency assigned to television between 40 and 300 mc using standards now specified by the FCC can and will be made available for sale by RCA."

Dr. Jolliffe said RCA has developed a projection receiver which reproduces a picture 18 by 24 inches "with adequate brightness to be viewed in a fairly well lighted room". The cathode ray tube has produced better flourescent materials and better manufacturing methods, "and has taught us how to produce better television tubes for less money", he added.

Studio equipment will be better, outside pickup equipment lighter in weight, more compact and of higher sensitivity than before the war, Dr. Jolliffe continued. Pickup cameras will be more sensitive and require less light.

Shifting television to frequencies above 450 mc would be the "beginning of the development of a new and untried system of television," said Dr. Jolliffe. "The quality of service which can be given presently on a 6 mc channel below 300 mc is very satisfactory and can be substantially improved as we gain experience. . . . The development of a new television system to operate with new standards on new frequencies will take time."

Dr. Jolliffe said the "mere existence of tubes which can be used to generate power at the higher frequencies does not assure that a television system can be brought into existence in a few months or even a few years." He went over the steps necessary in the development of television.

"It is hard to estimate the time it will require to develop a completely new system of television," he continued. "Several of our engineers have attempted to make such an estimate and they range anywhere from 5 to 10 years. I do not believe it would be possible, even assuming that the war was completely over and that all companies concerned were able to put full time to the extent of their ability into this development, that a final answer could be arrived at in less than five years. After that is accomplished, equipment must be designed, he said, and produced for sale to the public.

"During that five or more years an available and excellent television service can be given to the American public," Dr. Jolliffe asserted, if the FCC will reaffirm the standards and allocate an adequate number of channels this television service can be expanded and improved greatly. Manufacturers will build receivers for sale in quantity at reasonable prices which will give excellent entertainment service with which the public will be satisfied.

"This development will not slow up or hinder the development of new and improved television services for higher frequencies; in my opinion it will stimualte it."

Joyce Urges FCC Action

Mr. Joyce told the FCC that television under present standards is "ready for the public" and that RCA is prepared to offer "greatly improved postwar television home receivers" ranging in price from $1 for a table model to $395 for a large projection model incorporating standard and FM reception. RCA produce transmitters and receivers RCA must invest in excess of million dollars in developing postwar television.

"However," he said, "neither RCA nor any other company can be expected to go ahead and make the millions of dollars of capital investment required unless RCA can be assured that the standards and frequency assignments for television are fixed, and are such as to assure the rapid development of the great art."

Interference Described

Dr. Beverage, testifying on long distance propagation of very high frequencies, expressed the opinion that F2 layer reflections will not produce appreciable interference above 45 mc. He said he knew of no cases where bursts and Sporadic E have created interference on television pictures, recognizable as being due to long distance transmission. When higher power is used in television, however, interference may take place, he pointed out.

Mr. Engstrom, speaking on multipath and shadow interference, said it had been RCA's experience that "shadow effects become more serious with increasing carrier frequency and that, for the higher fre-

NAZIS PLAGIARIZE
Butcher Finds U. S. Show Title Used by Germans

YOU CAN add plagiarism to the crimes perpetrated by the Germans by evidence received from Capt. Harry Butcher, Naval Aide to Gen. Eisenhower. Capt. Butcher recently was ferreting around a German-abandoned propaganda broadcasting station in Paris when he came upon a program schedule. Top selection on the Nazi listing was a production entitled, *Paris Moondial.*

Fourteen years ago when Capt. Butcher was plain Harry Butcher and manager of CBS-owned WJSV (now WTOP) Washington, he instituted two programs of note on the outlet: *The Sundial,* a morning feature with Arthur Godfrey, and *The Moondial,* broadcast in the evening by Arch McDonald.

The Washington *Moondial* shines on, although the German version has been cancelled for lack of a sponsor, according to Earl Gammons, Washington director for CBS and successor to Capt. Butcher, to whom the former network executive communicated his discovery.

CINCINNATI'S

Leading Department Stores

Choose

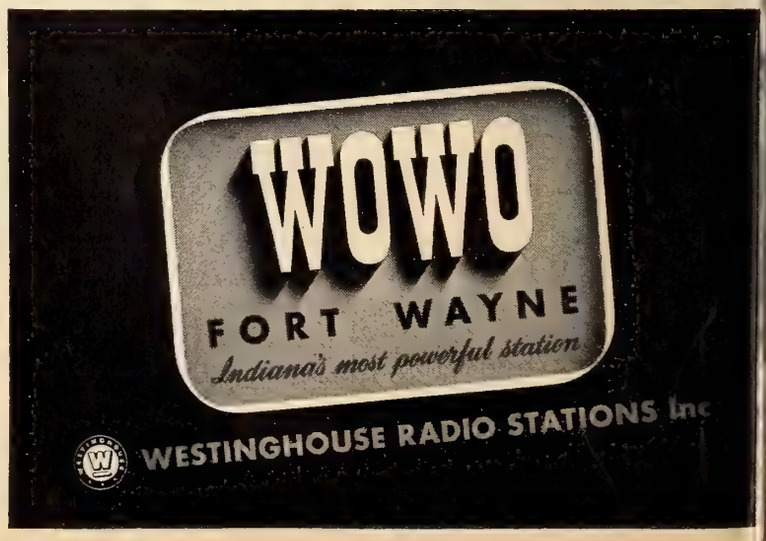
WSAI

For Their

TOP PROGRAMS

BASIC BLUE 5000 WATTS

Represented by Paul H. Raymer Co.



ncies, they are definitely sharper, h less tendency to heal or fill-in k of the obstruction". He added t shadow phenomena might well it broadcast-type field tests on quencies "higher than any fre- ncy tried to date".

o minimize shadow interference, . Engstrom recommended con- eration be given to transmitter ation, use of booster stations or ing directivity to receiving an- na.

Multipath phenomena "undoubt- y constitute one of the most seri- problems confronting televi- n," said Mr. Engstrom. RCA gineers have had considerable ex- ience with multipath at 50 mc "the experience becomes less ensive as we go up in frequency," added.

"We have had some experience at quencies as high as 400 mc and re is indication that multipath sts at all frequencies considered television broadcasting, and that becomes gradually worse with reasing carrier frequency," he as- ted. Based on tests just released RCA, Mr. Engstrom made the lowing predictions for television oadcasting at 400 mc:

Multipath Problem

"Multipath transmission effects in evision pictures will be exper- ced in the radio frequency spec- m around 400 mc. The magni- de of these effects may be some- at greater at 400 mc than at 51.25 , although the tests have not en sufficiently quantitative to w any real comparison."

Mr. Engstrom said RCA had had television experience in the fre- ncy range above 400 mc which uld add information to the multi- th problem. He predicted, how- r, that it would grow with in- asing frequency, adding that in or multipath effects can produce lty hues in addition to "mis- ced additional images".

Solely from the multipath point view one should use as low a quency as possible, he said, rec- mending channels as "near 45 mc possible". Mr. Engstrom listed various interference types in the der of their importance, in his inion, as follows: shadow, multi- th, radio noise, Sporadic E, bursts, layer reflections.

Needs for forestry services were tlined Oct. 21 by Kinne F. Wil- ms, superintendent of Forest Fire ntrol, New York State Conserva- n Dept., chairman of Committee 3, RTPB Panel 13; William F. Koch, chief radio engineer, California State Division of Forestry; Roy L. Atkinson, administrative assistant, Fire Control Radio, Florida Forest & Park Service; William F. Sanders, radio technician, Oregon Board of Forestry, and R. A. Thompson, chief communications office, Michigan Conseravtion Dept. Mr. Williams told the Commission that Committee 3 proposes to work out a plan for assignment of frequencies to the entire forestry conservation service.

Under special emergency services, L. E. Kearney, chief of Emergency & Special Radio Service Section, Safety & Special Services Division, FCC Engineering Dept., testified that as of Sept. 18 there were outstanding authorizations in the special emergency classification for 249 land stations and 1,063 portable and portable-mobile stations, held by 123 licensees.

Asks 79 Channels

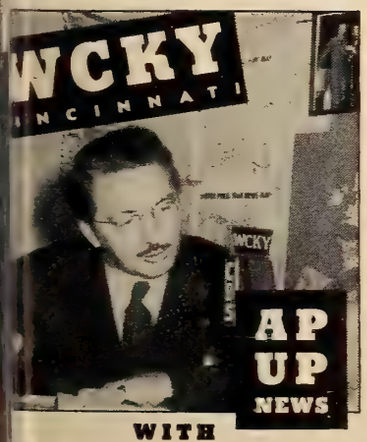
R. V. Dondanville, engineer in the electronics and communications section, Commonwealth Edison Co., Chicago, appearing as chairman of Committee 4, RTPB Panel 13, who said his group, which includes electric, gas, water and steam utilities, constitutes the largest single user of special emergency radio, requested 79 channels, 31 below 100 mc and 48 above. He objected to sharing the channels with other than power utilities services and recommended that a Commission rule restricting operation of all emergency stations to the period of a given emergency, be amended to permit use of radio during operations designed to prevent such emergencies.

Under cross-examination by Commissioners Case and Walker and Jeremiah Courtney, assistant chief of the Litigation Section, FCC Law Dept., Mr. Dondanville said the utilities now use 857 transmitters of various types but contemplate using 3,477 in a five-year expansion.

G. H. Underhill, assistant to the chief engineer, Central Hudson Gas & Elec. Corp., Poughkeepsie, N. Y., member of Committee 4, Panel 13, recommended that the FCC allocate 51 channels to meet the contemplated postwar expansion of electric utilities emergency radio services. His contentions were supported by Philip H. Chase, representing the Edison Electric Institute and the Assn. of Edison Illuminating Cos. In addition he asked that the Commission consider removing the

Army Appointments

TWO NEW appointments in radio posts with the War Dept. were announced last week, with Capt. A. T. (Ted) Steele assigned to the Radio Branch, Bureau of Public Relations, and Capt. Edmund B. Abbott replacing him as radio officer with the Air Forces Group. Capt. Steele is taking the post just vacated by Maj. Lester Lindow, former manager of WFBM Indianapolis, now on an assignment in the European Theatre. Commissioned in 1942, Capt. Steele was formerly account executive with Benton & Bowles. Capt. Abbott, now AAF radio officer, was formerly with WCCO Minneapolis, and senior producer with WBBM Chicago. He also was with CBS assisting in reorganization of KSL Salt Lake City. He was commissioned in April 1943.



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LEWIS will keep Mutual's wires hot all day Tuesday, November 7th with vote by vote, district by district returns on the Presidential elections. This will be another of Lewis's on-the-spot news reports . . . one of the reasons why Lewis is heard on over 210 stations with over 130 sponsors.

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President

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Exclusive National Representatives

status of the Edison operations from special emergency subdivision to a new section under the general emergency classification.

Warren T. Bulla, superintendent of Communication & Dispatching, Natural Gas Pipeline Co. of America, also a member of Committee 4, Panel 13, requested 37 channels for the natural gas industry.

For water services C. F. Meyerhern, New York consulting engineer and member of Committee 4, Panel 13, asked the Commission to allocate 19 channels ranging from 2-300 mc. He estimated needs in the next five years at 1,000-1,200 transmitters under present regulations. Should the regulations be relaxed the needs will increase to 2,200-2,300. He said 51% of cities with more than 50,000 population use radio and 30% of those under 50,000 use radio communications. In many instances he added, water departments use police radio to transmit emergency messages.

Highway Channels

Urging the FCC to allocate sufficient channels for highway communications were Leo J. Vachow, radio engineer of the Michigan State Highway Dept. and member of a subcommittee on waterways, Committee 6, Panel 13; Vernon D. Chipman, chief radio operator, Chautauqua County (New York) Dept. of Highways, and R. A. Kridler, communications supervisor, Southern California Highway Patrol, who also testified in behalf of police services earlier in the week [*Broadcasting*, Oct. 23].

K. R. Hoover, chairman of Committee 5, Panel 13, and A. W. Baker, vice-chairman, outlined the needs of transit companies for radio communication in dispatching buses and for emergencies such as wrecks, storms and floods.

George M. Brown, chairman of Committee 8, Panel 13, and technical advisor to Committee 5, asked the FCC to allocate sufficient channels for the transit industry in the 30-40 mc band, with additional channels, if needed, in the 100-150 mc band.

Other Utility Needs

Group 3 was concluded last Tuesday and television resumed in the afternoon. Opening the morning session Austin Bailey, vice-chairman of Committee 8, RTPB Panel 13, requested four frequencies for common carrier emergency communications services. He asked for one 8 kc band centering on 2190 kc and another 8 kc band on 2726 kc for telephone circuits, a 2 kc band on 3190 kc and another 2 kc band at 7305 kc for telegraph.

F. M. Ryan, appearing for the Bell System Cos., asked for additional channels for transmitting essential calls for aid, dispatching construction crews and supplementing initial emergency facilities to give temporarily adequate service in the affected area pending full restoration of normal facilities.

Under provisional services there were discrepancies in recommendations of RTPB representatives and Chairman Fly told the witnesses (representing the petroleum industry) to "get together" adding, "I don't think we can take the time to solve these differences of the oil industry." Horace Lohnes, Washington counsel for the American Petroleum Institute, was granted permission to file new evidence following conferences between the various groups affected.

Witnesses included L. E. Kearney, chief of Emergency & Special Radio Service Section, Safety & Special Services Division, FCC Engineering Dept.; Robert E. Allen, American Petroleum Institute; A. H. Riney, RTPB and Western Radiotelegraph Co.; F. W. Littell, Petroleum Industry Electrical Assn.

Oil Field Exploration

Ralph J. Shilthuis, assistant director of production, Petroleum Administration for War, told of the need for discovering new oil fields and the part radio has played in such exploration since 1928. He urged the FCC to allocate sufficient frequencies for geophysical needs to help insure an adequate supply of oil. Other witnesses in behalf of geophysical service were Dr. W. M. Rust Jr., Society of Exploration Geophysicists, and Dr. B. B. Whetherby, president of Geophysical Research Corp.

John V. L. Hogan, appearing for the Research Council of the Academy of Motion Picture Arts & Sciences, recommended channels for walkie-talkie operations on picture locations, facsimile, point-to-point communications, ship-to-ship, ship-to-shore and remote control of models and miniatures, all in motion picture production.

Mr. Waters, testifying out of turn Wednesday afternoon, said th ATS was in "full accord" with th RTPB recommendations. Althoug stating he was not a technical ma and the ATS was not interested television from a technical aspec Mr. Waters estimated it might r quire "not five years, but 10 or 1 to develop television in the high spectrum.

"It would be a great disservi to withhold television," said th agency executive. "Let there be sabotage of television; no stab the back . . . Let us have faith Chairman Fly." He listed as of cers of ATS the following: Da Halpin, RCA, president; Raymo Nelson, Charles M. Storm Co., vic president; Kay Reynolds, secr



AWAITING THEIR TURNS to support television in the present ban at the FCC allocation hearings in Washington last week were the RCA-NBC executives, who paused on the National History Museu stairway to talk shop. Stair-sitters are (l to r): Dr. H. H. Beverag associate director of research, RCA Labs. and vice-president of RC Communications; E. W. Engstrom, director of research, RCA Labs Dr. C. B. Jolliffe, chief engineer, RCA-Victor Division, RCA, and chai man of RTPB Panel 2; O. B. Hanson (front), NBC vice-president an chief engineer; George Beers, coordinator, advanced development eng neering, RCA. Dr. Jolliffe estimated it would be 5-10 years befo television in the higher frequencies (as advocated by CBS) reach the point where video in the lower band is today—"ready to begi commercial operation".

Decorated by Cuba

TWO CBS shortwave executive were decorated by the Cuban Go ernment last Wednesday with th Cuban Army Order of the Four of September. They are Edmu A. Chester, director of shortwa broadcasting, and Lawrence Haas, shortwave news directo Awards were given for "the pa they played in upholding the stan ards of American journalism . . in reporting Cuban revolutiona and subsequent events during th 1930's." Ceremonies were broa cast from CBS New York an shortwaved in Spanish to Sou America.



The Texas Rangers

NOW BACK AGAIN
on
WBEN
Buffalo

Selling
Groves Cold Tablets

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

NBC
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WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS

ry; Don McClure, N.W. Ayer & on, treasurer.

Dr. Beers said that if a transitter stability of .005% can be hieved in the 500-1,000 mc band, s engineers now believe, "no seriis trouble in terms of picture restution deterioration will be enountered" on a 20 mc channel. A 00 kc television sound channel uld not be used, however, he aded; neither would frequency stality permit the use of a 6 mc annel at 1,000 mc.

Assuming a value of unity for th the equipment and operating sts of a 50 mc transmitter, Dr. eers submitted the following mparison: 50 mc with 6 mc chanel, 1.0 equipment cost, 1.0 operting cost; 300 mc with 6 mc chanel, 1.2 equipment cost, 1.5 operting cost; 300 mc with 20 mc annel, 1.5 equipment cost, 1.7 opating cost; 500-1,000 with 20 mc annel, 1.8-2 equipment cost, 3 opating cost. A 50 mc prewar transitter cost $19,000, he said.

Cost of Conversion

"The relative overall cost of reeivers and antennas for monohrome television in the 300-1,000 c frequency region employing 20 c channels as contrasted with reeivers operating on frequencies om 50-100 mc and a 6 mc chanel is equally difficult, if not imossible, to evaluate," said Dr. eers.

He estimated the minimum cost crease as 25% and maximum at 00%, but under cross-examination aid that increase represented bout 75% of the receiver's comonent parts. It would not be ecomically worthwhile to convert reeivers designed for 6 mc channels the 50-300 mc band to operate the 300-1,000 mc band, he conued, but told the FCC that a eceiver could be designed to oprate on channels in both freuency regions "as soon as the ecessary standards have been dopted".

Dr. Beers, responding to questions by George P. Adair, FCC hief engineer, said he felt that here would be a material increase manufacturing FM sets for the 8-108 mc band, over those for the 2-56 mc band.

"Assuming a decision at an early ate to change the FM band from 2-56 to 88-108 mc, how long would M be delayed?" asked Mr. Adair. Dr. Beers explained changes would ave to be made in all transmitters, now in operation. In terms of eceivers, the head-end system ust be completely redesigned. Asked for an opinion as to the best location of FM, he said: "I'll support Panel 5, but if the evidence develops no difficulty from Sporadic E and bursts at 88-108 mc, I might reconsider my opinion."

When Chairman Fly opened Thursday's session he said the Commission didn't want to "cut off any pertinent cross-examination or any statements for specific needs for specific frequencies" but cautioned witnesses against putting irrelevant testimony in the record.

Feasible In Small Towns

Recalled for cross-examination by W. A. Roberts, counsel for the TBA, Dr. Beers said receiver antennas present one of the most complicated problems facing television engineers. The effects of multipath, shadow and other interference influence the type of antenna required, although he added that from RCA's experience, multipath wasn't a too serious problem.

"Unless we can use a very simple antenna, perhaps self-contained in the receiver, we can't make progress with television as a service in the home," he said.

Mr. Merryman, who said he had conducted a survey of the economics of small station television broadcasting, told the Commission that television is "practical in a town of 25,000 with normal density of population in the surrounding rural area". Whether it is economically feasible in any city, regardless of population, depends, said Mr. Merryman, on its the effectiveness as an entertainment medium, adding "that determines its value as an advertising medium".

He estimated the annual expenses of a station reaching 19,000 families at $96,800 and placed the potential gross income of such a station at $145,600, which would provide a margin of $48,800 over costs to cover both program expense and net profit.

Fly Stops Cramer

Speaking for the TBA, Mr. Du Mont urged the FCC to "end the indecisions and restraints" on television by accepting the recommendations of RTPB Panel 6. He charged that the "cloak of enforced secrecy" over wartime restrictions had been used in some quarters as a subterfuge to base claims on so-called "miracle" improvements, asserting that the country's best engineers say there are no "miracles in sight". He suggested, however, that experimental television be carried on in the upper spectrum while the art goes ahead under present standards.

Mr. Raibourn suggested that television could advance more rapidly if the pickup equipment were improved. While he thought television should be developed, or at least tested, in the 500 mc band, he urged the Commission to al-

New Type of Television Transmitter Developed by Federal for Use by CBS

WHILE the FCC listens to the pros and cons of high and low-frequency television at its allocation hearing, Federal Tel. & Radio Corp. Newark, manufacturing associate of International Tel. & Tel. Corp., is going ahead with a new type television transmitter for CBS, it was announced last week.

Called by the builders a "revolutionary new method of transmission," the proposed station will provide television in black and white, and full color, "clearer, sharper and larger than ever before", said the announcement released by Federal. Sight and sound signals will be broadcast on the same frequency, creating a new standard for broad-band, fine screen reception, according to Federal. The carrier frequency will lie between 450-500 mc and the video frequency will be 10 mc.

"This technical innovation incorporated in the equipment represents a great advantage in the operation and maintenance of the television station, in addition to its benefits to the radio audience, since a single transmitter rather than two independent transmitters is used," said the Federal announcement. "This fact, in turn, means a lower first cost, less power consumption, less space requirement and fewer high-power tubes."

Under the new system proposed by Federal engineers, working in cooperation with CBS experts, sound and picture signals are combined at the studio, then broadcast as a composite signal. Use of this type of transmission simplifies, rather than complicates, receiver design, permitting use of fewer tubes, the announcement stated.

Application of the new type of transmission requires creation of special vacuum tubes, which are being designed by Federal. Under a firm contract signed Oct. 10, Federal is to deliver the transmitter by June 10, 1945, or not later than Aug. 10, [BROADCASTING, Oct. 23]. It will be installed atop the Chrysler Tower in New York. Sets will be manufactured, according to CBS executives, by Zenith Radio Corp.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER July-August, 1944

	A	WGRC	B	C
MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	17.9	25.4	35.1	21.3
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	36.1	27.3	22.0	13.8
EVENING INDEX SUN. THRU SAT. 6:00 – 10:00 P.M.	33.7	17.9	35.5	11.6

THE FIGURES TELL OUR STORY ... a real radio buy

WGRC Mutual

LOUISVILLE'S TRADING AREA

47% OF KENTUCKY'S POPULATION

57% OF ITS BUYING POWER

Burn-Smith-National Representatives

WWL NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

630 KILOCYCLES

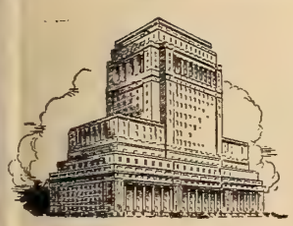
5000 WATTS Full Time

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Sun Life Building, Montreal

Sun Life Building, Montreal, is a symbol of the industry and activity of Quebec Province. Here is a specialized market of 3½ million people—eager listeners to their radios—and loyal to the products and programs they enjoy. We can cooperate with you by planning and producing the type of radio program—in either French or English—which brings *results*, because we *know* Quebec, its people, preferences and psychology.

RADIO PROGRAMME PRODUCERS

MONTREAL CANADA

MAGNIFY YOUR RESULTS



WITH ORIGINAL CUSTOM-BUILT RADIO SPOTS

Harry S. Goodman
9 EAST 53rd STREET at Madison Avenue NEW YORK CITY

SURE SHOT IN IDAHO!



KSEI
POCATELLO - IDAHO

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

VOTE for HARTFORD

As the post-war area most likely to succeed, vote for Hartford! Spend your advertising dollars in a market which about doubles the Effective Buying Income of the average U. S. family!

USE WDRC TO CONNECT IN CONNECTICUT

locate frequencies "at the lowest levels in the spectrum which are available".

When Mr. Cramer read a prepared statement, extolling the qualities of present-standards television, Chairman Fly interrupted frequently and before the witness had finished, the chairman told him to place the rest of his statement in the record. Mr. Cramer's assertions were termed by Mr. Fly as "argumentative". When the witness commented that some of his statement "possibly will be brought out in cross-examination", Chairman Fly said: "It will not." A moment later the chairman interrupted Mr. Roberts, who attempted to cross-examine Mr. Cramer and the witness left the stand.

Dr. Goldsmith submitted considerable technical data on propagation, saying that all of Du Mont's measurements "seem to point to the desirability of low frequencies from the standpoint of multipath and shadow". His firm is eager to "go into the higher spectrum", he said, but he felt present television should not be stopped. He estimated it would be 6-10 years before "this radical change in television" to higher frequency broadcasting can be accomplished.

Mr. Sanabria recommended a Government-controlled or operated television system to avoid private "monopolies", setting aside the five best channels as "franchised channels". He would divide the country into television areas, with a federally supervised utility "consisting of the five or less telecasting companies". Under his plan, every receiver would be registered with the "utility" at $2 or so per month, to be paid for by the set owner. His suggestion embodied use of motion picture films and little advertising.

Under cross-examination, Comdr. Craven said if he had his choice for an all-time television frequency, he'd take 750 mc, with a 13 mc channel. He suggested that 60-100 mc would be a good location for FM. Questioned by Sutherland G. Taylor of the CBS legal staff about his five-year interim plan, Comdr. Craven said broadcasters have an obligation to the public and regardless of whether better television is ready earlier than five years, broadcasters operating under the present system should be required to fulfill their obligations to the public.

Effects of Zoning

Statements replying to questions propounded by the FCC staff were submitted by William S. Duttera, engineer in the NBC radio facilities section and member of a Committee 4 subcommittee; Robert E. Shelby, development engineer of NBC, representative of Committee 1, and F. J. Bingley, chief television engineer, Philco Corp., all of Panel 6.

Mr. Duttera said zoning of television stations to avoid F2, Sporadic E and bursts might be partially effective but would greatly complicate allocations problems and reduce the potential number of stations.

Mr. Shelby said from the sole view of multipath and shadow phenomena the best frequency range for either monochrome or color television is a "continuous band starting at about 40 mc". He said he believed it would be technically possible to render a service in the present television band and simultaneously in a band above 300 mc when the new service has been developed to a point of commercial practicality.

Mr. Bingley said operation at 300-1,000 mc is practicable now and that soon it will be practical for frequencies between 1,000-3,000 mc "and later above 3,000 mc". He contemplates that television eventually will move into the higher spectrum.

Opening the facsimile phase Friday morning C. M. Braum, chief of the nonstandard broadcast application section, Broadcast Division, FCC Engineering Dept., submitted exhibits on facsimile as it exists today. John V. L. Hogan, appearing as chairman of RTPB Panel 7 (facsimile) presented the RTPB recommendations for 20 facsimile channels 100 kc wide in the 100-200 mc band (see page 11).

George Henry Payne, vice-president, director and stockholder of Finch Telecommunications, and for nine years a Commissioner, corroborated the RTPB statement that separate channels need not be allocated for facsimile, although he said facsimile may be multiplexed on existing broadcast frequencies. If those assigned to existing services are changed and if new services are authorized, the situation with regard to multiplexing of facsimile will not be altered, said the former Commissioner.

"Entirely automatic record communication for use in the home is available through multiplexing on the band of frequencies assigned to FM," said Mr. Payne. Multiplexing may be used on police frequencies, in aviation, weather services, marine, general industry and educational services, he continued. He approved Commission Rule 3.228, which the RTPB recommended be amended to lift "restrictions".

John D. Woodward, Washington consulting engineer, appearing on behalf of Finch, submitted technical data. Supporting Sec. 3.228 Mr. Woodward said Finch Telecommunications "proposes that the Commission consider the maximum utilization of all frequencies provided or to be provided for the transmission of FM aural programs".

Multiplexing Feasible

Maj. Frank R. Brick Jr., vice president, Finch Telecommunications, and member of Panel 7, testified that multiplexing, or the transmission of both sound programs and facsimile on the same frequency without interference one with the other, is entirely feasible. He urged that the present bandwidth of 200 kc for FM be maintained.

William S. Halstead, president of Halstead Traffic Communications Corp., New York City, formerly of Finch, testified his company is making preliminary tests of Finch equipment for two-way radio on the New York Central R.R.

R. J. Rockwell, engineering director, Broadcasting Division, Crosley Corp., testified in support of the

Semler on Full MBS

R. B. SEMLER INC., New York, in a major expansion of its radio advertising, has signed for the full Mutual network Monday through Friday 12 noon to 12:15 p. m. to present a news commentary in behalf of Kreml Hair Tonic and Kreml Shampoo. New program will be in addition to sponsorship of Gabriel Heatter, Monday, Wednesday, Friday, 9-9:30 p. m. on Mutual. Firm has presented Mr. Heatter since 1938, starting with WOR New York and gradually enlarging the network. Semler radio promotion also includes station breaks and announcements on stations in 14 cities in the evening, and in 25 cities in the daytime. Agency is Erwin, Wasey & Co., New York.

Semler will also buy two additional daytime quarter-hour periods weekly, the time, starting date and commentator still to be determined. Auditions were also in process last week for the noon-time commentator, who will be heard on approximately the same network of 170 stations carrying Mr. Heatter for Semler.

WCLE-WHKK Party

UNITED BROADCASTING Co. was host at a cocktail party held in the Drake Hotel, Chicago, Oct. 25 for the midwestern radio industry to celebrate moving of WCLE Cleveland to new call letters WHKK Akron, O. Actual change will occur sometime after the first of the year. WHKK frequency will be 640 on 1000 w. H. K. Carpenter, executive vice-president, UBC; Carl Everson, vice president and general manager of WHKC Columbus; K. K. Hackthorn, vice-president, general manager WHK Cleveland; and H. E. Hoessly, business manager WHKC Columbus, were hosts, assisted by the Chicago Paul Raymer Representatives. United Broadcasting Co. is also comprised of WHK Cleveland and WHKC Columbus.

Harvester Spots

INTERNATIONAL Harvester Co. Chicago, began sponsorship Oct. 1 and Oct. 30 of one-minute spot announcements five times weekly on 176 stations. Contracts were placed by Aubrey, Moore & Wallace, Chicago.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLA

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

ch position that multiplexing be tinued.

D. C. Summerford, chief engir, WHAS Louisville, testifying the request of Finch, advocated tinuance of frequency space for simile transmission.

Logan L. Thompson, operations nager, Metropolitan Television .., New York, member of Panel and alternate on Panel 6 and nel 9, testified that multiplexing ill provide the new operator in broadcasting field an added ans of revenue to help sustain cost of operation."

Municipal Uses

Morris S. Novik, Director of mmunications, City of New York (NYC), testified facsimile can used by New York City in many ys in board of education, police fire department broadcasts.

George Lewis, engineer, Federal lephone & Radio Corp., testified at transmission between the S. *Queen Mary* and his comny's station on Long Island in 38 at distances of more than 00 miles demonstrated definite oof of the value of facsimile.

Comdr. Craven, returning to the nd, advocated that the FCC enrage facsimile and reserve space the spectrum to permit its deopment and operation as a serv to the public. He suggested that annels be allocated near those aside for FM and television ecause it seems that it might be ssible to make use of FM receiv and television receivers in a nner which would tend to cheap the cost of facsimile receiving uipment."

Mr. Hogan, recalled to the stand cross examination, said he uld not like to see the FM annel reduced below 200 kc.

Dr. R. R. Lowdermilk, acting dictor, Educational Radio Service, S. Office of Education, cautioned ainst giving too much importance facsimile as an adjunct to edu-

Broad Field Seen for Facsimile

(*Continued from page 11*)

be known to "all the radio homes of the world," he predicted.

"Facsimile in the prewar years suffered, in my opinion," said the engineer, "from over-exploitation and under-accomplishment. . . . There has never been any doubt about the public service value of a mechanism that would deliver a recorded, readable message by radio to the homes of the nation. The only question has been as to the way in which it might be delivered."

Nighttime AM facsimile, as attempted before the war, was not satisfactory because, said Mr. Hogan, "people seem to want a facsimile service when they can see it come in, when they know it is fresh, and at speeds comparable to the rate at which they normally read."

He urged that Rule 3.228 governing facsimile and multiplex transmission be amended, charging that "the limitations of this rule prevented the development of facsimile broadcasting as an independent service, by requiring that facsimile be combined with sound on a single FM transmitter, by what are called multiplex or duplex methods, and that the facsimile program be incidental to the sound."

Mr. Hogan asserted, however, that "there does exist the possibility that multiplex or duplex facsimile and sound may later be demonstrated as suitable for the transmission of both services over a single transmitter." Panel 7 recommended that Commission regulations be so drawn to "encourage the development of such multiplex systems."

Whether facsimile with sound would be an accepted service or facsimile alone would be the preference of the public has been given serious study by Panel 7, the chairman said. As examples of facsimile accompanied by sound Mr. Hogan said music lessons, language lessons, program notes to explain musical programs and maps or other illustrations to supplement news reports represent a "valuable public service and should be provided for in the new allocation."

Panel 7 suggested three methods for taking care of facsimile without sound, Panel 2 offered a fourth and the FCC proposed a fifth, on which Mr. Hogan commented. Following are the methods and Mr. Hogan's comments on them:

1. Any FM licensee in the regular FM band (41-50 mc), be permitted at his discretion to use his station for the transmission of facsimile instead of sound.

This requires no extra channel space and would handle the early future needs of facsimile broadcasting "everywhere except in the few large program-originating cities".

2. Any television licensee be permitted to use his audio or video channel for facsimile, at his discretion.

Would provide an opportunity for facsimile broadcasting by television operators, but would exclude from facsimile all those not able to afford to go into television.

3. Assign 20 FM channels, 100 kc wide, exclusively to facsimile broadcasting preferably in the 100-200 mc band.

This allocation would be ideal for development of facsimile.

4. Facsimile share the 450-460 mc band with air navigation aids.

Such assignment would be better than today's conditions under Rule 3.228, but would hold back development of facsimile until tubes and modulators of adequate power at such frequencies could be built, but, more important, until home receiver manufacturers could learn the techniques of handling high frequency plumbing instead of the circuits with which they are familiar today. Such transition might take several years.

5. Proposed by the FCC. Assigning to facsimile the 25-26.9 mc band, shared now by broadcasting and Government and the 27-29.9 mc band, shared by general communication and Government.

These bands are split into 25 kc AM channels and not being used much by anybody. If they were divided into 100 kc FM channels for facsimile or 200 kc channels for sound they would be of much greater public value than they are today, but they exhibit a strong daytime skywave effect, actually an international effect. That, however, should not impose too great an allocation problem if a reasonable number of channels were provided to allow some flexibility and factor of safety to the Commission's Engineering Dept.

Other methods suggested by Mr. Hogan included: Facsimile might be used optionally on half of the FM sound broadcasting channels, or 10 of the projected FM channels might be assigned primarily facsimile and optionally for sound.

Paul J. Larsen, radio engineer associated with the Johns Hopkins U., Applied Physics Research Lab. in war activities for the Office of Scientific Research & Development, speaking for the Society of Motion Picture Engineers, presented a formal request for 75 channels 20 mc wide ranging from 600-6,300 mc for a nationwide theatre television service [BROADCASTING, Oct. 9].

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
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Washington, D. C. Hollywood, Cal.

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Division of
U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
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MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
11 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

ADVERTISING AGENCIES
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RECORDINGS REG'D
633 Dominion Sq. Bldg., Montreal, Canada
FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
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Accurate Concise Dramatic
LYN PEL
and
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

1945 YEARBOOK
DEADLINE DEC. 1
Regular Rates Apply

Complete Set of
1939-40-41-42-43-44
IOWA RADIO AUDIENCE SURVEYS
will be sent without charge to advertising agencies or college libraries. You will find these a welcome addition to your library.
Each study contains new information on listening habits of Iowa radio families. 80 sets available.
Write to
WHO—
Des Moines 7, Iowa

AP
KFNF, Shenandoah, Iowa
. . . there is so much new material on the AP wire we are now able to give our listeners real news-on the-hour service.
Frank Stubbs
Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

FOUR TOP MARKETS!
Central Kentucky
WLAP *Lexington, Ky.*
Amarillo
KFDA *Amarillo, Tex.*
The Tri-State
WCMI *Ashland, Ky. Huntington, W. Va.*
Knoxville
WBIR *Knoxville, Tenn.*
All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

Actions of the FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 21 TO OCTOBER 27 INCLUSIVE

Decisions . . .

OCTOBER 23

KABC San Antonio—Granted request for 30 day extension ending Nov. 17 to comply with terms of conditional grant.

KOBH Rapid City, S. D.—Granted request to change call to KOTA.

WCLE Cleveland—Granted request to change call to WHKK.

WKPA New Kensington, Pa.—Granted license renewal for period ending May 1, 1947.

KFJZ Forth Worth, Tex.—Granted license renewal for main and auxiliary for period ending Nov. 1, 1945.

WHAZ Troy, N. Y.—Granted license renewal for period ending No. 1, 1945.

WHBL Sheboygan, Wis.—Same.

KOWH Omaha—Denied special service authorization for 660 kc 250 w N 500 w LS unlimited for period ending No. 1, 1946.

Joe L. Smith Jr., Charleston, W. Va.—Designated for hearing application for new station, 1400 kc 250 w unilmited, to be heard with application of Reed D. Smith, requesting same facilities in Charleston.

Telegram Publishing Co., Salt Lake City—Designated for hearing application for new station, 1490 kc 250 w unlimited.

WPRP Ponce, P. R.—Designated for hearing application move transmitter and install new antenna; and application for vol. assgn. license from Julio M. Conesa to Voice of Puerto Rico Inc.

Consolidated Broadcasting Co., Ponce, P. R.—Designated for hearing application for new station, 1420 kc 250 w unlimited; to be consolidated with WPRP applications.

Ronald B. Woodyard, Utica Broadcasting Co., Utica, N. Y.—Designated for consolidated hearing applications for new station, 1450 kc 250 w unlimited.

Magic City Broadcasting Co., Patterson Broadcasting Co., Thomas N. Beach, Courier Broadcasting Service, Birmingham, Ala.—Designated for consolidated hearing applications of Magic City Broadcasting Co., Patterson Broadcasting Co. and Thomas N. Beach for new station, 1490 kc 250 w unlimited, and application of Courier Broadcasting Service, Birmingham, for new station, 1260 kc 250 w unlimited.

National Broadcasting Co., New York—Cancelled license for Temp. Class 2 experimental station hf W2XWG at request of licensee as operation of station was discontinued Sept. 23 and activities now maintained by WEAF-FM.

OCTOBER 25

KFXD Nampa, Ida.—Granted petition postpone hearing now set Nov. 7 and continued same to Dec. 4 on application change frequency and Queen City Broadcasting Co. application new station Boise. Granted petition take depositions.

Durham Broadcasting Co., Harold E. Thoms, Durham, N. C.—Commission on its own motion continued hearing now set Oct. 30 to Nov. 29.

WGBF Evansville, Ind.—Granted petition vacate hearing date set Nov. 2 and continued same to Jan. 10, 1945 re license renewal application.

Tentative Calendar . . .

NOVEMBER 1

WTCN Minneapolis—CP 710 kc 1 kw unlimited DA-N.

WHB Kansas City—CP 710 kc 5 kw unlimited, DA-DN.

(Intervenors—KMPC Beverly Hills, KIRO Seattle)

NOVEMBER 3

Centennial Broadcasting Co., Portland, Me.—CP 1450 kc 250 w unlimited.

Northwestern Radio & Television Corp., Portland, Me.—CP 1450 kc 250 w unlimited.

Applications . . .

OCTOBER 23

Filene's Television Inc., Boston—CP new commercial television station, Channel 7.

The Times-Herald, Washington, D. C.—CP new commercial television station, Channel 8.

Central Broadcasting Co., Johnstown, Pa.—CP new standard station, 1490 kc 250 w unlimited.

WROX Clarksdale, Miss.—Vol. assgn. license from Robin Weaver Sr. to Birney Imes Sr.

State U. of Oklahoma, Norman, Okla.—CP new noncommercial educational station, 42,300 kc, 3 kw, special emission for FM.

Illinois Valley Broadcasting Co., Peoria, Ill.—CP new standard station amended to request 1290 kc 1 kw unlimited, install DA-DN and specify transmitter site.

Evansville on the Air Inc., Glenwood, Ind.—CP new development station, 44,300 kc, 50 kw special emission.

Coeur d'Alene Broadcasting Co., Coeur d'Alene, Ida.—CP new standard station, 960 kc 1 kw unlimited.

KFBC Cheyenne, Wyo.—Acquisition of control by Cheyenne Newspapers Inc. through purchase 175 sh from W. A. Corson.

KCMO Kansas City—CP change kc to 810 kc, increase 1 kw N 5 kw D to 10 kw N 50 kw D, install new transmitter, changes n DA-N and move transmitter. Facilities of KOAM requested, contingent on KOAM assignment shift. (Petition to reinstate)

Standard News Assn., Patchogue, N. Y.—CP new standard station, 1540 kc 1 kw unlimited (Dismissed, lack of prosecution).

OCTOBER 25

Blue Network Co.—Vol. assgn. to American Broadcasting Co. licenses of following stations: standard—WJZ New York, WENR Chicago, KECA Los Angeles, KGO San Francisco; rel WJMP WJMT WJMU WJNB W WJLM WJLO WJLP WJLQ W WJLX WJLY WJLZ WJOG W WJNL WJNM WJNQ WJNW W WJNZ WJOD WJNH WJNI W WBUL WBUS WDAT WJMD W WJMK WJML KFGU KFGR K KFGY KFFB KFFH KFFQ K KFFV KFFW KFFY KFGG K KFGL KFGM.

OCTOBER 27

The Brockway Co., South of Mas N. Y.—CP new standard station, 134 250 w unlimited.

Centennial Broadcasting Co., Port Me.—CP new standard station ame re changes in capital stock of corpora

WFAS White Plains, N. Y.—CP FM station, 49,900 kc, 435 sq. mi., an ed to request 3,540 sq. mi.

WSPD Toledo—CP new FM sta 43,500 kc, 19,350 sq. mi., $115,000 estin cost.

KGNC Amarillo, Tex.—CP change kc to 860 kc, 1 kw N 5 kw D to 5 kw install DA-N and move transmitter.

Network Accoun

All time Eastern Wartime unless indica

New Business

EVERSHARP Inc., Chicago (pens, p cils), about Nov. 17 starts *The Pe Request* with Orson Welles on an u termined number of CBS stations, 7:15-7:30 p.m. Agency is Biow Co., York.

SEVEN-UP Ltd., Montreal (bevera on Oct. 17 started *Le Petit Cafe du* on CKAC and CHRC, Tues. and Th 7:45-8 p.m. Agency: Vickers & Ben Montreal.

ST. LAWRENCE STARCH Co., Credit, Ont. (corn syrup, corn starch) Oct. 28 started *Wes McKnight Sportsc* on 23 CBS Ontario stations. Agency: Connell, Eastman & Co., Toronto.

IMPERIAL OIL, Toronto (gasoline), Oct. 28 started *N. H. L. Hockey* on CBS Trans-Canada network stations, 9:05-10:30 p.m. Agency: MacLaren A Toronto.

UNION ICE Co., Los Angeles (inst tional), on Oct. 29 started *Amer Rhapsody* for 52 weeks, on 5 CBS C fornia stations Sun. 5-5:30 p.m. (PW Agency: George M. Wessells Adv., Angeles.

Network Changes

LIGGETT & MYERS TOBACCO Co., York (Chesterfields), on Oct. 17 repl *John Nesbitt's Passing Parade* on CBS stations Tues., Wed. and Th 7:15-7:30 p.m. with *Chesterfield T* Agency: Newell-Emmett Co., N. Y.

GOODYEAR Tire & Rubber Co., A (heels and soles), on Nov. 21 starts *Rogers Show* on 67 MBS stations, T 8:30-9 p.m., having discontinued 14 *Melody Roundup* on 57 NBC stati Sat., 11:30 a.m. to 12 noon. Agenc Young & Rubicam Inc., N. Y.

CAMPBELL SOUP Co., Camden (sou on Oct. 25 added to *The Jack Ca Show* on 121 CBS stations, Wed. 9:3 p.m., a West Coast repeat 9:15- (PWT). Agency: Foote, Cone & ing, N. Y.

Durr Addresses Women

A LEFT-HANDED crack at c mercial radio was taken by F Commissioner Clifford J. Durr an address before the New Y Federation of Women's Clubs at the Hotel Astor, New York, 27, when Commissioner Durr po fun at soap operas, singing c mercials and announcers' inqui into women's personal condit Topic of Commissioner Durr's was "Radio and Women's Res sibility". Commissioner Durr ur women to become more consci of radio's possibilities and to r their voices in insistence that t future possibilities be fulfilled.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
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National Press Bldg., Wash., D. C.

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CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
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Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
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Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
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JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • DIstrict 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

unt executive to join recognized me- im size Chicago agency in a new busi- ss development capacity. Must have ency experience, excellent references. od contacts and strong sales ability. ve complete information in first let- . Our executive staff is familiar with is advertisement. All applications will kept in strictest confidence. Box 612, ROADCASTING.

ted—Experienced commercial announc- for 1 kw station. Give experience and ferences in first letter of application. ddress KPAC, Drawer 511, Port Arthur, xas.

ouncer—With experience on panel and anscription tables, by 1000 watt mid- estern network station. Excellent work- g conditions and top salary to start. rite giving full particulars care Box 9. BROADCASTING.

NTED—TWO FIRST CLASS ENGI- EERS MIDWEST AREA NON-DE- ENSE AREA. ATTRACTIVE WAGES. ORMAL HOURS, POST-WAR FU- URE. BOX 824, BROADCASTING.

top flight announcers needed for uthern station. Basic $42.50 for 40 urs, 5 day week. Talent possibilities ake at least $50 to start. Prefer south- n or middle western men with com- ete experience. Ideas pay dividends re. Wire if interested and follow with tter, air express to WMPS, Memphis, enn.

rs-program announcer and platter jockey. lean voice, good on production and able andle heavy control room schedule. pen shop. $60 for 45 hours and no idle me. Not a draft replacement but per- anent only so long as station's interest viously of first consideration. Genuine portunity for conscientious and aggres- ve man to grow with small but highly fficient organization in southeast. Gypsies nd floaters not wanted. Box 831, ROADCASTING.

have opening for man with first class ense in our engineering department and so for good experienced announcer who ambitious and wants to go places. efinitely must have something on the all. 250 Blue Network station located Ohio. Box 832, BROADCASTING.

e is the opportunity—for time salesman w producing for small radio operation ho feels he is now ready for 5 kw mid- est metropolitan station. If you are nergetic, aggressive, and ambitious, and re interested in a bright future in radio, nd recent photograph, business history, ad present earnings to Box 833, ROADCASTING.

ouncer—continuity writer, immediately Columbia affiliate in Pennsylvania. leasant living and working conditions. end background, photo, starting salary, c. Permanent for right party. Box 34, BROADCASTING.

ouncer-newscaster—Splendid opportunity ith progressive midwest Blue Network ffiliate. Give full details, past exper- nce, salary expected, first letter. Box 37, BROADCASTING.

nted—Announcer for live-wire Blue Net- ork station in New York State. Ex- erience not necessary. Talent opportun- ies. Send full details first letter. Box 42, BROADCASTING.

io engineer, fully experienced in trans- itter and studio work. A man capable f becoming chief engineer on an old es- blished regional Florida broadcasting ation. An excellent opportunity for an xperienced man. Box 843, BROAD- ASTING.

nted—Experienced announcer. Send mall photograph, stations for whom you ave worked, audition disc of announce- ents and news. Excellent salary to ght party. Permanent position. Inter- ountain Broadcasting Corporation, Salt ake City, Utah.

o good news reporters, day and night de. Outside and desk work. Also good ewscaster. Only men desiring perma- ent position wanted. Write WHBF, ock Island, Ill., stating qualifications, alary requirements, etc. All applications onfidential.

Help Wanted (Cont'd)

WKY Radiophone Company, Oklahoma City, Oklahoma has opening for man who knows news, can rewrite and present newscasts on air.

Announcer wanted. Must be experienced. Top salary paid for right man. Send voice transcription and full particulars to A. R. Cooper, Program Director, WFDF, Flint, Michigan.

Announcer, experienced only. 250 watt local with Mutual outlet. Capable of reading news, spinning platters and writing own continuity. Good position for the right man who can handle heavy commercial schedule. KDLR, Devils Lake, N. Dak.

Announcer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Situations Wanted

Experienced radio executive. Formerly controlling large local accounts. Now available for sales management of progressive eastern seaboard station. Profit sharing basis or over-ride on increase business acceptable. Available November 1. Box 267, 246 Fifth Ave., New York City.

Announcer—Some experience, 4F, prefer western states. Box 838, BROADCASTING.

Young woman desires position with progressive station. 12 years experience as program manager, announcing, promotion, continuity, office manager in local station. Now employed. Box 839, BROADCASTING.

Radio operator—First class license, beginner, some experience, desires permanent connections. Box 840, BROADCASTING.

Chief engineer, 15 years experience. Excellent background. Desires position with AM station operating or planning FM expansion. Box 841, BROADCASTING.

Station executives—Young lady, 21, single desires position in production department of modern, growing station. 6 years dramatic study, 2 years actual radio experience. Some script writing. Salary dependent living costs your town. High school graduate with 1 year's business schooling, 3 year's advertising agency work. All offers considered. Write or wire J. T., 4231 Appleton St., Cincinnati 9, Ohio.

Situations Wanted (Cont'd)

Experienced woman announcer, specializing in women's features, interested in southern location. Also continuity writer. College degree. References, transcription, and picture on request. Box 836, BROADCASTING.

20 years practical experience as chief engineer. Desire better working conditions Any reasonable salary will be considered. Title unimportant. Box 835, BROADCASTING.

Wanted to Buy

Wanted—1000 watt transmitter, FCC approved. Also, all other equipment necessary to complete station. Wire or write Box 784, BROADCASTING.

Tower, around 250 feet. Also ground wire. Box 804, BROADCASTING.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

For Sale

Three used 1 kw DeForest-Sylvania transmitters converted to standard broadcast service, complete less tubes and crystals. $4,500 each FOB Los Angeles. Filing data available Nov. 1st, can ship transmitters Dec. 1st. 50% with order balance on delivery. Kluge Radio Company, 1913 Montrose Street, Los Angeles 26, Calif. Phone EXposition 1742.

One only new Temco transmitter converted to 250 watt standard broadcast service, complete with one set of tubes and approved temperature control oven, $3,000 FOB Los Angeles. Filing data available immediately, can ship transmitter in 30 days. First telegraphic money order or certified check takes same. Kluge Radio Company, 1913 Montrose Street, Los Angeles 26, Calif. Phone EXposition 1742.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course

NOVEMBER 14

6 Weeks' Day Course

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Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

Announcing

. . . A NEW NATIONAL REPRESENTATIVE SERVICE!

If you are interested in a National Representative that:

- Can sell your market, station, and policies, as well as your time . . .
- Believes in working with the time-buyers and assistants, as well as advertisers and account men . . .
- Has a radio station background in local and national sales, as well as the representative field . . .
- Can do a real job of selling Goodwill, as well as time for a select group of stations . . .

Then I would like the opportunity of talking to you.

BOX 830, BROADCASTING MAGAZINE

THOMAS DENIAL

Newcaster Says His Coverage Not Slanted for Dewey

LOWELL THOMAS, NBC commentator, defending himself in a recent broadcast against alleged charges that his daily newscasts favored the candidacy of Gov. Thomas E. Dewey, pointed out that while he lived near Pawling, N. Y., locale of the Governor's country home, the circumstances of proximity actually brought forth a "special effort to keep an unbiased balance".

He stressed that in a presidental campaign, the administration in power is necessarily in the news daily, giving it a "tremendous advantage", whereas the opposition candidate can only make statements which are newsworthy on their own merit.

He continued, "Yet some people will go on feeling that every time a news program recites an item about Dewey, that's a Dewey boost, in spite of the fact that President Roosevelt, running for re-election, actually gets 10 times as much attention because of the nature of his office."

Excerpt of the broadcast appears in the Oct. 21 issue of Radio Reports Inc.'s weekly bulletin, which noted, on the basis of monitoring for the week ending Oct. 13, that radio opinion continued to point to an extremely close election.

AMA Radio Luncheon

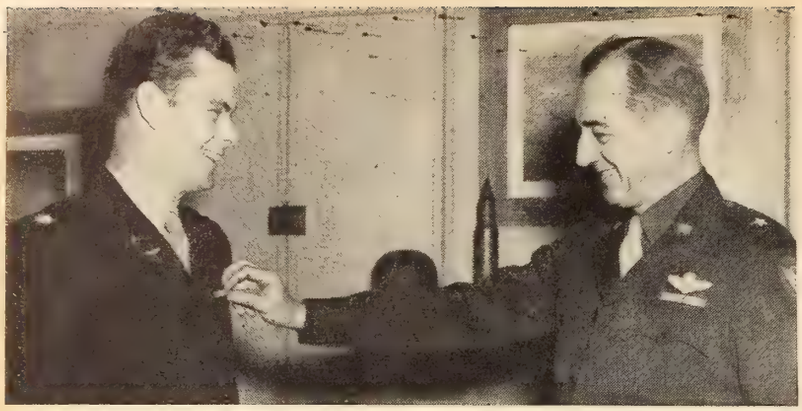
WILLIAM B. LEWIS, vice-president and radio director of Kenyon & Eckhardt and recent general manager of the American Network, FM organization, will discuss "Possibilities of a Fifth Radio Network" at the first fall Radio in Wartime luncheon of the American Marketing Assn., Nov. 2 at the Murray Hill Hotel, New York. R. L. Gibson, manager, WRGB, General Electric television station, will discuss program preferences of the video audience and R. J. Smith, radio chief, U. S. Treasury Dept., will speak on "Your Biggest Job in Radio"'. George H. Allen, manager, Cooperative Analysis of Broadcasting, is chairman of the meetings.

News MBS Schedule

PROGRAM SCHEDULE of the four major networks with sponsor rating and other pertinent data for each quarter-hour is being released by MBS on a monthly basis to a selected group of agency timebuyers and to the trade press. The booklet lists "hot-spot" MBS time periods and programs on the cover. Four-network schedule gives Crossley ratings and indicates network option time, sustaining and commercial programs, number of stations, repeat broadcasts and starting dates of new shows. Network is putting out its own comparative schedule, it was said, in order to increase the circulation of impartial four-network schedules.

Irving Winter

IRVING WINTER, 36, a partner in the advertising agency of Winter & Winter, New York, died Oct. 20 at his home in Brooklyn, N. Y., leaving his brother and partner, his widow and daughter.



BRONZE STAR Medal is awarded Lt. Col. Charles T. Clyne (l), formerly with Free & Peters, New York, station representatives, for his success in handling an "enormous increase in volume of Air Corps supplies from Sept. 1943 to April 1944 with limited personnel." Col. Clyne inaugurated a policy for faster handling of supply requisitions "which contributed materially to the successful operations against the enemy". Brig. Gen. Donald R. Goodrich, Commanding General of the VIII Air Force Service Command, pins the citation ribbon on Col. Clyne.

Broadcasters Provide Public Service During Period of Two Catastrophes

By GILBERT GARDNER

RADIO'S value in a catastrophe was demonstrated twice within the last fortnight during the hurricane which swept up through the southeast from Cuba, and during the holocaust in Cleveland, when the East Ohio Gas Co. fire devastated 50 city blocks in the east side industrial and residential section.

From North and South Carolina and Florida the story of radio's emergency value was retold [BROADCASTING, Sept. 25, Oct. 23]. At Boca Raton Army Air Field, where Lt. Ralph Tuchman, former editorial staff member of BROADCASTING is public relations officer, Col. A. L. Jewett, commanding officer, wrote WIOD Miami expressing appreciation for the station's aid in reaching all personnel with necessary instructions, thus enabling the Army to carry out the evacuation of personnel and valuable equipment to a place of safety in the minimum time. According to a report from Lt. Tuchman, Army and Navy installations in the Florida area called on WGAM WFTL WKAT WWPG WJNO. Advisory broadcasts were aired day and night indicating the progress of the storm.

Praise from Col. Hill

WIOD also was the recipient of a letter from Col. Luther L. Hill, commanding officer at Boca Raton and former executive vice-president of Cowles Broadcasting Co., who expressed his appreciation and that of his men, to WIOD general manager James M. LeGate, for the "splendid public service afforded . . . during the hurricane emergency." Another letter of praise came to WIOD from M. Van Valkenburgh, Miami Lions Club secretary.

For Latin-American residents in southern Florida, WICD carried a weather report in Spanish by Blanca Estrella, WIOD Spanish news commentator, who remained on duty in the studios translating U. S. Weather reports.

In West Palm Beach, WJNO, through Frank Browne, special reporter, cooperated with the U. S. Weather Bureau by performing a "pre-hurricane service", broadcasting advisory bulletins 48 hours in advance of the tropical storm to residents of Palm Beach County. On Wednesday (Oct. 18), when it appeared certain the hurricane would hit Miami, WJNO sent Frank Browne to report a first-hand account and to interview Ernest J. Carson, head of the Miami Weather Bureau and an authority on tropical storms.

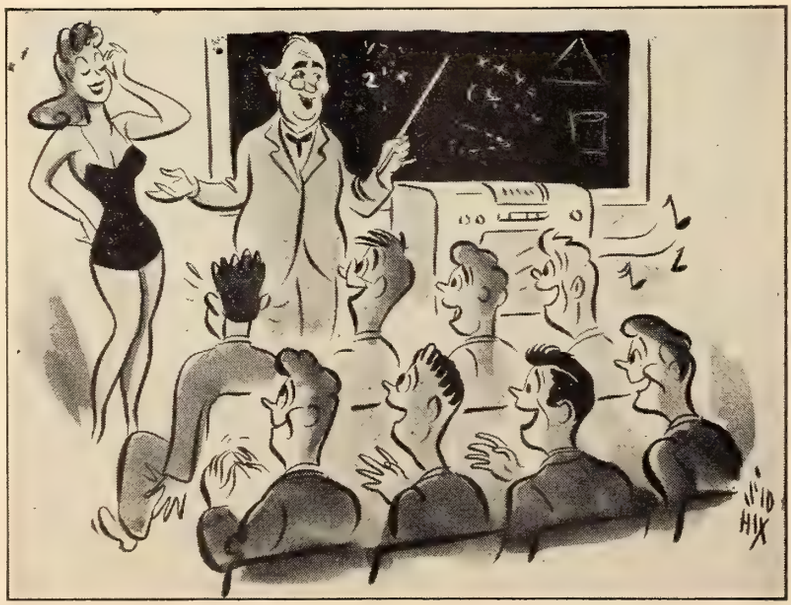
As the storm moved north, the wind velocity had increased to an estimated 75 m.p.h. by the time it struck Charleston, S. C. where WCSC lost its power lines, fell back on its auxiliary generator to keep the bulletins on the air for those battery sets.

Cleveland Catastrophe

In Cleveland a different kind of tragedy, the East Ohio Gas Co. fire, was equally well reported. WGAR and WJW Cleveland both performed outstanding public services to win the praise of city officials. WGAR had four staff members on the scene within 15 minutes after the first liquid gas tank burst into flames. Clare Taylor, WGAR engineer, together with a staff remained at the scene 12 hours. Special events director Sid Andorn, chief announcer Wayne Mack and announcers, Reg Merridew and John Saunders handled six on-scene broadcasts. Mobile unit served as an emergency communications center, airing messages for the Red Cross, Coast Guard and Police. Later, WGAR carried an on-the-scene proclamation broadcast by Cleveland Mayor, Frank Lausche.

WJW Cleveland sent Chuck Dolan of the continuity department to the scene where he kept in contact with the station via telephone tapped to a poll less than 1,000 ft. from the blazing tanks. Earl Harper, WJW special events director, broadcast a lakefront description of the fire from aboard a lake cruiser. In the afternoon, at 12:45, WJW carried a program of interview, conducted by Benne Alter with evacuees at Wilson Junior High School.

Across the lake in Detroit, Fred Vandeventer, WJR newscaster told listeners to his 6 p.m. broadcast that they would hear an eyewitness account from WGAR Cleveland. Switchover was made on a time-cue to Sid Andorn in the WGAR newsroom who made a two-minute dramatic presentation of first hand information. John Patt, WGAR general manager broadcast from Cleveland with George Cushing, WJR news editor in Detroit.



Drawn for BROADCASTING by Sid Hix

". . . And Now, Class, We Will Determine the Stimulus Quotient Obtained by Adding the Visual Factor To Sound!"

Canada Sales Tax Will Cover Discs

Technical Difficulties Solved By Dominion Officials

By JAMES MONTAGNES

TECHNICAL PROBLEMS pertaining to application of the Canadian 8% sales tax on all broadcasting transcriptions have now been solved and the sales tax goes into effect on Nov. 1. Planned by the Dept. of National Revenue to go into effect on Sept. 1, the sales tax was first postponed to Oct. 1 [BROADCASTING, Sept. 11] and then when more difficulties came up was postponed till all parties could be given an adequate hearing. This has now been completed with representatives of transcription companies, advertising agencies, producers and broadcasting stations all pointing out their problems to the excise division of the department.

Ruling Issued

Main basis of disagreement was on the departmental ruling that sales tax would be charged on the total cost of the transcription, including total talent cost. This was presented to be unfair to the station taking a delayed broadcast, and the department has now ruled that an exemption will be made "where a live broadcast is delayed to one or more stations by reason of a time factor, station using another program, line not being available, etc., so long as the delayed broadcast is recorded simultaneously with the live broadcast. If a charge is made or an amount received by a radio broadcasting station for recording the live broadcast, such amount will be subject to sales tax."

The sales tax on talent also does not apply where broadcasts are recorded in advance, in place of a live program, due to vacations, illness or accidents to artists, or occasional absence from the point from which the broadcast originates. Exemption will be made for such occasional recordings used on an originating station, provided such broadcasts do not exceed 10% of the series of which they form a part.

The sales tax on talent applies where recordings for a single broadcast, over a limited number of stations, are made and a record sent to each station.

All those making any recordings for broadcast purposes must take out a sales tax license and make returns to the department monthly under the sales tax regulations. Canada has had this 8% sales tax for more than a decade, but transcriptions for broadcasting will be taxed for the first time starting November 1.

WAOV Joins MBS

WAOV Vincennes, Ind., joins the Mutual Network as of Nov. 1. Station operates with 250 w on 1450 kc.



his LITTLE DOLLAR *can put a* MILLION *Dollars to* WORK!

Post-War Prosperity Will Begin at Retail Counters!

It takes little dollars to make big dollars do a job! It takes merchandise moving across retail counters to build a continuing prosperity.

After Victory, there will be no dearth of capital to start our industrial machine. There will be no shortage of productive facilities, nor of manpower. And there will be money in the pockets of millions and millions of folks, who will want to buy replacements they need, as well as all the wonderful new things that wartime research has developed.

Yet, to make these favorable factors produce a sound post-war prosperity, the problem of Distribution must be met squarely, and solved. The Distribution Decade after V-Day will place a tremendous responsibility on the distributive functions — Advertising, Merchandising, and Selling.

Management can ill afford to make any post-war plans without apportioning to Advertising, and to the men who administer it, a share of importance in keeping with the urgency of that assignment.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

CROSLEY SQUARE, CINCINNATI 2, OHIO

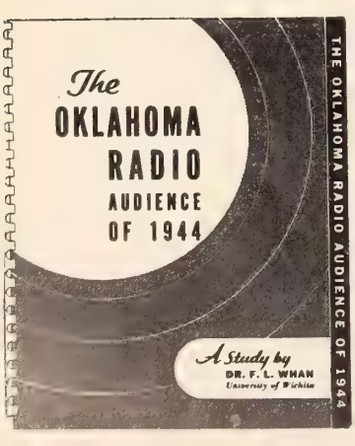
DIVISION OF THE CROSLEY CORPORATION



Now You Can Tell Where the Ball is

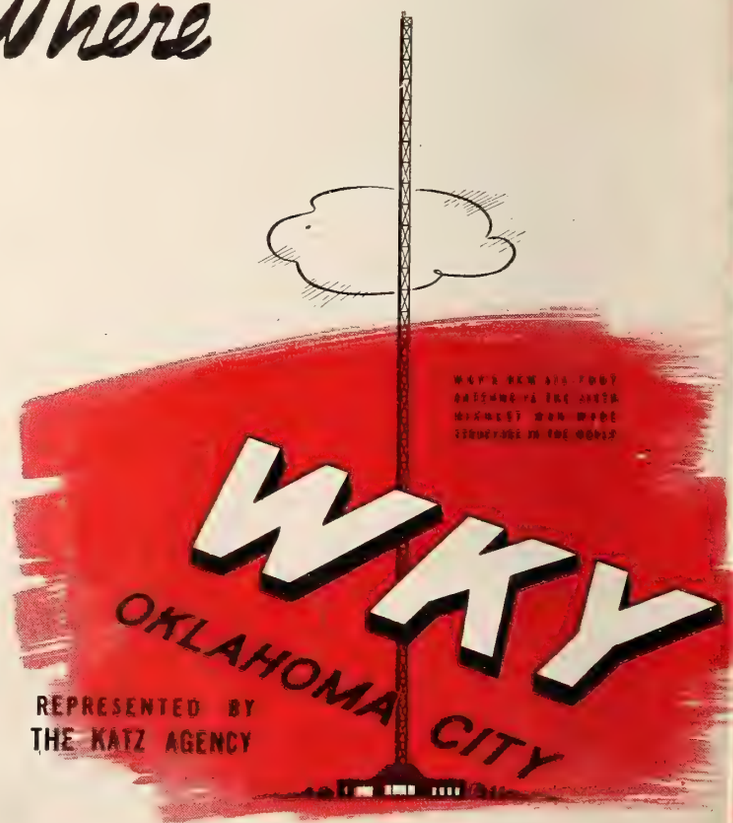
THE facts about radio listening in Oklahoma are now out in plain sight. It is no longer necessary to guess what stations Oklahomans listen to, how much they listen, when they listen, what types of programs they prefer, or how often they write to radio stations. Nor is it any longer necessary to make important decisions on the basis of private opinion or isolated, incomplete surveys.

The 1944 Oklahoma radio survey was conducted and tabulated under the direct supervision of Dr. F. L. Whan of the University of Wichita, successor to Dr. H. B. Summers of Kansas State College whose radio studies in Iowa and Kansas are widely known and accepted.



This first statewide study of radio listening in Oklahoma revealed many new and interesting facts, while substantiating many old ones. It verified WKY's longtime claim to the largest radio coverage in Oklahoma. It furthermore proved what WKY had long suspected: WKY has by far the largest farm audience of any Oklahoma station. All in all, it established conclusively that WKY is Oklahoma's dominant station.

This, to be sure, is not news to those familiar with WKY over the years. It is, however, a truth reconfirmed . . . and well worth repeating.



OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING C
The Daily Oklahoman ★ Oklahoma City Times ★ The Farmer-Stockm
KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Manageme

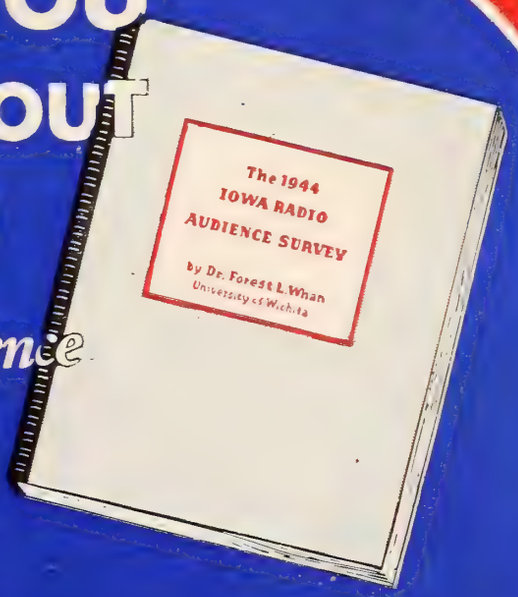
NOVEMBER 6, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

WHAT WOULD YOU LIKE TO KNOW ABOUT RADIO IN IOWA?



The 1944 Iowa Radio Audience Survey Answers Dozens of Questions Like This:

Which radio stations are "listened-to-most" in Iowa—daytime, nighttime—by men, by women—urban, village, farm? In what *counties* is each station "listened-to-most"?

Which stations are "heard regularly" in Iowa? How much time do Iowa people spend with stations named as "listened-to-most", as compared with stations named as "heard regularly"?

Which stations are preferred in Iowa for Newscasts, Farm Newscasts, Farm Editors?

What percentage of urban, village and farm people in Iowa are listening to radio at any given hour period from 5 a.m. to 1 a.m.?

What kinds of programs are preferred by urban, village, farm people in Iowa—by sex—by age-groups?

What kinds of programs *not presently available* would various groups and ages like to hear? At what hours?

Using this book, any advertiser can scientifically plan radio that gets results in Iowa—at lowest cost. . . . Write for your free copy of the 1944 Iowa Radio Audience Survey, conducted by Dr. Forest L. Whan. Address:

WHO

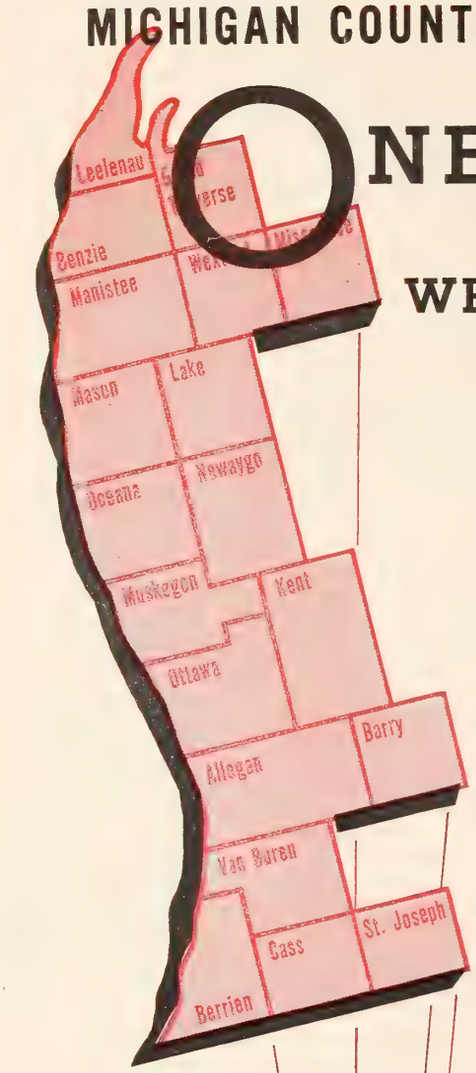
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, President
J. O. MALAND, Manager

FREE & PETERS, INC. . . . *National Representatives*

IN THESE 19
MICHIGAN COUNTIES



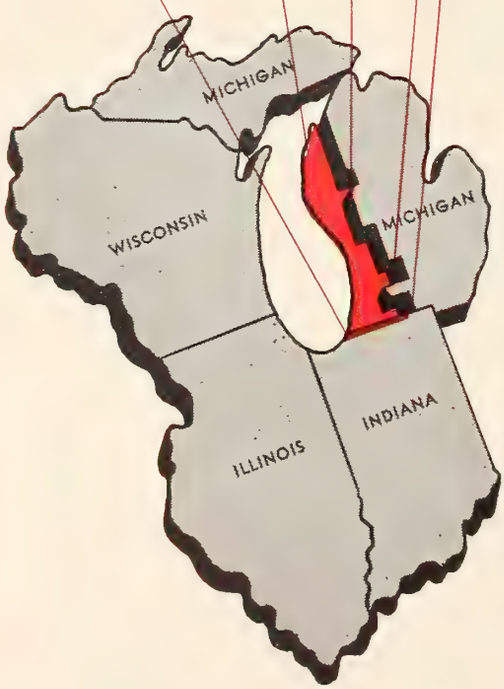
ONE OUT OF FOUR FAMILIES

WROTE WLS

26.1 LETTERS PER 100 RADIO HOMES

IN ONE YEAR, 50,831 letters came to WLS postmarked from 19 counties comprising Michigan's fourth, fifth, and ninth Congressional Districts. There are 194,750 Radio Homes in these 19 counties. Total letters thus equal 26.1 per 100 radio homes or better than ONE OUT OF FOUR.

This tangible proof of WLS listening in 19 Michigan Counties echoes over a broad four-state area, including Metropolitan Chicago. Over a million letters a year constitute our evidence that WLS' down-to-earth entertainment and thorough, painstaking service have built friends for us, will build results for you. For further facts, see WLS or a John Blair man.



NUMBER FOUR in a WLS series of advertisements analyzing the station's intense listener-response, county by county. This ad shows WLS mail from 19 Michigan Counties. Through the series, we are revealing actual mail response and its ratio to radio homes in all of the four states in the WLS Major Coverage Area: Illinois, Indiana, Michigan, Wisconsin.

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

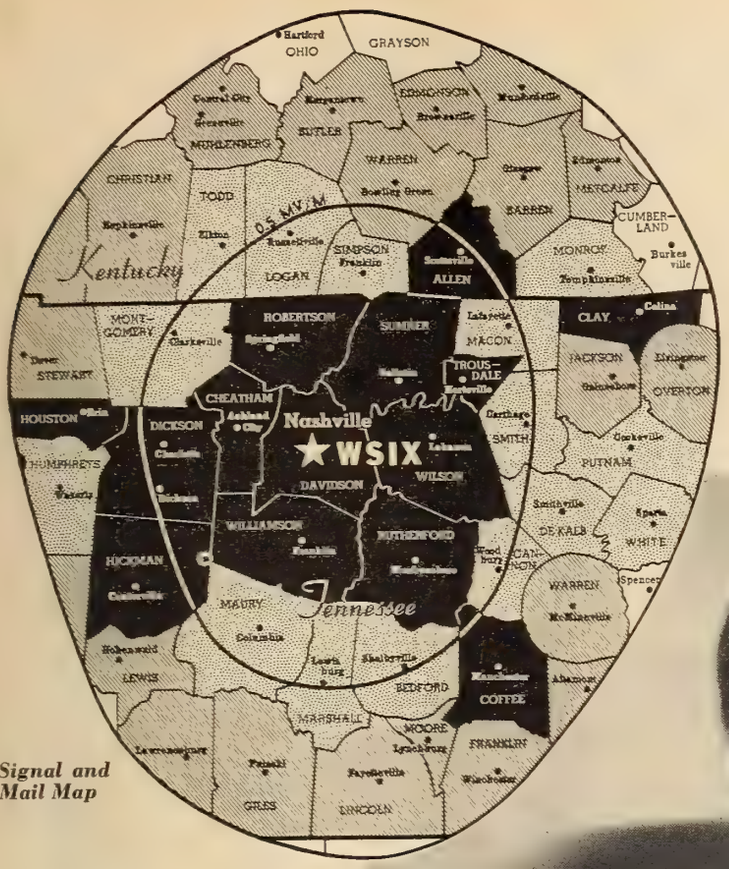
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

CHICAGO 7

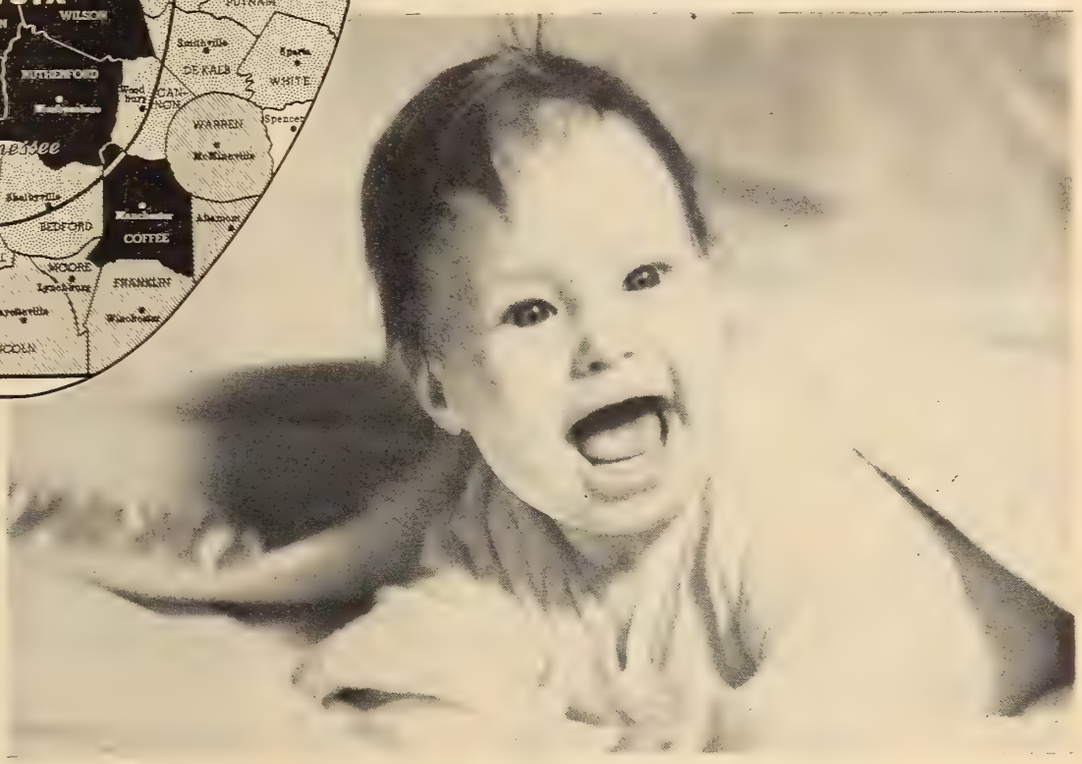
MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLA



Signal and Mail Map

AMPLE COVERAGE

BLUE and MUTUAL



5000 WATTS
980 Kilocycles

Covers the metropolitan trading area of Nashville

The home life of Nashville is important to the management of WSIX. That's why WSIX has worked to achieve the leadership in daytime audiences from 8 A.M. to 6 P.M. This well operated station makes up its programs from the best selected offerings on Blue and Mutual networks plus an occasional local program of outstanding merit. WSIX has shown a steady listener increase month after month. WSIX COSTS LESS—compare the national rates of Nashville stations and you will see that WSIX is lower in all classifications. The ample coverage WSIX has in the city of Nashville is worth your serious consideration.

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

THE KATZ AGENCY, INC., National Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



"We now join the Mosquito Network"

● Eight thousand miles from home in the Southwest Pacific, men of Ohio's Fighting 37th had an opportunity to pay a special visit to the home folks . . . *via radio.* Their families heard the news through a front-page story in the Cleveland News, saw the above photo of the boys making the transcription. Several days later, they heard the voices of their boys in a special broadcast over WGAR . . . the station that is proud to be "the Cleveland outlet for the Mosquito Network".



At a WGAR studio party, families of the men of the 37th received permanent recordings of the voices of their sons, husbands, brothers and sweethearts. Since the southern maneuvers of 1941, the WGAR mike continually has followed our Ohio boys.

WGAR
CLEVELAND
1220 ON THE DIAL



A "BIRD'S-EYE" VIEW OF DOWN-TOWN HUNTINGTON, WEST VIRGINIA ... One of the Important Industrial Tri-State Cities

A city ranking high in the nation's industrial roster, Huntington's industrial payroll, alone, will run well over $35,000,000.00 annually. Its population (1940 U. S. Census)—79,836. Such outstanding industries as International Nickel Co., Sylvania Products Inc., Zenith Optical Co., American Car and Foundry, Owens-Illinois Glass Co. and many others have plants in Huntington. A most important market in itself but linked with its sister Tri-State cities (Ashland, Kentucky and Ironton, Ohio), the Tri-State area truly is a market that should be a "MUST" with Time-Buyers. WCMI serves this great section efficiently and economically.

- 228,500 People Live in WCMI's Primary Coverage.
- WCMI Maintains Large Theatre Studios in the Heart of Huntington.

NUNN STATIONS

WCMI Ashland, Ky. Huntington, W. Va.
WLAP Lexington, Ky.
WBIR Knoxville, Tenn.
KFDA Amarillo, Texas

Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

WCMI Mutual Affiliate

— A NUNN STATION —
L. D. NEWMAN, Manager
Ashland, Kentucky
Studios—Ashland, Kentucky . . . Huntington, W. Va.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON COMPANY



WWL Advt.
Sept. 1940

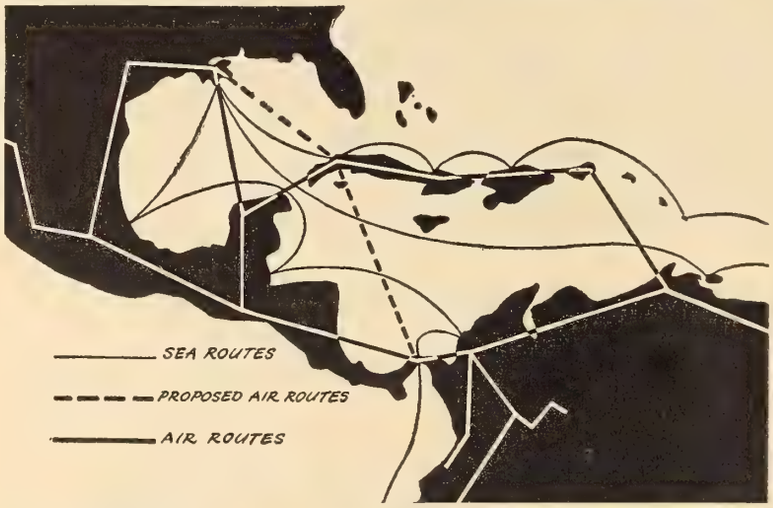
Today—

When You Think of

NEW ORLEANS

. . . You Think of

The Gateway to
Latin American Markets



. . . AND

WWL
NEW ORLEANS



WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

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The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

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HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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What about this thing called "Public Interest"?

We hear a lot of pros and cons concerning this business of "public interest". Perhaps it can even be said that a great many organizations talk convincingly about it, but do nothing about it.

At this network it has always been our contention that "public interest" is a prime requisite for good broadcasting, and of first priority in whatever we do.

We had an opportunity to keep this contention going when we sent our own war correspondent, Howard L. Chernoff, overseas to visit and send back messages from West Virginians fighting our war. The expressions from the folks here at home indicate this act was tops in "public interest". But now that Chernoff is back, we aren't letting it die.

Throughout the state at service club meetings, open forums, and public gatherings Chernoff is telling of his experiences and observations in England and France. A fee is charged for these appearances . . . and . . . the entire receipts (expected to exceed $6000.00) are being divided between the American Red Cross and the USO.

This is just another example as to why the West Virginia Network enables you to reach most West Virginia listeners most of the time.

The West Virginia Network

JOHN A. KENNEDY, President
(On Leave U. S. Navy)

WCHS—Charleston

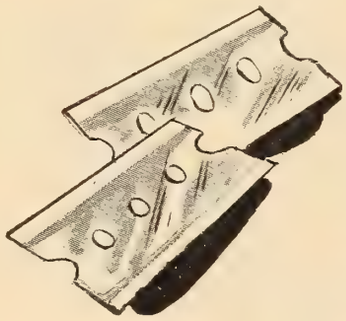
WSAZ—Huntington

WBLK—Clarksburg

WPAR—Parkersburg



Razor Blades Cut A Swath Through The EAST



More and more are sales-minded advertising managers looking to the Easts (Ed and Polly) to send sales zooming.

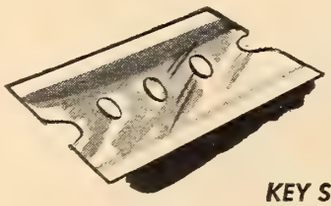
And a razor blade manufacturer recently proved once again the sales potency of this early morning show—Breakfast in Bedlam—despite the fact that hundreds of thousands of shaving-age men in this area are away in the armed forces.

One single 50-word announcement brought a 49% greater response than a similar announcement a couple of years back when those hundreds of thousands were still at home.

This is not an isolated case. It is one of many that points to three things—(1) the pre-eminence of the entire Blue Network in the morning field (greatest audience of any of the networks); (2) the mounting popularity of Breakfast in Bedlam; and (3) the new strength and clarity since WJZ moved its transmitting station closer to the millions in the New York trading area who will buy those products they hear about over WJZ.

Yes, 7 million more people are now within the range of the brilliantly clear 50-millivolt signal of WJZ—your strongest voice in the world's richest market.

For further details of lowest-cost-per-inquiry ask Blue Spot Sales in New York, Chicago, Detroit, Los Angeles or San Francisco or the Sales Department of

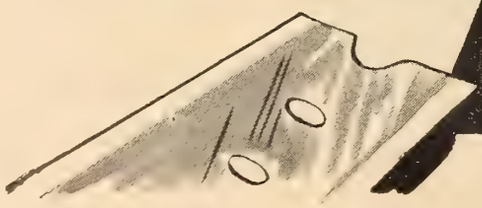


KEY STATION OF THE BLUE NETWORK

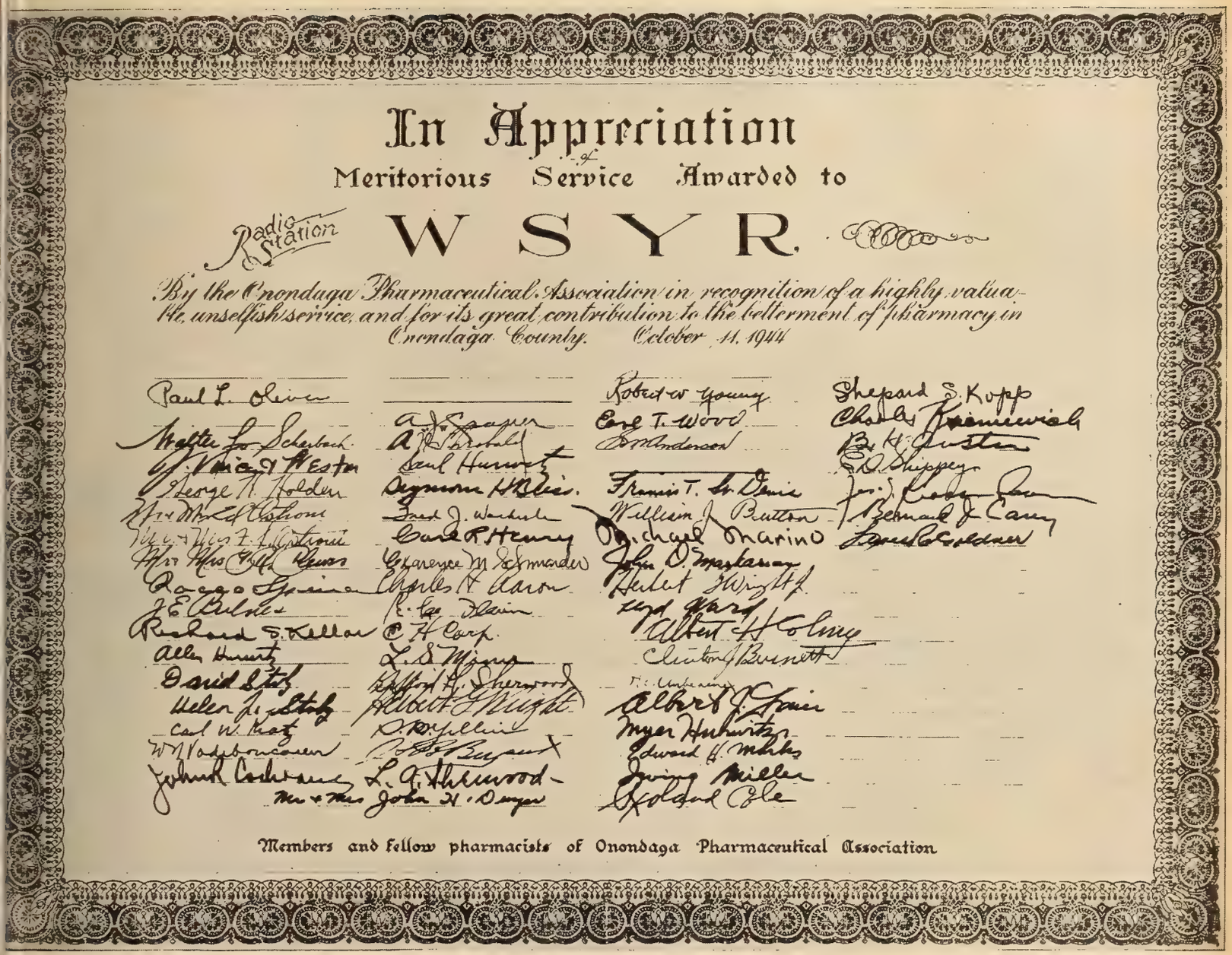
WJZ

770 On Your Dial

Your Strongest VOICE in the World's Richest Market



A PICTURE IS WORTH 10,000 WORDS



In Appreciation
of
Meritorious Service Awarded to
Radio Station
WSYR

By the Onondaga Pharmaceutical Association in recognition of a highly valuable unselfish service, and for its great contribution to the betterment of pharmacy in Onondaga County. October 11, 1944

Members and fellow pharmacists of Onondaga Pharmaceutical Association

■ This station was established in 1922. From that day to this, our relations with the druggists of Onondaga County have been on a partnership and friendship basis. Their Association's recognition of us — the spontaneous tribute pictured above — is a fitting climax to this fine and lasting partnership.

Station **WSYR** Syracuse, N. Y. 5000 Watts. 570 KC. Basic NBC. Associated with **WTRY** (Troy-Albany-Schenectady) **WKNE** Keene (Vt.-N. H.) **WELI** New Haven

NOTE: *The time to start building a postwar franchise in any of our markets is getting increasingly short. Tomorrow may be too late. Better get in touch with us now.*



"I wonder why in the world Mr. Blunk wanted me to 'hop' over to F&P?"

- Maybe Mr. Blunk wanted Thistlewaite to pick up a detailed analysis of the station situation in ten or twenty markets—maybe a list of availabilities—maybe a bunch of transcribed program ideas.

Whatever it was that Mr. Blunk wanted from F&P—he'll get it! And so can you, *anytime!*



EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932



CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Granite 3615 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 19 WASHINGTON, D. C., NOVEMBER 6, 1944 $5.00 A YEAR—15c A COPY

FCC Tackles Conflicting Space Demands

Close of Hearings Leaves Many Problems

By BILL BAILEY

HAVING adjourned sine die the most comprehensive hearings on spectrum allocations since the radio art's advent, the FCC settles down this week to resolve conflicts in frequency demands of present and prospective radio users, with the demand for facilities exceeding the supply manyfold.

At the final session last Thursday, winding up five weeks of testimony, the Radio Technical Planning Board tossed into the Commission's lap revised spectrum allocation recommendations above 23.5 mc, developed by Panel 2 (frequency allocation), the preceding evening. This encompassed the best judgment of the nation's leading radio engineers and scientists, designed to be in accord with the weight of the testimony presented during the momentous hearings, which spanned the usable radio spectrum from 10 to 30,000,000 kc.

Whether the recommendations of Panel 2, presented at the wind-up Thursday session by Dr. C. B. Jolliffe, panel chairman, RCA engineering executive and former FCC chief engineer, will prevail in the allocations ultimately evolved, was pure conjecture as the hearings ended. Despite the desire to whip recommendations into shape swiftly, it was evident that the job of analyzing the welter of technical and scientific testimony might take several weeks or even months.

New Data Revealed

The whole tenor of the proceedings, particularly as to new broadcast services, appeared to shift with the development of hitherto classified technical data on propogation in that portion of the spectrum coveted by both FM and television. There remained to be reconciled, moreover, the finish-fight between "upstairs" and "downstairs" spectrum protagonists of television.

Here were the final recommendations of Panel 2 on important broadcast services:

Television—7 channels, 6 mc wide, 60-102 mc, sharing all but first and third channels with non-Government emergency services; 11 channels, 6 mc wide, 152-218 mc, sharing 10 with Government and non-Government services, channels to be broken into A, B, C and D areas for geographical separation.

Experimental television and television relay—460-956 mc.

FM—75 channels, 200 kc wide, 43-58 mc.

Facsimile—450-460 mc (when air navigation aids are discontinued after war).

Amateurs—27-29 mc; 58-60; mc; 144-148 mc; 218-225 mc; 420-450 mc (when air navigation aids are discontinued after war); 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-10,500 mc; 21,000-22,000 mc.

Relays—700-900 mc (with experimental television); 1600-1900 mc (sharing with Government); 1900-2300 mc; 3900-4550 mc; 5750-6800 mc; 6800-7200 mc; 10,500-13,000 mc; 16,000-18,000 mc; 26,000-30,000 mc.

Whether the FCC will consider allocations at its next meeting Thursday was problematical. Allocations must be submitted by the Commission to the Interdepartment Radio Advisory Committee to resolve conflicts with Government needs before they become final. It may be months before the FCC can allocate portions of the spectrum, inasmuch as considerable propagation data in the higher frequencies still is classified by the military.

Other FCC allocation stories will be found on pages 23, 28, 66, 68, 71.

Meantime the State Dept. is understood to be pressing the FCC for recommendations, at least in part, by Dec. 1, preparatory to a World Telecommunications Conference.

In concluding the hearing last Thursday, Chairman James Lawrence Fly paid high tribute to radio as a whole and the RTPB in particular (see text below).

War Problems

"Our task has been difficult because of wartime restrictions," said Dr. Jolliffe. "Because of the unknown factors it has been necessary for Panel 2 to paint with a broad brush and leave many of the details to the FCC. I believe we have arrived at a place at which there is a minimum of overlap between services and with the Government."

He explained that below 30 mc the Panel "has not progressed any farther than we had at our first appearance". That portion of the spectrum from 10-23,500 kc represents the "unfinished business" on the Panel 2 agenda, he added. At the Wednesday night meeting, 21 of the 26 voting members were present, as well as a "number of official observers", said Dr. Jolliffe.

Panel 2 suggested that 23.5-27 mc be set aside for industrial applications, Dr. Jolliffe explaining there was "considerable concern over harmonics". Chairman Fly interrupted to suggest that the manufacturers of diathermy machines be given a "two-year latitude" to eliminate interference from the machines. The electro-medical manufacturers had requested frequencies as the solution to curbing interference rather than shielding.

Military Meeting

An anticipated stormy final hearing session did not materialize. During the Panel 2 meeting Wednesday night it developed that Dr. Jolliffe, acting as a "committee of one", planned to read into the record a letter formulated by certain manufacturers represented on Pan-

(*Continued on page 60*)

Text of Chairman Fly's Concluding Statement . . . .

THIS CONCLUDES our hearings in Docket No. 6651. But I do not want the record to be closed without saying a few words of appreciation to the many hundreds of engineers, executives, and others in all branches of the radio and allied industries who have helped to make these hearings so outstanding a success. Further, I would like especially to thank the men of the Radio Technical Planning Board, from Dr. Baker on down, who have organized this tremendous industry effort, brought it into focus here, and made possible the thorough, orderly consideration of the many crucial problems involved in postwar allocations.

For six weeks now, we have been engaged in the significant joint enterprise of thinking together with respect to postwar allocations. I venture to suggest that seldom in the history of regulatory agencies has such full, frank, and unstinting cooperation been offered by industry to Government. We in the Commission, in turn, both at the staff level and on the bench, have sought to reciprocate in some measure that spirit of cooperation.

Through the years, at industry meetings and elsewhere, we have been heard to lament the fact that broadcasting in the past has, like Topsy, "just growed", and I have frequently expressed the hope that some day, somehow, it would be possible for Government and industry to sit down together, go over the entire spectrum, channel by channel, and come up with a plan which, even though it does not entirely *satisfy everybody*, at least appeals to everybody as a fair and honest structure within the limits set by the spectrum itself.

To realize such a plan, one essential condition had to be met—namely, generous and unselfish work on the part of all those, whether in Government, or in indsutry, who had contributions to make to the end result. That generosity has been displayed, not merely in the hearing room, but also in the subcommittee meetings, committee meetings, panel meetings, and board meetings of the Radio Technical Planning Board.

May I also thank those non-industry groups—the educators, amateurs, police, fire departments, industry and medical, the representatives of other Government agencies, and many others—who have worked along with us on this undertaking. Their assistance has been most welcome.

The Commission will now proceed to consider the various proposals with respect to postwar allocation of frequencies. Our consideration will be based upon a record which I feel sure is the fullest and most satisfactory in the history of radio broadcasting. Many of the decisions we will have to make will present a high order of difficulty; but I can assure you that we approach our task with only one objective in mind—to achieve an allocation pattern which will best serve all the vital interests concerned.

Kobak Entry Presages MBS Changes

Dropping of Non-Profit Cooperative Setup May Develop

By BRUCE ROBERTSON

APPOINTMENT of Edgar Kobak as president of Mutual, announced last week by the network's board of directors, may presage sweeping changes in Mutual's present co-operative non-profit structure, possibly a complete reorganization to bring it in line with other networks.

Mr. Kobak, who resigned as executive vice-president of the Blue Oct. 21, will assume the Mutual presidency Nov. 20 following a vacation. He succeeds Miller McClintock, who leaves MBS Nov. 17 after two years as the network's first paid president. Mr. McClintock has not announced his plans.

It was learned reliably that Mr. McClintock was slated to serve out these two years with MBS, with the option period on his contract up Oct. 1, but that the death of W. E. Macfarlane, WGN vice-president who was a member of the Mutual board and chairman of the Executive Committee, opened the way for organizational changes, Mr. McClintock's retirement the first among them. His contract, it was said, was bought up by MBS at the rate of $15,000 per year for the two years.

Operational Study

First task Mr. Kobak will undertake at Mutual is a study of the complete organizational and operational setup. After that he will make his recommendations to the board, which has given him a free hand in conduct of the network's affairs and has assured him that whatever course he lays out will be followed. Mr. Kobak said last week he does not know whether the present MBS setup is the best one. He will make no decisions and recommend no changes until he has completed his study.

In his official statement accepting the post, Mr. Kobak said: "I feel very humble about my expanded opportunity to serve the listening public in the new horizons and larger opportunities which lie ahead. We have a free radio. It is up to us to keep it free in order to make America a stronger and better informed nation. The challenge is there. I will do my best to help Mutual become the leader, to work to make all broadcasting service better and build the industry. The listener is my boss. I want to be a good servant. Our immediate job is to help win the war."

The Mutual board, in making the announcement, stated: "As Mutual enters its second decade we feel particularly fortunate in securing Edgar Kobak to help us carry out plans to improve our service to the American people. Fine strides have been made by our network under the leadership of recently resigned President Miller McClintock.

"It is our intention to build the finest broadcasting system, to become the leader in all phases of service, to live up to the responsibility that is ours under the American system of broadcasting. We plan to develop all future services made available through the progress of the electronic art, such as FM, television and facsimile. We feel that under the direction of our new president who has had broad experience in the fields of publishing, advertising and broadcasting, we will achieve the high goal that we have set for ourselves.

"We begin this new decade with renewed vigor and confidence. Mutual plans to enlarge its organization and will put particular emphasis on programming, determined to supply the listening public with the finest diversified program schedule ingenuity and money can produce. We want to make freedom to listen worthwhile."

Not Happy at Blue

Mr. Kobak said his resignation from the Blue is without hard feelings on either side, expressing the highest friendship for Edward J. Noble, Blue board chairman, and the other executives with whom he has worked to build that network since its separation from NBC. He left because he wasn't happy under the new setup, he said.

Mr. Kobak said he is retaining his stock holdings in the Blue for the present, adding that he also owns stock in RCA and General Electric Co., both of whom are also engaged in the broadcasting business.

It was learned that unlike Mr. McClintock, Mr. Kobak has no contract with Mutual, but is joining the network on the more usual arrangement of continuing as long as both parties are satisfied. His salary was not disclosed, but is reported to exceed the sum he was receiving from the Blue, understood to be $55,000 a year, and the $60,000 which MBS reportedly paid Mr. McClintock.

It is anticipated that any reorganization of Mutual instituted by Mr. Kobak will involve strengthening rather than changing the present personnel, with none of the wholesale firing and hiring that frequently follows such a change. In the reorganization of the Blue following its separation from NBC, Mr. Kobak and Mark Woods, Blue president, built their staff largely from the NBC people who had worked on Blue affairs while that network was part of NBC, and it is expected Mr. Kobak will follow the same procedure in his new position, building on the foundation laid by Mr. McClintock rather than making an entirely fresh start.

New Bruck Account

UNICORN PRESS, Brooklyn, publishers of Funk & Wagnall's *New Standard Encyclopedia*, and a user of spot radio for mail order promotion, has named Franklin Bruck Adv., New York, as agency, effective Jan. 1, 1945. Spot radio campaign is being included in plans to be submitted for client's approval.

Eight-in-One Spot

EIGHT-IN-ONE Co., Chicago (cold tablets) began sponsorship Oct. 30 of the Cedric Foster newscasts thrice weekly on WGN Chicago. Contract for 13 weeks was placed by H. W. Kastor & Sons, Chicago.

Cub's Games on WIND

WIND Chicago has signed the Chicago Cubs for the 1945 major league season broadcasts. Games were previously broadcast on WJJD Chicago.

NETS GIVE LABOR RECORD AIR TIME

AN ARRANGEMENT by the CIO to receive time for 52 weekly programs during 1945 over three networks, paralleling a similar series previously announced by the AFL, will give to organized labor its biggest radio year in history.

Tentative schedules announced by CIO call for a 13-week series on CBS starting Saturday, Jan. 6 at 3:45-4 p.m., accompanied and followed by a 26-week series on Blue beginning Saturday, Jan. 6 at 6:45-7 p.m., followed by a 13-week series on NBC at a date and time to be determined.

In addition, Mutual will provide spot broadcasts from time to time, the network declaring it "has adopted no policies of making commitments of free time to labor or to special organizations" and that it "has always been alert to carrying special features and events of the AFL, CIO, other labor organizations and those representing management, and will continue to follow this policy in the future".

CIO has not yet decided on the exact format of its programs for 1945 but Len De Caux, publicity director, said they would incorporate dramatic interest and news value. It is understood that prominent talent will be employed in producing the shows which are expected to bring for the first time to labor programs the audience-attracting features of highly rated commercial programs.

A 52-week series has been allotted the AFL by the three networks. Two types of programs have already been announced, one entitled *Labor Forum* and another *Help Wanted* [BROADCASTING, Oct. 30].

Emerson Auditioning

EMERSON Radio & Phonograph Corp., New York, which on Nov. 19 discontinues *You Can't Take It With You* on MBS Sunday 5-5:30 p.m. after a 13-week run, is working on plans for another program, with decision still pending as to whether to retain the Mutual spot. Agency is William H. Weintraub & Co., New York.

ANA to Consider Aids for Business

Annual Meeting Also to Study Reconstruction Problems

A STUDY of the functions of advertising made under the supervision of the Assn. of National Advertisers, showing how business can most effectively use advertising in all its human relationships, will be presented at the Thursday morning session of the ANA annual meeting, to be held Nov. 15-17 at the Hotel Biltmore, New York [BROADCASTING, Oct. 30].

At the same session, Marion B. Folsom, director of the House Special Committee on Postwar Economic Policy & Planning and treasurer of Eastman Kodak Co., will outline some of the major problems of the reconstruction period, with emphasis on those affecting marketing. Willard S. French, president, Brooke, Smith, French & Dorrance, will discuss postwar competition at this session, reporting on a survey of this subject.

Trade Mark Session

Thursday afternoon will be devoted to reports on what is being done to acquaint the public with the value of the trade mark system. Speakers include: Frank Braucher, president, Periodical Publishers Assn.; A. P. Buckingham, vice-president, Cluett, Peabody & Co.; T. H. Mueller, president, Julius Kayser & Co.; E. L. Olrich, assistant to the Secretary of the Treasury and president, Munsingwear Co.; George Russell, president, John B. Stetson Co.

On Friday morning, Dr. Claude Robinson, president, Opinion Research Corp., will give the results of a nationwide ANA poll of public opinions toward business and advertising, showing what the public thinks about war theme and "national interest" advertising as well as postwar product advertising. A survey of farmers' attitudes, now being made for ANA by Crossley Inc., and a Treasury Dept. survey of the public's plans for redeeming war bonds will also be reported on at the Friday morning session.

Thursday and Friday sessions will be open to agency and media guests as well as ANA members while the Wednesday sessions will be for members only and will include the annual business meeting committee reports, etc. David R. Osborne, sales training director Studebaker Corp., and Albert Haring, professor of marketing, Indiana U, will address the closed session.

Express Move

AMERICAN EXPRESS Co., New York, has shifted to J. M. Mathes Inc., New York, advertising for Travelers Cheques, promoted until earlier this year on *Cheque Your Music*, recorded feature on about 1[illegible] stations, and now advertised only via a news program on WABC New York. Caples Co., New York continues to handle money orders, foreign exchange, and travel.

Fly Leaves FCC Nov. 15 to Practice Law

Porter and Reinsch Mentioned as Successor

By SOL TAISHOFF

ANY LINGERING doubt about the decision of James Lawrence Fly to leave the FCC chairmanship was dispelled last Thursday. Mr. Fly personally confirmed reports repeatedly published in BROADCASTING that he would leave the Commission Nov. 15 and establish law offices in New York (see cut).

Promptly upon the close of the momentous spectrumwide allocation hearings last Thursday forenoon, Mr. Fly implied that the President already has accepted his resignation. The FCC Chairman had attempted to resign weeks—even months—ago but was prevailed upon by the President to remain, the last time until completion of the allocation proceedings which will shape the whole future of broadcasting and other radio services, including FM, television and facsimile.

Two Vacancies

The resignation of embattled "Larry" Fly leaves two vacancies on the FCC, the other having been created by the retirement last July 1 of Commissioner T. A. M. Craven, the Chairman's almost constant adversary on policy matters, to become vice-president of the Cowles Broadcasting Co. The Craven vacancy, a Democratic one, is for the seven-year term which would end July 1, 1951. The appointment of Mr. Fly's successor would be for a term ending July 1, 1949. His successor could be named as a Commissioner; the President has the authority under law to select the Chairman from among the seven FCC members.

It is no secret that Mr. Fly's resignation after 15 years in Government service was motivated by a desire to recoup his personal fortunes. It is expected he will engage in a general law practice, but will specialize in the utility and communications fields. His successor, as well as an appointee to fill the Craven vacancy, probably will be named prior to or coincident with the convening of Congress on Nov. 14, assuming a Democratic victory.

Mr. Fly's terse announcement last Thursday confirmed in all particulars the report in BROADCASTING Oct. 9 and in previous issues.

"I am leaving the FCC on Nov. 15 to enter private practice of law in New York City with offices at Suite 1444, 30 Rockefeller Plaza," the Chairman said.

There were no new names to add to the list of possible successors to Mr. Fly beyond those published in recent issues of BROADCASTING—assuming a Democratic victory. But there were new prospects for the Craven vacancy.

Heading the list for chairman is Paul A Porter, publicity director of the Democratic National Committee, an ardent New Dealer, and former CBS attorney. He has the blessing of Mr. Fly. Mr. Porter, when queried by BROADCASTING late last week, denied that he had "accepted" the FCC chairmanship and preferred not to discuss the possibility of acceptance in the immediate future. He reiterated previously expressed views that he is more interested now in getting "some sleep" than anything else.

But there are other names in the speculation, too—including incumbent members of the Commission. Outside the FCC membership are such personages as J. Leonard Reinsch, radio director under Mr. Porter on the Democratic Committee, on leave from his post as managing director of the Gov. James M. Cox stations (WSB, WIOD, WHIO); Leighton H. Peebles, chief of the WPB Communications Division; John D. Biggars, Libby Owens Ford Co., Toledo, an ex-Government official; and Julius Albert (Cap) Krug, chairman of WPB and a former FCC common carrier expert.

Stephen Early, press and radio secretary to the President, also was projected last week as a possible Fly successor. It isn't doubted Mr. Early could have the job if he wanted it, but there was considerable question about his desire for a post that would simply exchange one hot seat for another. A member of the secretariat since the first Roosevelt term, Mr. Early probably would be disposed to look for a change after Jan. 1. It would not surprise some in radio to see him named successor to J. Harold Ryan as president of the NAB.

Mr. Porter, it was thought, will accept the chairmanship if offered. The 40-year-old Kentuckian, who has had wide experience both in and outside of Government, would be a popular choice with practically all those in radio. The same would hold for the 36-year-old Mr. Reinsch, but it is doubted whether both would be named to the Commission because of the similarity of their backgrounds and more particularly their identity with the Democratic Committee during the campaign.

Lt. E. K. Jett, FCC member and its former chief engineer, although bearing the political label "Independent", is highly thought of and might be elevated to the chairmanship under either a Republican or Democratic administration. Paul A. Walker, a charter member of the FCC and an Oklahoma Democrat, is an aspirant as is the leftist C. J. Durr, Alabama Democrat, who has the stout support of the CIO Political Action Committee, with which his wife is affiliated, as well as the radical New Deal forces.

Denny Is Mentioned

Emergence of Charles R. Denny, 32-year-old FCC general counsel, as a possible appointee developed last week, coincident with Mr. Fly's announcement. Mr. Denny's elevation on a merit basis, along with that of Rosel H. Hyde, assistant general counsel in charge of broadcasting, now is being discussed in Administration circles. Neither is regarded as a prospect for the chairmanship, but either might well fill the Craven vacancy, it is thought.

Mr. Denny has fought side by side with Chairman Fly during the grueling legal and legislative battles on the network regulations and on proposed revision of the Communications Act. He has been the Chairman's closest advisor. He has been general counsel for the past two years, having been promoted from the assistant general counselship.

Mr. Hyde, an Idaho Republican, had been considered for the vacancy filled by Lt. Jett last year. He was on the staff of the original Radio Commission and has been a top broadcast attorney with the FCC since its creation in 1934, becoming assistant general counsel in October 1942.

A likely development, it is thought, would be the naming of Mr. Walker as acting Chairman pending the appointment and confirmation by the Senate of the new appointees. It is doubted whether the Senate, convening as it does on Nov. 14, could confirm a new Chairman before Mr. Fly's retirement the following day, even if the nominations were made promptly.

A Republican victory this week probably would mean infusion of new blood into the FCC. Commissioner Norman S. Case, former Republican Governor of Rhode Island, who also has served on the FCC since its creation 10 years ago, would be the logical chairmanship choice on the basis of experience and seniority, it is felt.

House May Drop Probe

With the retirement of Mr. Fly, who has been embroiled in as much controversy as almost any New Deal official, speculation also cropped up over possible quick termination of the House Select Committee inquiring into the Commission. The investigation was premised largely upon Mr. Fly's stewardship, and grew out of the running fight between the chairman and Rep. E. E. Cox (D-Ga.), first chairman of the investigating committee, who resigned because of pressures engendered largely by Chairman Fly, Mr. Durr and the *Washington Post*.

Since the resignation of Rep. Cox, Rep. Clarence F. Lea (D-Cal.), chairman of the Interstate & Foreign Commerce Committee, has served as chairman of the Select group. While he has made no statement, it long has been thought that Chairman Fly's resignation would eliminate the most important single factor in the investigatory proceedings and that the Committee might not be disposed to ask for

(*Continued on page 18*)



THIS POSE of James Lawrence Fly in action is familiar to both sides of Capitol Hill. When this shot was made, the retiring FCC Chairman was testifying before the Senate Interstate Commerce Committee just a year ago (Nov. 3, 1943) against the White-Wheeler Bill, and what he then called the "stooge NAB".

CORRECTION
—by Fly

Suite 1444 || Nov 15th
30 Rockefeller
Circle 7-3040

BROADCASTING, Oct. 30, speculating on the reported retirement of James Lawrence Fly from the FCC chairmanship to enter the private practice of law, stated that Mr. Fly had leased Suite 613 in the RCA Bldg., 30 Rockefeller Plaza, New York, for headquarters. This was in error, and is corrected herewith by Mr. Fly himself. Above, in the Chairman's handwriting, is a note handed to BROADCASTING'S Bill Bailey following the allocations hearings which adjourned last week. The note establishes that Mr. Fly's new offices will not be in Suite 613, but in Suite 1444; that the telephone number will be CIrcle 7-3040; and serves to confirm the long-reported resignation of Mr. Fly. Had Mr. Fly moved into Suite 613 in the RCA Bldg., as erroneously conjectured here last week, doubtless he would have been sharing quarters with Niles Trammell, president of NBC, which occupies the entire sixth floor.



OHIO AND KENTUCKY broadcasters who attended the Oct. 28 NAB meeting held at WAVE Louisville included: Front row (l to r): George Partridge, Ray Shannon of WHAS; George Patterson, WAVE; Lee Coulson and Harry Calloway, WHAS; Fred Palmer, WCKY; Walter Callahan, WSAI; Paul Wagner, WPAY; Don Ioset, WMOH; E. Y. Flanagan, WSPD; and C. E. Arney of NAB. Middle Row: A. W. Marlin, WHAS; Porter Smith, WGRC; R. D. Borland, WHK-WHKC; Jack Kelly, WCOL; James D. Shouse, new director, WLW; Nathan Lord, retiring director, WAVE; Vernon Pribble, WTAM; Neal Smith, WLW; Harry Camp, WGAR; Bob Morrison, WMRN; Arch Shawd, WTOL; Ralph Elvin, WLOK; and Robert T. Mason, WMRN. Back Row: J. M. Wynn, WHAS; James Sheehy and Joe Eaton, WHAS; Lindsay Nunn, WLAP; Ed Willis, WLAP; Ken Church, WKRC; G. F. Bauer, WINN; Bob Dunville, WLW; Harry McTigue, WINN; Frazier Reams, WTOL; and Charles C. Leonard, WAVE.

Grauer Wins Top H. P. Davis Award

Banghart, Hanes, Serrell, and Wells Win Regional Prizes

BEN GRAUER, announcer for *Information Please, NBC Symphony* and *Mr. & Mrs. North* as well as other high-ranking programs, was presented with a gold medal and $300 as national winner of the 1944 H. P. Davis Memorial Announcers' Award on a special broadcast on NBC last Thursday, on which the names of the four sectional winners and those receiving honorable mentions were also announced.

Awards, established in 1933 by Mrs. H. P. Davis in memory of the late Mr. Davis, are open to staff



Mr. Grauer



Mr. Banghart

announcers on NBC stations, samples of whose work in news reporting, ad libbing and straight announcing are made "off the air" without the announcer's knowledge. Mrs. S. B. Rockwell, daughter of Mr. and Mrs. Davis, and Frank E. Mullen, NBC vice-president and general manager, spoke on the broadcast, on which the winning announcers were also heard.

Sectional winners, each of whom received an inscribed ruby ring, are: Kenneth Banghart, WRC Washington, top announcer among entrants from NBC owned and operated stations; Bob Hanes, WGY Schenectady winner from clear channel outlets; Ned Serrell, KDYL Salt Lake City, best among regional channel affiliates; Jack Wells, KODY North Platte, Neb., winner in the local frequency group. In winning the regional award in Salt Lake City, Mr. Serrell gave KDYL its second announcer award in two years, inasmuch as John Woolf won the Davis contest a year ago. Mr. Woolf is now in the Navy.



Mr. Serrell

Honorable mentions were awarded as follows: National: Gil Verba, KOA Denver; Ted Meyers, KFI Los Angeles; owned and operated: Ed Herlihy, WEAF New York; Charles Lyon, WMAQ Chicago; Clear Frequency: Paul Shannon, KDKA Pittsburgh; Carl Caruso, WBZ Boston; Regional Frequency: Tom Carnegie, WGL Fort Wayne, Ind. Each received a certificate, with another going to his station. Judges in the competition were NBC producers Walter Bunker, Don Clark, Vic Hunter, Bob Seal and John Guedel.

Lydecker Named V-P

GARRITT LYDECKER, a contact man on Lever Bros. at Young & Rubicam, has been named a vice-president and will supervise Swan soap account, succeeding Gordon Cates, now general manager, Y&R radio division.

Shouse to Head District 7 for NAB; Ohio Broadcasters Name Mason, Shawd

IN THE FIRST district meeting held since the NAB's annual meeting and war conference in Chicago last August, James D. Shouse, vice-president of Crosley in charge of the broadcasting division, Oct. 28 was unanimously elected a director for District 7 (Kentucky, Ohio), succeeding Nathan Lord, WAVE Louisville, at a district meeting in Louisville. Mr. Shouse thus returns to the NAB board on which he had served two terms as director-at-large, representing large stations. The term is for two years, with Mr. Shouse taking office following the 1945 NAB convention.

Prior to the next NAB annual meeting or war conference, elections of district directors will be held in eight other odd-numbered districts. The next conference, following regular procedures, would be held sometime in 1945, presumably during the summer. New Orleans tentatively has been selected as the convention city, war conditions permitting.

Mr. Shouse was unopposed as district director and Mr. Lord was not a candidate to succeed himself.

Coincident with the NAB district meeting, the Ohio State Broadcasters Assn. elected Robert T. Mason, WMRN Marion, O., president; Arch Shawd, WTOL Toledo, vice-president, and Carl Everson, WHKC Columbus, secretary-treasurer.

C. E. Arney Jr., secretary-treasurer of the NAB, attended the Louisville session and reviewed radio activities on the home and war fronts.

Attending the NAB district session were:

Mr. Shouse, Robert Dunville, Neal Smith, WLW; Frazier Reams, Mr. Shawd, WTOL; Lindsay Nunn, Ed Willis, WLAP; Lee Coulson, A. W. Marlin, Harry Calloway, James Sheehy, Joe Eaton, J. M. Wynn, George Partridge, Ray Shannon, WHAS; Don Ioset, WMOH; E. Y. Flanagan, WSPD; Ralph Elvin, WLOK; Mr. Mason, Bob Morrison, WMRN; Fred Palmer, WCKY; Walter Callahan, WSAI; Paul Wagner, WPAY; Porter Smith, WGRC; Jack Kelly, Kenneth Johnston, WCOL; Vernon Pribble, WTAM; Ken Church, WKRC; Harry Camp, WGAR; R. D. Borland, WHK-WHKC; Mr. Lord, George Patterson, Charles C. Leonard, WAVE; Mr. Arney, NAB; T. B. Baker, WLAC; Harry McTigue, G. F. Bauer, WINN; Jim Downing, United Press; Mark Ethridge, *Louisville Courier-Journal*.

HOPE AND FIBBER LEAD IN EVENING

BOB HOPE heads the list of the "First Fifteen" programs in the Oct. 30 report on evening network Hooper ratings released by C. E. Hooper Inc., New York, *Fibber McGee & Molly* is second, and Walter Winchell third. Fourth place goes to *Radio Theatre*, which is followed respectively by Charlie McCarthy, Abbott & Costello, Jack Benny, *Mr. District Attorney*, Eddie Cantor, Hildegarde, *Screen Guild Players*, H. V. Kaltenborn, *Truth* or *Consequences*, *Your Hit Parade*, *Take It or Leave It*.

Radio Theatre has the highest sponsor identification index—88.8, with 88.7 giving the correct product; 0.1 naming another product; 0.6 giving the wrong sponsor, and 10.6 unable to name a sponsor.

1,000,000 WORDS

FCC Hearings Consume 4,559 Pages of Testimony

A TOTAL of 258 witnesses presented more than 1,000,000 words of testimony, plus 529 exhibits, during the FCC spectrumwide allocation hearings which closed last week. The printed record consumed 4,559 pages, averaging 240 words per page, according to Ward & Paul, Washington court stenographers who handled the hearings. Three stenographers, working in relays, were required to record the voluminous testimony.

Although some witnesses were on the stand three or four hours, others took but 10 or 15 minutes while some 30 of the total submitted prepared statements to conserve time. With few exceptions the entire Commission sat throughout the hearings, which began at 10:30 a.m. Sept. 28 and closed at 10:55 a.m., Nov 2, taking 24 hearing days.

Cost of the record to witnesses was 30c a page for the copy, or $1,367.70, plus $50 per week, or a total of $250 each additional complete set.

The hearings were conducted by Charles R. Denny, FCC general counsel, and George P. Adair, chief engineer, assisted by members of their respective staffs. Harry Plotkin, assistant general counsel and chief of the Law Dept. Litigation Section, organized the preliminary work.

Sarnoff Back

COL. DAVID SARNOFF, on leave as RCA president serving as special consultant to the communications branch, public relations office, SHAEF, has returned to the U. S., but is still on active military duty.

Everitt Heads IRE

DR. WILLIAM L. EVERITT, Chief, Operational Research Branch, U. S. Signal Corps, last week was elected president of the Institute of Radio Engineers, succeeding Prof. Hubert M. Turner of Yale U. Other officers named were: Dr. Hendrick J. Vander Bijl of Johannesburg, South Africa, vice-president; Stuart L. Bailey, Keith Henney, and Dr. Benjamin E. Shackleford, directors.

News Chiefs to Pearl

TO CONFER with naval officers about most effective methods of radio coverage of the Japanese naval war, news chiefs of the four networks—G. W. Johnstone, Blue; Paul White, CBS; John Whitmore, MBS, and William Brooks, NBC—will leave for CINPAC headquarters at Pearl Harbor shortly after election, to be gone about 10 days. Mr. Brooks has postponed his scheduled European trip.

New Emerson Mystery

EMERSON DRUG Co., Baltimore, on Jan. 6 plans to replace *Ellery Queen* on 15 NBC stations Sat., 7:30-8 p.m. (repeat 6 NBC stations, Thurs., 9:30-10 p.m.) with *Leslie Charteris, the Saint*, mystery series, subject to NBC's approval. Agency: McCann-Erickson. *Ellery Queen* has been acquired by Ruthrauff & Ryan, appointed by Whitehall Pharmacal Co., American Home Products Div., to put it on the air in January, product and network not set.

P & G Moving

P&G will promote Lava soap on the *FBI in Peace and War*, from Fred Colling's book, starting Dec. 2 on 74 CBS stations Sat., 88:30-8:55 p.m., and beginning Nov. 11 a Gay Nineties era musical-variety on 134 NBC stations Sat., 8-8:30 p.m., replacing *Rudy Vallee*, moving Nov. 9 to Thurs., 10:30-11 p.m., 134 NBC stations for P&G, Drene. Lava spot schedule to be substantially reduced. Agency: Biow Co., N. Y.

Continental Oil Plans

CONTINENTAL OIL Co., Ponca City, Okla., now using limited spot for Conoco products, is lining up an extensive spot schedule, as part of its 1945 advertising drive, through Geyer, Cornell & Newell, New York.



The story behind the W·I·T·H "News Room"

W-I-T-H is recognized as the NEWS station in Baltimore. W-I-T-H news coverage is no hit-or-miss reading of dispatches as they come over the wires.

The W-I-T-H "News Room" is set up with a managing editor, a news editor, and well trained announcers.

There is no boring repetition of news read over and over by announcers who have just come on duty.

Each spot news period is an edited newscast that packs into each period all the vital news.

News is another reason why W-I-T-H delivers more audience for the dollar spent. We've got hard as nails facts, if you want them, that prove W-I-T-H produces the greatest results at lowest costs every sales-minded executive likes to see.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Networks, Stations Canceling Programs for Ballot Coverage

Air Time Used Extensively by Candidates; Troops Overseas Will Hear Election Returns

By ROBERT K. RICHARDS

AMERICAN broadcasters, who have billed the two major political parties for about $750,000 each during the campaign months, this week feed the profits back into the trough as commercial programs are canceled wholesale to make room for election return news.

Tentative summaries prepared by BROADCASTING from material made available by the national committees of the major parties show that 29 hours and 10 minutes of network time was purchased by the Republicans and 32 hours and 5 minutes by the Democrats. Of the latter figure, only 24 hours and 35 minutes was purchased outright by the Democratic National Committee, with private groups interested in Mr. Roosevelt's candidacy buying the remaining 7 hours and 30 minutes.

A breakdown of the distribution of network time purchased for the respective tickets shows the following:

DEMOCRATS

BLUE	CBS	MBS	NBC
9 hrs. 20 min.	6 hrs. 5 min.	8 hrs. 15 min.	8 hrs. 25 min.

REPUBLICANS

7 hrs. 20 min.	4 hrs. 55 min	8 hrs.	8 hrs. 55 min.

This table shows network coverage only, and does not include the vast spot schedule placed on stations throughout the nation; nor do the dollar figures quoted take into account the sums of money expended by individuals and organizations other than the national committees in party promotions on individual stations and regional networks.

It has been estimated reliably that each party would spend about 1½ million dollars through its national committee. The limit placed by Congress on such expenditures is $3,000,000. If this estimate is correct, radio will have accounted for about 50% of the total, reflecting the reliance placed upon radio as a link between candidates and the people.

The picture reflects revolutionary departure from the campaigning techniques of 1864, when the last wartime election was held. Then candidates had to stand before the people to reach them, and audiences were limited to the capacity a hall would hold.

Network Plans

The returns from the nation's precincts, gathered laboriously then, reach the voters now as quickly as they reach the candidates. President Lincoln's re-election in 1864, conceded at midnight election night, was flashed to the country by telegram, but there were many areas which did not receive the results for days. Today's results will reach the people in split seconds.

To inform America of the ballot-count, networks, their affiliates and independent outlets Tuesday night are scrapping orthodox schedules and going all out for news and comment.

Scattered reports will be broadcast by Quincy Howe via CBS on his program at 6 p.m. (EWT). Beginning at 8 p.m., the entire network will be placed on a full-coverage basis, with all sustainers and commercials canceled except the five-minute sponsored news broadcast by Bill Henry at 8:55 p.m.

At least twice during the evening, swings will be made around the country, picking up ballot activity reports from selected cities. The network will give service as long as returns are available. Bob Trout will report returns from headquarter studios and his reports will be interspersed with commentaries by CBS analysts.

MBS will cancel all programs but regularly scheduled news periods, beginning at 7:45 p.m. Tuesday. Balloting news will be interrupted only for important war news. Headliners among the MBS men who will broadcast returns and comment on them are Gabriel Heatter, Fulton Lewis jr., Cecil Brown, Frank Singiser, Prescott Robinson and Henry Gladstone.

Special interpretative commentaries by Robert Hannegan, chairman of the Democratic National Committee, and Herbert Brownell, chairman of the Republican National Committee, also are scheduled by MBS. Also appearing for the Democrats will be Paul Porter, publicity director, and Mrs. Charles W. Tillett, committee vice-chairman. Miss Marian Martin, GOP vice-chairman, is scheduled to broadcast.

Walter Compton, speaking from Washington, will poll Washington correspondents at the National Press Club. Special nationwide roundups will be offered, and soldier reaction will be taken from overseas points.

Nerve center for NBC's election night coverage will be the huge studio 8-H in New York. A chart, backdropping the studio stage, will portray the flow of returns. Working from this chart, NBC newsmen and analysts will report returns.

The network's New York and Washington staffs will work together to cover the various contests. H. V. Kaltenborn and Richard Harkness will cover the presidential results; Morgan Beatty is assigned to Congressional and gubernatorial races; John W. Vandercook, Don Hollenbeck and Don Goddard will supplement this coverage with special reports.

Highlight of the NBC coverage will be a special 10-minute report from Washington on the economic aspects of the election by W. M. Kiplinger, author of the business letter bearing his name.

George Gallup, conductor of the Gallup Poll, who has broadcast a series of pre-election trend reports on the Blue will be in this network's studios election night, matching his analyses against Elmo Roper at CBS, Archibald Crossley at MBS and Mr. Kiplinger at NBC.

The Blue expects to pick up soldier reaction to the election through overseas swings. This network plans a special routine in announcing returns in summary fashion, designed especially to aid the listeners in getting a clear picture of the balloting instead of piece-meal reports of returns from scattered points.

Commentators will report in accordance with a "listener pattern", beginning with a flash on the presidential popular vote, then a recapitulation of the electoral votes by states and an analysis of indicated trends. These will be followed by tabulations of votes in Congressional and gubernatorial contests.

Election Drama

Included also in the Blue election night schedule is a drama dedicated to the American electorate, written by Forrest Barnes and David Broekman; an address by Eric Johnston, president of the U. S. Chamber of Commerce; and a "Blue Network Editorial" including a brief talk by Edward J. Noble, Blue board chairman. Walter Winchell will make a special broadcast on the election as an example of democracy at work.

Directors of election coverage for the 4 networks are: CBS, Paul White, director of news broadcasts; NBC, William F. Brooks, director of news and special events; Blue, G. W. Johnstone and MBS, Tom Slater, director of special features and Dave Driscoll, director of war services and news for WOR New York.

Matching network enterprise for full coverage Tuesday night, many stations will cancel all schedules beginning variously at 7, 7:30 and 8 p.m. In scattered reports reaching BROADCASTING at deadline, and representative of station plans, such re-scheduling was announced by WCOP Boston; WJW Cleveland, KMOX and KSD St. Louis; WNEW and WHOM New York, KYW Philadelphia.

WNEW and the *New York Daily News* in New York will supply election bulletins and Cesar Searchinger, WNEW commentator, will analyze the returns in a special co-operative television broadcast scheduled for WABD.

WCBW, CBS video station, will telecast 3 hours of election news and trends beginning at 9 p.m.

Full election coverage by WNBT, NBC television outlet, is scheduled.

OWI Transmissions

Meanwhile, overseas shortwave facilities of the Office of War Information will be utilized to transmit news as it develops to our forces outside the continental United States. The Armed Forces Radio Service, it was announced by Capt. Frank King, will begin broadcasting election returns at 7 p.m. election night and will follow through with frequent five-minute summaries until the issue is decided.

A special broad beam covering all of Europe and utilizing two OWI transmitters loaned to the Army, will carry a program built around 10-minute return summaries on the hour and half-hour, interspersed with music that can be interrupted for election bulletins.

An equally elaborate program for distribution of election returns for fighting men in the Pacific theatre will be accomodated by OWI West Coast transmitters.

The Office of Coordinator of Inter-American Affairs will extend its regular broadcast schedules to carry special events election programs in Spanish, Portuguese and English for Latin-American audiences.

Two CIAA transmitters of the Spanish service will continue on the air until 2 a.m., two hours past regular sign-off. Others, operating in English and Portuguese, will continue on the air until 3 a.m.

Four transmitters will beam news to Mexico and Central America.

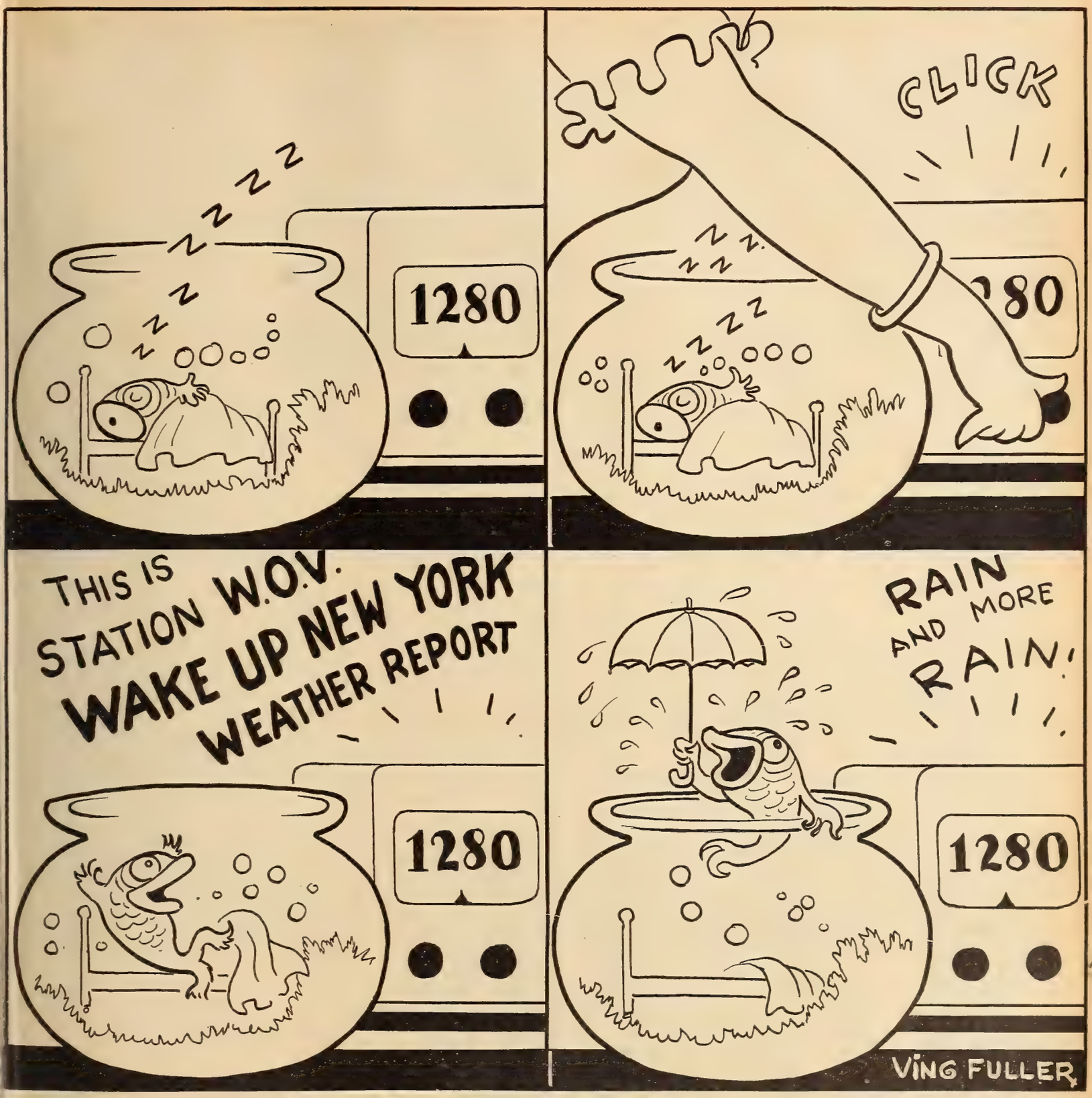
Tidewater Expands

EXPANDING its coverage of eastern football games on local stations, Tidewater Assoc. Oil Co., New York, sponsor of all home games of Columbia U. on WMCA New York, has added broadcasts by direct line hookup on WTIC Hartford. Contract covers four games, beginning Oct. 28. Agency is Lennen & Mitchell, New York.

FDR VIDEO FORECAST
Describes It as One of New Scientific Wonders

PRESIDENT ROOSEVELT, first major political candidate to utilize fully the power of radio in campaigning, in his nationwide speech last Thursday evening foresaw television as among the new scientific wonders which will bless the peacetime world.

The President, looking into the future, said: "I look forward to millions of new homes, fit for decent living; to new low-priced automobiles; new highways; new airplanes and airports; to television and miraculous, new inventions and discoveries, made during this war, which will be adapted to the peacetime uses of a peace-loving people."



New York's Early Bird Program That Hits The Spot Like a Well Planned Breakfast.....



EVERY weekday morning, from 7:00 to 8:30 a.m., the cheerful voice of Peggy Lloyd helps thousands of metropolitan New Yorkers off to a good start for the day. "Wake Up New York" is a carefully planned program that gives listeners what they want, with plenty of music, news, time signals, weather reports and other diversified features. As a result, "Wake Up New York", during its broadcast hours, has the highest Hooper rating for August and September, of any New York Independent station, except one, and on the basis of rate, delivers its audience at the lowest cost per listener. A few choice announcement spots are still available.

WOV
New York
THE KEY TO TWO MARKETS

Ralph N. Weil, General Manager * Joseph Hershey McGillvra, Nat'l Rep.

Fly Leaves FCC Nov. 15

(*Continued from page 13*)

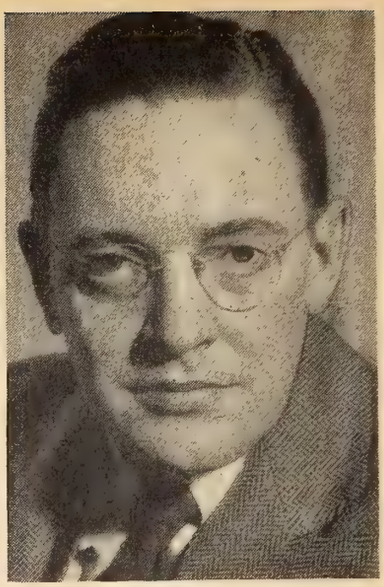
an additional appropriation, which runs out with the adjournment of this session.

In Congressional circles, the investigation from the start has been regarded as a sort of personal feud between Cox and Fly. Chairman Fly is under subpena to appear before the Committee on Nov. 21 in connection with the WMCA 1940 sale to Edward J. Noble, now controlling owner of the Blue Network.

It is generally assumed that Mr. Fly will number among his clients Muzak Corp., which is making a bid for "subscriber radio" service on FM frequencies. William B. Benton, former advertising executive and owner of Muzak and Associated Music Publishers, has offered Mr. Fly the general counselship. When Muzak appeared before the Commission during hearings last month to press for an allotment of three FM channels, Mr. Fly absented himself and turned over the gavel to Commissioner Walker.

It is presumed Mr. Fly will not seek to represent radio clients *per se* in matters before the FCC—for the present, anyway. FCC regulations (Rule 1.38) specify that no member, officer or employe shall, within two years after his service with the Commission is terminated, appear as an attorney before the Commission in any cause or application which he has handled or passed upon while in the service of the Commission. There would be nothing, however, to prevent him from representing clients on entirely new matters or new applications.

Peter Shuebruk, legal assistant to Chairman Fly for several years, and Miss Charlotta Gallap, Mr. Fly's confidential secretary, will join him in his new legal firm.



MR. PORTER

Responsible for many reforms and innovations in radio regulation and a fighter who brooked no opposition, Mr. Fly spearheaded the drive for rigid regulation of relationship between networks and their affiliates, in which he was victorious after a two-year fight. From the time he assumed FCC office in September 1939 until his resignation, he had been at odds with the major networks and from time to time with other radio groups. A mailed-fist regulator, he had come to the Commission from the TVA, where he had been general counsel.

Disliked NAB

His controversy with the networks was eclipsed only by his dislike for the NAB and its former president, Neville Miller. He consistently contended the NAB was network-dominated. His most vicious denunciation of the NAB came at the St. Louis convention in 1941, when he alluded to it as akin to a "dead mackerel in the moonlight—it both shines and stinks".

When Frank R. McNinch, the FDR trouble-shooter, found the FCC job too much for him because of frail health, the President on July 27, 1939 selected the energetic young TVA general counsel as his successor. He did not assume office, however, until Sept. 1. A year later the President created the five-man Defense Communications Board, now the Board of War Communications, and named Mr. Fly chairman. That did not set well with the military and still doesn't.

AFRA Increase

OVERALL 10% increase in the AFRA commercial code covering performers employed on national network programs and on programs on New York key stations was agreed to last Friday, with terms for local and regional broadcasts out of Chicago, Los Angeles and San Francisco to be negotiated individually in those cities. Terms if approved by War Labor Board, will be retroactive to Nov. 1. New contract runs for two years, until Oct. 31, 1946, the common expiration date for the network sustaining agreement, staff contracts and the transcription code, which are currently under negotiation.

Rubin Plea Denied

PETITION of William B. Rubin, Milwaukee attorney and Democratic candidate for Governor of Wisconsin, complaining against stations of the four major networks which have carried Republican campaign talks, was denied last week by the FCC. Mr. Rubin charged that Gov. Dewey and other GOP speakers had made "false statements" concerning President Roosevelt, requested the FCC to issue orders to stations carrying the speeches to show cause why their licenses shouldn't be revoked, and asked that Republican speakers be required to submit scripts 48 hours in advance and that stations be required to "delete" any "false information".

Augusta Ruling

EFFORTS by a station manager to induce announcers to resign from a union are an unfair labor practice, the National Labor Relations Board ruled last week in a dispute between Augusta Broadcasting Co. (WRDW Augusta, Ga.) and the International Brotherhood of Electrical Workers.

One resource among many . . .

Among the many natural resources which make the tri-state area of Louisiana, Texas and Arkansas a wealthy market is timber. Here, timber grows more rapidly than in any other section of the country, making it possible by reforestation and careful cutting for lumbermen to have a new crop annually. With hundreds of mills running at peak production today, spendable income has reached a new high for workers in this industry. To influence the buying needs of these workers, alert advertisers are using powerful, 50,000-watt KWKH for their advertising messages.



KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.



JULIUS F. SEEBACH

CANNY WOR PROGRAM HEAD SPECIALIZES IN CATCHING COMPETITION NAPPING

The relaxed man shown above is Julius F. Seebach, vice president of WOR in charge of programs. During the past ten years, Seebach has shrewdly designed for WOR a pattern of elastic programming that is widely aped and envied. He maintained as early as 1936 that straight news broadcasts, commentators, and women's service programs would become increasingly important factors in station program scheduling. His predictions are vividly underlined today by the dominant positions of such WOR program types in the Crossley Continuing Study, Hooper and Pulse of N. Y. audience reports, as well as on the sales ledgers of hundreds of sponsors. Seebach's sensitive awareness of talent is radio-historic. Such top-rankers as Raymond Gram Swing, Bessie Beatty, Gabriel Heatter, Mary Margaret McBride, Sunny Skylar, Martha Deane, Frank Singiser and many others were discovered and developed under his guidance. He said recently, "Impending world and home events foreshadow listeners' wants. One of WOR's big jobs has always been to anticipate and meet these wants for the benefit of its listeners and sponsors." Most competing New York stations enviously agree that Seebach has done a superb job on the latter.

SATELLITES



ROBERT A. SIMON, director of continuities. Crack air writer, editor, script doctor, Simon is nationally-known for his silk-smooth musical continuities. His "preparedness" announcements written early in the war, were cited by the OWI as perfect examples for the industry to follow.



NORMAN D. LIVINGSTON, commercial program director. Shrewd appraiser of what sells goods and what doesn't, Livingston is also a gifted picker of the kind of talent that registers cushiony Crossley, Hooper and Pulse ratings. He fathered such hits as "The Street Singer," the Joe Penner show and "Bulldog Drummond," etc.



ROGER BOWER, JOCK MacGREGOR, senior producers, are both gifted radio craftsmen, able to wrap up any kind of show in the books. Bower is especially known for his comedy-variety flair (example: "Can You Top This?") while writer-actor-director Jock MacGregor is famed for his mystery-drama touch ("Nick Carter," "The Mysterious Traveler").

WOR's programmers are smart agency and sponsor advisers

Seebach makes it a practice to surround himself with some of the most gifted showmen in radio. Shown on these pages are five WOR topnotchers. Individually, these men have made contributions to radio that are now bright pages in its brief but event-studded history. Backed by the resources of one of the industry's most advanced audience research staffs, Livingston, Simon and Ruffner plot WOR's 24-hour program schedule, both commercial and sustaining, with the bullseye precision of field gunners. Their business is knowing what the public wants, at the time it wants it. This knowledge is of invaluable help to numerous agencies and advertisers throughout the United States.



EDMUND B. "TINY" RUFFNER, director of daytime programs. League-legged "Tiny" Ruffner is as well-known to radio as Amos 'n' Andy. Has been associated with Maxwell House Showboat, Palmolive Beauty Box Theater, Town Hall Tonight. He created Big Town. A calculating daytime programmer.

CONTINUED ON NEXT PAGE

WOR, as we have tried to indicate in the preceding photographs, is a product of much more than the mechanical selection and scheduling of programs.

WOR is people; 303 of them, all variously talented and skilled in the demanding tasks that go into the making of modern and successful broadcasting.

Such a staff and knowledge is one big reason why WOR is so particularly well-equipped to create programs that build the *greatest audiences* at the *lowest cost.*

Our address is . . .

—that power-full station **WOR**

at 1440 Broadway, in New York

member of the mutual broadcasting systen

Norton Urges FM Over 120 mc, Television 500-1,500 mc Band

Conclusions Based on Released Propagation Data Indicate Negligible Interference in Higher Spectrum

CONCLUSIONS based on hitherto restricted propagation data, submitted last week at the FCC allocation hearings, indicate that FM would better serve above 120 mc and television would be freer of interference from 500-1,500 mc, rather than in the lower frequency ranges.

Dr. Kenneth A. Norton, from 1935-42 engineer in the FCC technical information section, now on leave to the Army Air Forces and on duty with the Operations & Analysis Division, War Dept., told the Commission that data, based on worldwide propagation, "clearly indicate that interference would be expected for a negligible percentage of time on frequencies above 120 mc".

RCA Counsel Objects

As for television, Dr. Norton referred to an early exhibit submitted in the hearings and concluded: "I indicated that the expected range for a transmitting antenna at 1,000 feet would be a maximum in the band between 500 and 1,500 mc. No experience which I have had within the past few years would lead me to change that prediction."

His testimony, begun Oct. 28 and concluded last Monday, brought objections from Tom C. Harris, counsel for RCA and former FCC attorney, who said: "Certain RCA engineers do not believe the conclusions here can be found."

In a statement placed in the record late Wednesday, Dr. H. H. Beverage, associate director of research, RCA Labs. and vice-president of RCA Communications, took issue with a portion of Dr. Norton's findings, contending that the "data upon which these estimates are based are a startling departure from the ionospheric conditions observed in Washington".

He expressed the opinion that Sporadic E and F2 layer transmission should not prove "too serious a problem to the protected service area for television and FM" but added they would, when present, "undoubtedly limit otherwise good service that might be obtained out beyond the normal protected service area".

Increased Shadows

Moving FM and television to above 80 or 90 mc should improve the service in the fringe area or beyond, he continued, but increased difficulty with shadow in urban areas would be encountered. Listing Dr. J. H. Dellinger, chief of the Bureau of Standards Radio Section, and Dr. Norton as two of the "foremost radio propagation experts in the United States," Dr. Beverage said the two were in disagreement.

"Dr. Norton has testified that we may expect serious interference from long distance transmission, particularly from F2 layer reflections, on frequencies above 50 mc, and that he believes that FM and television should be placed on frequencies above 100 mcs," said Dr. Beverage. "Dr. Dellinger, on the other hand, has advised Panel 5 of the RTPB that, in his opinion, there will be no serious interference to FM in its present location between 42 and 50 mcs. Presumably Dr. Dellinger and Dr. Norton have access to the same basic information, yet they have apparently arrived at quite different conclusion."

Dr. Norton's testimony, explaining exhibits submitted earlier by Dr. Lynde P. Wheeler, chief of the technical information section [BROADCASTING, Oct. 30], was based, he said, on the "regular ionosphere measurements which have been made for many years at the National Bureau of Standards' laboratories near Washington and more recently have been made at a very large number of other points throughout the world."

Based on Bureau of Standards measurements near Washington, a station operating on 44 mc during last maximum sunspot cycle would not expect F2 layer reflections at a distance less than 1,320 miles, but at distances greater than 2,060 miles F layer transmission would be expected for 1% or more of the listening hours or for 723 hours during the last sunspot cycle (winter months, October-March, 1936-39). On frequencies above 60 mc no F layer transmissions would be expected at any distance, provided the transmission point had its midpoint near Washington.

But a study of worldwide propagation data, declassified by the military, led to the conclusion that the inonosphere over many points would be expected to support much higher frequency transmissions than that over Washington, he said. His data was gathered from stations which he felt would have a "fairly direct bearing on the allocation problem in the United States", Dr. Norton continued.

London Interference 'Danger Signal'

Referring to testimony of Dr. Beverage that television transmission from London has been seen in New York, Dr. Norton commented: "The New York-London circuit is known to be one of the most difficult high frequency transmission circuits in the world so that the mere knowledge that transmission has taken place over this path on 45 mc should be a danger signal."

Dr. Norton ventured that had high power VHF transmitters been operating in South America or Australia at or near 80 mc during the maximum of the last sunspot cycle they would have been "intercepted for many hours with intensities sufficiently strong to cause serious interference to an FM or television broadcasting service".

He explained that the sunspot cycle about to be entered is expected to have its maximum between 1946-54. It has an "opposite phase to the preceding cycle in the sense that the polarity of the spots on the sun will be reversed in the northern and southern hemispheres of the sun," he added. That difference in polarity may have considerable influence on the ionosphere and "may well cause predictions based on studies of the last sunspot cycle to be questionable".

Dr. Norton said data now available represents the "best estimate" of the highest frequency F layer transmissions which may be expected "for many years in the future and for transmission paths traversing any part of the world". It was on that conclusion that he stated interference above 120 mc would be negligible.

As for Sporadic E, measurements at three widely separated stations in the U. S. indicated that on a frequency of 88 mc interference from one station would be expected "for less than one hour per year", but he added: "If 10 stations were operating on this frequency beyond the skip distance from the desired station, interference would be expected for more than 8 hours per year."

Heavy Interference at 44.3 mc

Measurements at WGTR Paxton, Mass., Yankee Network FM station operating on 44.3 mc with transmitter power of 83 kw and 10 bay antenna, were used by Dr. Norton to show the expected F layer, Sporadic E, tropospheric wave and ground wave field intensities. With a lower powered station the interference would not appear to be as serious, he explained, since interference would be present in a smaller proportion of the potential service area.

On the basis of the WGTR measurements, however, Dr. Norton found that the station would receive interference throughout more than 75% of its service area and concluded: "This is obviously an extremely serious problem."

F layer skywave field intensity expected from WGTR would be 1,000 microvolts per meter at 2,500 miles and "such an interfering field would cause interference to at least the 2,000 microvolt per meter contour of another station operating on the same frequency and with the same power at this distance," he said.

Sporadic E layer skywave field intensities are much weaker in this case and more variable than the F layer because the reflections do not take place at a well-defined layer but rather from ionized clouds, Dr. Norton continued. After explaining his curves in technical terms, Dr. Norton stated his data on skywave transmission has "demonstrated the necessity for moving FM upwards in the spectrum if we are to enjoy the interference free broadcasting service which the industry is leading the public to expect.

"The question which remains to be answered is how far should we go," he went on. "Fortunately from the propagation standpoint, this does not involve a compromise. For the same power input into the transmitting antenna I would expect slightly larger FM service areas on frequencies between 130 and 200 mc than on 45 mc even if all of the listeners use receiving

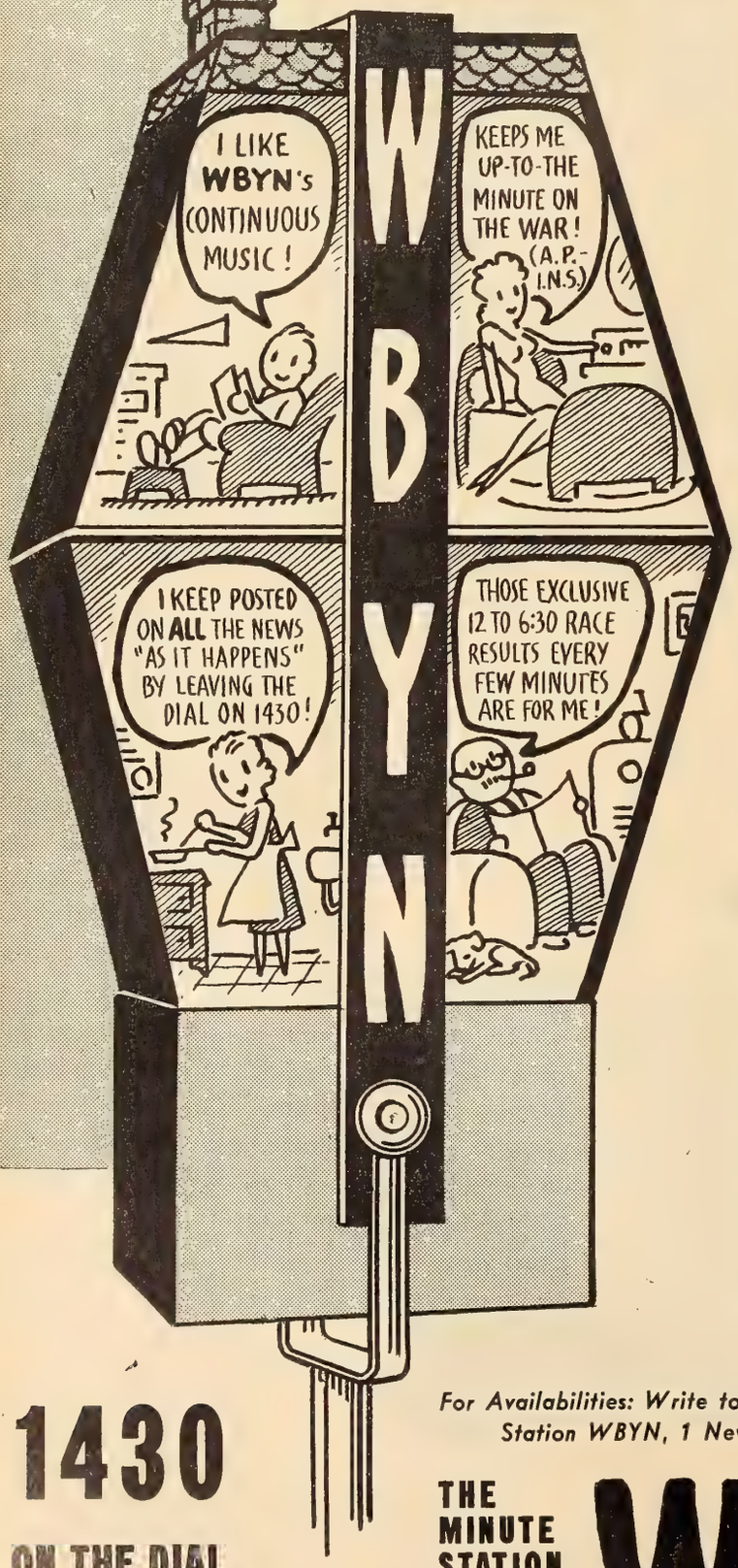


THAT Miami Margarine Co., sponsor of Bess Lyman's homemaker program on WINN Louisville thinks all the world of WINN's effectiveness is attested to by the presentation of a globe and atlas by G. F. (Red) Bauer, WINN sales manager (right) to L. J. White (second from left) branch manager, Blue Valley Creamery Co., on behalf of Miami Margarine in recognition of record sales of Nu-Maid Margarine in the Louisville area. Others pictured are P. G. Summers (left), sales manager of the Blue Valley Creamery Co. and Miss Lyman whose program Mr. White visited.

Seek Hutchinson FM

HUTCHINSON PUBLISHING Co., Hutchinson, Kan., which publishes the Hutchinson *News & Herald*, last week filed with the FCC an application for a new FM station on 43,300 kc with coverage of 15,200 sq. mi. and an estimated cost of $62,000. Controlling interest in the company is held by Sidney F. Harris (36.5%) secretary, and John P. Harris (36.5%), treasurer who together hold a 50% interest in Salina Journal Inc., which has 40% interest in KSAL Salina. In addition they each are 20% owners of KBUR Burlington, Ia., according to the application.

THIS STATION IS JUST LIKE A BROOKLYN HOME!



WBYN has its home in Brooklyn—just like 3,000,000 out of New York's seven million.

Naturally, all New York *hears* WBYN but it has Brooklyn in its heart and represents the sure way to *cover Brooklyn thoroughly*. It is Brooklyn's only full time radio station.

And there's another reason why it is just like Brooklyn homes. WBYN's unique "Minute Programming" (see illustration) — every minute every family member gets what he wants most in news and music. Daily newspaper ads tell the story in a big way. Send today for our 1944-45 brochure for a surprise in coverage per dollar.

For Availabilities: Write to WILLIAM NORINS, Gen. Mgr. Station WBYN, 1 Nevins Street, Brooklyn, N. Y.

1430 ON THE DIAL

THE MINUTE STATION

WBYN

antennas which are built into the receivers."

Dr. Norton pointed to one di advantage of the higher freque cies. That is the increasing im portance of the tropospheric wave which are too weak and variab in intensity to increase effective the reliable service area of an F or television station, but are neve theless "sufficiently strong to cau considerable interference to oth stations operating on the same fr quency in adjacent service areas

He told the Commission it wa desirable that "every opportuni be taken" to make field intensi recordings of tropospheric wa field intensities in each new wa band so that the FCC will have "proper basis for determining th required geographical separati between stations on the same fr quency".

Need for Channels

"It may very well be that a lar er number of channels will be r quired by FM or television broa cast services at the higher fr quencies simply because of th greater geographical separation r quired between stations at th higher frequencies due to th stronger tropospheric waves," sa Dr. Norton. "Presumably, at th present time, it might be feasib to allocate a few additional cha nels above 120 mc to both FM a television to take care of this co tingency in the congested easte part of the United States, where if we wait until find out the exa quantitative importance of tro spheric waves at some later da we may not be able to find any v cant channels in the wave ban adjacent to these important ser ices."

As for television propagatio Dr. Norton agreed with testimo of Dr. Peter C. Goldmark, chi CBS television engineer, that mu tipath effects would not be expect to depend upon the carrier fr quency. In receivers where mul path is serious, directional anten may become necessary, regardle of the carrier frequency, said D Norton. He concluded that "t effects of multipath will be f easier to overcome when they a present as we go to the higher ca rier frequencies."

Shadows cast by hills and mou tains will result in large redu tions in received field intensi these reductions becoming great as the frequency rises, he explain The largest obstacle to UHF fr quency propagation is the bul of the earth itself, he added, co tinuing that "the theory shows th the received fields are higher t higher the radio frequency up points slightly beyond the dir line of sight".

Dr. Norton last Monday took sue with Elmer W. Engstrom, RC Labs. research director, who tes fied that it would be difficult service a residential area with te vision if between that area and t transmitting antenna there wa

(*Continued on page 26*)

WMBD

Announces the return of

Lt. Col. Brooks Watson

U. S. Army



● Brooks Watson returns to WMBD after two years in the armed services. All the experience gained as Chief of the Radio Department, Public Relations Section, European Theater of Operations, London, England, contributes to the organization of a better News Service over WMBD. Brooks' return ushers in a new era of News Service to rich, prosperous Peoriarea.

NEWS about NEWS on WMBD

● Under Mr. Watson's guidance, News facilities at WMBD become second to none. Here is the present line-up of News Service at WMBD:

1. A full time PRESS ASSOCIATION (radio subsidiary of Associated Press) wire.
2. A full time UNITED PRESS wire.
3. Eye-witness accounts of leading foreign correspondents from "on the spot" through Columbia Broadcasting System's "The World Today".
4. Special broadcasts from the Western Front through arrangements with the British Broadcasting Corporation.

INCREASED DOMINATION OF PEORIAREA

WMBD News Service, and WMBD programs already command **more than twice the average listening audience** of the second most popular station in rich, responsive Peoriarea, Illinois' leading market outside Chicago. Brooks Watson's wealth of knowledge in news editing and presentation, plus the increased news facilities, enhance WMBD domination of prosperous Peoriarea. Ask for more WMBD facts.

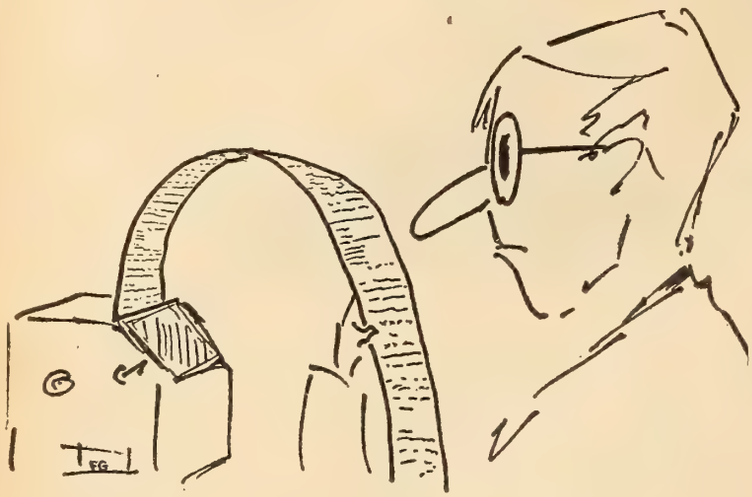


FREE AND PETERS INC.
National Representatives

WMBD

PEORIA BROADCASTING COMPANY
PEORIA, ILLINOIS

WJW'S Mr. Weegey



"News?" says Mr. Weegey. "Why we've got more news than we know what to do with." * But Weegey is just being modest. He knows exactly what to do with all the news we have. He even goes out looking for more, and if anything happens that Clevelanders would like to know about you can be sure Weegey has the story.

Weegey is vice-president in charge of our news editor, and he's hexed our entire announcing staff into a style of news presentation that our listeners can really enjoy listening to.*

Every time we see him we say, "What's new Weegey?" He always says, "WJW has an average of 12 local newscasts daily—11 of them sponsored."

"What about that 12th one, Weegey?" we inquire testily.

"Nobody's perfect," he replies.

But some smart advertiser is going to make a liar out of Weegey any minute now.

** Weegey just told us a preposition is a word you should never end a sentence with.*

WJW 850 CLEVELAND
BASIC Blue Network
850 KC 5000 Watts
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

many tall building obstructing the direct line of sight from transmitter to receiver antennas. Mr. Engstrom concluded that the effect of obstructions was greater the higher the frequency but Dr. Norton contended that the net effect of obstructions "is an increased service area as we increase the frequency since typical signal transmission paths will always be obstructed much less than typical transmission paths from noise sources".

Dr. Norton was cross-examined by Maj. Edwin H. Armstrong, FM inventor, who commented that Dr. Norton's data had been "very helpful" and had taken "some of the mystery out of interference". Exchanging technical phrases, the two engineers were interrupted at one point by Chairman Fly who asked them to "state that in language we all can understand".

Interference Problem

Maj. Armstrong said on the basis of Dr. Norton's data and his own findings, he had drawn the conclusion that perhaps high powered FM stations should be at the long end of the band, where they would be "practically immune from interference in the U. S." If FM were moved up to 60 mc it would accomplish two things, he added: "Our own stations would eliminate F2 layer interference practically entirely" and it would "reduce Sporadic E from 1/10th to 1/100% of the time."

Dr. Norton interposed that relative to F layer, 60 mc was not high enough because of the potential international interference of which he said: "The international problem makes it more serious to this Commission."

Commissioner E. K. Jett asked about the feasibility of an international agreement, then remarked: "I think it's unfortunate if we left the record incomplete. I think the Commission must take into consideration there is more propagation data which can't be released at this time."

Cross-examined by W. A. Roberts, counsel for Television Broadcasters Assn., Dr. Norton said none of the measurements was made on the present television frequencies above 50 mc. They were made in the "lower frequencies" he added, but his curves were projected on the basis of knowledge in the lower frequencies and other data.

Dr. Norton also was questioned by Comdr. T. A. M. Craven, vice president of the Cowles Broadcasting Co. and an advocate of television "upstairs" and by Chairman Fly.

Today's Video Compared With Radio of the 20's

TELEVISION programming today is in about the same state as radio programming of 20 years ago, John Southwell, in charge of television production of Young & Rubicam, told the Television Press Club of New York at its opening fall luncheon meeting last Wednesday. Pointing out that the early sound broadcasts bore little resemblance to today's program schedules, he said that until the public in general has had an opportunity to watch video programs for an appreciable period of time and to make its preferences known, about all the television producer can do is experiment with an open mind, pending the day when the public indicates what programs it likes and how they should be produced.

Edward Sobol, producer-director at NBC, discussed the difference between producing a sound broadcast, where something must go on all the time and a long pause is fatal, and a video program in which the picture can speak for itself a good part of the time. Citing the effect of radio on political campaigning, with a good voice so essential for a major candidate, he predicted that four years hence a candidate's appearance before a television camera will be as important as his microphone manner is today.

OWI Aims at Fritz

THE GERMAN ARMY, target of the *German Wermacht Hour* beamed out by ABSIE (American Broadcasting Station in Europe), is getting its first taste of OWI-supplied popular live music according to the New York office of the OWI's Overseas Branch. Beginning last Wednesday (Nov. 1), ABSIE is offering German listeners a weekly half-hour of dance music by Maj. Glenn Miller, leader of the American Band of the Supreme Allied Command. Heretofore, ABSIE has confined its music fare for the Germans to recorded tunes.

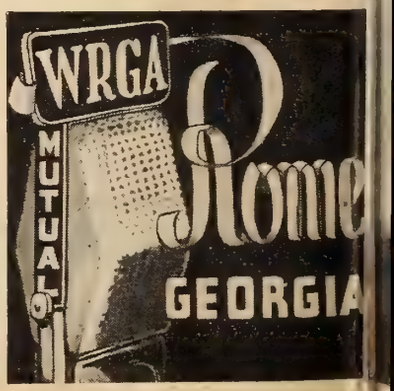
WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

ELECTED!

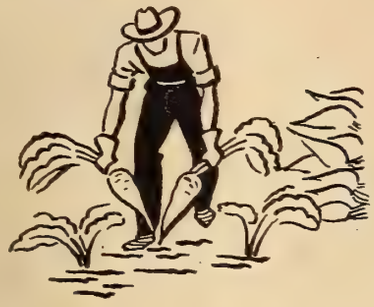
Time buyers, who use The Rule of 3 to buy spots, have elected WDRC as their choice in Hartford. WDRC has the winning combination of 1) coverage, 2) programs, 3) rate!

USE WDRC TO CONNECT IN CONNECTICUT

CBS



Colorado Is First in Production of Beet Sugar



FOR the past thirty days, in Colorado, the fall beet harvest and sugar-making campaign have been under way. This year again, Colorado will harvest more sugar beets and manufacture more beet sugar than any other state in the union. From Colorado's 17 sugar factories annually comes from 20 to 25 percent of the nation's beet sugar.

Not one of these factories will be a war relic when peace comes. They were all here before the war, essential elements of this state's and this nation's economy.

The beet sugar industry is one of the many fixed assets of the Denver region on which the permanent economic soundness and stability of the market rests. Mining, manufacturing, agriculture, livestock raising . . . these, too, are fixed assets of the Denver region. All have been stimulated by the unprecedented needs of war, but none will be superfluous when peace comes with new demands for the things that Colorado makes, mines and grows.

Looking at the Denver market today, or looking at it in the future, it is the kind of market in which advertising investments are good business. Advertising investments on KLZ, in particular, are good business because KLZ delivers the Denver market.

KLZ • DENVER

CBS Network • 560 Kc.

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

REPRESENTED BY
THE KATZ AGENCY





On the Ball!

An advertising agency writes a letter to WWVA—we quote:

"We write lots of merchandising letters out of this office for lots of radio stations to use. In your case, however, we'd like to have YOU do the letter writing. Based on the letters you folks have been sending us, you can probably do one helluva lot better job than we ever could. You know your territory—you know your drug outlets—you know your station—you know your advantages and your talent—you just go right ahead and use your own judgment. Prepare the letter and send it out—say whatever you like. If you care to, you can send us a copy, but it isn't at all necessary.

"Our client phoned this morning to inform us that he had already received an order from one of the wholesalers in your area. Apparently you folks are on the ball!"

ASK A JOHN BLAIR MAN

50,000 Watts on the Blue!

WWVA

50,000 WATTS

WHEELING, W. VA.

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

A FORT INDUSTRY STATION

SOS Hazard Seen In Low AM Band

Looney, FCC Engineer, Claims Ship Auto Alarm May Suffer

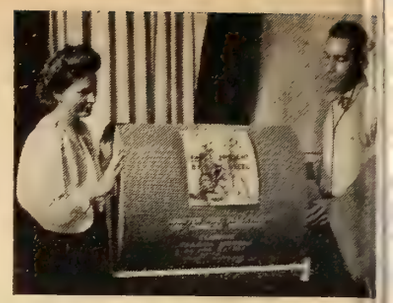
EXTENSION of the standard broadcast band to 520 kc, as advocated by the Allocation Committee of Panel 4, RTPB, might conceivably interfere with the effectiveness of auto-alarms aboard ships tuned to the distress frequency, H. V. Looney, FCC engineer, testified during the FCC allocation hearings.

American auto alarms are tuned to a rather broad band, capable of pickup signals on any frequency between 487.5-512.5 kc, he said, and while extension of the standard band to 520 kc may not ring the bell of the ship alarm systems, it would cause a weaker sensitivity, making it more difficult for the desired signal to throw the alarm.

Questioned by Charles R. Denny, FCC general counsel, and Howard S. Frazier, chairman of Panel 4 and NAB director of engineering, Mr. Looney said that at 540 kc there would be less likelihood of interference, although much would depend on the power of the transmitting station and its geographical location with reference to the coastal areas. He couldn't estimate the signal strength permissible at the auto alarms on 520 kc on the basis of selectivity data available.

The Panel 4 Receiver Committee has advocated moving the standard band to 530 kc Mr. Looney said that at the outbreak of the war, the U. S. had 1,000 ships equipped with auto alarms and there has been a "considerable increase since 1941". The Berne Bureau's list for June 1939 disclosed approximately 4,200 ships of all nations equipped with auto alarms.

Ability of different types of auto alarms to discriminate against unwanted signals varies, said Mr. Looney, and judging by the circuits employed, he expressed the opinion that some of the foreign alarms have poorer selectivity than the American devices. "Unless there were a change in design, I would expect any increase in selectivity to be obtained at the expense of band width," he said.



TURNING TITLE mechanism be fore the television camera for it troduction to a half-hour play o WABD New York, these DuMor station members assist in a vide presentation sponsored by the Wi throp Shoe Co. for its men's shoe

Court Holds for WDG In 'Pot o' Gold' Lawsui

A LAWSUIT, brought by Isador Pulverman against WDGY Mi neapolis and the McCord Adv. C of that city on the plea that had originated the telephone pac age identification plan and submi ted it in 1940 to Wallace B. Ston then WDGY commercial manage was decided in favor of the d fendants by Judge Selover in Di trict Court of Minneapolis Oct. 2 Plaintiff claimed that in 1943, L L. Whiting, then commercial ma ager of WDGY used his origin tion in various programs on t station, while the defense claime there was no original idea submi ted on the basis of Mr. Whiting testimony and the lack of eviden on the part of Mr. Pulverman, t trial was concluded.

Haydn Evans, creator of WDGY *Pot of Gold* program, and Walla Stone, now in the Marines, we present during the trial. In han ing down the decision in favor WDGY, Judge Selover stated: am somewhat impressed with t argument with respect to the hea burden resting upon the defendan to show prior use in analogy the patent law, but we must n forget that the initial burden proof in this action to show t contract and his rights, rests up the plaintiff."

Attorney for the defense w Gordon Mangan of Kelly & Ma gan, Minneapolis, while the plai tiff was represented by Kellog Morgan, Chase, Carter & Hea ley, St. Paul.

FOR THE "*World's Best Coverage of the World's Biggest News*"

UNITED PRESS

"Its a WIZE advertizer who uses the Springfield, Ohio Market."

An inquiry Will prove it.

WIZE Springfield Ohio

WEED & CO... National Representati



IDENTICAL TWINS

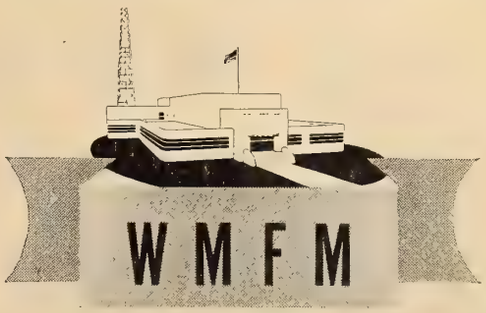
. . . yet there is a difference!

Even identical twins often have important differences. In Wisconsin, for example, you'll find WMFM listeners are almost a perfect cross-section of the population . . . but they have one thing in common . . . one thing that distinguishes them from other radio listeners.

WMFM listeners are more discriminating . . . more responsive. All over Wisconsin this family of listeners stays tuned to WMFM because it gives them what they want . . . quality programming, quality reception. That is the secret of WMFM listener loyalty . . . quality programming, quality reception.

You want these discriminating listeners. They are receptive to new products, improved products, superior products.

When making your advertising plans for Wisconsin, investigate the "plus" audience only WMFM can deliver. Include WMFM in your next schedule.



THE MILWAUKEE JOURNAL FM STATION

Editorializing on the Air Is Opposed By 4 of 5 Kansans, Whan Survey Shows

THAT RADIO should not follow the lead of newspapers in editorializing is the opinion of four out of five listeners but nevertheless one out of three believes that radio does take sides on public issues, according to the study of the Kansas Radio Audience of 1944 by Dr. F. L. Whan released by WIBW Topeka. This is the second installment of the study of Kansas Radio audiences, the first [BROADCASTING, June 12] being a special advance supplement on the postwar plans of Kansas families.

Women lead slightly in the belief that radio should not take sides but men lead in the belief that it does so. 83.1% of the women and 80.4% of the men or more than 5,000 answering the question were against editorializing and 34.9% of the women and 37.6% of the men think that radio is not impartial. More college than grade school people feel that radio should not take sides but conversely the belief is more prevalent in the latter group that radio is not impartial.

The attitude of listeners towards advertising cigarettes, beer and wine on radio was one of the points of information sought by the Whan study. This question is particularly pertinent in Kansas where during the twenties, sale of cigarettes as well as of intoxicating beverages was illegal. At present the law only permits sale of cigarettes, beer and other liquors containing less than 3.2% alcohol. The question asked was whether the respondent would listen as regularly as he could to interesting programs advertising these products. Surprisingly, farmers displayed greater tolerance on both subjects than city dwellers and were approximately twice as likely to accept cigarette programs. The latter programs would be accepted by 29.5% of the women and 35.6% of the men in Kansas. In farm homes the figures are: women 47.1%, men 50.7%; village homes, women 18.1%, men 29.5%; urban homes, women 22.0%, men 27.1%. On the question of beer and wine programs 15.1% of the women and 23.2% of the men responded in the affirmative. The figures vary little between the different population groups. Young people were more likely to accept both types of sponsorship than older adults but educational background had no consistent or plausible effect in determining attitude on the question.

According to the replies of more than 5,000 individuals on the question of listening habits and hours, the average adult listener in Kansas during April and May 1944 listened approximately 3 hours and 55 minutes each weekday. Since all interviewing was done Tuesdays through Saturdays and the question was based on the exact times the respondent had listened to the radio the day before, no information could be gathered concerning Saturday or Sunday listening. Listening this year represents an increase of nearly 25 minutes per individual over listening reported during the same period in 1943. A table listing comparative data back to 1940 shows a gradual increase in Kansas listening since the 1942 war-year low, with average listening still somewhat under the pre-war listening of 1940.

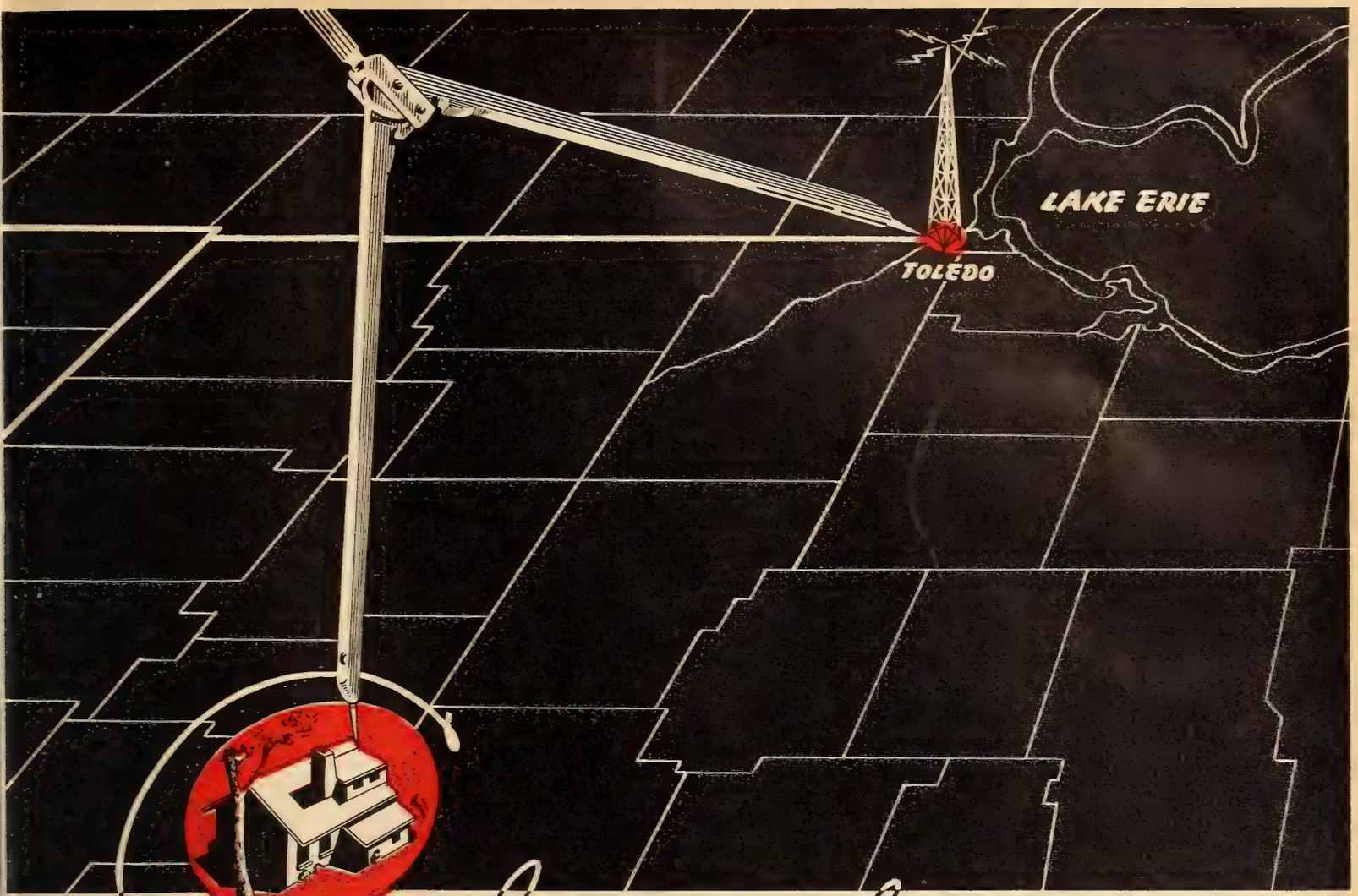
The average evening audience is shown to be two or three times as large as the average audience in the morning or afternoon. However, the survey notes, spot time-buyers using a series of spot announcements, should not judge the total number of different individuals reached, by the size of the audience at a given time. Particularly during daylight hours, it says, the radio audience is constantly shifting from one set of homes to another whereas during the evening the shift is not so pronounced. Therefore, the total number of individuals reached by a series of announcements in the morning or afternoon may not be much smaller than the number reached by a like series broadcast in the evening. This holds true particularly for the farm audience.

Jack Is Jim

WITH transfer of Jack Moore from the marketing department of BBDO New York to radio timebuying, the agency has taken a firm hand to prevent station men from confusing him with Jack Moore, promotion man, also of the radio department. Agency's edict is that Jack Moore, the timebuyer, will be known as Jim, borrowing from his middle name. But the Jack who does program promotion for BBDO clients, perhaps by virtue of seniority in radio, remains just Jack.







shortest distance
BETWEEN TWO POINTS ISN'T THE IMPORTANT THING

We know your interest lies in the quickest way to reach ALL points in Northwestern Ohio and Southern Michigan—more effectively and economically.

That's where WSPD fits in—Our 22 years of service to the community—Over a million loyal listeners—Our popular news and farm service—Top NBC audience shows—And sufficient power to deliver that sales message "out loud".

THE FARM BREAKFAST HOUR

A WSPD FEATURE

Open for Sale

6:00 to 7:00 AM

Monday through Saturday

A live talent show—built to reach Rural Listeners—handled by an experienced Farm Reporter. Can be purchased complete or in a participating sponsorship.

Just Ask Katz

WSPD
5,000 WATTS
TOLEDO, OHIO
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

TO ADVERTISERS WHO ARE LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you **how and why** this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.



WIS

COLUMBIA SOUTH CAROLINA

5000 WATTS • 560 KC



FREE & PETERS, Inc., National Representatives

Cities Celebrate

SIX YEARS with the right stations and sponsor is the record for *Quiz of Two Cities* celebrating its anniversary with WFBR Baltimore and WOL Washington. Sponsor is Gunther Brewing Co. of Baltimore and Washington. Henry Hickman of WFBR and Walter Compton of WOL both cut cakes in honor of the event. Program is broadcast by stations in 22 cities.

G&D SPOT CAMPAIGN IN NEW EXPANSION

GAMBARELLI & DAVITTO's spot radio campaign for G&D Vermouth —a substantial expansion over previous broadcast advertising— ties in closely with its space advertising. America as seen by historical characters is the theme of ads and is the subject of short dramatizations included in a half-hour transcription *Vineyard Melodu.*

Produced and placed by Jackson & Co., New York, newly appointed agency, and cut by Columbia Recording Corp., Bridgeport, the disc started as a weekly program Nov. 1 on WINS WNEW WHN WAAT WFBR WIBG WEAN WCAE WRNL and about Nov. 20 will begin on WHDH WEAN. Gambarelli & Davitto, which is the New York division of Italian Swiss Colony Wines, on the West Coast, previously confined its programs to spots and local shows on a few New York stations. They also renewed for 52 weeks Nov. 5 quarter-hour news on WOR.

Gillette Fights on WHN

GILLETTE SAFETY RAZOR Corp., Boston, sponsors on WHN New York for the second consecutive year the Monday night boxing bouts presented by the 20th Century Sporting Club from St. Nicholas Arena in New York. Broadcasts are heard from 10 p.m. to conclusion with Steve Ellis handling blow-by-blow accounts and Don Dunphy the color. Series began Oct. 30 and will continue through the 1944-45 season. Bouts are also telecast for Gillette on WNBT, NBC's New York television station. The Club's Friday night bouts from Madison Square Garden and other points are sponsored regularly on Mutual by Gillette under terms of a new year-round 52-week contract. Agency is Maxon Inc., New York.

CBS Data

COUNTY-BY-COUNTY breakdown of radio families, according to the 1940 Census and to estimates for 1944 made by the CBS research department, has been published in a spiral-bound book by CBS, which is distributing copies to advertisers and agencies [see BROADCASTING, Oct. 9].

NRDGA Video Plan

TELEVISION and its applications to retail store display will be given an entire day of a two-day meeting of store management and display executives to be held Dec. 7-8 by the National Retail Dry Goods Assn. at the Savoy-Plaza Hotel, New York.

Congress Airings Favored in Survey

Straus Discovers Most Stations Sympathetic to Plan

REPLIES of 133 broadcasters to a survey of radio on broadcasting Congressional debates, show 69.2% favorable and only 13.5% opposed, according to a report issued last week by WMCA New York. Survey was conducted by Nathan Straus, WMCA president, following his recent endorsement of the pending Pepper Resolution to permit sessions of Congress to be broadcast [BROADCASTING, Sept. 18].

J. Harold Ryan, NAB president, in an expression of personal views, pointed out some of the "operational difficulties" with such broadcasts, but also mentioned the experience of New Zealand, where such broadcasts are said to have "resulted in an improvement in the calibre of their representatives."

Breakdown of the 133 replies (representing 141 stations) shows 22 broadcasters (26 stations) endorsing the idea and promising to carry the Congressional broadcasts, and 70 broadcasters (74 stations) endorsing the plan without any promise to air the programs, making a total of 92 radio executives (69.2%) favorable to the plan. Remainder of replies divided: 23 (17.3%) undecided; 18 (13.5%) opposed.

Calling the response "most encouraging," Mr. Straus said that although the sample covers approximately 15% of the radio industry, it is wide enough to provide an accurate cross section of national opinion. We all recognize that operational problems exist, but we feel confident these will be met as efficiently as the industry has solved other similar problems. "The immediate consideration is the acceptance by Congress of the principle that radio should not be denied the right to broadcast legislative debates," Mr. Straus said.

MASON, Au & Magenheimer Conf. Mfg. Co., Brooklyn, makers of Peaks, Mason Mints, Black Crows, Dots and other candies and spot radio user, has named Roy S. Durstine Inc., New York as agency, effective Dec. 1. Future media plans are being formulated for the account.

CHATTANOOGA

IN THE HEART OF TVA POWER EMPIRE

WDOD

CBS

5,000 WATTS

DAY AND NIGHT

PAUL H. RAYMER CO.

SYMPHONY to swing shift



That's the assignment of KYW's versatile Musical Director . .

CLARENCE FUHRMAN

CONCERT PIANIST with the Philadelphia Orchestra at the age of fifteen . . youngest Navy bandmaster in World War I . . with a twenty-year stint as conductor before the mike.

Whether it's Beethoven, Bach, or Brahms . . barrelhouse, boogie-woogie, or the blues, Fuhrman is every inch the master musician. The full range of his talent is currently shown in programs in the popular vein, with special arrangements, sponsored by two leading Philadelphia advertisers.

The outstanding success of KYW musical programs is directly traceable to the genius and sound musicianship of Clarence Fuhrman. Audience-acceptance throughout the coverage-area of KYW, plus the baton of Clarence Fuhrman, are a combination to bear in mind. When considering radio sponsorship in the Philadelphia market, ask to hear an audition-record of "Clarence Fuhrman Presents" . . a 30-minute available feature on Wednesday evenings from 7.30 to 8. NBC Spot Sales will tell you more.

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KDKA • KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES

Corwin Defends PAC Radio Handbook

Denies Use of Illegal Methods to Secure Radio Time

EDITOR'S NOTE: Consistent with our policy of presenting both sides, we publish herewith a letter from Emil Corwin, Radio Division, CIO Political Action Committee, and author of the CIO-PAC Radio Handbook. Editorials to which Mr. Corwin refers were published in 1944 BROADCASTING issues of Aug. 14, pp. 38; Aug. 28, pp. 104; Sept. 11, pp. 36; Oct. 2, pp. 36; Oct. 30, pp. 38.(For further editorial comment, see Page 40 this issue). Mr. Corwin is a brother of Norman Corwin, dramatist, and had been in the NBC press department eight years before becoming radio chief of the Soil Conservation Service, Dept. of Agriculture, in 1942. He left that post last April 6 become PAC radio director.

A FEW months ago the CIO-Political Action Committee issued a *Radio Handbook* to inform labor unions of the people's rights in radio, how to obtain radio time and how to use the time effectively.

The book was distributed not only to labor leaders, but to network and radio station executives, and Congressmen, inviting their comment. To date, not a single condemnatory letter has been received. On the contrary, several Congressmen and station managers have written to commend us for the book. Some literary critics have considered it important enough as current educational literature to give it space in their book review columns.

In view of this reaction, it is difficult to understand the articles and editorials that have appeared in BROADCASTING during the past several months in which the CIO-PAC is variously reported as trying to "force", "cudgel" and "pressure" radio stations into giving CIO "free" time. BROADCASTING also accuses us of "muscling-in" on free time.

By implying that the CIO-PAC advocates illegal or unethical methods to secure radio time, BROADCASTING not only distorts the contents and purpose of the handbook but does a disservice to the radio stations which have made and are now making time available to labor organizations.

BROADCASTING seems to be obsessed with the notion that PAC is on a rampage for free time. Nowhere in your many articles and editorials on our radio activities is there any mention of the fact that labor *buys* radio time. Our *Radio Handbook* discusses circumstances when sustaining time may be obtained, but no reference is made in your columns to the fact that the book also gives information on purchasing time. Our reports indicate that most labor programs on the air are on purchased time.

The *Radio Handbook*, which your magazine has described as a "brazen, impudent effort to pressure broadcasters into yielding free time to CIO unions", has been out for nearly four months. Can BROADCASTING show us where a station has been "forced", "cudgeled", and "pressured" into giving free time to a CIO organization? The evidence is to the contrary.

One station manager on the West Coast wrote us: "All the effort to get radio in the minds of labor has come from our direction. We still today find our local unions inclined to look at radio askance. We want to see labor on the air and on our station."

Columbus Case

Carl M. Everson, manager of WHKC Columbus, was asked during hearings before the FCC recently, if he thought it proper for a labor union to instruct its members on how to get radio time. His answer, as reported in BROADCASTING, Aug. 28, 1944, was: "I think labor unions should do it and do it fast. You've been backward." This was the hearing, incidentally, which your magazine, in its Aug. 21 issue, declared was "inspired" by the PAC to obliterate the NAB. For your information, the petition against the station was filed by Local 927, UAW-CIO, Columbus, in September, 1943, months before the PAC was organized.

Do the instances cited above sound as if radio stations were being coerced into giving labor free time?

Recalls Article

BROADCASTING magazine of Oct. 26, 1942, carried an interesting story on page 59 by T. J. McInerney, titled, "Business Organizations Turn to Radio". Mr. McInerney wrote: "The use of the radio in recent years by businessmen's organizations — trade associations, boards of trade, chambers of commerce, and civic and commercial organizations—as a means of publicizing their organizational activities and advertising their communities, has increased tremendously . . . The majority of the organizations making use of radio depend on sustaining time, but this is not true in every case. Of 165 Chambers of Commerce and similar associations which received a questionnaire sent out by the U. S. Chamber of Commerce, 23 replied that they paid for their radio time. A similar number reported that they paid for time on occasions, while 75 indicated that they did not pay for their program time."

Did BROADCASTING accuse the trade associations and Chambers of Commerce of pressuring and cudgeling stations into giving away free time or muscling in on free time? I don't recall that you did.

Unless radio permits the unbiased presentation of public issues by organizations representing *all* the people, radio is not fulfilling its obligation to operate in the public interest. This is an objective that labor will continue to strive for.

Oct. 26

EMIL CORWIN
Radio Division.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing



KTHS . . . . . Hot Springs, Ark.
KWKH . . . . . Shreveport, La.
KTBS . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . Jackson, Tenn.
WNOX . . . . . Knoxville, Tenn.
WMC . . . . . Memphis, Tenn.
KTBC . . . . . Austin, Texas
KRIC . . . . . Beaumont, Texas
KRLD . . . . . Dallas, Texas
WCHS . . . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . . Huntington, W. Va.
WPAR . . . . Parkersburg, W. Va.



Announcing

RADIO STATION

WMT

CEDAR RAPIDS • WATERLOO

is now owned by

THE AMERICAN BROADCASTING STATIONS, Inc.

This change of ownership will not affect our present standards of "top" quality programs . . . our policies remain the same . . . and our audience still remains the "buyinest" folks in Iowa.



Represented by the Katz Agency

Other Fellow's Viewpoint

Editor's Note—Reaction to the letter written by Harry Bannister, general manager of WWJ Detroit, in response to Dr. Harlow Shapley's criticism of singing commercials [BROADCASTING, *Oct. 23*] *has been varied. Herewith are typical letters commenting on the article:*

'Sheer Genius'

EDITOR, BROADCASTING:

You can retire now because you have reached the Olympian heights. It was sheer genius or a burst of incomparable inspiration that caused you to write the headline, "Bannister Slides Down Professor". You have not only made my day—you have made the whole autumn and winter, too.

NATHAN LORD,
Manager, WAVE Louisville
Oct. 24

No Place for Jibes

EDITOR, BROADCASTING:

It doesn't seem to me to be a service to radio to poke fun at Dr. Shapley, as was done in BROADCASTING for Oct. 23.

My own reactions to Dr. Shapley's letter to Niles Trammell are embodied in the enclosed copy of what I wrote to the head of NBC.

It is a matter that stations should clean up, cooperatively, and the sooner the better. In some cases it is simply a matter of better programming. In others, it goes to the content of the announcement but there are times, in my judgment, when we just throw too many commercials at the listeners. In time, that will have the effect of dulling the response.

Dr. Shapley needs no defense from me. He is one of the foremost scientist of the country, a great educator and an extremely hard-headed and practical man withal. I think we would do better to try to make a constructive response to such an intelligent critic.

A. H. KIRCHOFER,
Vice-President, WBEN Buffalo
Oct. 30

The following, also written by Mr. Kirchofer, was addressed to Mr. Niles Trammel, president NBC, who had referred the Shapley letter to Mr. Kirchhofer's attention:

"I just have read Dr. Shapley's letter of Aug. 29, and wish to state that I not only agree but sympathize with him.

"Some of the things being done in connection with chain breaks are an abomination, along with tendencies to over-commercialize radio. It is slaying the goose that lays the golden eggs and we are going to regret it. If we don't do something about it, things you have been through in Washington will be mild compared with what will come.

"It may not primarily be a network problem because the stations so stoutly have defended their right to sell spots between chain breaks; but it is, nevertheless, a common problem and we should work together to clear it up. A single station can't do much about it, except to turn down business and see it gravitate elsewhere but, nevertheless, there are some spots I am cleaning up forthwith." Oct. 3.

Frank A. Merrick

FRANK A. MERRICK, 75, vice-chairman of Westinghouse Electric & Mfg. Co. and former vice-president of the Canadian Westinghouse Co. died in Hamilton, Ont. Oct. 25. Mr. Merrick, a native of the United States, was born in Lambertville, N. J., and educated at Lehigh U., receiving a degree in electrical engineering in 1891. After graduation he worked for the Thomson-Houston Co., Lynn, Mass., and did not join Westinghouse until 1902, when he went to work in the East Pittsburgh plant. In 1903 Mr. Merrick was placed in charge of the new Canadian manufacturing organization of Westinghouse.

Esquire Spots

ESQUIRE MAGAZINE, Chicago, is sponsoring weekly one-minute spot announcements, for an indefinite time on WTCN WCCO WDGY WLOL. Agency is Schwimmer & Scott Adv., Chicago.

United Stipulates

UNITED ADVERTISING Co., Chicago (fountain pens), has stipulated with the Federal Trade Commission to cease misrepresentations concerning price, quality, origin of manufacture, brand designation and value of their pens.



FLY CENSORS PROGRAM—But it wasn't James Lawrence Fly—it was a large, intent horsefly that dive-bombed the air condensers of the transmitter at WHEC Rochester, short-circuited the equipment and knocked off the air for six minutes a brand new 15-piece string combination directed by Ken Sparnon in its debut performance. Here Mr. Sparnon, with Flit gun, maps a counterattack to ward off future intruders.

Movie Spots

INTERNATIONAL PICTURES Inc., New York, which has appropriated $250,000 for the promotion of "The Woman in the Window", scheduled for release by RKO in November will use spot radio in connection with the premiers in various cities, possibly using as many as 200 stations in all, according to Buchanan & Co., New York, agency handling national advertising. Recorded one-minute spots and 15-second chain breaks combining straight copy with sound effects will be used.

In Amarillo, Texas on KFDA

SOMETHING NEW HAS BEEN ADDED (Yearly)

. . . . . LISTENERS!



(● NOTE THESE FIGURES)

GOING . . .

Fall—1942

City—Amarillo, Texas

	KFDA	STA. B.
Morning Index Monday thru Fri. 8:00 A.M.-12:00 N.	17.7	78.4
Afternoon Index Monday thru Fri. 12:00 N.-6:00 P.M.	20.5	76.5
Evening Index Monday thru Fri. 6:00 P.M.-10:00 P.M.	14.3	80.8

GOING . . .

Fall—1943

City—Amarillo, Texas

	KFDA	STA. B.
Morning Index Monday thru Fri. 8:00 A.M.-12:00 N.	56.9	41.0
Afternoon Index Monday thru Fri. 12:00 N.-6:00 P.M.	34.4	63.9
Evening Index Monday thru Fri. 6:00 P.M.-10:00 P.M.	21.2	78.0

. . . UP!

SUMMER—1944

City—Amarillo, Texas

	KFDA	STA. B.
Morning Index Monday thru Fri. 8:00 A.M.-12:00 N.	65.6	33.7
Afternoon Index Monday thru Fri. 12:00 N.-6:00 P.M.	36.0	62.8
Evening Index Monday thru Fri. 6:00 P.M.-10:00 P.M.	30.0	69.0

• NUNN STATIONS

WCMI Ashland, Ky. Huntington, W. VA.
WLAP Lexington, Ky.
WBIR Knoxville, Tenn.
KFDA Amarillo, Texas

"This Is The Blue Network"

REPRESENTED BY THE JOHN E. PEARSON CO.

KFDA

Howard P. Roberson, Mgr.
AMARILLO, TEXAS

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW



Judith Waller, NBC public service director, receives the Knight of the Rose from City Commissioner Dorothy McCullough Lee at the dinner in Miss Waller's honor.



Arden X. Pangborn, KGW's Managing Director, seems to amuse Miss Waller and Mrs. Gilmore.



MARY ELIZABETH GILMORE

PRESIDENT OF THE OREGON CHAPTER, ASSOCIATION FOR EDUCATION BY RADIO

SAYS... "More than two hundred enthusiastic educators and radio people attended this fall's first meeting of the Oregon chapter of Association for Education by Radio. Station KGW was host at dinner in honor of Miss Judith Waller, director of public service for the National Broadcasting Company, who had come to speak to us under KGW's sponsorship. She gave us a graphic description of the radio institutes held last summer at Northwestern and Stanford Universities, and at U.C.L.A. Many of the listeners indicated a desire to attend one of the institutes next year. The whole affair was indicative of the fine relationship that exists between the educators and the commercial radio stations. We are very grateful to KGW for bringing Miss Waller to Portland."

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

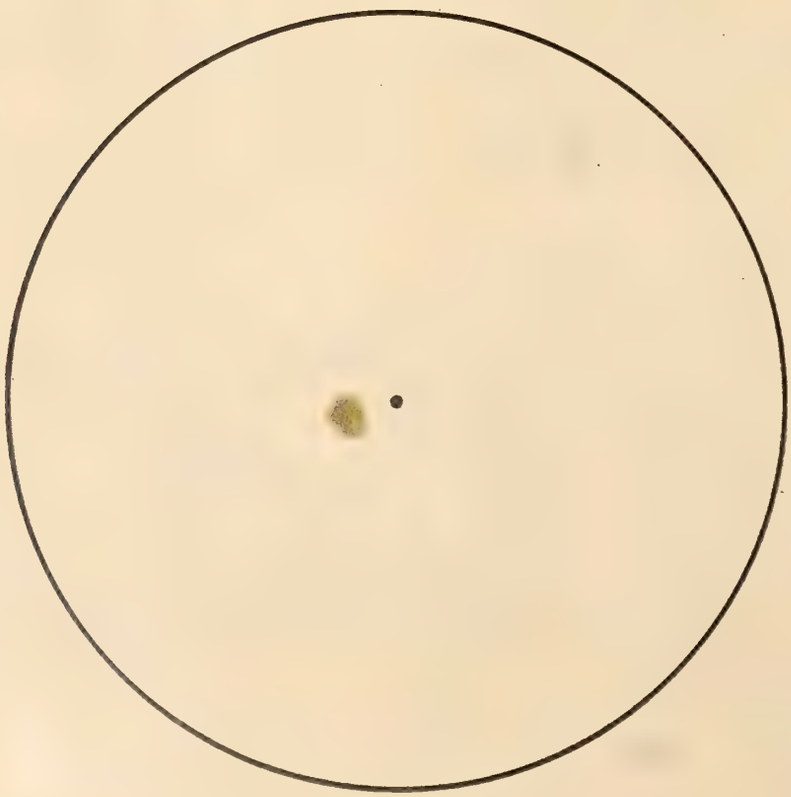
NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

DIRECTIONS In strong light, stare at the center of the letter "O" of the KXOK in the yellow circle and count 40 seconds. Then quickly focus eyes on the black dot in the center of the white circle below. Count ten, and KXOK reappears.

KXOK

KXOK IS NO ILLUSIO



Represented by JOHN BLAIR & COMP.

N!



Whether you consider KXOK as the miracle of this optical illusion . . . or as a progressive radio station that stands as a living, vital force in this area . . . the good impression this station makes on advertisers proves that KXOK is no illusion.

Results are what count! So . . . look into the illustration and follow instructions to imprint the KXOK call letter on your memory . . . then ask a KXOK or JOHN BLAIR representative to tell you how others have benefited by advertising over KXOK.

Yes . . . learn the facts about this economical and effective medium through which to sell your product in St. Louis and surrounding territory . . . and you'll agree that KXOK is no illusion!

KXOK

SAINT LOUIS, (1) MISSOURI

630 ON YOUR DIAL • 5000 WATTS • FULL TIME • BLUE NETWORK

Owned & Operated by the St. Louis Star-Times

Offices in New York • Chicago • St. Louis • Los Angeles • San Francisco

Editorial

Snap-Back With Kobak

SELECTION of Edgar Kobak, erstwhile executive vice-president of the Blue, to head Mutual, is applauded by all those interested in radio's progress. During his decade in radio and about its fringe—first with NBC, then Lord & Thomas, and back with the Blue—Ed Kobak developed the respect of broadcasters everywhere, associates and competitors alike. He is a rare combination of salesman-engineer-planner-executive. He likes to call himself a "radio publisher".

With Mutual, Ed Kobak will get the opportunity to put all of his talents to work. The rapid strides made by the Blue since its separation from NBC in early 1942 can be ascribed in no small way to his planning and his coordination with Mark Woods, Blue president.

Mutual got under way a decade ago as radio's first cooperative network venture. It has made excellent progress. Its stockholders and affiliates naturally want to do better.

Whether Mutual will remain a cooperative nonprofit venture (as a network) or alter its organization alone conventional network lines presumably will depend upon Mr. Kobak's recommendations following an appraisal of the operations. Radio should have a strong four-network structure. The competition will be healthy. We think the dynamic Mr. Kobak will bring more business to all radio.

PAC's Corwin Presents . . .

PUBLISHED in this issue (page 34) is a letter from Emil Corwin, radio director of the CIO Political Action Committee. He takes us to task for criticism of the PAC's *Radio Handbook*, published last Summer.

Our editorials have not emphasized those portions of the *Handbook* which dealt with purchase of station time. That's because the *Handbook* itself doesn't emphasize it, and there's implicit in the CIO-PAC campaign procurement of *free* time, and of raising merry ned in the high places if they don't get it.

Labor unions have been exhorted by the CIO, through its official publications, to get in on the ground floor of FM by applying for stations in this virgin radio field. When Sidney Hillman, chairman of the PAC, was asked that question at a National Press Club luncheon in Washington last week, he said he knew of "no program" for that. Perhaps that hasn't been cleared with them.

Mr. Corwin's reference to free time for trade groups warrants response. We have repeatedly inveighed against free time grabs by those who have something to sell. It is just as repugnant to accept a disguised commercial from the National Assn. of Manufacturers in free time as it is from the CIO.

CIO publishes its own newspapers. It can establish its own FM stations, we judge, and have all the time it wants to sell memberships or political action. But then it must be prepared to give opposition labor movements and management equal time. And it will have to clear it with Jimmy Petrillo [AFM-AFL] on a fixed quota of staff musicians.

Slowly, Make Haste

PROCEEDINGS before the FCC on new spectrumwide allocations were conducted at an almost reckless pace. Time is an important element, to be sure, but it's more important to be right.

During the last fortnight there have been rather startling disclosures with the release of hitherto classified information on the propagation characteristics of frequencies in the lower portion of the ultra-high band—the portion in which FM and television and related broadcast services seek to cast their lots. These data purport to show that unique types of radio phenenoma and interference prevail in the band ranging up to about 100 mc, and that scientific factors, plus ordinary prudence, appear to favor movement of these broadcast services above 100 mc.

The argument favoring swift solution of the allocations problem is the Dec. 1 deadline established by the State Dept. for the forwarding of preparatory data, to be used in formulating this country's proposals for the next International Telecommunications Conference, to be held after V-E day. But does that mean that a perfected allocations plan must be evolved by the FCC this week or this month?

The international conference will deal with the allocation of bands having international communications range or interference. As we understand it, only those frequencies below 40 or 50 mc have such international range. It is desirable, of course, to allocate shorter range frequencies for postwar aviation on an international basis, so that planes can utilize the same equipment and bands everywhere. And there's the question of allocations for international shortwave broadcasting. In the latter instance, however, there must be determination of our national policy—whether there should be direct or relay broadcasting in that field.

Thus, the allocations for the broadcast services appear to be a matter not of international consideration but of so-called "regional" concern, covering North and possibly South America. Whether FM or television or both should be accommodated below 100 mc or 300 mc, or above, could be developed at a Regional conference—after full information on these propagation phenomena is available.

Radio veterans recall the 1923 Hoover Conferences, when it was decided to establish the broadcast band at 550 to 1500 kc. It developed that the longer waves below 550 kc were best suited for broadcasting. There are proposals even now that they be converted.

Perhaps the answer to the television problem, if that new radio dimension is to get underway promptly, would be to allocate channels in pairs—one in the lower end of the spectrum and another "upstairs", thus permitting experimentation in both and affording protection to the experimenters who would then be assured of an assignment either way the art might develop.

The important factor now is to avoid a stampede for allocations that would be regretted. Let's not be carried away by the zeal or ambitions of the regulators, manufacturers, broadcasters, inventors or scientists, each with a particular slant or an axe to grind. What's done as a result of the allocations hearings can't be undone overnight or perhaps anytime in the forseeable future. It's wise to make haste, but not more swiftly than is prudent or necessary.

Our Respects To —



ROBERT MORRIS PIERCE

WAR, like politics, makes strange combinations and even the closest friends of R. Morris Pierce are having a difficult time sizing up a mental picture of Morrie in the front lines—let alone commandeering a convoy of tanks to take an objective. For those who know Morrie Pierce know him as a modest, retiring gentleman. But they also know him as one of the top engineers in the radio business—a man whose work and hobby have always been one and the same—radio.

So the exploits of Morrie Pierce in this war are no surprise to his associates at WGAR where he served as chief engineer before taking a leave of absence in February 1943 to become chief engineer for the Psychological Warfare Branch of OWI. He has since been made vice-president in charge of engineering for the Richards stations, WGAR WJR KMPC.

Born in Chicago Dec. 17, 1906 Morrie attended Cornell College in Mt. Vernon, Ia., for two years and later took two more years of study in mathematics and electrical engineering at Case School of Applied Science, Cleveland.

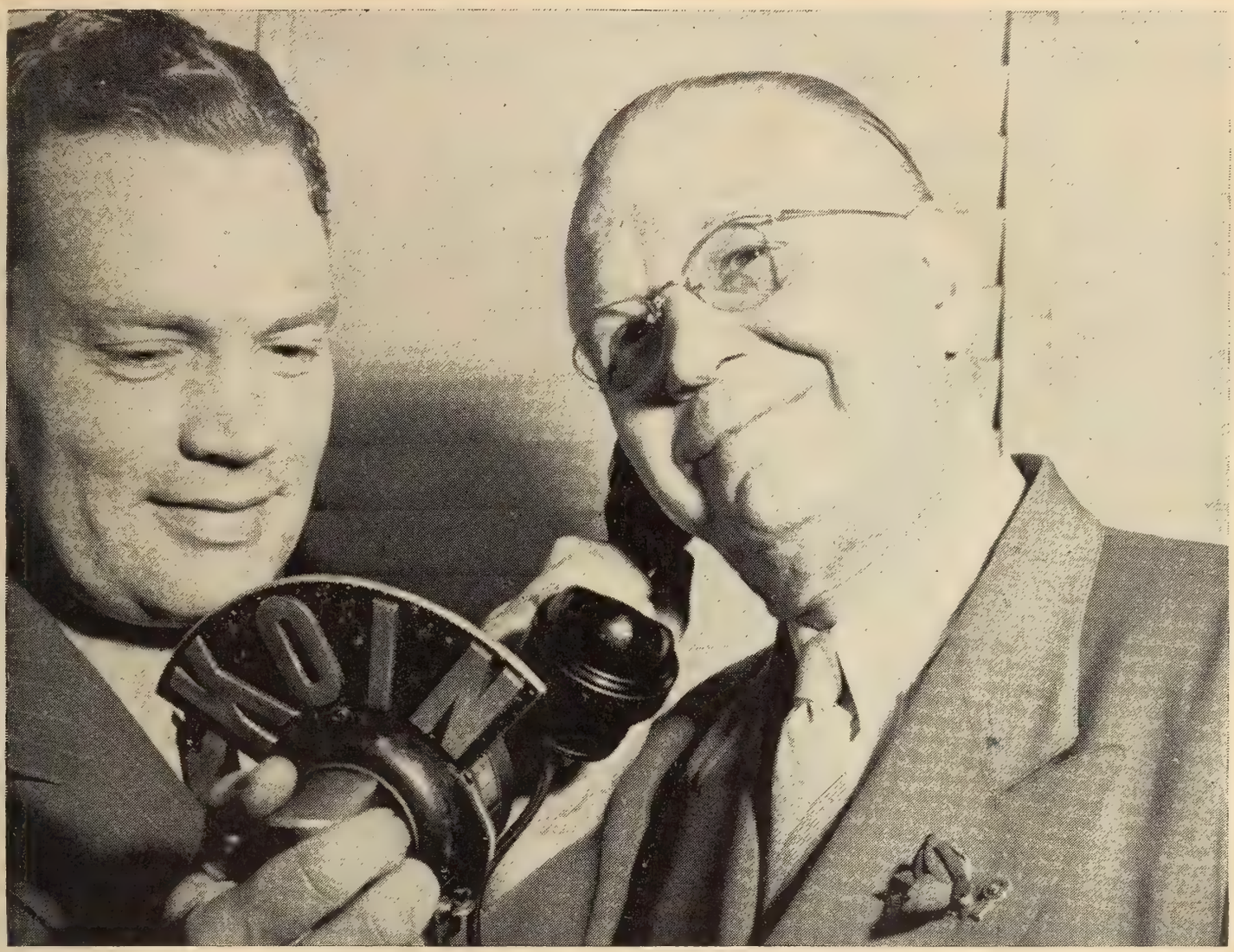
Morrie first broke into radio as a control engineer of WJAY Cleveland in September 1927 and moved the following year to WGHP Detroit as assistant chief engineer. After serving on the engineering staff of WJR Detroit, Morrie went to Cleveland to instal and become chief engineer for the radio system of the Cleveland police department. Late in 1929 he became chief engineer of WJAY and one year later assumed the dual position of chief engineer and station manager of WWVA Wheeling, W. Va.

About this time G. A. Richards began expanding his radio interest from WJR Detroit. He sent John F. Patt and Andrew (Freddy) Friedenthal, his chief engineer at WJR, to Cleveland to open WGAR. When the station went on the air in December 1930, Pierce went to Cleveland to serve as assistant chief engineer. Eight months later Friedenthal returned to Detroit and Pierce was elevated to chief engineer, a position he still holds.

Morrie joined OWI in February 1943 as chief engineer for PWB and it wasn't many months later that the nation first began to associate his name with outstanding radio achievements. In North Africa he conceived the idea of broadcasting terms to the Italian Navy on the international distress channel and to od this he worked one night for 14 hours revamping an old commercial transmitter to operate on the SOS channel. With the invasion of Sicily and Italy, Morrie returned

(*Continued on page 42*)

From Portland, Oregon to Portland, Maine



. . . for United War Chest!

Johnny Carpenter, KOIN, lets Northwest dialers listen in on Mayor Riley's phone challenge to Maine.

Even from coast to coast, a telephone call isn't worth $1,614,604. But when Portland's Mayor Earl Riley (Oregon) challenged City Council Chairman G. A. Harrison (Maine), and the Oregon end of the conversation went out over KOIN, the community's response helped put the United War Chest over the top. The challenge, initiated by KOIN, highlighted the opening week of the recent campaign.



● It takes all of the community to do a community job. KOIN's part in the United War Chest drive:

- Five major half-hour productions, including "The Fifth Freedom".
- Production for United War Chest kick-off luncheon.
- Continuous reminder reports.
- The challenge to Portland, Maine.

This year's campaign was the most successful in local history. We are proud of our community's response.

FREE & PETERS, Inc.
National Representatives

KOIN

PORTLAND
OREGON

CBS

Buffalo's Greatest Regional Coverage

WGR

550 K.C.
★
IS NOW BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT
★
BUFFALO BROADCASTING CORPORATON

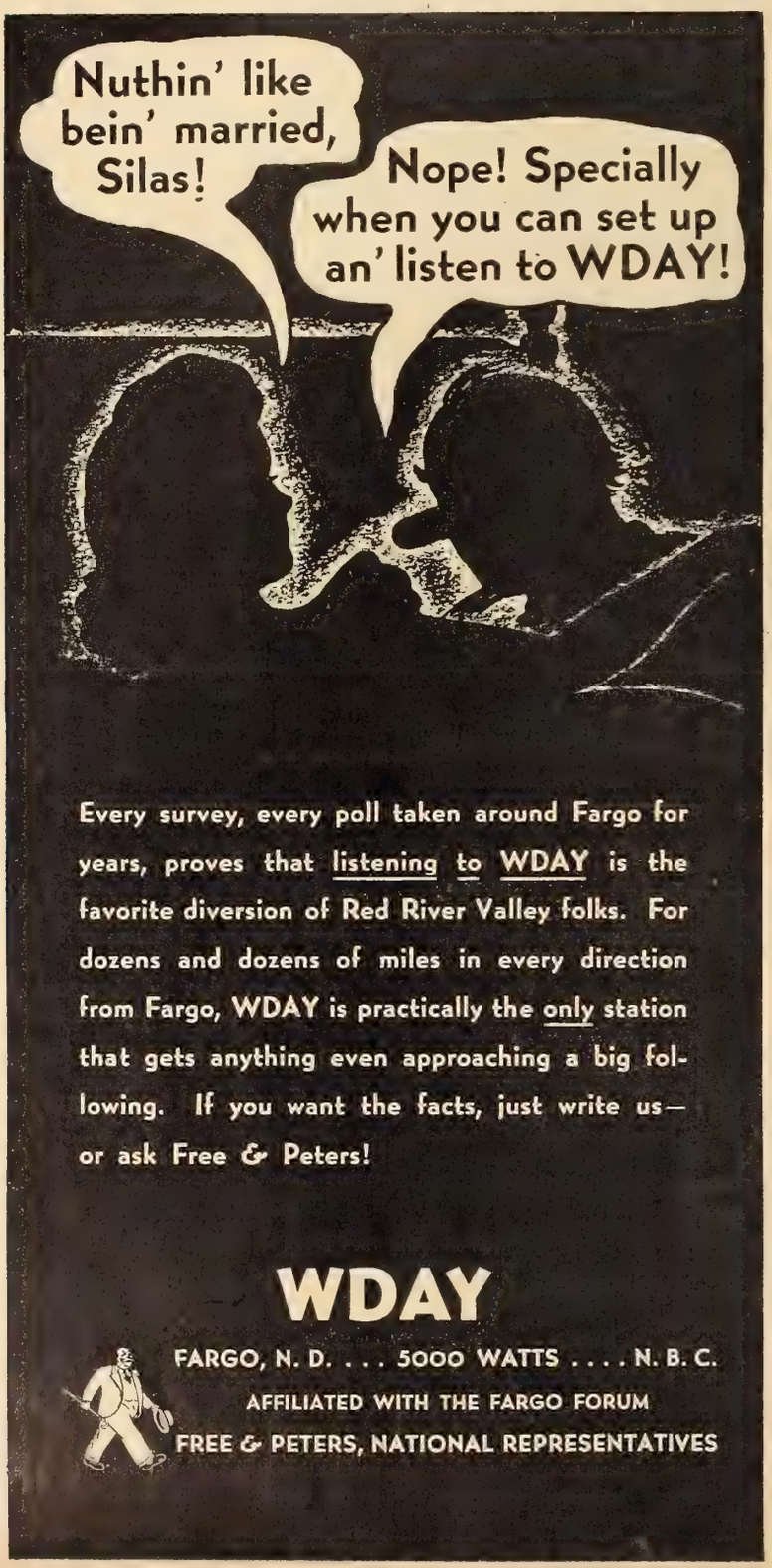
FREE & PETERS, INC.

Stinson Returns

L. W. STINSON, chief engineer of KVOO Tulsa, on leave for eight months on special assignment for the Overseas Branch of OWI, has returned to the station. In the Italian and Mediterranean theatres, Mr. Stinson was engaged in technical work with the OWI. His activities in that area brought him into frequent contact with other broadcasters now serving with OWI or the various armed services. Among these were Lt. Hugh Carpenter, Army Signal Corps, formerly a studio engineer with KVOO; Charles Topmiller, chief engineer of WCKY Cincinnati, now with OWI; Lt. Ed H. Lockwood, Army Signal Corps, formerly on the technical staff of WLW Cincinnati.



FASCINATED BY four-time dry fly casting national champion, (center) Frank Steele, WBBM Chicago salesman, are (l) Jim Cruisinberry, WBBM-CBS news and sports editor, and (r) J. Kelly Smith, who is WBBM commercial manager. Steele won his latest victory for the Illinois State dry fly championship last week. He holds a number of world records.



Our Respects to

(Continued from page 40)

to Cleveland but the story of this great radio accomplishment did not come with him. For in the mind of Morrie Pierce this was a job any radio engineer could do and was no occasion for public fanfare. Had the story not been introduced as testimony before a House committee, it might never have been told.

Last January, after a short visit home, Morrie left the country again for England to become chief engineer of continental operations for PWB of OWI, serving under William Paley, CBS chief.

After D-Day, Morrie moved into France, supervised the installation of the first free radio in France at Cherbourg and has been in the front line—often ahead of them—ever since.

On Oct. 16, UP carried the story of the latest escapade of the amazing Morrie—the capture of Radio Luxembourg. Alert to the propaganda value of the station, Morrie went to the commanding general, requesting a number of tanks to take the station before its destruction by the Nazis. His "army" took the station, one of the most powerful in Europe, which brought a commendation from Col. C. R. Powell, on behalf of the 12th Army Group for Pierce's "very efficient, prompt and vigorous action in the capture of Radio Luxembourg . . ."

Every time Morrie goes away his friends look for another Pierce miracle in radio. Where the next one will be is purely for the crystal gazers. In the meantime his associates at WGAR, his wife Florence, and three children, Patricia, 13, R. Morris Jr., 11, and William 7, are looking forward to his expected return this month.

Benny Off 4 Minutes

LINE BREAK between Denver and Hollywood cut 4 minutes and 10 seconds out of the Jack Benny broadcast for Lucky Strike Oct. 29, but within seconds following the interruption an explanation of line trouble was broadcast, keeping telephone calls to stations at a minimum.



"Maybe you could tell me the name of the guy who insisted on listening to WFDF Flint."

New Salt Lake City Regional Granted; KDYL, KGA Petitions Set for Hearing

ACTING WITH almost unprecedented speed, the FCC last Monday authorized a new regional broadcast station for Salt Lake City to operate on 910 kc with 1,000 w fulltime. Principals are Abrelia S. Hinckley, wife of Robert H. Hinckley, director of the Office of Contract Settlement, former Assistant Secretary of Commerce, and until recently chairman of the Civil Aeronautics Authority; and George C. Hatch, manager of KLO Ogden, and his wife, Wilda Gene Hatch.

The application for the new station had been filed Sept. 20 and was announced in a formal FCC release on Sept. 25.

The action authorizes the second new station for Salt Lake City within the past few weeks. On Sept. 12 the FCC authorized a new local station to operate on 1400 kc with 250 w unlimited time to the Granite District Radio Broadcasting Co., approving an application which had been pending for sometime and then reinstated.

Has Necessary Equipment

Mrs. Hinckley holds 50% of the new Salt Lake City Broadcasting Co. interest, while Mr. and Mrs. Hatch have 25% each. Mrs. Hatch is the daughter of Abe L. Glassman, owner of KLO, a Mutual outlet, and according to the application, the new Salt Lake station will affiliate with the same network.

A week before the grant, an application for a new local station in Salt Lake City, filed by the Telegram Publishing Co., which publishes the *Salt Lake City Telegram*, was withdrawn on petition. In that case also, the applicant had claimed to have in his possession all of the necessary equipment, which would comply with the Jan. 26 "semi-freeze" statement of policy of the FCC, permitting new station grants in areas where need for service is indicated and when basic equipment is in hand. If that application had not been withdrawn, under established procedures, a hearing on the need for additional services in Salt Lake City would have been indicated.

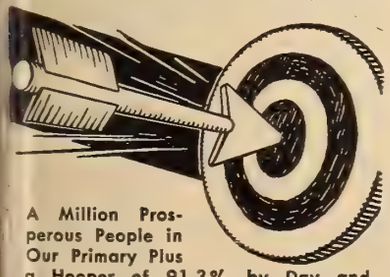
At the same Oct. 30 session, the FCC designated for hearing the applications of KDYL Salt Lake City and KGA Spokane for assignment on the 880 kc clear channel, on which WABC New York, CBS key station, is the dominant outlet. By granting the Hinckley-Hatch application, however, a grant to KDYL technically would be precluded, because of lack of adequate frequency clearance in the same area, in view of the proximity of 880 kc to the 910 kc frequency. A minimum of 40 kc tolerance is recognized under regulations of the FCC.

KDYL seeks a shift in frequency from 1320 to the 880 kc channel, while KGA wants to shift from 1510 to the same frequency.

Vandeventer for 'Look'

FRED VANDEVENTER, newscaster of WJR Detroit since 1942, Nov. 6 was to start a six-times weekly quarter-hour news program at 11 p.m. on WOR New York, replacing Ed Thorgersen, who has given up the spot to devote his time to other interests. Period is sponsored by Hoffman Beverage Co. and *Look* Magazine. A newspaper man before joining the Detroit station, Mr. Vandeventer has written for Universal Service and King Features, and served at one time in the AP Detroit bureau.

Hooper proves It's a Bull's-eye!

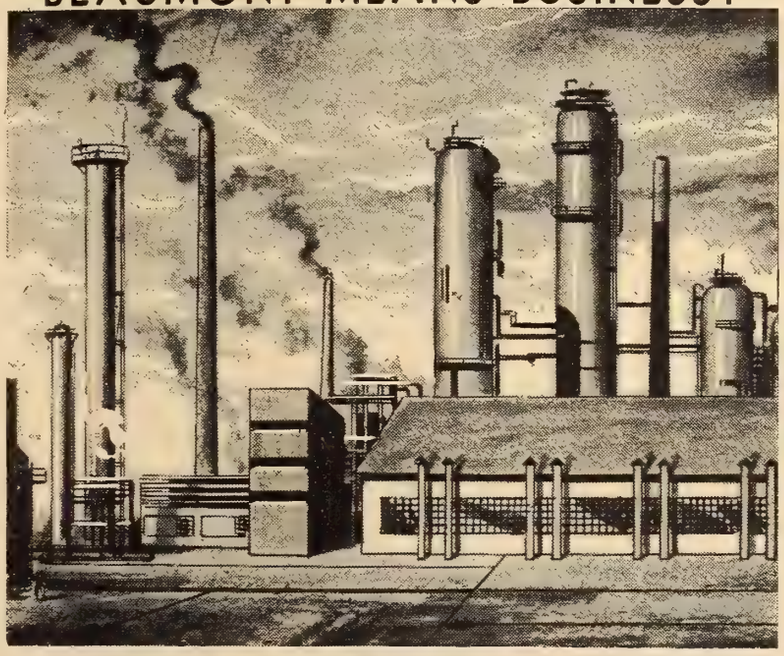


A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!

1000 Watts **WJHL** Johnson City 910 K.C. Tennessee

REPRESENTED BY HOWARD WILSON CO.

BEAUMONT MEANS BUSINESS!



Oil Refineries

POST-WAR AND POST-NOW

The oil refining industry that has long created wealth in the Sabine area which surrounds Beaumont has grown to gigantic proportions. But oil refining is only one of the many important industries which make this area a fruitful market. Among these are shipyards, steel and iron works, synthetic rubber plants, rice mills and canneries—all geared for war today . . . preparing for peace tomorrow.

KFDM is the major network station which really gives you coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this market. Ask for the facts today.

Represented by Howard H. Wilson Company

KFDM

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

SERVING THE **MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representatives:

FREE & PETERS, INC.

BAUKHAGE TALKING

A NOONTIME FAVORITE IN LINCOLN, NEBR.



AVAILABLE FOR SPONSORSHIP ON KFOR

LINCOLN, NEBR.

12:00 Noon to 12:15

Represented by
Edward Petry Co., Inc.

KFOR



Personal NOTES

PAUL BELAIRE, former manager of the Boston sales office of WOR New York for eight years, has been named commercial manager of WCOP Boston.

HARRY F. ALBRECHT, for the past two years a member of the WAAF Chicago sales staff, has been named account executive of WLW Cincinnati in the station's Chicago office. Mr. Albrecht replaces **HERBERT FLAIG**, who heads the Atlanta WLW office [BROADCASTING, Oct. 30].

ROBERT FELSENTHAL, merchandising executive for Sears Roebuck & Co., and Sears International before joining RCA in 1942, has been named manager of the radio, phonograph and appliances division of the international department of RCA Victor Division, RCA. **HUBERT H. KRONEN**, former RCA Victor regional manager, is sales manager. **J. A. MIGUEL** has been named general manager of RCA Victor Mexicana, Mexico City, succeeding **H. R. MAAG**, transferred to RCA's domestic regional sales, and **J. M. KERBEY**, former vice-president of the Argentine subsidiary company, has become manager of international accounts and finances at RCA Victor Camden headquarters.

WILBUR STARK, released from the armed forces, has returned to the commercial staff of WMCA New York.

FRED BECKER, Blue Pacific Coast manager of spot sales, has resigned.

RALPH TAYLOR, Hollywood sales promotion manager of CBS Pacific stations, is in New York.

BURRIDGE D. BUTLER, president of WLS Chicago, has left Chicago on his annual trip to Arizona where he operates the Arizona Network.

JAMES M. LeGATE, general manager of WIOD Miami, has been appointed a member of the program committee of the Miami Rotary Club.

OTIS WILLIAMS, salesman of WOR New York, transfered to Mutual, parent network, on Nov. 1 as a member of the sales department. Mr. Williams was with McGraw-Hill Publishing Co., New York, before joining WOR.

WILFRED ROBERTS, assistant director of the radio division of the CIAA in New York, who left with **JOHN W. G. OGILVIE**, radio chief, for Rio de Janeiro Oct. 8, is expected back in the U. S. with Mr. Ogilvie Nov. 7.

MAE BOHANNON, secretary to **JOHN CREUTZ**, chief of the domestic and foreign branch, WPB Radio & Radar Division since Dec. 7, 1942, was married Oct. 21 to **CPL. W. J. WILLIAMS** of the Army's telephone communications corps.

DR. W. L. EVERITT, electronics authority, has been appointed professor and head of the department of electrical engineering at the U. of Illinois, President **ARTHUR CUTTS WILLARD** announced. Dr. Everett will not take up his duties at the university however, until the end of the war. He was granted an automatic leave of absence to continue the direction of important research for the Army at Washington which he has been doing since early 1942.

JACK ZINSELMEIER, formerly in charge of drug trade extension work at WLW Cincinnati, has been appointed director of drug trade relations, replacing **RALPH E. VISCONTI**, now a lieutenant (jg) in the Navy.

A. INMAN MARSHALL, JR., former salesman of WSYR Syracuse, has been promoted to a captain in the Army Air Force. He has been serving in the New Guinea theatre of operations since 1943. He is a nephew of **MRS. H. C. WILDER** and lived with **COL.** and Mrs. Wilder before entering the service.

CHRISTINE MITCHELL, formerly with North American Aircraft, Kansas City, has joined John Pearson Co., station representative in new offices located at 1112 Dierks Bldg., Kansas City, Mo.

KAY FISHER, a member of the sales staff of John Pearson & Co., Chicago, is recuperating from a minor operation at the Augustana Hospital, Chicago.

NATHAN L. SILBERBERG, former associate director of *American Forum of the Air*, MBS Sunday evening program, has moved his Washington law offices to 812 F St. N.W. He is a member of the District of Columbia and New York Bars.

KASA, KGY Shifts

CONSENT was granted by the FCC last week to assignment of license of KASA Elk City, Okla. from E. M. Woody, sole owner, to the Southwest Broadcasting Co. for $11,250. Quarter interest in Southwest Broadcasting is held by Lonnie J. Preston, president and director, representative of KGNC Amarillo, Tex. Half interest is held by Hoyt Houck, vice-president and director. Walter G. Russell, secretary and director, holds remaining interest. At the same action the Commission granted shift of KGY Olympia, Wash. from a corporation to an individual, Tom Olsen, who is sole owner.

KIUL to MBS

KIUL Garden City, Kan., joined MBS Nov. 1 as the network's 246th station. On the same date KIUL increased its power from 100 to 250 w, on 1240 kc.

LT. CHARLES J. GILCHREST, USNR, former director of news and special events of WBZ-WBZA Boston, and afterward chief of the radio section of the Treasury's War Savings Staff, last week reported for temporary duty at the Navy's Bureau of Aeronautics, information service, Washington. He recently returned after 20 months in the Pacific War Theatre, during which time he was executive officer of an amphibious landing force.

BEN MORRIS has been appointed promotion manager for *Electronic Industries* and *Radio & Television Retailing*. He will also direct market research and copy service.

MAJ. ROBERT M. SAMPSON, former sales manager of KWK St. Louis, has been transferred from a Texas training base to staff duty at Army Ground Forces headquarters in Washington. He has been in the Army Field Artillery, for two years.

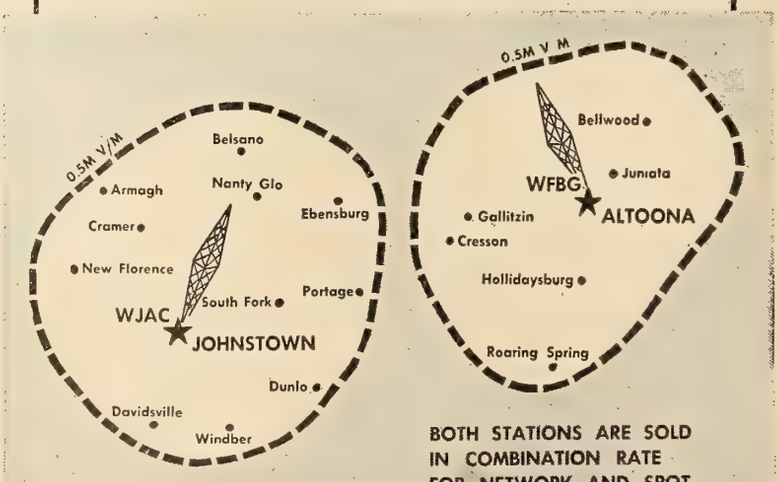
LEROY A. WILSON former commercial division assistant vice-president, was elected vice-president in charge of business research and Bell System revenue requirement studies of the American Telephone and Telegraph Co. Mr. Wilson joined the company in 1922 in the traffic department of the Indiana Bell Telephone Co.

Faurie Named

GEORGES FAURIE, formerly of Delco Appliance Division of General Motors, has been named manager of advertising and sales promotion of the new Radio Receiver Division of Westinghouse E. & M. Co., according to Harold B. Donley, division manager. He has been in the radio and appliance merchandising field 17 years. Paul H. Eckstein, formerly sales promotion manager of Stewart-Warner Corp., has been named assistant sales manager and J. N. VanDeman has been promoted to manager of the Middle Atlantic District.

WJAC JOHNSTOWN — NBC — **WFBG** ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

One Of America's Finer Stations

WBOC

NO OTHER STATION CLAIMS WBOC'S FULL PRIMARY AREA

JOHN W. DOWNING, Pres.
CHARLES J. TRUITT, Mgr.

RADIO PARK★ SALISBURY, MD.

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK



...so does Sunrise Salute

The home life of those Nelsons (Ozzie and Harriet) has all the privacy of a railroad station Sunday nights when this new comedy team broadcasts *The Adventures of Ozzie and Harriet* coast-to-coast over CBS. Like a score of other national headliners, it orginates in the studios of KNX.

Bandleader Ozzie and his singing spouse, Harriet, have brought a refreshing new note to the air. Their bright dialogue—Harriet's songs, Ozzie's suave music, the smooth supporting cast—all these are blended behind-the-scenes by unsurpassed KNX facilities. *The Adventures of Ozzie and Harriet* has the same flawless network production that polishes every trans-continental show originating at CBS-in-Hollywood.

But the best KNX production skill, the finest KNX technical facilities aren't "held out" for nationwide programs. You'll hear the same stamp of quality on KNX *local* shows, presented only for Southern California listeners. And any advertiser can command them.

Take *Sunrise Salute*. It's a live, wake-you-up show. Burritt Wheeler, emcee. A tenor, a pop singer, a trio and an orchestra—all performers of best nighttime caliber—at 6:15 in the morning. Wheeler's basement-to-attic hints for housewives, his impromptu philosophy, the smooth production that best blends words and music—these all make plenty of listening friends. (Friends buy sponsors' products.)

Some nimble advertiser can sign up a participation now on *Sunrise Salute*. With it, he'll get a large audience and a program built to those same high standards of network radio that keep KNX one of the nation's outstanding producers of outstanding programs. A call to us or Radio Sales puts KNX showmanship to work for you.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS



Columbia's Station for All Southern California

IS THIS A NIGHTMARE?



We think it is! But it's the conception some self-styled "farm editors" have of how the Iowa farmer goes to market. Otherwise they would not pull nightclub gags between jive records on their "farm programs". They'd learn the difference between a shoat and a ewe; they would know that the AAA is not the American Automobile Association!

The Iowa farmer does *sow oats*—for he will harvest 147,150,000 bushels this year. He'll also harvest 589,992,000 bushels of corn—37,-314,000 bushels of soy beans—will top the $7,672.00 average income he made in 1943.

To reach America's No. 1 farmer, use the No. 1 Farm Station. No other station in this area gets more than *half* the listener mail KMA gets every year. No other station in this No. 1 Farm Market is a *full-time* farm station. Therefore it's only good business to use KMA. But call us—or Free & Peters—for your availabilities now, please. Schedules are crowded—but you'll find us *very* cooperative!

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.



FREE & PETERS, INC.
Exclusive National Representatives

BEHIND the MIKE

FRANK EDWARDS, former Mutual commentator, has joined the news department of WIBC Indianapolis, where he will deliver two news commentaries nightly. In addition, Mr. Edwards plans to tour the state and lecture at schools and service clubs.

ERNIE SAUNDERS, former sports director of WGKV Charleston, has been appointed musical director for the station.

TOM MOOREHEAD, sports director of WFIL Philadelphia, has returned to his duties after recovering from a throat infection.

JOAN KESSLER is the newest addition to the program department staff of KYW Philadelphia.

HERBERT RUDOLPH, announcer of WGES Chicago, has been appointed acting program manager of the station, replacing **ROBERT MILLER** who recently joined WSBC Chicago as general manager.

GAIL McCOSH, member of the program department of the Blue Network central division has been appointed assistant continuity editor, succeeding **CHRIS FORD**, appointed continuity editor.

JAN FRANKEL, formerly engaged in research studies for Psychological Corp., New York, has joined WIND Chicago as sales researcher.

FRED VanDEVENTER, member of the news staff of WJR Detroit for the past two years, has joined WOR New York.

LT. JOHN DENMAN, who is being returned to inactive status because of injuries received in the Central Pacific theatre of war, and former news editor and special events director of WTJS Jackson, Tenn., has been added to the news staff of WJR Detroit.

WILLIAM WAITE, released from the Army, has joined KFI Los Angeles as announcer.

TED BENTLEY, Hollywood announcer, and **KATHERINNE SIRE** music librarian of KECA Los Angeles, have announced their engagement. Wedding is scheduled for early September.

WILLIAM J. ANDREWS, with the Ferrying Division, Air Transport Command, has rejoined NBC Hollywood as assistant manager of NBC Radio Recording Division. He was manager of NBC Hollywood guest relations department before joining the service.

DALE CLARK, former chief of the AP in Atlanta, has been named news editor of WAGA Atlanta.

MARVIN BURICK, announcer of WIOD Miami, has been inducted into the Army. New additions to the WIOD announcing staff are **JOHN GUNN** and **ROBERT ST. LAWRENCE.**

GENEVIEVE McCARTHY of the program department of WFBL Syracuse is recuperating from an appendectomy at the University Hospital.

MURRAY BOGGS, formerly with KVI and KMO Tacoma, Wash., has been added to the announcing staff of KIRO Seattle.

TOM CARNEGIE, former sports commentator, has been appointed public service director of WOWO Ft. Wayne, Ind.

LT. JAMES O. HARDIN Jr., USMCR, former announcer and promotion man with WSB and WATL Atlanta, and first man to do Marine battle broadcast recordings, has graduated from Officer Candidate School, Quantico, Va., as second lieutenant.

DOUG MANNING, new to radio, has been added to the staff of CKNX Wingham, Ont.

RALPH MONTGOMERY, former actor and director of WDBO Orlando, Fla., has joined KOIL Omaha, as announcer.

GIBSON JACKSON has been appointed program production manager of WSAV Savannah and **FRANCIS HARDEN** has been named chief announcer.

SGT. MEL ALLEN, a member of the CBS sports staff and freelance sportscaster before entering the Army, has been transferred from Ft. Benning, Ga. to the Armed Forces Radio Headquarters, New York, where he is airing sports programs overseas via shortwave.

BOB ARDREY has been appointed program director and announcer of WFIG Sumter, S. C. New to the announcing staff is **SY PAGET.**

McClure Back at WOAI

KEN McCLURE has returned to WOAI San Antonio as chief of the newsroom he installed there in 1935. He will also do a nightly commentary and handle public relations for the station. Mr. McClure spent the last three years during which he was separated from WOAI, in radio and public relations work in North Texas and during part of last year made a trip to England and the ETO.

CAPT. T. M. HARCOURT, retired RAF officer and holder of the DSO and DFC, has joined WJLS Beckley, W. Va. as program and production director.

FRANCES NEWELL, KGVO Missoula, Mont. announcer, has resigned to continue studying for a law degree at Berkeley, Cal. **PHILIP STANLEY** and **JOHN McCAULEY** have been added to the KGVO announcing staff. **SIDNEY McSLOY Jr.**, announcer, is still in the hospital recuperating from osteomyelitis.

HILLIARD GATES, former WOWO Fort Wayne sportscaster, just released from the Army, has returned to the station.

JAMES E. HAND has joined WING Dayton as continuity writer.

MATTHEW HALTON, Canadian Broadcasting Corp. war correspondent, has returned to Canada from the European battlefront to make a trans-Canada tour in support of the 7th Canadian Victory Loan drive.

ROBERT E. LEE MOORE, Trans-Radio European war correspondent, has returned to this country for a short period but will return soon to his post on the European battlefront.

JOHN KELLY, news editor for WIP Philadelphia, has been promoted to director of special events and publicity for the station. He succeeds **RALPH H. MINTON**, who remains to handle audience and business promotion.

ALFRED (Dinny) DINSDALE, former commercial manager and news analyst of WATN Watertown, N. Y., has joined WAGE Syracuse as production manager.

JANICE HENSTRIDGE has joined WPEN Philadelphia as traffic manager.

JACK BENNETT, formerly of KARK Little Rock, KWOS Jefferson City, Mo. and WTMV East St. Louis, Ill., has been added to the announcing and writing staff of KWK St. Louis.

JOHN L. STONE, continuity editor of WRVA Richmond, Va., for the past eight months on leave with the OWI in London, has returned to the station.

LESLIE BALOGH BAIN, news commentator of WIOD Miami, accredited by the War Dept. as an overseas correspondent, has now arrived in the Italian theatre, where he will be stationed. Last May Mr. Bain had a two-weeks observation tour overseas as an accredited Navy correspondent.

BILL FREDERICKS has resigned from the announcing staff of WINN Louisville because of ill health and is succeeded by **RALPH STEVENS**, formerly of WAOV Vincennes, Ind. Both are veterans of World War II.

JUST A LINE
to let you know that
FROM ANY ANGLE
you get
AN ALL 'ROUND
SQUARE DEAL
on WHDH
Never a Dull Moment on
WHDH
BOSTON'S BLUE NETWORK *Plus* STATION

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

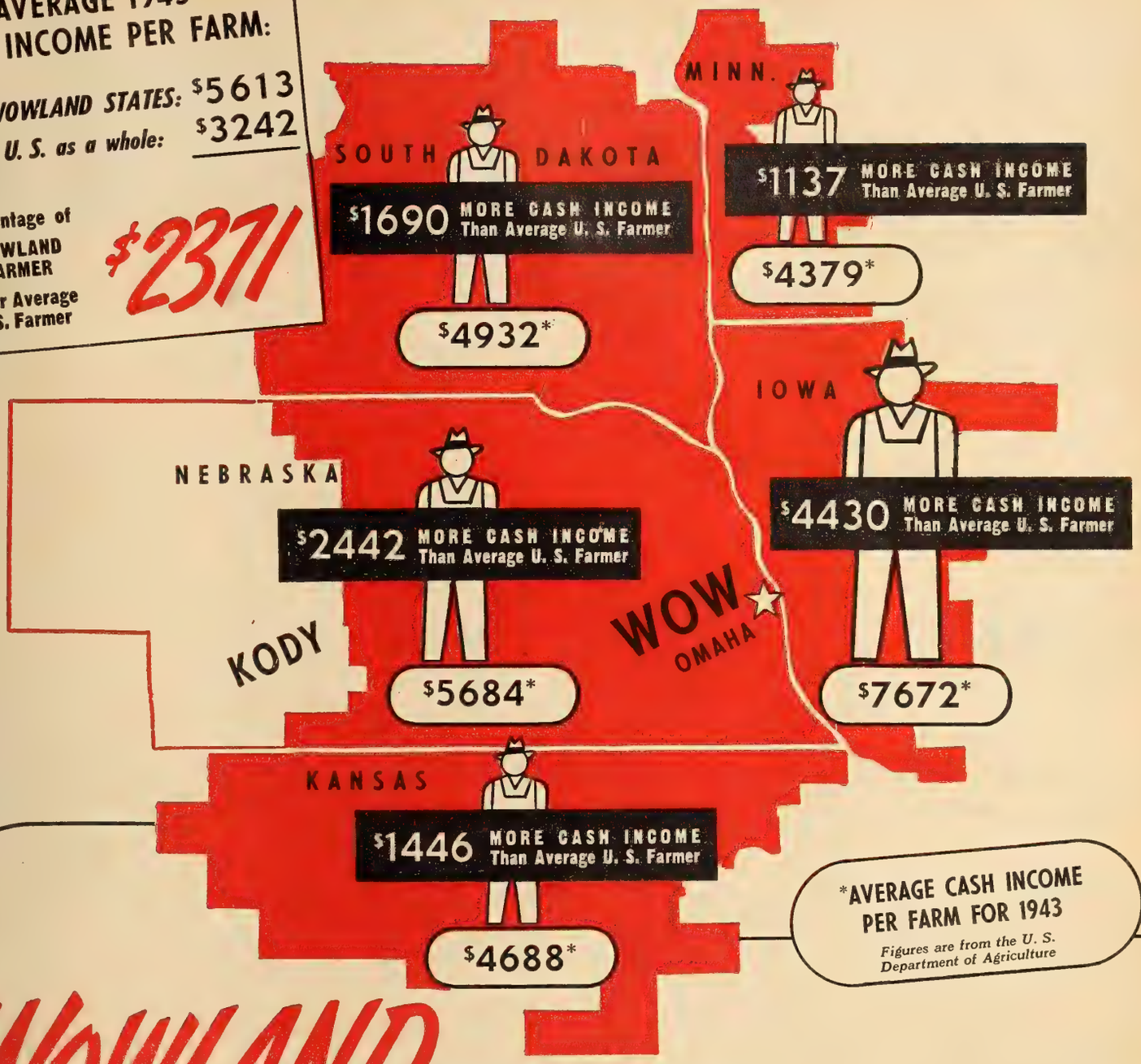
Halifax, Nova Scotia

JOE WEED & CO.
350 Madison Avenue, New York
Representatives

AVERAGE 1943 CASH INCOME PER FARM:

For WOWLAND STATES: $5613
For U. S. as a whole: $3242

Advantage of WOWLAND FARMER Over Average U. S. Farmer **$2371**



*AVERAGE CASH INCOME PER FARM FOR 1943
Figures are from the U. S. Department of Agriculture

WOWLAND FARMERS' Cash Income for 1943 is *Better* than the U. S. Average by

35% TO 250%

(AND 1944 LOOKS EVEN BETTER!)

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri

Ask Your Blair Man for Availabilities

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

WE DON'T HUNT OVER NO DECOY (Ky.)!

Way down in Kentucky somewhere there's a "town" called Decoy—but WAVE ain't banging away at *any* of them kind of towns. When WAVE aimed its directional antenna, we laid a bead on the Louisville Trading Area—and get more meat than all the rest of Kentucky *combined*. Yes—more purchasing power, more retail sales, more *everything* except kerosene lanterns! Come on in and get your limit—quick and easy!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

Send a V-MAIL today
Keep up morale



Home front news is vital on the fighting front. Write a fighting man *today*.

Hotel Mayfair
SAINT LOUIS

PETER BRADLEY, formerly of WAIT Chicago, has joined the announcing staff of WSBC Chicago.

CHARLES LaFORCE, announcer, formerly of WEMP Milwaukee, has joined WAIT Chicago.

PAUL CLARK is the new night news editor at WIP Philadelphia.

LESLIE C. FITZGERALD, formerly on the announcing staff of WFDF Flint, Mich., has joined WOV New York. Mr. Fitzgerald, wounded in the South Pacific, was recently discharged from the Army.

JOHN S. PEACH, flight lieutenant, RCAF, formerly of CBR Vancouver and CBC war correspondent, has returned to England after some months in Canada. He will join the North American service of the BBC in London, where he previously was head of the RCAF radio public relations section.

ISOBEL MIDMORE, continuity editor of CKWX Vancouver, is teaching radio scriptwriting at night school this season, her second as an instructor on this subject.

CHARLES B. H. VAILL, former audience promotion manager of WEAF New York, has been appointed promotion manager. He will coordinate both sales and audience promotion activities of WEAF. **ROY C. PORTEOUS**, who has been handling promotion in the spot sales department, will assist Mr. Vaill. **ANITA CLEARY**, with the promotion department of WEAF since 1942, has been appointed assistant production manager of the promotion department, replacing **HAROLD BISSON** who resigned to join McCann-Erickson, New York.

WALT FRAMER, former freelance writer and producer, has joined WAAT Newark as audience promotion manager.

ROBERT J. RICHARDSON Jr. has been appointed director of public relations of KWK St. Louis. Mr. Richardson has been with the station for 10 years.

LARRY PAYNE, announcer at WJR Detroit, is instructing at Wayne U. in general radio along with **FRANK (Bud) MITCHELL**, WJR director of operations, who continues to teach radio speech.

ROBERT DONOVAN in radio since 1930, formerly with KHJ and KNX Los Angeles and KFR Fresno, has been named sports and special events announcer at KALE Portland, Ore.

PEGGY BYRNE, formerly in the publicity department of WBBM Chicago, has joined WLIB Brooklyn as publicity director.

TOM HOLBROOK, announcer of WWL New Orleans, is the father of a boy.

GERALDINE FOSTER has been named exploitation director of Mutual, succeeding **GEORGE LEWIS**, who last week became director of public relations and special events of WHN New York. Miss Foster, was formerly associated with **ELEANOR LAMBERT**, New York, publicist.

PAUL FORREST, former account executive of Homer Griffith Co., Hollywood, station representative, has joined CBS Hollywood as sales merchandising manager for Columbia Pacific Network. He replaces **JACK O'MARA**, who resigned to become Blue western division sales promotion manager. **RAY WILSON**, discharged from the Army and former announcer-writer of KGKB Tyler, Tex., has joined CBS Hollywood as director of trade news division. He replaces **JAC WILLEN**, who resigned to open his own publicity office.

NICK DRAKELICH, announcer of KMJ Fresno, Cal., has joined the Navy.

JOHN BUEY has joined the announcing staff of WHEB Portsmouth, N. H. **BOB ATHEARN**, announcer, has been appointed musical director.

RICHARD DAVIS, former policy reader in NBC's script division, has been assigned to the division's writing staff.

CHAPMAN ROLLINS, former announcer of KPHO Phoenix, Ariz. and now with the Army, and **HELEN HOAG**, KFI Los Angeles secretary, were married in Los Angeles Oct. 14.

GEORGE T. CASE, assistant program director of WBBM Chicago, is recuperating at St. Francis Hospital, Evanston, from an appendectomy.

WHLN to MBS

WHLN Harlan, Ky. will start operations as a Mutual affiliate as soon as line facilities have been completed. Station is operated on 1930 kc with 250 w by Blanfox Radio Co. Inc.

WYTHE WALKER, New York, has been appointed exclusive national representative by KFPY Spokane, operating with 5,000 w on 920 kc.



WEEI—WHAT an anniversary! These 13 members of the staff of WEEI Boston have been with the station 15 years. Celebrating their service and WEEI's 20th Anniversary are (1 to r, front row): Nan Howard, sales representative; Florence Mitchell, secretary; Harold E. Fellows, general manager; Frances McLaughlin, general service manager; Dorothy Franklin, secretary; Caroline Cabot, director of WEEI's shopping service. Back row: Engineers John Buttrick, Fred Lange, Ralph Mathewson, Ralph Cowie; Carlton Dickerman, announcer; William Rule, engineer; E. B. Rideout, weatherman. Group totals 208 years of service with station.

NAFE Uses Radio

MORE than 200 women commentators throughout the country are cooperating with the Nonpartisan Assn. for Franchise Education, New York, in its campaign to "get out the vote," by carrying spots urging listeners, especially women voters, to go to the polls Nov. 7, according to Randolph Feltus, executive director of the organizatin. Register-and-vote appeals have been carried during 140 network shows, he reported. The association has been circulating transcribed spots. "Radio has been very cooperative and effective in getting people to exercise their basic obligations as citizens." Mr. Feltus said, stating that pledges of cooperation were being received daily from station directors.

RCM Video Plans

RCM PRODUCTIONS, Hollywood producers of "Soundies", with a stock reserve of product which can be used for telecasting, is now shooting subjects with video in mind. Ben Hersch, president of RCM which produces for Mills Panoram boxes, in late October revealed that with completion of 20 new coin-in-slot films currently in production, his firm will have an inventory of more than 400 short reels available. All are shot for small screen and feature scores of name bands, singers, dancers and other entertainers.

KPRO POLICY GROUP HEARS MISS LEWIS

FIRST fall meeting of the KPRO Riverside, Cal., Community Radio Program Policy Committee was addressed by Dorothy Lewis from New York, Coordinator of Listener Activities for the National Assn. of Broadcasters, Wash., D. C., who spoke of the unusual opportunities radio offers for civic and educational programs.

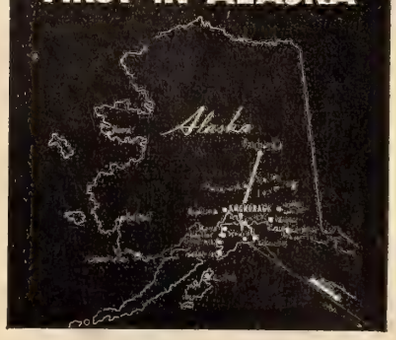
Originated by W. L. Gleason, president of the Broadcasting Corp. of America, to assist KPRO in planning effective public service programs, the Committee consists of 15 people headed by the City Superintendent of Schools who were elected by popular vote of the citizens of the community.

Representing KPRO at the luncheon were Mr. Gleason, Gene Williams, commercial manager, Mrs. June Vaccaro and Mrs. Mildred Thorne.

NBC Home Series

NBC UNIVERSITY of the Air on Nov. 18 starts its fourth weekly half-hour series, *Home Is What You Make It*, Sat. 9-9:30 a.m. New course, devoted to the elements that make up a successful home life, will be presented in cooperation with the network and the General Federation of Women's Clubs, the American Home Economics Assn. and the National Congress of Parents and Teachers. News, dramatizations, music and talks by noted experts in the several fields will be included in each program.

FIRST IN ALASKA

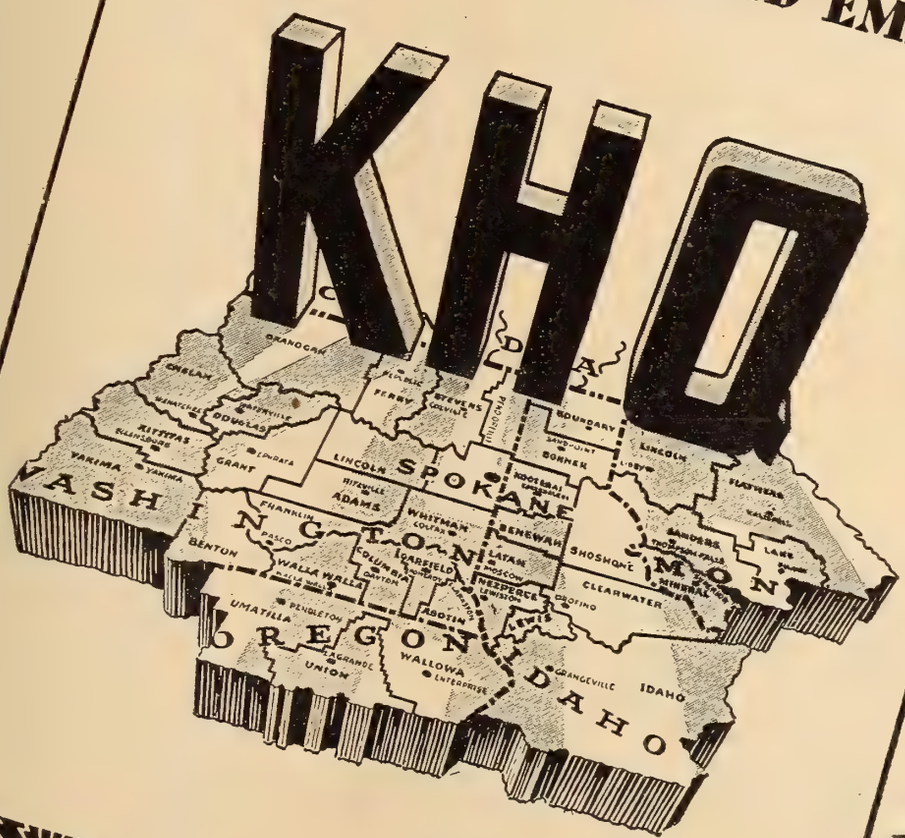


790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat. Rep.: Pan American Broadcasting Company
342 Madison Ave., N. Y. C.

WBNX
DAILY PROGRAMS IN
Italian
Polish
English
Jewish
German
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE

KHQ



5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, *INC.*

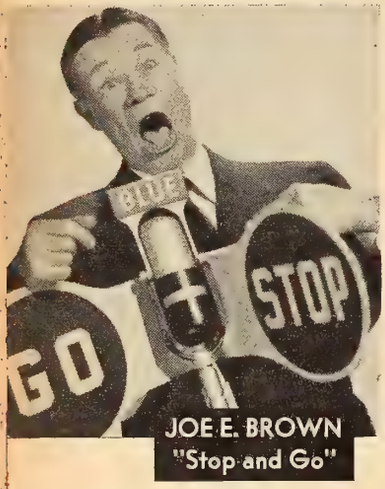
Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Ready for World Markets—famous Washington Apples. Wenatchee District alone (in KHQ's Primary Area) grows one-eighth of all apples in the U. S. Other districts also contribute their share to help skyrocket Spokane bank transactions for the first 8 months of 1944 to $1,410,485,949—an increase of 10.5%. Another reason KHQ is a "must" among discriminating space buyers. (Courtesy Wash. State Apple Comm.)

Louisville listens to WINN BASIC BLUE features



Basic Blue programs mean BASIC RESULTS in Louisville! For availabilities write, wire or call.

WINN Louisville WITH WINN

Your BASIC BLUE STATION in LOUISVILLE, KY.

HARRY McTIGUE
General Manager

Studio Notes

WOWO Ft. Wayne, Ind. a fortnight ago held its annual Farm Field Day under direction of WOWO farm director Jay Gould. Event attracted over 200 farmers from the area who came to hear university farm men and other experts and to participate in an open forum discussion of farm problems. Remote broadcast was carried over WOWO.

TO the network's 18 war correspondents and to 51 former employes now serving overseas the Blue has shipped Christmas gifts wrapped in specially-designed papers bearing the signatures of all 800 network employes. Similar packages will be distributed in November to about 100 employes stationed in the United States. A Christmas check is also being sent.

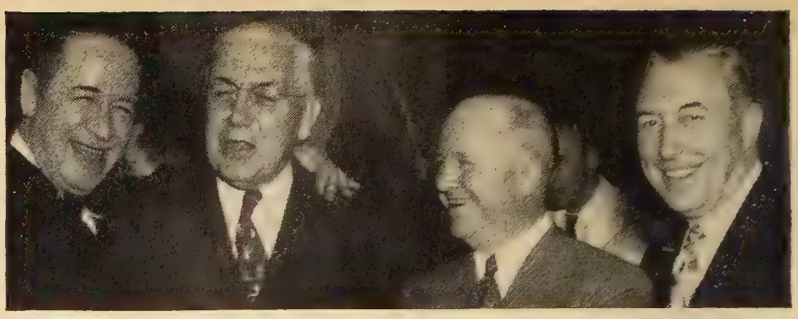
IN A comprehensive "Education by Radio" project, the New York City Board of Education is presenting more than a dozen different weekly programs simultaneously over WNYE, the board's FM station, and over WNYC New York's municipal station. Programs are directed to students and teachers who tune in at their homes, or in classrooms of schools.

KALE Portland, Ore. Monthly publication *KALE ADventures*, featuring stories of the station, just separated from KOIN, and items on the Mutual network, with which it is affiliated. *ADventures* is a four-page tabloid size paper.

WEBR Buffalo arranged for the broadcast of a talk by Lt. Col. Roman Nuwer, ranking Roman Catholic chaplain of New York State just returned from New Guinea, three hours after the address was originally delivered.

KGO-Blue San Francisco has gone on a 24-hour schedule with 5-minute news summaries every hour on the hour. In addition, seven regular quarter-hour newscasts are presented daily.

WFBL Syracuse new wire recorder was used for the first time in an on-the-spot interview with the owner of the largest farm in New York state. Recording was played the following day on WFBL Farm Show.



SPONTANEOUS mirthfullness of this quartet was occasioned by the Chicago premier of Paramount's new picture "The National Barn Dance", patterned after the WLS Chicago program of that name. Left to right are: Robert Benchley, comedian; Charles S. Beardsley, president and general sales manager of Miles Labs, which sponsors the program on NBC; Glenn Snyder, vice-president and general manager of WLS; Walter Wade, president of Wade Adv. Agency, Chicago, which handles the radio account. Premier was broadcast as part of the regular *Barn Dance* program.

YORK BROADCASTERS Ltd., Toronto, new licensee for Toronto daytime station scheduled to go on the air early in 1945, has moved to new quarters at 21 Dundas Square, where studios and offices occupy the top floor of the building.

CJKL Kirkland Lake, Ont., is moving into new studios in the Woolworth Bldg., Kirkland Lake. New quarters contain three studios and individual offices for all station officials.

WING Dayton has been commended at a Community War Chest dinner meeting for outstanding cooperation with the Chest's war effort. Station attained 1,118% of its quota, highest record to date of any individual firm in that industrial section.

KTUC Tucson, Ariz. now carries hourly newscasts from the radio wire service of United Press.

WKNY Kingston, N. Y. has moved its main studios from the Gov. Clinton Hotel to the Broadway Theatre Bldg., effective Oct. 28.

KLZ Denver *Farm Service Program* has introduced a three-weekly series of talks on various phases of farming, transcribed from Colorado State A & M College by heads of the various agricultural departments of the school.

SPECIAL events crew of KROW Oakland waited at Oakland's main fire station three hours for an alarm to come in and then recorded a description of the procedure and teamwork of the department for a broadcast in observance of fire prevention week.

TIME Radio Programs Department in cooperation with the *Minneapolis Morning Tribune* and the Minneapolis Public Schools is presenting a series of 52 informal discussions on America history titled *The World and America* on KSTP Minneapolis each Sunday 5-5:15 p.m.

WFIL Philadelphia brings the wild and melodious West into the eastern market with *WFIL Barn Dance*, a broadcast-stage show to emanate from the 2,200-seat Town Hall, Philadelphia, each Saturday night starting December 2. The *Barn Dance* will be a three-hour show, a portion to be broadcast from 11:15 p.m. to Midnight.

BESSIE BEATTY, WOR New York commentator, beginning Nov. 10 will conduct on her program a campaign to raise $25,000 to provide plants for hospitalized servicemen in nearby areas. Listeners are asked to send $1, their names to be attached to the gifts.

WLIB Brooklyn has started a weekly 25-minute program for juvenile listeners, presenting stories about people and places of interest in the world of music, with musical illustrations. Series is titled *Journey Through Musicland.*

BROADCAST direct from Chungking, China was aired a fortnight ago by WTAG Worcester in connection with its series, *Worcester and the World*, to promote better international understanding. Program highlighted China Week in Worcester. Questions submitted earlier by Worcester citizens were cabled to China, where the Chinese Ministry of Information prepared the broadcast titled, *China Answers You* over XGOY Chungking.

WSPD Toledo is planning to present a transcribed news program, *News on the Home Front*, to be shortwaved to men of the Armed Forces.



Going UP!

The July-August Hooper gives WSGN another boost! Afternoon and evening audiences are up again and WSGN's morning audience has a greater-than-ever margin over the combined audiences of the other Birmingham stations. That record, plus seven out of ten top-rated daytime programs and the State's best coverage and salable time entitle WSGN to be called "Alabama's Best BUY Far."

WSGN
THE BIRMINGHAM NEWS-AGE-HERALD STATION
Represented Nationally by Headley Reed Company

REACH THE *Active* SALT LAKE MARKET THROUGH KDYL
UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

A Cowles Station

KRNT

DES MOINES IOWA

November 6, 1944

Mr. Sol Taishoff
Broadcasting Magazine
870 National Press Bldg.
Washington 5, D. C.

Dear Sol:

The answer is YES!

Advertisers can still buy 'KRNT' in combination with WMT, Cedar Rapids-Waterloo, and WNAX, Sioux City-Yankton.

Group rates are still available through the Katz Agency and Ted Enns, Cowles Stations National Sales Manager. Ted is now headquartering at WHOM, 29 West 57th Street.

Best wishes,

COWLES BROADCASTING COMPANY

Phil Hoffman
Vice President

PH:o'k

first

in

POPULAR APPEAL

AND

PRESTIGE

Biggest audiences offer biggest sales opportunities... and WRC's prestige in the *minds* of listeners provides an extra sales push.

and its been True for 21 years... continuously!

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Radio Advertisers

CITIES Service Co., New York, network advertiser since 1925, plans spot radio in 1945 on a test basis, supplementing its NBC—*Highways of Melody*. Program is on 68 stations, Friday 8-8:30 p.m. Agency is Foote, Cone & Belding, New York.

COUGHLIN Bros. division of Gum Products Inc., Boston (chewing gum), has named Bennett, Walthier & Menadier, Boston, as advertising representative. Plans are said to include radio.

VARIETY Aircraft Corp., Dayton, O. (aircraft parts), has named Kircher, Lytle, Helton & Collett, Dayton, as advertising representative. Plans are said to include radio.

SWIFT and Co., after sponsoring *Martha Logan Kitchen* on WHB Kansas City for four years, extended program to a three-station hook-up, adding KSAL Salina and KVGB Great Bend on Nov. 1 with the first program originating from a Salina theatre.

REMAR BAKING Co. is sponsoring *Dollars to Donuts*, an audience participation interview and quiz show, over KROW Oakland, Tuesday and Thursday 11 to 11:30 a.m. Agency is Garfield & Guild, San Francisco.

LUXURAY Mills, New York, will sponsor a telecast of the New York Ballet Theatre presenting two ballets specially designed for television, Nov. 8 on WABD, DuMont video station in New York, to advertise Dove Skin Knit Undies. Dramatized commercials will open and close the program. Norman D. Waters & Assoc., New York, is agency. Television Workshop, New York, will assist in production.

AMERICAN CHEMICAL Paint Co., Ambler, Pa., has appointed Gray & Rogers, Philadelphia, to handle advertising of its plant hormones, Rootone, Fruitone and Transplantone, products of the company's Horticultural Division.

REGINA KNIT SPORTSWEAR Co., Chicago, has appointed Kalom Adv. Agency, Chicago, to handle its advertising.

DAIRY BELLE FARMS, San Francisco, has appointed Pacific Coast Adv. Co., that city, as advertising counsel. Radio is said to be considered.

GAMBARELLI & DAVITTO, New York, for G. & D. Vermouth has scheduled half-hour transcribed musical program *Vineyard Melody* on WIBG Philadelphia, Wed., 9:30-10 p.m. Program is placed by A. Jackson & Co., New York.

ATLAS BREWING Co., Chicago, on Oct. 30 replaced its *Sports Reel* show on WBBM Chicago with a five-minute interlude of songs by the Dinning Sisters, five times weekly. The 52-week contract was placed by Olian Adv., Chicago.

CONSOLIDATED Royal Chemical Corp., Chicago (Kranks Shave Kreem), sponsors transcribed sonovox spot announcements on WENR Chicago effective Nov. 1, thrice weekly; WBBM Chicago, effective Nov. 6, six times weekly; WMAQ Chicago, effective Nov. 5 once weekly. Beginning Nov. 20 WENR spots will run 5 times weekly. Contract for 52 weeks was placed by Campbell-Ewald Co., Chicago.

BON AMI Co., New York, has named BBDO New York to handle its advertising for powder and cake cleaners. Media plans have not been determined.

SPIEGEL Inc., Chicago, has announced appointment of Al Paul Lefton Co., to handle their advertising campaign. Radio is said to be contemplated.

MORTON SALT Co., Chicago, on Nov. 1 begins sponsorship of five spot announcements weekly on approximately 150 stations. Contract for 4 weeks was placed by Kenyon & Eckhardt, Chicago.

AMERICAN LADY CORSET Co., Detroit, has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Radio may be considered.

DAILY NEWS, Chicago (newspaper), on Oct. 29 started sponsoring the last period of each game of the entire Blackhawk Hockey team series, once a week, featuring Bert Wilson, sportscaster for WIND Chicago and Jack Ryan, sportswriter for the Daily News, on WIND. Contract, placed direct, is for 24 weeks.

ASSOCIATED DISTRIBUTORS, Chicago, has appointed Ruthrauff & Ryan, Chicago, to handle advertising.

CEDA DISTRIBUTING Co., Rochester, N. Y., has named Glicksman Adv., New York, to handle advertising for perfumes.

REPUBLIC Pictures Corp., New York, marking its first use of a package show on a regular basis, Nov. 13 starts thrice-weekly, five-minute transcription on WMCA New York, scheduled to run through Dec. 8. Discs, which were cut in Hollywood, feature Judith Allen, commentator, interviewing various Republic stars in telephone conversation style. Live announcements promote various films in Republic shows in the city. Agency is Donahue & Co., New York.

JOHN EICHLER BREWING Co., New York, will sponsor hockey games on WHN New York for the third successive year, Nov. 9 through March 18, with Bert Lee again handling play-by-play and Ward Wilson doing color. Agency is Geare-Marston, New York.

SANTA FE RAILROAD, Chicago, on Oct. 23 began sponsorship of three help wanted announcements weekly on WLS and WCFL Chicago. Till forbid contracts were placed by Leo Burnett Co., Chicago.

A. R. BARTLETT has been named sales and advertising manager of the Knox Co., Hollywood. He succeeds Larry Compton, resigned.

CAL-WESTERN MFRS., Los Angeles (Whee products), on Dec. 1 starts using daily spot schedule on KFMB KFSD KGB San Diego. Contracts are for 13 weeks with placement through Pacific Adv. Service, Los Angeles.

LONDONDERRY Co., San Francisco (ice cream mix), has appointed McCann-Erickson, San Francisco, to place advertising. Radio will continue to be used along with other media.

W. K. BUCKLEY Ltd., Toronto (medicinal), has started transcribed musical programs at varying frequencies on a number of Canadian stations. Account was placed by Walsh Adv. Co., Toronto.

McLARENS Ltd., Hamilton, Ont. (food products), has started series of weekly transcribed programs featuring Blackstone, magician, on a number of Canadian stations. Account was placed by James Fisher Co., Toronto.

SLEEPEX Reg'd, Montreal (perfumes), has started transcribed musical program five-times weekly on CKAC Montreal. Account was placed by J. E. Huot Ltd.

KROGER Grocery & Baking Co. of Dayton and Miami Valley, O. (chain stores), has started sponsorship of a new quizz show *The Country Clubmen*, on WHIO Dayton. Program is heard five times weekly, transcribed each day at a different Kroger store.

GENERAL SEAFOODS Corp., Boston, a subsidiary of General Foods Sales Co, New York, has appointed Young & Rubicam, New York, as agency for 40-Fathom seafood products, now promoted via some spot radio in the New England area. No radio is planned for the coming year.

PERSONNA BLADE Co., New York, through its newly appointed agency. J. D. Tarcher & Co., New York, will use radio advertising for razor blades.

ROBERT PRYOR, in charge of exploitation for R. K. O. Pictures in the Philadelphia area, leaves that industry to become promotion manager of WCAU Philadelphia on Nov. 6.

LOCAL CONTACTS of KLZ Denver have been presented a silk American flag by the station suitable for use at home or office. Flag is mounted on a three foot pole, set in a suitably inscribed mahogany base.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *July - August, 1944*

THE FIGURES TELL OUR STORY ... a real radio buy

	A	WGRC	B	C
MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	17.9	25.4	35.1	21.3
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	36.1	27.3	22.0	13.8
EVENING INDEX SUN. THRU SAT. 6:00 – 10:00 P.M.	33.7	17.9	35.5	31.6

WGRC Mutual



LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH • National Representatives



W ★ H ★ N

50,000 WATTS

DIAL 1050


WASHING & GI
A Community with 41,184 Gasoline Pumps
—supplying 392,000,000 gallons of gasoline, annually, for the hundreds of thousands of men and women who must drive to their jobs in the great, industrial area covered by WGY in central and eastern New York and western New England. And that's a pretty large gasoline business for just one COMMUNITY, despite war ration restrictions.
In one year $105,718,000 is spent at these service stations in the 97 cities of the busy WGY Community,* where more of the 1,045,717 radio families of this vast market keep their radios tuned to WGY more than to any other station in the area.
And WGY is the ONLY way you can combine this valuable region into ONE coverage area.
*WGY's primary and secondary areas contain 18 cities of over 25,000 population; 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.
VT.
N.H.
N.Y.
MASS.
CONN.
R.I.
WGY Gives You the Hudson Circle
NBC
GENERAL ELECTRIC
WGY-201
WGY
50,000 watts—NBC—22 years of service
SCHENECTADY, N. Y.
REPRESENTED NATIONALLY BY NBC SPOT SALES

More

Useful—
Daily the mighty
Mississippi
becomes more valuable
to our inland
waterways system



More

MEMPHIS
DEPARTMENT
STORES USE
MORE TIME
ON WHBQ THAN
ANY OTHER
MEMPHIS STATION

Memphis Has the World's Largest Artesian Water System

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

Purely PROGRAMS

ADULT EDUCATION series entitled *Adventures Into the Mind* are scheduled to start Nov. 16 on WMCA New York. The weekly half-hour series, dealing with psychology, will be actual class-room lectures with a studio audience participating and prominent educators acting as instructors. Question and answer period following the lecture will be included. Reprints of the broadcasts and supplementary literature will be made available. Mrs. Nathan Straus, wife of Nathan Straus, owner of WMCA, and formerly active in adult education, will supervise the series.

* * *

KIDO Service Show

KIDO Boise, Ida has two new programs about fighting men. One, titled *Idaho Man*, is a quarter-hour dramatization of experiences of a local man who has received special commendation. Program includes a gift of flowers and a personal message from the man in uniform or a member of his family. Second show is a half-hour program, *Our Boys in the Service*, which relates personal experiences about local servicemen. Families supply the information.

* * *

WWDC Swap Shop

WWDC Washington has initiated a program titled *Swap Shop*, conducted by Alice Lane Sunday 3:30-3:45 p.m. Listeners are encouraged to trade items they don't want for something they need. Typical swap was two pedigreed chinchilla rabbits and their hutches for a child's electric train. Miss Lane first initiates the trade by describing the articles and giving the names and addresses of the owners so the transactions can be closed direct.

* * *

Museum Programs

NEW YORK's municipal station, WNYC, in cooperation with the American Museum of Natural History, now presents weekly quarter-hour discussions on the progress of science, by Museum staff members.

National Symphonies

FIVE MAJOR symphony orchestras —those of Chicago, Indianapolis, Baltimore, Kansas City and the Eastman School—will be featured on NBC in a 24-week series starting Dec. 16 under the title *Orchestras of the Nation*. Each orchestral group will be heard consecutively for from two to five broadcasts, under their own conductors, Saturday, 3-4 p.m.

* * *

WINX at Hospital

WINX Washington has started a new series of weekly programs from Walter Reed Hsopital with Peggy Le Baron, former Broadway star, as mistress of ceremonies. Miss Le Baron will present many ex-radio and stage personalities who are now hospitalized at Walter Reed. Program is aired Sunday 4:15-4:30 p.m.

* * *

Experiences

REAL EXPERIENCES in the supernatural, moments of adventure, terror, humiliation and excitement are related in a daily five-minute sustaining show on CJAT Trail, B. C., from material sent in by listeners. The program *It Happened To Me* is a dramatized version of the material, prizes given for experiences used.

* * *

Service Interviews

THREE-MINUTE transcribed interview with servicemen has been introduced as a feature of Peggy Lloyd's *Band Parade* on WOV New York, which notifies in advance parents of men who are to be heard. Discs are supplied by the public relations department of the War Dept.

* * *

Marine Show

QUARTER-HOUR *The Chicago Marines Report*, built around the activities of Chicago Marines, telling of their combat experiences and relating news of the status of these boys, began Oct. 15 on WJJD Chicago in cooperation with the Marine Corps.



WHAT A POOLED broadcast looks like at the point of origin! William Ewing, Blue correspondent, spoke for the combined American networks on Sept. 14 (D-Day) at Peleliu in the Palau Islands. He gave the first newscast from a Pacific Fleet flagship during combat action. Base of the mike, a mermaid Godiva on a turtle holding the winged lightning of radio in her right hand, apparently symbolizes the progress of news coverage of the Pacific war from early days when news delays were quite frequent occurrences.

ACA Annual Meet

THIRTIETH ANNUAL meeting of the Assn. of Canadian Advertisers will be held at the Royal York Hotel, Toronto, Nov. 8-10. Annual awards for best Canadian advertising will be presented by President R. L. Sperber. Speakers at the various sessions include Walter E. Elliott, Elliott-Haynes Ltd., Toronto, who will report on the work of the Bureau of Broadcast Measurement; Sam G. Barton, Industrial Surveys Inc., New York, on use of consumer panels in advertising; Elmer Wheeler and J. K. Sandwell, editor of *Toronto Saturday Night*, and a member of the CBC board of governors.



DESIGN FOR ~~WAR~~ *peace* PRODUCTION

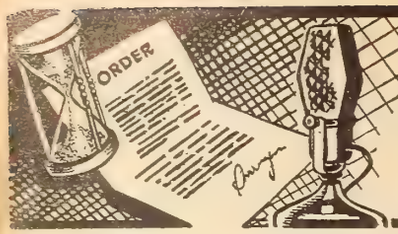


During the war, all departments of International Detrola's great radio-electronics plant have been brought to peak efficiency for volume manufacture of vital military equipment. Hundreds of thousands of square feet of production space have been re-allocated. Interiors and fixtures have been modernized, streamlined. These improvements have enabled skilled workers to chip precious minutes from production time while maintaining highest quality. All this will contribute to the excellence of manufacture *in quantity* of radio receivers, automatic record changers, television receivers and other peacetime electronic products. *Keep Buying War Bonds.*

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN PRESIDENT



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOWO Fort Wayne

Wildroot Hair Oil, Buffalo (Cream-oil Formula), 6 *ne* weekly, 52 weeks, thru BBDO, Buffalo.
Oyster Shell Products, New Rochelle, N. Y. (poultry feed), 2 *sa* weekly, 52 weeks, thru Cecil & Presbrey, N. Y.
Pinex Corp., Fort Wayne (cough syrup), 7 *sa* weekly, thru Russel M. Seeds & Co., Chicago.
Fleetwing Corp., Cleveland (oil and gas), 3 *sa* weekly, thru Griswold-Eshleman, Cleveland.
Londonderry Ice Cream Co., San Francisco (mix), 6 *t* weekly, 52 weeks, thru McCann-Erickson, San Francisco.
G. E. Conkey Co., Cleveland (poultry feed), 3 *t* weekly, 52 weeks, thru Rogers & Smith, Chicago.
Rockwood & Co., Brooklyn (chocolate bits), 2 *sp* weekly, 13 weeks, thru Federal Advertising, N. Y.
Carter Products, New York, 5 *t* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 3 *sp* weekly, thru Rogers & Smith, Chicago.
Mirra Chemical Sales Corp., Chicago (Mirra-Moth cleaner immunizer), 4 *t* weekly, 13 weeks, thru First United Broadcasters, Chicago.

CFRB Toronto

W. K. Buckley Ltd., Toronto (medicinal), 2 *t* weekly, thru Walsh Adv. Co., Toronto.
J. W. Mortell Co., Kankakee, Ill. (Mortite tape), 3 *t* weekly, thru Weston-Barnett, Chicago.
Nugget Polish Co., Montreal (floor polish), 3 *sp* weekly, thru A. McKim Ltd., Montreal.
F. H. Pfunder Inc., Minneapolis (proprietary), *t* weekly, thru Sorenson & Co., Chicago.

KROW Oakland, Cal.

Signal Oil & Gas Co., Los Angeles, *sa*, thru Barton A. Stebbins Adv., Los Angeles.
Carter Products, New York (proprietary), *sa*, 52 weeks, thru Ted Bates Inc., N. Y.
California Processors & Growers, San Francisco (employment), *sa*, thru Foote, Cone & Belding, San Francisco.

WNEW New York

Paragon Oil Co., Brooklyn (heating oil), 6 *sa* weekly, 13 weeks, thru Diener & Dorskind, N. Y.
San-Nap-Pak Mfg. Co., New York (Lydia Grey Tissues), 3 *sp* weekly, 52 weeks, thru Biow Co., N. Y.
Alkine Co., New Brunswick, N. J. (Flemolyn), 6 *sp* weekly, 26 weeks, thru Jackson Ad Service, New Brunswick, N. J.
Block Drug Co., Jersey City, N. J. (Omega Oil), 4 *sa* weekly, 13 weeks, thru Cecil & Presbrey, N. Y.
E. Fougera Distributed Products, New York (Don Juan Lipstick), 9 *sp* weekly, 10 weeks, thru J. M. Korn & Co., Philadelphia.
Liggett & Myers Tobacco Co., New York (Chesterfield Cigarettes), 3 *sp* weekly, thru Newell-Emmett Co., N. Y.
Bendix Home Appliances, South Bend, Ind., 5 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 11 *sa*, 3 *sp*, 3 *ta* weekly, thru MacFarland. Aveyard & Co., N. Y.

WLS Chicago

Marshall Field & Co., Chicago, 5 *sa* weekly, thru Abbott Kimball Co., N. Y.
Standard Brands, N. Y. (Stan-B), 6 *ta* weekly, 13 weeks, thru H. W. Kastor & Sons, Chicago.
Proctor & Gamble, Cincinnati, 6 *sa* weekly, 52 weeks, thru Compton Advertising Agency, N. Y.
P. Duff & Sons, Pittsburgh (Waffle & Muffin Mix), 5 *sa* weekly, 52 weeks, thru W. Earl Bothwell Adv., Pittsburgh.
Ex-Lax Inc., Brooklyn (laxative), 9 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.
Lever Bros., Cambridge (Lever-Lipton Soup Mix), 17 *ta* weekly, thru Young & Rubicam, N. Y.
Hardy Salt Co., St. Louis (Meat Curing Product), 3 *sa* weekly, thru Olian Adv. Co., St. Louis.

KNX Hollywood

Manning's Calif. Piano Supply Co., Los Angeles, 5 *ne* weekly, 52 weeks, thru Jaynes, Harshburger & Martin, Los Angeles.
Beech-Nut Packing Co., Canajoharie, New York (gum), 2 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Golden State Co., San Francisco (milk, milk products), 12 *sp* weekly, 52 weeks, thru BBDO, San Francisco.
Household Products Corp., Los Angeles (Have-A-Cane shampoo), 3 *sa* weekly, 13 weeks, thru Dana Jones Co., Los Angeles.
Celanese Corp. of America, New York (yarns, fabrics), 3 *sp* weekly, thru Young & Rubicam, N. Y.

CKEY Toronto

A. Wander Ltd., Peterborough, Ont. (Ovaltine), 6 *ne* weekly, 26 weeks, thru A. McKim Ltd., Toronto.
Dr. Chase Medicine Co., Oakville. Ont. (proprietary), 3 *t* weekly, 26 weeks, thru Ardiel Adv. Agency. Oakville.
Junior Gold Securities Corp., Toronto 6 *ne* weekly, 52 weeks, thru Harry E. Foster Agencies, Toronto.
Kennedy Manufacturing Co., Montreal (Capex) 3 *ta* weekly, thru Cockfield Brown & Co., Montreal.
S. S. Kresge Ltd., Toronto (chain stores), 14 *sp*, direct.
Mossman's Men's Shops, Toronto (chain stores), 3 *t* weekly, 13 weeks, direct.

WDAS Philadelphia

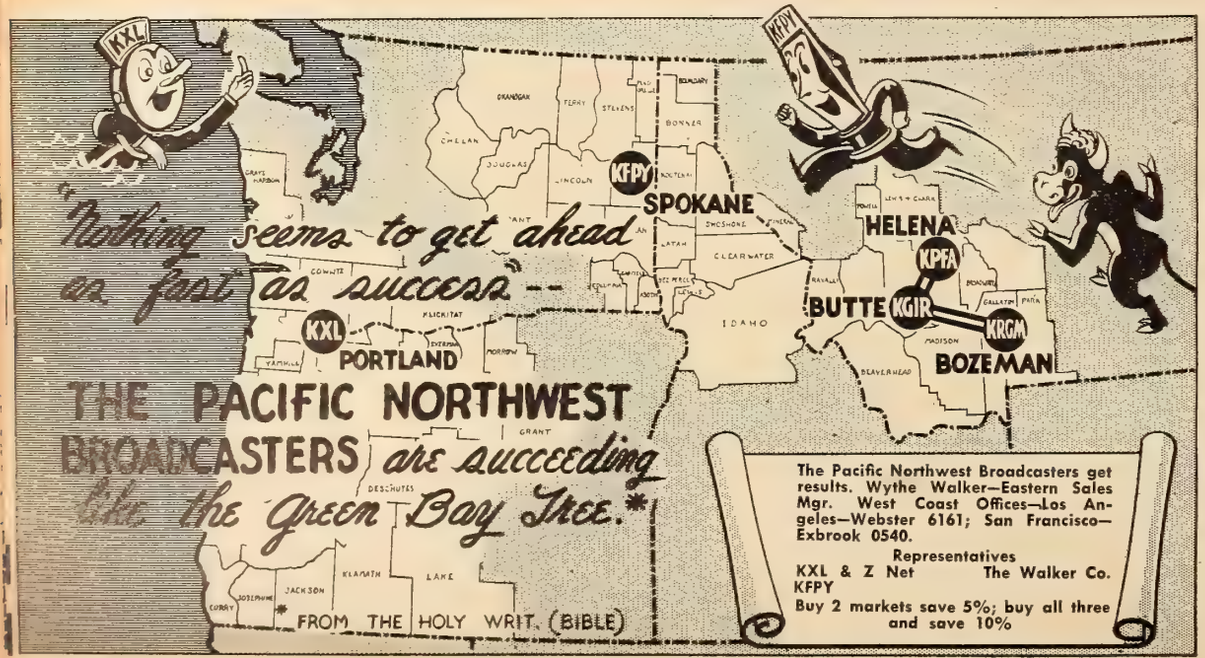
American Chicle Co., New York (Chiclets, Sen-Sen), 33 *ta* weekly, thru Badger, Browning & Hersey, N. Y.
Pepsi Cola Co., Long Island City, 50 *ta* weekly. thru Newell Emmett Co., N. Y.
Ward Baking Co., Philadelphia (Tip Top bread). 72 *ta* weekly, thru J. Walter Thompson Co., N. Y.
Musterole Co., Cleveland, 25 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Garrett & Co., Brooklyn (Virginia Dare wines), 45 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Stanback Ltd., Salisbury, N. C., 12 *ta* weekly, direct.
Warner Bros., Philadelphia (moving pictures), *ta*, *sa*, direct.
Crowell-Collier Publishing Co., New York (*Collier's*), 8 *sa* weekly, thru Arthur Kudner Agency, N. Y.
Monticello Drug Co., Jacksonville (666 Cold Tablets), 8 *sa* weekly, none.
Starkist Co., San Antonio (Starkist dentifrice), 5 *sp* weekly, thru Jack Pitluk Adv. Agency, San Antonio.

KORE Eugene, Ore.

Fisher Flour Mills, Seattle (Fisher's blend flour), 3 *sp* weekly, thru Pacific National Adv. Agency, Seattle.
Imperial Candy Co., Seattle (Societe Brand candy), 13 *ta*, thru Pacific National Adv. Agency, Seattle.
General Petroleum Co., Los Angeles (Mobilgas station), 40 *sa*, thru Smith & Drum, Los Angeles.
Crown Mills, Portland, Ore. (Crown Flour), 3 *sa* weekly, thru W. S. Kirkpatrick, Portland.
Harvel Watch Co., New York, *t* weekly, 52 weeks, thru A. W. Lewin Co., Newark.

KECA Los Angeles

Kenu Products, Los Angeles (cleaner), 3 *sp* weekly, thru Little & Co., Los Angeles.



Canada Arctic Service

CONTACT WITH those living in Canada's far north is being established again this winter through the Canadian Broadcasting Corp.'s *Northern Messenger Service*, Friday evening broadcast on CBK Watrous, Sask., and CKY Winnipeg, with repeat a week later from CBA Sackville, N. B. Broadcasts have been on the air every winter since 1921 when they were started by KDKA Pittsburgh through the Montreal office of Westinghouse, with George A. Wendt in charge. Since the CBC has been in existence the broadcasts have gone on the highest-powered Canadian stations which consistently reach the Canadian Arctic regions. The broadcasts started Nov. 3 (12:30 a.m. EDT, Nov. 4) will run through to March 23. Messages, limited to 50 words for northern inhabitants are sent to CBC program office at Toronto, where they are recorded, with French-language messages being recorded in Montreal.

McKim Reorganized

SIX MEMBERS of A. McKim Ltd., Toronto advertising agency with offices throughout Canada and in London, England, have taken over the agency and changed the name to McKim Advertising Ltd. Oldest advertising agency in Canada, founded by the late Anson McKim in 1889, the agency reorganization was effected with the resignation and retirement of Charles T. Pearce, president and general manager since 1922, who had been with the agency 30 years. New officers are: A. N. McIntosh, chairman of the board; James McC. Baxter, president; J. J. Gallacher, first vice-president and Montreal manager; J. W. Thain, second vice-president and treasurer; D. E. Longmore, third vice-president and manager at Toronto; H. R. McDougal, fourth vice-president. These six officers are sole owners.

Radio Farm Meeting

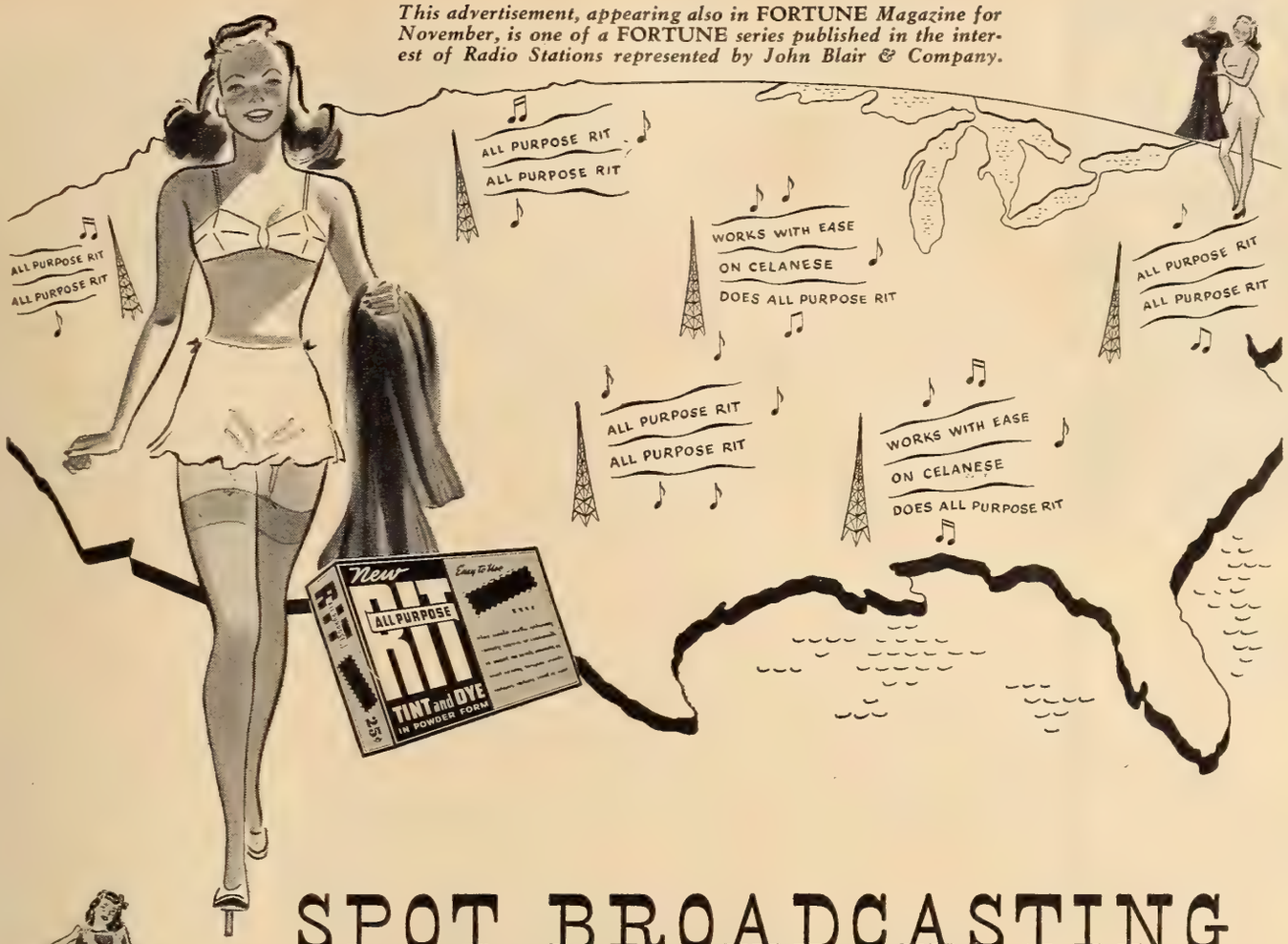
NATIONAL Assn. of Radio Farm Directors, Eastern Division, will hold a meeting Nov. 13 and 14 at the Ritz-Carlton Hotel in Philadelphia. Educational talks on farm broadcasting will be featured at the meeting, according to Emerson Markham, vice-president of the NARFD, in charge of agricultural broadcasting at General Electric's station, WGY Schenectady, and manager of GE's FM station, WGFM.

Barton Peace Plan

ADVERTISING and salesmanship could be used in the interests of maintaining permanent world peace after the war by making helping to make it impossible for people to forget the horrors of battle, Bruce Barton, told the Sales Executives Club of New York at last week's luncheon meeting. He suggested that both a sales manager and an advertising manager be present at the next peace table.

RADIO Division of Westinghouse Electric & Mfg. Co. has acquired a Hazeltine license for home receiver manufacture, it was announced last week by Walter Evans, vice-president of the Westinghouse Radio Division. A Westinghouse war plant in Sunbury, p.m., is to be reconverted for manufacture of home sets.

This advertisement, appearing also in FORTUNE *Magazine for November, is one of a* FORTUNE *series published in the interest of Radio Stations represented by John Blair & Company.*





SPOT BROADCASTING

has taught millions of girls to "dye laughing" with All Purpose Rit

Peppy little jingles have changed the living and "dyeing" habits of millions of women and girls. Keyed to the government's plan for clothes conservation, and in tune with every girl's wish to look modish—All Purpose Rit has sold the idea of dyeing *last year's* frock for today's wear.

Starting in one market three years ago, All Purpose Rit has marched across the country to the tune of Spot Broadcasting. Today, All Purpose Rit is a best seller at 25c, notwithstanding the fact that most competitive products are only 10c or 15c.

Spot Broadcasting has paid off just as handsomely for other advertisers who have used it with vigor and imagination. There seems to be no limit to its possibilities, especially in days like these when media shortages put a kink in so many advertising plans.

Spot Broadcasting means one-minute spots or hour-long programs—on the stations of your own choosing, regardless of network affiliation—in the markets *you* want to reach. With Spot Broadcasting you can concentrate where sales are best, or bolster the markets that need help. Spot Broadcasting is the most *flexible* medium in advertising. A John Blair man can tell you volumes about it.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

PAUL V. LUTZ, formerly in charge of RCA engineering product advertising, has joined Maxon Inc., New York, as account manager for the special products division of General Electric Co., Bridgeport. Mr. Lutz has held the RCA post for the past several years, having joined the corporation nine years ago as a copy writer.

DAVID GRANT, formerly of Ruthrauff & Ryan, New York, has joined the radio department of McCann-Erickson, New York, as producer and contact man.

JOHN SOUTHWELL, of the television department of Young & Rubicam, New York, is entering the theatrical field as producer.

JOSEPH M. PATTERSON & Co., Philadelphia, domestic and industrial fuel oil distributors, has appointed John Falkner Arndt & Co., Philadelphia, as agency.

LAWRENCE CROWLEY, copy writer, formerly with Biow Co., New York, has joined Ted Bates Inc., New York.

DON PROCTOR, former account executive of Behel & Waldie & Briggs, Chicago, for three years, and also of Campbell-Ewald Co., Chicago, has opened his own agency, Don Proctor, Advertising, 228 N. LaSalle, Chicago, to specialize in industrial accounts. Phone is Cen. 5568.

CLEMENT W. MACKAY and Walter Weir, vice-presidents of Kenyon & Eckhardt, New York, have been elected members of the board of directors.

JACK FINNEY, former copywriter of Pedlar & Ryan, New York, has joined the copy staff of Grant Adv., New York.

CURT CLAUSSEN, former assistant treasurer in charge of accounting for Roy Durstine Inc., New York, has joined Geyer, Cornell & Newell, New York, to head the billing and checking departments and to assist John Kunz, treasurer.

H. GLEN JOCELYN, vice-president and director of copy of Sherman K. Ellis & Co., New York, has resumed his duties at the agency following 18 months service in the public relations division of a unit of the Army Air Forces, Arthur J. Eaton, assistant copy director, has been acting head.

FRANK OXARART, Los Angeles manager of Garfield & Guild Adv., has resigned to join the Biow Co., Hollywood, as account executive. His post has been assumed by Ted Dahl.

JOSEPHINE BROOKS has joined Glasser-Gailey & Co., Los Angeles as copy writer.

TROY ORR has joined Milton Weinberg Adv. Co., Los Angeles, as account executive.

EDA CLARE MAXWELL, formerly of Foote, Cone & Belding, Los Angeles, has joined Smalley, Levitt & Smith, that city, as production manager.

PETE WATTS, onetime sales manager of KFVD Los Angeles, has joined Smith & Bull Adv., Hollywood agency, as account executive.

MARTIN J. NEWMAN, former general advertising and sales promotion manager of American Lady Corset Co., Detroit, has joined Hillman-Shane-Breyer, Los Angeles, as research director.

CARL KULBERG, of Crowell-Collier Publishing Co., has joined Raymond R. Morgan Co., Hollywood, in an executive capacity.

H. A. BARKUN, former advertising and sales promotion manager of Miller & Hart, meat packers, has been appointed account executive of Malcolm Howard Adv., Chicago.

TROY ORR, released from the Army as a lieutenant in the Signal Corps, has joined Milton Weinberg Adv. Co., Los Angeles, as account executive.

STAN LEE REED, former vice-president of Radio Productions Inc., is now radio director of Theodore A. Newhoff Adv. Agency, Baltimore.

WILLIAM H. WILSON, former chief of operations, Bureau of Overseas Motion Pictures, OWI, New York, has joined the motion picture department of J. Walter Thompson Co., New York.

ROBERT O'DONNELL, released from the armed forces, has joined the publicity department of Doherty, Clifford & Shenfield, New York, to handle publicity on the Gracie Field-Bristol Myers program.

GEORGE DOCK Jr., former account executive of Doremus & Co., New York, has joined Fuller & Smith & Ross, New York, as account executive.

Peck Video Test

PECK ADV., New York, has established an experimental television department under the direction of Arthur Sinsheimer, radio director.

BLAINE BUTCHER, radio director of Newell-Emmett Co., New York, is suffering from a broken knee acquired in a fall several weeks ago. He is recovering at home.

FREDERICK Bros. Artists Corp., New York, talent agency, has created a special department to handle radio talent, and has placed Addison Smith in charge. New members will be added to handle expanded radio activities. Mr. Smith moved to the talent agency last week from Ruthrauff & Ryan, where he has served as radio program producer and supervisor in both Hollywood and New York offices. He has done similar work at Ted Bates Inc., and Benton & Bowles.

VERA CASSIDY ASH, formerly in the radio department of Henry J. Kaufman Adv., Washington, has joined J. M. Hickerson Inc., same city, in new post of radio director. Previously she had been associated with WWDC Washington in program and sales work.

ROSALINE MORRISON, vice-chairman of the National Advertising Group of Special Libraries Assn., and for six years head librarian of Lennen & Mitchell, New York, has been named librarian of Doherty, Clifford & Shenfield, New York.

RAY AVERY, radio director of Ronalds Adv. Agency, Toronto, has been apppointed a director of the company.

REINALDO D. VERSON, former assistant to the foreign sales manager of Colgate-Palmolive-Peet Co., Jersey City, has joined the foreign department of McCann-Erickson, New York. He will work on Latin American accounts.

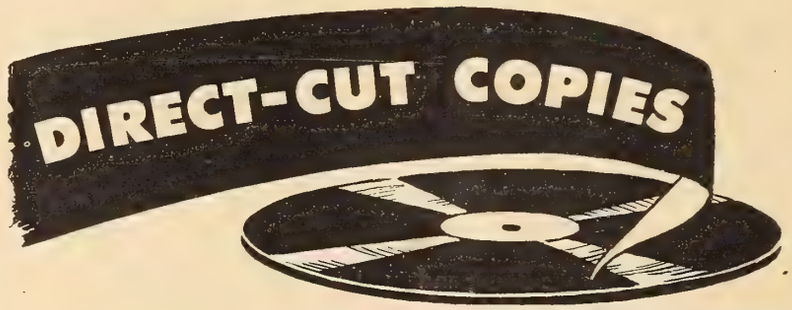
HARRISON ATWOOD, senior vice-president of McCann-Erickson, New York, has returned from an 11-week trip through Latin America. He visited the agency's offices in Argentina, Brazil and Puerto Rico. Mr. Atwood established an office in Havana, Cuba, which will be under the direction of Wallace H. Goldsmith Jr., formerly of National Assn. of Manufacturers.

HUGH H. JOHNSON, for the past three years director of advertising of Bell Aircraft, as assistant director of Bell Aircraft Co., Buffalo, has resigned to join Arthur Kudner Inc., New York, as assistant director of media, a new post. He was assistant to the director of merchandising of the Buick Motor Division of General Motors before joining Bell.

HOWARD BLAKE, former account executive of Franklin Bruck Corp., New York, has been placed in charge of the agency's newly opened Hollywood office at 5874 Hollywood Blvd.

WILLIAM P. BRYAN, formerly on the announcing, news and production staff of WHAS Louisville for eight years, has joined Anfenger Adv. Agency as radio director of the New Orleans office. MRS. FRANK HENNESSY of the continuity staff becomes assistant to Mr. Bryan and INES MASIA, formerly in the advertising department of Maison-Blanche, New Orleans department store, replaces Mrs. Hennessy.

BERNARD KATZ, former vice-president and secretary of Brown & Gravenson, New York, has joined H. W. Fairfax Adv., same city, assistant to Natt S. Eusler, president and radio director. Before joining B & G, Mr. Katz was advertising manager of Hearns Dept. Stores of New York.



OF YOUR RECORDINGS
33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE
—packaged and shipped to your station list from Chicago.
Aluminum based material available where transcriptions can be returned after use.
Write for complete details and prices.
L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

WFIL

...means progress!



". . . to serve the public interest, convenience and necessity . . ." is the way all radio station licenses read. Here at WFIL we are inclined to make a more than literal translation of these words.

Superlative coverage of all local events is assured through the maintenance of a large staff of special events men. For example: On one public service program —"This Week In Philadelphia," a compendium of the week's happenings in the Quaker City and broadcast each Sunday—174 separate events were covered in nine months. In the same period the WFIL mobile unit traveled 3,000 miles picking up events of a civic nature. And each week more than sixteen hours of broadcast time are devoted to public interest programs.

It's because of this unequaled public service that WFIL has earned the reputation of being truly "Philadelphia's Own Station." It's because of the far-sighted policy of taking an active part in community affairs that WFIL is known to Philadelphians as "Philadelphia's Most Progressive Radio Station."

A BLUE NETWORK AFFILIATE

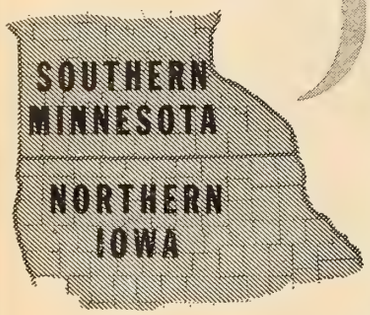
WFIL

★ 560 KC

Represented nationally by The Katz Agency

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

Test Your
POST-WAR
PLANS NOW
at kglo



These factors make the "PORK BARREL" Market the ideal testing spot of America.

1. No "war-swollen" population here.
2. Urban and rural population is about equal. Both have MORE to spend than ever before.
3. KGLO's wide-awake Merchandising Department with capable "Womanpower" will cooperate with dealer letters, newspaper tie-ins and personal calls.
4. 48.6% of all listeners in this area are regularly tuned to KGLO. This is 13.2% more steady listeners than for the next station according to a recent Robert S. Conlan Survey.



FREE — A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

Dip into
THE Pork Barrel MARKET

kglo
5000 Watts 1300 K.C.

MASON CITY, IOWA
F. C. Eighmey, Gen. Mgr.
CBS Affiliate

WEED & COMPANY, Rep.

FCC Tackles Space Demands

(*Continued from page 11*)

el 2, following a closed meeting Oct. 28 with military officials in which restricted propagation data was said to have been discussed.

As chief engineer of the RCA Victor Division of RCA, Dr. Jolliffe had steadfastly opposed moving television to the higher spectrum as advocated by CBS officials and Comdr. T. A. M. Craven, vice-president of the Cowles Broadcasting Co., former Commissioner and veteran member of the Interdepartment Radio Advisory Committee.

After the proposed letter drew objections from official Naval observers attending the Panel 2 meeting, William B. Lodge, general engineering supervisor of CBS, asked permission of Chairman Jolliffe to submit a "dissenting" opinion at the FCC hearing Thursday morning. Dr. W. R. G. Baker, chairman of the RTPB, said Dr. Jolliffe, in presenting the proposed letter, would not be representing Panel 2.

After the hearing concluded Thursday, both Dr. Baker and Dr. Jolliffe said they deemed it wiser to avoid further controversy by withholding the proposed letter from the FCC record.

Allocations for the 60-225 mc band, which included television, were adopted by Panel 2 with the reservation that if they are not feasible, after proper tests of sharing and the zoning plan, new allocations should be devised. Dr. Jolliffe covered the spectrum section by section, interrupting for explanations and answering Commission questions.

In recommending that industrial applications be allocated to the 23.5-27 mc band, Dr. Jolliffe said the Panel felt "considerable concern over harmonics". Chairman Fly suggested that diathermy manufacturers be given a "latitude of two years" to eliminate interference with other broadcast services. Electro-medical manufacturers had testified earlier that the solution rested in assigning frequencies for such machines, rather than shielding.

Frazier Claims No Relay Provision in 40 mc

When Dr. Jolliffe listed the 43-58 mc assignment for FM, Commissioner E. K. Jett asked if the Panel took into consideration that some half-million receivers built for 42-43 mc band reception are outstanding. Dr. Jolliffe said Panel 5 on FM had agreed to the assignment and when he related the vote was 17-3, Chairman Fly asked who dissented.

Mr. Lodge voted no on the grounds that insufficient space was allocated for FM, Dr. Jolliffe explained. Howard S. Frazier, NAB Director of Engineering and chairman of Panel 4, voted against the assignments on the grounds that no provision was made for broadcast relay services in the 40 mc band. K. B. Warner, representing the American Radio Relay League, objected because amateurs were taken out of the 28-30 mc band and given 27-29 mc by the RTPB.

As to the 60-218 mc recommendations for television, Dr. Jolliffe explained the Panel's recommendations on the basis that television is predominantly a metropolitan area service and should be assigned frequencies with respect to the areas in which it operates. He explained the zoning system, whereby A Areas were designated as metropolitan. B, C and D Areas would be assigned other parts of the country.

The complete television allocations as recommended by Panel 2 follow:

60-66, 72-78 mc, television both A and B areas.

66-72, 78-84, 90-96, non-Government emergency services in A areas and television in B areas; 84-90, 96-102, television in A areas and non-Government emergency services in B areas. A proviso accompanies the allocation recommendations that none of the services shall interfere with the others.

108-132, now allocated to air navigation aids and air mobile, to be allocated to television and other services when and if use by air services no longer necessary, use of this frequency band to be reviewed after war developments are released.

152-158, Area A, television; non-Government emergency and miscellaneous services, Area B.

158-164 mc, 182-188 mc, 194-200 mc, 206-212 mc, non-Government emergency and miscellaneous services Area A, television Area B.

164-170 mc, television Area A; Government, Area B.

170-176 mc, Government Area A; television Area B.

212-218 mc, both areas television.

Chairman Fly asked if manufacturers were convinced of the "feasibility" of receivers designed to receive up to 218 mc and Dr. Jolliffe said "that's what we understand". The 60-218 allocations were approved by a 19-2 vote, the witness said.

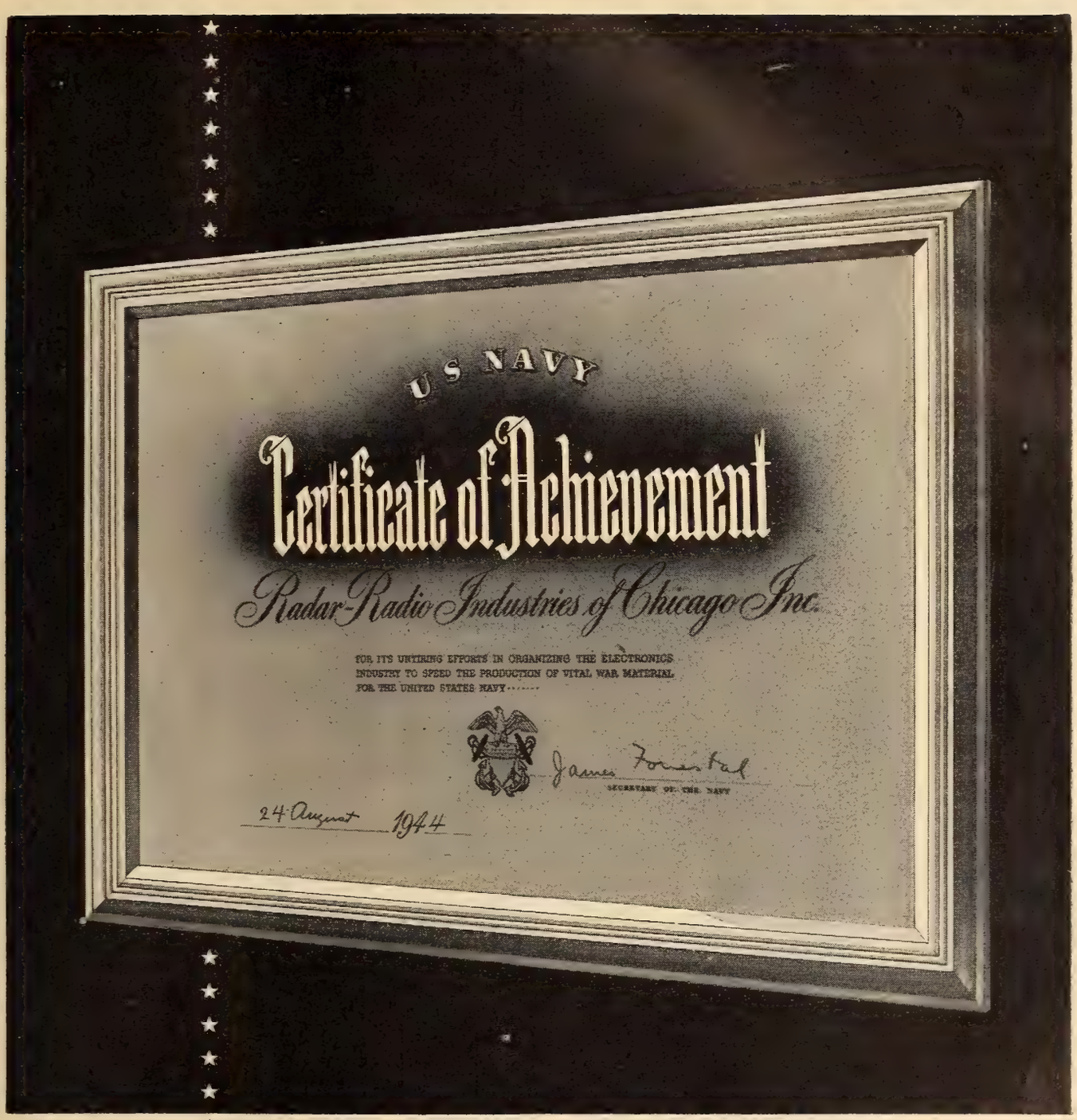
Commissioner Jett questioned the advisability of not providing for FM experimental work above 225 mc and Dr. Jolliffe said there had been no request from Panel 5 for such allocations. "It seems to me it ought to be good for FM to be experimenting there," remarked the Commissioner.

Chairman Fly asked how many

(*Continued on page 62*)







The United States Navy has awarded the men and women of Hallicrafters a special "Certificate of Achievement"... first award of its kind... for outstanding service with the radar-radio industries of Chicago in speeding vital war material to the Navy. Added to the four Army-Navy "E" awards, this makes five times Hallicrafters workers have been cited for distinguished service. They promise that this kind of service will be continued until total victory is ours.

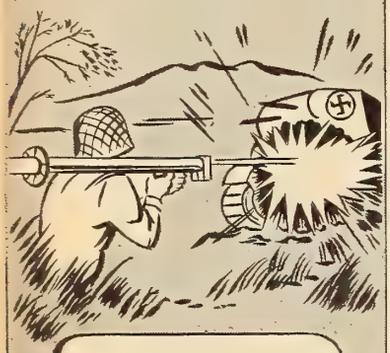
★ ***BUY A WAR BOND TODAY***

hallicrafters RADIO



THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

IT TAKES a
BAZOOKA GUN
to cripple
M-4 TANKS



IT TAKES A
50,000
watt station to sell the Denver market and the Mountain and Plain States Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

television channels could be accommodated in the 460-956 mc band and Dr. Jolliffe replied 31 if they are 16 mc wide and 24 if they are to be 20 mc wide. From 10,000-30,000 mc the RTPB recommendations conform to those of IRAC, he said.

Commissioner Jett commented that no provision had been made for new services, such as buses, taxicabs and very little for railroads in the higher spectrum. Dr. Jolliffe stated:

"I think it will be possible to sit down, give and take a little here and there and come up with the answers to all these problems." Commissioner Jett continued: "I wonder if we know enough about the art above 1,000 mc to specifically allot various services there. The military knows, but we don't."

Commissioner Norman S. Case inquired if the individual members of Panel 2 had information not available for public knowledge, that might have guided them in their decision.

"I think many of the members of Paned 2 have information not part of the public record, on which they based their conclusions," replied the Panel 2 chairman.

Dr. Alexander Senauke, chairman of Panel 12 on industrial, scientific and medical equipment, placed in the record a statement objecting to Panel 2 recommendations above 60 mc because they did not provide for medical and industrial services.

"The Commission should note that Panel 2 made a decision without the benefit of testimony presented at these hearings," said Dr. Senauke. "If reasonably ample assignments are not made for medical and industrial services, they'll be operating on any frequency." He urged that the manufacturers be allocated specific frequencies to avoid interference with other services.

When Chairman Fly inquired whether the manufacturers would adhere to given frequencies, Dr. Senauke said: "It's the expressed intent to voluntarily comply with your regulations."

To accomodate several witnesses last week, the FCC heard witnesses for taxicab services, classified as New Radio Services, and one witness for electro-medical services out of turn last Monday. Dr. W. H. Schmidt of the American Congress of Physical Medicine, told the Commission that diathermy machines could be operated throughout the country on two frequencies. Surgical machines cause no interference, he added.

Oliver W. Moore, chairman of the taxicab subcommittee of Committee 8, RTPB Panel 13, and secretary of the Postwar Planning Committee of the Cab Research Bureau, Cleveland, requested 20 channels from 139.4-140.4 mc, and 10 channels from 250-252.5 mc for new taxicab services. The 20 channels would be 50 kc wide and the 10 additional ones 250 kc. wide.

Clewell Sykes, president of CRB; president of the Yellow Cab Co., Philadelphia; member of the National Assn. of Taxicab Owners and consultant to the Office of Defense Transportation, said that two-way radio for dispatching cabs would reduce "dead miles" traveled to a "negligible minimum."

Daniel Sherby, secretary-treasurer of the Yellow-Zone Cab Co., Cleveland, director of the NATO and treasurer of CRB, told how two-way radio would function in dispatching cabs, and how taxis so equipped would be of help to police, fire departments and emergency services during catastrophes. In Cleveland, where the Yellow Cab Co. has operated two experimental two-way transmitters, Mr. Sherby said a reduction of 65% in dead miles had resulted.

L. W. Johnson, secretary and executive director of the NATO and executive director of CRB, said a study of dispatching systems led to the conclusion that a minimum of 6 channels are required to meet the present industry needs, based on an analysis of the Philadelphia Yellow Cab operation which employs 750 taxicabs, and is the largest single operation in the country with reference to telephone business. New York's largest single operation embraces 1,300 cabs but most of the business is done on a pickup basis, he said.

Mr. Johnson said the taxi organizations had concluded that if 6 channels, each 50 kc wide, will

(*Continued on page 64*)

Plea Denied

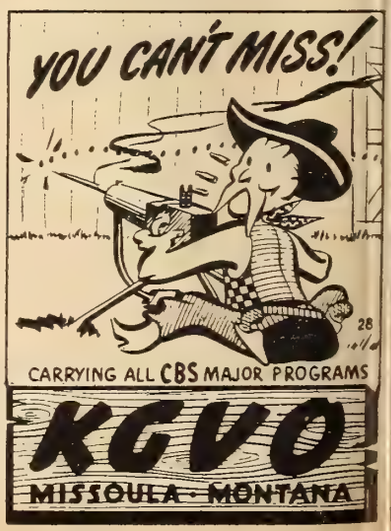
REQUEST of Mutual Broadcasting System was denied last week by the FCC for waiver Sec. 3.406 of the Commission's rules governing station identification so as to permit the broadcast of Mutual's *Mediation Board* program, a three-quarter hour show, without making station identification at the half-hour. Program is heard Sunday 8-8:45 p.m.

CJBC
KEY STATION OF THE DOMINION NETWORK

● An increase of power to 5000 watts gives effective coverage to 100,000 additional radio homes in Toronto and area.

● The best network affiliations, programs and promotions are creating more regular CJBC listeners.

NOW 5000 Watts
TORONTO
CBC RADIO CANADA





SOMETIMES IT'S BETTER TO BE BUILT FOR THE JOB

We can't think of any reason for buying a San Antonio station except to reach the San Antonio market area . . . and this is the area that KTSA was designed and built to serve.

KTSA was engineered and built to do a specific job, and every recognized survey proves that it DOES. Like a welcome rain on a fertile field it covers and saturates the 64 counties of San Antonio's wholesale trade area.

In the fast competition for the booming present and rich postwar business of this area, KTSA is ready to deliver the audience and the coverage you need without waste or duplication.

Incidentally, KTSA's 64 county primary coverage area delivers 23.11% of the effective buying income in the whole state of Texas, and 22.06% of Texas' retail sales.

If you'd like to buy this chunk of Texas most economically . . . get KTSA's complete story.

REPRESENTED NATIONALLY BY

TAYLOR-HOWE-SNOWDEN RADIO SALES

NEW YORK - CHICAGO - DALLAS - AMARILLO

KTSA CBS

SAN ANTONIO 550 ON THE DIAL



A VOICE

women listeners enjoy—a voice with personality which stimulates ACTION — makes sales:

Connie Stackpole

RENEWALS prove she's *good!* Clients participating locally include:

Matchless Brand Foods	4 yrs.
Florigold & Flo Citrus Fruits	4 yrs.
Winslow's Potato Products	4 yrs.
Red Cap Products	3 yrs.

Others 1 to 2½ years and still going.

Ask for full details.

Participation now available over 5 Stations of Yankee Network...

WNAC, Boston — **WAAB,** Worcester

WEAN, Providence — **WTHT,** Hartford

WCOU, Lewiston



11:15 A.M.
Tuesday and Thursday
$105.00 per program
less discounts

For a woman's audience and RESULTS, consult—

Connie Stackpole
DIRECTOR
New England Cupboard
448 STATLER BLDG., BOSTON 16, MASS.
HANcock 4460

provide adequate service for Philadelphia, then 20 channels, 50 kc wide, in the lower portion of the spectrum, plus 10 channels 250 kc wide for experimental purposes in the higher frequencies will provide future requirements of the entire industry, particularly if further development above 300 mc can be expected.

Raymond M. Wilmotte, consulting engineer, testifying on behalf of the NATO and CRB, substantiated the claims of previous witnesses and added technical data to the record. He said diathermy machines are the chief source of interference and should be shielded or operated within certain frequency bands.

Medical Diathermy Service Reported Increasing

When hearings opened Tuesday morning Dr. Lynde P. Wheeler, chief of the FCC Engineering Dept. Technical Information Section, introduced opening testimony on industrial, scientific and medical services, and asserted that the use of these services has increased greatly in recent years. Power used for the various industrial services is greater than the total consumed for communications, he said. Under Commission Order 96 some 85,000 applications for registration of medical diathermy equipment have been received, he added.

Elimination of interference from the use of medical and industrial heating equipment has become a pressing problem and can be expected to be more serious after the war, Dr. Wheeler stated. He urged the Commission to consider the necessity of protecting communications from such interference.

Dr. Alexander Senauke, acting chairman of RTPB Panel 12, requested approximately 16 channels ranging in width from 2 kc to 800 mc and in the band from 225 kc to 20,400 mc, although he said Panel 12 was not unanimous in its recommendations. The electro-medical committee was in agreement on proposed frequencies at 13, 27 and 40 mc, he said.

Carl J. Madsen, electronics engineer of Westinghouse Elec. & Mfg. Co., member of Panel 12, requested two frequencies for industrial services. Paul D. Zottu of the Girdler Corp., also a member of Panel 12, said the answer to interference from industrial services is to allocate certain frequencies, rather than attempt shielding.

George F. Russell, president of Northwest Syndicate, Tacoma, Wash., touched off a controversy with members of the RTPB when he testified it wasn't necessary to allocate fixed frequencies for industrial heat processing because of new developments in circuit designs, which eliminates the major causes of spurious radiation.

Dr. Senauke challenged Mr. Russell's contention, said the witness was not a member of the RTPB, and Chairman Fly remarked, "That doesn't make him an outlaw." Following the noon recess the argument continued with Dr. Senauke placing on the stand John F. Dreyer Jr., engineer of the Amperex Corp., who started to testify regarding a paper prepared some time ago by Mr. Russell. Chairman Fly cut him off, however.

Mr. Russell suggested the Commission's own engineers make measurement tests of three types of machines produced by the Northwest Syndicate. Chairman Fly ordered members of the Radio Intelligence Division to begin the tests immediately.

A. W. Mathis Speaks for Physical Therapy Mfrs.

A. W. Mathis, vice-president of the H. G. Fisher Co., Chicago, appearing on behalf of Panel 12 and the Physical Therapy Mfrs. Group of the American Surgical Trade Assn., said the 50,000 shortwave diathermy machines now in the hands of civilian hospitals and physicians operate in the vicinity of 40, 27 and 13 mc, although those frequencies "have no particular significance" and the machines could operate elsewhere in the "general vicinity".

Under cross-examination Mr. Mathis said shielding wasn't an adequate remedy against interference. He suggested the Commission allocate definite frequencies.

Dr. Lee DeForest, president of the Lee DeForest Labs., Los Angeles, and inventor of the vacuum tube, was given the hearings' second ovation when he took the stand. Maj. Edwin H. Armstrong, FM inventor was applauded when he testified early in the hearings.

Dr. DeForest, whose firm has been manufacturing medical diathermy apparatus for 11 years, told the FCC that the tolerance of 2%, combined with two or three definite channels allocated to shortwave diathermy, would effectively eliminate interference from radio communications and at the same time not interfere with the general application of the apparatus by the medical profession. He recommended 13, 27 and 40 mc. He said a tolerance of 7% in the 27 mc area would eliminate need for the other two bands. He advanced the belief that 50,000 machines now in service

(*Continued on page 66*)

Petrillo for FDR

RECOGNIZING that despite his differences with Roosevelt Administration, the Democratic party is more friendly to labor, James Caesar Petrillo, is sporting a Roosevelt button in his lapel, it was revealed in Chicago last week, following a conference he held with Mayor Edward J. Kelly.



CRYSTALS

HOLLISTER CRYSTAL CO.

Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927



"Sometimes I wish she'd listen to something besides WBZ."



"Sometimes I wish she'd listen to something besides WCSH."



"Sometimes I wish she'd listen to something besides WJAR."

People tune in the station that comes in with a good signal and has the best programs. Everywhere you turn in New England, one or another NERN station is the choice station, by virtue of clear reception and the top rated programs. All NERN stations are NBC affiliates. NERN covers New England and sells New England . . . without line charges . . . with free studio facilities in Boston, New York and Hartford . . . for only $312 per daytime quarter-hour. When you buy NERN, you buy a network.



"Sometimes I wish she'd listen to something besides WLBZ."



"Sometimes I wish she'd listen to something besides WTIC."



"Sometimes I wish she'd listen to something besides WFEA."



"Sometimes I wish she'd listen to something besides WRDO."

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WTIC	1080	50,000	Hartford, Conn.
WFEA	1370	5,000	Manchester, N. H.
WRDO	1400	250	Augusta, Maine

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

COLUMBIA AFFILIATE
WLAW
Serving
NEW ENGLAND'S
3rd LARGEST
CONCENTRATED
AUDIENCE
5000 WATTS
680 KC
THE VOICE
OF NORTHERN
NEW ENGLAND
LAWRENCE
MASS.
NATIONAL REPRESENTATIVES:
THE KATZ AGENCY, INC.

STOVIN
&
WRIGHT
RADIO
STATION
REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

could be reconverted to "such a frequency at such a tolerance".

V. W. Sherman, manager of the industrial electronics division, Federal Telephone & Radio Corp., Newark; J. Wesley Cable, director of research and development, Induction Heating Corp.; E. L. Bailey, the Chrysler Corp.; George H. Brown, RCA labs.; Frank Curtis of Induction Heating Corp.; Wallace E. Powell, Jones & Laughlin Steel Corp.; G. P. Bosomworth, manager, engineering laboratories, Firestone Tire & Rubber Co., Akron; C. W. Blount, vice-president of the Bakalite Corp., and Paul Bilhuber of Steinway & Sons, New York, told how induction heating is used in various forms of manufacture and urged the Commission not to restrict its uses.

Other witnesses in behalf of electro-medical services included Dr. H. B. Williams, Columbia U., and Dr. E. J. C. Hildenbrand, director of the physical therapy department, Garfield Hospital, Washington, appearing on behalf of the Council of Physical Medicine, American Medical Assn.

Railroads Represented By Niesse of N. Y. Central

On behalf of the railroads, John L. Niesse, assistant to the general superintendent of telegraph and telephone, New York Central System, and chairman of Committee 7, RTPB Panel 13, asked for 88 frequencies in the 100-200 mc band; 36 additional channels "where demands are not so great", one fixed channel below 3 mc, to be shared with other services if necessary, and space in the spectrum between 2600-2700 mc for experimental purposes, with a view towards making those allocations permanent. He opened Wednesday's session.

Speaking also for the Assn. of American Railroads, Mr. Niesse said radio would be used by railroads for end-to-end communication on trains; train-to-fixed-point; yard and terminal operations. When Commissioner Jett reminded the witness that aviation services are using the 116-117 mc band, which Mr. Niesse requested for terminal operations, the witness said he thought railroad services could use frequencies below 108 mc or above 132 mc, if necessary. Mr. Niesse said he felt that assignment of frequencies would "stimulate railroad radio" and help the rail lines to perform a "better public service".

C. O. Ellis, superintendent of communications, Chicago, Rock Island & Pacific, testified that recent tests of the carriers system disclosed interference in the area of Kansas City, where four railroads use the carrier method in the VHF band. Commissioner Jett suggested further investigation on the possibility that carrier radio might also be interferring with other services in the very high frequencies.

Richard R. Mead, research director of the Greyhound Lines, appearing for A. M. Hill, president of the National Assn. of Motor Bus Operators and the RTPB, urged two-way communication between buses and fixed stations for the nations bus lines. Milo M. Dean, chairman of the intercity bus subcommittee of Committee 8, Panel 13, listed frequency needs for the bus lines as follows:

For control dispatching, 15 channels, 50 kc wide, 137.65-138.4 mc. For highway emergency service, one low frequency clear channel, 8 kc wide, in the range between 2.5-4.5 mc. For general service communications, 15 channels above 1,000 mc, band width to be 0.1% of the assigned frequencies.

Statements supporting the bus recommendations were presented by J. P. Heffernan, superintendent of drivers, Greyhound Garage, Chicago; Nyram L. Young, Atlanta, head of Safety Service, an independent organization serving various bus companies; L. H. Ristow, Chicago, chairman of the National Bus Traffic Assn.; William A. Duvall, general manager of maintenance, Greyhound Corp., Chicago; R. E. Samuelson, chief engineer of the Hallicrafters Co., Chicago, and member of Committee 8, Panel 13.

Mr. Samuelson, who gave technical data, said that control dispatching service would operate better in the 30-40 mc band than at 138 mc and should "some space between 30 and 40 mc open up through the moving of certain services above 100 mc," he requested that the FCC give the bus operators consideration.

L. W. Goostree Jr., engineer in the transmitter division of General Electric and member of Committee 8, Panel 13, submitted further technical data concerning the proposed allocations for bus services.

Two-Way Radio Asked for Trucks

John V. Lawrence, managing director, American Trucking Assn., testified that two-way radio communication is needed by America's trucking industry. He pointed out that almost half the nation's fruits and vegetables are moved to market by truck eliminating delays and saving food. The ATA will, with FCC approval, undertake to form a radio organization for all highway users.

Also testifying in behalf of the ATA and in favor of two-way radio for trucks were: D. L. Sutherland, president, Middle Atlantic Transportation Co., New Britain, Conn.; C. J. Williams, Hillside Garage & Transit Co., Milwaukee; E. S. Wheaton, vice-president, Aero Mayflower Transit Co., Indianapolis.

Marion E. Bond, member of Committee 8, Panel 13, associated with the Galvin Mfg. Co., Chicago, asked for facilities for two types of services, (1) a local service within 75-100 mile radius to be used to summon help in event of a breakdown or other highway emergency. He recommended allocation of 10 interspersed channels 40 kc wide in the 30-40 mc band for local service. For the long-range needs he suggested a single clear channel between 2-4 mc to be used nationwide as an emergency and distress frequency. Testimony on telephone utilities (see page 68) concluded the allocation hearings.

Muzak's Proposal Opposed by Ryan

Says Scarce Channels Should Not Be for Limited Service

OPPOSITION to the proposal by Muzak Inc. for frequencies to be used in "narrowcasting" has been expressed to the FCC by the NAB in a letter signed by J. Harold Ryan, president.

"Narrowcasting", so dubbed because it contemplates the use of radio frequencies for a limited service to subscribers in the same manner that wired radio now operates, would require three channels for operation, according to the testimony of Joseph L. Weiner before the FCC allocation hearings on behalf of Muzak [BROADCASTING, Oct. 16].

Mr. Ryan's letter, addressed to T. J. Slowie, FCC secretary, and dated Oct. 31, follows:

At the time of my appearane as a witness at this hearing, the Commission's attention was directed to the growth of radio broadcasting as a service to all of the American people. I emphasized the need for the allocation of sufficient space in the radio spectrum to insure the expansion of this broadcasting service into the newly developed technical fields on a sound competitive basis and on a nationwide scale.

It is quite obvious from a reading of the testimony presented at this hearing that the requests for frequencies far exceed the number of such frequencies available in the useful radio spectrum. From testimony given by several witnesses it is evident that interference potentialities on frequencies in excess of 40 megacycles are greater than had previously been estimated. Therefore, the need for more channels for broadcasting is even greater than before.

The Commission has received a request, through the testimony of Mr. Weiner representing Muzak, for the allocation of frequencies for an alleged new kind of broadcasting service. It is our considered opinion that this request is not for a broadcasting service, but for a multiple address radio servict. In Commission terms this type of service must properly be classified as point-to-point radio and as a limited common carrier. This proposed service is distinguishable from broadcasting to all the public because in particular it is addressed to those limited number of subscribers who can afford to pay the extra price.

The NAB urges the Commission not to sacrifice broadcasting to the public as a whole in favor of this limited common carrier point-to-point service. This point-to-point service does not require radio channels as of technical necessity. This type of service can be operated on land line systems.

PROMOTION LUNCH
Given by North Dakotans For N. Y. Executives

COMBINED advertising media of North Dakota including radio, newspapers and outdoor will sponsor pheasant luncheons Nov. 29-30 at the Waldorf-Astoria, New York, to demonstrate to some 300 advertising agency and business executives by use of colored motion pictures the State's agricultural and industrial advantages.

Jack Dunn and Tom Barnes, of WDAY Fargo, contracted to secure the pheasants for the luncheon which is the second of its type, the first having been held in Chicago in June. Other stations cooperating are KFYR Bismarck, KILO Grand Forks, KDLR Devils Lake, KLPM Minot and the North Central Broadcasting System.

ACCURACY *is Our Business*
...IN WAR...IN PEACE



CRECO CRYSTALS are put through numerous exacting final production tests before acceptance by the Army and Navy. Here you see **CRECO ACCURACY IN ACTION** as operators Check and Double-Check crystal activity and frequency deviation over wide temperature ranges, from frigid cold to hot heat, using automatic recording equipment. **CRECO IS READY** to provide the Adequate Solution to any Radio-Engineering Problem, through Knowledge, Experience and ACCURACY . . . and CRECO's War Job now permits the acceptance of a Limited Number of Standard, FM and Television Applications.

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Crossroads-of-the-World
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"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

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Create that mood—and your sales story
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our time—and then extended NA-
LY the methods discovered.

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he CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
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Friendly, Persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas in TOPEKA

Nationwide Radio Relay Nets Proposed

All Types of Services Would Be Handled, FCC Told

NATIONWIDE RADIO relay networks to handle all types of communications, as well as broadcast services, including television, FM, standard and facsimile and operating as common carriers, were proposed to the FCC last week by witnesses appearing at the allocation hearings in Washington.

Proponents of the relay systems included the Radio Technical Planning Board; Western Union; Raytheon Mfg. Co.; Frank H. McIntosh, Washington consulting engineer and former chief of the Domestic & Foreign Branch, Radio & Radar Division, War Production Board; International Business Machines Corp., General Electric Co.; the Bell System, and the U. S. Independent Telep. Assn.

'Major Magnitudes'

Most far-reaching of the plans were submitted by Joseph Pierson, manager of the Raytheon communications division and former president of Press-Wireless, and by Ralph Bown, director of television research of the Bell Labs. Mr. Pierson said Raytheon proposes to build a nationwide network of radio relays. Mr. Bown explained that AT&T and the Bell System anticipate a combination wire-radio system to serve all communications, including telephone subscribers.

Definite proposals to establish such relay systems were made after E. W. Engstrom, research director of RCA Labs. and chairman of Panel 9, Radio Technical Planning Board, laid the foundation by telling the Commission that "radio relay systems will constitute the projects of major magnitudes". He visioned television broadcasters as the "first and most important prospective users of radio relays" on the immediate horizon, predicting that television relay systems will be established in conjunction with coaxial cable links.

"When not used for television, the broad band of a system capable of relaying television will permit the transmission of numerous other signals," said Mr. Engstrom. He foresaw radio relay systems for use in facsimile, transmitting at the rate of "many thousands of letter pages per hour", of wide use by police, Government and business groups of facsimile.

He pointed to a growing need to interconnect new forms of business machines. Radio relays may be used for long distance multiplex telephone communication, particularly for the distribution of sound broadcasting programs, he continued. With the growth of high-speed transportation Mr. Engstrom saw the need for extensive communication and navigation aids and suggested that radio relay systems "might follow the transportation routes and might be coordinated with and, in some measure, serve not only the transport contacts en route, but also general ground communication."

Design Suggested

Relay systems are the only means for using the ultra-high and super-high frequencies for medium and long-distance overland circuits, said Mr. Engstrom. "It is believed," he declared, "that radio relay systems will eventually be the technical means for handling most of the traffic of a point-to-point or multiple addressee nature using these frequencies. Radio relay systems will constitute projects of major magnitudes and it seems reasonable, therefore, that circuits should be well loaded with a variety of services for all hours of the day and night."

He suggested that a relay route be designed for more than one wide-band circuit in each direction, wherever the load demand is sufficient. Such a system could handle television, and "a multiplicity of narrow band services; two or more television services, etc., simultaneously in either direction," he continued.

The range of frequencies to be used for radio relaying is so high that it becomes possible, said Mr. Engstrom, "to utilize each frequency channel over and over again, not only over circuits which are spaced apart geographically, but even with some limitations for a number of circuits in and out of the same city".

Favoring relay circuits is the fact that a "sizable portion" of the cost is represented by the sites and towers, according to Mr. Engstrom, who said no development could be foreseen that will destroy the value of the investments. Future developments will make it possible, he explained, to utilize higher frequencies, as the service expands and as more circuits are needed, over the same route without requiring substantial alterations in either sites or towers.

Before the war, development of radio tubes and receivers had been carried far enough to make it practical to utilize frequencies for radio relaying in the range from 300-1000 mc, said the witness. As soon as restrictions due to the war are removed, he asserted, it is anticipated that the frequency range will be extended upward, pointing to the fact that some of the early relay projects now planned will be at frequencies higher than the pre-war developments.

Towers for mounting the transmitting and receiving antennas will vary from 100-400-feet, depending on the terrain contour and repeater station spacing. For these antenna heights repeater spacings will vary from 20-40 miles. Generated transmitter powers will be just a few watts, with no need for powers greater than 100 w and with need for less power as the frequency increases. Substantial antenna power gains will be used for both transmitter and receiver. FM or some variation of frequency modulation probably will be used in radio relay systems.

On behalf of Panel 9 Chairman Engstrom made the following recommendations: 300-3,000 mc, approximately 600 mc be set aside for radio relaying services involving at least one intermediate repeater and that channels be allocated in two or three blocks; 3,000-10,000 mc, approximately 2,000 mc be set aside (a consideration of this recommendation in Panel 2 resulted in a proposal for radio relay systems between 3,900-4,450 mc, a band of 550 mc; also in the region between 5,750-6,800 mc, space was proposed for experimental relay and other experimental work).

Suggests Allocations

Above 10,000 mc, Panel 9 recommended that about one-third of the space available be set aside for radio relay systems involving one or more repeaters. Specifically the RTPB recommended that three blocks of channels be set earmarked for experimental work as follows: 10,500-13,000 mc; 6,500-8,000 mc; 26,000-30,000 mc.

Mr. Pierson, explaining that Raytheon Mfg. Co. was organized in 1922 with a capital of $25,000, sub-

"Now, if we were only staying at THE ROOSEVELT"



When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

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TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.



FORMER Under Secretary of State Sumner Welles (center) began his regular series of weekly commentaries on behalf of Waltham Watch Co. [BROADCASTING, Sept. 18] over the Mutual network Oct. 11, at 10-10:15 p.m. To initiate the series, Richard Humphrey (r) president of H. B. Humphrey Co., Boston, agency servicing Waltham account, and Ira Guilden, president of Waltham Watch Co. join Mr. Welles at MBS studios.

scribed by veterans of the 302d Field Artillery following the First World War, said the company today employs 6,000 persons and is producing equipment at the rate of $50,000,000 per year. The company was dedicated by charter to electronic research and now it plans to use its experiences to enter the communication business.

Raytheon has been developing communications in the super-high frequencies not now in public use, said Mr. Pierson, adding that "technical discoveries in this part of the spectrum, which we are obliged now to omit, permit a much greater range of service to the public than has been possible heretofore."

Mr. Pierson exhibited a large map showing the proposed microwave relay communication system to be operated across the U. S. by Raytheon. Eastern terminals will be at Boston, New York and Washington, with circuits following the airline routes via Cleveland, Detroit and Chicago to the Pacific terminals at Los Angeles, San Francisco and Seattle.

Terminal stations at each service point with automatic relay stations every 30-45 miles are proposed. For the system Raytheon requested three groups of frequencies at 1900, 3900 and 5800 mc, included in that portion of the spectrum recommended by the RTPB for relay services.

Raytheon Plans

Through the system Raytheon plans to provide service as follows, according to Mr. Pierson:

Complete safety service and guide for airlines, both commercial and private.

Transmitting both low and high definition television across the Conparing applications for television tinent. To that end Raytheon is preparing applications for television stations.

Transmitting broadcast programs, providing higher fidelity and superior quality than that attained by wire. This includes relaying FM broadcasts and Raytheon is preparing applications for FM stations.

Better telephonic reproduction of the human voice than now exists; providing telephone service to those areas now without it.

Broadcast services in neglected rural areas.

Development of nationwide mobile communications, including railroads and highways.

Standard communication services at a substantial savings under present rates, quality for quality, and as the service expands these savings will increase.

Bell Projects

The Bell System project contemplates use of both broad-band cable and microwave radio relays to give the "most flexible and reliable network for serving the needs of the country", said Mr. Bown. Since a greater variety of electronic tools are available for the lower end of the 500-20,000 mc band, Mr. Bown suggested that developments should first take place in the lower portion of the ultra-high frequency spectrum and progress upwards as "knowledge of the art permits".

"If the hopes we entertain for the success of the experimental system between New York and Boston are realized, the radio relay type of transmission may well become an important feature of the communications system of the future," said Mr. Bown, who recommended that the following frequencies be allocated for the AT&T-Bell proposal:

Two blocks of 20 channels each, 20 mc wide, 1900-2300 and 4000-4400 mc; a space 1000 mc wide between 11,500-12,500 mc; 10.15% of the space above 13,000 mc reserved for experimentation and to meet future public telephone system requirements for this type of radio service.

Mr. Bown also suggested with no specific reservation, that frequencies in the region of 6000-8000 mc might be necessary, particularly if crowding by other services curtails use of the 2000 mc band or if the bands above 12,000 mc prove unsuitable for relay purposes.

Radiotelephone Plan

Elaborating on the plan proposed by Mr. Bown, Austin Bailey, radio engineer of the AT&T, and vice-chairman of Committee 8, Panel 13, on Wednesday gave details of a proposed new radiotelephone service which would make possible communication between any mobile unit suitably equipped and any telephone connected with the land telephone network.

He said the service would be available to anyone, but suggested the radiotelephone would be used more widely in doctors' cars, ambulances, trucks, buses, taxicabs, public service vehicles, barges, ferry boats, towboats and possibly railroad trains and airplanes.

This proposed common carrier general mobile radiotelephone service would embrace two types of service, he explained, one primarily for urban areas and the other designed for outside or between those

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....then spinach takes on new value in the eyes of thousands of Maine women!

Mrs. Wadman knows whereof she speaks. Her daily program — POINTS AND POINTERS — at 9:45 a.m., Mondays through Fridays, is fifteen minutes of required listening for homemakers in the WGAN area. Recognized (throughout Southern Maine) as an authority on dietetics and home economics, Mrs. Wadman has gained an enormous following for her chatty and informative radio talks. Whatever product she advertises — whether food, new kitchen gadgets, cook books, or lunch boxes — is sure to become an over-night best seller in Maine!

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5000 Watts

560 Kilocycles

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CBS Member Station National Representative: PAUL H. RAYMER CO.

areas, to be known as highway service. He testified that to give highway service in the range between 50-200 mc, only 32 frequencies would be required for four simultaneous conversations with each specific station zone of about 315 square miles. For urban service in the Greater New York area, about 100 circuits will be needed, requiring 200 channels between 50-200 mc on a two-frequency basis. Those frequencies could be shared with certain other types of services.

Mr. McIntosh proposed to organize a company to operate as a common carrier, serving agencies needing radio communications. His plan involves the use of "idle time normally experienced on emergency service frequencies", utilizing the very-low frequency band around 150-250 kc as well as the ultra-high frequencies. The service would entail narrow channels.

"We propose to supply facsimile type of messages to moving vehicles and contemplate a two-way service in the ultra-high frequency band," said Mr. McIntosh. Sets would be operated on a rental basis. He proposed a central dispatching office, to which calls for doctors, taxicabs, etc., would be made, the central office in turn notifying the wanted doctor by radio.

He suggested that channels for the proposed service be provided in the low and high ends of respective bands. The proposed service would entail elaborate equipment, he said, and require exclusive use of low frequencies.

Radio-Wire System

On behalf of the U. S. Independent Telephone Assn., B. C. Burden, consulting engineer; Rear Adm. Stanford C. Hooper, USN (Ret.), former Naval Chief of Communications; and Col. William R. Blair, USA (Ret.) outlined the plan of the independents, working in conjunction with the Bell System, to create a nationwide radio-wire relay system.

"We are convinced that there is a genuine field of use for radio channels of the regional frequency type for common carrier telephone purposes," said Mr. Burden. "If we are not permitted to share in the new frequency assignments now being opened up in the region above 100 mcs, there will be a missing link in our communication system. . . . If complete and universal communication service is to be rendered, it will be imperative that a limited number of radio channels be made available to the telephone industry."

Mr. Burden testified that following studies made by the Bell System, the Independent and the RTPB, it was concluded that six primary applications of radio channels in the telephone field were recognized. These he enumerated as: Common carrier emergency service, common carrier urban mobile service, common carrier highway mobile service, special situation short haul toll trunks, special situation rural telephone service, long haul toll trunks (involving intermediate repeater stations).

The proposed system would be used to serve isolated communities; furnish telephone service to farmers, ranchers and others in remote regions; provide telephonic communication between individuals whether they be at home, in an automobile, in a boat, on a train, aeroplane "or even on foot"; make available additional short haul toll circuits; perform emergency services.

Col. Blair asked for the following allocations: For emergency radio telephone and telegraph service, 2-8 kc and 50-200 mc; for urban and highway mobile service, 50-200 mc; short haul toll service (regular), 50-200 mc; long haul toll channels, 300-15,000 mc; special rural channels (regular), 50-200 mc; remote control channels, 150-175 mc.

Adm. Hooper supported the request of the telephone companies for radio telephone channels. "It seems our case is similar to several other services applying here and that the wise solution may be to allow such services what is possible up to 300 mc, and in addition to give them, provisionally, even a larger band than they need in the ultra high frequencies and above to provide for future expansion," he said.

"Then, as it is proved that the services can safely move to the higher bands, the licensees will come forward requesting that the provisional and experimental channels in these higher bands be made regular channels, and perhaps asking to vacate the lower ones."

Booster Stations

Mr. Lemmon told the Commission that the "new development of wide band networks of automatic booster stations stretching between cities for the simultaneous carrying of television images, as well as many other new radio services, offers untold possibilities of public value".

With proper experiment a large number of multiple or multiplex services can be developed, said Mr. Lemmon, who disclosed that IBM, working with GE, is experimenting with the operation of automatic booster stations to carry at one time "two high definition television services in either direction, two or three FM broadcast channels, several facsimile channels, and a number of high speed circuits for the remote control of business machines, electric typewriters and offices of various kinds."

A nationwide system of relays would make it possible for many communities to originate good radio and television programs, rather than accept only those from New York and Hollywood.

Speaking for GE, H. B. Fancher, Radar Engineering Section No. 1, Transmitter Division, gave technical data on the GE-IBM plan and stated that to be commercially feasible, relay points, many of which will be located in relatively inaccessible places, must be designed for unattended operation.

One of the strongest proponents of the unattended satellites during the FCC hearings has been Howard Frazier, NAB Director of Engineering and RTPB Panel 4 chairman, who sees in the unattended satellite the solution to many standard broadcasting problems, greater coverage and expansion of services.

Vinson—'No Comment'

ECONOMIC Stabilization Director Fred S. Vinson said Friday he had "no comment" on the status of the legal study requested by President Roosevelt to find authority to compel James C. Petrillo, AFM president, to comply with the WLB directive of June 15 terminating the ban on new recordings at RCA Victor, NBC Recording, and Columbia Recording Co.

Roberts Is Named For Purple Heart

CLETE ROBERTS, Blue Network war correspondent, was wounded in the same Jap bombing attack on Leyte that resulted in the death of Asahel (Ace) Bush, AP war correspondent, and will receive the Purple Heart, according to word received by the Blue Network.



Mr. Roberts

Mr. Roberts suffered shrapnel wounds in his arm and shoulder. According to Art Feldman, also of the Blue, who reported the story in a Mackay radio message to G. W. (Johnny) Johnstone, received last Tuesday, Mr. Roberts will be back on the air as soon as his physical condition permits.

Mr. Roberts was in a house in Tacloban with several other correspondents, in the early morning hours of Oct. 26 when a Jap bomb fell, about 25 feet away.

Roberts was blown out of the house. When he regained consciousness, he was lying across the body of the AP correspondent, Mr. Feldman advised.

Signal Strength

Every station manager, every engineer is interested in getting the greatest coverage and the maximum signal with his equipment. That's why station managers, engineers the country over, year after year have expressed their preference for Lehigh Vertical Radiators, the tower of dependability.

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A new type half-hour net-work show, pronounced by those who should know as having all the elements to make it a top-rating audience holder among the best complete family listeners and sales-prospects in America.
Extremely flexible and capable of expansion with guest celebrities, name-bands and other features as far as desired. Unusual merchandising possibilities.
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Comparative Schedule of the Spectrum And Recommendations for Allocations

FOLLOWING is the final comparative schedule of broadcast services in the radio spectrum, showing present allocations, recommendations of the Interdepartment Radio Advisory Committee, those above 30 mc as revised by the Radio Technical Planning Board last week and suggestions offered by others:

Standard Broadcast

Present, 550-1600 kc.
IRAC, 540-1600 kc.
RTPB, 520-1600 kc.

FM Broadcast

Present, 42-50 mc.
IRAC, 42-54 mc.
RTPB, 43-58 mc, including 15 channels for educational.
U. S. Offiffice of Education 15 channels 200 kc wide, adjoining commercial FM.
Cowles Broadcasting Co., 400 channels, 100 kc wide, 60-100 mc for both educational and commercial FM. As a 5-year interim plan, 80 channels, 150 kc wide, 40-52 mc.

Television

Present 7 channels, 6 mc wide, 50-56 mc, 60-72 mc, 78-90, 96-108 mc; 11 channels, 6 mc wide, 162-168 mc, 180-192 mc, 204-216 mc, 230-242 mc, 258-270 mc, 282-294 mc.
IRAC, 9 channels, 6 mc wide, 54-108 mc; 6 channels, 6 mc wide or 3 channels 12 mc wide, 158-218 mc (primarily for television relay but possibly for television broadcasting); 31 channels, 16 mc wide, 45-1000 mc. (If 20 mc channels are required IRAC suggests ultimate allocation be extended to 960 mc, which would permit 25 channels 20 mc wide).
RTPB, 7 channels, 6 mc wide, 60-102 mc, 5 to be shared with non-Government emergency services; 11 channels, 6 mc wide, 152-218 mc, 10 to be shared with Government and non-Government emergency and miscellaneous services; 700-900 mc, television broadcasting and television relay to be abandoned when space is needed for commercial television broadcasting.
Cowles Broadcasting Co., 40 channels, 13 mc wide, 480-100 mc. Auxiliary services, including relay stations and s-t links, 30-475 mc. Links between cities and sychronization control, above 1000 mc. As a 5-year interim plan, 6-mc channels, 60-108 mc, space to be reserved ultimately for FM and facsimile and other services as indicated by expansion requirements.

Facsimile

Present, 10 channels, 25 kc wide, 25-012.5-25,262.5 kc (W2XR authorized to transmit facsimile in FM band, 43-50 mc).
IRAC, no recommendations.
RTPB, 450-460 mc when air navigation aids are discontinued after the war.
Cowles Broadcasting Co., 80 channels, 50 kc wide, utilizing FM channels, 52-56 mc; 100 channels, 50 kc wide, utilizing FM channels, 475-480 mc. As interim 5-year plan, 80 channels, 50 kc wide, 52-56 mc.

International Broadcast

Present 6000-6200 kc; 9500-9700 kc; 11,-700-11,900 kc; 15,100-15,350 kc; 17,750,-17,850 kc; 21,450-21,675 kc; 25,600-26,000 kc.
IRAC, no recommendation for international broadcast channels. IRAC suggests international point-to-point relays in following space: 6250-6900 kc; 9200-9985 kc; 10,200-11,850 kc; 15,015-16,200 kc; 17,150-17,600 kc.
RTPB, same as present allocations, except 25,600-26,600 kc, which was not included.

Broadcast Relay

Present, ranges in spectrum from 1606 kc-39,820 kc. IRAC, 156-158 mc.
RTPB, 700-900 mc; 1600-1900 mc (shared with Government); 1900-2300 mc; 3900-4450 mc; 4450-4550 mc; 5750-6800 mc; 6800-7200 mc; 10,500-13,000 mc; 16,000-18,-000 mc; 26,000-30,000 mc.

Amateurs

Present, 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 400-401 mc.
IRAC, 3500-3900 kc; 7000-7400 kc; 14,-000-14,400 kc; 21,000-22,000 kc; 28-30 mc; 144-149 mc; 218-225 mc; 420-460 mc; 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-10500 mc; 21,000-22,000 mc.
RTPB, 3.5-4 mc; 7-7.3 mc; 14-14.4 mc; 21-22 mc; 27-29 mc; 58-60 mc; 144-148 mc; 218-225 mc; 420-450 mc (when air navigation aids are discontinued after war); 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-10,500 mc; 21,000-22,000 mc.
ARRL, 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 21-22 mc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 448-480 mc; 896-960 mc; 1792-1920 mc; 3584-3840 mc; 7168-7680 mc; 14,336-15,360 mc; 28,672-30,720 mc and up.
Cowles Broadcasting Co., 56-60 mc.

KIEV, KMTR Renewals

LICENSE renewals for regular period were granted by the FCC last week to KMTR Los Angeles and KIEV Glendale on the basis of information submitted to the Commission which supports claim that the operation of the two stations is under different management and control. Reed E. Callister, minor stock holder in both licensees and formerly director and officer of both, has resigned his management affiliation with KMTR, in which he at one time also held controlling interest. [BROADCASTING, April 10]. Evidence also showed that operation of the two stations has been separate and would continue as such.

Swank Talent Change

MISS SWANK, New York, lingerie manufacturers, previously reported to be replacing *Relaxation with Music* on 27 MBS stations, Sunday, 9:45-10 p. m., has shifted its account to William H. Weintraub & Co., New York, and Nov. 5 changed program from a musical show with Jean Tighe, Bob Barry and Dick Adams and his orchestra to a show built around Jerry Cooper, screen singing star, with Nat Brusiloff's orchestra and a female announcer, Doris Dalton. Title will remain the same for the present.

Miss Hart to Joske's

EULALEE HART, formerly with Westinghouse stations WOWO and WGL Fort Wayne, Ind., writing and producing, has been appointed radio director for Joske's of Texas, department store, handling an experiment in radio promotion for the store in cooperation with the NAB. A graduate of Ohio State, Miss Hart was active in the educational station there, said to be the first of its kind.

Rem News

MARYLAND Pharmaceutical Co., Baltimore, as part of its national spot campaign for Rem, Oct. 10, for 26 weeks started sponsorship of *Blue Correspondents at Home & Abroad* on WJZ New York, as a weekly quarter-hour. Business was placed through Joseph Katz Co., New York.



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TWO WEEKS NOTICE REQUIRED
FOR CHANGE OF ADDRESS
BROADCASTING MAGAZINE

Actions of the FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 28 TO NOVEMBER 3 INCLUSIVE

Decisions . . .

OCTOBER 23

WOL Washington, D. C.—Granted mod. license change corporate name to Cowles Broadcasting Co.

KRNT Des Moines—Same.

Fidelity Media Broadcasting Corp., Newark, N. J.—Placed in pending file application new FM station.

Frontier Broadcasting Co., Austin, Tex.—Same.

Frontier Broadcasting Co., Waco, Tex.—Same.

Hearst Radio Inc., Milwaukee—Same.

The Huntsville Times Co., Huntsville, Ala.—Same.

The Toledo Blade Co., Toledo—Same.

Mrs. W. J. Virgin, Medford, Ore.—Same.

WDOD Broadcasting Corp., Chattanooga, Tenn.—Same.

Board of Education, Toledo City School Dist., Toledo—Placed in pending file application new noncommercial educational station.

OCTOBER 30

Salt Lake City Broadcasting Co., Salt Lake City—Granted CP new standard station, 910 kc 1 kw DA-DN.

KASA Elk City, Okla.—Granted vol. assgn. license from E. M. Woody to Southwest Broadcasting Co. for $11,250.

KGY Olympia, Wash.—Granted vol. assgn. license from KGY Inc. to Tom Olsen. No money involved.

KGA Spokane—Designated for hearing application for CP change 1510 kc to 880 kc, increase 10 kw to 50 kw, install new transmitter and make changes DA-N; to be heard with KDYL application.

KDYL Salt Lake City—Designated for hearing application for CP change 1320 kc to 880 kc, increase 5 kw to 10 kw, install new transmitter and make changes DA.

WNEL San Juan, P. R.—Granted license renewal for period ending 11-1-45.

WSAI Cincinnati—Granted license renewal for regular and synchronous amplifier for period ending 11-1-45.

WSMB New Orleans—Granted license renewal for period ending 11-1-45.

KEX-KGW Portland, Ore.—Present license extended on temp. basis only pending determination license renewal applications, for period ending 1-1-45.

William B. Rubin, Milwaukee—Denied petition filed against CBS, MBS, NBC and Blue, requesting Commission to issue orders directing stations concerned to show cause why their licenses should not be revoked.

National Assn. of Broadcasters—Granted request for postponement of date for filing appearances and oral argument re proposed rule on identification of program sponsors; extended period to 11-27-44.

KMTR Los Angeles, KIEV Glendale—Granted license renewals for regular period on basis information submitted to Commission showing stations are not under common control.

WITH Baltimore—Granted CP new developmental broadcast station to operate on frequencies to be assigned by Commission, 1 kw, AO and special emission for FM.

WAPI Birmingham—Granted CP new developmental station, frequencies to be assigned by Commission, 250 w, AO and special emission for FM.

WAPI Birmingham—Granted CP new developmental station, 1 kw, frequencies to be assigned by FCC, AO and special emission for FM.

Temple V. Ehmsen, Portland, Ore.—Granted CP new developmental station, frequencies to be assigned by Commission, 1 kw, AO and special emission for FM.

WSB Atlanta—Granted CP new developmental station, frequencies to be assigned by Commission, 700 w, AO and special emission for FM.

WHDH Boston—Granted CP new developmental station, 49,900 kc and other frequencies to be assigned by Commission, 1 kw, special emission for FM.

Mutual Broadcasting System, New York—Denied request for waiver Sec. 3.406 to permit broadrast of 45-minute *Mediation Board* program without station identification at half-hour.

OCTOBER 31

The Walmac Co., San Antonio—Placed in pending file application for CP new FM station.

Keystone Printing Service, Waukegan, Ill.—Same.

Midland Broadcasting Co., Kansas City—Same.

Milwaukee Broadcasting Co., Milwaukee—Same.

WAVE Louisville—Same.

Birmingham Broadcasting Co., Birmingham, Ala.—Same.

The Outlet Co., Providence, R. I.—Placed in pending file application for CP new commercial television station.

Indianapolis Broadcasting Inc., Indianapolis—Same.

Central Ohio Broadcasting Co., Columbus—Same.

WJNO West Palm Beach, Fla.—Granted mod. CP authorizing move transmitter for change in requested site.

KPQ Wenatchee, Wash.—Granted extension special service authorization 560 kc 1 kw D 250 w N unlimited for 60 days commencing 11-1-44; conditions.

NOVEMBER 1

J. W. Birdwell, Nashville, Tenn.—Granted petition for leave to amend application new station; application retained in docket.

KOB Albuquerque, N. M.—Granted petition intervene in hearing on application of KXA for mod. license.

WENY Elmira, N. Y.—Granted petition to intervene and enlarge issues in hearing scheduled Nov. 15 re application Finger Lakes Broadcasting System for new station.

Seneca Broadcasting Corp., Rochester, N. Y.—Granted motion amend application for CP and application as amended be retained on hearing docket.

KXA Seattle, Wash.—Passed over petition for leave to amend application.

Applications . . .

OCTOBER 24

WHEB Portsmouth, N. H.—Special service authorization operate from 7 a. m. EST to LS during Nov., Dec., Jan., Feb. in order to broadcast "no school" notices.

Ludington Broadcasting Co., Ludington, Mich.—License to cover CP new standard station (WKLA).

WSTP Salisbury, N. C.—CP new FM station, 49,300 kc, 6,950 sq. mi., $41,500 estimated cost.

WJAG Norfolk, Neb.—License to cover CP authorizing change frequency.

Contra Costa Broadcasting Co., Richmond, Cal.—CP new FM station, 49,500 kc, 4,490 sq. mi., $30,300 estimated cost.

OCTOBER 30

Palladium-Times Inc., Oswego, N. Y.—CP new FM station, 48,900 kc, 2,392 sq. mi., $14,610 estimated cost.

Robert W. Rounsaville, Cleveland, Tenn.—CP new standard station, 1450 kc, 250 w unlimited amended to change frequency to 1340 kc.

Greensboro News Co., Greensboro, N. C.—CP new FM station, 45,500 kc, 5,820 sq. mi., $79,800 estimated cost.

Hutchinson Publishing Co., Hutchinson, Kan.—CP new FM station, 43,300 kc, 15,200 sq. mi., $62,000 estimated cost.

KGGF Coffeyville, Kan.—License to cover CP install new transmitter.

State U. of Iowa, Iowa City—Mod. CP new noncommercial educational station (KSUI) for extension completion date from 1-16-45 to 7-16-45.

KFOR Lincoln, Neb.—CP new FM station, 47,300 kc, 18,300 sq. mi., $102,200 estimated cost.

NOVEMBER 1

Pursley Broadcasting Service, Mobile, Ala.—CP new standard station, 1490 kc 250 w unlimited.

Raoul A. Cortez, San Antonio—CP new standard station, 1300 kc 1 kw D.

Midwest Broadcasting Co., Milwaukee—CP new standard station, 1250 kc 5 kw unlimited DA-N.

San Diego Broadcasting Co., San Diego, Cal.—CP new standard station, 1130 kc 1 kw unlimited DA-DN.

NOVEMBER 2

Skyland Broadcasting Corp., Dayton, O.—CP new standard station, 980 kc 500 w D.

Wichita Broadcasting Co., Wichita, Kan.—CP new standard station, 1490 kc 250 w unlimited.

The Times-Mirror Co., Los Angeles—CP new commercial television station Channel 5.

KOAM Pittsburg, Kan.—CP change 810 kc to 860 kc, D to unlimited, 1 kw to 5 kw, install new transmitter, move transmitter and install DA-N (petition to reinstate).

Santa Catalina Island Co., Avalon, Cal.—CP new FM station 43,700 kc, 34,500 sq. mi., $223,000 estimated cost.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

rogram Director—Announcer. 8 years in radio; married, 4F; programming - announcing, all phases. Sober, talented. Salary $50 weekly. Box 551, BROADCASTING.

ccount Executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

nnouncer—With experience on panel and transcription tables, by 1000 watt midwestern network station. Excellent working conditions and top salary to start. Write giving full particulars care Box 829, BROADCASTING.

nnouncer—by NBC affiliated station in South Carolina. Permanent position with opportunity for advancement on merit. Must have ability to get along with people. Veteran with honorable discharge preferred. Give full information to Box 844, BROADCASTING.

alesman—NBC basic station in eastern city for local and regional accounts. Excellent opportunity for earnings. Replacing top salesman who is leaving to start advertising agency. Box 845, BROADCASTING.

anted—First class licensed operator by Intermountain regional network station. Give full particulars in first letter. Address Box 851, BROADCASTING.

nnouncer for 50,000 watt CBS station. Excellent opportunity for top-notch, reliable man. Submit transcription with application. Box 855, BROADCASTING.

anted—Commercial man who can do some announcing. With family, over 30 years old, must be willing to work and stick to the job. Salary $200 per month, small Texas station. If you want to work and have permanent job with advancement, write or wire Box 858, BROADCASTING. No drifters wanted. Could also use full-time announcer.

isc jockey—With personality that seeps through a loud speaker. Must be experienced in platter chatter. For all-nite platter show, midnite to 7, six nites a week. In answering, please state your experience and salary desired. Box 861, BROADCASTING.

adio technician—Holding 1st or 2nd class license. For an all-nite platter show, midnite to 7, six nites a week. In answering, please state your experience and salary desired. Box 862, BROADCASTING.

nnouncer wanted! Must be experienced. Top salary paid for right man. Send voice transcription and full particulars to A. R. Cooper, Program Director, WFDF, Flint, Michigan.

anted—Experienced commercial announcer for 1 kw station. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

nnouncer needed. Apply at once. WDRC, Hartford 4, Conn.

ief engineer fully experienced for 250 watt network station. KCMC, Texarkana, Texas.

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Surplus material, released by the War Production Board for sale without priority

ANDREW CO.

363 East 75th St.
Chicago 19

Help Wanted (Cont'd)

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Announcer-operator wanted. Must have first class radio-telephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI Pocatello, Idaho.

Announcer-operator wanted. 1,000 watt Blue affiliate, daytime station. State salary, age and draft status. Stan Mayer, WTAW, College Station, Texas.

Newscaster for KFOR, Lincoln, Nebraska. Two news services, four machines, new downstairs newsroom. A news conscious station wants a good man who wants a good future. Write, wire or phone details, salary, snapshot to Mel Drake, Stuart Building.

Announcer for KOIL, Omaha, Nebraska. Good future in a good live station. Write, wire or phone details, salary and snapshot to Gordon Gray, Omaha.

WSKB, McComb, Miss. expanding its operations has immediate permanent positions for first operator and restricted third operator, also male announcer, experienced news and commercials. Good pay. Write or wire, WSKB, McComb, Miss.

Want top-notch radio salesman, permanent position. Excellent opportunity for advancement. Send photo, past experience and reference, KDYL, Salt Lake City 1, Utah.

Two announcers. Good opportunity for experienced men on NBC affiliate. $40.00 base weekly, plus overtime at time and one half. Want permanent men who are sober and conscientious. Write or call Manager, WFOR, Hattiesburg, Miss.

Experienced announcer, capable of handling heavy commercial schedule, including news. Must operate controls. Restricted, or better, license helpful, but not essential. $40 to $50 per week to dependable man. Radio Station WLAG, LaGrange, Georgia.

Situations Wanted

Experienced radio executive. Formerly controlling large local accounts. Now available for sales management of progressive eastern seaboard station. Profit sharing basis or over-ride on increase business acceptable. Available November 1. Box 267, 246 Fifth Ave., New York City.

Announcer—29, veteran. One year experience. Immediately. Also, news. Box 857, BROADCASTING.

Salesman—Good record, references, ideas. Available now. Give full information. Box 859, BROADCASTING.

Announcer—available after November 12, straight announcing, experienced news writing, newscaster 4F. Married prefer New England. Box 849, BROADCASTING.

Chief engineer—Family man now employed, with 15 years commercial radio engineering experience desires position as chief engineer with west coast or Rocky Mountain region station. Familiar with FCC regulations and hearings and experienced from operating to chief engineer to building several stations complete. Left broadcast field short time ago to take position as special civilian engineer working with Armed Forces; work successfully concluded. Can be available about 30 days. Box 825, BROADCASTING.

Transmitter engineer. Permanent position near Chicago - Milwaukee. Box 846, BROADCASTING.

Would you be willing to give an experienced man who has done all phases of announcing from sports, special events, ad-lib record shows to straight and news a crack at program directing? Has been in radio since the carbon mike era and is now earning $325 per month. Write Box 848, BROADCASTING.

PROGRAM-PRODUCTION DIRECTOR. 14 YEARS BACKGROUND IN RADIO. NOW EMPLOYED AT 5 KW STATION. WANTS TO MAKE CONNECTION WITH LARGER STATION OR GOOD AGENCY. FAMILY-MAN, GOOD REFERENCES. ALL REPLIES HELD CONFIDENTIAL. BOX 852, BROADCASTING.

Experienced narrator, newscaster, announcer-sportscaster desires well paid staff and specialty position. Box 850, BROADCASTING.

Situations Wanted (Cont'd)

CBS producer several current coast-to-coast shows finds present setup limits advance. 15 years radio as announcer, producer, program director, writer, station manager. 6 years newspaper experience, also television, theatre, publicity. College graduate, 35 years, draft exempt, $100. Best references. Wants permanent job with future. Box 856, BROADCASTING.

Wanted to Buy

Tower, around 250 feet. Also ground wire. Box 804, BROADCASTING.

Recorder, portable. State make, model, condition, price desired. Box 854, BROADCASTING.

Will pay cash for 250 watt transmitter. FCC approved. Box 860, BROADCASTING.

Wanted to buy for cash—1 visual frequency monitor, 1 modulation monitor, 1 volume limiting amplifier with tubes, 1 3-watt monitor amplifier with tubes, 1 studio speech input console with tubes, 2 transcription turntables with lateral pickups. The above is for a 250 watt A.M. transmitter. Central Louisiana Broadcasting Corp., Box 1845, Alexandria, La.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted—One or two studio control console with amplifiers. One RCA MI-4849-C vertical pickup head and one RCA MI-4856-A lateral pickup. Also, one pocket type stop-watch. KIDO, Boise, Idaho.

Wanted—Any FCC approved frequency monitor. Also, approved modulation monitor. Wire WCMC, Texarkana, collect.

For Sale

Complete recording setup with new soundproof studio. Western Electric amplifiers, also Presto portable 6C turntable 80 A amplifier. South Texas. Box 847, BROADCASTING.

ASSISTANT CONTINUITY EDITOR WANTED

by one of America's foremost radio stations! Must know ropes for here is position broadening in responsibility with expansion of organization including FM and television. Applicants to be considered—first on management ability to help get big job done in big way by staff of experienced writers—secondly upon his own writing ability. Write Managing Director Karl Koerper, KMBC of KANSAS CITY. Send complete details including draft status, salary requirements, photograph, educational background, references, etc.

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"GEARED TO AM-FM EXPANSION"

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MORE RF KILOWATT HOURS PER DOLLAR WITH
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Freeland & Olschner Products, Inc.
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THOMAS J. VALENTINO INC.
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1600 Broadway N.Y. 19, Circle 6-4675

Accurate Concise Dramatic
LYN PEL
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"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

The SCHOOL of RADIO TECHNIQUE
(America's Oldest School Devoted Exclusively to Radio Broadcasting)
8 Weeks' Evening Course
NOVEMBER 14
6 Weeks' Day Course
DECEMBER 4
Taught by Network Professionals, for Beginner & Advanced students, include:
- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.
R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

FM Will Be Standard Radio Within a Decade, Says Lewis

Kenyon & Eckhardt V-P Explains Why American Network Dissolved; Sees New Services

FM WILL BE the standard type of broadcasting in 10 years, William B. Lewis, vice-president of radio at Kenyon & Eckhardt, predicted at the opening fall radio luncheon of the American Marketing Assn. in New York.

Mr. Lewis, former general manager of the defunct FM American Network, said the shift to FM will give that medium a chance to serve a quality market as well as the mass market services of the present networks which by then will have switched to FM operation.

Paradoxically, the surge of applications for FM stations early this year that foreshadowed the eventual dominance of this better type of broadcast service, caused the American Network's dissolution, Mr. Lewis said, by forcing the present networks to protect themselves by providing for dual AM and FM broadcasting of their programs. Since their most important affiliates are generally those which have also gone into FM, the American Network members were forced to choose between a present profitable affiliation and a gamble on future profits five years hence. "Even to a backward mathematician," Mr. Lewis said, "that is only a $1 question."

Sees Lone Hope

The one possibilty for keeping the FM network alive, through erection of second FM stations by members, one for present network programs, the other for new program service from American Network, was effectively blocked by the FCC rule prohibiting ownership of more than one station in a community, he said.

Foreseeing all broadcasting FM except for possibly eight ultra-high-powered AM stations for remote areas within ten years, Mr. Lewis said that in addition to the present mass market network service, there will be a place for a class market service, programmed for families of better-than-average intelligence, income and buying power, which might fill up some of the wide space that currently exists between available audience and sets-in-use. He cited the important newspaper publishers, who missed out on radio 20 years ago, now are buying FM stations or applying for construction permits, as a possible foundation group for such a network.

Audience reactions to the program service of WRGB, General Electric video station in Schenectady, which celebrates its fifth anniversary of regular service Nov. 6, were analyzed by R. L. Gibson, in charge of GE's radio and video programming. Major finding, he said, is that interest in television does not end with the novelty stage, coincidental surveys of typical program evenings showing 60.6% of sets were in use. Average audience is four or five persons per set, he said, with four adults and one child making up the average viewing group.

Live programs are generally preferred to motion pictures, he said, but added that this is probably because the movies are not first run and also are not for telecasting.

LeGear's Big List

DR. L. D. LEGEAR Medicine Co., St. Louis, has placed announcements for 26 weeks on the following stations through Simmonds & Simmonds, Chicago:

KFPW KTHS WBDO WAVE WLBZ KYSM KXOK WKRC KCRC WSBA KOA WOWO WAOV KVGB WFDF KWOC KWTO KMMJ WMC KGNC WTAW KCMC KOB KWFT WNAX KRLD KTSA WIBW WWVA WJJD WWL WSVA KVOO WJLD WBHP WLAY WJHO WHBB WJRD KFFA KBTM KOTN KUOA KGIW KIUP KFXJ KOKO KGEK WTMC WGAU WGAA WMJM WBLJ WGGA WKEU WLAG WMGA WRLC WAYX WRGA WJBC WDWS WEBQ WJPF WLDS WHBU WTRC WKMO WLBC WKBV KROS KFVD KBIZ KGNO KTSW KIUL WLBJ WHLN WOMI WPAD WAGM WDBC WDMJ WJMS WHLS WTCM KWLM WARM WCBI WJPR WGRM WGCM WFOR WAML WSKB WMIS WQBC WELO KWOS KDRO KORN KGKY KAVE KICA KWEW KGFL KTNM WMBO WBTA WALL WHDL WMFF WNBZ WBBB WEGO WGNC WGBR WGRC WHKY WMFR WFTC WHIT WCBT WEED WRRF WPAY KVSO KASA KSWO KHBG WBBZ WISR WCED WMRF WOLS WCRS WFIG, KGFX KWAT WOPI WJZM WHUB KRIC KNEL KBWD KEYS KAND KDNT KGBS KSAM KOCA KPAB KFRO KRBA KRLH KNET KPDN KPLT KIUN KXOX KTEM KGVB KVWC KVIC WCHV WKEY WFVA WMVA WLPM WINC WLOG WAJR WHBY WBRW WCLO WOMT WIGM WIBU.

Laverne M. Poast Joins Lent Engineering Firm

LAVERNE M. POAST, for the last three years with the National Bureau of Standards, Washington, this week will join the staff of Worthington C. Lent, consulting engineers, International Bldg., Washington, according to Mr. Lent.



Mr. Poast

Mr. Poast headed a group engaged in research on specialized radio equipment and on high-frequency ionospheric wave propagation at the Bureau. He received his B.S. degree in electrical engineering at the U. of Wisconsin in 1935 and for the following four years was with Jansky & Bailey, pioneer Washington consulting engineer firm. During 1939-40, he studied communications engineering in the post-graduate school of Ohio State, after which he returned to Jansky & Bailey for a year. He joined the radio section of the Bureau of Standards at the outbreak of the war.

CBS Names Fellows

HAROLD E. FELLOWS, general manager, WEEI Boston, CBS O and O station, has been named to the new post of manager of New England operations of CBS. Frank Stanton, CBS vice-president, said a reorganization within the station's executive personnel, would give Mr. Fellows added time for his new duties.

Phone Line Video Arouses Interest

EXPERIENCED radio engineers look with skepticism on the proposal of Homer E. Capehart, president of the Packard Mfg. Co., Indianapolis, that televised programs can be transmitted on a nationwide network employing ordinary telephone lines.

In a demonstration in Indianapolis a week ago, Mr. Capehart displayed for newspapermen and other observers a mockup transmission system employing standard No. 19 gauge telephone wire.

It was reported that the transmission was carried over 10 miles of such landlines, and that there was no discernible difference between the result and that presented by a corollary transmission over a shorter length of coaxial cable. The high cost of coaxial cable—$10,000 per mile—has been viewed by many as a deterrent in the rapid development of a video network.

Engineers interviewed after the demonstration was completed stated that the use of ordinary telephone lines was practicable over short hauls, but would not be adaptable if great distances were to be covered, unless some special device for equalizing losses sustained in transmission were developed. Mr. Capehart, in announcing his development, did not mention any such special device.

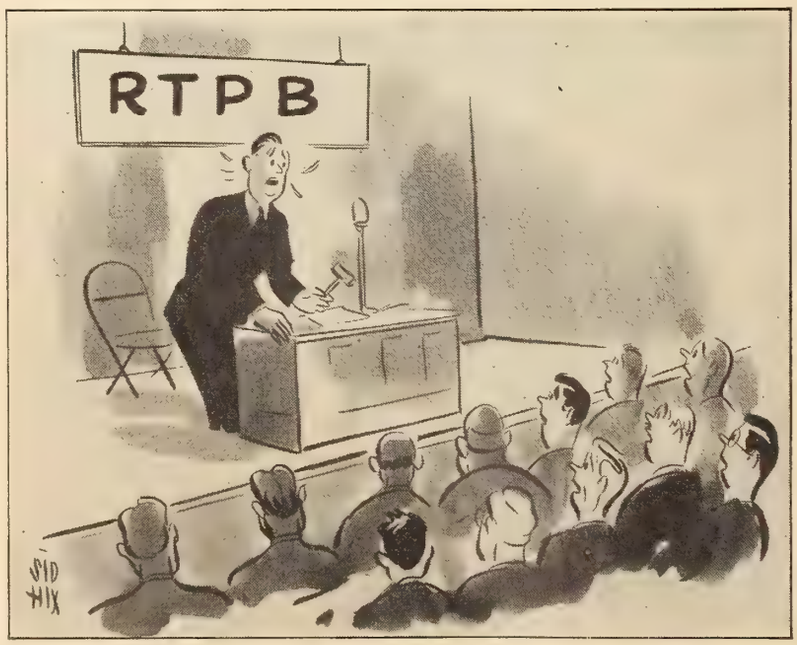
NAB Granted Plea for Delay Of Sponsor Identity Hearing

FOR THE first time in many a day, a formal FCC notice last week announced granting of a request by the NAB. The Commission last Monday announced it had granted the NAB's petition for postponement of date for filing appearances and oral arguments on its proposed sponsor identity rule, with the arguments originally set for Nov 10 deferred until Nov. 27 [BROADCASTING, Oct. 30].

Appearances were to have been filed by Nov. 1 under the original order and this date was postponed to Nov. 14.

Additional time was sought by Philip G. Loucks, former NAB managing director and special counsel in the Section 317 proceedings to explore means of clarifying the proposed new rule. The oral arguments on Nov. 27 will be scheduled if requests are filed. It is possible that the informal discussions between counsel for NAB, the FCC and other interested groups may yield an interpretation which would make formal hearings unnecessary.

If the interpretation of the proposed rule, regarded as too rigid in its present form, permits mention of product or company as sufficient to identify the sponsors of commercial programs, it is doubted whether station, advertiser or agency opposition will develop. If, on the other hand, it is ruled that sponsor identity requires clear-cut mention of company ownership and the like, hearings probably will be requested.



Drawn for BROADCASTING by Sid Hix

"Meeting Is Now Adjourned Due To the Failure of the P.A. System."

These war years have been strenuous years for media, for clients and, perhaps, particularly for you as agencies. Overnight many of your clients' sales problems, advertising problems and distribution problems have reversed themselves completely.

MANY clients with war orders have had large budgets, but no consumer merchandise to sell. Clients not in war production have had curtailed budgets, and have been restricted from producing enough to meet the demand their advertising created.

In other fields Advertising has had to move merchandise and still retain the good will of distributors operating at the disadvantage of merchandise scarcity.

But alert advertising men are looking ahead, now, to the perhaps not-too-distant day when a Seller's Market will evaporate—when war expanded production facilities will be ready to turn out the needs of a civilian economy—when manufacturers will be bending every effort to rehabilitate their distributive organizations.

This is a challenge which Advertising welcomes . . . It must not only create demand equal to our greater production capacity and provide for adequate distribution, it must also be productive itself. It must add to the sum total of the national wealth and the standard of living, by bringing more of the good things of life to more people.

Today—you are proud of your clients and their war records. Tomorrow—will they be equally proud of your peacetime advertising achievements? This is a problem that must be met squarely and honestly.

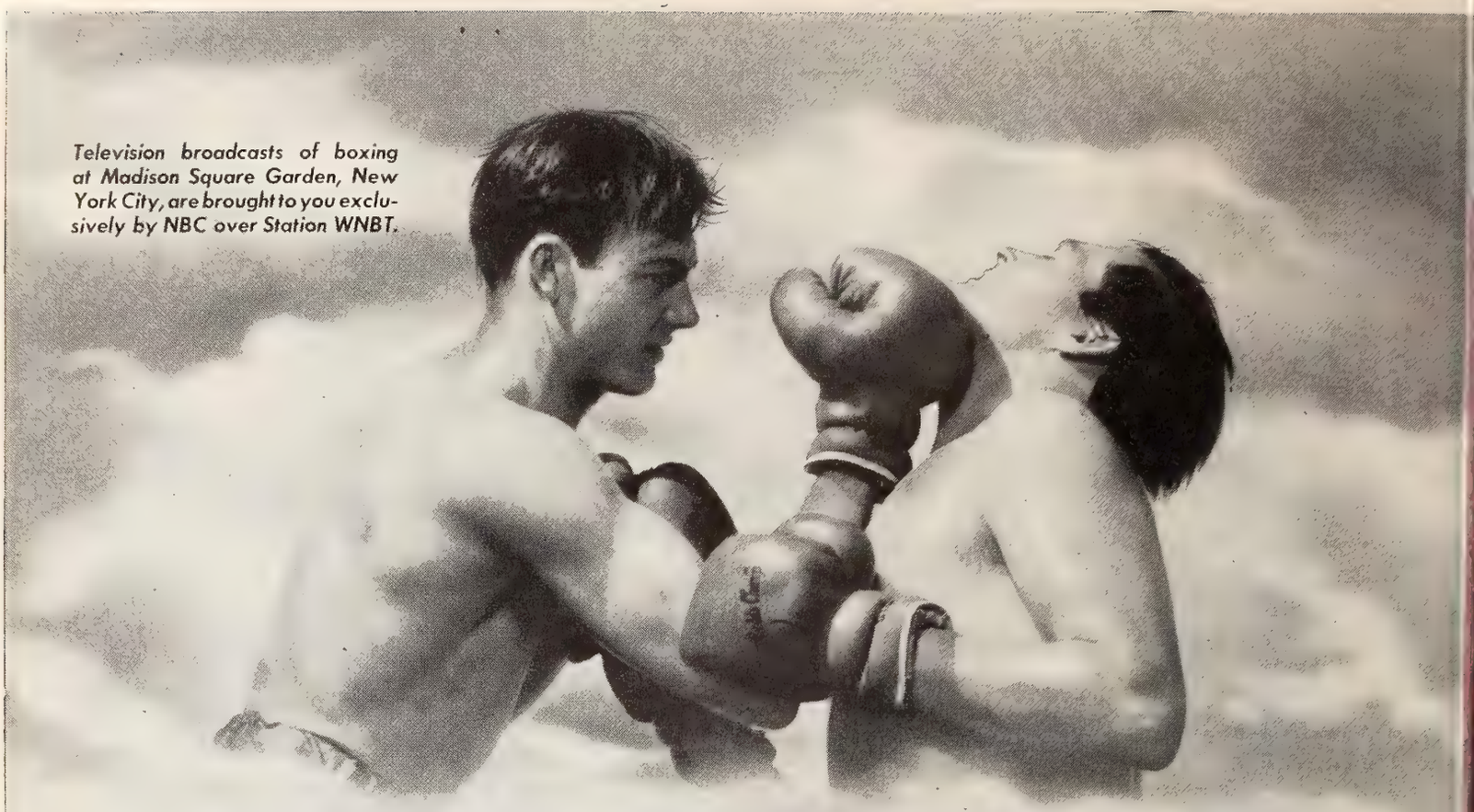
We are thinking about the problem here, planning and doing things, so that we will be ready when the time comes to help you do your post-war job better.

WLW

Division of The Crosley Corporation

THE NATION'S MOST MERCHANDISE-ABLE STATION

CINCINNATI 2, OHIO



Television broadcasts of boxing at Madison Square Garden, New York City, are brought to you exclusively by NBC over Station WNBT.

TELEVISION—THE "RINGSIDE SEAT"!

• Just as RCA pioneered in television to bring you exciting events such as the prize fight shown here, so has RCA research made possible a greatly improved super-sensitive television camera.

Earlier television needed the light of a mid-day sun—or blinding artificial light—to illuminate the scene. Many performances could not be televised, and many outdoor daytime events would fade off the screen as the afternoon light waned.

But now, through RCA research, the television camera will faithfully reproduce every single detail, every shadow, just as long as there is enough light for the spectators themselves to see by.

Besides, it can bring you opera, drama, ballet—direct from the theater during the actual performance. Great new television thrills are in store for you! And as soon as possible, RCA will again make available the finest in television equipment.



RADIO CORPORATION OF AMERICA

RCA LABORATORIES • PRINCETON • NEW JERSEY

RCA
leads the way in radio—television—phonographs—records—tubes—electronics

RCA

Listen to RCA's "The Music America Loves Best"—Sundays, 4:30 P.M., E.W.T., over the NBC Network ★ **BUY WAR BONDS EVERY PAY DAY**

NOVEMBER 13, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising



Shout your head off!

There's one advantage that ship's officer has that some radio advertisers don't have . . . he *knows* his audience is listening!

Down here in Baltimore we've got a way to fix that for advertisers. It is suggested that they check into the W-I-T-H radio audience.

This is the independent station that delivers more results per dollar spent than any other station in town. It has the audience and the audience has the money to buy.

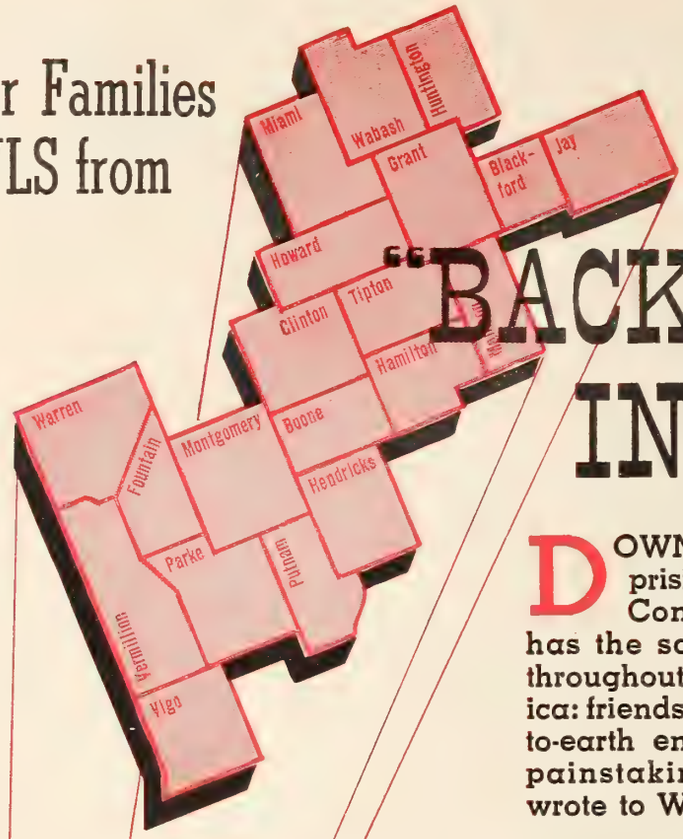
There is a pile of cold-as-steel facts that proves that if you want coverage that pans out on a low cost per sale basis, your best bet in Baltimore is W-I-T-H.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *Pres.* • *Represented Nationally by* Headley-Reed

One out of Four Families wrote WLS from



"BACK HOME IN INDIANA"

DOWN in the twenty counties comprising Indiana's fifth and sixth Congressional Districts, WLS has the same kind of friends it has throughout the rest of Midwest America: friends created long since by down-to-earth entertainment and thorough, painstaking service. 41,597 of them wrote to WLS last year!

PROOF OF WLS RESULTS

These 41,597 letters came from 20 counties with a total of 162,039 Radio Homes, making 25.6 letters per 100 Radio Homes. Over ONE out of FOUR! This, we consider, is tangible proof that WLS has built friends for itself, will build results for you. Like our total of more than a million letters a year from our four-state area, these 41,597 central Indiana letters shout: WLS GETS RESULTS!



NUMBER FIVE in a WLS series of advertisements analyzing the station's intense listener-response county-by-county. This ad shows WLS mail from 20 Indiana Counties. Through the series, we are revealing actual mail response and its ratio to radio homes in all of the four states in the WLS Major Coverage area: Illinois, Indiana, Michigan, Wisconsin.

WLS

CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUG



Yes—

we can *Talk* turkey if you want facts and figures on radio selling in Philadelphia

THE STATION THAT SELLS

WPEN

950 ON THE DIAL • 5000 WATTS • PHILADELPHIA • PA •

blished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



This is the Belgian Congo

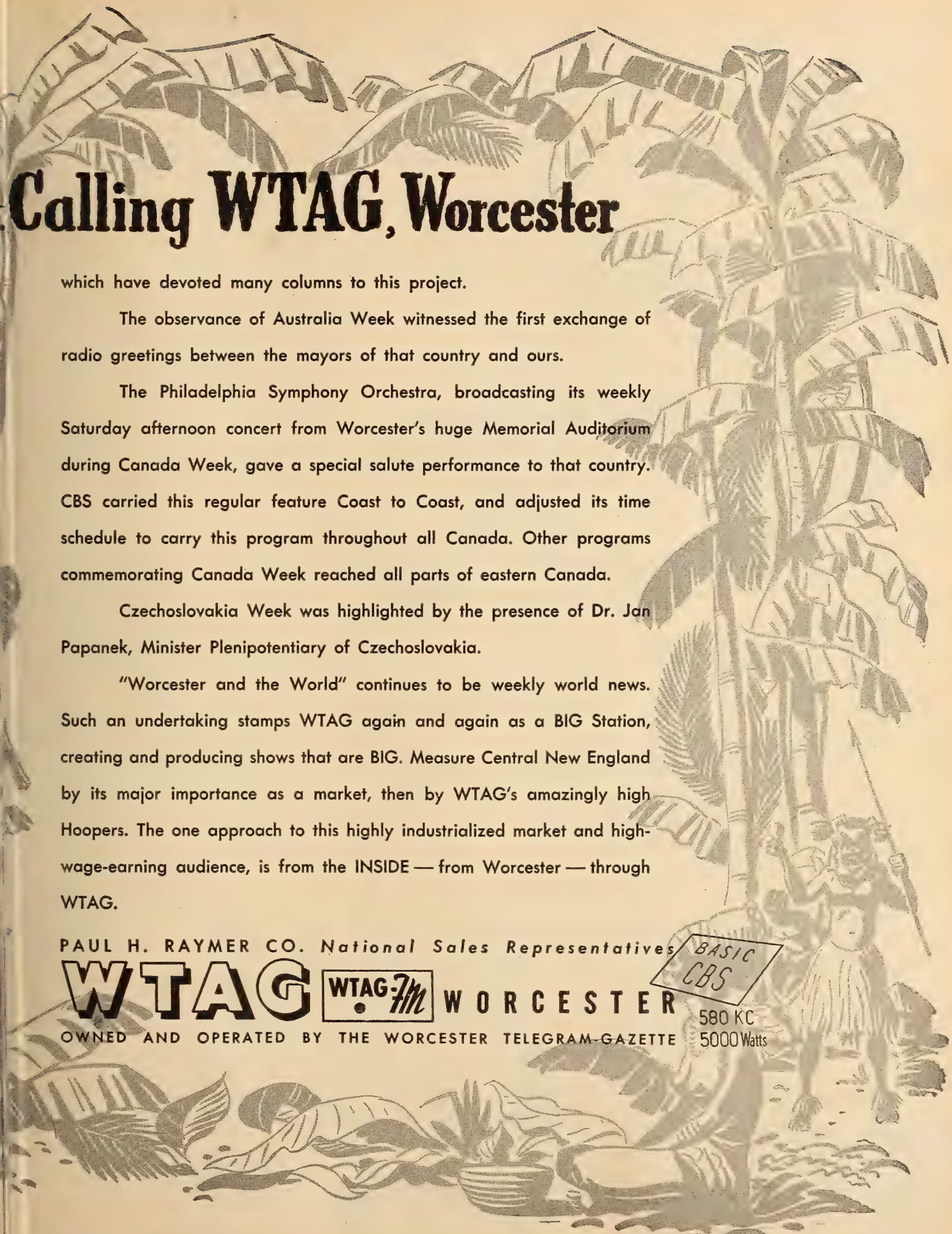
If you are a short wave fan, you may have heard this broadcast from Leopoldville — the first time a series of broadcasts has ever been directed from Leopoldville to an individual station in the United States — the weird yet rhythmic beat of the tom-tom, followed by an intensely dramatic story of life in the Belgian Congo.

These and similar broadcasts were part of Belgium Week in the "Worcester and the World" series, designed to bring to the people of Central New England a better understanding of the peoples of the United Nations.

One week of the series is dedicated to each of the United Nations. Each week, dignitaries and representatives of the respective countries come to Worcester to participate in the WTAG Public Forum broadcast from Clark University, to speak to school and college groups, social and civic meetings.

Each week's programs are used by the OWI as the framework for a world-wide broadcast, as well as for special broadcasts to individual countries. OWI cameramen come to Worcester to record the highlights of each week.

"Worcester and the World" thanks the Associated Press for complete coverage of the program in an excellent bulletin plus a full feature story to all subscribers, the Christian Science Monitor for two successive feature stories, and the many other newspapers in this country and abroad



Calling WTAG, Worcester

which have devoted many columns to this project.

The observance of Australia Week witnessed the first exchange of radio greetings between the mayors of that country and ours.

The Philadelphia Symphony Orchestra, broadcasting its weekly Saturday afternoon concert from Worcester's huge Memorial Auditorium during Canada Week, gave a special salute performance to that country. CBS carried this regular feature Coast to Coast, and adjusted its time schedule to carry this program throughout all Canada. Other programs commemorating Canada Week reached all parts of eastern Canada.

Czechoslovakia Week was highlighted by the presence of Dr. Jan Papanek, Minister Plenipotentiary of Czechoslovakia.

"Worcester and the World" continues to be weekly world news. Such an undertaking stamps WTAG again and again as a BIG Station, creating and producing shows that are BIG. Measure Central New England by its major importance as a market, then by WTAG's amazingly high Hoopers. The one approach to this highly industrialized market and high-wage-earning audience, is from the INSIDE — from Worcester — through WTAG.

PAUL H. RAYMER CO. *National Sales Representatives*

BASIC CBS

WTAG WTAG-FM **WORCESTER** 580 KC 5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



STABILITY
in every branch of radio broadcasting KOIL consistently produces top notch programs.

KOIL Covers Special Events FIRST

BECAUSE THE ONLY MOBILE UNIT IN OMAHA IS KOIL'S.

EXAMPLE: Sept. 28, 1944, 9 killed—84 injured—a terrific train wreck—40 miles from Omaha and KOIL did the only on-the-scene' account; was first broadcasting appeals for doctors —nurses.

EXAMPLE: Sept. 15, 1944, 3 killed—many injured. Hastings Ammunition Depot explodes! KOIL was first with flash; did the only 'on-the-scene' account.

EXAMPLE: Spring, 1944—Flood!! KOIL mobile unit for 2 days supplied only outside communication—only lighting power for Waterloo, Neb.

KOIL Represented by Edward Petry Co., Inc.

CBS in Omaha

GORDON GRAY, General Manager

5000 WATTS . . . 1290 KILOCYCLES

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

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TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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Now! At All Times*

~~Between 8 A.M. and 6 P.M.~~

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station – including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

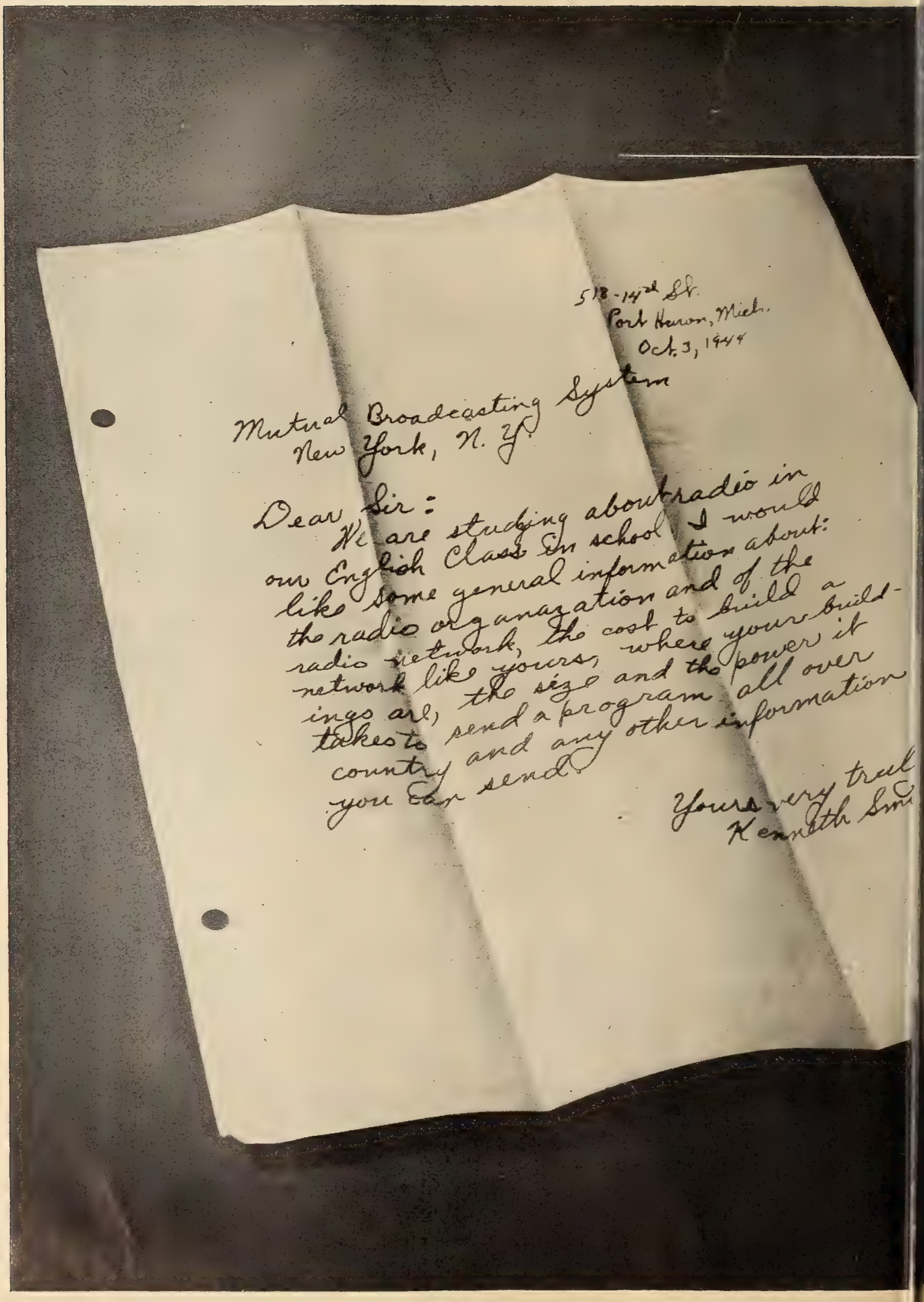


WAAT

970 KC
NEWARK,
N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"



518 - 14th St.
Port Huron, Mich.
Oct. 3, 1944

Mutual Broadcasting System
New York, N. Y.

Dear Sir:

We are studying about radio in our English Class in school. I would like some general information about the radio organization and of the radio network, the cost to build a network like yours, where your buildings are, the size and the power it takes to send a program all over country and any other information you can send.

Yours very truly
Kenneth Smi

It's easy, Kenneth!

So you want to know what it takes to build a network like Mutual.

Thanks for your letter, Kenneth. The answer is simple.

Start ten years ago, with four big stations in four big markets. As you add outlets, remember the need for placing them as close as possible to the listeners you want to serve. Keep extending the network every year until you make it the largest in the world, with 245 stations.

Pick all your stations carefully, Kenneth. Make sure each one has a potent, friendly voice in its own community. Dominant power and popularity in the biggest cities and an intimate, neighborly touch in the rest of home-town America -- that's what your network should provide -- and that's what Mutual delivers.

Take your own home town. Port Huron is a good example of a key market served from within by just one network, Mutual. Jot down a few figures, Kenneth. Did you realize that your 33,000 neighbors earn over $46,000,000 a year, and spend more than $25,000,000 a year in retail purchases alone?* Yours is a mighty important market, and so are the other 140 centers where your network has the only station -- not to mention the rest of the nation where Mutual's voice is so continuously welcome in cities large and small.

One final thought, Kenneth. As you plan the 'organazation' of your radio network, don't forget to keep the cost-per-ear at a rock-bottom minimum. That's what Mutual offers: an evening half-hour on the full network, at peak listening periods, for as little as $7,550.

this...is MUTUAL

*Corporate city-limit figures, 1943, from Sales Management.

Oh, what a beautiful signal!

What are the most joyous sounds in business? One is the gleeful ring of the phone — instantaneous response to a radio sales talk.

WWDC has rung up some unbeatable records for many direct order advertisers.

The other is the cheerful tinkle of cash register bells.

WWDC has really rung the bell for many Capital merchants.

Put these two sound effects together. You get a compelling melody that tells advertisers this hard-hitting independent knows how to ring the bell—and at sales costs that read like a tone poem to the most cost-conscious sales manager.

If you want direct returns in Washington, you want WWDC to lead the band.

WWDC WASHINGTON

National Representatives

WEED & COMPANY

NEW YORK • CHICAGO

HOLLYWOOD • DETROIT

BOSTON • SAN FRANCISCO

At Deadline . . .

ATTORNEYS of RCA and CBS met in New York Friday to discuss the next steps in the recording deadlock. The group, which met intermittently through the week, made no statement.

BROWN & WILLIAMSON Tobacco Corp., Louisville, has started spots under 26-week contract placed through Russel M. Seeds Co., Chicago.

LEWIS HOWE Co., St. Louis, has started a spot test for Tums in major markets. Olian Adv. Co. is agency, handling campaign from Chicago and St. Louis offices.

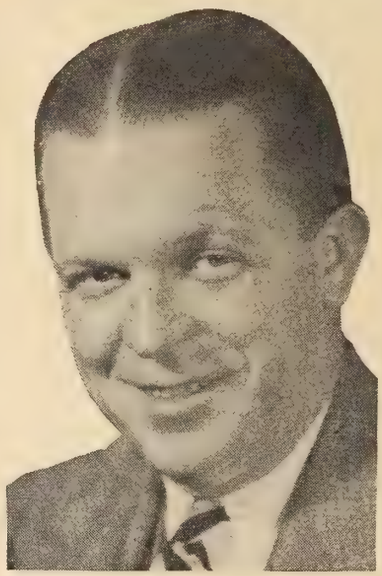
WLIB Brooklyn, recently acquired by the New York Post, henceforth will be identified as a New York station. The FCC Friday granted the station authority to use the New York designation.

SELLERS of SALES

PERIPATETIC Clark (Fritz) Snyder is contact man of Biow Co., New York—and that's exactly what he does. Fritz contacts stations on the Bulova account and he probably has a wider acquaintance among station men than any agency executive in the business. He has a plane pilot's disregard for distances—one day finds him in Columbus, another in Indianapolis, the next in Chicago or Des Moines. No sooner does he check in at the Biow Radio City offices in New York than he's off to the field again.

Fritz likes to sit down with station men, mull over mutual problems, and, of course, talk about that Bulova business—a business which amounts to some $3,000,000 in yearly spot revenue. With a laconic disregard for what he terms the "rocking chair timebuyer", Fritz maintains, "It's impossible to sit behind a desk in New York and do an adequate spot placement job. Advertising is a fast moving business and it has gone beyond the hand-shaking stage. It's important to know the managers, the commercial managers and the announcers who are selling your product."

If pressed, Fritz will admit that he's been in advertising for almost thirty years. A diary of those three decades would include: advertising manager, Cole Motor Co., Indianapolis; advertising manager, Chrysler Sales Corp.; account executive in charge of the Chrysler account, MacManus Inc., Detroit; account executive, Advertisers Inc., Detroit; Advertising & Sales Promotion Manager of Standard Oil Co. of New Jersey, Standard Oil Co. of Louisiana, Standard Oil Co. of Pennsylvania and Colonial Beacon Oil Co.; account executive of Socony Vacuum Oil Co., J. Stirling Getchell Inc. He joined Biow in February of this year.

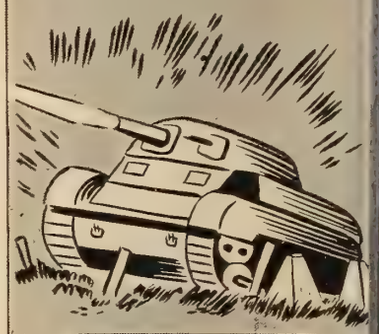


FRITZ

Fritz is an advertising man who generates ideas. Back in the twenties he originated and initiated the publicity and public relations division of Chrysler Corp. While with Standard Oil Co. of New Jersey he set up the *Esso Reporter* news program, the first sponsorship of news by a national advertiser on the air. Those franchises of top news periods have increased in value throughout the years and pointed to Fritz's far-sightedness.

Fritz is an excellent horseman. He's interested in photography. He has fished off the Atlantic Coast from the Florida Keys to Nova Scotia and is considered quite a navigator of small craft. His wife, he claims, is a better fisherman than he is.

IT TAKES 30-TON TANKS to smash through the SIEGFRIED LINE



IT TAKES A 50,000 watt station to sell the Denver market *and the Mountain and Plain States Region.*

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities

**Ross Federal Survey

FIRST IN DENVER KOA 50,000 WATTS

Represented Nationally by NBC Spot Sales

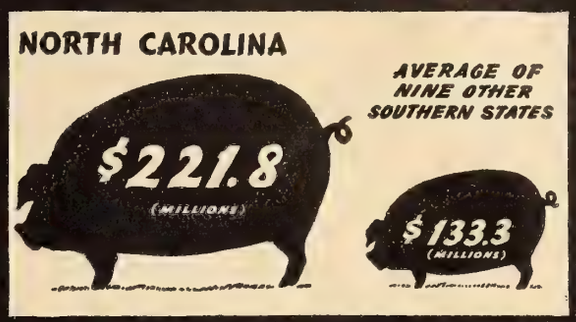
NBC America's No. 1 Netwo

NORTH CAROLINA

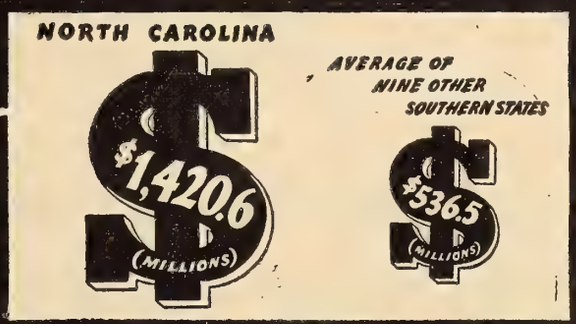
IS THE SOUTH'S

No. 1 STATE . . .

IN AGRICULTURE



IN INDUSTRY



WPTF

IS NORTH CAROLINA'S

No. 1 SALESMAN

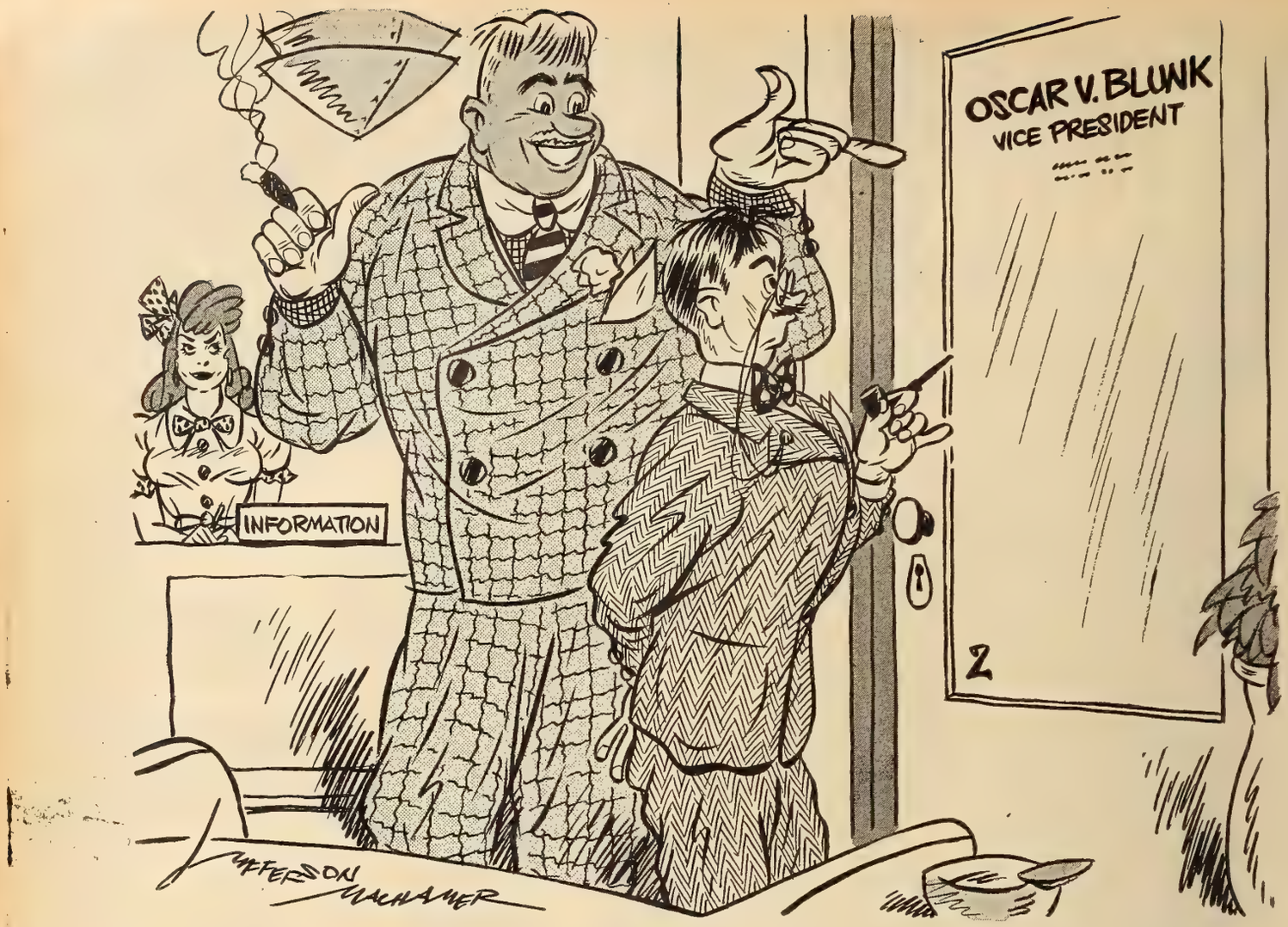
50,000 WATTS!
AT 680 KC!
N. B. C.!



WPTF · RALEIGH



FREE & PETERS, INC., NATIONAL REPRESENTATIVES



"And to think that five years ago I laughed at the idea of spot broadcasting!"

- Far be it from us to light the path of unbridled ambition!—but isn't it true that spot broadcasting offers any smart and hard-working advertising man a better opportunity to go places than any other medium?

Yes, it's more work. However, it also offers *more results* per dollar expended. Hence there is more "value added by manufacture"—which automatically means a higher reward for the man who does the manufacturing—and for his employers, too!



EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . . . . . KALAMAZOO
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

IOWA

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

SOUTHEAST

WCBM . . . . . BALTIMORE
WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

SOUTHWEST

KOB . . . . . ALBUQUERQUE
KRIS . . . . . CORPUS CHRISTI
KXYZ . . . . . HOUSTON
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

PACIFIC COAST

KOIN . . . . . PORTLAND
KIRO . . . . . SEATTLE
KFAR . . . . . FAIRBANKS, ALASKA
and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932



CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Granite 3615 | ATLANTA: *322 Palmer Bldg* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 20 WASHINGTON, D. C., NOVEMBER 13, 1944 $5.00 A YEAR—15c A COPY

FCC Clears Deck for Fly's Successor

Grants 4 Locals; Would Delete WOKO

CUSTOMARY docket-clearing activity pervaded the FCC last week preparatory to the departure of FCC Chairman James Lawrence Fly and the naming of his successor by President Roosevelt.

At a field-day session last Thursday, the Commission authorized four new local stations—two in Sacramento—and granted a half-dozen station transfers, along with proposed refusal to renew the license of the pioneer WOKO Albany, because of purported "hidden ownership" aspects involving Sam Pickard, ex-commissioner and ex-CBS vice-president. It was one of the biggest decision days in recent months.

New Appointments Soon

Another big day is expected tomorrow (Nov. 14)—the day before Chairman Fly takes his official leave to begin law practice in New York. Appointment of his successor by the President, as well as the nomination of a replacement for Commissioner T. A. M. Craven, whose post has been vacant since last July, are expected momentarily. The nominations for the two vacancies are subject to Senate approval. Congress reconvenes Tuesday.

Paul A. Porter, Democratic Committee publicity director, is still in the forefront of those mentioned as Mr. Fly's successor. It is generally conceded he can have the appointment if he wants it, by dint of his intimate White House contact, his radio background, and his yeoman service in the Government since he left the CBS general counselship in 1942.

Newest name heard for the FCC was Lowell Mellett, newspaper columnist, formerly of the FDR secretariat who once made an overall public study for the President on radio.

At its meeting last Tuesday the FCC:

(1) Authorized a new station in Sacramento to operate on 1340 kc with 250 w fulltime for Central Valleys Broadcasting Co., likely to become a Mutual outlet. Principals are Ewing C. Kelly, head of his own advertising agency, who will be general manager; David R. McKinley, wholesale baker, and Vernon Hansen, wholesale dairyman, each of whom will hold one-third.

(2) Authorized a second new station in Sacramento to Lincoln Dellar, vice-president and general manager of Associated Broadcasters Inc., operating KSFO San Francisco and the shortwave stations KWID and KWIX, on 1490 kc with 250 w fulltime. The station may join NBC.

(3) Granted a new local in Harrisburg, Pa., on 1400 kc with 250 w fulltime to Herbert Kendrick, formerly with WJLS Beckley, W. Va., and G. L. Hash, furniture store owner.

(4) Authorized a new local station on 1230 kc with 250 w fulltime to American Colonial Broadcasting Corp., at Arecibo, Puerto Rico, the company being owned by the operators of WPRA Mayaguez, P. R.

(5) Issued proposed findings on denial of renewal of WOKO Albany, because of alleged "misrepresentations made in applications" by virtue of failure to reveal that Mr. Pickard owned about one-fourth of the station, the stock having been held by his brother-in-law, R. K. Phelps, of Kansas City.

(6) Settled, by split vote, acquisition of 50% interest in WPAT Paterson, N. J., by Donald Flamm, former owner of WMCA New York, thus splitting ownership between Mr. Flamm and Lt. and Mrs. James V. Cosman.

(7) Approved sale of KQV Pittsburgh, by Hugh J. Brennen to four Pittsburgh businessmen for $575,000, with Commissioner Durr dissenting.

Fly Would Allocate

Mr. Fly, before he winds up his Government service, wants to have the FCC approve in broad outline the spectrumwide allocations on which hearings were held for five weeks during latter September and October. It is doubted, however, whether that will be accomplished. The State Dept. has established a Dec. 1 deadline on the Commission's recommendations pertaining to allocation of facilities for an international range, but probably would not insist upon an integrated plan covering regional or hemispheric assignments.

Members of the Commission and its staff, it is understood, feel it is physically impossible to whip an allocations plan into shape in a matter of days, or even weeks. The Commission is short-handed in both its legal and engineering departments. Besides, a vast welter of technical data must be analyzed before the tedious task of charting assignments for services can be launched. The obvious conclusion was that Mr. Fly would leave the Commission without anything more than a sketchy plan, possibly covering assignments below 30 or 40 mc (those having international interference aspects), worked out on paper.

The FCC chairman, radio's stormy petrel during his five years as Commission head, has kept his own counsel on his plans as to private law practice. The feeling prevails, however, that his decision to leave Government service doesn't mean he will remain out. With another four years for FDR and the regard in which the President holds Mr. Fly, it is an odds-on bet both in and outside Government radio circles that Mr. Fly will bob up in Government again within a year or two.

It is believed in some quarters that he may participate in peacetable deliberations related to world communications policy, possibly as

(*Continued on Page 62*)

WLB Panel Denies Petrillo's Demands

Board Reverses Policy, Releasing KSTP Findings

DENIAL of demands by James C. Petrillo, AFM president, for employment of musicians as platter turners at the Minneapolis studios of KSTP has been recommended by the Panel of the Sixth Regional War Labor Board, it was disclosed last Friday when the Board released the panel report on the dispute.

In an unusual procedure, marking its first departure from an established policy of withholding panel recommendations while a strike is in progress, the National Board honored the station request, transmitted to the Regional Board, that the report be made public. A Board announcement stated: "The KSTP case has been regarded as a test of Petrillo's demands made of radio stations throughout the country."

The panel turned down every demand made by the musicians. It refused to recognize the quota system and could find "no serious unemployment problem" at this time. It saw no justification for a provision calling for the employment of musicians exclusively for record turning and requiring that their activities be confined to this one function. It also denied wage demands for staff musicians and set a lower minimum number of hours per week than the union asked.

Regarding the union demand for employment of additional musicians for record turning and as librarians, the report cited evidence presented at the panel hearings that announcers, technicians and clerks perform this work. It also pointed out that Mr. Petrillo was unable to justify "this sort of practice" when questioned before a Senate committee. It therefore recommended that the request of the union for the employment of three additional musicians by the station for record turning exclusively be denied.

In denying the union's request that a minimum of eight staff musicians be employed, the Panel declared:

"The evidence before the Panel shows that there has been some sort of a 'quota' system in effect covering this station in both of its studios for several years, and that this 'quota' was essentially a money quota which the station agreed to spend each year, with the primary purpose of relieving unemployment among musicians. . . .

"The record also shows that KSTP staff musicians are used pro-

(*Continued on Page* [illegible] York.

NABET Asks NLRB to Oust AFM From Platter Turning

Claims Its Jurisdiction Covers 3 Midwest Cities; Padway Argues That Musicians Need Jobs

THE NATIONAL Labor Relations Board was asked last week to place platter-turning operations now under control of the AFM under the jurisdiction of engineers, thus removing James C. Petrillo's springboard for installing musicians in "make-work" jobs in radio stations throughout the country.

During oral arguments heard before the Board Thursday on the dispute between the National Assn. of Broadcast Engineers and Technicians and the AFM over turntable jurisdiction, Martin F. O'Donoghue, NABET counsel, contended that the "mere accident" of past collective bargaining history, under which Mr. Petrillo obtained a foothold on record handling, would not justify the setting up of a separate unit for platter-turning operations in Chicago, St. Louis and East St. Louis, Ill.

Padway Opposes

Opposing NABET's claim for jurisdiction, Joseph A. Padway, AFM counsel, justified the employment of musicians as platter turners on the ground of economic need and contended that Mr. Petrillo's efforts on behalf of his membership are directed to offsetting elimination of live music by mechanical devices. He asserted the musicians have no desire to trespass on the functions of engineers and that Mr. Petrillo's plans to assume jurisdiction over turntables would not affect the jobs of technicians.

Hearing was held before all three members of the Board: Dr. H. A. Millis (chairman), Gerard D. Reilly and John M. Houston. Testimony on the merits of the case was previously taken Sept. 28, 29 in New York before James O. Paradise, trial examiner [BROADCASTING, Oct. 2]. A final decision, not subject to appeal, is expected within the next few weeks.

Attending for NABET, in addition to Mr. O'Donoghue, were Thomas Dunn, associate counsel; and Allan T. Powley, president. Also present for AFM were David Katz, counsel for Local 10, Chicago; and Edward A. Benkert, Local 10 recording secretary.

Present for NBC were Joseph A. McDonald, counsel; George McElrath, chief engineer; and Gustav B. Margraf, Washington representative. Present for Blue were Robert D. Swezey, counsel; and George O. Milne, chief engineer.

$90 in Chicago

Mr. O'Donoghue argued there is not sufficient job content in the platter-turning operation to provide for separate employment. He pointed out there are five turntables at a network-owned station—at the studio, at the transmitter, in the control room, and portable turntables used for remote broadcasts. The AFM, he said, would have musicians operate only those turntables which are used to play musical records.

He said musicians in Chicago who play the records get $90 a week, while the NABET engineers who developed the turntable equipment get less than that amount. He asked the Board how it could possibly set up a separate craft for an operation which Mr. Petrillo himself admitted before a Senate committee was unsound.

He said that in the NBC and Blue owned stations in Chicago between 8 and 10 musicians are assigned to each station. It was established during testimony by Mr. McElrath at the hearings in New York, he said, that it is in the interest of the best engineering practice to have the turntable in the engineering booth, although the turntables in Chicago are placed in the studio proper where they are operated by the musicians.

Recording in Infancy

Questioned by Dr. Millis, Mr. O'Donoghue explained that recording was in its infancy when the musicians took over record playing in Chicago more than 15 years ago and that the networks have since developed a coordinated system of sound integration involving highly technical equipment.

He argued that the "mere accident" of past collective bargaining history does not justify setting up a separate unit for platter turning operation in Chicago.

Musicians operate other than musical records in Chicago, he

(*Continued on page 60*)

DUKE M. PATRICK BACK IN PRACTICE

DUKE M. PATRICK, since August 1942 on active duty in the Navy as a lieutenant commander, last week resumed active partnership in the Washington law firm of Hogan & Hartson. He has transferred from communications volunteer liaison and is on inactive status, subject to recall for limited service.



Mr. Patrick

Mr. Patrick had served as assistant to Capt. F. O. Willenbucher, special assistant to the Director of Naval Communications, Rear Adm. Joseph R. Redman. Former general counsel of the Federal Radio Commission, Mr. Patrick has been associated with the Hogan law firm since his retirement from the Government a dozen years ago.

Comdr. John W. Guider, Mr. Patrick's associate in the Hogan firm, is still on active Navy duty with the Bureau of Supplies & Accounts, assigned to the Electrical Procurement Division.

Adam Hat Expands

ADAM HAT STORES, New York, preliminary to a spot campaign of one-minute transcriptions on stations in Adam markets, last week began *The Strange Doctor Weird*, a mystery show, on WOR New York and a musical transcribed series on WSMB New Orleans, both weekly quarter-hours. Agency is Buchanan & Co., New York.

S & W in East

S & W FINE FOODS Inc., San Francisco, last week started a campaign for apple juice with participations on seven eastern stations, the drive to continue to the end of the year. Agency is Samuel C. Croot Co., New York.

Col. Sarnoff, Back From SHAEF Post, Given New Assignment in Washington

COL. DAVID SARNOFF, on leave as RCA president, who returned to the United States within the last fortnight after eight months in the European theatre, now is on special active duty in the office of the Chief Signal Officer, Washington.

While attached to the staff of Gen. Eisenhower, Col. Sarnoff served as special consultant on communications to SHAEF and was largely responsible for the development of the communications coordination plan for D-Day, covering broadcast, press and other intelligence transmission. His plan made possible handling of the greatest sustained volume of traffic from a single point in history.

Col. Sarnoff, who also is chairman of NBC, told BROADCASTING that in his official activities abroad he had frequent occasion to deal with both William S. Paley, CBS president and his chief network competitor, who is radio chief of Psychological Warfare, SHAEF, and Capt. Harry C. Butcher, former, CBS Washington vice-president, naval aide to Gen. Eisenhower.

"I have seen both Messrs. Paley and Butcher in action," Col. Sarnoff said, "and both are doing an outstanding job."

Col. Sarnoff himself was awarded the Legion of Merit for "exceptional meritorious conduct in the performance of outstanding service." He was cited for his "outstanding devotion to duty and his courage and great diplomacy in handling the French citizens."

The nature of Col. Sarnoff's present assignment and its duration are not known.

Meeting To Plan NAB Bureau Held

Define Laws, Procedure and Method of Operation

FIRST organization meeting on the proposed Bureau of Measurement of Radio Circulation, projected by the National Assn. of Broadcasters, was to be held last Saturday at the Waldorf-Astoria hotel in New York to prepare a proposition on the basic outlines of the bureau which will be submitted before the NAB Board of Directors, meeting in Chicago this Tuesday. Further planning will be done today (Monday) at a meeting in the Stevens Hotel, Chicago, of the subcommittee of the board in charge of research.

Representatives of the NAB met Saturday with members of the ANA and the AAAA, both of which have officially approved the project, to lay plans and to define laws and procedures and method of operations for the bureau, for which they will ask an initial yearly appropriation of $75,000.

Chicago Meeting

The NAB will be represented Monday by Hugh Feltis, KFAB Lincoln, NAB director who will act as chairman; J. Harold Ryan president; Paul F. Peter, research director; C. E. Arney, secretary treasurer; Roger W. Clipp, WFIL Philadelphia, chairman of the research committee. The ANA will be represented by Paul West, president; Don B. Stetler, advertising manager, Standard Brands Inc. E. T. Batchelder, secretary, ANA; Joseph M. Allen, assistant vice president and advertising manager Bristol-Myers Co. AAAA member will include Fred Gamble, president; Robert Jackson, staff executive; Carlos Franco, manager and supervisor of station relations and timebuying of Young & Rubicam New York, and chairman of the AAAA timebuying committee; D. H. Weld, director of research McCann-Erickson, New York, and AAAA chairman of research.

Those attending the Chicago meeting on Monday will include M. Ryan, Mr. Feltis, Mr. Clipp, Fran King, owner and general manager WMBR Jacksonville; Hugh J. Terry, general manager, KL Denver.

4 More to ETO

FOUR new radio correspondents have been accredited by the War Dept. within the last ten days for assignment to the European Theatre replacing four correspondents just returned. Leland Stowe is representing Blue, Jack Shelley WHO Des Moines, Jack Parker WJIM Lansing, Dick Redmond WHP Harrisburg, Pa. The correspondents report to SHAEF Paris and are assigned their coverage areas or units from Headquarters there. Several more radio men are expected to leave shortly for the Pacific Theatre as soon as their credentials are cleared.

Wide-Band Multiplex Relay Tests Granted

GE, IBM to Start Point-to-Point Experiments

ONE WEEK after the FCC allocation hearings closed (Nov. 2) the Commission gave two firms the go-ahead in proposed experiments with multiplex wide-band relays in the ultra-high frequency band to develop a new system of point-to-point communications and for the relaying of television and FM programs and facsimile.

At last Thursday's session the FCC granted applications of the International Business Machines Corp. and General Electric Co. for five experimental Class 2 stations to be located in Washington, New York, Schenectady and New Scotland, N. Y. Six 60-mc continuous bands were allocated from 1900-2300 mc for the experiments.

W. U. Objects

Western Union Teleg. Co. filed objections to any commercial operations by IBM and GE and the FCC granted the authorization expressly for experimental operations. The question of whether the applicants might at any time in the future be authorized to engage in commercial operations was left open. In granting the applications, the FCC advised both IBM and GE as follows:

"It is to be clearly understood that neither this grant by the Commission, nor any future grant of licenses to cover such construction permits, is to be construed as a finding or indication that the Commission will hereafter grant you further authorization in connection with the operation of these, or any other stations, to engage in the activities of a communications common carrier for hire or for any other purpose."

Construction work is expected to begin immediately, although it was pointed out some of the equipment, particularly tubes for ultra-high frequency use, still is unavailable or classified. IBM and GE hope to be ready to begin actual tests immediately after all freezes are lifted, according to Alf Landa of Davies, Richberg, Beebe, Busick & Richardson, Washington law firm representing IBM.

Less than a fortnight before the grant Walter S. Lemmon, general manager of the Radiotype Division, IBM, and H. B. Fancher, Radar Engineering Sec. No. 1, Transmitter Division, GE, outlined during hearings on relays their proposed plan. Mr. Lemmon, whose company has been experimenting with the possibilities of relays in the ultra-high frequency spectrum for seven years, told the Commission that the plan proposes operation of automatic booster stations to carry simultaneously two high-definition television services in either direction, two or three FM broadcast channels, several facsimile channels and a number of high speed circuits for the remote control of business machines, electric typewriters and office devices [BROADCASTING, Nov. 6].

Three transmitters and a directional antenna will be installed by IBM on the roof of the Hotel Mayflower, Washington, the station to be operated by remote control from the IBM Washington headquarters at 1111 Connecticut Ave., NW, a short distance away. IBM also will install six transmitters and a remote control point at 490 Madison Ave., New York.

GE will place a terminal station in Schenectady and a relay station at New Scotland, where four transmitters also will be installed in the existing towers of W2XI, television relay station of GE. The Schenectady station and remote

Other stories on allocations hearings and exhibits will be found on pages 24 and 74.

control point will be located at 60 Washington Ave., where two transmitters and directional antenna systems will be installed on the existing tower of W2XGE, also a television relay station.

FM to Be Used

Mr. Fancher told the Commission during the allocation hearings that carrier frequencies, to start such a system in the immediate future, no doubt would be limited by available tubes, all of which are classified, but GE proposes to experiment in the 2,000 mc region, although he pointed out that undoubtedly higher frequency will eventually supplant this link.

Frequency modulation will be used in the experiments since it is less affected by interference and gives a better signal to noise ratio, Mr. Fancher said. FM also was determined to be a more efficient way to multiplex.

To produce a relay system, IBM and GE plan to use two-way channel assignments for a single two-way circuit. The frequencies will be staggered so that a single frequency will be used at a given relay point to receive both from the north and from the south. A single different frequency is used for the north and south transmitters at the same location.

Highly directive antennas with beams in the order of 6 degrees, using parabolas or horns to obtain the required directivity, are planned.

Appearing before the Cleveland Advertising Club last week, J. D. McLean, manager of GE's television broadcasting equipment sales, predicted that within five years after the war there will be more than 150 major television stations in operation. He said 80 stations will be built as soon as manpower and materials are available.

One of the major goals of the IBM-GE experiments in the ultra-high frequencies is a network of relays for television, eliminating the needs for coaxial cable exclusively. Raytheon Mfg. Co., Western Union, AT&T, the U. S. Independent Telephone Assn., and Frank H. McIntosh, Washington consulting engineer and former chief of the Domestic & Foreign Branch, Radio & Radar Division, War Production Board, all proposed relay networks, some to operate in conjunction with land lines, during the allocation hearings [BROADCASTING, Nov. 6].

Applications Pending

Applications for the frequencies granted last Thursday have been on file with the FCC since Aug. 10. Pending are applications of Western Union for eight channels, ranging in width from 9-24 mc, in the band from 2,000-11,324 mc, filed Aug. 12 and refiled with amendments Oct. 25. The Commission last June 20 granted AT&T four 60-mc channels between 2,000-4,360 mc and two 200-mc channels between 11,500-12,500 mc.

For television relay services Philco Corp. was granted construction permits in late September and early October for eight 12-mc channels between 204-246 mc. Philco has operated W3XPR New York on 230-242 mc for three years. License for GE's W2XI New Scotland, which operates on the 162-168 mc frequency, was granted May 6, 1942.



ENGINEERS BEHIND THE INITIALS—These Government radio experts who play a potent role in postwar radio planning are the members of the Interdepartment Radio Advisory Committee (IRAC). It was the IRAC plan for spectrumwide allocations, presented to the American radio and communications fields last September through the State Dept., which precipitated the momentous allocations hearings before the FCC which were concluded Nov. 2. Members and alternates of IRAC who attended the regular monthly meeting Nov. 3 at the FCC were (seated to r): Harvey B. Otterman, Dept. of State; Marion H. Woodward, secretary, alternate, FCC; Dr. J. H. Dellinger, National Bureau of Standards; Comdr. P. D. Miles, Navy Dept., chairman; Capt. E. M. Webster, Coast Guard, vice-chairman, Treasury Dept.; Comm. E. K. Jett, FCC; Lt. Col. A. G. Simson, War Dept.; (standing, l to r): Helen G. Kelly, alternate, Dept. of State; R. T. Manhardt, in absence of L. H. Simson, Civil Aeronautics Administration; I. W. Conrad, Dept. of Justice; James Veatch, FCC; Lt. W. R. Foley, alternate, Navy Dept.; E. C. Wagner, alternate, Dept. of Agriculture; Lt. Comdr. A. L. Budlong, chairman, Technical Subcommittee, alternate, Treasury Dept.; M. A. Price, IRAC secretariat, FCC; S. L. Windes, Dept. of Interior; L. R. Brady, IRAC secretariat, FCC; Comdr. J. M. Grider, Navy.

RTPB GROUP SETS LOW WAVE POWER

POWER STANDARDS for the proposed extended frequencies of the standard broadcast band were adopted Friday at a meeting in Washington of the Allocation Committee, Panel 4, Radio Technical Planning Board, of which A. D. Ring is chairman.

For the 540 kc channel the Committee voted 10-5 to make it a regional with power of 1-5 kw. The 530 and 520 kc proposed channels would be local, with maximum power of 250 w, as proposed by the Committee. Vote was 11-4 on the 530 channel and 12-4 on 520. By a vote of 8-1 the Committee recommended that antenna heights for the two local channels be 150 feet.

The recommendations will be submitted to the full Panel for final vote.

Teel on NBC

PROCTER & GAMBLE Co. on Nov. 11 for Teel started *Gaslight Gayeties* on 135 NBC stations Sat., 8-8:30 p.m., with Beatrice Kay, Michael O'Shea, Charlie Dant's orchestra, Barber Shop Quartet and chorus, Al Rinker, producing. Agency is Biow Co., New York.

Greatest Audience in History Hears Air Coverage of Election

Commercials Thrown Aside for Fast Reporting Of Results From All Parts of Country

AN AUDIENCE estimated to have been greater than any other ever reached by the voice of radio over a sustained period of programming listened through the night of Nov. 7 as American broadcasting stations covered the election.

Networks and independent stations cancelled commercial programs ruthlessly to be first with the ballot count reports.

C. E. Hooper Inc. placed the audience at 50.3% for three hours (7 to 10:30 p.m.), an average figure computed from reports made by the survey organization's reporters over the nation.

Hooper Survey Results

This index compares with the previous Hooper highs of 37.5% sets-in-use on D-Day and 48.9% on Pearl Harbor Day, Dec. 7, 1941.

Hooper surveys on comparative listening audiences of the networks reveals the following lineup:

NBC was first with an average of 19.3%, 49% over the next highest network and 41% over the combined total of the third and fourth networks. According to Hooper, CBS placed second, Blue third and Mutual fourth. Mutual's average audience rating was 14.7. CBS and Blue did not divulge their exact Hooper ratings.

President Roosevelt's Philadelphia broadcast Oct. 27 on MBS and CBS 9-9:44 p.m. attained a CAB rating of 23.4, second only to his Sept. 23 Teamster's Union address, which received 26.4, top campaign rating recorded by CAB up to the last week before election.

Gov. Dewey's Minneapolis speech on NBC and Blue Oct. 24, 10:30-11 p.m. rated 20.5, his Chicago address on CBS 13.9.

Loss of Revenue

Networks alone devoted about 32 hours to election coverage between 7:30 p.m. Tuesday and 4 a.m. Wednesday. It is estimated they sacrificed in cancelled commercial programs upwards of a half-million dollars. This figure, combined with the cost of network talent and the cost of talent and time on independent stations, leads to a minimum estimate of $2,000,000 sacrificed to bring returns to listeners.

The two national committees of the major parties estimated they spent $1,000,000 each on networks for time and talent.

Figures offered by the networks place the total expenditures by the national committees on the chains at about $1,661,990. The Blue reported a gross receipt from both parties, and interested groups, of $365,000; MBS, $565,990; CBS, $291,000; and NBC, which refused to release dollar figures but made available only time figures, about $440,000. This picture is somewhat complicated by the fact that the CBS report is net, while the reports made by MBS and the Blue are gross.

From early evening, when voters still were lined up at their voting places and scattered returns were just beginning to come in, until after Governor Dewey's broadcast conceding the election, networks scrapped their regular Tuesday evening schedules, retaining only regularly sponsored newscasts.

Election schedules began at 7 p.m. on the Blue, 7:45 p.m. at Mutual, 8 p.m. at CBS and NBC. MBS signed off at 3:20 a.m. Wednesday, the Blue at 3:30 a.m., NBC at 3:46 a.m. and CBS at 4:02 a.m. Networks devoted a sum total of 31 hours and 53 minutes to election coverage prior to sign-on Wednesday morning.

Tom Slater, special events director of MBS, and Dave Driscoll, news chief of WOR New York, directed the MBS reporting of election night activity. Charter Heslep, newly appointed MBS Washington representative, acted as election editor at New York headquarters. Archibald Crossley, research expert, analyzed trends.

Outstanding among the MBS reports were a trio of overseas pickups, with Milton Bracker, *New York Times* correspondent in Rome; Arthur Mann, MBS representative in Paris, and Owen Cunningham, Mutual man at Pearl Harbor, reporting on GI election reactions.

CBS election coverage, under the direction of Paul White, director of news broadcasts, began election return broadcasts at 6 p.m. with early returns broadcast on regular newscasts. Bob Trout, on the air 31 times for a total of three hours and 54 minutes during the night, introduced members of the CBS election staff in a special broadcast at 6:30 p.m.

LaRoche Leads Off

Other highlights of CBS coverage included interviews with the country's youngest voter, a girl just 18 on election day, and the oldest voter, who was 108; Edward R. Murrow's broadcast from London, reflecting British reception of the election news; addresses by Norman Thomas, Socialist candidate for President, and James A. Farley, former chairman of the Democratic National Committee. Trend analyses were broadcast by Elmo Roper, conductor of the *Fortune* polls.

The Blue's election night programming was opened by a special address by Chester J. LaRoche, vice-chairman of the network. Mr. LaRoche explained the procedur which would be followed by th Blue staff in announcing return and trends to listeners

Paul Whiteman's orchestr played during Blue periods whe returns were not being broadcas Edward J. Noble, board chairma introduced a special program hor oring the memory of Wendell Wil kie. Eric Johnston described sig nificance of the election.

Studio 8-H of Radio City, Ne York, was transformed into a news room. Facing a chart, which re flected instantly the returns, wer copy tables, news desks, tabulator news service machines and a larg press desk, at which sat newscas ers and commentators.

In a preview at 7:30 p.m., Wi liam F. Brooks, director of new and special features, explained th coverage plan. W. M. Kiplinge guest expert, gave an economi analysis from Washington.

WNBT, NBC video station i New York, was on the air fro 6:45 p.m. until 1:04 a.m., relayin its program features to Philade phia where WPTZ rebroadcas WCBW, CBS television outlet, d picted the trend of the voting fro 8:30 p.m. to 1:23 a.m. and WABI the DuMont station, from 8:15 t 11 p.m.

The Chicago Sun, in cooperatio with television station WBKI broadcast the returns visually.

Special enterprise was indicate by independent stations reportin at press time to BROADCASTIN among them WTIC KXOK WIN WLW WFIL KSD WNAC KL WHOM WPEN WBZ.

Oct. 27, 1879 Samuel H. Cook Nov. 8, 1944

SAMUEL H. COOK, 65, president and part owner of WFBL Syracuse and former vice-president and general manager of the Brown-Lipe-Chapin division of General Motors, died last Wednesday at Harkness Pavilion, New York, following two months of treatment and hospitalization and a four-month illness.

Born in Ogdensburg, N. Y., Mr. Cook was graduated from Syracuse U. He became the first graduate manager of athletics of the school in 1905. He had been a member of the athletic advisory board for 20 years and also was a member of the board of trustees.

Mr. Cook's first business activity was with the *Syracuse Post Standard*, which he left in 1905. In 1910, after his tenure as graduate manager of athletics at Syracuse U., he became production manager of Brown-Lipe-Chapin Co. upon its formation. When this company became a division of General Motors, Mr. Cook became its vice-president. He was a director of the Merchants National Bank & Trust Co. and Central New York Power Corp.; member of the board of directors of the Syracuse Boys' Club, advisory committee of the Memorial Hospital, Vestryman St. Paul's Episcopal Church, Century Club of Syracuse; University Club of Syracuse; and University Club of New York.

Services were to be held Saturday at St. Paul's Episcopal Church, Syracuse.



Mr. Cook is survived by his second wife, whom he married in 1943, and by his daughter, Mrs. C. H. Sanford, and two grandsons. His first wife died in 1940.

Mr. Cook had been identified with WFBL, in which he owned approximately a one-third interest, since 1932 He resigned his General Motors post in 1930. His associates were O. F. and R. J. Soule, each of whom owns approximately a third of the station.

Official Thwarted

ATTEMPTS of Edward J. Hum mel, Ohio's Secretary of State, t bar Youngstown stations from th Mahoning County Board of Elec tions were thwarted in a last-min ute court injunction grante WKBN and WFMJ. Warren P Williamson Jr., owner of WKBN cited a telegram signed by M Hummel and addressed to the Ma honing Elections Board as follows ". . . you are not to permit any wit nesses or candidates to attempt t count ballots or to handle precinc books nor are any microphones, o radio broadcasting to be allowed i the Board of Elections."

NAB Roundtable

NAB's proposed Bureau of Mea urement will be main topic di cussed at Radio Roundtable to b held Wednesday afternoon a ANA's annual meeting in Ne York Nov. 15-17. Don Stetle Standard Brands, and ANA radi committee chairman, will presid NAB Director Hugh Feltis wi participate.

Mrs. Baker Named

MRS. ELEANORE BAKER, wido of I. R. Baker, chief of transmitte equipment sales of RCA Victo last week joined RCA Victor Div sion in Camden in charge of pos war survey style and design. Sh will work with Allan Mills and u der Thomas F. Joyce, manager, Ra dio, Television & Phonograph Div sion.



"THE VOICE OF INDIANA"

★ LOW FREQUENCY
1070 Kilocycles

★ A CLEAR CHANNEL

★ 5000 WATTS

Now owned
and operated by
THE INDIANAPOLIS NEWS

Provides a crystal clear signal, greater coverage and lower cost than any other Indianapolis station.

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

WIBC

INDIANAPOLIS, INDIANA

A *Mutual* STATION

Wheeler Assails Radio as Monopolistic

'Dollar-Hungry' Charge Heads Ten-Point Indictment

BROADCASTERS are dollar-hungry.

That's point No. 1 in a ten-count indictment returned against American radio by Sen. Burton K. Wheeler (D-Mont.), writing in *The Progressive.*

In the lead article, entitled "The Shocking Truth About Radio", appearing in the Nov. 6 issue of the newspaper published weekly by Sen. Robert M. LaFollette Jr. (P-Wis.), the broadcasting art as practiced in America is excoriated by Sen. Wheeler.

He charges that radio in this nation is heading for "increased monopolistic control" or "Government ownership". He states that radio has "the most powerful lobby ever seen in the Nation's Capital".

Decries Monopoly

He insists that America's 910 broadcasting stations are "at the economic mercy of . . . three or four big corporations".

The chairman of the Interstate Commerce Committee and co-author with Sen. Wallace White (R-Me.) of the White-Wheeler Bill (S-814) asserts that his bill is not dead.

The legislation is designed to reorganize the procedure of regulating broadcasting and replace the Communications Act of 1934.

The bill was not placed before the Committee after hearing in the spring of 1944 when Sen. Wheeler, after flaying broadcasters for pressuring him in an attempt to remove from the proposed legislation a ban on the sponsorship of news, pigeonholed it. At that time, Sen. Wheeler said the bill was dead [BROADCASTING, June 5].

Today he says it is alive and pending before the Committee. Sen. Wheeler maintains that it does not represent a cure-all, but that it will contribute to the eradication of these "evils", which make up the bill of particulars in his article in *The Progressive.* His points are:

Generally speaking, the industry:

1. Is "dollar-hungry"; too much of what it does or fails to do is measured by the amount of money in it or the amount of money it will cost.
2. Is run by men who have little or no conception of the public welfare and of the responsibility to the public that is involved in managing an enterprise affected with great public interest.
3. Insists on regarding itself as "private enterprise" in the same sense that a gasoline filling station is private industry; it insists on regarding its Federally-granted license as a permanent private property right to be used as the licensee pleases.
4. Is dominated and substantially controlled by absentee owners. The large and high-powered stations are located in the metropolitan areas, and the bulk of programming is motivated by what a relatively small part of the population of the country desires.
5. Is largely at the mercy of so-called network organizations which, although responsible for the bulk of nationally known programs, have the power of life and death over the majority of stations by reason of their economic control over the station's income.
6. Has warded off any suggestion for elevating program standards as being an interference with free enterprise.
7. Has made little attempt or progress in eliminating programs of questionable taste or value, or in reducing the amount of commercial advertising per program.
8. Has taken no action to insure equality of access to radio facilities of varying views and opinions; to guarantee factual presentation of news; to balance presentation of opposite views on public questions or issues; to identify properly speakers and commentators, to make public who pays them, who pays for their radio time—so that listeners will have an honest opportunity to appraise the speakers' motivation.
9. Has not been diligent in making available an adequate portion of broadcasting time on a FREE UNSPONSORED BASIS for the presentation of forums, discussions, and similar programs designed to give the listener a greater insight into our nation's social, religious, economic, political, and general problems.
10. Has suffered from political pressures from within Government which has led it to exercise partiality for whichever party is in power or for particular individuals or for particular social or political policies.

Analyzes Ownership

In his analysis of investment ownership of American broadcasting stations, Sen. Wheeler states that in 1942 there were 851 licensed commercial outlets, 49 of them operating with 50,000 w power ". . . earning annually 90 times as much as the small stations."

Of these, he says, 23 operate on clear channels; and of the latter, 16 are "owned directly by the three major network corporations or the persons who own the networks, and three others are managed by networks."

He concludes that 19 of the "richest stations in the country are absolutely owned or controlled by the chains."

He emphasizes that these 23 clear channel stations are in the eastern part of the United States and that, inasmuch as they are originating points for the networks, "the programs they originate . . . bear unmistakably the stamp and feeling of only one section of the country."

Sen. Wheeler summarizes with figures purporting that 448 stations average less than $5,000 profits each annually. He charges that the three major networks, on the other hand, in 1943 showed profits after taxes of 59% to 65%.

Favors 'Elastic' Control

Sen. Wheeler repeats his contention, stated frequently during hearings on the White-Wheeler bill, that radio had failed to advance program standards and that "Harlem jive and Hollywood sexy love dramas are the daily radio fare because those who control programming are influenced by their particular local considerations". He adds that when "the average radio commentator speaks about free speech he means his own personal right to the exclusion of anyone else's right to free speech or to answer him".

"In my opinion" says the Senator, "the profit motive is all compelling within the controlling element in the industry."

He charges that radio wants no regulation. He observes: "It is desirable that regulation be as elastic as common sense and good taste will permit; it is important that regulation be as sensible and as fair as the reasonable judgment of prudent men will permit. Congress cannot legislate honesty and fairness and common sense into either the industry or the regulatory commission."



SENATOR WHEELER

Sen. Wheeler says that the "evils" he sees in broadcasting, as delineated in his indictment, can be corrected by enactment of the White-Wheeler Bill.

He maintains that the bill, if placed on the statute books, would "correct monopolistic tendencies" by:

1. Limiting ownership to six stations and not more than one station in the same trade area.
2. Preventing unlimited control over a local station's time by a network.
3. Denying superpower to all clear channel stations, the majority of which are owned by networks.
4. Permitting the FCC to duplicate clear channel frequencies where there is no interference with another station, thus insuring thorough distribution of radio facilities over the U. S.
5. Requiring complete identification of all speakers and commentators so that their motivation will be clear to all listeners.
6. Requiring equal opportunity for all sides of public questions to be heard and over the same radio stations on free time.
7. Requiring equal opportunity to use the same facilities in all political broadcasts.
8. Requiring station owners to be responsible for news analysts and commentators rather than allowing such commentators to be paid by commercial advertisers.

GUY DELLA CIOPA, CBS director on leave as Chief Radio Officer, Radio Division, London Office of the OWI Overseas Branch, returned to New York last week. He goes back to England in several weeks.

Wheeler's Shocking Ten Points . . . . . *An Editorial*

SENATOR WHEELER says (and we answer):

1. The radio industry is dollar-hungry. (Without going into detail, it is significant that this greedy industry donated time and talent last year in the amount of $103,582,000 to OWI campaigns alone.)

2. Is run by men who have little or no conception of public welfare. (Such as Col. David Sarnoff, Capt. Harry Butcher, William S. Paley, J. H. Ryan, Walter Brown, Lt. Comdr. George B. Storer, Gordon Gray, etc.).

3. Insists on regarding itself as "private enterprise" in the same sense that a gasoline filling station is private industry. (Has anyone seen any pump jumpers filling out Government applications for Federal license?)

4. Is dominated and substantially controlled by absentee owners. (Let's look at the record. It won't bear him out).

5. Is largely at the mercy of the so-called network organizations. (The NAB board, which represents over two thirds of America's broadcasters, includes 27 members. Only TWO voting members are from the networks).

6. Has warded off any suggestion for elevating program standards. (After hearing some of the entertainment fare offered by politicians in recent weeks, one could almost condone such an arbitrary attitude even if it was true).

7. Has made little attempt or progress in eliminating programs of questionable taste or value, or in reducing the amount of commercial advertising per program. (Recommended reading: NAB Code).

8. Has taken no action to insure equality of access to radio facilities to varying views and opinions. (One reflects at this point on such productions as *The Herald-Tribune Forum, Town Meeting of the Air,* the *American Forum of the Air,* the *University of Chicago Roundtable*).

9. Has not been diligent in making available an adequate portion of broadcasting time on a FREE UNSPONSORED BASIS for the presentation of forums. (Let's permit the listener to vote on this one. Perhaps he does not want spoon-fed profundities. Maybe he LIKES American radio).

10. Has suffered from political pressure from within the Government which has led it to exercise partiality for whichever party is in power. (If true, maybe the Senator should start with the Government, rather than with radio).

If these are the "truths" which shock Senator Wheeler, he has his hand on a dead switch



First the station's business had to be built by thorough national representation — by Weed & Company. Then, because Weed men are *first* to reach time buyers and advertisers from coast to coast, available time shrank and the station could seek new fields to conquer. A better antenna means better service to sponsors and public — just as "Nationally Represented by Weed & Company" means better service and more business to stations.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

Radio Advertising Isn't Like Baseball...

YOU HIT 'EM WHERE THEY ARE — NOT WHERE THEY AIN'T



"HIT 'em where they ain't," they tell rookie batters.

But the folks who invest their money with WENR aren't rookies —they hit the sales talks out to the crowds—the crowds with nice fat incomes—the crowds with money to spend and of a mind to spend.

How else account for the 18 new advertisers in the last 30 days?—and the 33 renewals out of a gross 51 who have been regular advertisers over this powerful Mid-Western voice?

We've got a nice fat folder of case histories, graphs, charts, figures, names and sales records for those of you who are of a mind to learn how to increase sales at a low per-unit cost—a folder that points to *the one way* to reach—and sell—One Tenth of a Nation through one well-compressed, economical medium.

WENR — SELLING ONE TENTH OF THE NATION!

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT

Murrow Describe French Video Gai

Surprising Strides Fou Despite German Occupatio

FRENCH television progress h made "surprising strides," desp the German occupation and h developed pictures "clearer, sha er and larger" than any in t United States before the war, E ward R. Murrow, chief of the C European staff, reported Nov. 5 his Sunday afternoon broadcast f American Oil Co. He said:

"Paris today is a city of rumors. I countered one, rather more incredible t most, and it turned out to be true. story was that even during German cupation one of the great arts of peac television—had made surprising stri and, while television had more or stood still in every other belligerent co try, it had gone swiftly forward in Fra

I've not myself seen a demonstration this development, but I have talked w reliable observers who have seen it Paris, and I've had access to detai though confidential, technical reports. don't know what the Germans have d with television nor do I know what n be waiting to emerge from the laborato in the Allied countries, but there has b developed in Paris television in which picture is clearer, sharper, and larger t any that was being transmitted in Ame or in Britain before the war. The ru turned out to be true. And it is mi encouraging to find evidence of prog in the midst of all the dying and dest ing that is going on in Europe."

CBC Overseas Shifts

WHILE Matthew Halton, CBC w correspondent, is in Canada leave and making a tour for Victory Loan campaign, A. Powley, overseas news chief, with the Canadian troops in Fra Andrew Cowan has been accredi to SHAEF Paris, from the Lon bureau, and is to establish conta with the French government. M cel Ouimet is with the First nadian Army for the CBC Fre network. Bill Herbert, who been in France since a few d after D-Day, is now in Italy w the Canadian First Corps, repl ing Peter Stursberg who is now London and is expected to come Canada later this year on lea Benoit Lafleur, covering Ital operations for the CBC French work, has returned to London his place has been taken by P Barrette of the London Bure Mr. Lafleur is expected to repl Mr. Ouimet later to give the la special leave.

WOAI Names Peery

FRED A. PEERY, with WF Dallas following release from Army, has been appointed s promotion manager of WOAI Antonio, it was announced week by Hugh A. L. Halff, pr dent and general manager WOAI. His previous experie includes newspaper work, s work and radio audience resea and analysis.

No Gum, No Program

UNABLE to get sufficient materials for its Teaberry and T dermint gum to justify the ad tising expenditure, Clark B Chewing Gum Co., Pittsburgh, P 26 discontinues John J. Antho *Goodwill Hour* on 119 MBS stati Sunday, 10-10.45 p. m. Agency Walker & Downing, Pitttsbu Program is expected to be ta up by another sponsor.



"TURKEY CASH"
Helps Make the KFAB Area Wealthy

Turkey raising is another "big business" out here in the KFAB area. Thousands upon thousands of fancy young turkeys raised here in the Middle West start rolling to the big Eastern markets shortly before Thanksgiving.

That means a lot of "Turkey Cash" to farmers in the KFAB area. Turkey money plus income from livestock, wheat, corn, and dairy products all add up to a whale of a lot of buying power.

When folks out here think of buying, they naturally turn to products they've heard about over KFAB, THE BIG FARMER STATION.

Nebraska Is Able To "Talk Turkey"

In 1943, Nebraska poultrymen raised 1,140,000 turkeys. For 1944, the estimated Nebraska turkey crop is 1,163,000 birds.★ Nebraska is but a part of the vast KFAB area.

★*State-Federal Division of Agricultural Statistics, Lincoln, Nebr.*

"The **BIG** *Farmer of the Central States"*



KFAB



LINCOLN, OMAHA

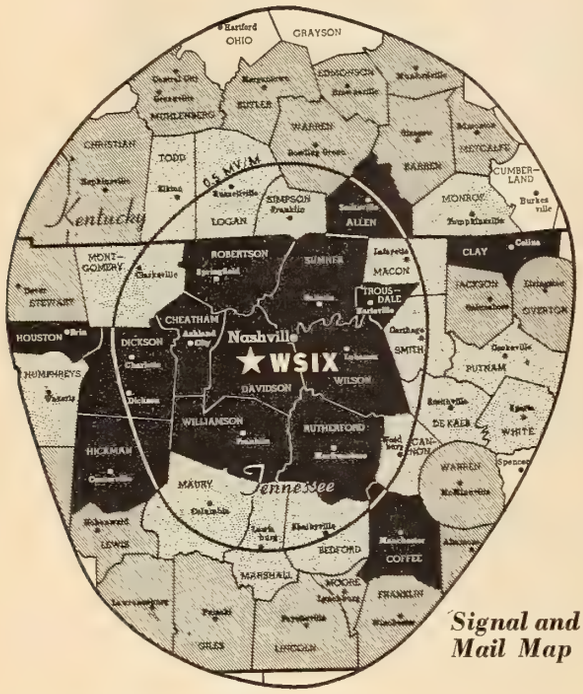
1110 KC-10,000 WATTS BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY

WHEN YOU GO A HUNTIN'

Don't Scatter Your Shot



Signal and Mail Map

Shoot straight at your market. WSIX is directed at the Nashville area of Middle Tennessee. 5,000 Watts and 980 K.C. carrying both Blue and Mutual network programs. It has power a plenty to do a thorough job and listeners with money to spend for things they want. Advertisers and Agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

THE KATZ AGENCY, INC., *National Representatives*
Member Station, The Blue Network and Mutual Broadcasting System

5000 WATTS

980 K.C.

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

NAB Chicago Board Meeting to Review Code in Light of WHKC-CIO Dispute

REVIEW of the NAB Voluntary Code of Ethics in light of recent labor developments and a report of the Code Committee on the WHKC-CIO case will be on the agenda of the NAB Board of Directors at its regular fall meeting Tuesday and Wednesday this week at the Stevens Hotel, Chicago.

President J. Harold Ryan indicated last week that the membership of standing committees for 1945 probably would be completed within the next week or 10 days. Richard H. Mason, manager of WPTF Raleigh, N. C., already has accepted appointment to the Code Committee, he disclosed.

Station Coverage Up

Another important topic scheduled for this week's Board discussions is creation of a bureau to measure station circulation as voted unanimously at the August Executives War Conference [BROADCASTING, Sept. 4] and approved by the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

President J. Harold Ryan will report on the FCC allocation hearings which closed Nov. 2. That report will be the basis of open discussions on general broadcasting matters. District meetings for 1945 and the next membership conference, tentatively scheduled for next year, also are on the agenda.

In a joint motion filed Oct. 20 with the FCC, WHKC and the UAW-CIO asked dismissal of proceedings filed by the labor union against the station, charging failure to operate in the public interest. During hearings in August Carl M. Everson, vice-president of United Broadcasting Co. and general manager of WHKC, told the Commission that under a new policy the station would accept commercial or sustaining programs for the discussion of a controversial issue, solicitation of memberships and in general accept full responsibility, thereby repudiating, in part, the NAB Code [BROADCASTING, Aug. 21, 28].

Members of the NAB Board, in addition to President Ryan and E. Arney Jr., secretary-treasurer, are:

Paul W. Morency, WTIC Hartford, District 1; Kolin Hager, WGY Schenectady, District 2; Roy F. Thompson, WFBG Altoona, Pa., District 3; Campbell Arnoux, WTAR Norfolk, District 4; John C. Bell, WBRC Birmingham, District 5; Hoyt B. Wooten, WREC Memphis, District 6; Nathan Lord, WAVE Louisville, District 7, who will be succeeded following the next membership meeting by James D. Shouse, WLW Cincinnati [BROADCASTING, Nov. 6]; John E. Fetzer, WKZO Kalamazoo, Mich., District 8; Leslie C. Johnson, WHBF Rock Island, Ill., District 9; John J. Gillin Jr., WOW Omaha, District 10; E. L. Hayek, KATE Albert Lea, Minn., District 11; William B. Way, KVOO Tulsa, District 12; Hugh A. L. Halff, WOAI San Antonio, District 13; Hugh B. Terry, KIDO Denver, District 14; Arthur Westlund, KRE Berkeley, Cal., District 15; William B. Ryan, KFI Los Angeles, District 16; Harry R. Spence, KXRO Aberdeen, Wash., District 17.

Directors at large—Hugh Feltis, KFAB Lincoln; J. O. Maland, WHO Des Moines, large stations; T. A. M. Craven, WHOM New York; Don S. Elias, WWNC Asheville, N. C., medium stations; Dr. Frank Stanton, CBS New York; Frank M. Russell, NBC Washington, networks.

Regional AAAA Meet

SOUTHERN California Chapter, American Assn. of Advertising Agencies, consolidated its annual convention into a one-day meet in Los Angeles. Addressing the convention on their respective phases of work were: Klaus Landsberg, manager of W6XYZ, Paramount television outlet in Hollywood; Dana Jones, head of the Los Angeles agency bearing his name; James Mussatti, general manager, California State Chamber of Commerce; Craig G. Davison, vice-president, Compton Adv., New York; Ray Hagen, president and general manager, California Consumers Corp.; George B. Hanson, general passenger agent, Southern Pacific Railroad; Edward Scriven, Pacific Coast manager of McKinsey & Co., management consultant; E. M. Stuart, publicity director, Broadway Dept. Store; Henry Human, representative of Banco Nacional de Mexico and president, foreign section, Los Angeles Chamber of Commerce; H. C. Bernsten, general manager, Pacific Coast division, bureau of advertising, American Newspaper Publishers Assn.; Dr. Frederic Woellner, economist.

SESAC Package Show

TO MAKE more music available to its licensees, which include almost all U. S. commercial stations, SESAC is putting out a package show comprising 5 quarter-hour programs to be sold to stations as a unit, Paul Heineck, president, announced last week. Titled *Pappy and His Hired Hand* with Pat Barnes as Pappy, the cornhusker philosopher, the show is paced rapidly enough to include nine or ten musical numbers—hillbilly, western, folk song and novelty—per program. Series, cut by Columbia Recording Corp., is offered to all stations on a non-exclusive basis.

Religious Meeting

PLANS for the formation of an association concerned with religious programs will be discussed by an organizational committee meeting Nov. 21 in New York, under the chairmanship of Willard Johnson, assistant to the president of the National Conference for Christians & Jews. Association was projected last spring at the 15th Institute for Education by Radio, Columbus, Ohio, to tackle the problem of so-called "Racketeering in religious programs," and a committee mandated to meet this fall and decide what form the group should take [BROADCASTING, May 15].

Heavy Tube Demand

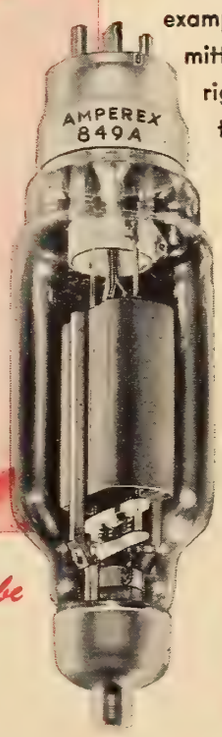
MINIATURE vacuum tube needs for airborne radio and radar equipment during the first three months of 1945 will increase considerably, WPB radio officials told the Molybdenum and Tungsten Wire and Rod Industry Advisory Committee meeting at WPB. Emphasis is now on construction of more complicated electronic equipment requiring finer wires and rods, a Radio and Radar Division official said, pointing out that requirements will remain high even after V-E day due to the civilian demand for 115,000,000 radio receiver tubes, which will more than offset the overall cutback, now put at 15% rather than the 40% predicted before [BROADCASTING, Sept. 11]. Present rate of tube attrition is twice the production level, WPB revealed.

Why AMPEREX



WATER and AIR COOLED
TRANSMITTING and RECTIFYING
TUBES

Of exclusive Amperex design! These four words, denoting an "Amperextra" reflected in better performance, have been used in a number of instances when describing our products. Of exclusive Amperex design, for example, is the channel support of our transmitting tubes. This feature results in more rigid support of tube elements. Exact inter-element alignment is assured. This, in turn, means absolute freedom from change in characteristics that might ordinarily arise from shock and vibration either in shipment or service.



There are more than 100 different types of ***Amperex*** tubes for broadcasting, industrial and electro-medical applications. An ***Amperex*** engineer will gladly assist you with your present or postwar problems.

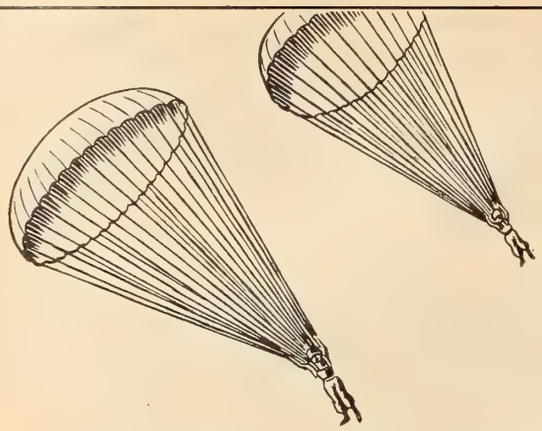
AMPEREX *. . . the high performance tube*

Keep Buying . . .
Keep Holding . . .
More War Bonds



AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET • • • • • BROOKLYN 1, N. Y.
Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Arlab"



Where PRECISION Counts!

. . . precision is vital to the success of the airborne troops just as it is in spot radio advertising. In Knoxville, Tennessee, use WBIR, the station with precision coverage. This alert Blue and Mutual affiliate offers spot coverage where it counts. 75% of the radio homes in nine counties surrounding Knoxville are within WBIR's primary coverage. These homes represent almost 90% of the buying power.

SPEAKING OF AN AUDIENCE LOOK AT THIS HOOPER

Periods	WBIR	"B"	"C"
8 to 12 A.M.	38.4	44.8	16.6
12 to 6 P.M.	29.2	43.7	27.0

C. E. HOOPER—total calls 38,247, Oct. 1943 thru Feb. 1944

WBIR

—A NUNN STATION—

Blue Mutual

John P. Hart, Mgr.

KNOXVILLE, TENN.

NUNN STATIONS

WBIR
Knoxville, Tenn.
WLAP
Lexington, Ky.
WCMI
Ashland, Ky.
Huntington, W. Va.
KFDA
Amarillo, Texas

• REPRESENTED BY THE JOHN E. PEARSON COMPANY •

Owned and operated by
Gilmore N. Nunn and J. Lindsay Nunn

RTPB Television Controversy Aired

Lodge Says Navy Disagrees With Data Interpretation

ECHOES of the battle between advocates of present-band television and proponents of higher-spectrum video, waged in words before the FCC during allocation hearings which closed Nov. 2, were heard last week as the last of final exhibits were recorded.

William B. Lodge, general engineering supervisor of CBS, entered a statement in which he disclosed a controversial paragraph of a letter formulated by a group of Panel 2, Radio Technical Planning Board, intended for an exhibit but withheld at the last minute [BROADCASTING, Nov. 6].

The letter was to have been introduced at the closing hearing by Dr. C. B. Jolliffe, chairman of Panel 2 and chief engineer, RCA Victor Division, RCA, acting as a "committee of one." During a Panel 2 meeting the preceding night heated argument resulted, with Navy officials opposing certain portions of the letter, along with Mr. Lodge. CBS advocates television above 400 mc, while RCA has urged the Commission to keep the art in its present spectrum location.

Following is full text of Mr. Lodge's statement:

This statement is filed as a result of a special committee of RTPB held on Oct. 28, 1944, and additional information developed at a meeting held on Nov. 1, 1944, attended by members of Panel 2 of RTPB and by its military observers.

At the Nov. 1 meeting, the chairman of that meeting advised the members of Panel 2 that a statement developed as a result of the Oct. 28 meeting would be read into the record at the hearing in Docket No. 6651 the following morning. Although that statement was not read into the record, as announced, its contents are now generally known, and the section relating to propagation reads as follows:

Propagation—Limited experience indicates that propagation vagaries exist at all frequencies considered for television. The effects of some of these prenomena decrease with increasing carrier frequency and others increase with increasing carrier frequency. Therefore, channels in any really new portion of the radio frequency spectrum should be subjected to appropriate field tests of an experimental nature before allocating channels for commercial broadcasting.

Lest the conclusion of that section of the statement be interpreted to apply to any particular frequencies, as against other frequencies, I believe it will be of value to the Commission to know that the Navy expert on radio wave propagation who was present at the meeting on Oct. 28 stated at the Nov. 1 meeting that no such conclusion is warranted on the basis of the information he supplied. Specifically queried on the controlling factors involved, he further stated that in his opinion the sporadic E phenomena encountered between 50 and 90 mc might represent a more formidable problem than tropospheric effects at 400 mc.

In addition, it may be of interest that the Navy member of the IRAC stated at the Panel 2 meeting that the military members of the IRAC, who necessarily had access to the classified military data concerning wave propagation, have learned nothing since the preparation of the IRAC proposed allocations plan which would alter the conclusions reached in that plan.



Official Photo U. S. AAF

RETURNING to civilian life from duty as a War Dog, "Duchess" is welcomed home by her master Capt. William S. Blanton, former radio technician of WHAS Louisville, who is now serving as communications officer for the Air Training Command's Emergency Rescue School at Keesler Field, Miss. Capt. Blanton and his doberman pinscher joined the service at the same time but cannot "swap" yarns because Duchess' service record has not arrived in this country as yet.

Concert Award

FOR sponsorship of the N. Y. Philharmonic Symphony concerts on CBS, the U. S. Rubber Co., New York, has received the National Radio Award of the Metropolitan Alumnae Chapter of Phi Beta, New York national fraternity active in the betterment of music and speech. Honor was conferred at a dinner at the Advertising Club in New York.

Rit in Buffalo

RIT PRODUCTS CORP., Chicago, on Oct. 1 began spot announcements on WKBW and WGR Buffalo. Contracts for 13 weeks were placed by Earl Ludgin & Co., Chicago.

Station Flown

A COMMERCIAL shortwave station weighing 25 tons was flown from Italy to Southern France, RCA Communications reported last week. Station is expected to go into operation within 10 days under Brig. Gen. Tristram Tupper, public relations officer, 6th Army Group, for Government, press and Expeditionary Force message traffic. The equipment was transported in 14 C-47's in a few hours, Merrill Mueller, NBC correspondent said in a radiogram. The feat was a result of coordination of the Army and RCA technicians under Thomas D. Meola. Responsible for much of the planning and establishment of the station are Capt. Lawrence G. Hoover Jr., press communications officer, information and historical section, and 1st. Lt. Carl G. Zimmerman, formerly of WEMP Milwaukee, now radio officer, both of Headquarters, 6th Army Group.

NEW LISTENERS

Get millions of new listeners—no duplication—at new low cost per actual listener! Amazing Hooper Survey now proves that most people in the significant small town areas surveyed listen predominantly to local Keystone Network stations. Millions cannot hear outside wired network stations. MORAL: Extend your programs to "Beyond-Metropolitan" America via the K B S coast-to-coast network.



SEND FOR THIS BOOK! It reveals conclusive facts *you should know*. Keystone Broadcasting System, Inc., New York City 19: Chicago 2: Hollywood 28.

KEYSTONE NETWORK

Before
THE WAR
★
During
THE WAR
★
After
THE WAR

. . . the most profitable per dollar station for advertisers!

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY

5000 WATTS

Philadelphia's MUTUAL Affiliate

Represented Nationally by Geo. P. Hollingbery Co.

FCC Applications Filed for Six Standard, Three FM and Four Television Stations

NEW APPLICATIONS filed with the FCC during the past fortnight include requests for six new standard stations, three FM outlets and four commercial television stations.

Skyland Broadcasting Corp., Dayton, O. requests standard facilities of 980 kc, 500 w and daytime hours of operation. President and quarter-owner of the company is Ronald B. Woodyard, president and 97% owner of WINK Ft. Meyers, Fla., vice-president and 45% owner of WIZE Springfield, O., and applicant for a new station at Utica, N. Y. L. M. Berry, president of L. M. Berry & Co. Ltd., Canadian phone book publisher, who also holds telephone and banking interests, is vice-president and quarter-owner of the company. J. F. Gallaher, president and major owner of Gallaher Drug Co., chain group, is secretary-treasurer and 25% owner. Remaining quarter-interest is held by Gustav Hirsch, of telephone and real estate interests.

Assignment on 1490 kc with 250 w and unlimited time is sought by Wichita Broadcasting Co., Wichita, Kan., president and half owner of which is Charles K. Schwartz, partner of William J. Friedman in the law firm of Gottlieb & Schwartz. The latter is secretary and also half owner of the new company. Ralph L. Atlass, treasurer, is president and 27% owner of WIND Chicago and is also vice-president and 56% owner of WLOL Minneapolis.

C. L. Pursley, district representative for Texas Co. in Mobile, Ala., and Louise Patterson Pursley, quarter-owner of WAPO Chattanooga, Tenn., doing business as Pursley Broadcasting Service seek a new standard station for Mobile on 1490 kc with 250 w and unlimited time. Mrs. Pursley also holds half interest in Patterson Broadcasting Co., applicant for a new local station in Birmingham. Raoul A. Cortez, owner and managing director of Mexican Commercial Hour and Cortez Spanish Programs, requests 1300 kc, 1000 w and daytime hours for a new standard station to be located in San Antonio.

Midwest Broadcasting Co., Milwaukee, has filed for a new standard station on 1250 kc with 5,000 w and unlimited time, using a directional antenna at night. President is John Fleissner, 125 shares (21%), treasurer and part-owner of Taylor Mfg. Co. (scientific equipment). Vice-president and general manager is G. E. Inghram, 125 shares, president and part-owner of Droegkamp-Inghram Corp. (electrical appliance distributor). Clifford A. Randall, secretary (100 sh), is a lawyer and has real estate interests. Oliver J. Vivian, treasurer, and Herbert E. Uihlein, both local businessman, each holds half remaining 250 shares.

San Diego, Cal. standard outlet on 1130 kc with 1000 w and unlimited time, employing a directional array at night, is sought by San Diego Broadcasting Co., half-interest in which is held by J. Frank Burke, vice-president, principal owner of KFVD Los Angeles and KPAS Pasadena. President and treasurer is O. Arnholt Smith (25%), with banking and management interests. J. A. Smith, secretary, is quarter-owner. He has oil and real estate interests.

Santa Catalina Island Co., subsidiary of the P. K. Wrigley and Wrigley family interests, is applicant for a new FM station to be located at Avalon, Cal. on 34,700 kc with 34,500 sq. mi. coverage. Estimated cost is $223,000. Mr. Wrigley formerly held a 36% interest in WJJD Chicago. Licensee of WMFR High Point, N. C., requests a new FM outlet on 45,100 kc with 5,030 sq. mi. coverage and estimated cost of $14,800. Greensboro Broadcasting Co., licensee of WGBG Greensboro, N. C., seeks a new FM station on 44,500 kc with coverage of 11,130 sq. mi. and $27,300 estimated cost.

Interstate Circuit Inc., regional theatre chain in which Paramount Pictures has an interest, has filed for a new commercial television station on Channel 2 to be located in Dallas, Tex. Radio Sales Corp., licensee of KRSC Seattle, Wash., requests Channel 1 for the new commercial television outlet for which it has filed application. Cincinnati Broadcasting Co., owned by the John Shillito Co., Cincinnati department store affiliated with the Federated Dept. Store interests, seeks a Channel 7 commercial video outlet for the Queen City. Times-Mirror Co., publisher of the Los Angeles *Times* which has previously filed for a new FM station, now requests a new commercial television station on Channel 5.

Pangborn Elected

ARDEN X. PANGBORN, managing director of KGW and KEX was elected president of the Advertising Federation of Portland Ore. Mr. Pangborn also is a member of the NAB Code Compliance committee and representative of Pacific Coast NBC affiliates on the network's planning and advisory committee. Leith Abbott, public relations director of KALE and James Mount of KXL were elected to the federation's board of governors.



Mr. Pangborn

DONALD S. BOND, of the Communications and Industrial Equipment Engineering Dept. of the RCA Victor Division of RCA, has written *Radio Direction Finders* (McGraw-Hill Book Co., New York), a "text-book and reference work for training electrical engineers who desire to specialize in the design or theory of direction finders for aircraft, shipboard or fixed-station use."



Frankly, WE'RE

A WEE BIT CONFUSED!

Not long ago we tried our hand at ad writing. You may have noticed our "one line" spreads. One of them told about a WLAC program pulling 40,223 orders for a $1 item. Another revealed that 5 leading Nashville department stores are using 51 quarter-hours every week.

We thought we'd hit upon a pretty good idea—especially when one agency man wrote, "Please tell us how you do it." Yes, our single-line ads attracted a lot of attention, in fact too much.

Some of the boys in Washington wanted to know how come we're "wasting paper"! Maybe we are a bit naive, but what difference does it make whether we take one line or a hundred to tell our story? Anyway, far be it for us to argue the point. From now on we'll use more ink!

WLAC

50,000 WATTS ★ NASHVILLE

Fulltime Engineer Slated For CAB; Stations Added

DECISION TO APPOINT a full-time engineer for the Canadian Association of Broadcasters was taken by the CAB board of directors at their Ottawa meeting on October 31. A committee of three was appointed to hire a full-time engineer. Three new member stations were added to the CAB at this meeting, bringing total membership to 65 stations. New stations are CKFI Fort Frances, Ont.; CKNW New Westminster, B.C.; and CHPS Parry Sound, Ont.

Jack Cooke, CKEY Toronto, a director, resigned as chairman of the public relations committee, and Glen Bannerman, CAB president and general manager, was appointed to succeed him.

The CAB board decided to support the Canadian Radio Technical Planning Board and will appoint engineers of member stations to sit on the various panels to be set up by CRTPB.

'Cleveland Plain Dealer' Poll Chooses Bing Crosby Again as Radio Favorite

POLL by the *Cleveland Plain Dealer* of readers in Cleveland and 108 other Ohio cities and towns again has named Bing Crosby radios favorite personality. Other results of the survey for 1944-45, claimed to be the oldest of its type in the country, follow:

1, Bing Crosby, Captain; 2, Bob Hope; 3, Charlie McCarthy; 4, Kate Smith; 5, Frank Sinatra; 6, John Nesbitt; 7, Tom (Breakfast Club) Breneman; 8, Fibber McGee; 9, Great (Hal Peary) Gildersleeve; 10, Lionel Barrymore; 11, Eddie Cantor.

PROGRAM CHOICES: Here is the *Plain Dealer* 1944-45 All-America Radio Program Team in order of readers' votes cast:

1, Music (Crosby) Hall; 2, Fibber McGee-Molly; 3, Bob Hope; 4, Information Please; 5, Radio Theater; 6, New York Philharmonic; 7, Hour of Charm; 8, Telephone Hour; 9, Frank Sinatra; 10, Breakfast Club; 11, Met Opera.

DANCE BANDS: Here is the *Plain Dealer* 1944-45 All-America Dance Band Eleven in order of the voting:

1, Guy Lombardo; 2, Harry James; 3, Tommy Dorsey; 4, Sammy Kaye; 5, Kay Kyser; 6, Fred Waring; 7, Xavier Cugat; 8, Glenn Miller; 9, Frankie Carle; 10, Woody Herman; 11, Vincent Lopez.

THE COMICS: These 9 comics were rated strong by *Plain Dealer* voters.

1, Bob Hope; 2, Jack Benny; 3, Fibber McGee-Molly; 4, Charlie McCarthy; 5, Jimmy Durante; 6, Eddie Cantor; 7 Ed (Archie)) Gardner; 8, Hal (Gildersleeve) Peary; 9, Amos 'n' Andy. Joan Davis was easily out in front again this season as radio's commedienne of the moment.

VARIETY SHOWS: *Plain Dealer* readers rated the variety shows in this manner:

1, Bing Crosby, Captain; 2, Bob Hope; Joan Davis-Jack Healy; 4, Jack Benny; 5, Kate Smith; 6, Hall of Fame; 7, Fibber McGee-Molly; 8, Bob Hope; 9, Great Gildersleeve; 10, Duffy's Tavern; 11, Durante-Moore.

THESE NEWCASTERS: Seven, in this order, indicated good followings:

1, Lowell Thomas; 2, Gabriel Heatter; 3, Walter Winchell; 4, Drew Pearson; 5, Cedric Foster; 6, Fulton Lewis, jr.; 7, Raymond Gram Swing.

RADIO DRAMA: Four of these series indicated good followings:

1, Radio Theater; 2, Arthur Hopkins Present; 3, Suspense; 4, Cavalcade of America.

RADIO SERIALS: Seven such broadcasts rated followings in this order:

1, One Man's Family; 2, Those We Love; 3, Mr. District Attorney; 4, Mayor of t Town; 5, The Aldrich Family; 6, Blond 7, Bachelor's Children.

SYMPHONY: Here are the four leadi symphony series in order of choice:

1, New York Philharmonic; 2, Cle land Orchestra; 3, N. B. C. Symphor 4, Boston Symphony.

LIGHTER MUSIC: Six series indicat good followings:

1, Andre Kostelanetz; 2, Hour of Char 3, American Album of Familiar Music; Telephone Hour; 5, Firestone; 6, Fam Hour.

THE SINGERS: Here are the ra vocalists as rated by *Plain Dealer* reade

Male (Classical) Singers: 1, John Char Thomas; 2, Nelson Eddy; 3, Richard Croo 4, Frank Munn; 5, James Melton.

Male (Popular) Singers: 1, Bing Cros 2, Frank Sinatra; 3, Dick Haymes; 4, Ken Baker; 5, Jack Smith; 6, Rudy Vallee.

Female (Classical) Singers: 1, I Pons; 2, Gladys Swarthout; 3, Patrice M sel; 4, Jeanette McDonald; 5, Jean Dick son; 6, Jessica Dragonette.

Female (Popular) Singers: 1, Dir Shore; 2, Kate Smith; 3, Ginny Simms; Frances Langford; 5, Jo Stafford; 6, J Edwards.

THE QUIZ SHOWS: These six quiz sh in order were voted popular:

1, Information Please; 2, Take It Leave It; 3, Quiz Kids; 4, Dr. I. Q.; Truth or Consequences; 6, Thanks to Yanks.

IN EDUCATION: Six strong sh were revealed in this grouping:

1, University of Chicago Round Ta 22, Cavalcade of America; 3, Informat Please; 4, Town Meeting; 5, March Time; 6, Passing (John Nesbitt) Para

THE WAR SERIES: The following f war series programs revealed impact:

1, The Army Hour; 2, March of Ti 3, Words at War; 4, Cavalcade of Amer

Quebec Group's Name

QUEBEC province broadcaste have decided to change the name their association of private st tions to Quebec Private Radio In Phil Lalonde, CKAC Montreal, ha been elected president of the ass ciation, a position he held in th former Association of Private St tions of Quebec. J. N. Thivierg CHRC Quebec, was elected vic president; Marcel Lefebvre, CHL Montreal, secretary-treasurer; ar members of the executive commi tee: Paul LePage, CKCV Quebe G. A. LaVoie, CJRB Rimousk Roland Beaudry, CHAD Amo CKRN Rouyn, and CKVD Val d'O

RKO Confers on Ads

REPRESENTATIVES of RI Radio Pictures, Inc., New Yo and its agency, Foote, Cone Belding, conferred last week future radio advertising pla to follow the discontinuation N 24 of *Hollywood Star Time* on Blue stations, Mon. through F 3:15-3:30 p.m. Current progr will not be replaced, however.

UP in All States

WITH the addition of KTUC T son to the list of stations subsc ing to the UP radio news wire, service will be operating in ev state according to A. F. Harris radio sales manager. The Ariz station is one of 14 which h signed contracts with UP si Sept. 1, bringing the total num of clients to 650. The others a WJAS WINX WGGA WIND K WAGM WCOP WHOM KF WTNJ KVSF KOVC KGFX.

Decca Earnings Up

DECCA RECORDS Inc., New Y for the nine months ended Sept. reports a consolidated net profit $743,832, representing $1.91 per sh on 388,325 shares of capital s outstanding on that date, after vision of $749,606 for all estim income and excess profits. Net p for the corresponding period in 1 was $679,676, equal to $1.75 per sh



THE INDISPENSABLE PEOPLE

A wise man once observed that living through a heated political campaign is the most remarkable experience that comes to an American. For six months he works himself into a mounting frenzy about his candidate. He carries a torch for his man to the breakfast table, to the office, into conferences, and into heretofore friendly and pleasant social gatherings. By election night, he is filled with fear and trembling and drifts off to sleep contemplating the cataclysm that *must* follow, should any but his man become President of the United States.

The next morning he awakens to hear that his man, by some error of judgment on the part of more than half the American people, was not elected. He stumbles to the bedroom window—and outside what does he see? The sun is shining. The neighbor is taking in his milk. On the same old street—still there—is the same old traffic. Men and women are on their way to the same jobs they had yesterday, and all the days before. Youngsters are going to school to pick up where they left off before the election holiday. The nation is moving on.

Once again the voice of the people has risen, and we have a newly-elected President. Some are happy about it. Some aren't. But before many weeks have passed, the Great Truth about our democracy will emerge once again. It is this:

Perhaps as a result of an election—any election—long range progress will be handicapped; and yet, perhaps progress will be expedited—*who can tell?* No one man, no single administration has ever, single-handed, saved a nation populated by a hundred million strong, stubborn people who need no saving; nor, on the other hand, has one man or administration ever been able to block the nation's inevitable destiny. The *people*, with vision and confidence, and an insatiable appetite to find the truth, are the final arbiters of their country's fate. It is the *people* who are indispensable in these United States; people who have shown through a hundred and sixty odd years that they can survive any election campaign, any shock—from droughts that impoverish whole sections of the republic, to wars that detour the basic economy for months or even years.

To these indispensable, indestructible *people*—to this groping, progressing mass of citizenry, the Blue dedicates its facilities and its future.

The Blue is *in the service of the people.*

"THIS IS THE *Blue* NETWORK"

THE AMERICAN BROADCASTING COMPANY, INC.

Unified Radio System Planned For Interior Dept. Operation

Integration of Far-Flung Network Would Utilize Surplus War Equipment and New Developments

A COORDINATED radio communications system to integrate the varied and far-flung operations of the Dept. of the Interior, utilizing surplus war equipment in developing the project, is being considered, BROADCASTING learned last week.

The proposal, advocated by Shannon Allen, Director of the Radio & Television Section, has been acted upon by the Department's Administrative Council of which Vernon D. Northrop, Director of the Division of Budget & Administrative Management, is chairman.

If carried out, the program may be adopted by other departments, resulting in considerable use of surplus communications equipment, much of which can be readily adapted to Government use. Plans to incorporate new wartime developments in radio are also being discussed.

Release of Frequencies

The project, according to Mr. Allen, would effect considerable economies, probably permit a reallocation of certain frequencies now assigned to the Department which would release frequencies for commercial or other government use, and would expedite the flow of communications between those operations in which radio has become a vital part in administration. These include:

Office of Indian Affairs
National Park Service
Grazing Service
Bureau of Reclamation
Fish & Wildlife Service
Division of Islands and Territories (includes Alaska, Puerto Rico, Virgin Islands and Hawii)
Bureau of Mines
General Land Office
Geological Survey
Bureau of Petroleum Conservation
Office of Land Utilization

Mr. Allen's proposal embraces a 24-hour-a-day use of radio communications by the Interior Dept., with facsimile employed extensively for transmission of legal documents. It envisages a continuous operation which would make the most efficient use of leased land lines and assigned frequencies, integrating telephone, telegraph, teletype and radio communications.

Roughly, the plan is to divide the day into three 8-hour periods, using radio as follows: (1) a two-way communications system between all points in the field and Washington during the regular working hours (2) a two-way high speed message service which would be the equivalent of existing air mail service to be employed from the close of the business day to midnight (3) conversion of the same frequencies to facsimile operations from midnight to the beginning of the work day. As the courts have ruled that deeds and contracts printed on facsimile are legal, the General Land Office of the department will be able to transmit these documents to the field offices during the night with resulting saving of time and money.

To carry out the project, authorization has been made to assign an engineer to study activities under the Department's administration and to plan the system. Interior maintains approximately 700 radio stations, ranging from 1 to 300 w and representing an overall investment of $500,000. The equipment includes walkie-talkie, portable, mobile and fixed transmitters. Largest user is the National Park Service with 196 transmitters. Next is the Indian service with 181 transmitters, followed by the Grazing Service which operates a network of 62 stations from Salt Lake City, the Fish and Wildlife Service with 46, the Bonneville Power Administration with 21 and the Bureau of Reclamation with 17.

Volunteers

APPROXIMATELY 50,000 man hours of work were offered to Iowa farmers this past year by the 162 nominees for prizes given by the farm department of WHO Des Moines, sponsor of the Iowa Crop Corps and its Victory Volunteer Section. In addition the WHO Crop Corps provided for the nomination of 28 groups over the State which gave an additional 100,000 hours helping out on farms. WHO awards to those who contributed the most consisted of War Bonds and were made on a special broadcast.

Tumbo Extending

TAYLOR-REED CORP., Mamaroneck, N. Y., in a new campaign for Tumbo pudding which started last month on WOR New York, during the past few weeks has added WLIB WEAF WHN WNEW WPAT and stations in Philadelphia and Pittsburgh, using one-minute transcriptions.

Bulk of advertising appropriation for Tumbo goes to spot radio with stations being added from time to time, according to Ruthrauff & Ryan, New York, agency in charge. Distribution will be extended shortly to new markets.

Sunway Fruit Spots

SUNWAY FRUIT PRODUCTS Chicago, began 1-minute spot announcements, 5 times weekly on KECA Los Angeles, and effective Nov. 6 on WKAT Miami and KTSA San Antonio. 13-week contracts were placed by Sorensen & Co. Chicago.

Keep this thought in mind . .

Each year forest products amounting to more than five million cords of pulp wood and almost three million board feet of timber are produced in this tri-state area. Reforestation and careful cutting make possible a new crop of timber annually. This assures a source of supply for postwar buildings projects and the expansion of the plastics industry, thereby sustaining the prosperity of this wealthy region. Alert advertisers are giving new attention to this market . . . are creating new sales with their advertising messages on powerful, 50,000-watt KWKH.



KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.



No Longer Necessary to Pick 'em out of the Air



HE facts of radio listening in Oklahoma have at last been ined down.

In "The Oklahoma Radio Audience 1944" are the results of the first nprehensive, statewide survey of ening habits ever made in the te. This thorough, impartial study de by Dr. F. L. Whan, University Wichita, brings Oklahoma radio statistics down to earth and dissects them for quick, easy analysis.

From the great mass of detail and information set forth on the 86 pages of the study, one big, significant fact stands out. It shouts from page after page: WKY is predominant in Oklahoma!

WKY, the survey proves, covers more of Oklahoma's listeners morning, afternoon and evening than any other station and, in this area, is the station to which they listen most, most of the time.

With authentic facts on Oklahoma listening available, it is no longer necessary to depend on fictional figures picked out of thin air when choosing the station to carry your selling message to Oklahomans. If you do not have these facts before you, write for your copy of "The Oklahoma Radio Audience" today.



OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: The Daily Oklahoman ★ Oklahoma City Times ★ The Farmer-Stockman KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Management)



YOU ARE THINKING that this head should have a body. You believe it may be Dunninger. You are right. You would like to baffle millions as Dunninger does, describing their thoughts as soon as they think them. If you could, you too would have a swell spot on the Blue Network, a very important sponsor and you would never have to ask Printers' Ink Readers' Service Department anything.

LOOK, Dunninger has a sponsor. The makers of Kem-Tone, the modern miracle wall finish, use his remarkable gift to attract new customers. Fortunately, they don't depend on Dunninger for advertising and merchandising facts. They get a good deal of this information by reading Printers' Ink. Then, every so often, like thousands of others, they call or write to P. I.'s Readers' Service for additional data.





LARGEST and most complete index on advertising and marketing, largest independent advertising library, only complete library of important business publications and general magazines and a complete file of Printers' Ink, all help the Readers' Service staff to have the right answer at the right time, for Printers' Ink readers and editors alike. That is why the men who build, approve and spend the nation's advertising budgets don't read minds. It is easier to read Printers' Ink instead.



The makers of Kem-Tone have twelve Printers' Ink subscriptions and the staff at Newell-Emmett, agency for Kem-Tone, has fifteen.

FREE

A new booklet describing the many facilities of the Printers' Ink Readers' Service department and special library.

1,200 SUBJECTS,

700,000 INDEX CARDS

Write today, you may need this informative booklet tomorrow.

CROSBY WINS G. I. PACIFIC POLL

Mosquito Net Listeners Rate 'Hit Parade' And Hope Next in Preference

CROSBY WINS by a warble! G.I.'s of the Southwest Pacific voted Bing tops in a survey made by the Mosquito Network of entertainers and programs heard on the series of four American Expeditionary Stations of the Armed Forces Radio Service in Guadalcanal, Espiritu Santo, New Caledonia and Auckland, N. Z.

Other winners are, in order of popularity: *Hit Parade,* Bob Hope, Tommy Dorsey, *All Time Hit Parade,* Dinah Shore, Harry James, *Spotlight Bands,* Kay Kyser, *Command Performance,* Fred War and Jack Benny. Of this gro *Command Performance* is the o show prepared just for over broadcasting. The others listed the same that are broadcast in States, with commercials dele

Less than a quarter of the G polled designate themselves "r cutters", while nearly half pre "sweet" music. Less than one-te rate symphony programs high the reminder, slightly less tha quarter, prefer light classical sic.

Ford Drops News

FORD MOTOR Co., Dearborn, Mich., is dropping its 15-minute news broadcast Monday through Thursday on the Blue, but is sponsoring a new half-hour musical show, Friday nights beginning Dec. 8 in the 8-8:30 Friday spot replacing the Bristol Meyers show, *Parker Family* 8:15-8:30. Agency is J. Walter Thompson, Chicago.

PRODUCTION in the near future of a new microphone model, D-20, dynamic, with response of 50 to 8000 cycles, has been announced by Universal Microphone Co., Inglewood, Cal. Manufacture will also be resumed on the KD and 15MM, both dynamics; the 200 series, dynamic handi-types; and X-1 and XX, both carbons.

Canadian Survey

CANADIAN program *Soldier's* led the October national daytime gram rating survey made by Ell Haynes Ltd., Toronto, with a r of 17.1, showing a drop of nearly point from last month. In second was *Big Sister* with a rating of up .7 over the previous month. C dian program *The Happy Gang* third, followed by *Road of Life, Perkins, Right to Happiness,* Can originated *Lucy Linton, Po Young's Family, Woman of Am* and the Canadian program *Liptona* French-language daytime prog popularity in October was le *Jeunesse Doree* with a rating of followed by *Joyeux Troubadours* 25.0, *Quelles Nouvelles Grande L Metairie Rancourt, Pierre G La Rue Principale, Madeleine et Pi Histoires d'Amour* and *Vie de Fa* as the first ten daytime program

OWI PACKET, WEEKS NOV. 27, DEC. 4

Check the list below to find the war message announcements you will broadcast durin weeks beginning Nov. 27, Dec. 4. OWI transcriptions contain six 50-second anno ments suitable for sponsorship and three 20-second chain breaks on each side of Tell your clients about them. Plan schedules for best timing of these important messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SP PLA Live
Sixth War Loan	X	X	X	X	X	X
Careless Talk (week Nov. 27)	--	X	X	X	X	--
Stop Wartime Accidents	X	--	--	--	--	--
V-Mail	--	--	X	--	X	--
Waves (week Nov. 27)	X	--	--	--	--	--
Ceiling Prices (week Dec. 4)	X	X	X	X	X	--

See OWI Schedules of War Messages 136, 137 for names and time of programs ing war messages under National Spot and Network Allocation Plans.



Yea! Dis Is Butch!

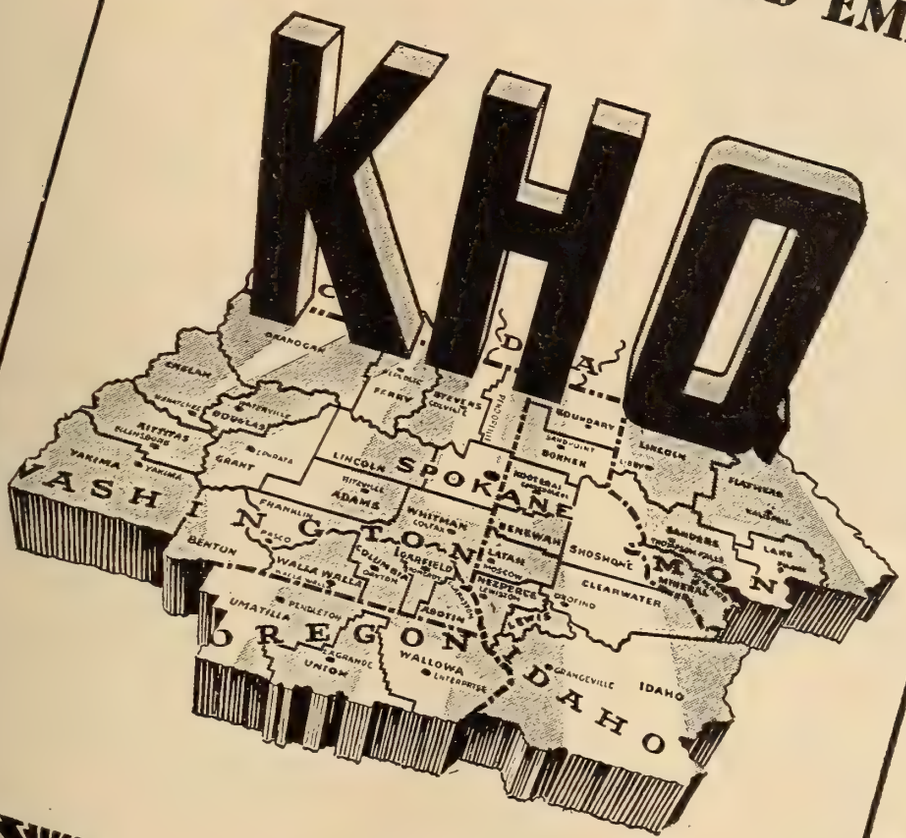
Lowbrows, highbrows, inbetwee They're here, with money to bu Winston-Salem is an outstand market—served by an outstand radio station. If you want m sales and good will, you wan

WAIR

Winston - Salem, North Carol Representative: The Walker Comp

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE



5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



The touch of perfection for that Thanksgiving dinner. Commercial Sage, formerly imported from Europe, is here grown successfully in the Inland Empire. As for Turkeys, production is estimated at 1,411,000 birds—an increase of 17% over last year. KHQ, too, puts a touch of perfection to your sales message. It *completely* covers this rich area—at the cost of just *one* medium.

Bors to CINPAC

JOSEPH A. BORS, Washington war news editor of INS, has been assigned to the headquarters of Adm. Chester W. Nimitz, commander-in-chief, Central Pacific Theater, to supervise all INS war coverage from the Pacific areas. He will be headquartered in Pearl Harbor and Guam. As military editor, Mr. Bors has taken part in several network broadcasts from Washington and plans to participate in news programs from his new post.



Meet WHB's *Henry Goldenberg*—

"Keeper of the Kilocycles"..our Calm Chief Engineer!

In 22 years of seeing and hearing the almost unbelievable variety of programs that have gone through WHB's several transmitters, "Goldie" has decided that anything can happen around WHB—it's just a matter of *when.* This, he hopes, will include restoration of WHB to its pioneer status as a full-time station. Goldie is just a little fed up with having to sign off WHB at sunset. He *likes* to work... and he wants to be able to operate WHB full time! *{FCC please note! Our application for full-time operation on 710 Kilocycles is still pending.}*

After studying electrical engineering at the University of Illinois, Goldie helped build WHB's first transmitter, back in 1922—and he still gets a kick out of our then "world record" of continuous broadcasting for 12 hours and 20 minutes. That was on Feb. 1, 1923, WHB's first anniversary. Ted Lewis and his orchestra were performers on that memorable all-night broadcast...the first in American radio history! If you as an advertiser want to sell the Kansas City market, entrust your message to Goldie's WHB transmitter—the *happy* medium!

WHB KANSAS CITY — This is Mutual — 1000 WATTS 880 KC.

For WHB Availabilities, 'Phone DON DAVIS

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

HOOPER MORNING INDEX AUGUST—SEPT. MON. THRU FRI. 8-12 A. M.	Station A 14.1	Station B 10.7	Station C 30.5	Station D 15.1	WHB 24.8	Station E 3.7
HOOPER AFTERNOON INDEX AUGUST—SEPT. MON. THRU FRI. 12-6 P. M.	Station A 19.0	Station B 5.3	Station C 20.0	Station D 27.8	WHB 23.7	Station E 3.3

FCC Grants Help Broadcasters Solve Technical Problems of New Services

EXTENT and import of the voluntary cooperation between the FCC and broadcasters in the joint effort toward a solution of many of the interference problems posed by new broadcast services was evidenced with the authorization of several new developmental broadcast stations to experiment in high-frequency transmission. Similar grants previously had been made for FM and television propagation experiments.

The development grants were to Maryland Broadcasting Co. (WITH Baltimore), which will function in cooperation with Jansky & Bailey, Washington engineering consultants; Voice of Alabama Inc. (WAPI Birmingham), Temple V. Ehmsen, Portland, Ore., owner of FM Labs., Arlington, Va., who will work in conjunction with Finch Telecommunications Co.; The Atlanta Journal Co. (WSB Atlanta) and Matheson Radio Co. (WHDH Boston).

Other Grants

Other recent developmental grants include Courier-Journal & Louisville Times Co. (WHAS Louisville); Commercial Radio Equipment Co., Washington, D. C. (two); The Journal Co. (WTMJ Milwaukee); KLZ Denver (W9XLA, changed from an experimental high frequency station). Evansville on the Air Inc. (WEOA-WGBF Evansville, Ind.), has pending a developmental application.

Experimental television grants of the past few months are Philco (WPTZ Philadelphia); CBS; General Electric (WRGB Schenectady); and International Business Machines Corp.; and AT&T.

Typical examples of the nature and scope of work being done or proposed is likewise evidenced in the new grants. Temple V. Ehmsen, former police radio engineer, now a lieutenant in the radio division of the Navy, will operate his developmental station in Portland, Ore. in conjunction with Finch Telecommunications, with a principal phase of this experimentation to involve multiplexing of facsimile, using Finch equipment. Station will operate with 1,000 w on frequencies to be assigned by the FCC.

The Atlanta Journal Co. station, to operate with 700 w on FCC assigned frequencies, will experiment with antenna systems, as likewise will Matheson Radio Co., with its station on 49,900 kc (and other FCC assigned channels) using 1,000 w.

Voice of Alabama, which will operate one developmental station with 1,000 w and one with 250 w both on channels to be determined by the Commission, will conduct experiments relating to the effects on radiation patterns caused by mineral deposits, particularly iron ore or objects such as large iron statues; interference caused by auto ignitions and industrial machinery, and effects of double transmissions from the same antenna.

Maryland Broadcasting Co. through its new developmental station, in cooperation with Jansky & Bailey and that concern's station W3XO Washington, will investigate field intensities and interference caused by two stations operating simultaneously on the same frequency, and also variations thereof. The Baltimore station will use 1,000 w. FCC will assign frequencies.

NBC Veteran Auditions Are Successful Job Aid

ONE OUT of every three war veterans interviewed during the first three weeks of operation of NBC's "Welcome Home Audtions" have been found worthy of professesional employment in broadcasting, according to a preliminary survey by the network. Open to members of former members of the Armed Forces, the project is designed to aid men and women interested in getting into radio to obtain post war employment in the industry [BROADCASTING, Oct. 9].

Most applicants have been honorably discharged veterans available for immediate employment almost all with experience in entertaining in recreation halls or radio and the majority actors, announcers, instrumentalities and singers. Many writers, sound technicians and engineers have also been interviewed, however.

To handle the unexpectedly large volume of applications a second audition day has been added—Wednesday, 9 a. m. to noon. Interviews are conducted throughout the week.

WJJD Chicago has exclusively signed the Chicago White Sox for the 19 major league season broadcasts. Games were previously broadcast on WIND Chicago.



FOR SALE

$102.00

Fifteen minutes U. P. News 12:00 noon, Tuesday, Thursday, Saturday & Sunday: at only $102.00 per week on 52 week basis, subject to 15% commission recognized agency.

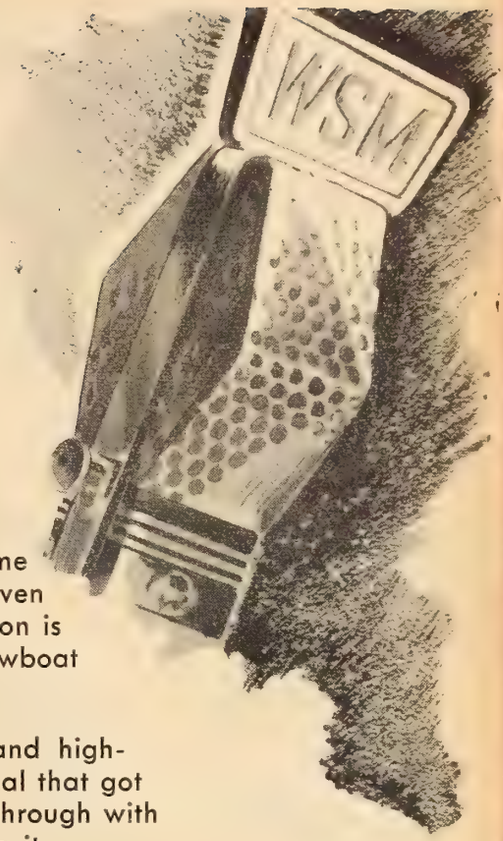
WMOH

Hamilton, Ohio

Station Identification

This is WSM.





We've been on the air for the past twenty years. We've made quite a few friends in this time—several millions, according to the mail and the statisticians; on the farms, in the villages, in the broad acres of the country served by our clear channel.

We've been an NBC station, too, all along, since the day George F. McClelland dreamed up the idea of connecting two stations by telephone lines to form the first network.

We're still NBC, because we like the way they do business, and because our listeners prefer NBC programs.

We go back to the days when Amos and Andy first met Madame Queen; when Billy Jones and Ernie Hare were the Interwoven Pair; when radio was discovering that the "price of admission is just your loyalty to Maxwell House Coffee", as the old Showboat used to put it, Thursday nights.

We've been through droughts and tornadoes, hell and high-water. But we've always managed to lay down a signal that got through to people who were relying upon us to get through with the information they had to have. We're still doing it.

We're proud to be a part of American radio; to have had something to do with the development of its many services and traditions, which today operate on the fighting front and the home-front in defense of our nation, in radio's first war.

We've inherited something of the integrity of our parent institution in our daily operations: integrity for the **written** and the **spoken** word.

Over five million people have personally selected the National Life and Accident Insurance Company as custodians of their funds and their future. We are commited to pay to their beneficiaries the sum of seven hundred and fifty millions of dollars on the day appointed. We will not fail them as we have not failed a policy-holder since we were founded forty two years ago.

That same integrity has been breathed into each of WSM's fifty thousand watts. Integrity for the spoken word.

This is WSM.



50 KILOCYCLES **NBC Affiliate**

Edwin W. Craig, Pres. **Harry Stone, Gen. Mgr.**

National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance Co.

Nashville, Tenn.

Merchandising & Promotion

Mutual Brochure—WKY Album Billboards—WSBT Plane Service

MUTUAL Network has prepared a promotion brochure on the occasion of the network's tenth anniversary titled *Ten Telling Years*, presenting a year by year summary and analysis of the 1934-1944 period by leading Mutual commentators and news writers along with a corollary of Mutual's progress during that period and part in the reporting of the events. Printed on glossy paper and bound in heavy cardboard, book contains a full page illustration with the story for each year, photo being a reproduction of a top, representative news picture of the time. Outside cover background shows American soldiers marching by the Arche de Triomphe.

* * *

Old Gold Folder

OLD GOLD schedule of six weekly newscasts on the Yankee Network is promoted by a four color bristolboard mail folder presenting the network schedule and stations.

Program Shift

TO CALL attention to *March of Time* shift Nov. 2 from NBC, Thursday 10:30-11 p.m., to the same period on the full Blue Network, Time Inc., New York, has been making full use of the promotional channels available to it as part of the *Time-Life-Fortune* publishing trio, and its multiple film and radio activities. Campaign includes the use of newspaper and magazine space, posters, direct mail, movie trailers, special publicity and inter-organization and trade exploitation.

Billboards

EIGHT billboards already have been erected along major traffic arteries by WPAT Paterson, N.J., as part of an outdoor advertising campaign that will eventually cover all of North Jersey and other sections of the New York Metropolitan area. Displays are part of a projected large-scale promotion drive now in preparation for newspapers and other media. Billboards feature call letters in solid white against a red background, the kilocycle numbers—"On Your Dial at 93"—a pennant streamer stating WPAT's policy of broadcasting UP news every half-hour, and in black and white on a separate panel is featured a highlight program.

* * *

WKY Album

TWO MONTHS after the start of the *Farm Reporter* program, conducted by WKY Oklahoma City, the station has issued a "Farm Reporter Album" which gives the highlights of the program last Aug. 8 in the Skirvin Tower Hotel, Oklahoma City which initiated the series. Booklet is done in offset and features quotations from Grover B. Hill, Under Sec. of Agriculture; Gov. Kerr of Oklahoma and Dr. Henry G. Bennett, president of Oklahoma A. & M. College.

* * *

School Manual

MORE than 4,000 teachers' manuals for classroom use in connection with *Science Is Fun*, education series of WFIL Philadelphia, have been distributed by the station. Written by Armand N. Spitz, educational director of the Franklin Institute and technical advisor for the program series, and Ruth Weir Miller, member of the radio committee of the Philadelphia Public Schools, the manual contains suggested classroom demonstrations, pre- and post-broadcast activities and bibliography.

* * *

Record Offer

BING CROSBY fans are offered a chance to win his records by WOV New York, which offers a gift-order each day entitling the owner to select the disc of his choice from a local music shop. Record goes to listener who writes the best one-sentence request for the singer's records. Contest is conducted on *Bing Crosby Records*.

* * *

Things to Come

COLORFUL brochure on "Radio Television, A Glimpse into the Future" has been distributed by the United Broadcasting Co., licensee of WHK Cleveland, WHKK Akron and WHKC Columbus. Illustrated in the modern and "futuristic" style, booklet offers preview of postwar advances to be expected in broadcasting.



NEW HOME of WBIR Knoxville, purchased last June, has just emerged from extensive remodeling and redecoration and is now being occupied by the staff. Following modern studio design in every detail, the American Broadcasting Co. included in the outfitting Celotex acoustically treated studios and control room and other changes.

Formal Announcement

DIAMOND CRYSTAL SALT Co., New York, informed its wholesalers and chain-store buyers that its NBC program *When a Girl Marries* had been renewed for another year in a formal engraved "engagement announcement", by J. J. LeClare, vice-president in charge of sales and advertising. Included with the announcement, mailed to a trade list of 600, was a smaller card reading "Reception for all your customers over NBC Mondays and Fridays, 5 p.m. EWT; 4 p.m. CWT." Agency is Benton & Bowles.

* * *

WINS-CBS Ads

REFERRED to as Milwaukee's "colorful" station, WISN has issued a promotion folder in several bright colors calling attention to the station's part in the CBS fall promotion campaign. Printed on glossy paper in tabloid style, folder contains reprints of CBS-WINS advertisements as run in local papers.

* * *

WSBT Plane Service

WHEN airline passengers glide into South Bend airport on football weekends they are presented with final football scores of the major college games each Saturday evening through the courtesy of WSBT. Scores are phoned to the airport and typed forms are presented to transcontinental planes which land.

* * *

KMBC Folder

PROMOTION FOLDER issued by KMBC Kansas City calls attention to the 228,000 lines of newspaper advertising and other promotion utilized in one month for the CBS "Biggest Show in Town" activities.

WE'RE SOUR ON SWEET ADELINE (Ky.)!

Ever hear of Adeline, Kentucky? There *is* such a town—it's one of many that WAVE doesn't claim. You see, WAVE concentrates on the really important metropolitan area immediately around Louisville—which is highly worth the concentration because it *does more business* than all the rest of Kentucky combined! Ours is no barber-shop dream, and you don't get trimmed on time-rates, either. Want proof?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Jimmy Wallington plus

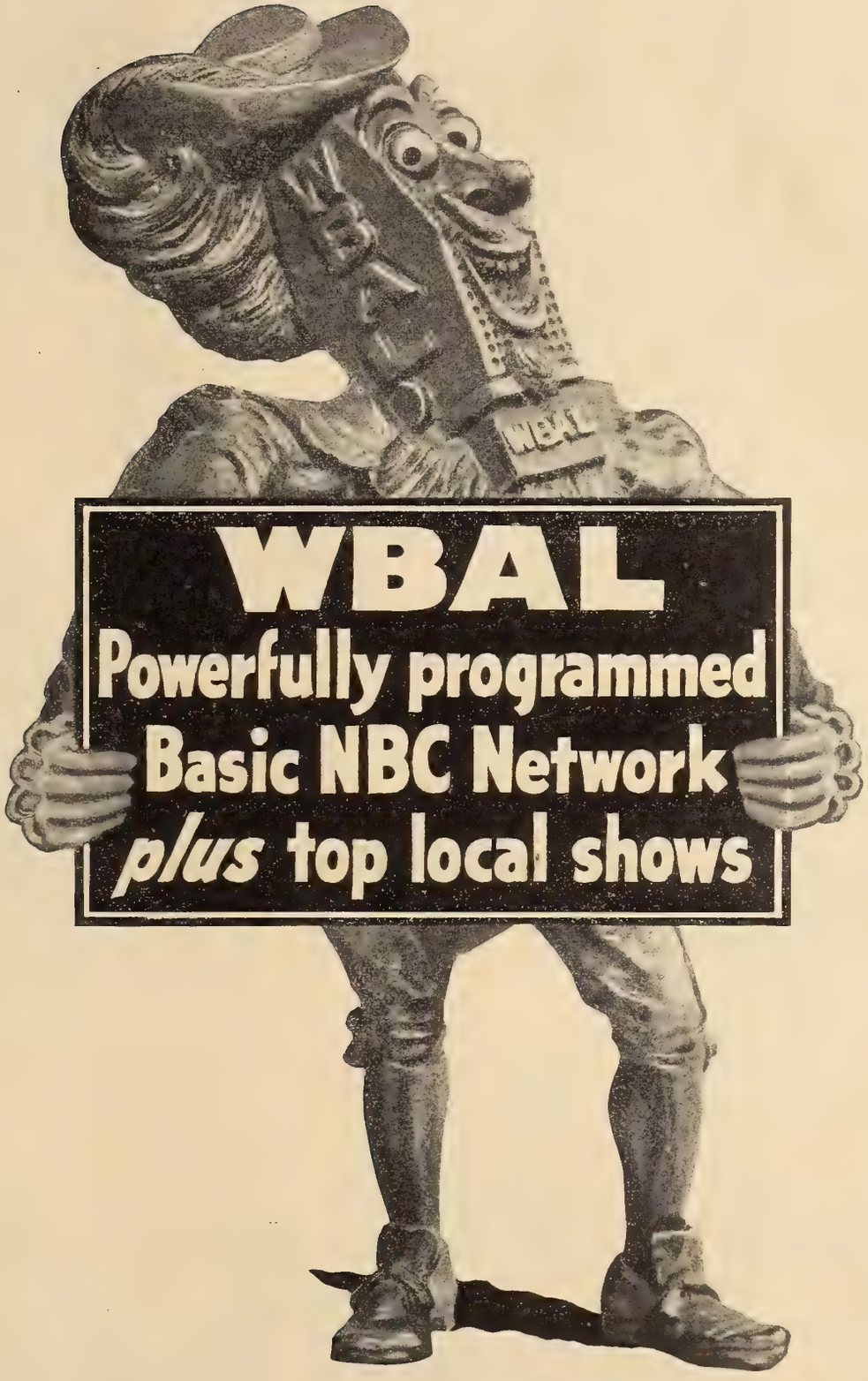
a galaxy of stars on

PLEASURE PARADE

see page 45

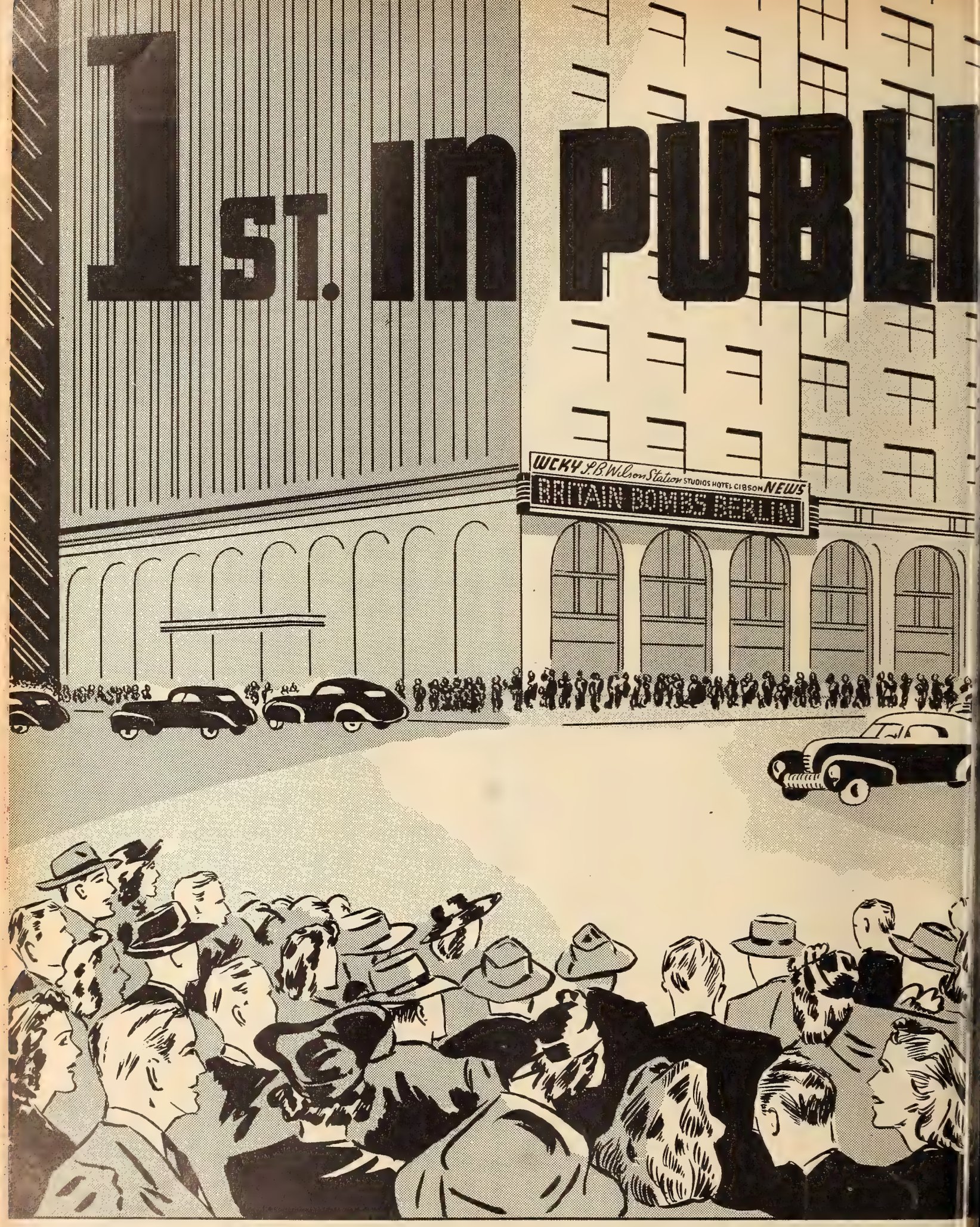
WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

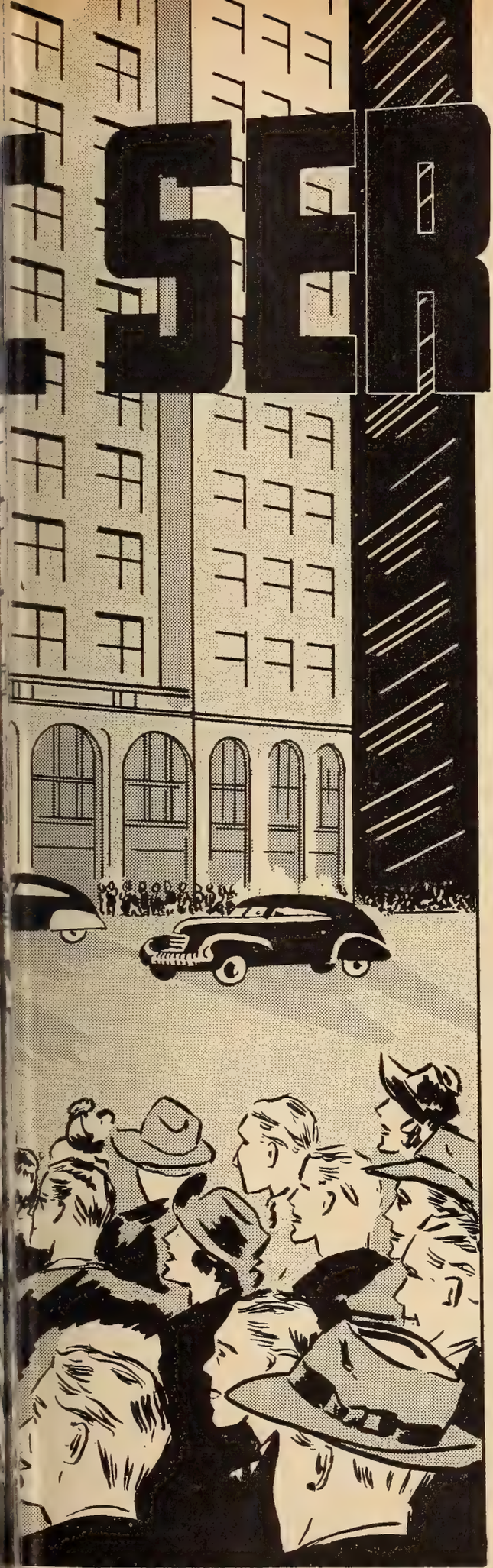


WBAL—50,000 Watts . . . One of America's Great Radio Station
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co

B A L T I M O R E



CBS PROGRAMS • E



SERVICE

MORE THAN 200,000 PEOPLE DAILY READ THE LATEST NEWS FROM WCKY'S TRAVEL NEWS-O-GRAPH OPERATING 16 HOURS EVERY DAY ON FOUNTAIN SQUARE CINCINNATI

L. B. Wilson

WCKY

TY GRAND IN POWER

Editorials

Radio Won—and Lost

THE ELECTION is over but the melody lingers on.

Now that the epithets hurled at each other by the candidates, employing the American microphone as a sort of vocal bazooka, are gone with the wind, it might be enlightening to cast a quick look over our shoulders.

A quick look, we say, for the circumstance does not sustain a long and lingering glance. In the past weeks, especially the closing ones, of the campaign, American radio has been called upon to deliver into American parlors a devil's brew of bitter invective lightly spiced with lyrical incantations by such astute politicians as Frank Sinatra and Judy Garland. It has been a wonderful party. Everybody has had a fine time—everybody but radio.

Radio has shown courage and enterprise in clearing schedules for political broadcasts that the American voter might be informed. Radio, as a consequence, will not be held responsible by the listener for the quality of the fare to which he was exposed, it is trusted.

If there have been those among us who doubted the efficacy of radio as the strongest element in political campaigns of modern times, let them now belay. We have elected a President with pledges set to music by some of the most talented boogie-woogie libretists in the business. We have elected a President with singing commercials, with jive and jabberwocky and with profound exhortations on the issues of the day by such thoughtful statesmen as Orson Welles and Humphrey Bogart.

This does not presume that the Democrats alone went all out for musical comedy, or that they alone resorted to back-alley fighting on the air. The Republicans also cooked up some fairly impressive extravaganzas. It does appear that the latter, pursuing a custom of 12 years' standing, thought of it second.

One inclines to view such matters in retrospect with lightness, but there are serious implications here. When a candidate says of another that "he lied us into the war" and when the joust is parried by the flat charge that one among those who ran is "an unmitigated liar", broadcasters should start leafing through the laws on libel. For it is the broadcaster who is jointly culpable, and the firmness with which he meets his responsibility now portends the road radio campaigning will follow in the days to come.

The leadership of the broadcasting profession should weigh these matters with deadly concern, for radio cannot stand above the level of its poorest program. This was not the day for a formula of rhythm and reason and nonsense. These times deserve better than that. They deserve dignity and thoughtfulness and integrity.

So much in a reflective mood. We may now look ahead. As we do, radio, which four years from now must lend its great voice to the espousal of other causes perhaps in the names of other men, may hope that it will not again need carry the burden of such contraband.

Clean, Fresh Start

THE DEMOCRATIC sweep of the elections last week leaves the regulatory outlook for radio relatively unchanged. Apparently there will be no shifts in Congressional committee chairmanships important to radio. It is to be assumed that present policies and philosophies on radio will not be altered forthwith.

But there is a fundamental change, stemming from other causes, which will have profound effect upon radio's destinies. Two posts on the FCC—one the chairmanship—are to be filled. T. A. M. Craven left July 1. Chairman Fly's decision to enter private law practice Nov. 15 creates a second vacancy.

Paul A. Porter, Democratic National Committee publicity director, is most frequently mentioned for the Fly post. He distinguished himself as OPA deputy administrator and as assistant director of the Office of Economic Stabilization before he mounted political horseback. He has more than a nodding acquaintance with radio having served for five years as CBS Washington attorney.

Other names heard for the chairmanship or the Craven vacancy include: J. Leonard Reinsch, Democratic Committee radio director, and a practical station operator; Charles R. Denny, FCC general counsel; Rosel H. Hyde, veteran assistant general counsel; Leighton H. Peebles, chief of the WPB Communications Division, who has substantial Government and industry communications experience, and Commissioner E. K. Jett, who might be elevated to the chairmanship.

A merit promotion from the FCC ranks, or promotion of Mr. Jett, would win general approval. Mr. Jett is an engineer, and there's radio's biggest engineering job ahead, but with transcendental policy-moulding aspects. Mr. Denny's handling of the intricate allocations hearings last month more than lifted him to Commission stature. Mr. Hyde's qualifications, springing from 16 years with the radio regulatory body with an humble clerkship beginning, require no elaboration.

Irrespective of the FCC status, the quest for new legislation should not be abated. That legislative shoe no longer fits; its basic provisions were enacted 18 years ago.

At the last session, efforts to enact a new law proved abortive. Perusal of the article by Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee in the current issue of *The Progressive*, LaFollette weekly, shows rather conclusively why the effort failed, and why it appears futile to attempt to get rational, reasoned legislation under those auspices (see page 18).

There's a right way to approach new legislation. The House Select Committee has about completed its work of investigating the FCC. Its staff, headed by the able and industrious John J. Sirica, has detected shortcomings in the present law. Rep. Lea (D.-Cal.) is chairman of both the Select Committee and the the House Interstate Commerce Committee.

Why not transfer the Select Committee staff to the full Committee, where it can do a constructive and objective job of drafting a new law? Radio and communications are too specialized and too sensitive to be subjected to hit and miss draftsmanship, done parttime.

So let's get off to a clean, fresh start in in the House, not haunted by the ghost of the White-Wheeler Bill.

Our Respects To ·



NATHAN ALBERT TUFTS, JR.

A YOUNG MAN'S game, radio has b called, and Nathan Albert Tufts, vice-president in charge of the Ho wood radio department for Ruthrauf Ryan, bears out truth of that phrase.

At 32 he has sufficient production, di tion and writing experience on network sp sored programs to do credit to a vete

Born in Waltham, Mass., Dec. 5, 1911. N received his elementary education in that t and Winchester, Mass. High school y were spent at Mt. Vernon, N. Y. Matricula at Colgate U. he held posts as editor of the lege newspaper, handbook, sports editor of newspaper and yearbook, and contributor to college humor magazine. In addition, he director of the college press bureau for years. A member of the varsity tennis te he was also assistant director of the first in collegiate outboard regatta in spring of 1

Dove-tailing college and business career a senior, Nate attended a series of sched job placement conferences during Easter v tion. At that time he filed an application J. Walter Thompson Co. Actually, choice a career had earlier narrowed down to ei newspaper reporting or the advertising ag field.

So, in August 1932 when J. Walter Tho son Co. called him, he snapped up the op tunity of joining the agency's radio dep ment. First assignment was writing spots Shell Oil Co. travel trips at $20 a week. F this he rapidly branched out into script v ing and producing. During a two-year ass tion with the agency he handled produc duties on the CBS Eddie Dooley Show Shell Oil Co. and Phil Harris program, on NBC for Northam Warren Corp.

On June 1, 1934, Nate went with Ruthrau Ryan as a member of its radio department wrote copy for the Boston Braves and Red big league baseball games. Within the few years he was at the production helm the NBC Joe Cook program, sponsored b F. Goodrich Co.; CBS Ken Murray Show, *Big Sister*, CBS *Aunt Jenny* and NBC *U Jim's Question Bee*, all sponsored by L Bros.; Mutual program, *The Shadow*, spor ed by Delaware & Lackawanna & Wes Coal Co.; NBC Milton Berle's *Stop M You've Heard This* and NBC Tommy R sponsored by Quaker Oats Co.; CBS M Berle Show, sponsored by Gillette; Blue gram, Ben Bernie Show, sponsored by B Seltzer.

Taking over the reins on CBS Joe Pe show in the fall of 1936, when sponsore R. B. Davis Co. (Coco-Malt), Nate trav

(*Continued on page 44*)



WHAT MAKES WMFM PROGRAMS Successful?

When WMFM placed its first program on the air in 1939 as the first FM station west of the Alleghenies, it formulated a program policy that assured it of success.

That policy was simply:
Distinctive, quality programs keyed to the wants and needs of the community it is intended to serve.

By blending that formula with the miracle of static-free, crystal clear FM reception, WMFM has developed an intensely loyal family of listeners that stays tuned to WMFM.

Take advantage of WMFM's programming, and valuable audience. Let us work with you in developing a prestige-building, sales-promoting radio plan for you.



WMFM

THE MILWAUKEE JOURNAL FM STATION

More Products are made from cotton than any other growing thing



Personal NOTES

ROGER W. CLIPP, president of WFIL Philadelphia, has returned to his office following recuperation from a major operation.

DICK KOPF, sales manager of Paul Raymer Co. Chicago, station representative, is suffering from an unknown malady at St. Francis Hospital, Evanston.

STANLEY YOUNG, salesman with Spot Sales, Chicago, has resigned to return to New York.

LT. COMDR. DAVID TENNANT BRYAN, son of **JOHN STEWART BRYAN**, who died Oct. 16, has been named president and publisher of the *Richmond News Leader* and *Richmond Times Dispatch*, succeeding his late father, it was announced last week by Richmond Newspapers nc., which publishes the two newspapers. The late Mr. Bryan was majority interest holder in WRNL Richmond. Comdr. Bryan is on active duty in the Navy and **JOHN D. WISE**, vice-president of the newspaper corporation, will act as president and publisher until the former's return.

DONALD D. DAVIS, president of WHB Kansas City, and **MRS. DAVIS** have announced the marriage of their daughter, **PEGGY** to **WILLIAM EDWARD BROWNLEE**, U. S. Army, in Kansas City, on Oct. 28.

HAL AYRES Jr. formerly associated with Continental Radio & Television Productions, Hollywood, has joined Homer Griffith Co., station representatives, as account executive.

HARRY BRAMAH, assistant treasurer of the Canadian Broadcasting Corp., Ottawa, has been appointed treasurer succeeding **HARRY BALDWIN**, retired. **COL R. P. LANDRY**, secretary of the Canadian Broadcasting Corp., Ottawa has been appointed director of personnel and administrative services.

Davis to WELI

RICHARD W. DAVIS has been appointed manager of WELI New Haven, it was announced last week by William A. Riple, vice-president of the station which was purchased recently from the Bulova interests by H. C. Wilder and his associates. Mr. Davis has been general manager of WNBC Hartford. At WELI he succeeds Dewey Long, whose resignation is effective Nov. 15.

ROY WRIGHT, former manager of CFAR Flin Flon, Man., has been appointed general manager of CKMO Vancouver.

KEITH A. McKINNON, engineer in charge of transmission and development department of the Canadian Broadcasting Corp., has resigned from the CBC to go into private practice as a consulting radio engineer at Ottawa. Instrumental in drawing up technical data of the Havana Treaty for Canada, he has been on loan from the CBC since 1940 to the National Research Council on wartime radio work.

JAMES E. ANDERSON sales executive of WGN Chicago, has resigned to join W. Biggie Levin, radio production organization, Chicago, in charge of sales of package shows and radio talent to advertising agencies. Prior to joining WGN he was associated with the *Chicago Tribune*, for 20 years the latter 10 as head of the travel adv. dept. In that capacity he initiated what is believed to have been the first direct tie-up between news and radio advertising. **BEN BERENTSON**, WGN promotion manager, will assume Mr. Anderson's duties.

1ST. LT. HARLAN G. OAKES, formerly with H. H. Wilson Co., Chicago, station representative has been promoted to captain. He is a squadron combat intelligence officer for a B-24 Liberator bomber group.

MELVIN G. MILLER, former procurement director of radio officers for the Ninth Naval District in Chicago, has joined the sales staff of WJJD Chcago.

GWILYM A. PRICE, vice-president of the Westinghouse Electric & Mfg. Co., has been elected to the board of trustees of Allegheny College for an indefinite term.

Harry F. O'Mealia Dies; Started WHOM in 1928

HARRY F. O'MEALIA, 60, founder, former president and owner of WHOM Jersey City, and president of O'Mealia Outdoor Adv. Co., Jersey City, died there Nov. 4 after a brief illness.

The New Jersey Broadcasting Corp. was founded by Mr. O'Mealia in March, 1928. Mr. O'Mealia's first station, WIBS operated part-time on 1450 kc. In 1930 he purchased WKBO WBMS WNJ, all daytime stations operating on the same band, and combined them with WIBS to form one full-time outlet, WHOM, three last call letters being Mr. O'Mealia's initials. The Jersey City station started operations in February of that year.

Mr. O'Mealia was active in the station's management until 1934 when it was leased for one year to Clemente Giglio. When Paul F. Harron and Joseph Lang took over management in June 1936 Mr. O'Mealia retained part ownership and remained in an inactive capacity as vice-president until Oct. 1, 1942, when he sold his ownership to Mr. Lang and Mr. Harron.

Surviving Mr. O'Mealia are his wife, three daughters, a son, and two sisters.

STEVE WILLIS, manager of WJNO West Palm Beach, for the third consecutive term has been elected director of the West Palm Beach Chamber of Commerce.

ARTHUR MYERS, assistant chief OWI New York overseas radio program division has shifted to Hollywood and in conjunction with **WILLIAM S. CUNNINGHAM** chief of OWI Los Angeles overseas bureau, is supervising production of transcribed programs the film industry is preparing for release in France. **GERALD KEAN**, chief French producer, has also been shifted from New York to the West Coast to aid in production of the series. **JACK PRICE**, on leave from WBNS Columbus O., has joined the OWI Los Angeles overseas bureau as producer-writer.

JOHN H. EICHHORN, former newspaperman, is new account executive at KIRO Seattle. He replaces **KING MITCHELL** now with KTBI Tacoma.

GEORGE JENNINGS, director of the Chicago Board of Education Radio Council is the father of a girl.

HOW the radio intelligence division of the FCC operates in tracking down lawbreakers, spies and saboteurs was dramatized Nov. 10 on *Gangbusters* currently sponsored on the Blue by Dr. Earl S. Sloane Inc., New York.

More

RESULTS PRODUCED PER ADVERTISING DOLLAR SPENT ON WHBQ THAN ON ANY OTHER MEMPHIS STATION

Memphis is the World's Largest Hardwood Charcoal Market

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU



"MEMO"

Must Contact

WBOC

Salisbury, Md.

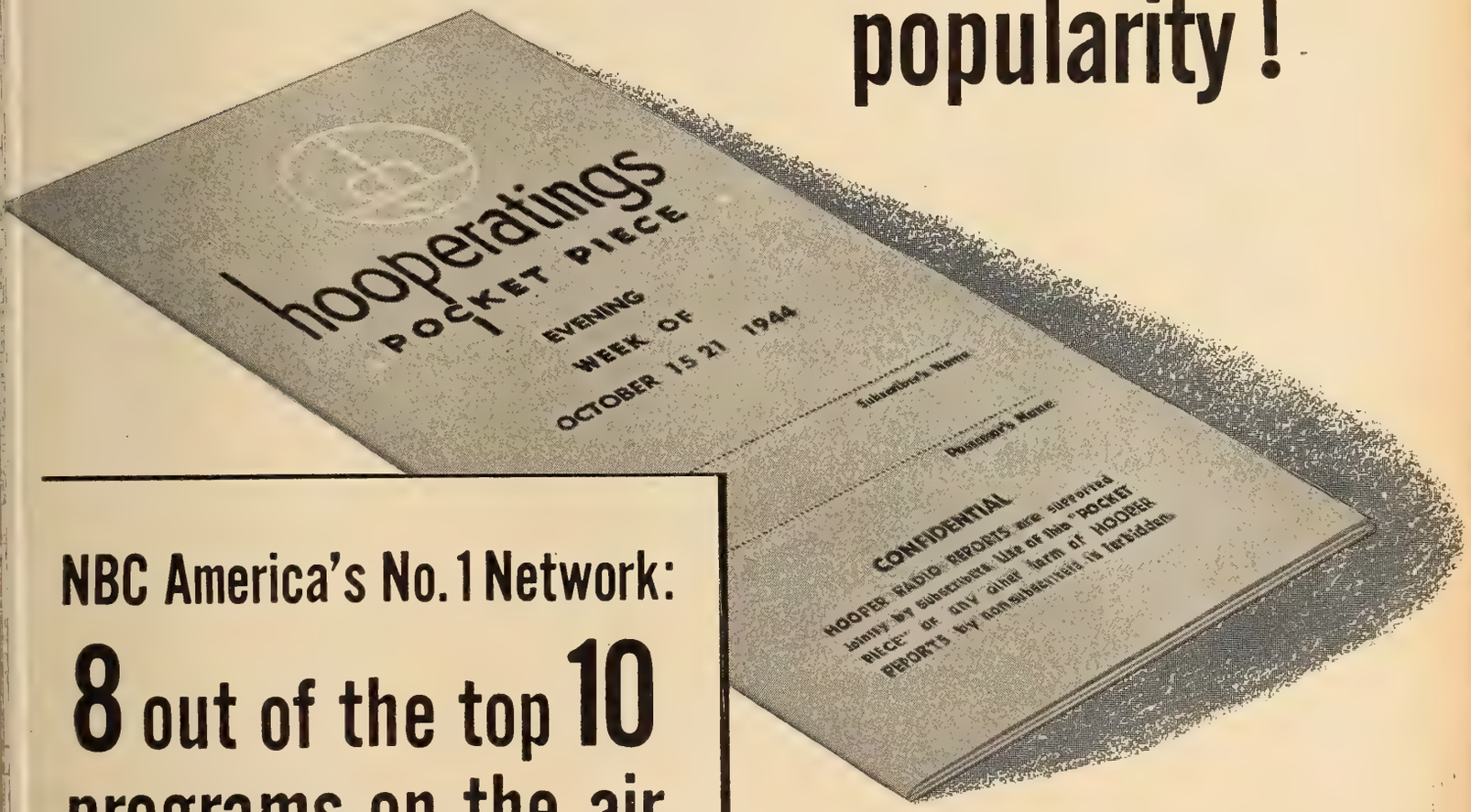
One of America's Finer Stations

MUTUAL BROADCASTING SYSTEM

MARYLAND COVERAGE NETWORK

FIRST REPORT

on NBC Parade of Stars popularity!



NBC America's No. 1 Network:

8 out of the top 10 programs on the air

No other network has more than 1 of the top 10

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

KDYL
STAFF WINS AGAIN

★ ★

Ned Serrell
KDYL Announcer
Won the 1944
H. P. DAVIS Memorial AWARD

—for announcers with stations on a regional frequency.

★ ★

TWO YEARS IN A ROW

The 1943 Davis Award was also won by a KDYL staff announcer.

This national recognition is further evidence that KDYL advertisers get the very best service.

A Staff Of Well Trained Announcers

Members of our announcing staff are carefully chosen for voice qualities and reading ability. They have various backgrounds, and are a versatile group of thoroughly trained men.

Your messages have every advantage of good diction, personality and sincerity when broadcast to the Utah market on this station.

KDYL

Salt Lake City

Utah's NBC Station

National Representatives:
John Blair & Co.

Our Respects to

(*Continued from page 40*)

to Hollywood where that program originated until July 1938.

It was following his return to the East that Nate Tufts was assigned to NBC's *Vox Pop*. He remained with that series for approximately three years. While *Vox Pop* was not the first radio series to travel, it was the first commercial program to originate from startling locations such as a Canadian Army camp, West Point and Annapolis.

He was the originator of merchandise give-aways on that program. Another feature, the phone calls by Vox Poppers to their favorite film celebrities, he developed to its most popular network usage. In those days, *Vox Pop* was a hectic, 7-day-a-week job with Nate doing work now requiring three men. He sifted prospective interviewees, bought gifts, set up origination points and arranged transportation. In one year the young producer put more than 50,000 flying miles under his belt.

During his period as producer *Vox Pop* made the first Latin American trip of any of the major American commercial network shows. Originating successively in Mexico City, San Juan and Havanna, Nate coped with the additional obstacle of the Spanish language.

He was winding up the *Vox Pop* producing assignment when his executive break came. Don Stauffer, vice-president in charge of radio for Ruthrauff & Ryan, wanted someone to build up the agency's Hollywood radio department into a big-time operation. Quixotically Nate was helping Don Stauffer in that search when it culminated in his own appointment as director of the department on July 1, 1942. Approximately one year later, in April 1943 Nate Tufts was elected a vice-president of the firm in charge of West Coast originating radio, his current post.

Nash on Blue

NASH-KELVINATOR Corp., Detroit, on Dec. 24 starts a musical variety program on 190 Blue stations, Sun., 4:30-5 p. m. Featuring the Andrews Sisters, George (Gabby) Hayes, comedian, Vic Schoen and his orchestra and a guest star. According to Donald S. Shaw, radio director of Geyer, Cornell & Newell, New York, the Andrews Sisters were chosen partly because of their movie and record releases, which can be given a merchandising tie-up by local Nash-Kelvinator dealers throughout the country. New program is part of firm's preparation for reconversion to production of Nash motor cars and Kelvinator refrigerators. Show marks the return of the firm to a national network program for the first time since 1938 when the company sponsored *Professor Quiz* on CBS.

BEHIND the MIKE

JIMMY WALLINGTON, announcer on the CBS *Texaco Star Theatre* and on Formfit Foundation's MBS show starring **DICK BROWN**, left New York last week for his home in Santa Monica, Cal. having relinquished both assignments. He has not announced future plans.

TODD BRANSON, formerly of WJW Cleveland, has joined the announcing staff of WPEN Philadelphia.

MERRILL MUELLER, NBC correspondent who has covered SHAEF for the American radio pool since before D-Day, has received a letter of commendation from **GEN. EISENHOWER** for the reporting job he has done to-date.

DON MARTIN, production manager of WFIL Philadelphia, has resigned to join the Blue Network, New York.

DAN PARKER, formerly of WIBG Philadelphia, has joined the announcing staff of WPEN Philadelphia.

C. V. GODWIN, formerly of CJIC Sault Ste. Marie, Ont., is now with the para-searchers rescue division of the Royal Canadian Air Force, Edmonton, as flying officer.

DOROTHY HARRIS, assistant to production manager **DON MARTIN** of WFIL Philadelphia, and S/Sgt. **NATHAN HORROW** have announced their engagement. The wedding is to be early in December.

HARRY WISMER, a member of the Blue Network sports staff, has been named the outstanding sports commentator of the year by *Sporting News* for the second consecutive time. The *Sporting News* trophy, was presented to him last Thursday at a dinner at Toots Shor's in New York.

JAMES FASSETT, head of CBS' music division, and **LARRY PUCK**, CBS talent scout, have been added to the staff of CBS program supervisors, in line with the network's program supervision plan. Mr. Fassett, with CBS since 1936, will be in charge of all serious music broadcasts. Mr. Puck, who returned to CBS last year after a period with Music Corp. of America, will oversee all popular music programs.

WILLIAM E. MORGAN, San Antonio announcer who joined WOAI that city a year ago, has been named assistant production manager of the station. He will assist **HAROLD CARR**, WOAI production manager, in programming and planning.

KATHLEEN HAZARD and **NOREEN KERR** have joined the continuity department of CJOR Vancouver.

DEZ McDERMOTT and **IAN ARROL** have joined the news staff of CKWX Vancouver.

EDDIE WHIKEHART has returned to WHLN Harlan Ky., after release from the Army Signal Corps.

CLARA GRAVES has been appointed assistant to **DOROTHY BROWN**, Blue western division continuity acceptance editor.

(*Continued on page 48*)





AMERICA CARES WHAT MIAMI WEARS

Look for this label. You'll find it in the nation's smartest beachwear, sportswear and women's apparel. It means "fashions as bright and thrilling as Miami's sun!"

To us, this label means even more . . . it means that another year 'round industry has selected Miami as its home. The Miami Fashion Council of manufacturers and designers is determined to make Miami one of the great fashion centers of the world. Watch Miami!

IN SOUTH FLORIDA — WIOD IS THE STATION MOST PEOPLE LISTEN TO MOST.



National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
5000 WATTS • 610 K.C. • N.B.C.

FOR Results IN Louisville IT'S WINN



Basic Station BLUE NETWORK
HARRY McTIGUE, *General Manager.*

HERE IT COMES!

FREDERIC W. ZIV CO'S

PLEASURE PARADE

PACKED WITH S. A.*

*SPONSOR APPEAL

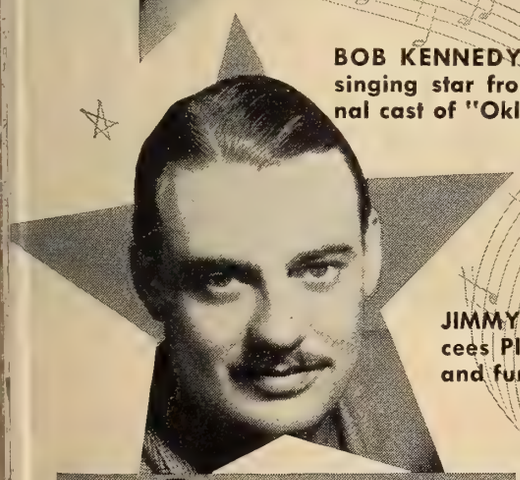
MOST BRILLIANT MUSICA SHOW EVER PACKAGE NOW READY FOR SPONSORSH



KAY LORRAINE, of "Hit Parade" fame, Beauteous ballad singer.



BOB KENNEDY, Romantic singing star from the original cast of "Oklahoma!"



JIMMY WALLINGTON, emcees Pleasure Parade in fast and funny pace.



THE MODERNAIRES and PAULA KELLY: Top flight singers of hit songs. One of radio's great vocal combinations.



MEET THE MOB: Kay Lorraine, Paula Kelly, the four Modernaires, Jimmy Wallington, Bob Kennedy and maestro, Irving Miller.

It's radio's grandest musical show! A galaxy of Stars supported by the brilliant arrangements of Irving Miller and his great recording orchestra, emceed by Jimmy Wallington. 78 thrilling quarter hours transcribed and now available for local and regional sponsorship.

Who in your market wants to sponsor the biggest musical show ever transcribed?

FROM THE HOUSE OF HITS

FREDERIC W. ZIV COMPANY

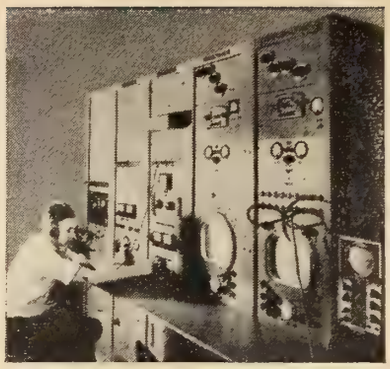
2436 READING ROAD, CINCINNATI, OHIO

NEW YORK

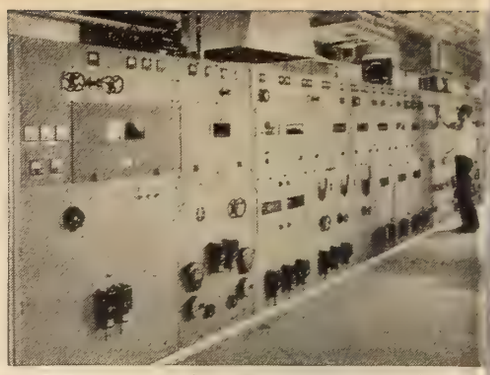
HOLLYWOOD



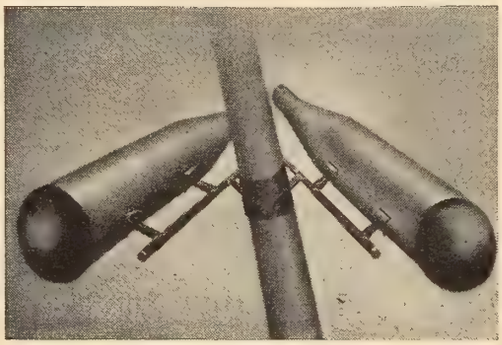
G-E control and monitoring consoles.



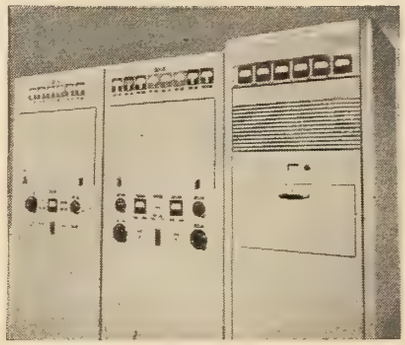
G-E transmitter monitor control board.



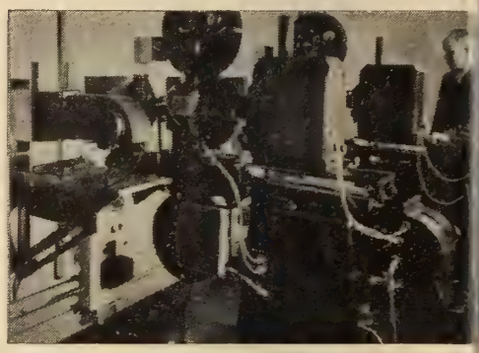
G-E transmitter (picture and sound units).



G-E "V" television broadcast antenna.



G-E S-T transmitters to relay signals from studio to transmitter.



G-E television projector for motion pictures.



G-E television studio cameras.



Other equipment (not illustrated): Transmitter tubes, studio spot lamps, heating and air-conditioning units, point-to-point relay equipment, portable pick-up units.

To you—the future television broadcaster—General Electric offers two important services:

1. The complete television system—consisting of apparatus and accessories of coordinated design—to simplify the job of setting up your station.
2. The opportunity to see and study television equipment in action at the country's most powerful and best-equipped television station—WRGB in Schenectady.

At WRGB you can see the equipment required for a complete television station—the equipment shown on these pages. Here is the world's most powerful television transmitter. Here you can study the programming methods used in over 600 separate programs of all types, from Grand Opera to wrestling matches. Here you can see your future television station *in action*. Come to Schenectady . . . we invite you to see for yourself the work that is setting the pattern for tomorrow's television broadcasting. Thursdays and Fridays are "open-house" days at WRGB.

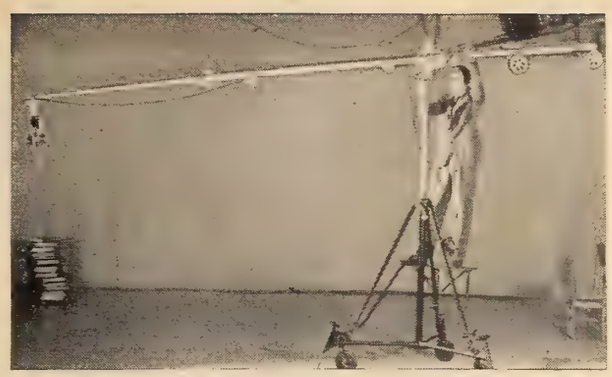
As shown on these pages, General Electric can provide all of the components you will need for a *complete television system for your station*. We welcome your inquiries. Write Electronics Department, General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

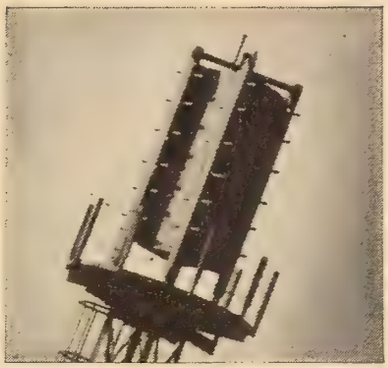
156-C4



G-E visual relay receiver-converter.



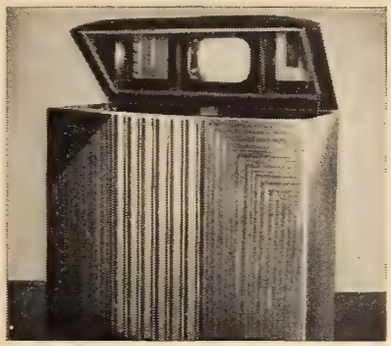
G-E motion-picture type studio microphone boom.



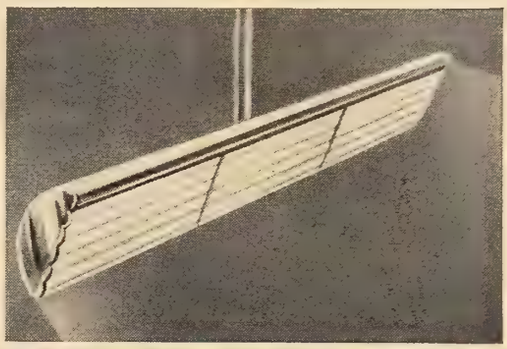
G-E ultra-high-frequency four-bay S-T antenna.



G-E film pick-up cameras.



G-E television home receiver.



G-E water-cooled mercury-vapor ceiling lamp (operated by remote control).

for Television...



Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.

THE G-E EQUIPMENT RESERVATION PLAN and the brochure "Television Broadcasting Post-War" will be sent to anyone interested in television broadcasting. Write for this information. *Electronics Department, General Electric, Schenectady, New York.*

STUDIO AND STATION EQUIPMENT • TRANSMITTERS • ANTENNAS
ELECTRONIC TUBES • RECEIVERS

FM • Television • AM *See G.E. for all three!*

First
✓listeners
✓advertisers
✓results
BUT, THAT IS THE USUAL STORY FOR WRC
FIRST, CONTINUOUSLY SINCE 1923
WRC
Represented by NBC Spot Sales
Washington

MARJORIE GIES, formerly with WNAX Yankton, S. D. is now chief continuity writer for WFDF Flint, Mich.

BERTICE CARTER KAY, director of women's programs for KGKO Dallas, and **HUGO TEMPLETON SPECK**, news editor of WFAA-KGKO Dallas, were married Nov. 4 in Fort Worth.

PFC. JAMES H. KNOX USMC, former producer of the Ginny Simms program, *Spotlight Bands*, and the Marine Corps show *Service Time* from Parris Island, is now at USMC Headquarters, Washington, training for an assignment as combat radio correspondent.

TOM SAWYER, former announcer of WBIG Greensboro, N. C., now special services officer in the Fourth Service Command, Atlanta, has been promoted to captain.

WENDELL WILLIAMS NBC Hollywood continuity acceptance manager, has been appointed program manager of KPO San Francisco.

HELEN DORIOT, former writer with MacDonald-Cook Adv., Chicago, has joined the public relations staff of WJJD Chicago.

LARRY KURTZE, WBBM Chicago producer, is the father of a boy.

JANE WALBAUM leaves the continuity editing department of WBBM Chicago to join her husband writer-producer for WHAS Louisville. **PEGGY HEATON** formerly with the music department, will replace her.

RICHARD BANNIER, supervisor of music rights at NBC, is joining the Blue Network to take charge of all music rights clearance, heretofore handled in conjunction with NBC. In a further move towards placing Blue musical operations on an independent basis, the network will now maintain its own music libraries in New York and Chicago, while in Hollywood and San Francisco it will continue to share library facilities with NBC.

JACK GROGAN of the production staff of WNEW New York has been named to the newly created post of production manager.

JACK HILL, former NBC director who has moved from New York to Hollywood to direct Jack Kirkwood's show, *Madness on CBS* for Procter & Gamble Co., will also serve as West Coast representative for Richard Stark & Co., New York production firm. Office headquarters have not been selected.



TO REFUTE an old Army saying that if a man is a lumberjack in civilian life, the Army will assign him to watch repairing, these men were put in the right jobs when they went GI. Left to right: Cpl. Johnny Vrotsos, formerly with KGLO Mason City, Ia. and KDTH Dubuque; Sgt. Ford Kennedy, former announcer at KSOO Sioux City, S.D., and WMIN St. Paul; Sgt. Marty Smith, former network script writer known as Marvin Ryerson. This trio turns out news over the American Forces Network, broadcasting service designed to entertain and inform European invasion forces. Fifteen newscasts and sportscasts are turned out by the AFN news department daily for GI consumption.

CLIFF REYNOLDS of WRR Dallas has joined WOAI San Antonio as announcer.

TOM SHANAHAN, formerly an announcer with WEMP Milwaukee is now an officer candidate at the Infantry School, Fort Benning, Ga.

PVT. DAVID LOWE, former program director and news commentator of WNEW New York, is now at Officer Candidate School.

GEORGE GOSSMAN, announcer, has joined WINN Louisville.

New CAB Quarters

COOPERATIVE Analysis of Broadcasting has moved into larger quarters at 11 W. 42nd St., New York. Telephone is LOngacre 3-5500. Move was necessitated by expansion resulting from the change in CAB regular interviewing from 33 to 81 cities. New types of research data released by the CAB under its new program have produced an increase in applications for membership, the organization reported, with the following companies among those accepted by the CAB board. Eversharp Inc., Hall Bros., J. M. Korn & Co., American Home Products Corp., Franklin Bruck Adv. Corp.

RAYMOND DIETRICH has joined KDB Santa Barbara, Cal. as announcer and operator.

C. RAYMOND HUTCHISON, former radio and movie writer, released by the U. S. Merchant Marine, has succeeded Sheldon W. Peterson as staff writer on WMAQ Chicago.

DEL WILLIAMS, released from the Army, has joined Don Lee Broadcasting System, Hollywood as announcer. Also added to network's announcing staff are **MEL VICKLAND**, formerly with MBS New York, and **ROBERT O'CONNER**, former announcer of KMPC Hollywood.

RAYNOLDS JOHNSON, released from the Coast Guard and former announcer of KOH Reno, has joined KGFJ Los Angeles.

PAULINE SZANE, for nine months assigned to WAC public relations office, England has joined Don Lee Broadcasting System, Hollywood, publicity staff, replacing **HARIET CROUSE** who has resigned to freelance.

FREDDIE RICH, musical director of NBC *Abbott & Costello Show*, and **ELIZABETH GORDON** of Hollywood were married in Santa Monica, Cal. on Nov. 1.

LLOYD BROWNFIELD, CBS western division publicity director, is in New York for conference with home office executives.

JEROME TRAUB, released by the Army Air Force, has joined KWK St. Louis as assistant news editor. **RICHARD LAWRENCE**, formerly with KDAL Duluth, has joined KWK as production manager.

BILL SEYMOUR after serving as lieutenant (jg) in the Navy, resumes duties as night supervisor of the announcing staff of WBBM Chicago.

LT. (jg) BOB CUNNINGHAM former chief announcer of WBBM Chicago, is now stationed in Chicago for six weeks' special assignment at Navy Pier.

RAY MULLER, recently released from the Army Air Corps, has resigned as manager of WMSL Decatur, Ala., to join WLAC Nashville as announcer.

ED LEWIS, announcer, has rejoined WAAT Newark after two years' service in the Merchant Marines.

DOROTHY MICHEL BUTLER, assistant supervisor of commercial traffic at NBC, is now in Hollywood as secretary to **JENNINGS PIERCE**, director and manager, NBC western division and station relations.

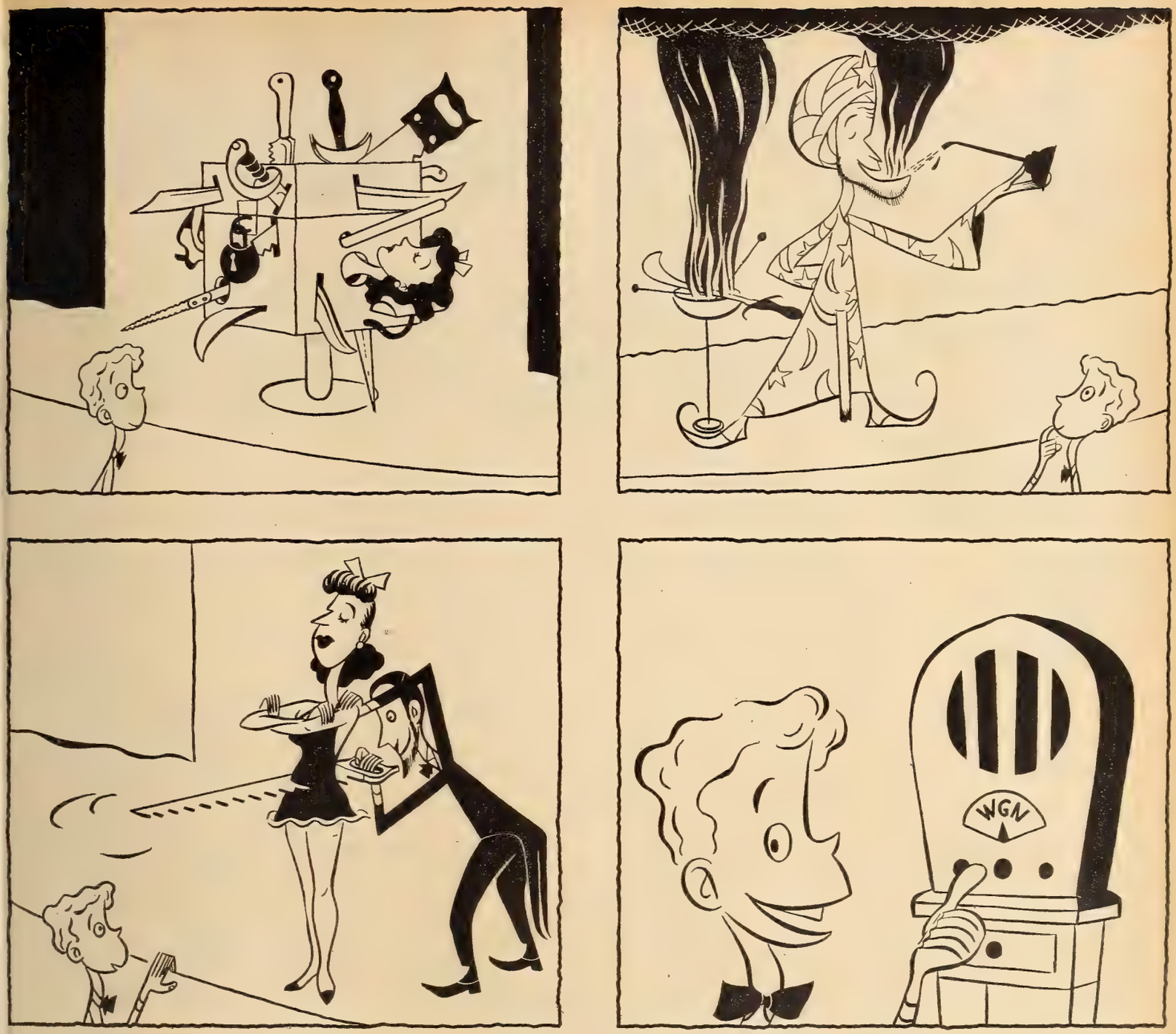
ROGER F. SHIVELY has joined WLW Cincinnati merchandising department as field representative in the Ft. Wayne area.

Outstanding
IN SERVICE AND RESULTS for ADVERTISERS
Never a Dull Moment on
WHDH
BOSTON'S BLUE NETWORK Plus STATION
National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

BLAZING NEW SALES IN IDAHO



KSEI
POCATELLO · IDAHO



Little Elmer says: "There's no mystery to WGN's leadership in local and national spot business among the major Chicago stations."

A Clear Channel Station

CHICAGO 11 ILLINOIS

50,000 WATTS 720 KILOCYCLES

WGN



MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.



. . . ANOTHER OF THE NATION'S LEADERS USING THE BLUE NETWORK!

Housewives say "hats off" to P and G, call letters for quality over the nation's counters. Hallmark of quality too, over the BLUE five mornings a week with "Breakfast at Sardi's" and "Glamour Manor."

HOW YOU CAN JOIN THE "BLUE BOOK" OF RADIO ON THE PACIFIC COAST!

See us for availabilities. Tell us your problems. Ask us what help you will . . . and let's plan ahead together. The sixteen Pacific Blue Network Stations can give you the success it has given to hundreds of other advertisers in this rich market. Contact for Coast coverage may be made in

NEW YORK • CHICAGO • HOLLYWOOD
SAN FRANCISCO • DETROIT • PITTSBURGH

PACIFIC BLUE NETWORK

Radio Advertisers

GENERAL FOODS Corps., New York, has appointed Young & Rubicam, New York, to handle advertising for Swans Down Corn Mix and Swans Down Bran Muffin Mix. Products were introduced in fall of 1943 in a test spot radio campaign in Syracuse and Rochester, and Peoria, Ill. Future media plans are being formulated.

LITTLE & CO., Chicago (dehydrated vegetable flakes and powders), has appointed Western Adv. Agency, Chicago, to handle its advertising. Radio is said to be considered.

NATIONAL MARGARINE Institute, Chicago, has named Leo Burnett Co., Chicago to handle its advertising. Radio is said to be considered.

MID-CONTINENT AIRLINES, Kansas City, has appointed Goodkind, Joice & Morgan, Chicago, to handle its advertising effective Dec. 1. Radio is considered.

K. ARAKELIAN Inc., Madera, Cal., which last month started promotion of Mission Bell wines on WJZ New York, last week expanded the campaign to WMCA WBYN WAIT WAAS WCFL, with plans to increase the station list further from time to time. Both spot announcement and participations are used. Business was placed by Max Jacobs Co., New York, agency for eastern and mid-western advertising.

ILLINOIS-ROCKFORD Corp., Chicago, has appointed Goldman & Gross, Chicago, to handle its advertising.

SCHOENHOFEN-Edelweiss Brewing Co., Chicago (Edelweiss beer) was to begin sponsorship Nov. 11 of a quarter-hour musical program, Saturday on WMAQ Chicago. Contract for 13 weeks was placed through Olian Adv., Chicago.

AMERICAN RUBBER Co., Oakland, Cal., has placed its advertising account with Conner Co., San Francisco.

McMAHAN FURNITURE Co., Santa Monica, Cal. (home furnishings), adding to its California radio schedule on Dec. 7 starts weekly five-minute news period on KNX Hollywood. Contract is for 52 weeks. M-C-M Adv. Agency, Santa Monica, has the account.



GATHERED IN OMAHA for the inaugural broadcast of *Your America*, sponsored by Union Pacific Railroad on 117 Mutual stations, were (l to r): Paul Fry, manager of KBOW Omaha; Ralph Hartsing, vice-president of Caples Co., Omaha, agency for the account; Les Branch, Caples vice-president; E. C. Schmidt, assistant to the president of Union Pacific in charge of public relations; Don Orth, Mutual sales executive; Ade Hult, MBS western sales manager; C. J. Collins, Union Pacific general passenger traffic manager.

SIERRA CANDY Co., San Francisco (candy), on Nov. 12 started weekly quarter-hour transcribed *Musical Sweets* on KFWB Hollywood. Contract is for 52 weeks. Agency is Robert B. Young Adv., San Francisco.

DR. JACKSON FOODS, Toronto (breakfast cereal), has started transcribed *Adventures of Jimmie Dale* thrice weekly on 26 Canadian stations. Account was placed by Harry E. Foster Agencies, Toronto.

FALSTAFF BREWING Corp. board of directors created two additional vice-presidencies as part of the company's post-war expansion plans. Louis J. Walther, brewmaster and general superintendent for 25 years will be in charge of brewing processes and labor control and H. J. Colton, general sales manager since 1939, has been elected vice-president in charge of sales. Harvey Beffa, first vice-president, has taken leave of absence from the advertising department to take charge of production and new construction, and Harold Jessen, his former assistant, moves to the post of advertising manager.

RAINIER BREWING Co., San Francisco (beer), on Nov. 14 replaces *Club Good Cheer* on Blue Pacific stations, Tues. 9:30-10 p.m. (PWT), with *United Nations Forum*, Tues. 9-9:30 p.m. (PWT). Series will feature panel of news experts discussing world problems from four major United Nations' point of view. Buchanan & Co., Los Angeles, is agency handling account.

BALABAN & KATZ Corp., Chicago, on Oct. 25 began a one-minute spot campaign on the following Chicago stations for 52 weeks thru Schwimmer & Scott, Chicago: WMAQ WENR WJJD WAAF WCFL WIND WAIT.

GENERAL DRY BATTERIES of Canada, Toronto, has started sportscasts weekly on 23 Canadian stations. Account was placed by McKim Adv., Toronto.

ALLEN ELECTRIC Co., Toronto (electrical equipment distributors), has started weekly *Chapel of the Air* on CKEY Toronto. Account was placed by Alford R. Poyntz Adv., Toronto.

RKO DISTRIBUTING Corp. of Canada (RKO pictures), has started the Blue network show *Hollywood Star Time*, Mon. thru Fri. on CJBC Toronto. Account is placed direct.

GIBSON ART Co., Cincinnati (Greeting cards), has appointed Christiansen Adv. Agency, Chicago, to handle its account. Test operations in various markets are being developed.

PETER FOX BREWING, Chicago (Silver Fox Beer), will begin sponsoring on Nov. 13, half-hour show *The Shadow* on WHBQ Memphis, for 13 weeks. Agency is Schwimmer & Scott, Chicago.

GEORGE JOHNSON, former contact manager for William H. Rankin Adv. Agency has joined the radio division of Stewart Warner Corp., Chicago.

BROWN & WILLIAMSON Tobacco Corp. Louisville (Raleigh cigarettes), will begin sponsorship of 39 one-minute transcribed announcements for 13 weeks effective Nov. 11 on WMAQ Chicago. Agency is Russel M. Seeds Co.

INGLEWOOD PARK CEMETERY Assn. Inglewood, Cal., for sixth consecutive year on Nov. 14 renews for 52 weeks the weekly half-hour musical *Melodies America Love* on KNX Hollywood. Now in fifteenth year of broadcasting, program features Earl Towner's orchestra with male vocal quartette and guest soloist. Adv. Arts Agency, Los Angeles, has the account.

UNITED ARTISTS Corp., New York, has named Buchanan & Co., New York, to handle advertising for General Finance Pictures Co. First of seven films, "Mr. Emmanuel", will be released in a few months. Media plans are being formulated, with indications that radio will be used from time to time for individual films.

(*Continued on Page 52*)

WPAT

CENTER OF THE DIAL
660 770 880 930 1050 1130 1200
930

IN THE METROPOLITAN AREA

IS AMERICA'S MOST SUCCESSFUL YOUNG STATION!

because . . .

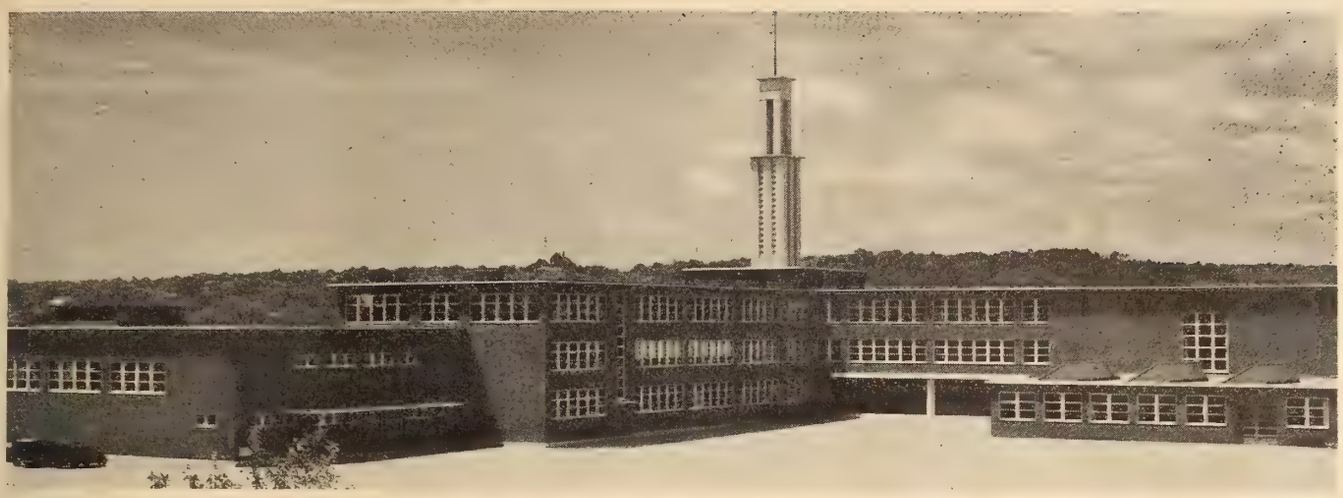
THE WPAT RATE CARD STRUCTURE OFFERS THE LARGEST BLOCK OF PRODUCTIVE TIME FOR THE LEAST AMOUNT OF MONEY.

NO 2 OF A SERIES

WPAT PATERSON NEW JERSEY • PARAMOUNT BLDG. NEW YORK



". . . and WFDF Flint says television will soon be here."



FM goes to school!

...but in the role of an Educator!



FM has been chosen as the ideal method for Transmitting Educational Programs. The Federal Communications Commission has assigned special FM Frequencies for the exclusive use of schools and colleges of this country. Boards of Education of large cities have already broadcast, by Frequency Modulation, regularly scheduled educational programs.

REL has been the pioneer in FM Educational Stations, having furnished and equipped WNYE (NYC) and WBOE (Cleveland). This added to our background of numerous successful installations of 1 to 50 KW Commercial FM Stations, has ideally equipped us to serve Educational Groups interested in FM.

REL

Sales Representatives

MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

MID WEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
N. B. Neeley
5334 Hollywood Blvd.
Hollywood, Cal.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
CHICAGO'S ONLY 24 HOUR A DAY STATION
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

WHITEHALL PHARMACAL Co., New York, a division of American Home Products Corp., New York, has appointed Ruthrauff & Ryan, New York, to handle a radio program, *Ellery Queen*, starting in January. Network is still to be selected. Appointment covers *Ellery Queen* only, with Dancer-Fitzgerald-Sample, New York, continuing to handle all other radio for Whitehall's Kolynos, Anacin, Larned and Bisodol companies.

CALIFORNIA MISSION PAK Co., Los Angeles (glazed fruits), in a four-week pre-holiday campaign, on Nov. 12 started heavy daily schedule of spot announcements and participation in programs on 16 Los Angeles area stations. Allied Adv. Agencies, Los Angeles, has the account.

Radio Guide Book

NAB has published a guide book for radio chairmen of women's clubs, *Radio and Public Service*, by Dorothy Lewis, coordinator of listener activity.

Agencies

JOHN SWALLOW, West Coast radio director of Kenyon & Eckhardt, is in New York conferring with W. B. Lewis, agency radio director, on Hollywood operations.

CLEMENT W. COOK has been appointed manager of the Montreal head office of Canadian Adv. Agency. He joined the agency in 1939.

H. H. WEBB, Toronto, and Campbell L. Smart, Montreal, have been appointed vice-presidents of Cockfield Brown & Co., with head office at Montreal. Both are directors and have been with the agency for over 20 years.

ROBERT F. KENDALL and N. De Filippes, former treasurer and secretary respectively of Foreign Adv. & Service Co., New York, have organized their own agency in New York to handle export advertising throughout the world. Offices of Kendall & De Fillipes are at 113 W. 57th St. Phone is CIrcle 6-7426.

FRANCES SMITH, copywriter formerly with Kenyon & Eckhardt, Chicago and before that with J. Walter Thompson Co., Chicago, on Nov. 1 rejoined J-W-T as copywriter.

LUCILE COOK, formerly associated with Eastern Columbia, Los Angeles (chain clothier, household furnishings), has been appointed merchandising director of Jaynes Harshberger & Martin Adv.

BAYARD & ECCLESTON Adv., new Los Angeles agency, has been established at 609 S. Grand Ave. Firm is headed by Jere Bayard and J. W. Eccleston Jr., both formerly associated with The Essig Co. local agency.

MILDRED L. FENTON has resigned from the radio department of Ted Bates Inc. New York, to open her own radio production firm at 23 E. 63rd St., New York

JAMES YOUNG has resumed his duties as head of the creative copy department of J. Walter Thompson Co., New York, after spending six months running his ranch in Mexico. He takes over from Walter O'Meara who shares the post with him, each taking a yearly six-month leave of absence.

LOWELL H. STORMONT, account executive of J. Walter Thompson Co., Chicago, has been transferred to the New York office to handle Easter activities of the Ford Motor Co. account.

C. B. STENNING, executive of Cockfield Brown & Co., Toronto, has returned to the agency after being on loan as secretary to the Dept. of Munitions & Supplies Production Board at Ottawa since January 1942.

IRWIN VLADIMIR & Co., New York, is in the process of organizing a Chicago office, Irwin Vladimir & Co. of Illinois to service Midwestern accounts for export advertising. To be located at 1 N. La Salle company will be managed by Joseph A. Jones, former assistant chief of the export advertising program for CIAA.

NORMAN J. PHELPS, partner in Fogarty Phelps Adv. Agency, Chicago, has resigned to join Ruthrauff & Ryan, Chicago, as account executive. Genevive Munson, copywriter, also has transferred to Ruthrauff & Ryan as his assistant.

WILLIAM S. BALLINGER, former copy chief for Campbell-Ewald Co., Chicago, has joined Campbell-Mithun Adv., Chicago as creative chief for radio and display.

RAPLH T. STEWART, formerly of the retail store production department of Sears, Roebuck & Co., Chicago, has joined Western Adv. Agency, Chicago, as production manager.

DR. ALBERT BLANKENSHIP, former director of market research for N. W. Ayer & Son, Philadelphia, has been appointed research director for National Analysts Ins., Philadelphia.

WALTER JOHNSON, former West Coast radio director of Music Corp. of America Beverly Hills, and now captain in the Marine aviation forces, after 18 months in the China-Burma-India war theater sector, has reported for reassignment San Diego following a 30-day leave.

ERNEST CHARLES, producer and director, has been transferred from Hollywood to the New York office of Young & Rubicam. He will produce the Celanese program *Great Moments in Music* heard Wednesday on CBS.

S. T SEIDMAN and Zan Diamond have merged respective agencies to form Diamond-Seidman Co. at 475 Fifth Ave., New York. Telephone is MUrray Hill 3-43

(*Continued on page 54*)



LOCAL BRIDE

She's a lucky girl to be born in Central California. Her father is a farmer with an average income of *$8797 per year* and her husband is probably in about the same position. To make her happiness complete, she enjoys the very best radio reception from the *Beeline.*

The *Beeline* Area covers 41 primary counties in *Central California and Western Nevada* — ranks in population with Los Angeles and greatly exceeds San Francisco in retail sales.

WHAT IS
The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data



McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO. National Representative

WING
Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio
Dayton, Ohio
WEED & CO. National Representatives

DID YOU-ALL SAY, "BOOM MARKET?"



No indeed! The Savannah Seaboard Market has long had such steady, stable industries as the world's largest kraft paper plant, one of the nation's large sugar refineries and scores of other permanent, prosperous manufacturing plants. These giant industries will continue to pour millions of dollars of payroll money into the pockets of Savannah workers each month, now, and long after the war is over.

Not that the war hasn't added to our population and wealth! Three shipyards, 25,000 new workers, and six military centers are now part of the vigorous Savannah Seaboard Market. Added emphasis to our contention that no advertiser should neglect this thriving center of opportunity.

WSAV "THE VOICE OF SAVANNAH"

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

HARBEN DANIEL
General Manager

GEO. P. HOLLINGBERY CO.
National Representative

Selling the New Savannah Seaboard Market

Durham

North Carolina's third largest city. City and county are compact and easily sold as one unit. Durham County, 1940 U. S. Census—80,244.

Tobacco

Big chunk of Durham's $23 million industrial payroll goes to tobacco workers. Durham makes 25% of all the cigarettes made in U. S. It's truly the tobacco.

Center

Of the world. And what an inexpensive market to reach. You can dominate at 250 watt rates. Don't cuss the cigarette shortage. Cash in by scheduling

WDNC

OWNED BY
DURHAM HERALD-SUN
PAPERS



Represented by Howard H. Wilson Co.

MARY FILLIUS, copy writer of Grey Adv., New York, has joined Doherty, Clifford & Shenfield, New York.

W. F. LOCHRIDGE, Chicago vice-president of J. Walter Thompson Co., and executive on Kraft Cheese Co. account, and J. H. Platt, firm's advertising manager, are conferring with Los Angeles and San Francisco agency executives following start of NBC *Kraft Music Hall* fall season. Norman Blackburn, executive in charge of J. Walter Thompson Co., Hollywood office, has returned after five weeks in New York and Chicago.

EDWARD J. ROSENWALD has joined Biow Co., New York, as account executive. He has served for a number of years as advertising manager of Plough Inc., Memphis, one of the major spot radio advertisers for drug and cosmetic products, and which has purchased WMPS Memphis.

MARIANNE CASSAR, formerly in the research department of the Pan-American Airlines, has joined Doherty, Clifford & Shenfield, New York, as supervisor of market research.

FRED R. SWANSON, formerly with Maxon Inc., Chicago, has joined MacDonald-Cook Co. and will manage their newly organized production department in Chicago. Jean Craig, previously with J. Walter Thompson Co., Chicago, has joined the agency as production assistant.

Breweries Sponsor

NEW transcribed quarter hour show produced by Frederic W. Ziv Co. available for local and regional sponsorship, Pleasure Parade has been scheduled by the following breweries: Brewing Corp. of America (via Lang, Fisher & Stashower) on WMRN Marion, O.; WSTV Steubenville; WMAN Mansfield; WBTA Batavia, N. Y.; WHDL Allegany; WSLB Ogdenburg; WKWK Wheeling; Griesedieck Beer (via Ruthrauff & Ryan) KMOX St. Louis; Progress Brewing Co. (via Geo. Knox Agency) KVOO Tulsa, WKY Oklahoma City; Latrobe Brewing Co. (via Wiltman & Pratt) WCAE Pittsburgh; Falls City Brewing Co. (via Anfenger Advertising Agency) WIRE Indianapolis.

Lt. Miller Assigned

LT. BEN MILLER, former writer-producer with Young & Rubicam, New York, has joined the Army Service Forces Group, Radio Branch, in the same capacity, handling production on *Your Army Service Forces*, *Service to the Front*, and assisting on ASF material for the *Army Hour*. He will also assist Maj. Andre Baruch, head of the ASF placement section. Lt. Miller enlisted in 1942 as a private and in 1943 was sent to Officer Candidate School. After he received his commission as lieutenant he was sent to the Quartermaster School at Camp Lee, as orientation officer until he was requested for his present assignment at the War Dept.

Marines Fete

IN CELEBRATION of the 169th anniversary of the founding of the U. S. Marine Corps, NBC on Nov. 10 broadcast a special program of Admr. Chester W. Nimitz paying tribute to Marines in the Pacific war. Admr. Nimitz broadcast from headquarters, Pearl Harbor. He was followed on the air by Maj. Gen. Henry L. Larson, USMC, speaking from Guam. On the No. 9 *March of Time*, heard in the Pacific on the 10th, Marine Commandant Gen. Archibald Vandegrift spoke to Marines at home and overseas in honor of the anniversary. The message was beamed to service units in the Central, South and Southwest Pacific and the Philippines through shortwave facilities of the Armed Forces Radio Service.

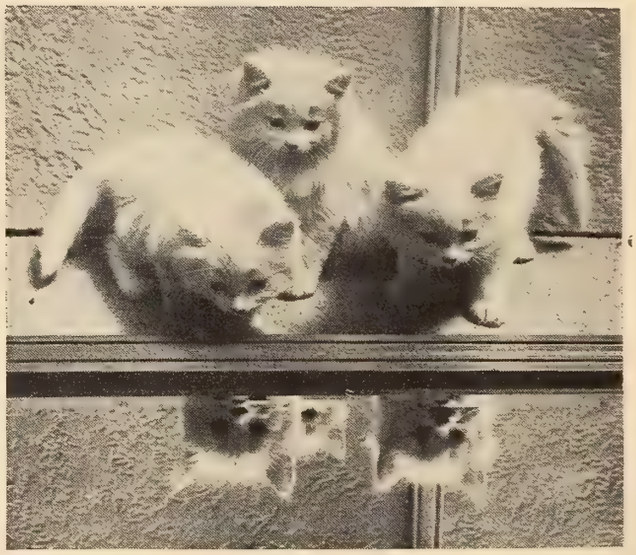


SECOND anniversary party, in studios of WIOD Miami, of the sponsorship of *The Crusader Kids* on WIOD by Knight Bros. Paper Co., Miami featured a big cake, enjoyed by 100 guests. Center of attention was John L. Woods (seated) vice-president and general manager of Knight Bros., and James M. LeGate, WIOD manager.

IN FOREIGN TONGUE
World Series Re-created —In French and Spanish—

PLAY-BY-PLAY accounts of the 1944 World Series, sponsored by the Gillette Safety Razor Co., reached French-speaking Canadians and Spanish-speaking Cubans in their own languages by means of a re-creation broadcast which had all the reality of an original.

Using a studio microphone at CBC Montreal, Roger Baulu French network announcer, broadcast the description of the game supplied to him in French by Charlie Mayer, sports editor of *Le Petit Journal*, speaking from another room. Mayer received the story in English direct from Sportsman's Park in St. Louis and immediately translated it into French before passing it on to Baulu. Sitting next to Baulu and wearing earphones was Jeff Davis of the CBC English-speaking staff, who by means of score cards and specially prepared charts of the baseball diamond gave the announcer a constant, diagramatic picture of the scene. A sound effects man, also listening by earphone, dubbed in the sound effects. Rene Canizares, of Havana, broadcast the game via shortwave to Cuba.



3 Is The Winning Combination!

Buying spots in Hartford? Get WDRC's winning combination of coverage, programs and rate! Connect in Connecticut by using WDRC!



WDRC
HARTFORD 4 CONNECTICUT

BASIC CBS
Connecticut's Pioneer Broadcaster



Represented Nationally by HEADLEY-REED CO.

NEWS FOR ALABAMA . . .

. . . edited for Alabama by Alabama's only radio news editor

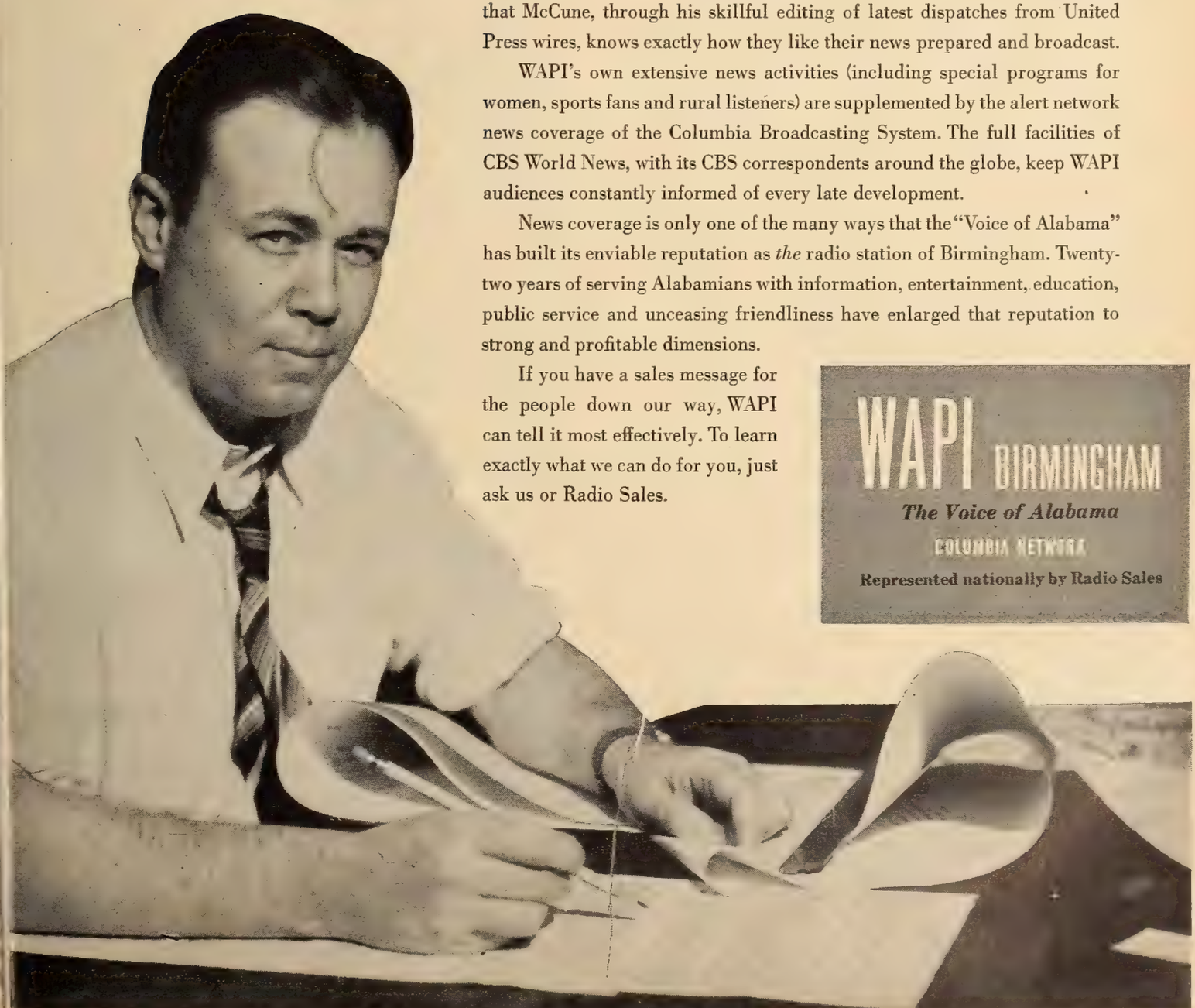
IT's natural for Alabama listeners to expect — and get — from Alabama's oldest, best-established station the most complete news service on their dials. For WAPI, with the only radio news editor in the state, provides a coverage of local, rural, national and war news unequalled by any other station serving this important industrial and agricultural region of the South.

John McCune—14 years a reporter and editor, former correspondent for "Time" and "Life"—is the mainspring of WAPI's news staff. Listeners find that McCune, through his skillful editing of latest dispatches from United Press wires, knows exactly how they like their news prepared and broadcast.

WAPI's own extensive news activities (including special programs for women, sports fans and rural listeners) are supplemented by the alert network news coverage of the Columbia Broadcasting System. The full facilities of CBS World News, with its CBS correspondents around the globe, keep WAPI audiences constantly informed of every late development.

News coverage is only one of the many ways that the "Voice of Alabama" has built its enviable reputation as *the* radio station of Birmingham. Twenty-two years of serving Alabamians with information, entertainment, education, public service and unceasing friendliness have enlarged that reputation to strong and profitable dimensions.

If you have a sales message for the people down our way, WAPI can tell it most effectively. To learn exactly what we can do for you, just ask us or Radio Sales.



WAPI BIRMINGHAM

The Voice of Alabama

COLUMBIA NETWORK

Represented nationally by Radio Sales



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KTSA San Antonio

Dr. L. D. LeGear Medicine Co., St. Louis, 3 *sp* weekly, 26 weeks, thru Simmonds & Simmonds, Chicago.
National Oats Co., Cedar Rapids (oats), 5 *ta* weekly, thru L. W. Ramsey Adv., Davenport, Ia.
Bendix Home Appliances, South Bend (home laundry), 6 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
American Poultry Journal, Chicago, 3 *sp* weekly, 52 weeks, thru Simmonds & Simmonds, Chicago.
Ex-Lax Inc., Brooklyn, 3 *ta* weekly, thru Joseph Katz Co., N. Y.
Hylo Co., Houston, *sp* weekly, 52 weeks, thru Franke-Wilkinson-Schiwetz, Houston.
Carter Products Inc., New York (Arrid deoderant), 4 *ta* weekly, thru Small & Seiffer, N. Y.
Marlin Firearms Co., New York (Marlin Blades), *ta* weekly, thru Craven & Hedrick Adv., N. Y.
Sterling Drug Co., Monticello (Dr. Caldwell's Laxative), 5 *ta* weekly, thru Sherman & Marquette, Chicago.

KYW Philadelphia

Arvey Corp., Chicago (R-V Lite), 3 *t* weekly, thru First United Broadcasters, Chicago.
Bell Telephone Co. of Philadelphia, Philadelphia, 7 *ta* weekly, 13 weeks, thru Gray & Rogers, Philadelphia.
Conformal Footwear Division of International Shoe Co., St. Louis, *sa* weekly, 26 weeks, thru Guilford Adv., St. Louis.
B-C Remedy Co., Durham, N. C. (Headache Powder), 6 *sa* weekly, 52 weeks thru Harvery-Massengale, Durham, N. C.
Procter & Gamble Co., Cincinnati (Duz), 26 weeks, thru Compton Adv., N. Y.
American Home Products, Chicago (Cold Tablets & Kolynos Toothpaste), 6 *sp* weekly, 13 weeks, thru Dancer-Fitzgerald-Sample, Chicago.

WHN New York

John Eichler Brewing Co., New York (beer), 2-4 *sp* weekly, thru Geare-Marston, N. Y.
Gillette Safety Razor Corp., Boston (blades), *sp* weekly, 52 weeks, thru Maxon Inc., N. Y.

WHO Des Moines

Casite Corp., Hastings, Mich. (Casite), 3 *ta* weekly, thru Keeling & Co., Indianapolis.
Gospel Broadcasting Corp., Los Angeles, *t* weekly, 52 weeks, thru R. H. Alber & Co., Los Angeles.
Consolidated Products, Danville, Ill. (Semi-solid "E" Emulsion), 3 *sp* weekly, 52 weeks, thru Bert S. Gittins Adv., Milwaukee.
Cargill Inc., Minneapolis (feeds), 3 *sa* weekly, 52 weeks, thru Olmstead & Foley, Minneapolis.
Oyster Shell Products Co., New York, 2 *ta* weekly, thru Cecil & Presbrey, N. Y.
Schulze & Burch Biscuit Co., Chicago (S & B crackers), 2 *sp* weekly, 52 weeks, thru McJunkin Adv. Co., Chicago.
Vio Bin Corp., Monticello (Rex Oil), 3 *sa* weekly, thru Rogers & Smith, Chicago.
Scholl Mfg. Co., Chicago (Zino Pads, foot powder), 6 *ta* weekly, 26 weeks, thru Donahue & Coe, N. Y.

CKEY Toronto

Standard Fules & Milnes Coal Co., Toronto, 3 *ne* daily, thru Frontenac Broadcasting Co., Toronto.
Parker's Dye Works, Toronto (chain stores), 6 *t* weekly, thru Walsh Adv. Co., Toronto.
Canadian Silk Products Co., Montreal (silk hosiery), 3 *ta* weekly, thru Ronalds Adv. Agency, Montreal.
Lantigen Laboratories, Toronto (proprietary), 110 *ta*, thru Harry E. Foster Agencies, Toronto.
Christie Cleaners, Toronto (dry-cleaning), 156 *sa*, thru Frontenac Broadcasting Co., Toronto.
W. K. Buckley Ltd. (cough syrup), 26 *t*, thru Walsh Adv. Co., Toronto.

WABC New York

Arnold & Aborn, New York (Colombia Mara & Mocha Coffee), 2 *sa* weekly, thru Samuel C. Croot Co., N.Y.
Bendix Home Appliances Inc., South Bend, Ind. (appliances), 5 *sa*, thru Ruthrauff & Ryan, Chicago.
D'Arrigo Bros. Co., Boston (Andy Boy Broccoli & Celery), 2 *ta* weekly, thru Chambers & Wiswell, Boston.
Monticello Drug Co., Jacksonville (666 preparation), 3 *sa* weekly, direct.
Quaker Oats Co., Chicago (Aunt Jemima Pancake Flour). 6 *sa* weekly, thru Sherman K. Ellis & Co., N. Y.

WMAQ Chicago

Maryland Pharmaceutical Co., Baltimore, 11 *sa* weekly, 26 weeks, thru Joseph Katz Agency, N. Y.
Westinghouse Electric & Manufacturing Co., Pittsburgh (lamp bulbs), 7 *sa* weekly, 13 weeks, thru Fuller & Smith & Ross, N. Y.

WJZ New York

K. Arakelian Inc., Long Island City (Mission Bell Wine), 6 *ta* weekly, 52 weeks, thru M. J. Jacobs Adv., N. Y.
I. J. Fox, New York (furs), 2 *ta* weekly, 13 weeks, thru Diener & Dorskind, N. Y.
Innersight Lenses, New York (contact lenses), 2 *sa* weekly, 13 weeks, thru Sternfield-Godley, N. Y.
N. Y. Journal-American, N. Y., 21 *sa* weekly, thru Feigenbaum Adv., Philadelphia.
N. Y. Telephone Co., New York (institutional), 5 *sa* weekly, 13 weeks, thru BBDO, N. Y.
Paramount Pictures, New York, weekly *ta-sa*, 52 weeks, thru Buchanan & Co., N. Y.
S. A. Schonbrunn Co., New York (Savarin Coffee), 5 *ta* weekly, 52 weeks, thru Roy S. Durstine, N. Y.
Marlin Firearms Co., New Haven, Conn. (Marlin razor blades), 3 *sa* weekly, thru Craven & Hedrick, N. Y.
Omega Chemical Co., Jersey City, N. J. (Omega Oil), 2 *sa* weekly, 26 weeks, thru Cecil & Presbrey, N. Y.
Raytheon Mfg. Co., Newton, Mass. (tubes), 15 *sa* weekly, thru Hirshon-Garfield, N. Y.
United Drug Co., Boston, Mass. (Rexall 1c sales), 4 *t*, thru N. W. Ayer & Son, N. Y.
Esquire Inc., Chicago (November *Coronet*), 9 *ta-sa*, thru Schwimmer & Scott, Chicago.

KQW San Francisco

Sunlite Bakery, San Jose, Cal. (bread), 5 *sp* weekly, 52 weeks, thru W. E. Long Co., N. Y.
Kahn's, Oakland, Cal. (dept. store), 2 *sa* weekly, thru Emil Reinhardt Adv. Agency, Oakland.
O-Cedar Corp., Chicago (O-Cedar), 8 *sa* weekly, 13 weeks, thru Autrey, Moore & Wallace, Chicago.
Scudder Food Products (potato chips), 2 *sa* weekly, 52 weeks, thru Davis & Beaven, Los Angeles.
Beechnut Packing Co., New York (gum), *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Sky Ranch, Reno, Nev. (resort), 5 *sa* weekly, direct.
Sierra Candy Co., San Francisco (candy), weekly, 52 weeks, thru Robt. B. Young Adv. Agency, San Francisco.
Wilco Corp., Los Angeles (Clearex), 4 *sa* weekly, thru Robinson Adv. Agency, Los Angeles.
Parrott & Co., San Francisco (Simi wine), 3 *sa* weekly, 52 weeks, thru Blum's Adv. Agency, San Francisco.

KHJ Hollywood

Carter Products, New York (Arrid), 6 *ta* weekly, 52 weeks, thru Small & Seiffer, N. Y.

GE News Program On College Net

Option Plan Permits Program Expansion on New Outlets

GENERAL ELECTRIC Co., Schenectady, has bought time on 14 college FM stations affiliated with the Intercollegiate Broadcasting System under IBS' postwar option plan which enables advertisers to take on option on the same times and programs on all new member stations as they become available. According to Louis M. Bloch Jr., IBS business manager, nearly all major colleges, have indicated their interest in constructing stations as soon as equipment is available.

G-E's contract, placed direct, calls for a five-minute daily *Campus News* period, five-times weekly on stations, at Harvard, Yale, Cornell, Alabama, Columbia, Brown, Williams, Wesleyan, Haverford, Bryn Mawr, Union, Stephens, Radcliffe.

Cosmetic Buyer

Another advertiser to buy time under the option plan, Helena Rubenstein, New York (beauty preparations), has contracted for minute spots 10 times weekly on all available women's college and coeducational college stations, totaling seven outlets in all. Business placed through Advertising House, New York.

Originally financed by undergraduates, IBS reports that the operation of the individual stations now totaling 22 and of the national office in New York is now maintained entirely by advertising revenue. Station personnel is divided into technical, program and business departments with approximately 2,500 engaged in operations.

Paid Spots on 75 Slated By Hillman Periodicals

HILLMAN PERIODICALS Inc., New York, on Nov. 15 starts for the first time a regular spot campaign for *Pageant*, new pocket size magazine. Publishing house has been active in radio for the past several years only through special promotional tie-in arrangements with network or station to carry its story material free, the program's title usually containing the name of the publication.

Spot schedule for *Pageant* will be carried on two or more stations in each of 25 major markets, with ads in 64 newspapers running in the same areas. Radio drive runs for two weeks after the magazine has gone on sale, and for two weeks of each month thereafter. Final station list is expected to run up to about 75 stations and advertiser is buying only after 5:30 p. m. with aim of reaching listeners of all ages. Business is placed through Erwin, Wasey & Co., New York, appointed as Hillman agency last summer.

WSPD Toledo is again airing the weekly *Town Hall* lecture series. Guests to date include Ethel Barrymore Colt and the writer and critic, Norman Cousins.



WHY PORTLAND, OREGON PEOPLE PREFER KGW







Day Foster of KGW staff goes over "Schools at War" script with two high school stars. Center — Producers Don Green, Mel Bailey, Gordon Bambrick and Engineer Earl Peterson feeding a school broadcast to KBPS; below—Larry Smith, NBC news expert, talks to Franklin High students on KGW sponsored visit.



WILLARD B. SPALDING

SUPERINTENDENT PORTLAND SCHOOLS

SAYS... "Radio has provided us with a means of communication, immediate and universal. The scope of its influence has recommended its use in the schools. Every day at 11:15, a program prepared and produced by the KGW staff is broadcast to the schoolrooms over KBPS, official school radio station, highlighting history, science and so on. And the KGW program 'Schools at War' produced at the schools with supplemental talent from the boys and girls themselves, has been a real aid towards the bond buying record established by Portland students."

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.



NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Blue Conducts Experiments to Raise Quality of Public Service Programs

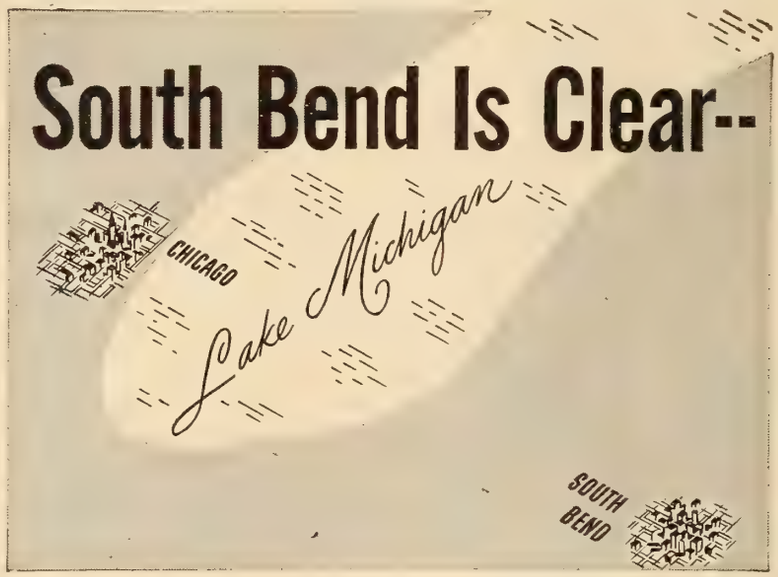
TAKING a positive attitude toward public service programs, the Blue Network is experimenting with new forms of presentation intended to enliven them.

Explaining the action, Chester J. LaRoche, vice-chairman of the network's board, said, "We believe that public service programs can be produced and presented with the same high skill of public appeal that heretofore has characterized generally programs of a dramatized and variety nature"; secondly, we believe that these informational programs should be presented at a time when most people are able to listen to them and not, as has too frequently been the case, relegated to obscure periods in the broadcast schedule."

First major step towards this was the New York Herald Tribune Forum last month. The Blue, in cooperation with its advertisers and affiliates, cancelled an hour of commercial programs on each of the Forum's three evenings, but not just to pick up whatever speakers happened to be on. Adrian Samish, national production manager, with the cooperation of Mrs. Ogden Reid, vice-president of the *Herald Tribune* and originator of the forums, arranged to coincide the most interesting parts of the meeting with the broadcast and to present them.

Each broadcast opened with an introduction by John B. Kennedy, Blue commentator, discussing the program to come, its meaning and its importance. At the conclusion of the period, he digested and summarized the speeches delivered and the points made. The broadcast was as much a radio program as any commercial show, with the listener given the feeling that it was put on for his benefit and not that he was merely eavesdropping at someone else's party.

"Because of this new treatment," said Mr. LaRoche, "we consider the entire program series was a test to determine whether or not the Blue's policy was correct. The reactions from our stations, from government officials, from the general public and from important civic organizations is evidence that there is a need for this new treatment of public service features."



--across Lake Michigan *(and then some)* from Chicago

You can dominate the South Bend area only by using WSBT and in no other way.

The latest Hooper rating proves this fact. It shows that nearly half of all the radio listeners—morning, noon and night—in South Bend use WSBT. In addition to South Bend, WSBT goes into 27 Indiana and Michigan counties, with 33 towns of more than 2,500 people, having a total of 243,000 radio homes. Remember, this great audience can be adequately reached only by using WSBT.

An affiliate of the Columbia Network, WSBT is a pioneer station 22 years old—and its FM station has already been operating a year and a half. WSBT is a 1,000 watt station at 960.

Columbia Network

WSBT SOUTH BEND

PAUL H. RAYMER CO.
National Representatives

CIO 'NEWS' HINTS UNION OWNED RADIO

DESPITE assertions by Sidney Hillman, chairman of the CIO Political Action Committee, that the CIO-PAC had no plans to enter broadcasting through the FM field [BROADCASTING, Nov. 6], the Nov. 6 issue of the *CIO News* calls upon its unions to get into radio in an article captioned "The Mike's Yours for the Asking! What's Your Union Done About It?"

An FCC report discloses, the *News* said, that "most of the big shots who control the currently popular form of AM broadcasting are jumping with both feet into the FM field." The article pointed up television and facsimile expansions as proposed during the FCC allocation hearings and commented: "The opportunities pictured by the industry are available to all. Labor unions and other progressive organizations can get into the field. And if they want a break in broadcasting, they'll have to make it for themselves."

Speaking a fortnight ago before the National Press Club in Washington, Mr. Hillman had asserted that the CIO-PAC had no "program" to go into radio, although he added that on the basis of the "misinformation" on the air, "something ought to be done."



Abdul Khabul and the Bulbuls





In the city of Bagdad-on-the-Cuyahoga, which is called Cleveland, there lived one Abdul, a vendor of talking and singing birds. Day long, his shop was a-twitter with the voices of talking mynas and sweet-singing bulbuls. The only thing lacking unto Abdul was customers.



To Abdul, this was the most perplexing of sorrows. For, verily, his store was filled with wondrous and desirable birds . . . with mynas who could recite whole suras from The Koran . . . with silver-tongued bulbuls—among them his pet, Butch, who whistled the Muezzin's call to prayer with a boogie beat. Yet there were no buyers.



Then, upon a day there spake unto him a neighboring merchant, saying, "Abdul, old drip, get hep! Put your talking and singing birds on the air—over WHK—and you'll be in the bucks. *WHK sells everything else in town* . . . why not birds? And thus began the days of lush prosperity for Abdul.

Because this station does sell goods

WHK

is

"RETAILERS' CHOICE IN CLEVELAND"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland; WHKC, Columbus

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
National Press Bldg. Wash. 4, D. C.
District 7362 • Glebe 5880

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

TWO WEEKS NOTICE REQUIRED FOR CHANGE OF ADDRESS
BROADCASTING MAGAZINE

NABET Asks AFM Ouster

(Continued from page 14)

added. Mr. Padway replied there is "a deep economic problem" involved. He said musicians were trying to prevent destruction of their jobs by mechanical devices, citing Muzak as an example. He said there are stations which broadcast 100% of their musical programs by records alone; sound movies threw 18,000 musicians out of jobs.

From the engineer's standpoint, he admitted, it would be better to have the turntable in the control booth. But the question is whether the musicians have a right to that work, he said.

Questioned by Dr. Millis, he said this case came before NLRB as the result of agreements by the networks to permit AFM members to operate turntables at all their owned stations, and declared the AFM "has never threatened" the nets.

AFM Learned from Films

Questioned further, he said the musical craft has stood still in the last 20 years while other industries have had great expansion.

He said the AFM "learned its lesson" from the film situation and that the AFM "can't buck the mechanical situation". He said the AFM feels it has a right to participate in the profits of industries which affect the employment of musicians.

Mr. Padway offered to take a national election including the musicians to determine who should do the work. "Why not take the election just among those who do the work? That's the way we always do it", asked Dr. Millis. Mr. Padway replied that every musician is a "potential" platter turner. He said that platter turning is a classification of Chicago musicians under the same group which include trombone, clarinet or other instrument players.

Mr. Katz said the Chicago AFM local has only insisted that all musical devices which displace musicians be under the jurisdiction of musicians. He said William Green gave the musicians this jurisdiction.

"We musicians are not interested in the engineering functions", he said.

Questioned by Mr. Houston, he said the AFM has entered into an agreement with the IBEW to obtain platter-turning work, reserving the technical phases of sound integration to the engineers. He took issue with Mr. O'Donoghue's contention that NABET developed the turntable industry.

Mr. O'Donoghue said the work of the turntables cannot be segregated. He said sound distortions are adjusted by the engineer, not the musician at the turntable.

As the hearing closed, Mr. O'Donoghue said he did not come before the Board to argue economics and he urged the Board to read the War Labor Board panel report in the recording case which, he said, would "explode the myth" of unemployment among musicians.

"Yes, read the report", Mr. Padway countered.

All CBS Outlets Listed For Army-Navy Contest

GILLETTE Safety Razor Corp. Boston, which announced several weeks ago it had secured broadcast rights to the Army-Navy football game Dec. 2, has ordered the full CBS network of 142 U. S. stations plus outlets in Hawaii for the period beginning at 1:45 p.m. Game will be covered exclusively on CBS with Ted Husing and Jimmy Dolan handling play-by-play and color respectively.

Play-by-play will be transmitted simultaneously by the Armed Forces Radio Service via six or more shortwave stations, with Sgt. Joe Hasel stationed in the East and Sgt. Bill Grundidge in the West to fill in as commercials are cut out. Description will be picked up and rebroadcast on the Armed Forces Network by such units as the 7th Army Mobile Transmitter in Italy and the 5th Army Transmitter in France, and in some cases put on free telephone lines reaching into the front lines. Agency is Macon Inc., New York.



Half-a-Million Businessmen

Will Read This Advertisement in:

Women's Wear Daily
Men's Wear
Retailing Home Furnishings
The Jewelers' Circular-Keystone
Chain Store Age (Druggists)
Chain Store Age (Grocers)
Modern Brewery Age
Bakers' Weekly
Bakers' Helper
National Carbonator & Bottler
The Milk Dealer
Ice Cream Review
Radio Daily
Broadcasting



THEY'VE BEEN THERE!

These World-Famous Reporters Can Broadcast for You—Locally

Baukhage! Martin Agronsky! Walter Kiernan! Names to conjure with, as history is on the march around the world! For these are men who have been to world capitals and have spoken to the world's great leaders. Imagine how the authority of their voices can add to the sale of your products, or services—right in your own area.

Here's how it works: The Blue Network broadcasts coast-to-coast. At the opening, in the middle and at the close of each Co-operative Program—the announcer at *your* Blue Station identifies the program as *yours* and does *your* selling. Result—your audience hears you sponsoring a major Blue Network Program and hears your substantial selling story told against this important background. The cost is low—you pay only your own local share.

Hundreds of prominent local advertisers have successfully used Blue Network Co-operative Programs. We will gladly furnish you with the names, so you can personally check with them on their success with Blue Network Co-operative Programs.

For all information ask any Blue Network Radio Station, or the Co-operative Program Division of

The Blue Network

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

AMERICAN BROADCASTING SYSTEM, INC.

QUICK FACTS ABOUT BLUE NETWORK CO-OPERATIVE PROGRAMS

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it, is in daily touch with the White House, Cabinet Members, congressional leaders, etc. Broadcasts Midday, Monday through Friday, 15 minutes.

KIERNAN'S NEWS CORNER: Direct from New York. One of the outstanding human interest reporters of our time. Broadcasts early afternoon, Monday through Friday, 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous News Analyst, who has broadcast from hot spots all over the world. Early morning, Monday through Saturday, 15 minutes.

... AND THESE 2 OTHER TOP-NOTCH NETWORK PROGRAMS

THE MYSTERY CHEF: Direct from New York. Largest audience of any cooking expert in America. A great store traffic builder. Daytime, Monday through Friday, 15 minutes.

DICK TRACY: Famous juvenile adventure series. Late afternoon. Monday through Friday, 15 minutes.

Hon. R. Grahl
Wm. Esty & Co.
New York, N. Y.
Dear Dick:
Honestly I've been so darn busy keeping this place in order and looking neat that I haven't had time to think about what I should write you. At first I intended to tell you about how there are 7 department stores in Charleston using radio, and how 5 of them used WCHS exclusively. They are all smart buyers, so our boys say, and I guess I could make a good story out of it. But as I said, I've got so darn much work piling up on me that I guess I'll have to let that story go. Course if you want to you can ask any Branham man. He knows the story as well as I do.
Regards,
Yours,
Algy



The W. Va. Network

WCHS Charleston
WPAR Parkersburg
WSAZ Huntington
WBLK Clarksburg

FCC Clears the Decks

(*Continued From Page 13*)

a consultant, which he probably could undertake while engaged in private law practice. His yen for participation in the world communications picture is more than hearsay.

Since the elections, apparently no wheel has turned on filling of the two FCC vacancies. The same roster of names is mentioned, headed by Mr. Porter. If there is a lapse in the appointments, observers expect Paul A. Walker, charter Democratic member of the FCC, to be named acting chairman.

Fly's Practice Plans

Commissioner Clifford J. Durr, whose slants on commercial radio have hardly won universal favor in radio circles, appears no longer to be an avowed candidate for the chairmanship. There has been mention of his possible appointment to a war post in connection with surplus commodities by virtue of his background under Jesse Jones with the Defense Plant Corp.

Whether Mr. Fly will specialize in communications law was unanswered last week. Those close to him thought he might take retainers from companies identified with communications and radio and actually practicing other phases of law, such as taxation and utility law. He has a standing offer from William B. Benton, former head of Benton & Bowles and now vice-president of the U. of Chicago, chairman of Encyclopedia Britannica, and owner of the common stock of Muzak and Associated Music Publishers, to represent that firm or become an official. It is presumed he will become a director of Muzak Corp., now serving recorded music by wire line to restaurants, hotels and public places, but which aspires to "subscriber radio" service via FM frequencies on a nationwide basis.

The FCC actions last week wiped off the books a number of knotty cases in which Mr. Fly had evinced interest. Grants of the two new stations in Sacramento was in keeping with the Fly philosophy of a sufficient number of outlets in each substantial market to accommodate all four national networks. The Harrisburg grant, to pave the way for a Blue outlet, was in the same category.

WOKO Case a Rarity

The WOKO proposed refusal to renew license is a rarity in FCC annals. In its decision, in which Commissioner Case did not participate, the FCC said:

> From a consideration of all the material facts found in the record of this hearing, the Commission has concluded that the applicant cannot be entrusted with the responsibilities of a license. The Commission, therefore, finds that a grant of the application for renewal of license for the operation of WOKO by the applicant corporation would not serve public interest, convenience, or necessity and therefore should be denied.

Under Commission procedure, oral arguments in opposition to the proposed WOKO denial are in order. More than likely, moveover, an appeal to the Federal courts will be taken should the FCC affirm its tentative decision.

The WOKO case went before the FCC in formal hearings in July 1943, at which time Harold E. Smith, general manager and 25½% owner, testified regarding Mr. Pickard's ownership through Mr. Phelps. Mr. Pickard had testified the stock was presented to Mr. Phelps as a gift but that the dividends were received by himself and Mrs. Pickard. Subsequently Mr. Pickard announced sale of his 24% interest in WOKO to Monroe M. Redden, Hendersonville, N. C., for $75,000, subject to FCC approval of the renewal. The balance of WOKO is held by the Albany *Knickerbocker News*, 25%, and Raymond B. Curtis, attorney, of Garrison, N. Y., 25½%.

In the WPAT action, from which Commissioner Walker dissented, the question originally posed was whether control had changed hands without FCC approval. Mr. Flamm, who gained considerable notoriety through his attempt to have rescinded his sale of WMCA to Edward J. Noble in 1940, in September 1942 acquired 49% of WPAT while his attorney, Colin Ives, held 1%. The amount was $50,000 and the acquisition was from Lt. Col. Falknor, who shortly will take over management of KMOX St. Louis, and Rex Schepp, manager of WIRE Indianapolis.

Transfer of Control

The Commission said the arrangements under which Mr. Flamm acquired 49% and option to purchase the additional 1% constituted a "transfer of control which should have been presented to the Commission for approval prior to the date the arrangements were effected." It added, however, that there had not heretofore been a "definite opinion" construing the transfer section of the law in a situation of this kind.

Mr. Walker said he disagreed with the decision which gives approval to a transfer of this nature after the event. "Section 310 (b)," he added, "contemplates approval in writing, by the Commission prior to the transfer of control of a licensee. There are no mitigating circumstances shown herein."

The KQV transaction, growing out of the FCC's duopoly regulation, was approved by a split vote, with Commissioner Durr dissenting.

Hugh J. Brennen and his family, who also own WJAS, sold the station to Allegheny Broadcasting Corp., owned by four Pittsburgh businessmen in equal 25% blocks, for $575,000. The purchasers are William S. Walker, president, Walker & Downing Adv. Agency; Irwin Wolf, vice-president of Kauffman's department store; Earl F. Reed, attorney; Charles T. Campbell, businessman. KQV operates on 1410 kc with 1,000 w and is a Blue outlet.

Application for the sale of WTAD Quincy, Ill., by W. Emery Lancaster, broadcaster and attorney, to Lee Broadcasting Inc., controlled by Lee Radio Inc., licensee of KGLO Mason City, Ia., and affiliated with newspapers and other stations, for $487,500, was reset for hearing. Overlap with KHMO Hannibal, Mo., affiliated with the same ownership, was the main issue. Commissioners Jett and Wakefield dissented and Commissioner Case was absent. Thus the petition for reconsideration and grant without hearing was denied by the affirmative vote of Commissioners Fly, Walker and Durr.

To end interference resulting to KLRA Little Rock, assigned to 1010 kc, the FCC granted the petition of the daytime only to KWBU Corpus Christi, Tex., ex-Mexican border station, operated by Carr Collins, Crazy Water Crystals Co. head, to shift frequency from 1010 to 1030 kc, the WBZ-WBZA Boston clear channel. A special service authorization for six months was authorized on a conditional basis. Commissioner Durr, who has consistently opposed the KWBU grant, likewise dissented from this transaction. The 50,000 w daytime outlet was the former XEAW Reynosa, Mexico. Mr. Collins' associates include Baylor U. and two sons of Sen. W. Lee O'Daniel.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *July - August, 1944*

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	17.9	25.4	35.1	21.3
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	36.1	27.3	22.0	13.8
EVENING INDEX SUN. THRU SAT. 6:00 – 10:00 P.M.	A	WGRC	B	C
	33.7	17.9	35.5	11.6

THE FIGURES TELL OUR STORY
... a real radio buy

WGRC *Mutual*

LOUISVILLE'S TRADING AREA
47% OF KENTUCKY'S POPULATION
= 51% OF ITS BUYING POWER

Burn-Smith · *National Representatives*



Over 200,000 Population

Build a demand for your product in this important Tri-Cities market thru WHBF then watch your sales GROW! For here is a full-size market with a tremendous buying force. Retail sales here last year totaled more than $114 million . . . buying income more than $262 million. Postwar outlook is excellent, too, because 90% of Tri-Cities' industrial facilities are based on peacetime production.

**Sales Mgt. 1944 Survey*

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l. Representatives

WFLA

NOW 5000 WATTS-NIGHT

More than 150,000 NEW LISTENERS

Top-ranking NBC programs, plus live local showmanship, made WFLA the most-listened-to-station in the Tampa-St. Petersburg market even when it had night time power of only 1000 watts (5000 watts daytime).

Now, WFLA has 5000 watts night time and daytime. More than 150,000 new listeners have been added to WFLA's night time audience.

"Spots," which did a big job on WFLA before, will do an even bigger job for you now in this rich, war-busy market. A few choice spots are available.

DAY NIGHT
5000
WATTS

WFLA TAMPA NBC

JOHN BLAIR & CO... NATIONAL REPRESENTATIVE

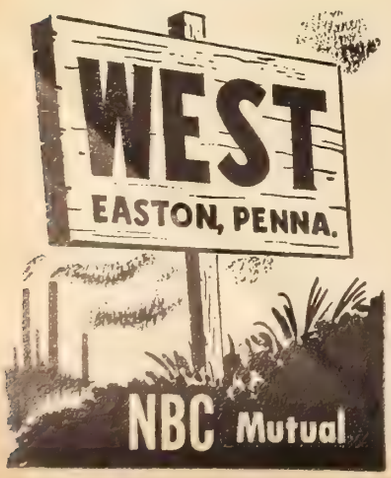
It's a Habit in Baltimore



WCBM
BALTIMORE'S LISTENING HABIT
The Blue Network Station
JOHN ELMER, President
GEO. H. ROEDER, Gen. Manager
FREE & PETERS, Inc.
Exclusive National Representatives

The Modernaires and Paula Kelly sing on
PLEASURE PARADE
see page 45

Cover the Rich Lehigh Valley



FCC Sponsor Rule Language Protested by Broadcasters

AAAA to File Objections; Loucks Continues Conferences in Clarification Attempt

PROTESTS over the language of a proposed FCC regulation, based on Sec. 317 of the Communications Act and involving identity of sponsors, have been filed by several broadcasters. The American Assn. of Advertising Agencies plans a similar objection.

Meantime Philip G. Loucks, retained by the NAB as special counsel in the proceedings, will continue a series of conferences with the FCC and other groups in an effort to clarify the language of the proposed regulations [BROADCASTING, Oct. 30, Nov. 6].

'Imposition on Listener'

Deadline for filing briefs and requests for oral argument has been postponed to Nov. 14, on application of the NAB, and oral argument has been set for Nov. 27. Only one broadcaster asked for oral argument.

George Link Jr. of McKercher & Link, New York law firm representing the AAAA, said his client felt that in general where a company name or product is mentined throughout a program, the additional announcement that the program is "paid for" by the sponsoring firm would be an "unnecessary waste of time and an imposition on the listener."

Ed Craney, president of KGIR Butte, Mont., who served as unofficial clerk of the Senate Interstate Commerce Committee during hearings on the White-Wheeler Bill (S-814) last year and who helped Sen. Burton K. Wheeler (D-Mont.), Committee chairman, draft the proposed legislation, can see no reason for the Commission's proposed rule, he advised, because Sec. 317 is "perfectly clear". Mr. Craney opposed specifying that a commercial program is paid for at both the beginning and end because the "law does not indicate that such procedure is necessary".

Four of the Fort Industry Co. stations filed opposition to the proposed rule as it now stands, contending the language is not clear. Wrote George W. Smith, managing director of WWVA Wheeling and executive vice-president of the Fort Industry Co.:

"The proposed rule has merit but the language can be more specific, thereby eliminating future misunderstandings and possible inequalities due to the latitude of interpretation." He suggested that "paid for" be substituted by "provided by" or "sponsored by".

Allen Haid, managing director of WHIZ Zanesville, thinks the rule is sound basically but contends it would, as written, cause repetition of the sponsor's identity in many instances. Mr. Haid, who wants the "valuable consideration" angle cleared up, stated, "We feel that this proposed rule can be made much clearer in content and more easily understandable."

Ralph Elvin, managing director of WLOK Lima, O., also urged "plain language" in the rule and substitution of the phrase "sponsored by" rather than "paid for", since broadcasters and listeners alike know that "sponsored" programs are paid for "in cash or other consideration". Mr. Elvin posed a question with reference to "teaser" spots preceding a commercial program. In some cases sponsors want to build up audiences, particularly for new shows, by using "come on" spots. Forced sponsor identification of such announcements would "take away the element of surprise", he contended.

Stanton P. Kettler, managing director of WMMN Fairmont, W. Va., felt that while such a proposed rule would "better serve the public interest, convenience and necessity", the language should be clarified.

Law Operable

Arthur L. Bright, vice-president of KFPY Spokane, Wash., thinks the law is explicit and operable as it stands and that it's unnecessary for the FCC to "superimpose further order".

Cy King, station director, WEBR Buffalo, N. Y., said "such a rule would be cumbersome". He wanted to know in cases of political committees "of the moment" whether the committee's name, such as the "Hamilton County Citizens League for Sen. So-and-So" is sufficient identification or whether names of all contributing members of such committee must be mentioned.

H. S. Jacobson, general manager of KXL Portland, Ore., believes the rule is not only "unnecessary" but that it goes beyond the law since the Communications Act does not indicate that programs shall be labeled "paid for" at the beginning and end.

Hugh R. Norman, manager of WNBH, New Bedford, Mass., contended such a rule is unnecessary "except for political, religious and controversial issues".

On behalf of the Journal Co., Milwaukee, licensee of WTMJ-WMFM, Hogan & Hartson, Washington law firm, filed a brief contending the proposed rule is "unnecessary, confusing and impractical" and that enforcement of the "paid for" clause would cloud the issue, particularly with reference to sponsors in the case of holding companies such as General Foods, Best Foods, General Motors, Sterling Products, etc.

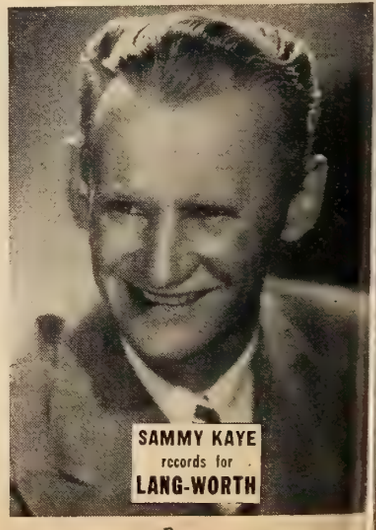
Sec. 317 of the Act covers all commercially sponsored programs or announcements, the WTMJ counsel argued, but should the FCC adopt a rule, it was recommended that the order "make mandatory the disclosure of the person or organization furnishing or paying for announcements or programs which do not . . . disclose the identity of the person or organization furnishing" them.

Protesting that the proposed rule would place a hardship on small station personnel, be detrimental to good broadcasting "from the listeners' viewpoint" and would result in elimination of many War Bond and other Government messages, N. L. Royster, manager of WOLS Florence, S. C., filed for oral argument. He likened radio to a "newspaper of the air", which should be accorded "all the privileges that any newspaper enjoys".

John D. Graves of Arlington, Va., an individual, urged the FCC to supplement the proposed rule with a provision that political broadcasts of five minutes or less be identified at the beginning as to sponsorship.

Florence M. Gardner, general manager of KTFI Twin Falls, Ida., said the "FCC is placing radio stations at a competitive disadvantage to other advertising media and this, in turn, will be conducive to the discouragement of the American system of radio. We feel that a compulsory regulation requiring radio to revive the almost absent lead-in, hitch-hike or cover catcher is a backward step and a discouraging one," Mrs. Gardner wrote.

KOVERAGE
RESULTS
OUT-DISTANCES COMPETITION
DIVIDENDS FROM ISOLATION
The popular CBS Station
EL PASO, TEXAS
Dorrance Roderick, Owner Val Lawrence, Mgr.
HOWARD H. WILSON CO., National Reps.



TO FIND OUT WHOM—
THEY NEEDED—ONLY WHOM!



Robert Brownell, Republican National Committee Chairman, Makes Statement that Governor Dewey Will Wait for Later Returns.



Robert Hannegan, Democratic National Committee Chairman, Claims Early Victory for President Roosevelt at the Biltmore Hotel, National Headquarters.



Battery of Political Experts from "Look Magazine", *Morris Weeks* (Left) and *Charles Burns.*



Roscoe Drummond, Chief of Washington Bureau of the "Christian Science Monitor" Gave Hourly Summaries from Boston.



WHOM, Only Independent Station Still "On the Job" when *Governor Dewey* Concedes Defeat at 3:12 A. M. in Roosevelt Hotel Ballroom.



Richard Wilson, Chief of Washington Bureau of the "Des Moines Register and Tribune" at Republican Headquarters.



Jack Paige Describes Tense Expectancy of Times Square Election Night Throngs.



Ron Cochrane, Special News Editor, Saves Time Reporting Direct from Teletype Machines.



Dale Morgan, Special Events Director, Co-ordinates 7½ Hour Show from Washington, Boston, Jersey City, Time Square, Republican & Democratic Headquarters.

In Addition—From Washington WHOM Listeners Heard From Billy Repaid, Walter Compton and Russ Hodges—
In Other Words—*IT WAS COMPLETE COVERAGE!!*

Represented nationally by The Katz Agency

WHOM

A COWLES STATION

New York Studios & Offices:
29 West 57th Street

•

Jersey City Studios:
2866 Hudson Blvd.

No. 1 Station in a No. 1 Market
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

Complete Set of 1939-40-41-42-43-44
IOWA RADIO AUDIENCE SURVEYS
will be sent without charge to advertising agencies or college libraries. You will find these a welcome addition to your library.
Each study contains new information on listening habits of Iowa radio families. 80 sets available.
Write to
WHO—
Des Moines 7, Iowa

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

Kay Lorraine of "Hit Parade" fame sings on
PLEASURE PARADE
see page 45

Video, Promotion CBS Agenda Topics

Stanton Host to Eight Station Managers in New York

GENERAL managers of eight CBS-owned stations held their regular semi-annual meeting Nov. 9-10 at network headquarters, New York, with CBS vice-president Frank Stanton acting as host.

Station executives attending the meeting included Arthur Hull Hayes, general manager, WABC New York; J. Kelly Smith, general manager, CBS radio sales at WBBM Chicago; A. D. Willard Jr., general manager, WBT Charlotte; Austin E. Joscelyn, general manager, WCCO Minneapolis-St. Paul; Harold E. Fellows, manager, CBS New England operations at WEEI Boston; Carl Burkland, general manager, WTOP Washington.

Also Wendell B. Campbell 2d, assistant manager, KMOX St. Louis, D. W. Thornburgh, CBS vice-president in charge of western division, and general manager, KNX Los Angeles. Howard S. Meighan, manager, eastern division, CBS radio sales in New York also participated in the sessions.

Attending a dinner meeting of the managers on Thursday were Joseph H. Ream, CBS vice-president and secretary; Frank K. White, vice-president and treasurer; Worthington Miner, manager of CBS television, and Gilbert Seldes, director of television. William C. Gittinger, CBS vice-president in charge of sales joined the station group at a luncheon on Friday.

Speakers at the two-day meeting included: Douglas Coulter, CBS vice-president in charge of programs; Dick Dorrance, director of promotion service for CBS-owned stations; William Fineshriber, assistant director of broadcasts; Joseph Jackson, network personnel manager; Jan G. Schimek, director of editing and copyright, and Charles Smith, supervisor of research, CBS-owned stations.

Cost of ARTAS Survey Underwritten by Nets

REPRESENTATIVES of the Radio Writers Guild and other creative workers in broadcasting are cooperating with NBC, CBS and Blue Network in drafting plans for an Academy of Radio-Television Arts & Sciences.

To insure impartiality, networks retained the independent public relations firm of Lee & Losh, Hollywood, to sample industry opinion and coordinate plans for the new all-industry organization. Firm will present a suggested plan of organization for the Academy of Radio-Television Arts & Sciences for discussion by all interested groups in the industry, including NAB and employe organizations. Hill & Knowlton, New York is associated with Lee & Losh in preparation of the plan. It has been pointed out that ARTAS would not infringe upon the province of existing industry organizations. Networks are underwriting costs.

ED VOYNOW PLANS RETURN TO PETRY

LT. COL. EDWARD E. VOYNOW will spend the first few months of his return to civilian life after being placed on inactive status Dec. 4, primarily reacquainting himself with radio and particularly studying FM and television trends. He will then return to the Chicago office of Edward Petry Co. of which he is a partner and vice-president.

Col. Voynow has been with the War Department in Washington since his return from the China-Burma-India theatre where he was with the Bomber Command expediting supplies. He returned deeply impressed with the new radio techniques being developed and used in the field and believes they will do much for commercial broadcasting in the post-war period. He brings back to his business career eyewitness knowledge of the use of radar, high frequency for communications, and of radio as well as wire teletype.

Among the radio men Col. Voynow met while abroad were Hugh Higgins of WRC Washington, acting as PRO in Kahragpur, India; Lt. Col. Frank Falkner, general manager of WCCO Minneapolis, with the OSS in China and Ceylon, and J. W. Horton, Far Eastern manager of RCA, who with Col. Falkner was setting up secret communications equipment. Maj. Harry M. Jackson, Western manager of CBS sales in Chicago now back in the States, he discovered supervising the construction of Army stations in New Delhi and Calcutta despite lack of an engineering background.

Coca-Cola Drops Show

COCA-COLA Co., Atlanta, unable to find a suitable replacement for Andre Kostelanetz, who is donating his services to USO camp shows for 15 weeks, beginning Dec. 9, will relinquish time for the *Pause That Refreshes* on CBS Sunday, 4:30-5 p.m., probably after the Dec. 10 broadcast. Company is expected to resume the show as soon as the conductor is again available, provided a new time can be found. *Spotlight Bands*, and *Songs by Morton Downey* continue on the Blue for Coca-Cola. Agency is D'Arcy Adv., New York.

WLB Denial

(Continued From Page 13)

terchangeably in both studios, and none are regularly assigned to play in either studio exclusively. The union has asked for a minimum of eight (8) staff musicians in Minneapolis. The evidence is that employment of staff musicians at KSTP has been relatively stable and regular for the past several years, and there appears, in these war times, to be no serious unemployment problem.

Pay Increase Denied

"The majority of the Panel finds no reasonable basis, under war conditions, for requiring a minimum quota of men in the Minneapolis studios of KSTP, where more than the minimum requested are now regularly employed and at a time when there is no serious unemployment problem . . ."

As to the union demand for a weekly wage of $52.50 for a standard work-week of 22 hours on the ground that this rate is being paid by WCCO, the panel stated that for it to order a 22-hour minimum week "would result in accepting by indirection what we have denied directly in recommending that the union's quota request be denied" and pointed out that a voluntary request by the station and the St. Paul AFM local for a 10% wage increase was rejected by the Board's Wage Stabilization Division. It therefore recommended the following rates: 13 hours, $34.56; 16 hours, $40.42; 20 hours, $46.40.

The musicians at KSTP's Minneapolis studios have been on strike for nearly four months and have refused to comply with a WLB order to return to work. The union originally obeyed a directive to terminate the strike but later called out its members after the station had instituted court action to restrain the local from holding a meeting for the purpose of resuming the strike. In conformity with its usual procedure, the Regional Board then withheld its panel recommendations on the case.

Members of the Panel are John K. Kyle, Whitewater, Wis., chairman; A. C. Lampland, St. Paul, and John Heil, Chicago. Mr. Heil, labor member, dissented.

NBC AFFILIATED STATION
RICHMOND, VA.
WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE
5000 WATTS

SOUND EQUIPMENT — *precisionized* — mechanically and electronically — *for finer performance*



Fairchild No. 539
Portable Recorder



GOOD VOLUME LEVEL

as high as 161 lines per inch

Good volume level is the direct result of uniform cutting . . . uniform cutting at each pitch, speed, direction . . . uniform cutting controlled by the distinctive design of Fairchild's precision-built carriage mechanism and lathe.

Study these design features:

Two accurately ground and polished stainless steel guide rods. Each securely anchored to provide a rigid framework, not only to guide the cutterhead carriage travel, but also to carry its entire weight.

One feed screw with a single task to perform: To move the cutterhead carriage transversely across the turntable by means of a split nut which engages *six* accurately ground threads *instead of the usual one or two.*

The convenience of disc handling without disturbing the feed screw and carriage mechanism.

The convenience of a calibrated reading scale that shows the minutes of recording completed; the minutes remaining for each pitch, speed, direction.

The Fairchild No. 539 Portable Recorder is built with long practiced precision skill to meet the exacting demands of radio and communications for studio-quality recording in the field. Descriptive and priority data are available. Address *New York Office:* 475 — 10th Avenue, New York 18; *Plant:* 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

Fairchild CAMERA AND INSTRUMENT CORPORATION



WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

In Southern New England People are in the Habit of Listening to WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

A GOOD TIP FROM A NEIGHBOR
It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.
MEXICO
RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1324 • MEXICO, D. F.

Packed with S. A.
(Sponsor Appeal)
PLEASURE PARADE
see page 45

Prospects for Radio Legislation Unaffected by Election Results

White-Wheeler Bill Still 'Pending' Before Senate; House Probe of FCC Probably Doomed

IN THE WAKE of the New Deal's virtual clean sweep of the elections and the retirement from the public radio scene of FCC Chairman James Lawrence Fly, broadcasters are weighing their chances for remedial legislation next year when the 79th Congress convenes.

Six of the 10 members of the Senate Interstate Commerce Committee, whose terms expire with the present Congress, have been returned to office. Of the 25 members of the House Interstate & Foreign Commerce Committee, all but four were re-elected.

The election probably spelled doom for the House Select Committee to Investigate the FCC, it was reported in Capitol circles. Of the five-man group, only three members will be back: Chairman Clarence F. Lea (D-Cal.), and Reps. Edward J. Hart (D-N.J.)) and Richard B. Wigglesworth (R-Mass.). Rep. Warren G. Magnuson (D-Wash.) was elected Senator to fill the seat vacated by Sen. Homer T. Bone (D-Wash.), who has been appointed to a Federal judgeship.

Rep. Louis E. Miller (R-Mo.), who has vigorously investigated the Commission and particularly its chairman, was defeated. It was felt that with the Democrats strengthening their hold on the House, the FCC probe will die with the present Congress.

Senate Interstate Commerce Committee members returned to office are: Alben W. Barkley (D-Ky.), Majority Leader; Lister Hill (D-Ala.), Democratic Whip; Robert F. Wagner (D-N. Y.); Chan Gurney (R-S. D.); Clyde M. Reed (R-Kan.) and Charles W. Tobey (R-N. H.). Of the six, Sen. Gurney, former station owner, and Sen. Tobey displayed more interest in hearings on the White-Wheeler Bill (S-814) a year ago than did the others, although Sen. Reed participated in a few sessions.

Following the announced demise of the bill last June by Sen. Wheeler, he disclosed in an article in *The Progressive* that it is "pending" in Committee (see page 18).

The four Senators who will not return next year are, besides Sen. Bone, D. Worth Clark (D-Ida.), defeated in the primary by Senator-elect Glen H. Taylor, former radio cowboy singer supported by the CIO-Political Action Committee; Ellison D. (Cotton Ed) Smith, venerable senator from South Carolina; and Harry S. Truman, the new Vice-President.

Returned to the House Interstate & Foreign Commerce Committee were the following: Chairman Lea, Robert Crosser (O), Alfred I. Bulwinkle (N. C.), Lyle H. Boren (Okla.), Virgil Chapman (Ky.), Lindley Beckworth (Tex.), George G. Sadowski (Mich.), Richard F. Harless (Ariz.), Democrats.

Charles A. Wolverton (N. J.), Pehr G. Holmes (Mass.), author of radio legislation similar to the Sanders Bill, still pending in committee; B. Carroll Reece (Tenn.), Charles A. Halleck (Ind.), Carl Hinshaw (Cal.), Clarence J. Brown (O.), Evan Howell (Ill.), Leonard W. Hall (N. Y.), Thomas D. Winter (Kan.) Joseph P. O'Hara (Minn.), Republicans.

Not returning to the House are these members of the Interstate & Foreign Commerce Committee: Martin J. Kennedy (D-N.Y.); Francis J. Myers (D-Pa.), whose race for the Senate still was in doubt late last week; John P. Newsome (D-Ala.), Hugh D. Scott (R-Pa.).

Results of last week's election indicated that the next Congress should be more worldly wise on radio. The Senate adds to its roster Republican Homer E. Capehart, Indiana radio and phonograph manufacturer and television advocate, as well as Iowa's Republican Governor Bourke B. Hickenlooper, who addressed the last NAB Executives War Conference in Chicago on "Radio, Our Newest Freedom."

Only radio newcomer in the House is Luther Patrick, former commentator on WSGN Birmingham, who had served a previous term. Returned to the House were Lyndon B. Johnson (D), whose wife owns KTBC Austin, Tex.; Frank E. Hook (D), part owner of WJMS Ironwood, Mich., and Karl Stefan (R-Neb.), former announcer. Defeated for Senator was Rep. Elmer H. Wene (D), owner of WSNJ Bridgeton and part owner of WTTM Trenton, N. J.

THE FOUR network news chiefs—G. W. Johnstone, Paul White, William Brooks and John Whitmore—were reported late last week to have left on their joint trip to Pacific Fleet headquarters at the invitations of Adm. Nimitz to discuss radio coverage.

Educators Decide On Radio Courses

STANDARDS for college and university instruction in radio were adopted last Friday at a meeting of the Federal Radio Education Commission held at the Hotel Statler in Washington. Lyman Bryson, CBS director of education, presided in the absence of John W. Studebaker, U. S. Commissioner of Education.

The committee, appointed in 1943 to prepare a report to the FREC, submitted the following recommendations which were adopted:

1. Development within the student of understanding of the social, political, economic, cultural and international significance of radio.
2. Training of students for employment within stations, advertising agencies, networks, firms providing broadcasting with special services.
3. Specialized radio training for students in those professional fields that use radio, such as journalism, advertising, speech, music, religion, etc.
4. To prepare (a) teachers to utilize programs and transcriptions in classrooms, (b) supervisory personnel to serve schools as audio specialists, (c) teachers as directors of educational radio programming.

The committee which prepared the report included: Kenneth G. Bartlett, Syracuse U., chairman; Lyman Bryson, CBS; H. B. Summers, Blue; Judith C. Waller, NBC; Miller McClintock, MBS; Arthur Stringer, NAB; Elizabeth Goudy, U. S. Office of Education; Lloyd E. Blauch, USOE.

Dr. R. R. Lowdermilk, U. S. Office of Education Radio Service made a report at the meeting on the education testimony before the FCC on channels for non-commercial FM broadcasting.

The executive committee of the FREC includes John W. Studebaker, chairman George P. Adair, chief engineer, FCC Lyman Bryson; Clifford J. Durr, Commissioner, FCC, who spoke; John Elmer, president Baltimore Broadcasting Corp.; Willard E. Givens, executive secretary, NAB Msgr. F. G. Hochwalt, director, Dept Education, Nat'l. Catholic Welfare Conference, Dabney S. Lancaster, State supervisor of public instruction, Virginia Harold B. McCarty, director, WHA Madison, Wis., representing Nat'l. Assn. Educ Broadcasters; Miller McClintock; Bruce E Mahon, director, extension division, State U. of Iowa; J. Harold Ryan, president NAB; H. B. Summers, manager public service, Blue; Levering Tyson, president Muhlenberg College; Judith C. Waller, education director, central division, NBC C. F. Klinefelter, vice-chairman, FREC Gertrude G. Broderick, executive secretary, FREC.

The committee voted to extend an invitation to Edgar Kobak, new MBS president to replace Miller McClintock, former MBS president.

CHESAPEAKE & Ohio Railway Co., Cleveland, as a public service Sunday, 5-5:30 p.m. on MBS will sponsor *Let's Face the Issue*, weekly forum conducted by American Bar Assn., New York. Agency is Kenyon & Eckhardt.





4,300,000 JOBS TO DO TODAY

These are busy days for everybody in the telephone business. About 4,300,000 Toll and Long Distance messages go over the lines in the average business day. (That's in addition to more than 100,000,000 daily local conversations.)

Most of these millions of messages go through all right but sometimes the Long Distance lines to war-busy centers get crowded. Then the Long Distance operator may ask your help by saying — "Please limit your call to 5 minutes."

BELL TELEPHONE SYSTEM

CHNS
HALIFAX
NOVA SCOTIA
The Busiest
Commercial
Radio Station
of the Maritimes
JOS. WEED & CO.
350 Madison Avenue, New York

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY - REED CO.

Bob Kennedy from the original cast of "Oklahoma" sings on
PLEASURE PARADE
see page 45

AFRA, Nets Agree on 10% Increase For Talent; Other Points Liberalized

IN ADDITION to an overall increase of 10% in the AFRA commercial code covering performers employed on national programs, the new two-year contract entered into by AFRA with the networks Nov. 3 [BROADCASTING, Nov. 6] specifies other generally liberalized provisions, according to a report issued last week by the American Assn. of Advertising Agencies.

The agreement reached by AFRA and the networks, with AAAA sitting as observer, would be for a two-year period from Nov. 1, subject to the approval of the National War Labor Board. Terms for local and regional broadcasts out of Chicago, Los Angeles and San Francisco are to be negotiated separately and likewise will be subject to WLB approval. Negotiations for renewal of the national transcription code are continuing in New York, with similar negotiations in Chicago and Hollywood later this month.

10% Increase

In a summary of changes, AAAA said the major conclusion was an increase of 10% in all fees and dollar amounts in the scales of working conditions.

Provision is made for name credits, with the understanding that the producer, under such circumstances as he deems appropriate, will give such name credits on the air as program exigencies and requirements will reasonably permit.

Where an artist is required to wear evening dress, a minimum fee of $1 for male artists and $2.50 for female artists is to be paid for broadcast and repeat if both on the same day.

The producer must give the artist not less than two weeks' notice if he intends to renew under a minimum 13-week contract. Travel compensation, where the total fee is less than $100 per program, is established in instances where travel is more than 20 miles from the key broadcasting centers (New York, Chicago, Hollywood, or San Francisco). The basis is $24 per full day in addition to the fee, first-class transportation and reasonable living expenses.

Revision of the general schedule of rules provides that the program and rebroadcast fee shall include only two hours of free rehearsal, with additional rehearsal at $2 per hour.

Masters of ceremonies, quiz masters and man-in-the-street announcers are defined as actors and receive applicable actors' fees. Newscasters are defined as announcers and receive applicable announcers' fees.

Where incidental background singing is used in a dramatic production and a singer or singers are engaged to create this atmosphere, the producer may apply for a waiver to pay such performer the applicable actors' rate and AFRA, in its discretion, may approve.

Revision of the provision dealing with rehearsal sessions provides that rehearsals for 15, 30 and 60-minute programs shall be held in not more than one, two and three sessions respectively, except that an additional session may be held in each case where a 15-minute program has been rehearsed in one session of three or more hours, where a 30-minute program has been rehearsed in two sessions totalling eight or more hours, and where a 60-minute program has been rehearsed in three sessions totalling 10 or more hours. Participation in a voice test by an artist already engaged for the program shall be paid for at the rehearsal rate.

The network AFRA contract was extended for two years to Oct. 31, 1946 and contained no cost of living escalator clause. All changes were retroactive to Nov. 1, 1944, except for certain provisions to become effective Nov. 12, 1944, but with all subject to WLB approval.

AAAA suggested to its membership that until such time as the WLB takes action, reserves should be set up covering all increases in minimum fees to performers on their programs.

Ralph D. Kanna Named WHTD Station Manager

APPOINTMENT of Ralph D. Kanna as station manager of WHTD, formerly WNBC Hartford, succeeding Richard Davis was announced by John Shepard 3d, chairman of the board of directors of the Yankee Network.

Mr. Kanna, who is Hartford representative for the New York Office of War Information, was program director of the station for five years. He entered radio in 1934 after graduation from Syracuse U., as an announcer at WGLC Hudson Falls, N. Y.

Peard Joins KTBS

LESLIE H. PEARD Jr., sales manager of WBAL Baltimore, will join KTBS Shreveport, Dec. 1 as commercial manager. Mr. Peard was graduated from Princeton in 1933 and made his connection with WBAL shortly thereafter.

GODFREY TO TOUR IN SOUTH PACIFIC

ARTHUR GODFREY, sunrise announcer of WABC New York and WTOP Washington, is leaving on a South Pacific tour under Navy auspices. He will make a series of recordings built around use of blood plasma at military posts.



Mr. Godfrey

Famed for his one-man blood donor campaign, Godfrey has given nine pints of his own blood. In his youth he was a seaman in the Navy and in 1937 applied for a commission, believing war was approaching. He was commissioned a lieutenant commander in public relations, continuing his radio work. After Pearl Harbor he was placed on the inactive list by the Navy on the ground that he was more valuable at the microphone as a recruiting stimulator.

Accompanying Godfrey will be G. Richard Swift, program director of WABC New York. Bill Jenkins will substitute at WTOP Washington. Godfrey has recorded in advance enough material for about a week.

Kesten Return Awaited

CBS board of directors meeting, scheduled for Nov. 8, was postponed to Nov. 17, because of the absence of Paul W. Kesten, executive vice-president, as well as of William S. Paley, president, it was announced last week. Mr. Kesten left several weeks ago on a trip to England to discuss network affairs with Mr. Paley, CBS president on leave to serve as chief of radio Psychological Warfare Division SHAEF. Board will act on the year-end dividend payable Dec. 8 as of record Nov. 24, 1944.

Audition's 10th Season

SHERWIN-WILLIAMS Co., Cleveland, for the tenth season sponsors *Metropolitan Opera Auditions of the Air*, to be broadcast on 160 Blue stations Sunday, 5:30-6 p.m. beginning Nov. 26. Firm has retained the period through summer and fall with *World of Song*. Agency is Warwick & Legler, New York

ADVERTISINGG RESEARCH Foundation has moved from its present offices at 330 W. 42d St., in New York to larger quarters at 11 W. 42d St

Serving New England's 3rd Largest Concentrated Audience
WLAW
LAWRENCE, MASS.—5000 WATTS 680 K C
NATIONAL REPRESENTATIVES: THE KATZ AGENCY, INC.

what makes a . . .



EXCLUSIVE

DEEP-FREEZE EXPERT of the animal kingdom, the Polar Bear is EXCLUSIVE because its entire life is spent on ice . . . and because of great love for its young. Crack swimmer, long of body with shaggy yellow-white hair, the Polar Bear inhabits North Pole regions, keeps warm and dry with well-oiled skin, feeds on both land and aquatic animals.

FIRST WITH FM in the Kansas City Area, K-O-Z-Y is EXCLUSIVE because it is Today's Voice of Tomorrow for Particular People in a Preferential Market . . . where "double-talk" broadcasting is "second-guess" campaigning . . . because EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING makes Everything KOZY in Kansas City. Write Today for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

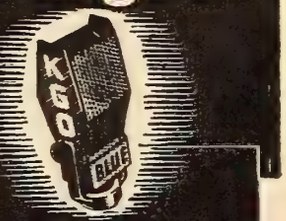
FM Radio Station

PORTER BUILDING • KANSAS CITY, MISSOURI

KOZY

FM Pioneer in the Kansas City Area

The San Francisco Radio Picture Has changed!



Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago,
Detroit, Atlanta
San Francisco

Actions of the FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 4 TO NOVEMBER 10, INCLUSIVE

Decisions . . .

NOVEMBER 6

KTYW Yakima, Wash.—Granted license cover CP move transmitter and studio and changes antenna.

KFAC Los Angeles—Granted license cover CP move transmitter and installation new antenna.

South Bend Broadcasting Corp., South Bend, Ind.—Granted license cover CP new standard station (WHOT).

KFAB Lincoln, Neb.—Granted license cover CP change frequency and hours operation and installation DA-N.

WIBG Philadelphia—Granted CP move old main transmitter to present site of main transmitter for use as auxiliary with 1 kw DA-DN.

KNOE Inc. Monroe, La.—Granted license to cover CP new standard station (KNOE).

WFLA Tampa, Fla.—Granted license cover CP change assignment.

Contra Costa Broadcasting Co., Richmond, Cal.—Placed in pending file application new FM station.

John W. Haigis, Greenfield, Miss.—Same.

KOIN Portland, Ore.—Same.

The Passaic Daily News, Passaic N. J.—Same.

Piedmont Broadcasting Corp., Salisbury, N. C.—Same.

Portland Broadcasting Co. System, Bangor, Me.—Same.

Press Publishing Co., Sheyboygan, Wis.—Same.

Ned Shepler, Lawton, Okla.—Same.

Surety Life Insurance Co., Columbus, S. C.—Same.

Topeka Broadcasting Assn., Topeka, Kan.—Same.

WAVE Louisville, Ky.—Placed in pending file application new commercial television station.

Yankee Network Inc., Hartford, Conn.—Same.

Board of Education, City of St. Louis—Placed in pending file application new noncommercial educational station.

Iowa State College of Agriculture & Mechanic Arts, Ames—Same.

State U. of Oklahoma, Norman—Same.

NOVEMBER 8

Nashville Radio Corp., Nashville, Tenn.—Passed for one week motion for leave to amend application new station.

WSYR Syracuse—Granted motion for continuance hearing on application changes DA set Nov. 21 and continued same to Dec. 21.

Telegram Publishing Co., Salt Lake City—Granted motion to dismiss without prejudice application new station.

KCMO, KJR Seattle, Wash.—Granted motion for continuance hearing license renewal applications now set Nov. 14 and continued same to Jan. 15, 1945.

WGCP Albany, Ga.—Granted request for dismissal application for CP.

NOVEMBER 9

E. C. Kelly, D. R. McKinley and Vernon Hansen, d/b Central Valley Broadcasting Co., Sacramento, Cal.—Granted CP new station, 1340 kc, 250 w, unlimited. Subject Jan. 26 policy.

Lincoln Dellar, Sacramento, Cal.—Granted CP new station, 1490 kc, 250 w, unlimited, subject Jan. 26 policy.

Herbert Kendrick and G. L. Hash, d/b Harrisburg Broadcasting Co., Harrisburg, Pa.—Granted CP new station, 1400 kc, 250 w, unlimited, subject Jan. 26 policy.

American Colonial Broadcasting Corp., Arecibo, P. R.—Granted CP new station, 1230 kc, 250 w, unlimited, subject Jan. 26 policy.

WDGY Minneapolis — Designated hearing application mod. license decrease N from 500 to 250 w, change hours to unlimited.

WERC Erie, Pa.—Designated hearing application license for CP authorizing change from 1490 to 1230 kc. and authority determine power by direct measurement antenna power.

City of Sebring, Fla.—Designated hearing application for CP for new station, 1430 kc, 1 kw, unlimited.

Newark Broadcasting Corp., Newark—Granted petition reinstate application for CP new station, 620 kc, 500 w D, non-directional antenna, and designated application for hearing.

WPRA Mayaguez, P. R.—Granted consent to acquire control Puerto Rico Adv. Co. Inc., licensee of WPRA through purchase 77 sh common stock by Andres Camara and 37 sh by Julio Vidal for $30,000.

WQAN Scranton, Pa.—Granted consent involuntary assign. license from partnership composed of E. J. Lynett, deceased, to W. R., Elizabeth R., and E. J. Lynett Jr. d/b *Scranton Times*. No money involved.

Applications . . .

NOVEMBER 6

WMAZ Macon, Ga.—Mod. CP authorizing move auxiliary transmitter, increase power auxiliary transmitter and DA, for extension completion date from 11-22-44 to 5-22-45.

WGBG Greensboro, N. C.—CP new FM station, 44,500 kc, 11,130 sq. mi., $27,300 estimated cost.

WMFR High Point, N. C.—CP new FM station, 45,000 kc, 5,030 sq. mi., $14,800 estimated cost.

Interstate Circuit Inc., Dallas—CP new commercial television station, Channel 2.

KRSC Seattle, Wash.—CP new commercial television station, Channel 1.

Cincinnati Broadcasting Co. Cincinnati—CP new commercial television station, Channel 7.

NOVEMBER 9

Eastern Shore Broadcasting Co., Preston, Md.—CP new standard station, 960 kc, 250 w, D.

WSVA Harrisonburg, Va.—CP change hours of operation from D to unlimited, install night antenna, move transmitter.

Frank T. Nield and Perry H. Stevens, d/b Nied & Stevens, Warren, O.—CP new FM station, 49,100 kc, 262 sq. mi.

Wyandotte News Co., Wyandotte, Mich.—CP new FM station, 46,100 kc, 775 sq. mi.

KXOX Sweetwater, Texas — Acquisition control licensee corporation by J. S. and Mittie A. McBeath thru purchase 75 sh (50%) common stock from Wendell Mayes.

J. W. Birdwell, Nashville—CP new standard station. 1240 kc. 250 w. unlimited hours, amended re change in transmitter type.

KORE Eugene, Ore.—Involuntary assg. license from Frank L. and Violet G. Hill, co-partners d/b as Eugene Broadcast Station, amended change name of Violet G. Hill to Violet G. Hill Motter.

C. H. Fisher &. B N. Phillips d/b Valley Broadcasting Co., Eugene, Ore.—CP new standard station, 1400 kc, 250 w, unlimited.

Tentative Calendar . . .

NOVEMBER 14

Consolidated Hearing

KOMO Seattle, Wash.—License renewal.
KJR Seattle, Wash.—Same.

NOVEMBER 15

Consolidated Hearing

Finger Lakes Broadcasting System, Geneva, N. Y.—CP new station, 1240 kc 250 w unlimited (WSAY facilities when vacated).

WARC Inc., Rochester, N. Y.—Same.

Rochester Broadcasting Corp., Rochester, N. Y.—Same.

Seneca Broadcasting Corp. Rochester, N. Y.—CP new station, 1240 kc 250 w unlimited. Intervenor—WENY Elmira, N. Y.

NOVEMBER 17

Consolidated Hearing

Birney Imes Jr., Meridian, Miss.—CP new station, 1240 kc 250 w unlimited.

Mississippi Broadcasting Co., Macon, Miss.—Same.

Consolidated Hearing

Marietta Broadcasting Co. Marietta, Ga.—CP new station, 1230 kc 250 w unlimited.

Chattahoochee Broadcasters, Marietta, Ga.—Same.

WSAM Saginaw, Mich.—Granted mod. license change main studio location from 2745 Bay St., Saginaw Township to 610 Eddy Bldg., Saginaw, Mich.

Blue Network Co. Inc., New York—Granted extension permit under Sec. 325 (b) to transmit programs to Canada.

KFI Los Angeles, Cal.—Granted renewal license on regular basis and application dismissed from hearing docket.

Hoyt B. Wooten, Memphis—Granted request reconsideration FCC action of June 27, 1944 designating application of Hoyt B. Wooten, t/r WREC Broadcasting Service, Memphis, for hearing and grant same without hearing, and ordered renewal license for WREC be issued for period ending 5-1-46, and the hearing scheduled cancelled.

WSAY Rochester, N. Y.—Granted request 30-day extension to complete construction under permit change frequency, increase power with notice that FCC expects construction completed without unnecessary delay.

NOVEMBER 10

WTAD Quincy, Ill.—Denied reconsideration and grant without hearing of FCC action of 9-19-44 designating for hearing application for consent to assgn. of license from Ill. Broadcasting Corp. to Lee Broadcasting Inc.

Marietta Broadcasting Co., Marietta, Ga.—Denied reconsideration of action 9-19-44 denying request for 6 mos. continuance of consolidated hearing with Chattahoochee Broadcasters application for new Marietta station and affirmed denial.

WLIB Brooklyn—Granted permission to identify station as a New York station.

KQV Pittsburgh—Granted consent transfer control of KQV Broadcasting Co. from H. J. Brennen, H. K. Brennen, Sara A. Brennen, Margaret M. Brennen and Thelma B. Bregenser to Allegheny Broadcasting Corp. for $575,000 for 1000 sh.

Durham Broadcasting Co., Durham, N. C.—Granted petition amend application to change from 1580 to 1340 kc and remove from hearing with application of Harold Thoms, and directed order to WGTM Wilson, N. C., to show cause why frequency should not be changed from 1340 to 1240 kc.

KWBU Corpus Christi, Texas—Authorized Special Service Authorization of 1030 kc for 6 mos. on conditional basis, D.

WCED Du Bois, Pa.—Granted petition for rehearing, directed against FCC action of 9-12-44 granted without hearing application of Presque Isle Broadcasting Co. Erie, Pa. for CP change operating assgn from 1490 to 1230 kc, 250 w D unlimited.

WJTN Jamestown, N. Y.—Granted rehearing FCC action 9-12-44 granting without hearing application of WERC, setting asde this action and designated application for hearing.

WLEU Erie, Pa.—Denied rehearing FCC action of 9-12-44 granting without hearing application of WERC to change assgn. Also denied petition reinstate and grant CP application to change from 1450 to 1260 kc, increase to 1 kw N 5 kw D, unl and install DA for night use and new transmitter.

WPAT Paterson, N. J.—Granted consent to transfer control of North Jersey Broadcasting Co. Inc., licensee, from Frank Falknor and Rex Schepp, transferors, to Donald Flamm, transferee.

WOKO Albany, N. Y.—FCC issued Proposed Findings of Fact and Conclusions looking toward denial of application for license renewal because of claimed misrepresentations in applications to the Federal Radio Commission and the FCC.

in the CONTROL ROOM



PAUL H. PROKES, formerly with WGN and WIND Chicago and more recently with the Office of Scientific Research & Development, Washington, has joined the engineering staff of WHFC-WEHS Chicago.

DR. ALEXANDER J. ALLEN has been appointed Westinghouse graduate professor of engineering at the U. of Pittsburgh. Dr. Allen will work closely with the Westinghouse Educational Dept. in planning courses leading to advanced degrees for company employes.

DONALD DeWOLF, NBC Hollywood studio engineer has been elevated to supervisor of sound effects. **ED LUDES** continues in that department as assistant to Mr. De Wolf.

LOUISE WINTER, former music director of KSFO San Francisco, and shortwave studio engineer of the OWI's San Francisco office, has joined the engineering staff of WOV New York.

PAUL JOHNSON, former engineer of CBK Watrous, Sask., and now with the Canadian Broadcasting Corp. Overseas Unit, is home on leave at Winnipeg, visiting his wife who had been overseas as a member of the Royal Canadian Air Force, Women's Division, and later joined the CBC Overseas Unit. They were married in London a year ago.

CLIFF BOWERS and **FRANK DESMOND**, both new to radio, have joined the technical staff of CKNX Wingham, Ont.

FRED E. WALTERS, production manager for International Detrola Corp. for the past 2½ years, has been named head of production for John Meck Industries, Plymouth, Ind.

A. L. HERRON, formerly with Stewart-Warner Corp., has been appointed manager of cabinets for the radio receiver division of Westinghouse E. & M. Co.

HOWAL CAINS, control room engineer of WWL New Orleans, has married Glenda Selph.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Announcer. Experienced newscaster, also capable of routine studio work, 5 kw network affiliate, major midwestern market. Opportunity for advancement. Salary commensurate with ability. Include all data in first letter. Reply confidential. Box 540, BROADCASTING.

Account executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Announcer. With experience on panel and and transcription tables, by 1000 watt midwestern network station. Excellent working conditions and top salary to start. Write giving full particulars care Box 829, BROADCASTING.

Announcer for 50,000 watt CBS station. Excellent opportunity for top-notch, reliable man. Submit transcription with application. Box 855 BROADCASTING.

Salesman. By Western Pennsylvania 250 watt network station. Salary, commission, use of car. Good opportunity for steady, reliable man with sales ability. Address Box 864, BROADCASTING.

Wanted. Two experienced announcers for Pennsylvania station. Good opportunity and postwar future. Box 870, BROADCASTING.

Announcer-operator wanted by station in Rocky Mountain area. Send experience, snapshot and three references. Men only. First grade license. Box 875, BROADCASTING.

Immediate opening for two versatile announcers. 40.00 basic and talent. Send photograph, complete details of background, statement of availability if possible. Box 877, BROADCASTING.

Wanted. First or second class operator. Excellent opportunity for advancement. Ideal working conditions. Permanent. Blue Network, 1,000 watts, plan for great expansion, FM application filed. RCA equipped. A real opportunity for right party. Advise salary expected to start. Reporting date first letter. WTJS, Jackson, Tennessee.

Announcer wanted. Must be experienced. Top salary paid for right man. Send voice transcription and full particulars to A. R. Cooper, Program Director, WFDF, Flint, Michigan.

Wanted—Experienced commercial announcer for 1 kw station. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Copy writer, experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF Flint, Michigan.

WKY Radiophone Company, Oklahoma City, Oklahoma wants experienced announcer. Send voice transcription and full particulars to Bloyce Wright, Production Manager.

Help Wanted (Cont'd)

Announcer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Two announcers. Good opportunity for experienced men on NBC affiliate. $40.00 base weekly, plus overtime at time and one half. Want permanent men who are sober and conscientious. Write or call Manager, WFOR, Hattiesburg, Miss.

Situations Wanted

Announcer. Draft exempt, young, single. Wishes opportunity with small progressive station. Experienced newscaster, commercials and dramatics. Free to locate anywhere. Box 863, BROADCASTING.

Top salesman with regional station in three station market of half million, desires permanent change to either salesman or commercial manager of regional, on good local station. Box 865, BROADCASTING.

Announcer-script writer. Network affiliate experienced announcer-copy writer. Available November 15th. Draft exempt, married, excellent references. Give complete details in first letter. Box 867, BROADCASTING.

Experienced radio announcer. 100% commercial. Now doing news commentary, variety and dramatic shows. Included in background, sports coverage, production and script writing. Write Box 868, BROADCASTING.

Station owners—Young man, draft exempt, 6 years experience in all phases of radio, seeks management of small station, with opportunity to make money according to profits, with small basic salary. Know sales production, and net operation thoroughly. Good record, backed by references. Employed now, but available on two weeks notice. Prefer Pacific Coast. Box 869, BROADCASTING.

Announcer, 25. Available immediately, draft exempt, 3 years solid experience. Please state salary, commercials, hours. Box 872, BROADCASTING.

Announcer-program director, 26 years old. 3 years experience news, dramatics, play-by-play sports, commercials, special events. Available immediately. Box 874, BROADCASTING.

Operator with first class phone license would like position in midwest. Write Clyde Stewart, 1508 Ridgewood Ave., Ames, Iowa.

Situations Wanted (Cont'd)

Announcer, newcaster, writer, actor. Reliable, ambitious. Veteran. Eastern station preferred. Box 97, G. P. O., New York 1, N. Y.

CHIEF ENGINEER, OUTSTANDING BACKGROUND, WIDE EXPERIENCE. BOX 878, BROADCASTING.

Station promotion director thoroughly experienced in publicity, advertising and production. Box 879, BROADCASTING.

Wanted to Buy

Will pay cash for 250 watt transmitter. FCC approved Box 860, BROADCASTING.

Wanted—250-500 watt full-time station. Cash. Box 866, BROADCASTING.

250 watt transmitter frequency monitor and modulation monitor. "Radio," P. O. Box 1224, Montgomery, Ala.

Wanted—Broadcasting equipment such as pre amplifiers, control panel, meters and any other equipment except transmitter. Write or wire prices of what you have. E. A. Homes, Jr., 511 S. 83rd st. Birmingham, Ala.

Wanted—Any FCC approved frequency monitor. Also, approved modulation monitor. Wire KCMC, Texarkana, collect.

Wanted to buy for cash—1 visual frequency monitor, 1 modulation monitor 1 volume limiting amplifier with tubes, 1 3 watt monitor amplifier with tubes, 1 studio speech input console with tubes. 2 transcription turntables with lateral pickups. The above is for a 250 watt A. M. transmitter. Central Louisiana Broadcasting Corp., Box 1845, Alexandria, La.

Wanted—Any type vertical antenna. Phone collect Central 6595 Chicago, Mr. Clifford.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

For Sale

Complete recording setup with new soundproof studio. Western Electric amplifiers, also Presto portable 6C turntable 80A amplifier. South Texas. Box 847, BROADCASTING.

For sale—Western Electric 6-B 1,000 watt transmitter. Box 871, BROADCASTING.

For sale—250 watt broadcast transmitter. Will meet FCC requirements. 150 foot insulated tower complete with lighting equipment, and frequency monitor, $3,600. Will not sell separately. Box 873, BROADCASTING.

WAGA ATLANTA

A Fort Industry Station

Now accepting applications with view of adding one above-average staff announcer.

Men interested should include all pertinent details—experience, education, background and, particularly, accredited references.

Please do not send application after November 27.

Address: John Barlett
Production Manager

WAGA
Atlanta 3, Georgia

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course
NOVEMBER 14
6 Weeks' Day Course
DECEMBER 4

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

NO PRIORITY?

You don't need one to buy Andrew Type 737

7/8 DIAMETER COAXIAL CABLE

Soft Temper, in 100 ft. coils

Surplus material, released by the War Production Board for sale without priority

ANDREW CO.
363 East 75th St.
Chicago 19

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

ADVERTISING AGENCIES
Without Canadian Connections
USE
RECORDINGS REG'D
633 Dominion Sq. Bldg., Montreal, Canada
FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
Write Us

WANTED

5 kw transmitter

1 antenna, any height with lights

1 250 watt transmitter

Box 876, Broadcasting

Extensive Broadcast Activity Planned for War Bond Drive

BROADCASTERS, both network and independent, are drawing up final plans to take part in the Sixth War Loan Drive for $14,000,000,000 Nov. 20-Dec. 16. Specially prepared Treasury material, most of it sponsorable, has already been scheduled and sold by many stations. It will be supplemented by extensive independent activities and promotion to sell individuals their $5,000,000,000 quota of E Bonds. Additional support will be received through heavy scheduling by the OWI allocation plan.

The major networks will present half-hour programs on the eve of the drive. Blue will be first on the schedule at 8:30 p.m. with a dramatic program written and produced by Ben Hecht. NBC will be second with a program featuring top talent. CBS follows with *American Pilgrimage*, to be written by Bill Robson, with pickups from the homes of servicemen overseas. Mutual will present the fourth quarter-hour. Concluding the presentation all four nets will combine for a message from the President officially opening the Loan.

New York Rally

The following evening, Nov. 20, a number of top network programs will be broadcast from a Bond rally at Madison Square Garden, New York, starting off with the Sun Oil news commentary by Lowell Thomas on NBC 6:45-7 p.m. and followed by Lehn & Fink's *Blind Date* on the Blue 8:30-9; Gabriel Heatter for Kreml on Mutual 9-9:15; Coca-Cola *Spotlight Band*, Blue 9:30-9:55; Mars Candy *Dr. I.Q.*, NBC 10:30-11. Other radio entertainers will also make appearances. NBC that same evening 11:30-12 midnight plans to carry a pickup from a "Stars on Parade" rally at Constitution Hall, Washington, entire show of which will be aired locally by WWDC.

With "Let's Talk Turkey to Japan" as NBC's special Bond Day, Nov. 23, Thanksgiving Day, the network will devote 20 hours of broadcast time to the campaign. Military leaders, entertainers, civic leaders and clergymen will present Bond appeals. At least once an hour on the hour the sound of a doorbell will be heard, to indicate a special Bond appeal, as NBC's salute to the nation's 5,000,000 volunteer Bond salesmen. Other features, among other pickups, will include a report on how men overseas are spending Thanksgiving.

Blue Network Bond Day is set for Dec. 1 and Mutual Dec. 16. Mutual theme is to be "Buy a Bond for Christmas". Dec. 7 is date chosen by CBS as its Bond Day. That network will present War Bond scripts on all of its sustaining programs. Pickups will include interviews with war casualties overseas. Typical program story is slated to include many major battles of World War II and their respective veterans. Working on this project is Bob Shayon, staff producer.

In addition to a program near the end of the drive to show the nature of the enemy, CBS has scheduled four Monday shows 11:30-12 midnight in cooperation with the American Hotel Assn. Each broadcast will be dedicated to a basic industry's war contribution. Four Friday 7:15-7:30 p.m. programs featuring name talent back from overseas tours is also tentatively slated by CBS.

With Gabriel Heatter as mc., Mutual in its opening Bond broadcast Nov. 19 9-9:30 p.m. will present Jane Cowl, Sgt. Joe Louis, and an enactment of Norman Corwin's "We Hold These Truths" by Walter Hampden.

Navy participation in the Sixth Loan is highlighted by a "Pacific Theatre" presentation of exhibits and a group of network broadcasts from the Navy Pier in Chicago, Nov. 18 through Dec. 3. All four nets plan pickups and originations from the radio theatre on the pier constructed for the exhibit. Coordinating the programs for the Navy are Lt. (jg) George J. Zachary and Lt. George Christ.

An appeal to advertisers and agencies was made by George P. Ludlam, chief, OWI Domestic Radio Bureau, to adhere to regular OWI allocations, despite eagerness of producers to devote programs to the Sixth War Loan. The Bureau is especially concerned that appropriate time be given the Army nurse recruitment, Merchant Marine and Don't Travel campaigns.

Silent Partners

THOSE who serve in silence no longer do so in anonymity on WDRC Hartford. After each local show the announcer not only identifies himself but also tells the names of those working in the control room and at the transmitter. Besides giving the unknowns a break it proved a good morale-builder for the staff.

Blue Names Samuels

FRANK SAMUELS, San Francisco sales manager for the Blue Network and former sales manager for KGO, Blue owned and operated outlet in San Francisco, has been appointed sales manager for the Blue western division, according to a joint announcement last week by Don Searle, Pacific Coast general manager, and C. P. Jaeger, general manager of the network. Under the new title, effective immediately, Mr. Samuels succeeds Tracy Moore, resigned. Assuming Mr. Samuels' former duties is Byron Nelson, San Francisco representative for the Blue who previously had represented KGO.



Mr. Samuels

Elgin Talent

TWO-HOUR program, *Elgin Show*, sponsored Thanksgiving Day on CBS by Elgin National Watch Co., Elgin, Ill., will have the following lineup on the network show: Don Ameche, m.c., Edgar Bergen & Charlie McCarthy, Ken Carpenter, Frances Langford, Spike Jones & his City Slickers, Ed Gardner, Elsie Janis, Alan Jones, Susanna Foster, Lina Romay, Falstaff, Charioteers and Lou Silvers' Orchestra. Broadcast will be shortwaved to troops overseas.



Drawn for BROADCASTING by Sid Hix

"And Now Fans, Moneybags Greets Your Again to Shower Wealth On You Lucky Folks!"

One-Market Plan Advantages Cited

Stanton Says CBS FM Plan Offers Wider Coverage

URGING that the FCC consider the "single-market" plan for FM as proposed by Paul W. Kesten CBS executive vice-president [BROADCASTING, Oct. 9], Dr. Frank Stanton, CBS vice-president, in a supplementary statement filed for the Commission's allocation hearings record, said the single-market plan has technical, social and economic advantages "which point toward a more democratic and constructive future for FM".

Market areas under the CBS plan would be designated from Census Bureau statistics, rather than those outlined by consumer organizations and advertising agencies. The single-market plan would (1) provide a larger rural area coverage and (2) a superior signal in each of the important centers of population, according to Dr. Stanton's statement.

More Channels Seen

Technically the CBS plan "insures the maximum signal where it is needed most—in the densely populated, built-up urban areas," said the Stanton supplement. Rural service is increased, not compromised. "By restricting the use of 50 kw stations a greater number of channels is made available for low-power single-market stations," he continued. Such a system also reduces the effect of long-distance interference from adjacent or co-channels.

Socially, the single-market principle insures the maximum amount of local public service broadcasting because "it not only permits more stations but provides each central city with its own FM stations". Equivalent competition is assured by making it possible, Dr. Stanton pointed out, for any FM broadcaster to have a coverage area as large as any other in a given market.

"This plan prevents the development of inequalities in facilities in the market without sacrificing, in fact, by improving both signal level and coverage area," the statement asserted. "It distributes the advertiser's dollar to more and more stations and thereby provides more employment. This proposal puts each broadcaster in a given market on an equal economic footing. Furthermore, it places the competitive emphasis on programming and public service which, in the final analysis, are the end products of broadcasting."

Accompanying the statement was a map showing how CBS proposes to cover 88.7% of the U. S. population with a network of 200 stations based on the single-market plan.

NEW 5 kw transmitters have been ordered from RCA by CKWS Kingston, CKGB Timmins, and CJKL Kirkland Lake, Ont., for late 1945 delivery, Roy Thomson, operator of the stations, has announced.



Real Estate Developer

J. C. Nichols, whose expert guidance has made Kansas City nationally known for its beautiful residential areas, says this of radio, "With my life devoted to the betterment of the American home and community, it is no wonder that I have such a deep respect for radio. Its influence is one of perpetuating the home as the hub of our daily existence."

The influence of radio does give to home-life added incentive. By the mere twist of a dial, top-billing entertainment stars make all the home a stage. News as it happens, even in far distant lands, is a never ending panorama. Such radio stations as KMBC of Kansas City seek constantly for added ways in which to improve its service to listeners. The expense of making this possible is KMBC's investment for an even broadened position of responsibility to the home and the community in the post-war life of tomorrow.

KMBC

OF KANSAS CITY

FREE & PETERS, Inc.

Of Course, KMBC-FM—An Extra Service at No Extra Cost!

DEDICATED

IN BEHALF OF

AMERICAN

BROADCASTING

TO THE HOME AND THE COMMUNITY

SINCE 1928 — THE BASIC CBS STATION FOR MISSOURI AND KANSAS

Colorado's Best Is America's Finest

Canned Goods



THE time it takes to switch labels is all Colorado's canning industry will need to convert from wartime to peacetime production. Not one of Colorado's 27 canning factories will become an industrial war relic when the war ends.

Colorado's mountain grown fruits and vegetables long have ranked as America's finest. They are richer in flavor and higher in vitamin and mineral content. Many thousands of cases are being processed this year and, besides, 24,693 carloads of fresh fruits and vegetables have been shipped from the state during the first nine months of 1944.

The Colorado canning industry, like the huge fruit and vegetable growing industry it depends on, like the agricultural, livestock raising, mining and manufacturing industries, is a basic and permanent asset of the Denver region whose full potential has been demonstrated under the stimulus of war.

Today's prosperity and high buying power in the Denver market is no war-blown bubble which will vanish with the first pin-prick of peace. The economy of the Denver market is anchored in permanent foundations.

Sales effort, therefore, in the Denver market can be counted on to pay off today and tomorrow. More advertisers, local and national are buying more time on KLZ than on any other Denver station. KLZ makes their advertising pay, because KLZ delivers the Denver market.

K L Z • DENVER

CBS Network • 560 Kilocycles

Affiliated in Management with the Oklahoma Publishing Co. and WKY, Oklahoma City

REPRESENTED NATIONALLY
BY THE KATZ AGENCY



NOVEMBER 20, 1944

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

WLS

School Time

GOES TO THE

ZOO



5,629 LETTERS COME IN

WLS "School Time", favorite visitor in 25,000 Midwest American classrooms (with over 870,000 pupils) *gets results* just as WLS commercial programs do.

We have told you this before, but here is *fresh* evidence: on a recent Tuesday, when "School Time" went to Brookfield Zoo to bring its 6,000 schools first-hand facts about the animal life there, we offered a color map of this zoo to all who would write for it. Just once, mind you. *One announcement.*

And 5,629 listeners wrote for this map! *One mention—5,629 responses.* Interesting? Yes indeed, although "School Time" (now in its ninth year) is not for sale. It is added proof, one more in a long list of factual stories to prove that:

At any time of day, on any WLS-built program, WLS GETS RESULTS!

REPRESENTED BY JOHN BLAIR & COMPANY

890 KILOCYCLES ★ 50,000 WATTS ★ BLUE NETWORK

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER *President*

GLENN SNYDER *Manager*

AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

WKY brings television to Oklahoma!



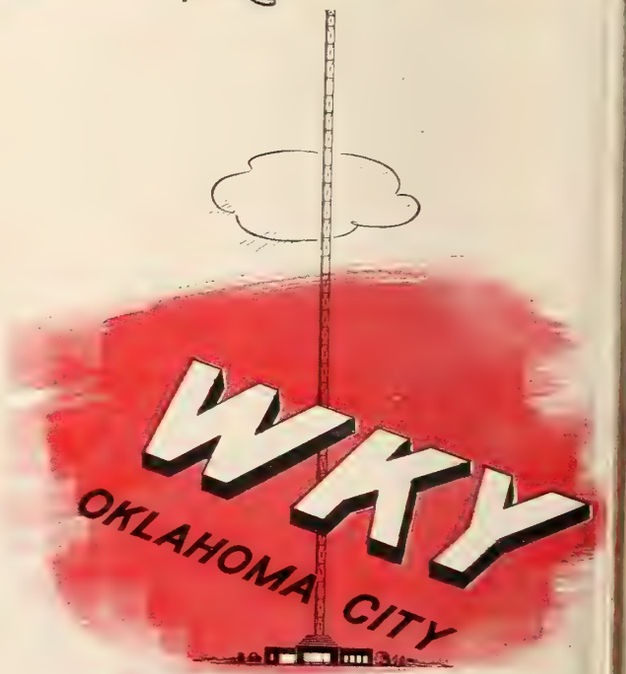
WKY Television Demonstration Caravan Playing 19 Towns in WKY Service Area

ON November 11, WKY opened its television show in Ponca City, Oklahoma, which by December 3 will have played in 19 towns of the state. To these people out in the state, WKY will bring their first glimpse of television through a demonstration unit which will do everything except actually transmit and receive over the air. The tour is being conducted as WKY's contribution toward the promotion of the 6th War Loan.

Almost five years ago to the day, WKY sponsored a great television show in Oklahoma City which still remains as the outstanding event of its kind in the country. Fifty thousand persons attended this show in a six-day period.

Oklahoma is accustomed to WKY initiating innovations in the radio field. WKY was the first station in the state; in fact the first station west of the Mississippi. WKY brought Oklahoma its first network programs and has kept out in front ever since both in facilities and programming. All these things have built a reputation and prestige for WKY in Oklahoma surpassed by no other station. Today, as for the past 24 years, WKY is Oklahoma's dominant station.





OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Time For Selling:
Time For Sale:

■ Are all the good radio stations sold out for the duration?

Can a new radio advertiser go on the air today only by using so-called "one-lung" stations?

What *are* the yardsticks of value in the radio station field, anyway?

Telephone surveys? Audience ratings? Coverage maps?

Or can we, the radio industry, demonstrate our real worth to our advertisers and our real service to our communities *by proving that we can sell goods today and more goods tomorrow?*

▪ ▪ ▪ ▪

We think it is time for the radio industry *as a whole* to recognize its own strength.

Instead of acting as though radio were a flash in the pan, here today and gone tomorrow, let us instead work for the long pull.

Let us sell not only our own stations and our own time, but radio itself.

Our own policy works for the long pull pretty well. We perform well beyond the promise.

We do our best — our level best — to give a square deal to any advertiser trying to build a postwar franchise for his product in our markets today.

How? By selling a little *less* time to others, so we will always have some left over for him. Rationing in a mild form: easy to take.

A few large advertisers — a very few — have not taken kindly to this policy. But most of them understand. As a result, many new advertisers wanting to build a franchise over our stations, have been able to start doing so, and are doing so now. More every day.

Instead of selling Time alone — as though the bottom were going to drop out of the industry tomorrow — let us sell the fact that in 20 short years, radio has grown up into long pants as one of the most important and powerful *selling* media known to advertising.

Let us impress upon advertising men, advertisers, and the public at large, that radio is not only an advertising medium but a *service.*

—*That it is here to stay:* long after this war is but a memory.

—And that an advertiser who makes a serious effort to build himself a postwar franchise in any radio market, is in that market for keeps if he lets us do the job the way it ought to be done for him—a *selling* job which, when the chips are down, is the only kind of a job that counts.

▪ ▪ ▪ ▪



WSYR Syracuse, **WTRY** Troy-Albany-Schenectady, **WKNE** Keene (Vermont-N. H.), **WELI** New Haven.

SQUARE DEAL STATIONS

Owned and operated by Harry C. Wilder and Associates. Representatives: For WKNE and WELI, Headley-Reed Company. For WSYR and WTRY, Paul H. Raymer Company.

NOTE: *The time to start building a postwar franchise in any of our markets is getting increasingly short. Tomorrow may be too late. Better get in touch with us now.*

We're *not* in the



turkey business...

MINNESOTA is one of the largest turkey-raising areas in the world—but WCCO, we're happy to say, hatches no programs that turn turkey.

Instead, we produce shows so popular with the people of the Northwest (who raise turkeys) that they hatch bumper flocks of prize Hooper ratings for us.

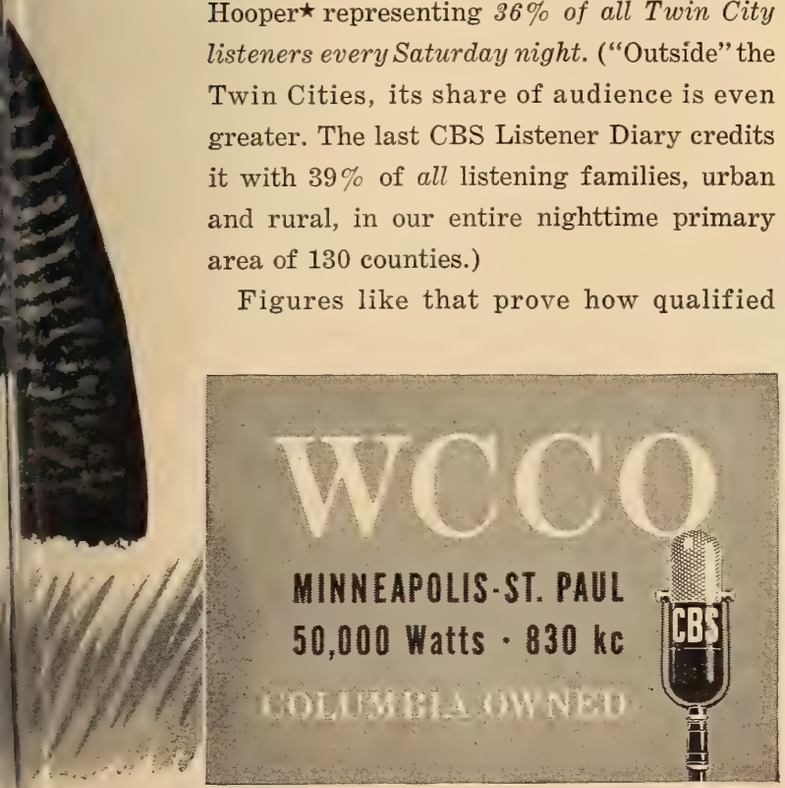
Take our *Red River Valley Gang*—locally created for local tastes—which has a 10.1 Hooper★ representing *36% of all Twin City listeners every Saturday night.* ("Outside" the Twin Cities, its share of audience is even greater. The last CBS Listener Diary credits it with 39% of *all* listening families, urban and rural, in our entire nighttime primary area of 130 counties.)

Figures like that prove how qualified WCCO's program department is to build specific shows to accomplish specific tasks for sponsors. *Red River Valley Gang* was created 31 months ago for Cargill, Inc., who sell feed to retail dealers and poultry raisers, including turkey farmers. Cargill, Inc., has sponsored it steadily ever since.

Our non-turkey record includes a lot of other outstanding local shows. *Quiz of the Twin Cities* brings its sponsoring soap-maker a 34% share of audience. Newsman *Cedric Adams,* for another soap-and-shortening manufacturer, draws 62% of the listeners at 12:30 P.M., Monday-through-Friday, with a higher Hooper than that of *any* program on *any* other Twin City station, whether day or night, local or network.★

Our business is radio and *good* programs. Whatever yours is, if you want a show that will command large audiences in the Northwest, WCCO's program department is most ready to meet the challenge. Command it through us or Radio Sales.

★*So says Hooper's report for July-September, 1944*



"Good Neighbor to the Northwest"

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS



WWL Advt.
Sept. 1940

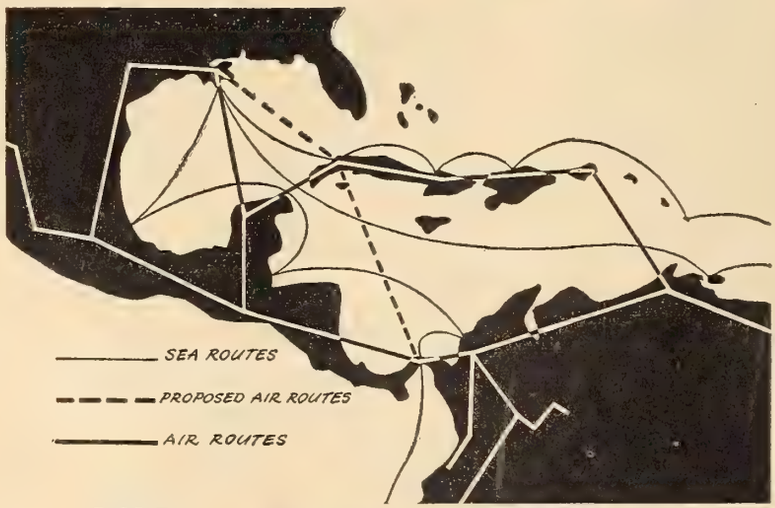
Today—

When You Think of

NEW ORLEANS

. . . You Think of

The Gateway to Latin American Markets

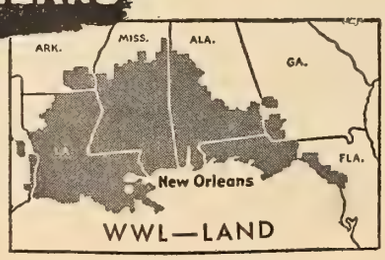


. . . AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL



WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

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SOL TAISHOFF
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TORONTO: James Montagnes.

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TORONTO: James Montagnes.

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TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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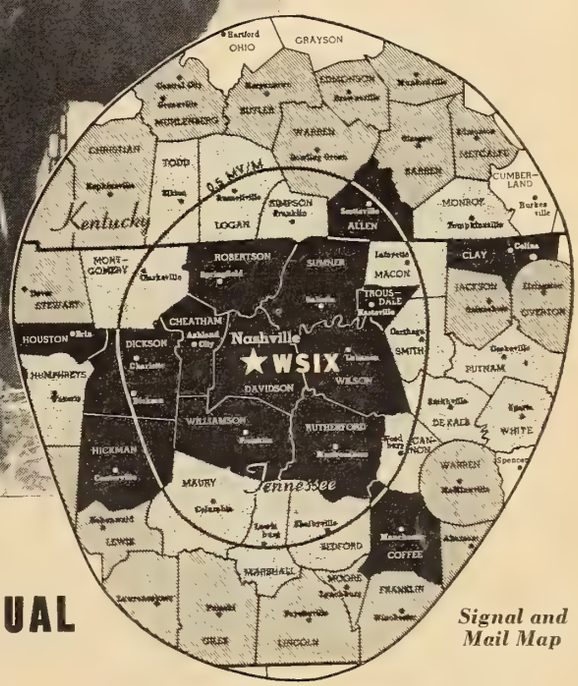
POWER to COVER the FIELD



5,000 WATTS

★

980 Kilocycles



Signal and Mail Map

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

BLUE **MUTUAL**

Yes, with 5,000 Watts on 980 Kilocycles, WSIX gives a thorough coverage of the rich Middle Tennessee section. The survey by Ring and Clark, Consulting Engineers, shows on the map above that in addition to Middle Tennessee, 16 counties in Southern Kentucky are also included in WSIX's 0.1 MV/M signal.

Nashville is the heart of this huge market, and in the Metropolitan area, WSIX commands such a large share of the listening audience that you are assured not only of "power to cover the field"—but of covering it most economically as well.

There is a great postwar future for this area, too, for the back-log of the Tennessee Valley in agriculture and peacetime manufacturing interests, fed by a huge supply of cheap TVA power, providing essential resources of lasting value. Yes, here is an important field, covered economically by WSIX.

For full information, coverage map and availabilities, write or wire WSIX or

THE KATZ AGENCY, INC. *National Representatives*

Great events in the History of COMMUNICATIONS



The Telephone Talks! "Mr. Watson, come here, I want you!"—this sentence uttered by Alexander Graham Bell on the evening of March 10, 1876, was the first ever transmitted by telephone. This great event soon led to the beginnings of the Bell Telephone System—for which Western Electric has been the manufacturer ever since 1882.



The Telephone Spans the Continent! On January 25, 1915 Alexander Graham Bell talked once more to Thomas A. Watson on a momentous occasion—the first time a telephone message crossed America. This great advance was made possible by the use of Western Electric vacuum tube repeaters—the first of many millions we have produced for the Bell System.



Radio Telephone Spans the Atlantic! Just before dawn on October 21, 1915, the first spoken words spanned the Atlantic—transmitted from Arlington, Va., and received in Paris by radio telephone apparatus designed and made by Western Electric. Out of this pioneering came world-wide telephony—broadcasting—aviation, marine and mobile radio.

EVEN BEFORE the first of these events Western Electric—founded on November 18, 1869—was making electrical communications equipment. Bell Telephone maker since '82—pioneer in radio since its beginning—the Company today is the nation's largest producer of electronic and communications apparatus for war. In the peace that's coming, count on Western Electric—with its unique 75-year experience—for continuing leadership.

During the 6th War Loan Drive, buy more Bonds than ever!

75TH ANNIVERSARY

Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT



WALTER KIERNAN

POPULAR IN LINCOLN, NEB.

IS OPEN FOR SPONSORSHIP

ON KFOR

Especially popular in the mid-west is Blue Network's colorful commentator, Walter Kiernan. He talks and thinks like a mid-westerner . . . so folks out this way like him.

This is one of the choice spots now open on KFOR, Lincoln, Nebraska Monday thru Friday, 1:00 to 1:15 p. m. A large audience and a friendly one. Ask our representative Edward Petry Co., Inc., for details.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Blue and Mutual Networks

At Deadline . . .

SECOND network forum to go on the air as a commercial, *Let's Face the Issue* will be carried starting Jan. 26 on over 200 MBS stations. Speakers will be cross-examined by members of the American Bar Assn. in whose behalf the Chesapeake & Ohio Railway Co. is sponsoring the program, using only a credit announcement. Manager is Sherman H. Dryer, radio director, Chicago U. and moderator is Leland Rex Robinson.

HENRY HOUGHTON, vice-president, Brown Co., New York, management consultant, has been named to analyze the organization, plans and policies of the Blue Network. Study will take several months.

ELECTRIC Companies advertising program appeared Friday as most likely taker for the Sunday 4:30-5 p.m. CBS spot. Final decision on shifting of Nelson Eddy from Wednesday 10:30-11 p.m. is to be made today (Monday). Agency is N. W. Ayer & Son, New York.

PILLSBURY MILLS, Minneapolis, will expand its CBS Saturday half-hour show, *Grand Central Station*, to 119 stations, adding 34 outlets. Agency is McCann-Erickson, Minneapolis.

NEW MUSICAL variety replacement for *Chesterfield Music Shop* (Liggett & Myers) on NBC was expected late last Friday. Andy Russell, Mary Ashworth and Ted Steele's orchestra are considered. Agency for the Chesterfield account is Newell-Emmett, New York.

SELLERS of SALES

NOT for me, said Ralph Cushing when his father suggested he enter the advertising field. But father persisted and took him down to meet A. L. Thomas of Lord & Thomas, Chicago. Ralph has been in advertising ever since.

He is timebuyer and account executive of Presba, Fellers & Presba, Chicago, a big step up from that first clerking job with Lord & Thomas in 1906, just after his graduation from Bowdoin College, Me.

From clerk he went to the head of the order department and from there to space buyer. The next step — partner and space buyer with Vanderhoof & Co., Chicago — was an introduction to radio.



RALPH

At Vanderhoof's he bought time for Bunte Brothers Candies on WMAQ Chicago. "We had a half-hour evening musical show . . . with a 16 piece orchestra. The cost was $400 for time and talent. That advertising venture in 1927 convinced me that radio was an advertising medium that could pay if used properly."

So Ralph stuck to radio advertising. In fact he also stuck to the Bunte account, handling it for the F. A. Robbins Co., Chicago, from 1932 on through eight years. Then he joined Presba, Fellers & Presba, Chicago, as account executive, resuming time buying for Bunte Bros. there after the death of Ed Fellers, whom he describes as "the daddy of radio advertising". He later included accounts for Olson Rug Co., Mantle Lamp Co. and Flex-O-Glass.

Having been both, Ralph can compare the job of space buyer with radio time buyer. They are much the same, he says, only a space buyer does research on magazines and newspapers while a time buyer does his research with stations.

And Ralph Cushing believes in radio advertising with real conviction. "As more information becomes available on radio stations and programs," he says, "advertisers will be able to use radio advertising in an even more intelligent manner than heretofore."

NBC BASIC NETWORK STATION

WDEL

1150 KC

Wilmington, Delaware

5000 WATTS

DAY & NIGHT

Sales Representative

PAUL H. RAYMER

4,955,144 spindles spinning VICTORY



Almost 5 million spindles whirling, winding miles of thread . . . singing songs of Victory! The 4,955,144 spindles in the 16-county WSPA Primary Area are daily producing cotton cloth to wrap around the world. A staple of America, delivered by America, and produced from "picker to bolt" by this 16-county textile paradise.

But WSPA-Piedmont's wealth isn't vested in textiles alone. Timber, plastics and versatile agriculture provide the income for the quarter-*billion* dollar* retail sales a year!

Small wonder this Piedmont rolling-land is called "one of the *best-balanced* sections in the entire country."

And WSPA swings the *balance* your way.

**Sales Management*

WSPA SPARTANBURG, SOUTH CAROLINA · Home of Camp Croft

5000 watts day · 1000 Watts night · 950 kilocycles · Represented by Hollingbery



"Data books tell you who could listen, Thistlewaite --F&P can tell you who does listen!"

- Try as you may, it's pretty tough to sit in an office on Park or Michigan or Meridian Avenue and figure out *station values* from data books.

  It takes more intimate knowledge than that. F&P *has* the knowledge from an average of seven years' contact with each of "our" stations —from dozens of trips to the scene—from personal study of each station's market, management, methods and personality.

  In other words, we believe we can give you that clearer picture which seems so essential to the keenest time-buying.



EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
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SOUTHWEST	
KOB	ALBUQUERQUE
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BROADCASTING
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Broadcast Advertising

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Porter Slated to Take FCC Post Dec. 15

Jett Nominated as Interim Chairman; Close FCC-White House Liaison

CONTINUANCE of a close liaison between the White House and the FCC was presaged with the naming last Thursday by President Roosevelt of Paul A. Porter, 40-year-old former radio attorney, wartime Government official and director of publicity of the Democratic National Committee in the successful Fourth Term campaign, as the successor to James Lawrence Fly.

Nomination of Mr. Porter to fill the unexpired seven-year term of Mr. Fly (until June 30, 1949) came but three hours after the President had designated Commissioner E. K. Jett interim chairman, to serve until Mr. Porter's confirmation by the Senate. At that time it is expected the President will designate Mr. Porter chairman. Mr. Porter is expected to take his new post about Dec. 15, assuming Senate confirmation by then.

Popular Appointment

The Porter appointment generally was supported in broadcasting and Government ranks. His name had been highlighted virtually since the beginning of reports that Mr. Fly would resign to return to private practice of law in New York. The appointment leaves one vacancy on the FCC—that created with the retirement of T. A. M. Craven last July 1 to become vice-president of the Cowles Broadcasting Co. Several names are under consideration, but it was thought the appointment might not come for some days.

The nomination of Mr. Porter and the designation of Mr. Jett as acting chairman were seen as pointed recognition by the Administration of the importance of technical radio allocations problems in the immediate offing and of the desirability of having men versed in broadcasting in policy control. For five years (1937-42) Mr. Porter was Washington counsel for CBS and is acquainted with both station and network operating and regulatory problems.

Mr. Jett, who was named to the FCC last February after having served as its chief engineer since 1938, is regarded as perhaps the best-informed man in the country on problems of allocation and engineering.

Precisely when the Senate Interstate Commerce Committee will consider the Porter nomination was in doubt last week. Chairman Wheeler (D-Mont.) is expected to return to Washington early this week and might call a committee meeting promptly. Mr. Porter, however, plans a trip to Florida for his first vacation since Pearl Harbor, probably to remain until mid-December.

Both the Jett and Porter nominations came Nov. 16—a day after Mr. Fly wound up his 15 years of Government service, the last five on the FCC. Early in the week the White House released an exchange of letters wherein the President said the former FCC chairman was on "furlough" and that he proposed to seek his help from time to time, particularly in the field of international communications. [See texts of letters on pages 59, 60].

Save for the Jett interim appointment, there were no real surprises in any of the developments—Mr. Fly's resignation and appointment as chairman of the board and general counsel of Associated Music Publishers and its subsidiary, Muzak, and Mr. Porter's nomination. All these had been speculated upon in past issues of BROADCASTING for the last several months.

FDR Letter to Jett

Announcement of Mr. Fly's appointment as chairman of the AMP board, a new post, also was made last Thursday by William B. Benton, president and owner of the AMP common stock (North American Co. owns the preferred), who said that the arrangement would give Muzak and AMP the benefit of Mr. Fly's advice on business policies as well as on legal problems. Joseph L. Weiner will continue as counsel representing Mr. Benton's interests and Muzak's interests in "subscription radio", a non-commercial FM radio project designed to compete with conventional radio supported by advertiser sponsorship. A new company—Subscription Radio Inc.—is being formed.

The Porter nomination as sent to the Senate was for Commissioner, rather than Chairman. This conformed with customary procedure, since the President selects the Chairman from the Commission's qualified membership. Thus, the Jett interim appointment and the Porter nomination dispelled speculation about possible selection of

(*Continued on page 58*)

NEW CHAIRMAN



PAUL A. PORTER

Porter Well Qualified for FCC Job

Former Publicity Head Of Democrats Fills Out Fly's Term

THE NOMINATION of Paul Aldemont Porter to the FCC was enroute to the Senate for confirmation a few minutes after the former publicity director of the Democratic National Committee had talked with the President at the White House.

While the nomination did not specify Mr. Porter's appointment to the chairmanship, a position filled directly by the President from the Commission membership without Senatorial confirmation, it was for the unexpired seven-year term of James Lawrence Fly, dating from July 1, 1942.

Actually Mr. Porter himself did not comprehend with what swiftness the White House would act in moving his nomination to Capitol Hill. As he left the White House, after a half-hour conference with Mr. Roosevelt, reporters asked him if he would be named to succeed Mr. Fly.

"I think my name will go up sometime today or tomorrow, or at least this week," Mr. Porter replied. Actually the messenger carrying his nomination must have been on his way before the nominee reached a comma in his sentence. Beyond this brief statement, he had nothing further to report, except to state he and the President devoted most of their discussion to "the electoral college".

Mr. Porter's 11-year Washington career has been a busy one. He served three months with the Agricultural Adjustment Administration in 1933, succeeding then to the directorship of the press section, Department of Agriculture. In 1937 he joined CBS as Washington attorney and assistant to Capt. Harry C. Butcher, then CBS vice-president and now Naval aide to General Eisenhower. He took leave in 1940 to assist Chester Davis in the National Defense Council. He returned to CBS in 1942, subsequently to resign on March 15, 1942 and become deputy administrator, Office of Price Administration; Associate War Food Administrator under Marvin Jones; and assistant director of Economic Stabilization under Judge Vinson.

Throughout these experiences,

(*Continued on page 60*)

NAB Audience Bureau Given $75,000

Plan Expected to Be Under Way About First of Year

By FLORENCE SMALL

FORMATION of the Broadcast Measurement Bureau was assured when the NAB Board of Directors, meeting in Chicago last week, appropriated $75,000 to get the new radio circulation plan under way about Jan. 1.

At its meeting Tuesday and Wednesday in the Stevens Hotel the NAB Board formally approved creation of the BMB, which already had been passed by the boards of the American Assn. of Advertising Agencies and the Assn. of National Advertisers. A joint committee of the three groups, meeting in New York Nov. 11, reviewed proposed articles of incorporation and bylaws, [BROADCASTING, Nov. 13]. As soon as the drafts are completed copies will be given the NAB Board and boards of the AAAA and ANA for final approval.

Board of 15

Under the proposed setup five members of each of the three participating organizations will serve on the board of the bureau. Terms will be for three years each, first appointments to be staggered. On important matters a majority vote of each of the participating agencies is necessary but on routine affairs a majority vote of a quorum, which is placed at 9, will pass any issue.

In appropriating the $75,000, which was estimated as the initial outlay for the first year's operation, the NAB Board pointed out that it is lending the money to the BMB, to be returned after the Bureau becomes operative and self-sustaining.

BMB will be supported by subscriptions from stations, advertisers and agencies, which wish to subscribe to the service. The NAB will contact every station in the country, including nonmembers as well as members, according to Hugh Feltis of KFAB Lincoln, NAB director and chairman of the Board's subcommittee to study the measurement plan.

A director of information for the BMB, yet to be appointed, will attend all NAB district meetings scheduled for January and February to explain the measurement bureau. Managers of all stations will be invited to attend the district meetings so they may get first-hand information about the bureau.

Also attending the district meetings will be a member of the NAB Research Committee, a representative of the network station relations group, one from the AAAA Timebuyers Committee and a member of the NAB Sales Managers Executive Committee.

Overall cost of the BMB survey has been estimated at $1 per ballot or an aggregate of $1,000,000 per study every other year. Cost to individual stations will depend on the number of mentions a station receives on ballots returned.

The NAB has retained Dr. Raymond Franzen, New York Research Consultant; Dr. George Gallup, president of the Institute of Public Opinion and Dr. Paul F. Lazersfeld, Bureau of Applied Research, Columbia U., to study sample requirements for the survey. A final report is expected shortly.

Representing the NAB in preliminary organization will be the following: J. Harold Ryan, president; Dr. Frank Stanton, vice-president, CBS New York; Frank M. Russell, NBC Washington vice-president; Roger W. Clipp, WFIL Philadelphia, chairman of the NAB Research Committee; Mr. Feltis. At the next NAB membership meeting it is proposed to elect the five NAB directors of BMB.

During the board meeting in Chicago Mr. Feltis addressed the Chicago Radio Management Corp. on the proposed BMB. Also attending the meeting was Paul F. Peter, NAB Research Director, who has been a guiding light in the broadcast measurement plan, and members of the NAB board.

A joint meeting of the NAB, AAAA and ANA representatives to the BMB will be held in the near future to approve articles of incorporation and bylaws and to select headquarters in New York. That group also is expected to employ a managing director of the bureau, a director of research, a director of information and office personnel.

Creation of a broadcast measurement plan as outlined by the Research Committee and the board's subcommittee was unanimously adopted by the members at the NAB Executives War Conference in Chicago last August [BROADCASTING, Sept. 4].

Joint Audience Bureau Plan Given Good ANA Reception

Early Agreement on Final Details Is Sought; Study of Increased ARFA Scale Projected

PLANS for immediate establishment of a broadcasting measurement bureau as outlined at a meeting of the three sponsoring organizations, NAB, Assn. of National Advertisers and American Assn. of Advertising Agencies in New York on Nov. 11 and as approved by the NAB Board of Directors in its meeting in Chicago Nov. 14-15, were presented to the 35th annual meeting of the ANA, held Nov. 15-17 at the Biltmore Hotel, New York.

D. B. Stetler, advertising manager, Standard Brands, and chairman of the ANA Radio Committee, read to several hundred ANA members a wire from Hugh Feltis, manager, KFAB Lincoln, reporting that the NAB board had unanimously approved a $75,000 budget to underwrite the first year's maintenance of the bureau's headquarters in New York, which the NAB hopes can begin operations with a full staff the first of the year.

Committee Named

Mr. Feltis, reporting by telegram as the extended NAB board meeting prevented his scheduled personal appearance before the ANA convention, said a five-man committee had been appointed "with power to act and to negotiate with ANA and AAAA and incorporate the bureau. This same committee will be representatives of the NAB board on the board of directors of the bureau." Members are J. Harold Ryan, NAB president; Frank Stanton, CBS vice-president; Frank Russell, NBC vice-president; Roger Clipp, manager, WFIL Philadelphia, and Mr. Feltis.

Stating that this group would like to meet as quickly as possible with similar committees of the ANA and AAAA to work out a final draft of the articles of incorporation and to select the bureau personnel, Mr. Feltis said the NAB board had approved plans for a two-month series of district meetings across the country to get under way early in January, with all broadcasters in the country invited to attend and be solicited for subscriptions to the bureau.

This report was well received by the ANA members, to whom Mr. Stetler also outlined briefly the proposed plan of the bureau, which he said has been endorsed by the ANA and the AAAA. Plan was also discussed briefly at a radio roundtable session, at which a Canadian delegate reported on the successful operation of a similar plan already in operation in that country.

Mr. Stetler also mentioned the recently concluded AFRA commercial agreement calling for a 10% increase in talent fees subject to War Labor Board approval, and said the ANA Radio Committee plans to make a thorough study of the entire field of the employment of radio artists before the expiration of this new contract two years hence.

Recent expansion of the CAB reports on radio listening to include regular interviews on 81 American cities instead of the former 33 was discussed at the round

(*Continued on page 57*)

Engineer Attacks New FM Service

Pulse Modulation Explained At RMA-IRE Meeting

CHARGING that the "claims of high-fidelity have no practical value" and that FM is being pushed as a new service to permit manufacturers to make more sets, Sarkes Tarzian, Bloomington, Ind., consulting engineer, threw into an uproar the annual fall meeting of the Radio Manufacturers' Assn. engineering divison and the Institute of Radio Engineers, held last Monday in Rochester.

He read a paper on FM, claiming that the new service "allows the FCC to grant more station licenses and thereby increases its ability to relieve political pressure from influential people who want to get into this broadcasting business". His paper was titled "Unpublished Facts About FM". He asserted that FM for general broadcasting is not economical and contended AM is far superior in that respect. Mr. Tarzian told the RMA and IRE that a standard receiver costing $16.95 would equal the performance of a low-priced $60 FM set.

Armstrong Replies

Taking issue with Mr. Tarzian were several engineers and manufacturers, including Maj. Edwin H. Armstrong, inventor of FM, who sent a telegram after receiving an advance copy of the talk; and Dr. Ray H. Manson, vice-president and general manager of Stromberg-Carlson Co.

Elmer W. Engstrom, research director of RCA Labs., speaking at the opening session Monday morning, predicted that television would go into early postwar production and provide a vast new industry for employment, if allowed leeway by the Government for production and distribution.

Speaking at the closing session Tuesday afternoon, E. Labin of the

(*Continued on page 56*)

ANA OFFICIALS

ASSN. of National Advertisers an nual election meeting reelected Pa B. West, president for the twelfth time. Charles C. Carr, director o public relations and advertising manager, Aluminum Co. of Amer ica, was elected chairman of th board; J. P. Miller, vice-president Pet Milk Sales Corp. and Paul S Ellison, advertising director, Syl vania Electric Products, were re elected and elected respectively a vice chairmen.

New directors chosen were: Rob ert B. Brown, Bristol-Myers Co. Ralph Winslow, Libby-Owens-For Glass Co.; William Connolly, S. C Johnson & Son; D. H. Odell, Gen eral Motors Corp.; W. B. Potter Eastman Kodak Co. Hugh Hitch cock, Packard Motor Co. and D B. Statler, Standard Brands, wer reelected as directors.

Petrillo Victory Seen Affecting Stations

RCA-CBC Agreement on Fees Leaves Only Platter-Turning Issue Unsolved

By BRUCE ROBERTSON

WITH THE American Federation of Musicians riding high following the weekend capitulation of Columbia Recording Corp., RCA Victor Division of RCA and NBC Radio Recording Division to the royalty demands of President James C. Petrillo, the entertainment world last week wondered where the AFM lightning would strike next.

Acceptance of the Petrillo demands under virtual duress came after the companies, which had held out for more than a year while their competitors kept recording equipment humming, had despaired of promised Government intercession. Many Victor and Columbia top artists had sought to or did terminate their recording contracts with those companies because of the "strike" and the alternative was to sign or go out of business.

Another Conquest

In radio circles, the "agreement" was interpreted as another Petrillo conquest, giving him the power to block transcription library service to "unfair" stations, just as he has stopped network service to recalcitrant affiliates which have not retained staff orchestras. The effort of AFM to unionize all platter-turners at stations, it is felt, would give to the AFM president all the authority necessary completely to control performance of all music —live or recorded—over the air.

Musical recording was resumed by the companies promptly upon signing of the agreements, containing even more onerous clauses than those accepted by some 110 recording companies and units, large and small. It brought to an end the Petrillo-invoked strike in force since Aug. 1, 1942, and kept in force in the face of entreaties from President Roosevelt, the National War Labor Board, high government officials identified with the war effort, and members of Congress.

Hailed by Mr. Petrillo, AFM president, as "the greatest victory for a labor organization in the history of the labor movement," the inclusion of these companies among the payees will provide some $4,000,000 extra revenue for the union, e estimated. Fees on phonograph records range from a quarter of cent on records retailing at 35 ents to 2½% of the retail price f records priced at $2 or more. n library transcriptions the fee set at 3% of the gross revenue rom "sale, lease, license or other isposition." Spot announcement ranscriptions also carry a 3% fee the AFM, but commercial tranriptions, used only once, are not xed at all.

Based on the contract signed ept. 30, 1943, with Decca Records, rst acceptance of the direct payment principle, the contracts of RCA, CRC and NBC include extra clauses which practically put them at the mercy of the AFM by making all individual contracts with musicians dependent upon the continuance of the basic contracts with the union. If the AFM should strike against them, or if for any other reason the musicians are prevented from working for RCA, CRC or NBC, the musicians "shall be free to accept and engage in other employment".

This clause was added, Mr. Petrillo stated, because musicians under exclusive contract to RCA and CRC had been unable to make recordings since the union inaugurated its strike Aug. 1, 1942. He declared that this shall not happen again and that in the event of a strike the artists' individual contracts will automatically expire.

That another strike is not unlikely was made plain by the union leader's statement which gloatingly praises the AFM as "the first labor organization to receive agreements whereby employers pay money direct to the organization for the employment of musicians over and above what they pay for the actual work done by the musicians in the making of recordings."

Denouncing the companies for displaying in their dealings with the AFM "bitterness, unfairness, injustice, trickery and reactionism which would do justice to the slave owners of pre-Civil war days," Mr. Petrillo declared that the AFM "expects that the companies will change their past course of conduct and deal honorably and justly with the AFM and its members. If they fail to do so, the AFM will not hesitate to break off relations with these companies and leave them to die by their own nefarious schemes."

This language would seem to be broad enough to cover almost any event displeasing to the union, including that of refusing to allow musicians to work for a transcription company serving a station considered "unfair" by the AFM. At one stage of negotiations between the recording companies and the union, Mr. Petrillo offered to withdraw his ban if the transcription firms would include such a provision in their contracts with stations, the offer being rejected when the companies' attorneys declared it an illegal as well as a bad business practice.

With network affiliates, Mr. Petrillo has the power to withdraw all musicians from the entire network as a means of forcing a settlement of a local dispute between a station and the local union, but he has heretofore lacked such a weapon against the stations not affiliated with network.

Five-Hour Session

Contracts were signed on Nov. 11 at AFM headquarters in New York, following a five-hour session which Mr. Petrillo said had been devoted almost entirely to arguments by the attorneys over the language of the contracts. Meeting had been called, he said, when he had received a long distance phone call from Niles Trammell, NBC president, informing him that the companies were ready to accept the union's terms. Contracts were signed by Edward Wallerstein, president, CRC; James W. Murray, general manager of RCA victor record activities, and C. Lloyd Egner, NBC vice-president in charge of radio recording. All recording contracts, including the new ones, expire Dec. 31, 1947.

History of the attempts of the companies to secure Government cooperation in settling the musicians' strike is recited in a bitter telegram sent by Mr. Wallerstein to Judge Fred M. Vinson, to whom the President referred the matter when Mr. Petrillo refused his request to call off the strike.

"The economic pressures on us are such that we can wait no longer and must now either sign or go out of business," Mr. Wallerstein said, blaming "the Government's unwillingness or incapacity to enforce its orders" for the companies' acceptance of a principle they had resisted for more than 27 months.

Mr. Murray similarly stated: "In view of Mr. Petrillo's decision not to accept the order of the War Labor Board and the request of the President to obey the Board's order, we had no alternative but to meet the demands of Mr. Petrillo that we make direct payments to the union's treasury or to abandon our record business, which would have resulted in losses to the public, our employees and artists, our dealers and stockholders."

Big Fund

Stating that the AFM in the last year has collected $115,000 in fees on new recordings made by the more than 110 companies who have signed up during that time, Mr. Petrillo said that the union will wait until it has about $2,000,000 in the special fund in which these payments are segregated, and then the AFM national convention will determine how the money can best be used to give employment to musicians "put out of work by the records we are making" and to promote musical culture. He suggested that a possible decision might be to establish orchestras in cities without them and to give work to elderly and other unemployed musicians.

Mr. Petrillo estimated that before the union first invoked its ban on recordings, the annual production of phonograph records had been about 130,000,000, but that the present boom in records might boost that total to as high as 300,000,000 a year. He stated that some months ago he had been approached by David Sarnoff, RCA president, and William S. Paley, CBS president, and offered a flat sum of $200,000 a year in place of the sliding scale, but that he had flatly rejected the offer.

One industry executive observed last week that in making it impossible for RCA and CRC to resist the union and still keep their artists under contract, Mr. Petrillo had almost automatically provided for a united industry front against any future AFM demands. Since these companies cannot stay out of any agreement accepted by others without committing economic suicide, it was pointed out, they will join with the others in getting the best terms for all. Therefore, Mr. Petrillo will lose his ability to use

(*Continued on page 56*)

Text of AFM contract with recording firms page 20; text of Columbia Recording Corp. wire to Judge Vinson page 22; text of RCA announcement page 22; text of AFM announcement page 24; press reaction page 30.

HOW THE CARTOONISTS SEE IT



Washington Daily News



Washington Evening Star

NAB-FCC Lawyers Agree On Redraft of Sponsor Rule

Proposed Regulation Eliminates 'Paid For' Clause; Filing Date Moved to Nov. 21

A REVISED draft of a proposed FCC regulation requiring full sponsor identity under Sec. 317 of the Communications Act will be submitted to the Commission by its Law Dept., the NAB disclosed last week.

Meanwhile the FCC, for the second time in a fortnight, granted a request of the NAB to extend the date for filing for oral argument to Nov. 21. Although argument is set for Nov. 27, as BROADCASTING went to press no requests for appearances were on record, except that of N. L. Royster, manager of WOLS Florence, S. C., who probably will withdraw the request, according to NAB officials.

Objections Should Be Filed

Robert T. Bartley, NAB Director of Government Relations, this week will send out copies of the proposed regulation (see text this page), together with an explanation of its purposes. The NAB pointed out that the draft was agreed upon following conferences between the FCC Law Dept. and NAB representatives. Harry Plotkin, FCC assistant general counsel and chief of the Litigation Section, led discussions for the Commission staff, and Philip G. Loucks, Washington attorney retained as special counsel by the NAB, headed the broadcasters.

Should there by any part of the proposed regulation not agreeable to broadcasters, the NAB urged them to request oral argument or to file briefs. Suggestions for the proposed regulation were received from 96 broadcasters. Although half or more indicated a need for a regulation interpreting Sec. 317, the majority opposed a provision of the original draft under which commercially sponsored programs would be required to carry the announcement that the program in question was "paid for" by the sponsoring individual, organization or corporation.

Subsection (e) of the revised draft, it was felt, meets the objections by requiring that "in the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product shall be deemed sufficient" and only "one such announcement need be made at any time during the course of the program."

Mr. Loucks pointed out that the new provision eliminates the question as to whether chain-break announcements required the additional sponsor identity the original draft appeared to specify. Although all suggestions submitted by NAB members could not be embodied in the regulation, it was felt that the revised version would be a better regulation than that proposed originally by the Commission and still would serve as a protection to broadcasters against organizations desiring to get free time without identity.

One of the most ticklish problems was the section relating to political broadcasts. The new subsection (b) requires that all material used in connection with a political broadcast or a program involving controversial issues shall be properly identified as to source. For example, when the NAM, CIO or any other organization furnishes transcribed programs, in which the views of the particular organization are expressed on controversial questions, the name of the party furnishing the transcriptions must be made known even though the program is broadcast as a sustainer.

"This regulation is broad in its application," said Mr. Loucks, "but it aims to prevent political parties or organizations seeking to promote a particular idea or philosophy from cloaking its propaganda with the prestige of the particular station making the broadcast, and from leading the public to believe that such idea or philosophy is that of the station rather than of the particular party or organization which supplied the program material."

The NAB pointed out that the revised regulation still must be considered and adopted by the Commission before it becomes operative. Its application may reveal the necessity for some changes. In such cases the NAB "will not hesitate to seek such changes by proper methods," said Mr. Bartley.

No further appearance is contemplated by the NAB, although it was stressed that any member not satisfied with the revised regulation should make his objections known to the Commission before the close of business Nov. 21.

Following is text of the proposed revised FCC regulation governing sponsor identity:

Section — Sponsored Programs, Announcement of:

(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues in which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; *provided*, however, that only one such announcement need be made either at the beginning or the conclusion of any such program of five minutes' duration or less.

(c) The announcement required by this Section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a committee, association or other unincorporated group, the announcement required by this Section, shall disclose the name of such committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the Board of Directors of the committee, association or other incorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this Section and only one such announcement need be made at any time during the course of the program.



FIRST CHRISTMAS greetings from the field are these being film recorded by Marine Sgt. Vincent Lonergan (r), formerly of the Head of the Lakes Broadcasting Co., Duluth. He is interviewing Pfc. Howard B. Snow of St. Paul. Sgt. Lonergan and Sgt. Arthur King of WEEI Boston have just sent back 15 hours of "Joe Blow" greetings to be followed by similar recordings from Marines throughout the Pacific. They will be offered stations all over the country through 1st. Lt. James Hurlbut, radio section, USMC Public Relations, who planned the discs.

College Award Plan

SCHOOL of Business & Civic Administration, College of the City of New York, is organizing a committee to establish awards for excellence in business, advertising and radio, the results to be announced at a Conference on Radio and Business to be held early in 1945. Dr. John G. Peatman, director of the Office of Research, Radio Division, CCNY, will serve as chairman of the committee, which will set up the categories and select winners.



ADMIRING EMBLEM of the Broadcast Measurement Bureau formally approved last week by the NAB Board of Directors (see story on page 14), are Frank M. Russell (l), NBC Washington vice-president, and Hugh M. Feltis, KFAB Lincoln, chairman of the Board subcommittee which worked with the research Committee and the AAAA and ANA. Messrs. Russell and Feltis were elected to represent the NAB on the BMB board, along with J. Harold Ryan, NAB president; Roger W. Clipp, WFIL Philadelphia, and Dr. Frank Stanton, CBS vice-president. The emblem was designed on a tablecloth by Frederic R. Gamble, managing director, AAAA, and Paul B. West, ANA president, during a luncheon.

Boake Carter

BOAKE CARTER, 46, Mutual commentator, died at Hollywood Presbyterian Hospital Nov. 16 following a stroke suffered shortly after his daily broadcast keyed from KHJ Los Angeles. He entered the hospital after complaining of back pains and feeling ill.

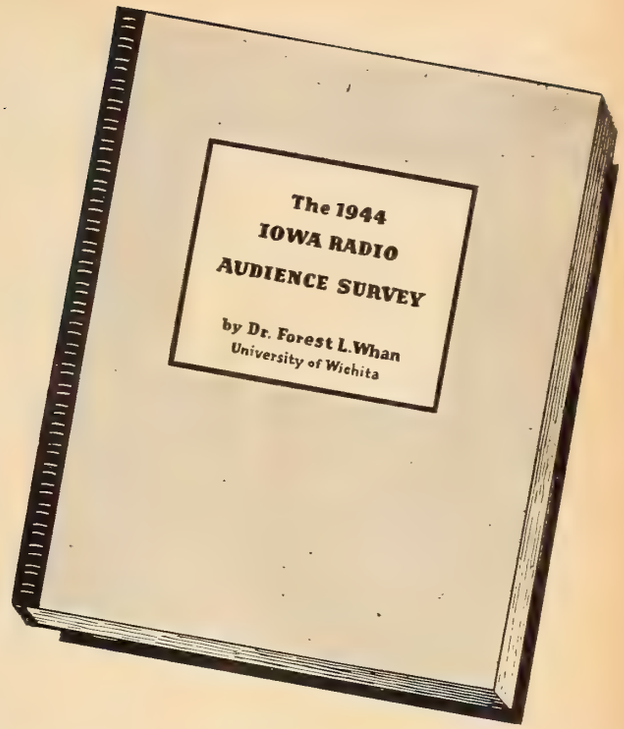
Born in Baku, South Russia, of English-Welsh-Irish descent, Mr. Carter, whose father was in the British consular service, came to the U. S. in 1920. During World War I he served in the RAF. Boake Carter got his radio start during the Lindbergh kidnapping trial, when as a reporter on the *Philadelphia Daily News* he got a chance to broadcast from the scene of the trial. Shortly after his outstanding job in connection with the Lindbergh story, Philco Radio & Television Corp. signed him and he was later rated one of America's top commentators.

Mr. Carter was sponsored on CBS from Jan. 1932 to Feb. 13, 1938 by Philco. In August 1940, after a cross-country lecture tour, Mr. Carter began his daily broadcasts from WOR New York on Mutual, first sustaining, later locally sponsored. In addition to local sponsors—there are 95 for the current Monday through Friday 12 noon to 12:15 p.m. spot—Mr. Carter was sponsored by Carey Salt Co., from Jan. to June 1944 and at other times by Chef-Boy-Ar-Dee Quality Foods Inc., from May 1943 to July 1944.

Last Friday's broadcast was handled from KFEL Denver by his sister, Sheelah, formerly heard regularly on Mutual. All commercials were to be omitted.

Surviving in addition to his second wife, are a son Michael, 12 and a married daughter, Gwladys Sheelah Wallace, 20.

For AGENCIES and ADVERTISERS Who Want FACTS—



This Free Book Tells Everything about Iowa Radio Listening Habits and Preferences

Earlier this year, a staff of specialists, headed by Dr. Forest L. Whan, conducted a modern survey among Iowa families, asking 18 multiple-choice questions scientifically designed to check and cross-check their radio listening habits, preferences and criticisms.

The result is compiled into the 1944 Iowa Radio Audience Survey—the most up-to-date, authentic and enlightening radio study for this area available to the merchandising and advertising industry.

With this Study, any fact-minded person can quickly secure a more accurate picture of Iowa radio than could be gained by any amount of personal research, observation, or intuition.

A copy is yours for the asking—free. The edition is limited. Use the coupon—or ask Free & Peters.

THE 1944 IOWA RADIO AUDIENCE SURVEY COVERS ALL THESE SUBJECTS:

1. Stations Named As "Listened-to-Most"—By all Families
2. Stations Listened-to-Most—By Urban, Village, Farm Families
3. Stations Named as "Heard Regularly"—By All Families
4. Stations Heard Regularly—By Urban, Village, Farm Families
5. Ratio of Listenership Between Stations Named as "Listened-to-Most" and as "Heard Regularly"
6. "Listened-to-Most" vs. "Heard Regularly" Ratings and Newscast Popularity
7. 5-Year Trend in Favorite Station Preference
8. Breakdowns Showing Why Iowa People Prefer Various Iowa Stations
9. Stations Preferred for Newscasts—Farm Newscasts—Farm News Editors
10. Weekday Listening—Average Audience Per Hour, and Per Half-Hour, 5:00 a.m. through 1 a.m.—By Urban, Village, Farm
11. Effect of Sex on Composition of Audience, Weekdays, 5.00 a.m. through 1:00 a.m.—By Urban, Village, Farm
12. Number of Separate Times Adults Use Radio During Day
13. Total Time Spent With Radio, Weekdays, By Men, Women—By Urban, Village, Farm
14. Branches of Radio Criticized by Iowa Adults
15. Percentage of Adults Who Want Programs Not Now Available—Urban, Village, Farm
16. Hours at Which Presently Unavailable Programs Are Wanted —Men and Women—Urban, Village, Farm
17. Newspapers vs. Radio as Source of News
18. Best-liked Specific Programs
19. Effect of Age, Education, Place of Residence on Program Selection
20. 5-Year Trends in Best-liked Program Materials

WHO for Iowa Plus!

Des Moines-50,000 Watts

B. J. Palmer, *President* **J. O. Maland, *Manager***

FREE & PETERS, Inc. . . National Representatives

Station WHO
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1944 Iowa Radio Audience Survey.

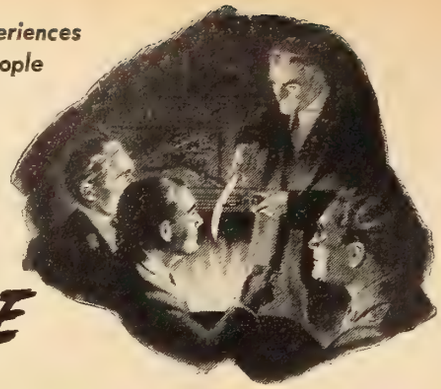
Name .....

Company .....

Street .....

City .....**State**.....

A Magic Carpet to Thrilling Experiences In Far Places Among Strange People



STAND BY FOR ADVENTURE

A cast of distinguished actors re-creates the art of good story telling . . . spinning tales of exciting happenings experienced by four friends—a South American scientist, a retired Army officer, a newspaperman, and a merchant skipper. 78 quarter-hours for broadcast once or twice weekly. Scripts by a "panel" of expert writers . . . superbly produced . . . *Stand By for Adventure* is a program with great family appeal—is ideally suited for sponsorship in a wide variety of business fields. Send *today* for new audition records.

★ TYPICAL TITLES ★

As told by DR. AVILLO:
The Flame Spirit...The Secret of the Sea...The Missing Factor . . . The Face and the Rose.

As told by MAJOR GORDON:
The Man Who Didn't Sleep . . . The Hunter and the Beast . . . The Man Who Hated Birthdays . . . Even in Death.

As told by RICHARD MOORE:
The Lipstick Case . . . Doll Death . . . Death is My Cell Mate . . . Desert Adventure . . . The Careless Man.

As told by CAPT. QUIGLEY:
The Saga of Josephine . . . Home from the War . . . The Mermaid and the Bookworm . . . The Cultured Monster.

NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.



National Sales Representatives • SPOT SALES, INC., New York • Chicago • San Francisco

All Television Interests, Public Invited To View Art at First TBA Conference

HAILED as the first nationwide television assembly to be held, the first annual conference of the Television Broadcasters Assn., scheduled for Dec. 11-12 at the Hotel Commodore, New York, will cover all phases of video, with talks by industry leaders on engineering, programming and advertising.

Representatives of newspapers, agencies, motion picture companies, equipment manufacturers, radio talent and the general public have been invited to attend, to obtain an all-around view of the problems and promises of telecasting. Jack R. Popelle, chief engineer of WOR New York, will be conference chairman.

Baker Opens Conference

Dr. W. R. G. Baker, vice-president in charge of electronics of General Electric Co., and chairman of the Radio Technical Planning Board, and E. W. Engstrom, research director of RCA Labs., Princeton, open the general session at 10 a.m. Monday, with talks on "New Horizons in Television". Programming will be covered by John F. Royal, NBC vice-president in charge of television; Robert L. Gibson, TBA director, and assistant to the vice-president in charge of advertising and publicity, General Electric Co., and Thomas H. Hutchinson, in charge of production, RKO Television Corp. Harold S. Osborn, chief engineer, AT&T, will speak on television networks at the same session.

Luncheon will be followed by panel meetings conducted by representatives of various industries—manufacturers, C. A. Priest, GE; broadcasters, Samuel H. Cuff, Allen B. DuMont Labs; program producers, Mr. Hutchinson; agencies, William H. Weintraub, president of the agency bearing his name; newspapers, Clifford Denten, *N. Y. Daily News*; theatres and motion pictures, Paul Larsen, Society of Motion Picture Engineers; Talent, William Morris, head of the Morris talent agency.

Following a cocktail party given by NBC, Philco Corp. and GE, operators of the first television network, will be a banquet at which those who have contributed to television will receive awards of merit from a committee headed by Paul Raibourn, TBA director and president of Television Production Inc., a subsidiary of Paramount Pictures. Several receivers will be installed so guests may view special programs telecast by New York's three stations.

Dr. Alfred N. Goldsmith, consulting engineer and RTPB vice-chairman, on Tuesday morning will lead a roundtable discussion by technical experts, including O. B. Hanson, NBC; Allen B. DuMont, TBA president and head of DuMont Labs.; Dr. C. B. Jolliffe, chief engineer, RCA Victor Division; F. J. Bingley, Philco; J. E. Keister, GE; Harry Lubcke, Don Lee Network; Mr. Poppele; A. H. Brolly, Balaban & Katz; Klaus Landsberg, Television Productions Inc.

Open only to TBA members, the annual meeting of the association will be held Tuesday afternoon, the rest of the day to be spent in visiting local television stations. Conferees are invited to stop at WRGB, GE's station in Schenectady enroute home.

CAB EXTENDS DATA ON LOCAL TRENDS

NEW SERIES of bi-monthly reports covering local listening in 81 cities and to some 300 radio stations has been announced by the Cooperative Analysis of Broadcasting. Each report will be based on 1,000,000 interviews and will give a comparison of the total volume of listening in each city with the other 80 and with a national average, as well as a breakdown of listening by stations in each city.

When reports are a year old they will include a seasonal comparison for each city and a seasonal trend of listening to each station. Reports are made possible by expansion to 81 cities of 50,000 or more population, which increased the CAB calls to 6,000,000 a year. These bi-monthly reports, reflecting listening trends by three-hour periods for a cross-section of the country's city dwellers, should be of particular interest to national spot advertisers and agency timebuyers, the CAB said.

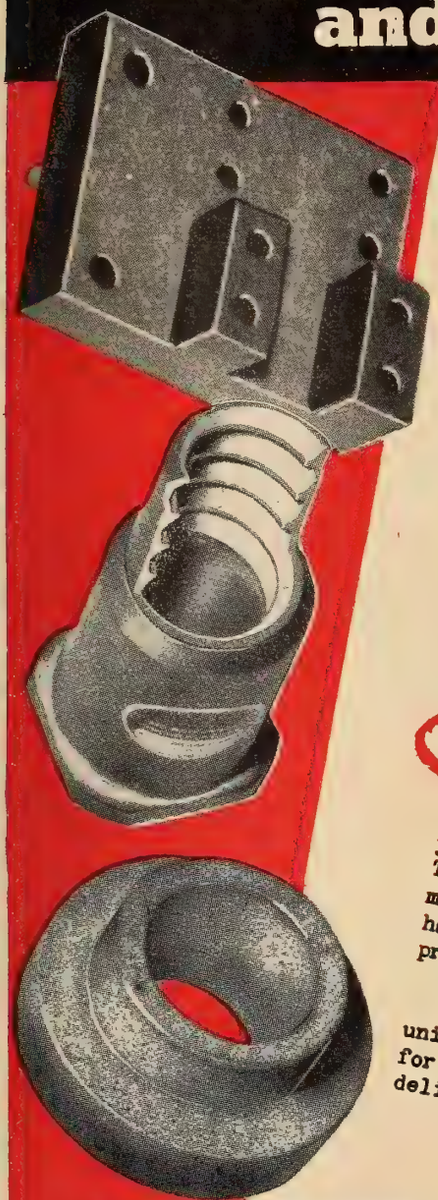
Whitehall Starting

WHITEHALL PHARMACAL CO., New York, division of American Home Products Corp., early in January starts *Ellery Queen* for Anacin on over 50 CBS stations, Wed., 7:30-8 p.m. (rebroadcast 12:30-1 a.m.) replacing *Easy Aces* for the same product. *Mystery Show*, now sponsored on NBC Saturday, 7:30-8 p.m. by Emerson Drug Co. for Bromo Seltzer, will be replaced on that network by another mystery, *The Saint*, Jan. 6. Agency is Ruthrauff & Ryan, appointed by Whitehall to handle only the *Ellery Queen* show. Through Dancer-Fitzgerald-Sample, New York, agency handling other radio, Whitehall last week started *Fleetwood Lawton* on 7 NBC West Coast stations, Mon. Tues., and Wed., 8.15-8 p.m. (PWT) also for Anacin.

KEEW Shift Granted

CONSENT was granted by the FCC last week to voluntary assignment of license of KEEW Brownsville, Tex., from Eagle Broadcasting Co. to Radio Station KEEW Ltd., a newly formed limited partnership. T. Frank Smith, manager of KXYZ Houston and KRIS Corpus Christi, joins the present operators of KEEW, Jack Wilson and Ernest E. Wilson, in the new partnership. Mr. Smith acquires 60% interest as general partnership for $8,500. The Messrs. Wilson are special partners, each holding 20% interest. Provision for adequate financing for future expansion was given in application as reason for shift.

. . . How MYCALEX Solved a Tough Insulating Problem for HAZELTINE ELECTRONICS and the NAVY . . .



HAZELTINE ELECTRONICS CORPORATION

PLANT
58-25 LITTLE NECK PARKWAY
LITTLE NECK, LONG ISLAND
FLUSHING 7-0300

EXECUTIVE OFFICES
1775 BROADWAY
NEW YORK 19, N. Y.

TELEPHONE
COLUMBUS 5-0795
TELETYPE NY 1-2880

September 15, 1944

Mycalex Corporation of America
30 Rockefeller Plaza
New York, N. Y.

Attention: Mr. Jerome Taishoff, President

Gentlemen:

In the development of special apparatus, to be supplied on a Navy contract by Hazeltine Electronics Corporation, it was found necessary to utilize a material with a dielectric constant of 12-15.

We put our problem in the hands of your company.

The cooperation which we received from your organization is to be very highly commended. The special material, which was developed after much experimentation and research on your part, has maintained a constant dielectric all through production.

We have delivered a quantity of these units to the Navy, and we wish to again thank you for the large part you played in making the delivery of these vital equipments possible.

Very truly yours,

J. E. Gray

J. E. GRAY
Co-ordinating Engi...

Note one more success story concerning MYCALEX and an outstanding builder of electronic apparatus. MYCALEX—the "last word" in low-loss insulation—may be the right answer to *your* problem, too. Write for detailed specifications and samples.

MYCALEX
THE INSULATOR
TRADE MARK REG. U. S. PAT. OFF.

MYCALEX CORPORATION OF AMERICA

"OWNERS OF 'MYCALEX' PATENTS"

CLIFTON, NEW JERSEY

Executive Offices: 30 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

TEXT OF AFM CONTRACT WITH RECORDERS

TEXT of the contracts signed Nov. 11 by RCA, NBC and Columbia Recording Corp. with the American Federation of Musicians follows:

This is to advise you that during the term of this contract you may employ members of the AFM upon the following terms and conditions:

1—You shall use only members in good standing of the AFM for the performances of all instrumental music in recording phonograph records and electrical transcriptions, (hereinafter sometimes referred to as "Recordings"), and when employing persons who are eligible for memberships in the AFM you shall employ only such persons as shall be members thereof in good standing.

2—We shall exercise full authority in order that our locals and members of the Federation engaged in or pertaining to such recording activities shall do nothing in derogation of the terms and intent of this agreement.

3—Immediately upon the making of any recording and prior to its release, you shall advise the Federation of such recording, of the serial or other number thereof, and any additional information in connection with any such recording which we may reasonably require. Upon demand by the Federation, you shall promptly furnish to it a copy of any such recording, including those made or pressed by you in Canada.

Other Data Required

4—Upon the execution of this agreement you shall promptly furnish to the Federation a copy of your current catalogue of recordings, and thereafter from time to time as and when issued, you shall supply a copy of all supplements thereto.

5—You shall not require, request, induce, or in any manner attempt to influence any member of the Federation to play, or perform for recordings, or render services pertaining thereto, except as permitted by this agreement.

6—You shall not dub, re-record, or retranscribe any recordings except upon previous written notice of any such intention to be given to the member through whom the performers were originally employed, as well as to the Federation; and upon payment to the said member of the full scale for all performers applicable to such new use.

7—You shall not require members of the Federation to make phonograph records containing commercial advertisements, or any recordings to be used by or for actors as accompaniment for or in connection with their performances.

8—No changes in our Constitution and By-Laws will be made during the term of this agreement which shall contravene any of the provisions herein.

9—All laws, rules and regulations of the AFM (a copy of which is herewith submitted) are made part of this agreement.

10—You shall pay our members for the services rendered by them in the making of recordings such sums as you may agree upon with them, but which in no event shall be less than scale.

Required Provisions

11—All contracts for recordings between you and members of the Federation shall contain the following provisions:

(a)—"As the musicians engaged under the stipulations of this contract are members of the AFM, nothing in this contract shall ever be construed as to interfere with any obligation which they owe to the AFM as members thereof."

(b)—"Any member or members who are parties to or affected by this contract, whose services thereunder or covered thereby, are prevented, suspended or stopped by reason of any strike, ban, unfair list order or requirement of the Federation shall be free to accept and engage in other employment of the same or similar character, or otherwise, for other employers or persons without any restraint, hindrance, penalty, obligation or liability whatever, any other provisions of this contract to the contrary notwithstanding. This contract shall not become effective unless and until it shall be approved by the International Executive Board of the AFM."

12—In order to give effect to the principle of a continuing interest which all the members of the Federation have in the use of recordings containing instrumental music, you shall pay to the AFM the following:

a—For phonograph records manufactured or produced by you or others, in whole or in part, from masters hereafter recorded by you, containing performances by members of the Federation, and which phonograph records are sold by you or by the lessees of your masters to others, a payment equal to the following:

¼-cent for each record, the manufacturer's suggested retail price of which does not exceed 35 cents:

½-cent for each record, the manufacturer's suggested retail price of which is more than 35 cents but does not exceed 50 cents:

¾-cent for each record, the manufacturer's suggested retail price of which is more than 50 cents but does not exceed 75 cents:

1-cent for each record, the manufacturer's suggested retail price of which is more than 75 cents but does not exceed $1.00:

2½-cents for each record, the manufacturer's suggested retail price of which is more than $1 but does not exceed $1.50.

5-cents for each record, the manufacturer's suggested retail price of which is more than $1.50 but does not exceed $2.00:

2½% of the sales price of each record, the manufacturer's suggested retail price of which exceeds $2.00.

You have advised us that the manufacturer's suggested retail prices as referred to in the foregoing schedule are published in your catalogues of records.

b—For electrical transcriptions, manufactured from masters hereafter recorded by you containing performances by members of the Federation, and which are intended for more than one use by your customers, lessees or licensees as part of your library service or otherwise, a payment equal to 3% of the gross revenues derived by you from the sale, lease, license or other disposition thereof.

Jingle Clause

For spot announcement transcriptions, commonly known as "Jingles", a like payment of 3% of the gross revenues shall be made.

c—For commercial electrical transcriptions manufactured for commercial broadcasting, intended for a single use and only so used, there shall be no payment pursuant to the terms of this paragraph 12.

d—All payments stipulated in this paragraph 12 shall be made to the Federation within 45 days following each calendar half-year and shall be accompanied by a statement certifying all payments required to be made pursuant hereto.

e—The Federation at its option shall have access and right of examination of your books and records relating to this subject at all reasonable times.

f—It is understood that your obligation to make the payments pursuant to this Paragraph 12 hereof shall continue after the expiration of the term or other termination of this agreement.

13—The rights granted to you under this contract are hereby declared to be personal to you and you agree not to transfer, assign or attempt to transfer or assign

a—This agreement or any part thereof, or

b—any contract or any part of any contract for the performance of the services of any member of the Federation, or

c—to give anyone else control over the foregoing without our prior written consent, which consent shall not be unreasonably withheld.

Future Agreements

14—During the term hereof, we will not enter into any agreement with any phonograph record or transcription company upon terms more favorable than those contained in this agreement. In the event, however, that we shall make any future agreement with any other phonograph record or transcription company upon any terms more favorable or different from those contained in this agreement, you shall have the right at your option to cause your agreement to be conformed therewith.

15—You shall not make, or permit the use of your facilities for making, or otherwise give aid and assistance in the making of any phonograph recording or transcription which shall utilize instrumental music, for or on account of any other person engaged in the phonograph recording or transcription business unless authorized in writing by the Federation.

16—You agree not to make recordings of any radio program containing the services of our members, off-the-line or off-the-air, without first obtaining from the Federation written permission, except that we agree that no such permission shall be necessary in instances where

a Recordings are for reference or file purposes, or

b for the purpose of making delayed broadcast transcription, which have been authorized in writing by the Federation.

The Federation agrees that in all other cases it will not unreasonably withhold permission to make such off-the-air or off-the-line recordings, and that in such other instances where granted, permission shall be given on payment of transcription scale to the members of the Federation concerned. This agreement shall not in any way modify any obligation independent of this agreement which you may be under to obtain from our members such individual approvals as may be necessary in connection with such off-the-line or off-the air recordings.

Renewal Provision

17—It is further agreed that any contract in existence at the termination of this contract (whether such termination is caused by expiration, breach, or otherwise) made and entered into by you with local unions, members of the Federation, licensed booking agents, personal managers, recording companies, symphony associations or others, for the employment of and rendition of services by members of the Federation, shall not impose any obligation on the part of members of the Federation to render further musical service for you unless this contract is renewed or a new one entered into permitting the same; in the event this contract is not renewed or a new one is not entered into such members may, at their option, render services to any others without obligation or liability to you.

18—This agreement shall commence on the date hereof and terminate Dec. 31, 1947.

Your signature in the space provided below will constitute this a binding agreement between you, and ourselves.

JACK GAVER, amusement editor of United Press, and Dave Stanley, free lance press agent, are collaborating on a book of profiles and scripts of radio comedians, scheduled for publication in the spring by Greenberg Publishers, New York.



For its November outdoor boards, radio station KXOK (St. Louis, Mo.), appropriately posts this turkey illustration . . . admonishing all who see it and its 99 counterparts now showing in high traffic areas throughout the City of St. Louis . . . to "Be Sure To Hit The Right Spot."

The right spot, by implication, of course, means 630 . . . the KXOK spot on the dial where thousands of listeners keep tuned daily . . . the spot that appeals to advertisers, too, because results prove that KXOK is an economical and effective selling force not only in St. Louis and surrounding territory, but also throughout KXOK's primary area, extending from Eastern Missouri into Southern Illinois, Southwestern Indiana and Northwestern Kentucky.



". . . more than his belly can!"

That old limerick is red hot news . . . now. You remember how it goes . . . "Oh, a strange bird is the pelican . . . his bill holds more than his belly can!"

That, to us, is the radio business today. Time for sale is a rarity. Orders come in over the transom. Every one is holding more than his belly can.

But there's going to come a time when we'll all go back to the days when advertisers will again ask . . . "How much for what?"

We'll welcome those kind of questions again. For W-I-T-H was started during the times a station had to *sell* goods.

Knowing our coverage, our popularity, and the cost of doing business, we have no fear of what the smart buyers of time will do.

The big buy in Baltimore has been W-I-T-H, the successful independent, for a long time. You'll find it true tomorrow as you found it today and yesterday.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed



Cocktails — at 2:00?

It *is* silly to think that the farmer leaves his field work to come in for cocktails at 2:00 or tea at 4:00, isn't it? But that apparently is the idea behind the one solitary "farm program" some stations out here now condescend to broadcast daily. If you'd hear their nightclub gags and their jive records you'd say, "Who would believe farmers would like that stuff?" The point is—they don't!

On *Farm Programs*, farmers want market reports because they need them as indices of when to buy and sell their grain and livestock. And they want these reports given—not blandly read—by a guy who knows what he's doing. They depend upon farm news and new requirements interpreted by a farm editor who knows and studies his farmers. They prefer *live-talent* shows emceed by a friendly chap who can personalize entertainment.

Those are the ingredients of KMA farm programs. Those are the reasons why KMA *is* the No. 1 Farm Station in this No. 1 Farm Market. And instead of one half-hour, we spend hours daily at this sort of thing. This area is 80% rural. It's only good business for us—and you, too—to make the No. 1 farmer our specialty! That's why everyone is learning that KMA is your best buy—in 1944—in the No. 1 Farm Market. Call Free & Peters today. Set your availabilities now—before it's *completely* too late!

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

COLUMBIA WIRE TO VINSON

TEXT of the letter sent Nov. 13 to Judge Fred M. Vinson, Director of the Office of Economic Stabilization, by Edward Wallerstein, president of Columbia Recording Corp., follows:

It is now more than 16 months since July 5, 1943 when the United States Conciliation Service certified to the National War Labor Board the dispute between Mr. Petrillo and the recording companies. We have waited those 16 months for action by one or more branches of the Government.

We have waited 16 months since the first hearing before the War Labor Board on July 9; ten months since the end of the protracted hearings before the Panel appointed by the War Labor Board; eight months since the filing of the Opinion by the Panel recommending that the War Labor Board "exercise its power to terminate the strike to the end that the conditions prevailing on July 31, 1942 be restored;" seven months since the argument before the War Labor Board on the confirmation of its Panel's Report; almost five months since the issuance by the War Labor Board of an Order directing Mr. Petrillo to lift his ban on recordings; three months since the issuance by the War Labor Board of an Order directing Mr. Petrillo to show cause why its previous order had not been complied with and almost three months since the hearing on Aug. 17 on the return of that order to show cause. We have waited more than 2½ months since the War Labor Board, apparently unable in any other way to enforce its order, certified the question to the President of the United States through your office and we have waited almost another six weeks since Oct. 4, when, as a result of your recommendation to the President, he requested Mr. Petrillo by telegram to end the strike.

It is over a month since Mr. Petrillo replied to the President and refused to comply with his request. Despite that action by Mr. Petrillo which apparently disposed of Government action, we have waited another month since our telegram of Oct. 12 to the President pointing out that the statement in his telegram to Mr. Petrillo that the strike did not affect the war effort was inconsistent with the repeated findings of the War Labor Board and its Panel as a result of which, on the following day, Oct. 13, the President at his press conference publicly stated that he would study the laws to determine what could be done to enforce the War Labor Board's Order.

We have waited over three weeks since the Report on Oct. 18 that the President had referred the matter back to you to investigate the laws and since our telegram to you of Oct. 20 referring to the report that the matter was back in your hands and ending with the statement that unless you act quickly we will be compelled to accept Mr. Petrillo's terms. The economic pressures on us are such that we can wait no longer and must now either sign or go out of business.

Since no action has been taken by the Government, we have today entered into a contract with Mr. Petrillo's union which will include provision for payments by us directly to the Union, the principle which we have resisted for more than 27 months, which we contested before Government bureaus for 16 months and which, though successful in our contests, we are finally accepting because of the Government's unwillingness or incapacity to enforce its orders.

RCA STATEMENT

RCA's announcement on the AFM contract, issued Nov. 11, follows:

RCA Victor and the AFM have agreed to resume recording immediately, and the Union Locals are being so advised by James C. Petrillo, president of the AFM, according to James W. Murray, general manager of RCA Victor Record activities.

This action ends the strike of 27 months.

Speaking for RCA Victor, Mr. Murray said:

"In view of Mr. Petrillo's decision not to accept the order of the War Labor Board and the request of the President to obey the Board's order, we had no alternative but to meet the demands of Mr. Petrillo that we make direct payments to the Union's Treasury or to abandon our record business which would have resulted in losses to the public, our employees and artists, our dealers and stockholders."

Mr. Murray wired the RCA Victor artists word of the agreement.

In another message to Victor Record distributors and dealers throughout the country, he said: "Record ban ended and new recording operations will start immediately. The first of a series of exciting announcements will soon be on the way to you. Prepare for some of the most outstanding recordings of popular hits and musical masterpieces in Victor's history.

"There is a great deal of excellent music waiting to be recorded by the world's great artists. I am sure that music lovers throughout the world will rejoice that they may again enjoy music they want when they want it."

PROUD OF YOUR SALES IN HUMBLE (Ky.)?

Don't feel crestfallen if your Humble (Ky.) business isn't worth getting puffed up about. Chances are, it's only because the Louisville Trading Area has 54% of Kentucky's total retail business! So forget Humble. Get Louisville and you'll really have something to be proud of! Incidentally, we humbly call your attention to the fact that WAVE covers the *whole* Louisville Area at *lowest* cost. Need we say more?

LOUISVILLE'S **WAVE**

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

WDRC

HARTFORD & CONNECTICUT

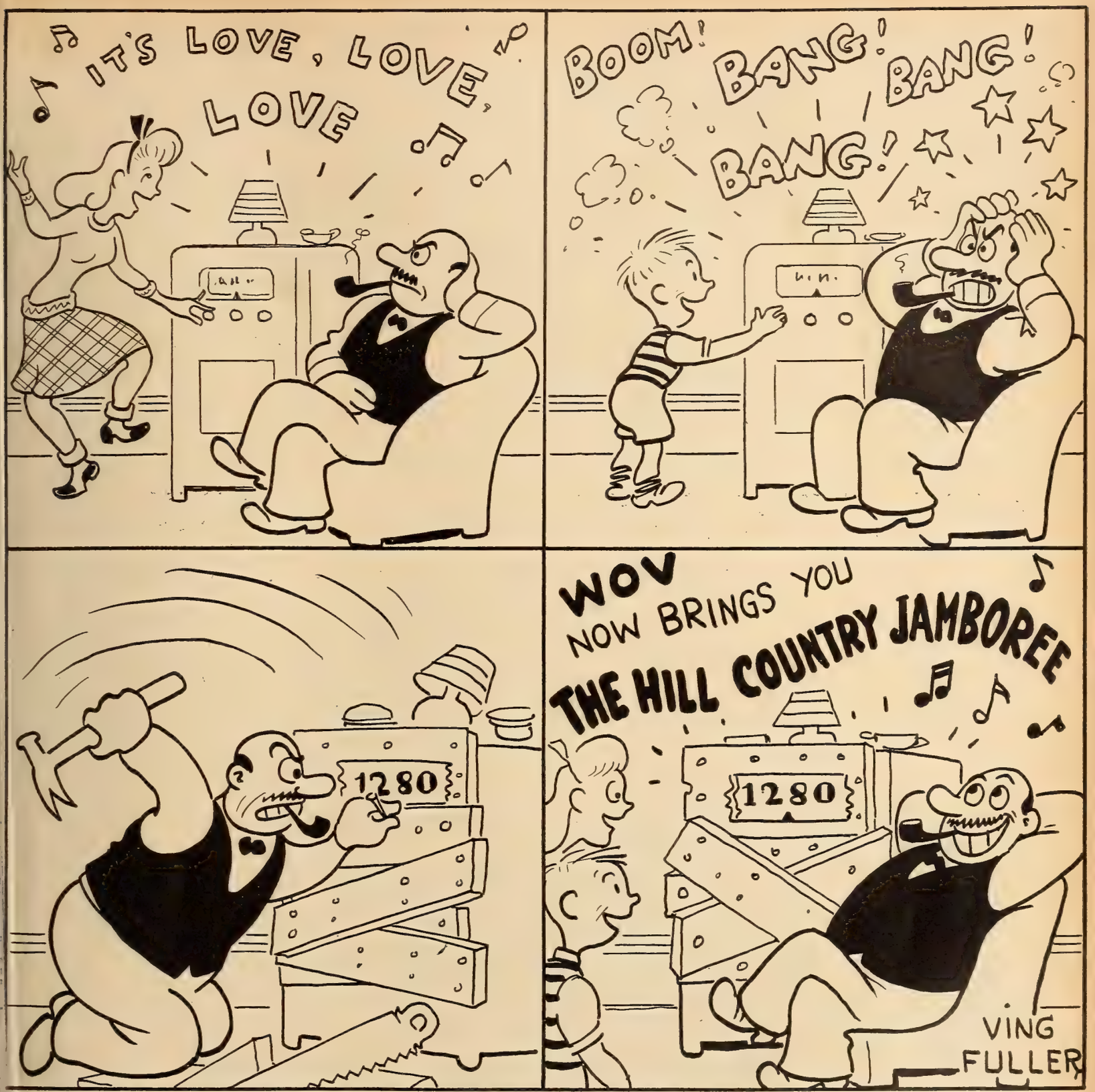
WDRC—FM

$26,500,000

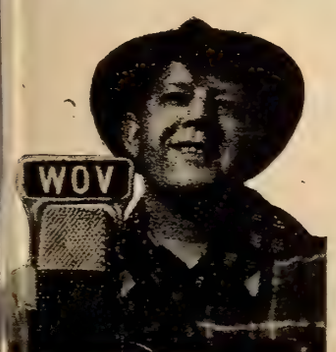
That's Sales Management's estimate of retail sales in Hartford for December, an increase of 9.5% over last year! Hartford is the center of the rich WDRC Market, delivered to all advertisers at one low rate!

USE WDRC TO CONNECT IN CONNECTICUT

CBS



THESE BIG CITY FOLKS LIKE THEIR HILL BILLY TUNES



AMONG New York's millions of metropolitan and suburban radio listeners, you will find a great and growing group with whom "The Hill Country Jamboree" is a made-to-order program. To this specialized audience of loyal listeners, and the mail count backs the statement, 6:30 to 7:00 p.m. every weekday is "must" listening time for WOV. A few participating periods on "The Hill Country Jamboree" are still open for sponsorship. Wire or phone for details.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY McGILLVRA, Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

CIAA SERIAL GIVES FEDERAL VIEWPOINT

A BATTERY of 12 shortwave transmitters is directing to all listeners in South and Central America a serial program in which the Office of the Coordinator of Inter-American Affairs for the first time comes out and states the position of the U. S. Government in regard to the present pro-Fascist regime in the Argentine.

Such responses as had been received by early last week, after the first two broadcasts, were said to be favorable, but some unfavorable reactions are expected directly or indirectly from groups close to the Nazi interests in L. A. Argentina was reported to have already taken steps to counteract the CIAA program via its own radio facilities. Program goes out in Portugese on three transmitters at 6:30 p.m. Thursday and in Spanish on nine stations at 8:30 p.m. Titled *El Destino de America*, it was introduced at the suggestion of the State Dept., which checks scripts to conform with State policies, for the first cycle of a new series on Inter-American cooperation. Program is tentatively scheduled to continue for 13 weeks, subject to revision since its run will be governed by progress in the realignment of the Argentinian government to Allied sympathies.

Goodyear Success

GOODYEAR TIRE & RUBBER Co., Akron, found its spot campaign for Neolite, a new shoe product, so successful with transcribed 30-second chain breaks on some 80 stations in 61 markets, that other stations are being added to the list, according to Compton Adv., New York, agency for shoe production. Campaign started five weeks ago. Young & Rubicam, New York, handles institutional advertising for Goodyear and a network program for soles and heels which starts Nov. 21 on MBS, featuring Roy Rodgers, cowboy actor.

AFM DISC ANNOUNCEMENT

AFM issued the following statement Nov. 11 announcing that contracts had been signed with RCA, NBC transcription division and Columbia Recording:

The RCA-Victor Division of the Radio Corp. of America, the Transcription Division of the National Broadcasting Co. and Columbia Recording Co. have entered into agreements with the American Federation of Musicians for the employment of musicians in the making of recordings and transcriptions.

This is the greatest victory for a labor organization in the history of the labor movement. The AFM is the first labor organization to receive agreements whereby employers pay money direct to the organization for the employment of musicians over and above what they pay for the actual work done by the musicians in the making of recordings.

By their past conduct, these companies have shown that they are not amicably disposed to do business with the AFM. Instead of showing friendliness, they have displayed bitterness, unfairness, injustice, trickery and reactionism which would do justice to the slave owners of pre-Civil War days. In their attitude toward the AFM and its members, they have acted as though the musicians they wished to employ were their vassals and slaves.

Instead of meeting the officers of the AFM to negotiate fair terms and conditions of employment, they refused for many months to attempt negotiation and, on the contrary, resorted to a vile, indecent, malicious and filthy campaign of libel, slander and villification of the AFM and its officers. They substituted for the ordinary, usual and fair processes of collective bargaining a campaign of mud slinging, dirt throwing and false propaganda.

Fair Dealing

It is inconceivable that in this day and age these large corporations should hire agents at large expense to inflame the public against the AFM by false and malicious representations respecting what is an ordinary controversy pertaining to labor relations. We have witnessed in this controversy employer activities of the kind and type indulged in over half a century ago in the steel industry, when the employers stopped at nothing to defeat the just demands of their employes.

Let it be remembered that the AFM in this entire controversy asked for nothing more than the adoption of a principle of fair dealing with its members who were being thrown out of employment by the use and operation of mechanical devices made and manufactured by the members of the AFM. Never was a more just proposal submitted to an employer on behalf of workers than the proposal submitted by the AFM to these employers. That is established by the fact that over 110 companies have adopted the proposal submitted by the AFM as the solution to a problem of employment created by the industry in which these employes are engaged.

This is not only a victory for the AFM but a victory for all organized labor, in that reactionary employers, seeking to thwart and throttle the rights and just demands of their employes, have been defeated in their efforts. Honesty and fairness have triumphed over falsity and fraud. It may be well for these companies to understand that the AFM and its members will not tolerate a continuance of their past activities and conduct. The AFM expects that the companies will change their past course of conduct and deal honorably and justly with the AFM and its members. If they fail to do so, the AFM will not hesitate to break off relations with these companies and leave them to die by their own nefarious schemes.

Harvest Series

MASSEY-HARRIS Co., Racine, Wis., will sponsor a series of 13 quarter-hour broadcasts highlighting the achievements of the self-propelled Harvest Brigade. The transcribed dramatizations will be aired over 22 stations in the wheat belt. They tell the story of the tremendous harvest results when special Massey-Harris harvesting machines, released by the government, and volunteer workers got together to bring in the crops.

IT'S A FACT!

A longtime basic industry of the tri-state area of Louisiana, Texas and Arkansas is the lumber industry. Within this area are to be found more than fourteen million acres of pine and hardwood, and today, hundreds of mills are running at peak production, turning out vast quantities of pulp wood and timber to meet the demands of war. This increased production creates new spendable income for the workers in this industry. It also assures advertisers of an active market . . . a market which only powerful, 50,000-watt KWKH covers effectively and completely.



KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

AP

KRLD, Dallas, Texas

. . . You have perfected AP to an all-time high in radio news services.

Clyde Rembert
Managing Director

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

LEARNING BY EAR

Long before you could walk or talk.. long before a book was put into your young hands.. you *heard* the words and phrases you would later use. Music, too, entered your consciousness (as it does today) through the auditory nerve.

Modern language-study begins with *hearing* foreign words, phrases, idioms.. to be augmented later by *reading* the niceties of grammar and syntax. Does any of this hint at the power of radio, which is, obviously, a medium of sound as well as a sound medium?

In the primary areas of Westinghouse, 18,000,000 Americans are in a position to *learn by ear*.. the news of the moment, the music of the ages. While they are being entertained, this vast group can also *learn by ear* what the sagacious advertisers of America offer for their well-being and profit.

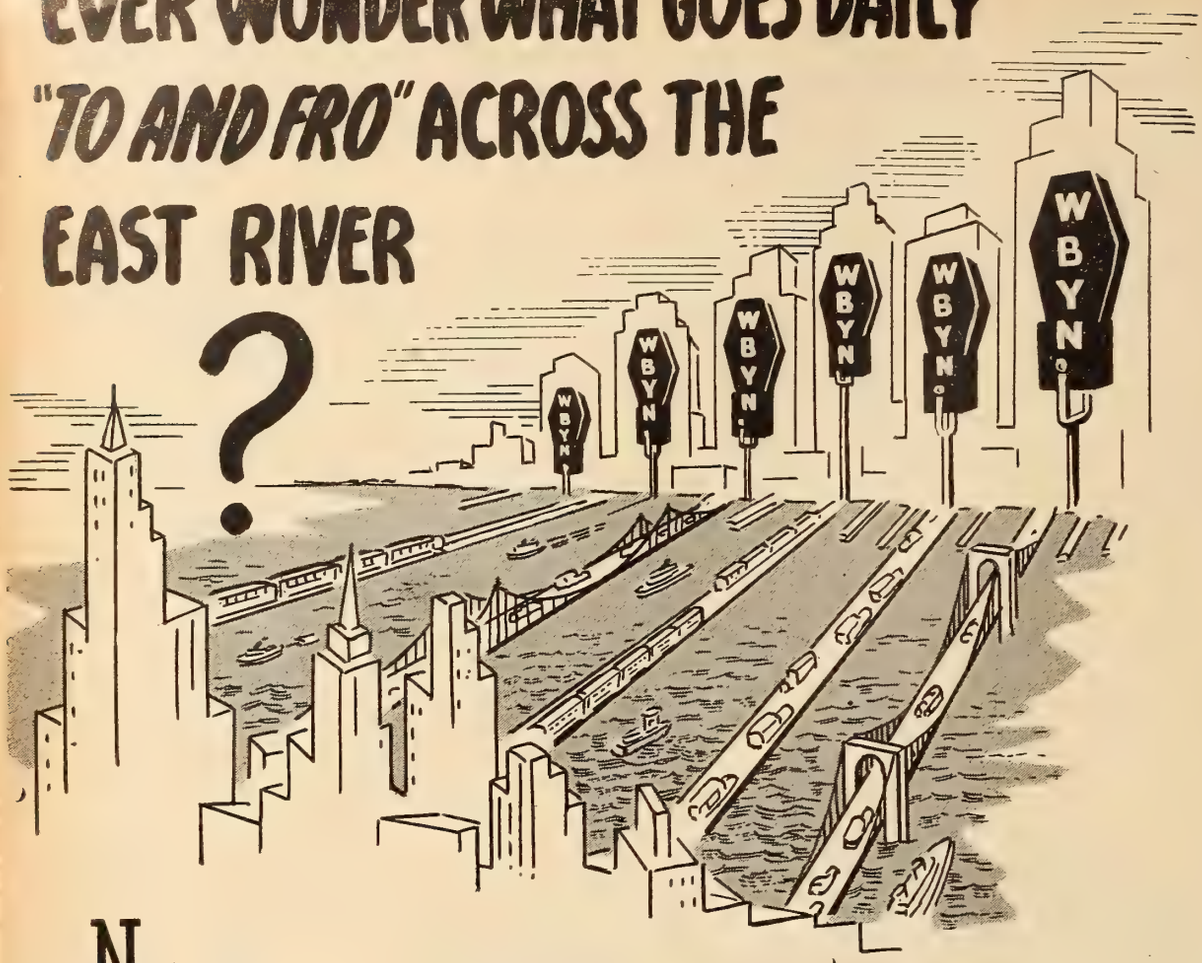
These sales-messages have an added advantage: The warmth of the human voice to underscore their friendly tone, their conviction. Tap this power in your own sales-territory.. through NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • KYW • KDKA • WBZ • WBZA



EVER WONDER WHAT GOES DAILY "TO AND FRO" ACROSS THE EAST RIVER ?



New York subways, bridges, trolleys, busses, carry the greater portion of Brooklynites daily to and from Manhattan. Another Brooklynite that reaches out to all the other Boroughs every day is WBYN, Brooklyn's own full time radio station . . . incorporates the added coverage of all New York!

WBYN is the major coverage solution for the major section of New York, the surest way to reach a 3 million population city . . . DIRECT! The story of WBYN's unique "minute programming" is told to millions in daily ads. Exclusive Racing Results, Continuous Music, Minute News . . . all day.

For a pleasant surprise in coverage per dollar write for our latest brochure.

THE MINUTE STATION

For availabilities: write WILLIAM NORINS, Gen. Mgr.
Station WBYN, 1 Nevins Street, Brooklyn, N.Y.

WBYN

1430 ON THE DIAL

KQW Is Squeezed In Labor Squabble

NABET Files Charges After IBEW Lifts Member Card

AN UNFAIR labor practice charge was filed last week against KQW San Jose, Cal., by the National Assn. of Broadcast Engineers & Technicians, as an outgrowth of the efforts of the station's technicians to switch their union affiliations from the International Brotherhood of Electrical Workers to NABET.

The action was filed with San Francisco regional office of the National Labor Relations Board after Carl B. Reimers, an engineer, was discharged by the station, allegedly as the result of pressure applied by the IBEW which had revoked Mr. Reimers' union membership. The engineer was charged with disloyalty to IBEW, advocating or attempting to bring about a withdrawal of KQW technicians from IBEW, creating dissatisfaction among the members of IBEW, etc.

Coercion Claimed

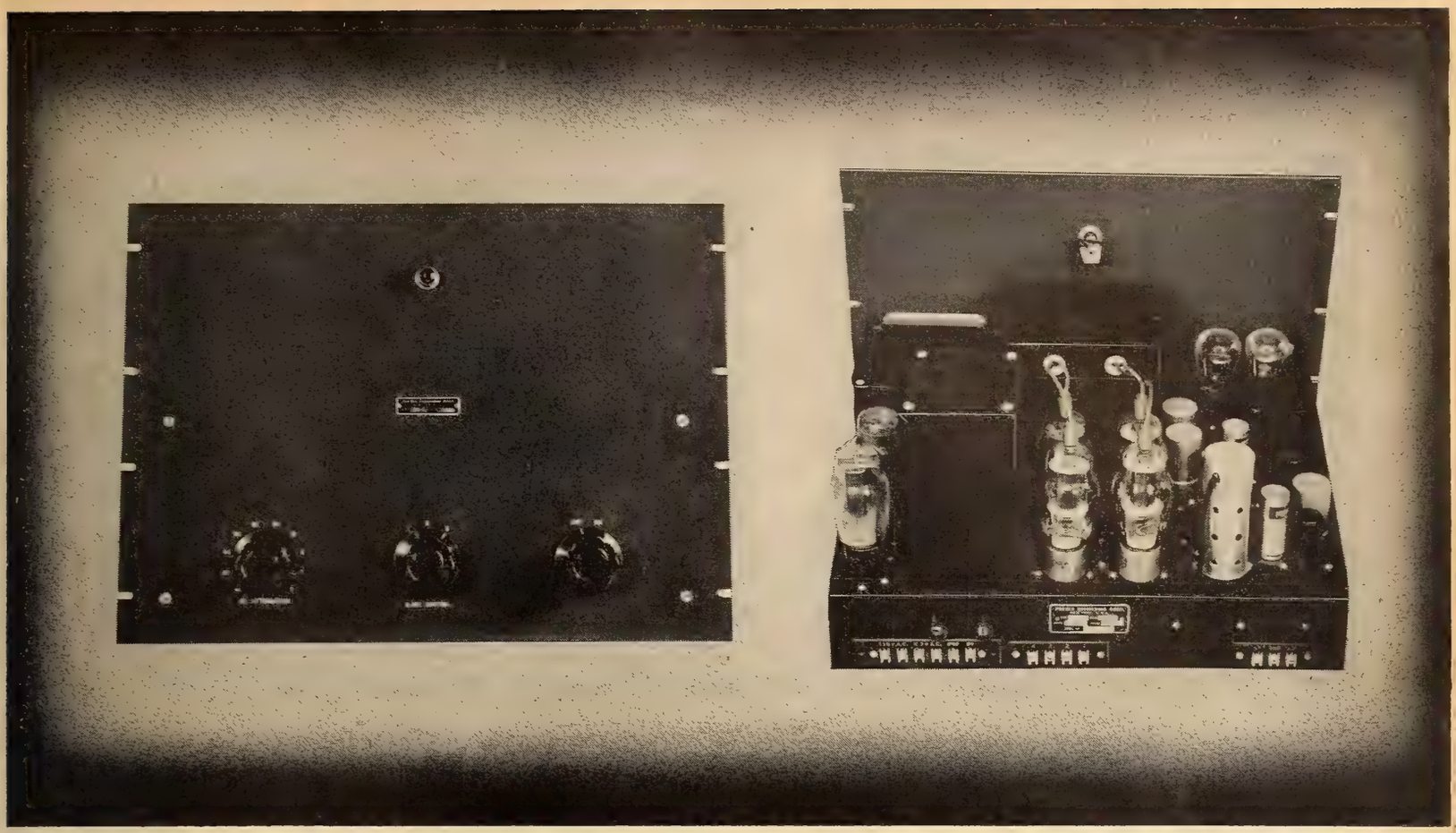
A substantial majority of the station's engineers had already signed representation cards with NABET which had filed a petition of certification with the NLRB. As the result of IBEW's action in cancelling Mr. Reimers' union card and demanding his discharge, NABET contends, the technicians have been coerced into abandoning their intentions of transferring to NABET.

NABET is charging KQW with discrimination in favor of IBEW and claims that the union action against Mr. Reimers was arbitrary and in violation of his constitutional rights. It is relying on a decision by the Board in the Rutland Court Owners Inc. case (No. C-1639) in which it was held that members of a union were within their rights in joining another union and pointed out that a union could maintain perpetuity simply by expelling a member.

The attempted switch of KQW technicians was the result of dissatisfaction with IBEW following revelation of the Petrillo-Brown agreement to award platter turning functions of the IBEW technicians to the musicians [BROADCASTING, May 8 *et seq*].

School Expands Time

AMERICAN SCHOOL, Chicago (correspondence school), Oct. 29 started Samuel R. Zack's hour-long labor arbitration program on WMCA New York, and has also started participations on WJZ New York. Business placed through Equity Adv., New York, ageney for eastern advertising. A spot radio advertiser for the past several years, the school may start a network program the first of the year. Reincke-Ellis-Younggreen & Finn, Chicago, places advertising in the West and Midwest.



You Can Buy This Amplifier TODAY

Under a recent ruling of the War Production Board radio station owners may buy up to $500.00 worth of new capital equipment, using their AA-1 MRO CMP-5 priority.

Here is a piece of equipment that will make a vast improvement in the quality of your instantaneous recordings. And it can be delivered to you promptly.

It is the Presto 88-A amplifier, designed especially for use with Presto 1-C and similar high fidelity cutting heads.

Maximum power output is 50 watts with 4% distortion, measured by the inter-modulation method. Feed back circuits maintain the output impedance essentially constant when driving a cutting head, thus reducing overall distortion. Three frequency response curves are available on a selector switch. (1) Flat response, 30 to 15,000 c.p.s. $\pm$ 1 db. (2) NBC orthacoustic recording response. (3) World-AMP lateral recording response.

Designed for relay rack mounting; panel height 14"; input, 500 ohms; output, optional, 15 ohms or 500 ohms; gain, maximum, 85 db. Shipment 4 to 5 weeks after receipt of order placed with your electronic distributor.



PRESTO RECORDING CORPORATION

242 WEST 55th STREET, NEW YORK 19, N.Y., U.S.A.

Walter P. Downs Ltd., in Canada

Buy Bonds. Keep on Buying.

Keep 'Em Flying.

Speaking of theme songs we believe a look at these figures justify us in selecting..

"THE SAME OLD STORY"

• Hooper—Fall 1942

City—Amarillo, Texas

	KFDA	STA. B.
Morning Index Monday thru Fri. 8:00 A.M.–12:00 N.	17.7	78.4
Afternoon Index Monday thru Fri. 12:00 N.–6:00 P.M.	20.5	76.5
Evening Index Monday thru Fri. 6:00 P.M.–10:00 P.M.	14.3	80.8

• Hooper—Fall 1943

City—Amarillo, Texas

	KFDA	STA. B.
Morning Index Monday thru Fri. 8:00 A.M.–12:00 N.	56.9	41.0
Afternoon Index Monday thru Fri. 12:00 N.–6:00 P.M.	34.4	63.9
Evening Index Monday thru Fri. 6:00 P.M.–10:00 P.M.	21.2	78.0

• HOOPER—SUMMER 1944

City—Amarillo, Texas

	KFDA	STA. B.
Morning Index Monday thru Fri. 8:00 A.M.–12:00 N.	65.6	33.7
Afternoon Index Monday thru Fri. 12:00 N.–6:00 P.M.	36.0	62.8
Evening Index Monday thru Fri. 6:00 P.M.–10:00 P.M.	30.0	69.0

• Yessir—"the same old story"—

CONSISTENT YEARLY GAINS!

Blue Network

K F D A

• Nunn Stations

KFDA Amarillo, Texas.
WCMI Ashland, Ky. Huntington, W. Va.
WLAP Lexington, Ky.
WBIR Knoxville, Tenn.

A NUNN STATION

Amarillo, Texas

Howard Roberson, Mgr.

REPRESENTED BY THE JOHN E. PEARSON CO.

H. E. Stephenson Elected by ACA

30th Annual Meeting Hears Measurement Bureau Data

By JAMES MONTAGNES

THE 30TH ANNUAL MEETING of the Association of Canadian Advertisers (ACA) held at Toronto Nov. 8-10, elected as president Harold E. Stephenson, advertising manager of Canada Starch Co., Montreal; presented a silver medal for greatest contribution to Canadian advertising in the radio medium to Harry Sedgwick, CFRB Toronto, and heard reports on the Bureau of Broadcast Measurement.

Sessions of the afternoon of the opening day were devoted to a study of the recently formed Bureau of Broadcast Measurement (BBM), on the board of which are members of the ACA, advertising agencies and Canadian broadcasters. The first audit bureau of radio listenership, its operations and methods of obtaining data were described in detail by Walter E. Elliott, of Elliott-Haynes, Toronto, researchers for BBM. The discussion on BBM followed a luncheon address on consumer panels by Sam G. Barton of Industrial Surveys, New York.

R. G. Lewis, publisher of *Canadian Broadcaster* was luncheon speaker on Nov. 10, under the title "Radio Is a Guinea Pig".

Harry Sedgwick, managing director of CFRB Toronto, and chairman of the board of the Canadian Assn. of Broadcasters, who for several years has been director of the New York office of the Canadian government's Wartime Information Board, was presented with the ACA silver medal for his contribution to Canadian advertising. ACA's gold medal for distinguished contribution to Canadian advertising during the year went to B. W. Keightley, Canadian Industries, Montreal, and silver medals to Hector Fontaine, Canadian Adv. Agency, Montreal, and C. R. Vint, Colgate-Palmolive-Peet Co., Toronto. Speakers included:

Hedleigh Venning, Shiriff's Ltd., Toronto, and S. R. Skelton, Goodyear Tire & Rubber Co. of Canada, Toronto, who spoke on sales promotion; G. Walter Brown, Bristol-Myers Co. of Canada, Montreal, who spoke on management and advertising agency; Elmer Wheeler, whose topic was "Word Magic"; P. K. Abrahamson, Borden Co., New York, who discussed the planning of future campaigns. Annual dinner speaker was B. K. Sandwell, member of the board of governors, Canadian Broadcasting Corp., and editor of *Toronto Saturday Night.*

Officers elected were in addition to president Harold E. Stephenson, vice-presidents L. E. Phenner, Canadian Cellucotton Products Co., Toronto; H. J. G. Jackson, Chrysler Corp. of Canada, Windsor, Ont.; N. B. Powter, Howard Smith Paper Mills, Montreal; George S. Bertram, Swift Canadian Co., Toronto. J. P. Lyons, Manufacturers Life Insurance Co., Toronto, was reappointed treasurer. Elected to the ACA board of directors were Athol McQuarrie, managing director and general manager of ACA, Toronto; D. E. Bankart, Northern Electric Co., Montreal; C. W. Chamberlin, Shell Oil Co. of Canada, Toronto; R. Harold Smyth, Dominion Rubber Co., Montreal; R. L. Sperber, Sterling Products, Windsor; George Stineback, Bauer & Black, Toronto; Lee Trenholm, Underwood Elliott Fisher, Toronto; A. Usher, RCA Victor Co., Montreal; H. T. Venning, Shiriff's Ltd., Toronto, and Muriel Whitlock, Courtaulds (Canada) Lt., Montreal.



FOR HIS CONTRIBUTION to Canadian advertising during the year, Harry Sedgwick (r), managing director of CFRB Toronto, is presented with the silver medal of the Assn. of Canadian Advertisers by R. L. Sperber, retiring president.

Hon. Joe Lincoln
Donahue & Coe, Inc.
New York, N. Y.

Dear Joe:

Everything's under control here at Charleston. The election has come and gone and everyone's happy. Right now we at this station are head over heels in the business of making the 6th War Loan a success, and according to all previous figures our city, county and state should more than do its share.



From a commercial angle the newest I have to report is an added show by Coyle & Richardson, one of Charleston's foremost department stores. It's an interesting fact that at this time a majority of Charleston's department stores have two or more programs on our station. There's a reason for this, which any Branham man can give.

Regards,
Yours,
Algy

W C H S

Charleston, W. Va.

BLUE NETWORK

WFMJ

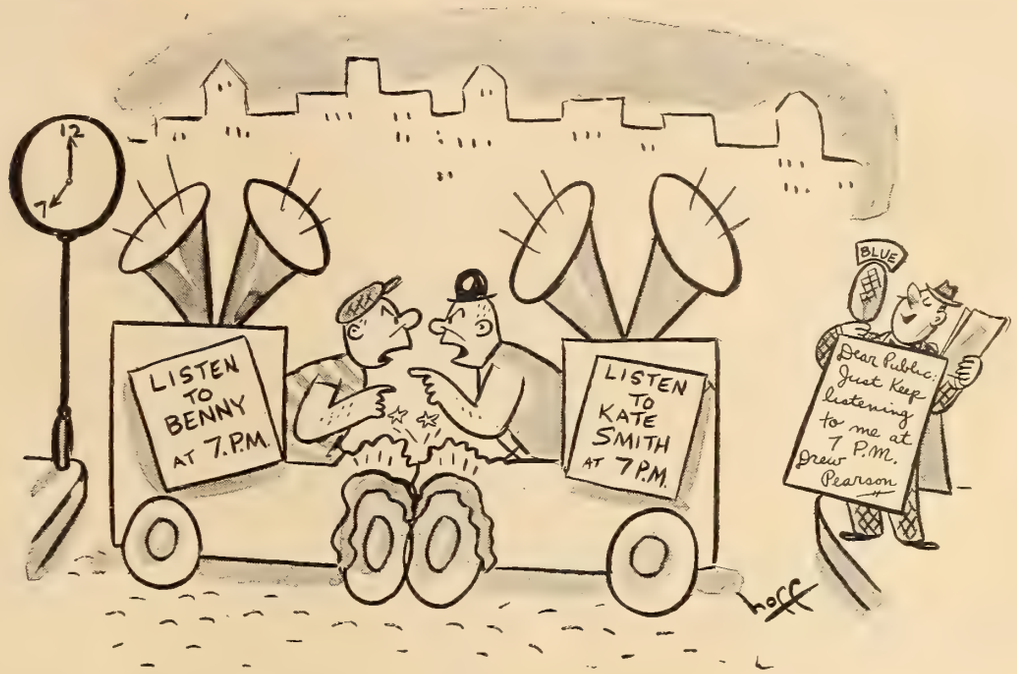
YOUNGSTOWN OHIO

28th METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco



The Story of

The Innocent Bystander

[WHO DIDN'T GET HURT!]

WHAT a head-on collision *that* turned out to be! It was like this: Kate Smith starts in the *Sunday at* 7 spot on September 17th with a rating of 11.8. On October 1st Jack Benny returns to his old stand and gets a Hooper of 18.5. Miss Smith drops to a 4.7. On October 15th Hooper gives Benny a 16.6, Kate goes to 6.5.

The Innocent Bystander

So both Smith and Benny have thousands of dollars of promotion behind them, and the best supporting talent money can buy. So CBS and NBC are determined to make it the struggle of the century, and they are in there pitching. And what happens?

Over on the Blue is an innocent bystander, doing his own job about as usual. And he is doing fine, thank you.

The Blue's innocent bystander, Drew Pearson, is *also* in the slot on *Sunday at* 7. The Blue and Pearson buck two giants and come up with these Hooper figures:*

September 17	8.3
October 1	9.9
October 15	11.2

Add it up for yourself. The Blue and Pearson are 4.7 points ahead of Smith, and only 5.4 behind Benny—and without abnormal promotion.

All right. Now along comes Walter (national institution) Winchell at 9 P.M., and he and the Blue promptly get a *higher* rating than *all the other networks put together.* And then the Blue keeps going for the rest of that hour, and winds up with a total of 56 Hooper points, against a total of 44.2 for the nearest competing network.

All right again. *Now* take a look at the Blue any weekday morning. Here you will see the youngest of the networks consistently attracting a larger audience than any of the other networks.

MORAL: These Blue ratings are not accidents. The Blue consistently delivers with Pearson. It delivers with the Winchell-Hollywood Mystery Time-Fidler combination. It delivers every weekday morning. A lot of other times, too. GOOD SHOWS ON THE BLUE CAN DELIVER THE RATINGS.

**The figures represent the 27 Hooper cities in which Pearson broadcasts from 7 to 7:15 P.M.*

"THIS IS THE *Blue* NETWORK"

THE AMERICAN BROADCASTING COMPANY, INC.

Reaction of Press to RCA, Columbia Disc Contracts . . .

WITHOUT EXCEPTION, newspaper editorials received up to last Friday on the capitulation of the recording companies sharply criticized Mr. Petrillo and blamed the Government for being unable to prevent the AFM leader from exercising dictatorial powers. Most editors saw in Petrillo's "victory" a dangerous precedent in employer-employe relations and in social policy, likening the payment of fees to the imposition of a private tax collected by a union. Legislation by Congress to curb the powers of unions was called for by a number of leading newspapers.

Excerpts from the editorials follow:

New York Times

. . . A crucial precedent has been established that other unions may be expected to follow. If one union can force the American people to pay a private sales tax on the product that it helps to make, why can't other unions? If one union can force employers to supply the funds for a private relief scheme, why can't other unions? If the officials of one union can work out a scheme which makes them financially independent even of their own union membership, why can't the officials of other unions? Such precedents, once established, must inevitably spread. Congress and the Supreme Court between them have put into effect sweeping immunities which make it perfectly legal for union officials to commit anti-social acts which would be illegal if committed by anyone else. As long as this situation lasts, the Petrillos will move from victory to victory.

New York Herald Tribune

If one union can levy a tax on an industrial product, why not others *ad infinitum*, with the public inevitably paying the piper? It epitomizes the egregious favoritism with which the Roosevelt administration from the very beginning has treated labor, in the laws it has jammed through and in their enforcement. The present Supreme Court has added its own contribution to a situation in which, as Petrillo has dramatically demonstrated, the country is helpless against the arrogant behavior and demands of a labor czar. Pretty, isn't it?

Wall Street Journal

It is true that in this particular conflict Mr. Petrillo could not actually *compel* the companies to *continue* the recording industry. The law, of course, could not do this, and the companies had at least the option of going out of business. But that "option" is no option in any system of law. It belongs altogether in the order of war. And it brings us back to the ultimate fact in the whole matter of employe-employer relations, which is that, practically alone among social relations, they are still outside the sphere of law which includes the others. At bottom they are conceived in terms of war. Unless that fact is kept in mind, discussion of the labor-capital problem will be confused and unfruitful. So long as either side or both relay on *force* as the last resort the problem will be insoluble, at least under the principles which govern all our other relations in civil life.

Washington Post

We are glad that Mr. Petrillo had the effrontery to defy outraged public opinion and stand on his legal right for he has exposed the lack of legal machinery for dealing with unreasonable, antisocial union demands of the kind put forward in this instance. The sinister significance of the Petrillo triumph does not lie in his ignoring of a WLB order, but rather in its implications for the future. If one union can collect a fee from all the employers of an industry as a condition of permitting its members to work for them, there is nothing to prevent other unions from enriching their treasuries of similar means. Nor, in view of the inadequate supervision exercised over the employment of union funds, is there any way of preventing unwise use or deliberate squandering of such accumulations by union officials.

Since there appears to be no way to thwart the activities of Mr. Petrillo under existing law, the duty of Congress is plain. It should act promptly to suppress anti-social rackets that can now be worked with impunity, provided they do not interfere with prosecution of the war.

Washington Star

The remedy, if there is to be a remedy, lies with public opinion and the Congress. The present Supreme Court has conferred a virtually total grant of immunity on unions in matters of this kind, and it is not in the least surprising that the President found nothing in the law books that would be useful against Mr. Petrillo. The court, in effect, has nullified the laws which formerly might have been invoked in a situation of this kind. And this means that nothing can or will be done unless and until an aroused public demands that Congress enact legislation to forbid or to regulate union practices which are inimical to the public interest but which, nevertheless, are steadily gaining ground.

Washington News

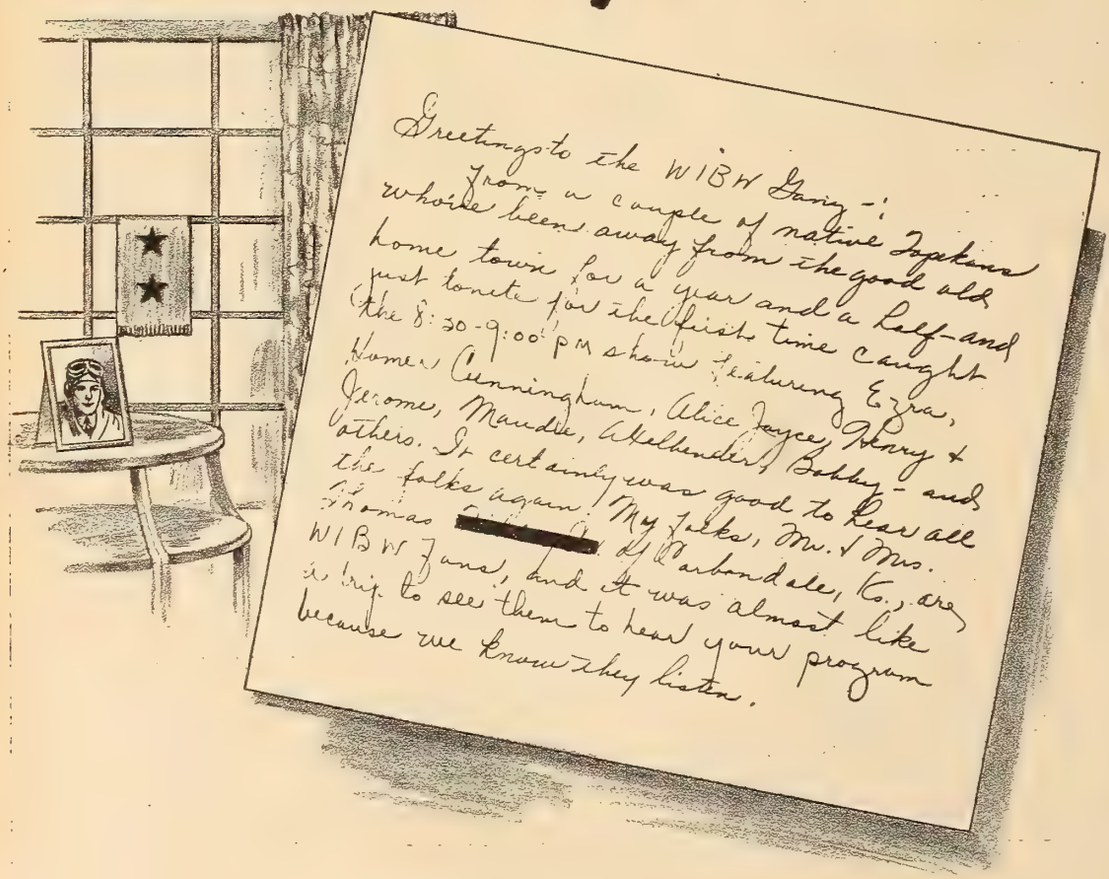
What Mr. Petrillo has done officials of other unions can do, and many doubtless will. The result may well be that hundreds of millions of dollars a year will be taken from the public, in higher prices for goods, and paid into union treasuries. So, possibly, the public may be interested to know why it was possible for Mr. Petrillo to win this famous victory.

A month ago, President Roosevelt said he was going to hunt for a law that might be invoked against Mr. Petrillo. It must be assumed that the search failed, if one was made. It could not succeed because Mr. Roosevelt's appointees on the U. S. Supreme Court have held labor unions immune to prosecution under Federal law for almost any conceivable form of trade-restriction, price-boosting activity. And because Mr. Roosevelt has helped union officials to block all efforts by Congress to correct the effect of the Supreme Court decisions.

Ice Cream Plan

BLUE RIBBON ICE CREAM Co., New York, with distribution in the East, has appointed Lester Harrison Assoc., New York, as agency. Spot radio will be used in conjunction with outdoor advertising.

Like a trip Home



If we used a thousand words, we'd never be able to do a better job of explaining why WIBW is such a tremendous influence throughout Kansas and well into adjoining states.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

5000 WATTS • DAY AND NIGHT
WOW 850
The Blue horizon in Northeasterr. Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW





Beverly Loyd, Miss Oregon of 1940, and Carol Worth, 1942 winners, have both found fame and fortune in Hollywood. Now, Thomas Mitchell appears with the first two contestants for the Sixth War Bond drive Miss Oregon title, Doreen Foelker and Bernice Layton, on KGW's "620 Time", authored and produced by KGW staff from the stage of the Broadway Theater.



C. T. HAAS...

CHAIRMAN OF MISS OREGON COMMITTEE

SAYS... The selection of a lovely girl to be Miss Oregon, as a symbol for outstanding public occasions is an honored Portland tradition. Many former winners have become Hollywood and radio stars. For the Sixth War Loan drive, KGW is cooperating with the war finance committee in presenting Miss Oregon candidates on "620 Time", KGW's sparkling weekly bond show at the Broadway Theatre, with famous guest stars. Lovely girls and KGW showmanship make a combination hard to beat. KGW's public service programs are topnotch entertainment.



THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

U. S. Shows Favored

NOVEMBER national evening popularity ratings for Canada released by Elliott-Haynes Ltd., Toronto, places *Charlie McCarthy* as top program with a rating of 36.5, and 73% of the 49.9 (sets in use) rating. *Radio Theatre* was second with a rating of 35.6, followed by *Fibber McGee & Molly, Album of Familiar Music, NHL Hockey Games* (Canadian program), *Bob Hope, Waltz Time, Treasure Trail* (Canadian quiz show), *Frank Morgan, Aldrich Family, L for Lankie* (Canadian program), *Reader's Digest, Adventures of the Thin Man, John & Judy* (Canadian program), and *Share the Wealth* (Canadian quiz show). First place in the November French-language national program rating goes to *Ceux qu'on Aime* with a rating of 33.5, followed by *Metropole, Les Secrets du Dr. Morhanges, Course au Tresor*, and *Cafe Concert.*

GALVIN MFG. Corp., Chicago (Motorola Radio) announced the appointment of Mueller & Selby, Omaha, as distributor in the Nebraska territory.

Carlin Quits Blue; Silent on Future

Declines Comment on Report He Will Join Kobak at MBS

PHILLIPS CARLIN last week resigned as vice-president in charge of program operations of the Blue Network, announcing no future plans except for a vacation of three or four weeks with Mrs. Carlin in Miami.



Mr. Carlin

Declining to discuss reports that he might follow Edgar Kobak, former Blue executive vice-president who today (Monday) assumes the presidency of Mutual, to an executive post at that network, Mr. Carlin said merely that he had no plans to announce at this time. MBS executives likewise refused to comment on the possibility beyond admitting what was already well known, that they are looking for someone to head the overall news, special events and program operations. Fact was stressed that this would be a new position and that the appointee will not replace the current heads of those individual operations, who are expected to continue in their present posts.

Pioneer Announcer

Starting in radio in 1922 as an announcer on WEAF New York, Mr. Carlin subsequently became manager of the station. When NBC was formed he was named assistant eastern program director of the network, progressing to eastern program director, manager of sustaining programs and assistant to the vice-president in charge of programs.

When the Blue was separated from NBC, Mr. Carlin went to the Blue as vice-president in charge of programs, becoming vice-president in charge of program operations earlier this fall, when Hubbell Robinson Jr. joined the network as vice-president in charge of programming and production [BROADCASTING, Oct. 2]. This was the first change in Blue executive personnel following the appointment of Chester J. LaRoche as vice-chairman and operating head of the Blue a week before. Mr. Robinson went to the Blue from Young & Rubicam, of which Mr. LaRoche had formerly been chairman of the board.

In an exchange of letters between Mr. Carlin and Mark Woods, Blue president, expressing mutual regret at the termination of a long association, Mr. Woods wrote: "We had hoped you would continue in your present position as a member of what we believe will be an outstanding network program and production department, or accept the role of chief officer in charge of television, facsimile and frequency modulation. Your decision not to accept either of these important positions is indeed a disappointment to all of us."

Mr. Kobak was in charge of FM, television and facsimile and also of construction for the Blue during his last month with the network.

New CKTB Ownership

CKTB St. Catherines, Ont., has sold by the estate of the late E. T. Sandell to the Niagara District Broadcasting Co., whose president is Capt. W. B. C. Burgoyne, now overseas with the Royal Canadian Artillery. For the present CKTB will be under the management of H. B. Burgoyne, father of Capt. Burgoyne, and managing editor of the *St. Catherines Standard.* It is understood that the new owner has no connection with the newspaper. There has been no announcement of changing of staff or operations of the station, sale of which has been sanctioned by the Canadian Broadcasting Corp. and C. D. Howe, Minister of Munitions & Supply, Ottawa. CKTB now operates with 1,000 w on 1550 kc., and has been given permission to increase power to 5,000 w under Havana Treaty limits.

KSUB Joins CBS

KSUB Cedar City, Utah, joined CBS Nov. 1. Station operates with 100 w on 1340 kc.



NBC for Western Michigan

OUTSTATE MICHIGAN'S GREATEST STATION

Twice as many GRAND RAPIDS listeners as any other station anywhere

. . . and GRAND RAPIDS is Michigan's greatest market outside Detroit

COVER THE ROME AREA CONSISTENTLY DAY AND NIGHT BY INCLUDING WRGA IN YOUR NEXT SCHEDULE

WRGA
Rome, Georgia
MUTUAL

Another chapter in the WIZE *Success Story*



THE BURGER BREWING COMPANY

CENTRAL PARKWAY AT LIBERTY STREET CINCINNATI OHIO

October 31, 1944

Mr. Adna Karns,
Radio Station WIZE,
Springfield, Ohio.

Dear Mr. Karns:

Three years ago when the Burger Brewery signed their initial contract with WIZE, we, of course, expected results.

Now, after 38 months on WIZE we are pleased to report that results far outstrip our earlier expectations.

As you know, the past two years have been looked upon more or less as an obstacle course by members of the Brewing Industry. And in view of the hardships we have encountered (and are encountering) I thought it expedient to express our appreciation of the job WIZE has done for Burger Beer.

Best wishes for the future,

J. F. Koons

J. F. Koons,
Vice-President

A letter such as this one is indicative of an increase in a station's stature and prestige . . . WIZE does get amazing results, and if you have anything to sell to the Springfield, Ohio market, you too can reach new heights with WIZE.

WIZE
Springfield, Ohio

National Representatives, WEED & CO.

BEFORE SUCH THINGS AS "MONEY-MEN"

C. E. HOOPER • Cincinnati Audience Measurements
Percentage of listeners—Nov.-Dec., 1941

	"B"	WCPO	"C"	"D"	"E"
MORNING INDEX MON. THRU FRI. 8:00-12:00 A. M.	48.6	22.4	5.3	11.4	11.4
AFTERNOON INDEX MON. THRU FRI. 12:00-6:00 P. M.	52.2	25.8	6.6	8.3	6.4
EVENING INDEX SUN. THRU SAT. 6:00-10:30 P. M.	48.2	9.2	24.4	8.5	9.5

Above shows that even back in 1941, WCPO had about as many listeners all day long, as the combined total of 3 other Cincinnati stations.

C. E. HOOPER • Cincinnati Audience Measurements
Percentage of listeners—April-May, 1942

	"B"	WCPO	"C"	"D"	"E"
MORNING INDEX MON. THRU FRI. 8:00-12:00 A. M.	41.8	23.0	13.1	11.9	9.0
AFTERNOON INDEX MON. THRU FRI. 12:00-6:00 P. M.	36.3	23.3	7.2	23.6	9.2
EVENING INDEX SUN. THRU SAT. 6:00-10:30 P. M.	49.1	8.7	25.5	7.3	9.4

Represented by
THE BRANHAM CO.

Affiliated with
The Cincinnati Post

By any yardstick in those years
***By any yardstick* NOW**

WCPO *is Cincinnati's best buy!*

WCPO
CINCINNATI'S NEWS STATION

Purely PROGRAMS

UNITED Nations Institute for Postwar Security met in Cincinnati November 17-18 under the auspices of the Cincinnati Chapter of the Foreign Policy Assn. in cooperation with the *Cincinnati Enquirer* and WLW Cincinnati to consider problems of the victory and of postwar security. General chairman of the institute is James D. Shouse, vice-president of the Crosley Corp. Scheduled to be present at the sessions were Sen. Joseph H. Ball (R-Min.); Harold Butler, with the British Embassy, Washington; Dr. C. M. Chen, former member of the Chinese Cabinet, now with the Chinese Embassy, Washington; Paul Guerin, head of the French office for postwar studies in the U. S.; Vladimir Kazakevich, Russian economist; Dr. Leo Pasvolsky, special assistant to the Secretary, U. S. Dept. of State; Francisco Castillo Najera, Mexican ambassador to the U. S.; Clark Eichelberger, director of the League of Nations Assn. and of the Commission to Study the Organization of Peace.

* * *

Homes for Vets

HOUSING problems of returning servicemen will be aired on *GI Apartment Clinic*, scheduled to start sometime in December on WHN New York. The weekly quarter-hour program will be presented in cooperation with the Civilian Defense Volunteer Office vacancy listing bureau. Designed to assist discharged veterans in locating living quarters in New York, program may have as m.c. former New York Mayor Jimmy Walker. It also is planned to have house-owners furnish the station with lists of available apartments.

'Yank' on NBC

THE Army Weekly, *Yank*, circulated only among the armed forces, will become familiar to civilians through a half-hour program based on its news and editorial columns, to be heard on NBC, Saturday 1-1:30 p.m., beginning Nov. 25. Series will present dramatizations of GI letters, of battle stories written by Yank correspondents; and "fox-hole" discussions. Radio personnel of *Yank* will produce the show under supervision of NBC.

* * *

Vet Case Histories

SO THAT Canadians may know what is being planned and accomplished for returned war veterans, the Canadian Broadcasting Corp. in cooperation with the Dept. of Veteran Affairs is weekly dramatizing on its networks the case histories of men discharged from the services. In *Honorable Discharge* the man or woman whose case history is dramatized is present in the studios for an air interview after the dramatization.

* * *

Music Masterpieces

BORROWING the title from David Ewen's book *Music For The Millions*, WNEW New York now presents a weekly half-hour program of classical music, featuring each week a number selected by a well-known personality who believes serious music should have a wider following. To listeners writing the best letter on their reaction to the disc will be sent copies of Mr. Ewen's book, an encyclopedia of musical masterpieces.

* * *

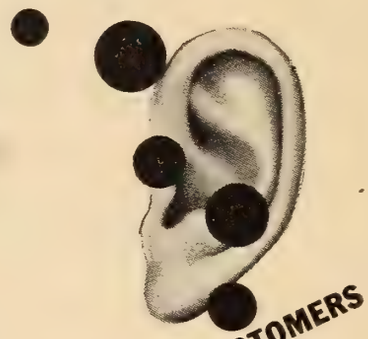
Swap Program

PROGRAM for "these days of shortages" has been devised by CJAT Trail, B. C., in *Swap Shop*, audience participating half-hour weekly afternoon program to which participants must bring some article to exchange. Each participant called to the microphone exhibits the article to be swapped and a trade arranged with some other member of the audience.

* * *

Garden Tips

WINTER GARDENING series has been started by CBR Vancouver with advice on what to read, what to do in winter for the summer garden. Weekly series includes talks on designing and altering the garden, window gardening, Christmas flowers, early sowings in greenhouses, and similar topics.



ask a John Blair man

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS





COLD NEWS
MAKES HOT NEWS
. . . *in Southern California*

Several years ago an unexpected frost in Southern California wiped out more than half of the citrus crop . . . cost orchard owners more than *fifty million dollars!* Today, California citrus growers make it their business to stay one jump ahead of Jack Frost.

For five years now, it has been part of KFI's business to help citrus growers do just that.

Nightly at 8 P.M. during the frost season KFI broadcasts detailed frost warnings by remote lines from the Fruit-Frost Station of the U. S. Weather Bureau. By regulating orchard heating operation according to this service, orchard owners now beat Jack Frost to the punch.

Here again is evidence of KFI's policy of adding purposeful local service to its top-ranking program structure. Hence, KFI's undisputed leadership in the rural as well as urban areas of Southern California.

KFI . . . NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

Valuable Weather Chart Developed by KFI

This unique weather chart, printed in four contrasting colors for quick reference and study, outlines all the temperature and climatic zones of Southern California, as well as frost warning districts. Developed by the Agriculture Department of KFI in collaboration with the United States Weather Bureau and farm industry leaders, this new chart offers valuable factual data never before compiled. The United States Weather Bureau recently adopted it as the official definition of Southern California temperature and climatic zones. Offered at the cost of 10¢ to cover mailing and handling, KFI's Weather Chart has already been requested by thousands of agriculturists throughout California.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

63,000 FOOTBALL FANS SEE NAVY VS

NAVY GAMES are broadcast exclusi



NBC

NAVY FOOTBALL GAMES

Play by play: Bill Slater

Color: Bailey Goss

Sponsored by Atlantic Refining Co.

NATIONALLY REPRESENTED

NOTRE DAME IN BALTIMORE STADIUM

ely over WBAL in the Baltimore area



POWERFULLY PROGRAMMED

NATIONAL SPORTS PARADE

with Bailey Goss--6.05 P.M.
and 11.05 P.M. Daily

Sponsored by National Brewing Co.

WBAL
50,000 WATTS
BALTIMORE

ONE OF AMERICA'S GREAT RADIO STATIONS

EDWARD PETRY & CO., Inc.

Editorial

Jimmy's 'Spike Fence'

JAMES CAESAR PETRILLO has done it again. He is now the most powerful labor leader in the country, dollar-wise. The capitulation of RCA-NBC and CBS to Jimmy's private WPA on recordings, in Jimmy's own words, "is the greatest victory for a labor organization in the history of the labor movement". He has set a precedent by which all labor unions, using a variation of the same private tax system, can saddle on the public extortionate imposts, unmolested by Uncle Sam.

RCA Victor, NBC Recording and Columbia Recording can't be criticized for their surrender. It was that or termination of their recording businesses. Jimmy was *that* powerful. He was strong enough to tell all and sundry, Congress, the courts, the NWLB and the President himself that, war efforts to the contrary, his musicians wouldn't record unless the companies submitted to his private WPA.

Jimmy estimates his union will realize about $4,000,000 a year from his tax system. He discloses he won't decide what will be done with the money until he gets a couple of million in bank. He is responsible to no one as to how he uses that money. Evidently he can perpetuate himself in office and is no longer wholly dependent upon AFM membership. He even forced RCA-NBC and CBS to agree to onerous provisions which allow Jimmy to terminate the recording agreements at his will. If they say things he doesn't happen to like, Jimmy opines, he will break off relations "and leave them to die by their own nefarious schemes".

That's bitter medicine in a democracy. But Jimmy gets away with it because an impotent or unwilling Government permits him to and because the law leaves him scot-free. It isn't a case of having slipped one over either; Petrillo's thundering stampede has evoked a heavy and consistent barrage of editorial criticism.

Obviously other labor leaders will emulate Jimmy. He has established a vast power which permits labor unions to extort a private tax on every item of commerce produced by union workers. The return from such taxation would be many-fold that gathered in by unions in membership dues. In one quarter Jimmy was quoted as having said that he intended to build up the AFM treasury to 100 million dollars.

In past labor negotiations, the networks invariably have been the first to come to grips with the labor unions, setting the pace. There have been frequent accusations that the networks have "sold the stations down the river". Certainly in this instance there is no such attitude. The network companies (the networks themselves were not involved) exhausted every conceivable avenue in attempting to stave off establishment of the repugnant principle of direct payment to a labor union on a "make-work" base. It was a courageous stand, but a crushing defeat.

Jimmy, by forcing the recording agreements, has completed another segment of his "spike-fence" encirclement of radio. First he evolved his "Schedule A" agreement with networks and affiliated stations. If an affiliate does not hire a fixed quota of musicians as Jimmy dictates, he declares that station "unfair" and he can prevent network service to it, under threat of pulling the plug on the networks insofar as music is concerned.

He now has complete control over transcriptions, too, blocking another important program source. Segment 3 is the platter-turner issue. If successful, the encirclement will be complete, for then not even phonograph records could be performed, since AFM members would be the only ones authorized to engage in the arduous and highly-skilled function of placing a turntable arm on a record and of turning the platter.

In view of Jimmy's rebuffs, the Administration's face must be red. Certainly the NWLB has been humiliated. Congress has been humbled. The courts find themselves powerless.

Perhaps Congress, which makes the laws, will see the light.

Shades of Cameron

FOR YEARS Henry Ford intermittently has been a radio problem child. He wants to use the medium, but evidently insists upon dictating how, presumably as he does at his plants, which are remarkable for their production output and mechanical proficiency. But radio isn't susceptible to the same kind of control.

There was the situation, of unpleasant memory, involving William J. Cameron on the Ford *Sunday Evening Hour*. The program was dropped by CBS when Mr. Cameron's talks brought complaint. Mr. Cameron was an official of Ford—not a commentator or newsman. He talked about issues, not products or production.

Mr. Ford was inveigled back into radio with his *Watch the World Go By* on the Blue several years ago. Earl Godwin, an accredited newsman, made quite a job of it for quite a spell. He left the program for reasons still somewhat hazy. Then came Elmer Peterson, likewise an able correspondent, and after a relatively brief tenure he was succeeded by the competent Ray Henle. After a few weeks, Mr. Henle was off.

Mr. Henle's successor was Clifford Prevost, former *Detroit Free Press* Washington correspondent and ex-president of the National Press Club. He was one of the capital's top-flight journalists until he turned in his press credentials earlier this year to join the Ford company as its Washington representative.

The question of integrity or responsibility doesn't enter here. Cliff Prevost is a respected and highly popular *former* newspaperman. But he is an employe of Ford who appears on the Blue Network as a radio commentator and Washington correspondent. Even with the most objective handling, there are bound to be complaints—from labor if perchance he slants a particular situation; from a political party if he emphasizes one development only.

Now we learn that Mr. Prevost has been detached and, after December no longer will be heard as a news voice representing Mr. Ford's interests. There is apparent here the suggestion that what a commentator says must have "front office" approval, whether the commentator is legitimately a news hand or ostensibly so. Pure journalistic principle augurs against the dictation of radio news policy by sponsors. Radio cannot condone such a trend.

News is a commodity but it is a commodity of newsmen, not sponsors.

Our Respects To —



ARTHUR CAMPBELL STRINGER

"I ALWAYS keep four or five balls in the air at the same time," says Art Stringer, as he describes his NAB activities. "They call me Director of Promotion. But, hell, I don't direct, I promote."

And throughout his career he has run the gamut of promotions—cheesecake, food, mosquitoes, newspapers, radio, war.

Now that he is promoting for the NAB, the bulk of the war work of that organization falls to his lot. "Four or five balls" is a gross understatement. While he circulates around his office in Washington—blue with cigar and pipe smoke—you can almost see the balls he juggles reflected in the pictures, posters, signs, all over the walls. Behind his desk hangs a large framed parchment signed by the Chief Signal Corps Officer, Maj. Gen. Harry C. Ingles.

The Chief Signal Officer, the citation reads, extends his appreciation to Arthur Stringer "for loyal and patriotic services rendered the Signal Corps of the Army of the United States during a period of national emergency. . . . Your distinguished contribution in furtherance of a future world at peace will be inscribed forever in the annals of the Signal Corps."

This tribute was paid Mr. Stringer for conceiving, organizing and completing the technical training program for the Signal Corps in cooperation with 900 stations. The campaign resulted in the training of some 50,000 men. He received the award at the August NAB Executives War Conference in Chicago.

Art Stringer's war activities began in 1940 when a Civil Service representative approached him to recruit immediately 100,000 skilled workers for arsenals and shipyards. "We've tried every means we know of," the official said, "now we are asking radio's help." Art contacted innumerable stations, and they all pitched in with a spot announcement campaign that drummed the cry for help into listeners' ears from morning to night.

Not only were the 100,000 recruited, but within the next 18 months radio recruited 1,600,000 workers as the need grew.

After that success, recruiting officers from the Navy, Army, Marine Corps, Coast Guard, Merchant Marine all beat a path to Art Stringer's door. This was before the OWI allocation plan started. The stations did such a job of recruiting by air that "at no time did there fail to be a backlog of volunteers, until volunteering was stopped by some of the services." Helping, of course, were the scheduled programs of the radio departments of the armed services, but most of the recruits are believed to have been procured by the spot

(Continued on page 40)



...INDELIBLY STAMPED

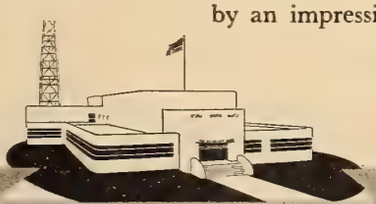
on WMFM "Tested" Programs!

Four years of FM pioneering has resulted in "tested" programs, now available to do an outstanding job for you on WMFM.

These programs range from carefully planned news broadcasts to transcribed musical shows, to production programs featuring full orchestras and outstanding soloists.

Whatever your product, whatever your need, WMFM's staff of FM pioneers stands ready to work with you.

WMFM can and will build prestige and stimulate sales for you in the fertile Wisconsin market. That ability will be attested to by an impressive list of national and local advertisers.



WMFM

THE MILWAUKEE JOURNAL FM STATION

More

THRIFT

That is the inherent trait of the canny Scot



More

THRIFTY

is the dollar spent on WHBQ. We stretch small budgets over this large market with greater elasticity than any other Memphis Station.

Memphis Is America's largest producer of Hardwood flooring.

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

Our Respects to

(*Continued from page 38*)

campaigns Mr. Stringer, with the NAB, brought together station representatives at the start of the war and in one day had them work out their equipment needs for the year. The full report was handed Donald Nelson the next morning after the conference—complete on three sheets of paper. The industry got its requirements.

Similarly, through Art Stringer's efforts, the industry came to an understanding with the WPB for necessary materials to maintain a minimum of one radio set per family for the duration. "We followed through on it to make the understanding stick," he says.

He has also promoted the employment of women in radio.

Art's promotional activities began in his college days when he covered the U. of Chicago campus for the Chicago *Journal* and *American*.

His day started at 6:05 six days a week with the city desk calling to give him as many assignments as he could do before his first class at 8:20. "I got paid double for exclusives and could always get cheesecakes of the coeds in the papers," he recalls. "That was the only time in my life when I was making all the money I wanted to spend."

Art was graduated from Chicago U. along about 1919, with a Bachelor of Philosophy degree. He worked for seven years in advertising with the *Chicago Tribune*, stayed two and a half years with the Gorgas Memorial Institute as associate director, and of course, promoter. The institute was devoted to medical research in Panama.

At various times he has been with WMAQ Chicago, WLW-WSAI Cincinnati, business manager of the Chicago Broadcasters Assn., organizer of Radio Editors Assn. which was responsible for start of better press relations with stations, and director of public relations of the Radio Manufacturers Show Assn.

Radio Fair

The RMSA had a "Radio World's Fair" twice yearly—one in New York, one in Chicago. It was the joint promotion of manufacturers, jobbers and broadcasters. There was nothing sold at the exhibition, but "sales really skyrocketed during and for a period after the shows," Mr. Stringer says. For one of the radio programs from the fair, Ford, Firestone and Edison were all on the air together, largely through Art Stringer's efforts.

He joined the NAB in 1939 and has been promoting with the broadcasters ever since.

Art was born in Battle Creek, Mich., March 2, 1897. He married the former Frances Sugg of Tennessee. They have a boy, Arthur Jr., 16, and a girl, Lewis Tipton, 14. He belongs to the Shrine and is a member of Kenwood Country Club near his home in Washington. Sigma Nu is his fraternity.

At present he is deep in production plans for a world-encircling series of recorded programs, requested by Gen. Eisenhower, for troops in every war theatre. Stations all over the country are making the discs, which are designed to bring the home town to the battlefront.

This is the main iron in the Stringer fire now, though there are still reams of papers and letters and endless calls in connection with other projects. "But I like activity," says Art, "promoting things, juggling four or five balls in the air at the same time."

WIDE RADAR USAGE FORESEEN BY EVANS

ELECTRONIC developments now employed in military radar equipment hold promise for more than a dozen major application in postwar entertainment and industry, Walter Evans, vice-president in charge of all radio activities of the Westinghouse Electric & Mfg. Co., told a forum of the Baltimore Assn. of Commerce last Tuesday.



Mr. Evans

Speaking of television developments Mr. Evans said, "It is our considered belief that all of the technical answers are on hand for a useable and acceptable television system. This includes the probability of a reasonably priced receiver and a practical means of getting shows across the country by means of radio links or one of the more recently developed types of metal conductors."

No difficulties are envisioned because of insufficient productive capacity. Mr. Evans pointed out that in the case of Westinghouse Radio Division, with headquarters in Baltimore, the output of radio and allied electronics apparatus "has been stepped up 51 times since a state of emergency was first declared".

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *July - August, 1944*

THE FIGURES TELL OUR STORY ... *a real radio buy*

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	17.9	25.4	35.1	21.3
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	36.1	27.3	22.0	13.8
EVENING INDEX SUN. THRU SAT. 6:00 – 10:00 P.M.	A	WGRC	B	C
	33.7	17.9	35.5	11.6

WGRC Mutual

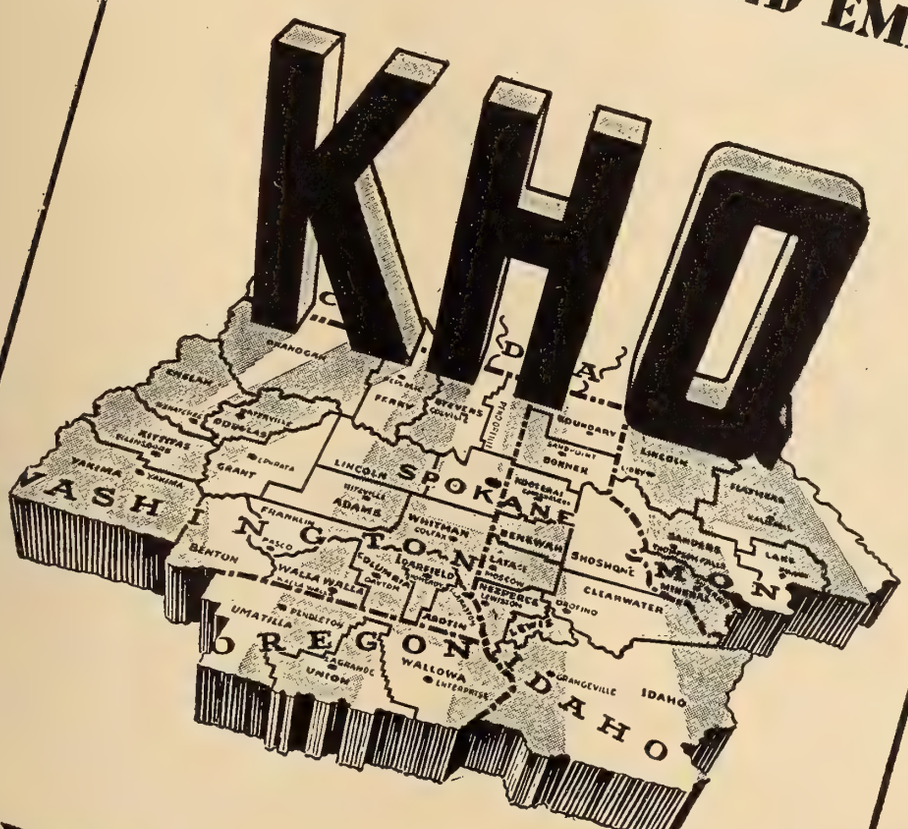
LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · *National Representatives*



"Gee, boss, WFDF Flint su gave a swell description of you

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE



NBC

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Giants of Power—from the Inland Empire—for the Inland Empire. They build 'em big in Inland Empire shops—to better transport the big loads that swelled Department Store sales for August to an increase of 12% over the previous year. KHQ, too, is a Giant of Power. With its Complete Coverage, it captures this rich market at the cost of just one medium.

Personal NOTES

HUGH FELTIS, general manager of KFAB Lincoln, Neb., on Nov. 15 addressed the Chicago Radio Management Club on the new Broadcast Measuring Bureau approved by the NAB board.

PAUL GOULD, manager of WLIB New York, and **ADELE LEVINE**, were married Nov. 5.

EDGAR KOBAK, newly appointed president of Mutual, is to address the fourth annual American Nobel Anniversary dinner to be held Dec. 10 at the Astor Hotel in New York. Other speakers include **KENT COOPER**, AP executive director, and **JOHN W. STUDEBAKER**, U. S. Commissioner of Education. New Nobel Prize winners and Nobel Laureates residing in this country will be presented at the dinner, arranged by the American Nobel Anniversary Committee, New York.

JOHN M. RIVERS, president of WCSC Charleston, S. C., has been appointed chairman of the Charleston County committee for the Sixth War Loan Drive.

M. L. (Spike) TYLER of the M. L. Tyler Co., Boston, has been appointed representative in Massachusetts, Rhode Island, Vermont, New Hampshire and Maine for WOR New York.

WILLIAM J. SCRIPPS, former general manager of WWJ Detroit, founder of the station, and a director of the *Evening News* Assn., has been promoted to a major in the Army Air Forces Communications Branch. Maj. Scripps has been on active duty for nearly three years and served a six-month tour in North Africa.

LT. (jg) JOHN H. MITCHELL, formerly of the sales service department of Mutual New York, is now stationed in Norfolk where he is Coast Guard Civil Readjustment officer of that area. He took part in the invasions of Saipan, Tarawa, the Marianas and Kiska.

LEONARD C. TRUESDELL, former sales manager of Crosley Corp's. radio and appliance division, has been named general manager of Bendix Aviation's radio division, with headquarters in Baltimore.

NELSON ROSS, formerly of WIBA Madison, Wis. is head of the newly reorganized sales staff at KTBC Austin, Tex.

PAUL MYERS, former WWVA Wheeling, W. Va. sales representative, is now quartermaster, 3d. class aboard an LST in the South Pacific. He is also ship's photographer.

KING MITCHELL, account executive of KIRO Seattle, has resigned to join KTBI Tacoma.

Daniel Promoted

R. CLIFTON DANIEL has been promoted from program manager to station manager of WCAE Pittsburgh. Mr. Daniel joined WCAE in 1935 as an announcer and was given the post of program director in 1937 after having handled production, scripts and the job of chief announcer. Announcement of the promotion was made by Leonard Kapner, general manager of both Hearst Radio Inc. and WCAE.



Mr. Daniel

G. S. (Pete) WASSER, manager of KQV Pittsburgh, under the former Brennan ownership, is now vice-president and general manager of the station under its new ownership, transfer to which was approved by the FCC Nov. 9 [BROADCASTING, Nov. 13].



B.G. is truly one of the musical greats. Long respected as a discoverer of talent, Benny has had in his band Gene Krupa, Harry James, Lionel Hampton, Teddy Wilson, Bunny Berigan, Mel Powell, Cootie Williams, and Ziggy Elman.

His band has appeared in Carnegie Hall; Symphony Hall, Boston; and Ravinia Park, Chicago. Goodman has appeared as clarinet soloist with the Budapest String Quartet; NBC Symphony; Lewisohn Stadium Orchestra, and others.

BENNY RIDES AGAIN	Col	55001
FLYIN' HOME	"	35254
LET'S DANCE	"	35301
	"	36224
PAGANINI CAPRICE XXIV	"	36411
CLARINET A LA KING	OK	6544
MISSION TO MOSCOW	Col	36680
YOURS (Quiereme Mucho)	"	36067
GOOD ENOUGH TO KEEP	"	36099

These are but eight of the sixty-one BMI-cleared titles you may use which Benny Goodman has recorded!

BMI

NEW YORK CHICAGO HOLLYWOOD

BEHIND the MIKE

MILTON CHASE, WLW Cincinnati Far Eastern observer since May 1942, is returning to the Philippines as war correspondent attached to Gen. MacArthur's headquarters. He left Cebu in the Philippines on a Norwegian freighter 10 days after the attack on Pearl Harbor.

MIMI TREPEL, former assistant music librarian of WLIB New York, has been named assistant to **EDDY BROWN**, musical director.

BOB LEWIS, m.c. of *Start the Day Right* on WNEW New York, on Nov. 20 moves to WEAF New York to conduct comedy and record program *Listen to Lewis.*

MALLORY KERRY, formerly a supervisor in the guest relations department of NBC, has been transferred to the script division as a policy reader.

LT. COMDR. RICHARD Z. VELZ, former production manager of WRNL Richmond and until last week attached to the Radio Section, Navy Public Relations, is now public relations officer of the Naval Air Station, Bunker Hill, Ind.

AL BLUM of WMFF Plattsburg, N. Y. has joined the announcing staff of WTRY Troy.

DON FAUST, formerly of WXYZ Detroit and WOL Washington, has joined the announcing staff of WIND Chicago replacing **JIM REEVES**, who has left for Philadelphia to be with his ailing father.

FRANCIS SPENCER, formerly of WHK Cleveland, and **BILL HAMILTON**, formerly of WIND Chicago, have joined the announcing staff of WAAF Chicago.

LUCILLE VON URFF, former producer in the CBS television department, has joined Evelyn Gerstein Assoc., New York publicity firm.

LEE LAWLEY, announcer at KPRO Riverside, Cal., has been promoted to program director. He was formerly narrator for the 84th Infantry Division and before entering service was at KLO Ogden, Utah.

LES CARMICHAEL, formerly production manager of WFOR Hattiesburg, Miss., has joined the announcing staff of WMBD Peoria. **AL KOHN** comes to the WMBD announcing staff from nine years of radio experience at WSMB New Orleans, KRMD Shreveport, and WQBC Vicksburg. **JEAN DETRICK**, recently of the continuity department of KGGF Coffeyville, Kan., now a continuity writer at WMBD. **HARRIETTE WHITESIDE** new to radio, has joined the WMBD copy staff.

WEBSTER L. BENHAM Jr. is now sales promotion manager and public relations director for KOMA Oklahoma City.

CYNTHIA COYLE, continuity editor of WAAF Chicago, has been promoted to program director.

HARRY JORDAN, formerly of KOMO KJR Seattle, has joined KEVR Seattle as newscaster. **DON PORTER**, formerly announcer of KFWB Hollywood, has also joined KEVR.

ALBERT B. ULRICH, NBC Hollywood producer, has been appointed manager of network's western division continuity acceptance department. He replaced Wendell Williams, named program manager of KPO Francisco.

TERRY BRICK, script writer at WWL New Orleans, has moved to New York with her family but will continue to write script for the *Tip Time* program heard on WWL Monday through Friday, 1:45 p.m. Her place on the air has been taken by **ALINE RICHTOR STEVENS**, member of the WWL dramatic staff.

ALAN FREED, newscaster of WKBN Youngstown, O., has been named program director of WKST New Castle, Pa. Mr. Freed is also slated as program director of the newly applied-for Blue Network station, WARC Rochester.

PFC. JOHN TOEMLER, former staff member of WCKY Cincinnati, has been cited for bravery under fire in France.

RUPE WERLING, production manager of WIBG Philadelphia, is now a Doctor of Metascience, a therapy of radio activity of the body.

DUFF BROWNE, former assistant continuity editor for Texas State Network, is now continuity editor for KWK St. Louis. Also new to KWK are **JEROME TRAUB**, discharged from the Army Air Corps, now assistant news editor; **RICHARD LAWRENCE**, production manager; **FRANK DOYLE**, announcer.

YOUR TEAM MIGHT WIN A COMPLETE BASE-BALL GAME IN ONLY 51 MINUTES*—



BUT—YOU'LL NEVER WIN WESTERN MICHIGAN FROM DETROIT OR CHICAGO!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the figures for 9:00 A.M. to 12 Noon, Monday through Friday:

WKZO	45.8%
STATION B	13.9%
SIX OTHERS	35.4%
MISC.	4.9%



If you are "rooting" for your radio programs to cover Western Michigan from such distant cities as Chicago or Detroit—well, honestly, Mister—you're kidding yourself.

The center of the really big and self-contained Western Michigan market is 150 or more miles from either of those cities. Too many miles—even if we didn't have a really tough fading condition in these parts.

Western Michigan gets its CBS entertainment from WKZO—the nearest, clearest and most listen-able CBS outlet. Would *you* tune to a station 150 miles away, if you had an excellent 5000-watter practically in your backyard?

* The N. Y. Giants beat the Phillies 6 to 1, in 1919, in exactly 51 minutes!

WKZO

5,000 Watts
590 KC
CBS

KALAMAZOO

strongest selling force in Western Michigan
Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

ALLAN HUGHES, formerly assistant program manager of KOA Denver, has joined the NBC spot sales department as assistant to **WILLIAM C. ROUX**, assistant manager. MR. **HUGHES** replaces **ROY PORTEOUS** who has joined the promotion staff of WEAF New York.

BARNES H. NASH, program director of KTBC Austin, Tex., is the father of a girl.

ROBERT ST. LAURENCE has joined the announcing staff of WIOD Miami. **GUY BUTLER**, sports editor of the *Miami Daily News*, has been named sports commentator at WIOD.

LT. ROBERT GARRED, USNR, former CBS Hollywood newscaster, after 12 months' duty in South Pacific war area, has reported to Naval Air station at Quonset Point, R. I. **LT. (jg) CLARK GEORGE**, formerly of the network's West Coast press relations department, after 16 months in the Atlantic and Pacific Armed Guard Service, has returned to Hollywood on a 30-day leave. **EARL WENNERGREN**, also formerly of CBS Hollywood publicity staff, after two years in and near New Guinea with the Fifth Air Force, has returned to the U. S. and is awaiting reassignment at Santa Monica (Cal.) Redistribution Center.

LIONEL RICAU, newscaster, sponsored by Studebaker on WSM Nashville, is the father of a girl.

WILLIAM BURCH, formerly lieutenant with AAF, has rejoined NBC Hollywood production staff.

ARCHIE PRESBY, announcer of NBC San Francisco, has been transferred to network's Hollywood staff.

Zurhorst Named

CHARLES ZURHORST, director of public and press relations for WOL Washington, has resigned to join Theodore Granik, originator and moderator of *American Forum of the Air*, as his assistant and press representative for the program. He will continue to act as press representative for Fulton Lewis jr. and sportscaster Russ Hodges. A special citation was awarded to Mr. Zurhorst last week by Wilmer J. Waller, chairman of the District of Columbia War Finance Committee for his past and current work in connection with War Bond Drives in Washington.

White on WRC

JAMES DODGE WHITE, former Associated Press Far Eastern correspondent, is doing a series of news commentaries on WRC Washington Sundays at 11:05 p.m. on which he will review the effect of the week's news on the Chinese situation and will discuss the mobilization of Chinese resources.



CLIPPING from BROADCASTING announces to Maj. Joseph L. Smith (r) of WJLS Beckley, W. Va. and Maj. James T. Quirk of WFIL Philadelphia that they are now neighbors on the 560 kc frequency, following FCC action. Both are with the 12th Army in France.

RADIO ADVERTISING CO., New York and Chicago, has been named to represent WKAT Miami Beach.

Cline Appointed As War Loan Aid

Nets, Stations Stage Special Shows to Promote Campaign

WITH further developments on network activities and plans for the $14,000,000,000 Sixth War Loan Drive started today (Nov. 20), Robert J. Smith, chief, radio section, Treasury War Finance Division, announced appointment of William R. Cline, assistant to Glenn Z. Snyder, general manager of WLS Chicago, as special liaison for Treasury between OWI and the networks in the staging of special broadcasts for the Sixth Loan. Mr. Cline was formerly sales manager of WLS and with the station most of the time since 1931. His services have been loaned to War Finance by Burridge D. Butler, president of WLS.



Mr. Cline

All of the four major nets presented special separate programs during consecutive half-hours on the eve of the Drive (Nov. 19) and also combined facilities for a message from the President, opening the Campaign. In addition CBS was to present live Lynn Murray's *Liberation Cantata*, using original talent except for substitution of Martin Gabel for Frederic March. Program was originally recorded for Treasury.

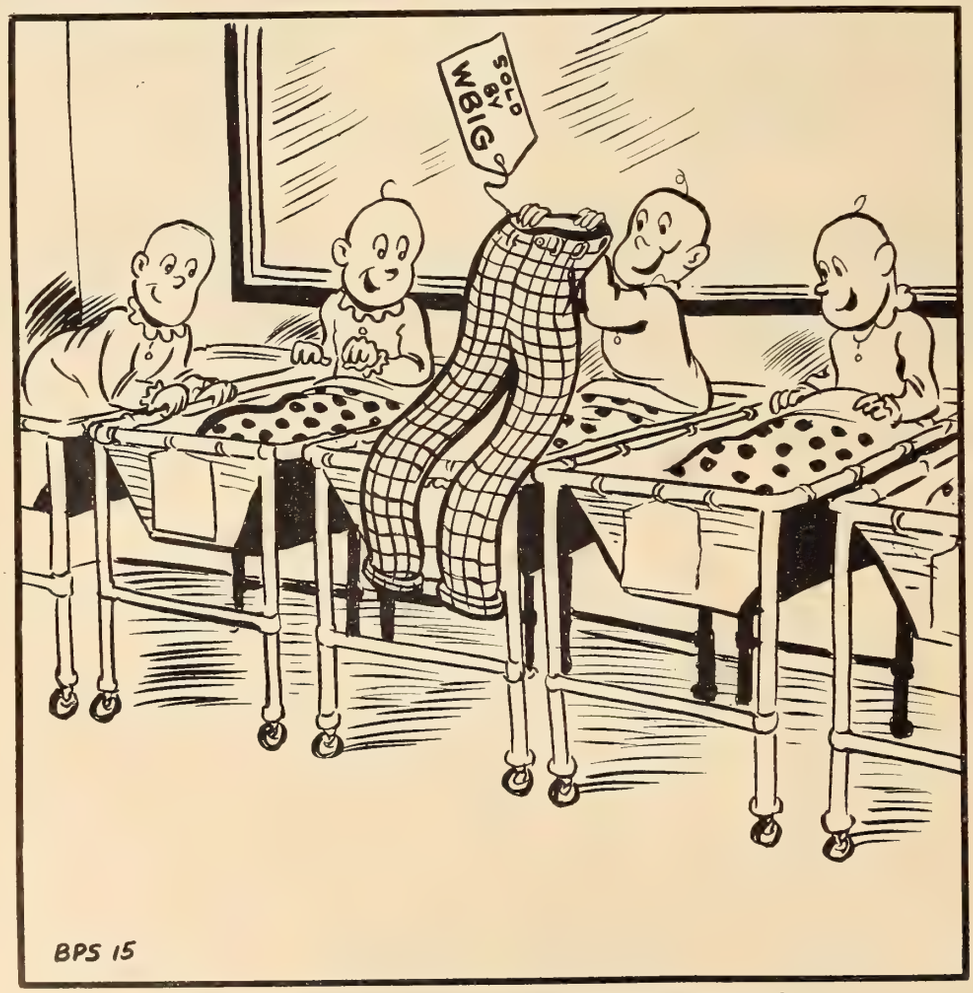
Special Programs

George Burns and Gracie Allen are taking their CBS program on a four week tour of major cities in behalf of the Sixth Loan, with first broadcast Made Nov. 14 from Boston. Nov. 21 show will originate from New York while following Tuesday night programs will be aired from Philadelphia and Cleveland. Jose Iturbi is slated to guest star on the Philadelphia broadcast which has been designated as Philadelphia's official War Bond Rally. The Cleveland broadcast on Dec. 5 will be part of the *Cleveland Press* Christmas Show.

Sec. of Treasury Morgenthau and Adm. Ernest J. King were to speak on the Nov. 18 Blue *Meet Your Navy* show, originating from Navy Pier, Chicago, officially opening the Navy's "Pacific Theatre" Sixth Loan exhibit. Mutual Nov. 18 9-9:15 p.m. plans to present Sec. Morgenthau who will speak from the dinner at the Waldorf-Astoria of the New York State War Finance Committee. From 10:15-10:45 p.m. same evening MBS also plans to air special *Unity Show*, featuring high-ranking representatives of labor and management.

Typical of individual station promotion, WOR New York in addition to its Mutual activities has planned War Bond rallies in neighboring communities as well as a "Treasury Hunt" contest during the last week of Drive.

IT TAKES KNOW-HOW AND PRESTIGE



TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. **WBIG** CBS

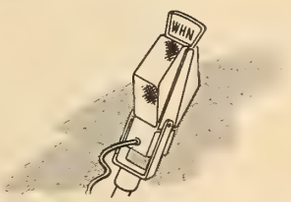
GREENSBORO, N. C.

Represented by Hollingberry



PEOPLE

ARE NEEDED WITHIN THE COVERAGE AREA OF A RADIO STATION!



WHN-with its 50,000 watts...covers more than 11.6% of all the people in the entire United States....

Actually 15,398,401 in guaranteed coverage area!

WHN—the station that specializes in SPORTS—MUSIC—NEWS also offers such outstanding features as CLEM McCARTHY RACING RESULTS, EXCLUSIVE N. Y. GIANTS FOOTBALL, REUTERS BRITISH NEWS DISPATCHES, DICK GILBERT-singing disk-jockey-GLOOMDODGERS-daily variety show ***plus many other top shows!***

(Sold out?--not quite!)

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Represented by RAMBEAU

WHN
NEW YORK

IT TAKES an
AIR BORNE ARMY
to envelope
THE ENEMY!



IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Radio Advertisers

WHITEHALL PHARMACAL Co., New York, a division of American Home Products Corp., has named Joseph Jacobs Jewish Market Organization, special merchandising and advertising counsel in the Jewish field, for Anacin, Freezone, Hill's Cold Tablets, BiSoDol, Kolynos tooth powder and tooth past and New Hair Groom. Radio will be used.

SEARS, Roebuck & Co., Los Angeles, in a pre-Christmas, Southern California campaign, on Nov. 13 started for six weeks, using a weekly total of 240 transcribed announcements on 12 stations. List includes KFI KECA KMPC KRKD KFWB KFVD KFOX KFAC KPAS KWKW KGER KGFJ. Agency is The Mayers Co., Los Angeles.

NEWELL-GUDRADT Co., San Francisco (Stryker's soap), on Nov. 6 started sponsorship of 15-minutes of news, Monday thru Friday 4:15-4:30 p.m. (PWT) on KFRC San Francisco. Contract is for 52 weeks. Agency is Erwis Wasey & Co., San Francisco.

F & F Laboratories, Chicago (cough drops), has appointed Olian Adv., Chicago and St. Louis, to handle a spot radio test campaign.

RALPH M. WATTS, former account executive of H. W. Kastor & Sons, Chicago, has been named advertising manager of Igleheart Bros., subsidiary of General Foods Corp., New York, and manufacturer of Swans Down Flour.

CONSOLIDATED Products Co., Danville, Ill. has named Robert Q. Hammer merchandising director. Mr. Hammer will devote his time to sales promotion and dealer service.

GROVE Labs., St. Louis, is sponsoring *Korn Kobblers*, Frederic W. Ziv transcribed show, on WOW Omaha, and KPO San Francisco.

Kraft Revision

KRAFT CHEESE Co., Chicago, has revised program format for NBC *Kraft Music Hall* Nov. 9 to eliminate all non-musical features. Although policy of studio audience has been retained, applause is limited to beginning and end of the show. Eugene Baird has been signed as feminine vocalist with Bing Crosby. New choral group with Charles Henderson, director, has been added. John Scott Trotter continues as musical director with Ken Carpenter, announcer. Ezra MacIntosh is producer for J. Walter Thompson Co.

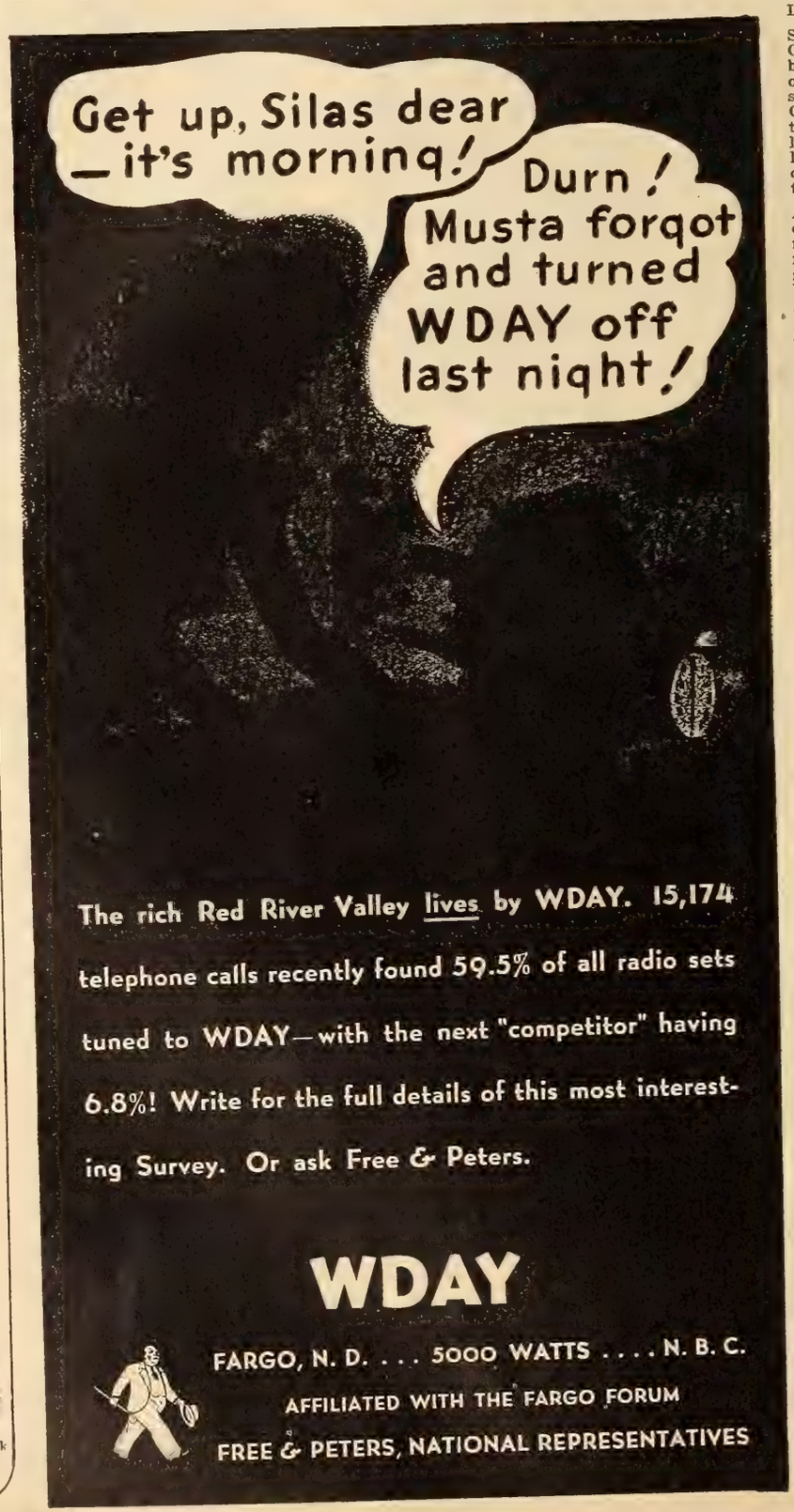
SCHALK Chemical Co., Los Angeles (Hydro Puro-cleanser), has started using daily participation in Peter De Lima-news commentary, on KFI. Contract is for 1 weeks. Agency is Erwin, Wasey & Co. Los Angeles.

SCHOENHOFEN-EDELWEISS Brewing Co., Chicago (Edelweiss Beer), on Nov. began sponsorship of an hourly program of late evening news and transcribed music, 12 midnight-1 a.m. (CWT) on WMAQ Chicago six times weekly. Oliver Morton, manager of NBC central division local and spot sales department, announced last week that this period has been purchased for the first time. Eight-week contract was placed by Olian Adv., Chicago.

ALL STATE INSURANCE Co., Chicago on Nov. 20 starts one-minute spot announcements, eight weeks, through Ruthrauff & Ryan, Chicago, on following Virginia stations: WBTM WRVA WMBG WGH WTAR WSAP WDBJ WCHV WLVA

TRANSCRIBED radio edition of its magazine is sponsored by *Field & Stream* on WBBM Chicago, 10:45 p.m. Friday and WCCO St. Paul-Minneapolis, 10:30 p.m. Sunday. Program is produced and placed by Kircher, Lytle, Helton & Collet Ad Agency, Dayton, O.

WM. CAMERON & Co., and Ideal Co Waco, Tex., have appointed Grant Advertising Inc. to handle their advertising campaign. Radio will be used.



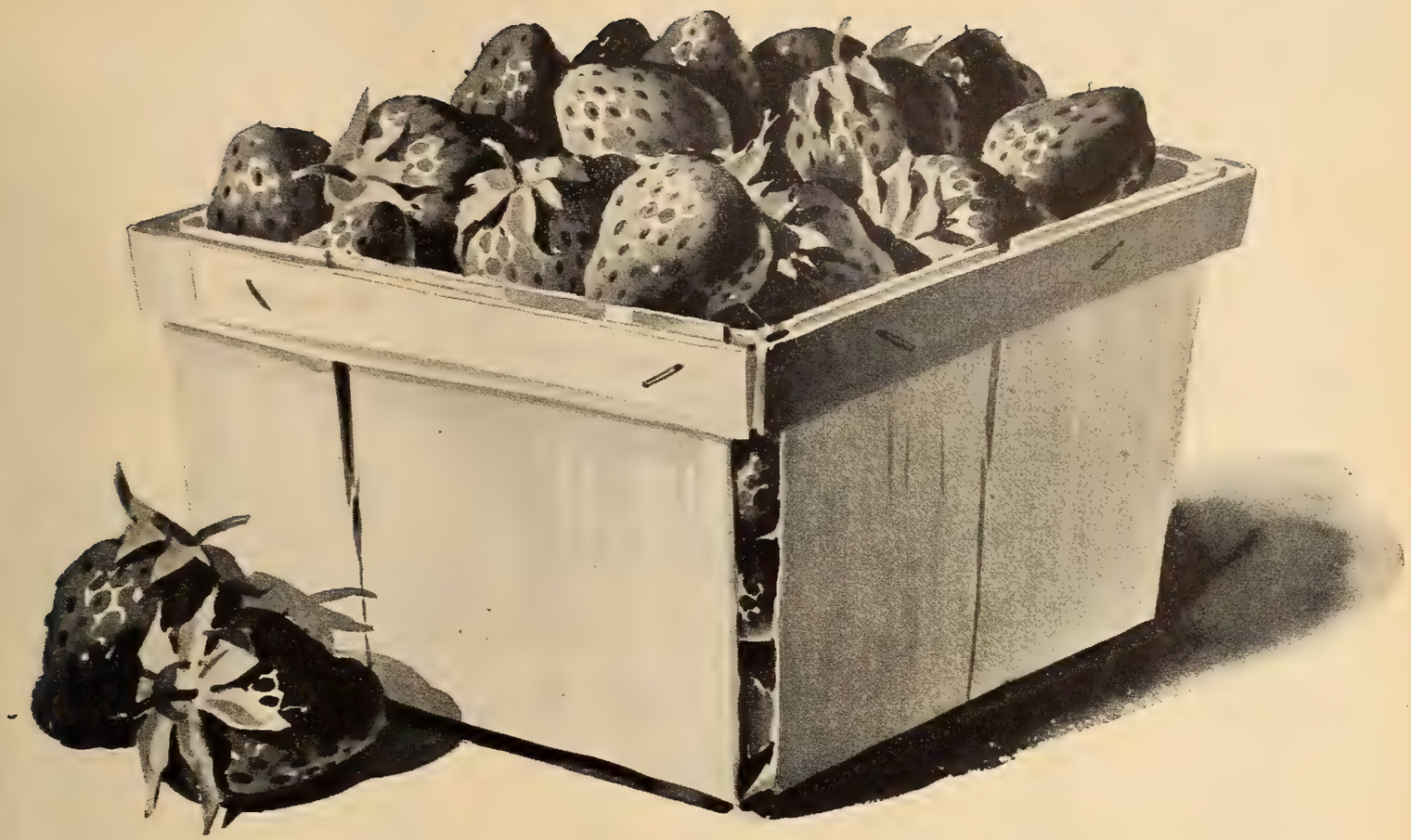
check these answers to your recording problems

√ 24 HOUR SERVICE on direct cut copies of your recordings

√ AIR CHECK SERVICE "as others hear it"

√ COMPLETE FACILITIES for spot announcements, remote pickups, service on all recording problems. *For further information, write . . .*

U. S. RECORDING C
1121 Vermont Ave. Washington 5, D.



Are they as good underneath?

WATCH A SMART HOUSEWIFE go marketing, and you'll find she always checks the strawberries *beneath* that luscious top layer . . . just to make sure the quality's the same throughout.

That's the wise way to choose a transcribed library, too!

A display of some top names presents a tempting picture — but what you also need, just as vitally, is solid and useful radio material *all along the line*. A few "peaks" don't make up for a lot of valleys! There are a lot of hours in the day . . .

It's the ASSOCIATED LIBRARY that consistently gives you, not just playing hours but *paying* hours — *more* hours of big-time, big-audience *radio* music than any other library!

You've got a real story to tell clients when you can offer today's radio headliners, in elaborate network-caliber productions, on ASSOCIATED top-quality, vertically-cut transcriptions. Why not get the story now?

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc.

FIRST

with NATIONAL SPOT and LOCAL TIME BUYERS

Not just this year— But, every year. Continuously

WRC

Represented by NBC Spot Sales

Washington

EDGAR P. LEWIS & Sons, Malden, Mass. (candies), has placed its advertising account with Glaser Adv., Boston. Plans are said to include radio.

BARBASOL CO., Indianapolis, has started a quarter hour sports review thrice weekly featuring Bert Wilson on WIND Chicago. Till forbid contract was placed by Erwin Wasey & Co., New York.

ELECTRICAL RESEARCH Labs., Evanston (Sentinel Radio Co.), on Nov. 4 began sponsorship of one 5-minute sports news show weekly on WENR Chicago. Contract was placed by Evans Assoc., Chicago.

BATTLE PHARMACEUTICALS Co., Toronto (vitamins), has started announcements on a number of Canadian stations. Account was placed by Tandy Adv. Agency, Toronto.

DOMINION GOVERNMENT, Dept. of Veterans Affairs, Ottawa (rehabilitation), has started weekly quarter-hour transcribed programs on case histories of veterans rehabilitation on a large number of Canadian stations. Account was placed by Stewart-Lovick, Vancouver.

Freer to Address Club

ROBERT E. FREER, chairman, Federal Trade Commission, will speak Nov. 20 on "Truth in Radio Advertising" at the luncheon meeting of the Radio Executives Club of New York at the Hotel Roosevelt in that city.

VALLEY OFFICE SUPPLY Co., Bakersfield, Cal., has started a weekly five-minute commentary on KERN Bakersfield. Series features the origin and other details concerning various merchandise. Contract is for 26 weeks.

H. C. CAPWELL Co., Oakland, Cal. (department store), in addition to its current radio schedule has started sponsoring a weekly dramatized program *Outposts of Victory* on KROW Oakland. A presentation of the special information office of Pacific Overseas Air Service Command, series comprises dramatic stories of that service branch overseas.

Bali Bras Plans

BALI BRASSIERE Co., New York, is experimenting further with spot radio for Bali Bras as a preliminary to regular use of the media, possibly on a national scale. Test started last year on WOR New York with *Strictly Entre Nous*, weekly five-minute program of Bing Crosby records with woman m.c. It expanded last week with the addition of a similar show on WJJD Chicago. Midwest series is aired six times weekly, 8:25 a.m. Agency is Lester Harrison Assoc., New York.

VICTORY Packing Co., Los Angeles (Meat-Y-Fresh pet food), has appointed Bayard & Eccleston Adv., Los Angeles, to service its account. Radio will be continued.

BROADWAY Department Store, Hollywood, expanding its radio schedule, on Nov. 13 increased its thrice-weekly *Bridge Club* with commentary by Robert Lee Johnson to five times per week on KMPC Hollywood. Lee Ringer Adv., Los Angeles, has the account.

LOS ANGELES Nut Products, Los Angeles (peanut butter, potato chips), on Nov. 20 starts participation five times per week in *Art Baker's Notebook* on KFI Los Angeles. Contract is for 13 weeks. Western Adv., Los Angeles, has account.

SOUTHERN CALIFORNIA Telephone Co., Los Angeles (employment), on Nov. 13 started a five-weekly forty-minute program of record music, *Teen and Twenty Time*, on KMPC Hollywood. Contract is for 52 weeks. To discourage unnecessary long distance telephoning during Christmas holidays, firm currently is using heavy daily schedule of spot announcements on 19 Southern California stations. Agency is The Meyers Co., Los Angeles.

LOS ANGELES Federal Savings & Loan Co., Los Angeles, on Nov. 14 started twice-weekly participation in *Norma Young's Happy Homes* on KHJ Los Angeles. Firm also uses spot announcements on KECA and KNX. Contracts are for 13 weeks. Agency is Barton A. Stebbins Adv., Los Angeles.

OPPORTUNITY KNOCKS LOUDER in Knoxville!

Sell America's New Industrial Frontier With

WROL

★ WROL primary area covers some of world's greatest industrial operations—TVA, CEW, ALCOA.

★ WROL for 14 years has been the home town station for Knoxville, now more than 200,000 population. Knoxville continues first in U. S. business activity according to Sales Management, and has topped all S-M High Spot Cities for nine consecutive months.

★ WROL's 620kc., low frequency coverage and 20 hour daily schedule offers greatest opportunity for national advertisers to reach this fabulous market.

WROL Knoxville

NBC FOR EAST TENNESSEE

JOHN BLAIR & COMPANY NATIONAL REPRESENTATIVES

It's a Habit in Baltimore



WCBM

BALTIMORE'S LISTENING HABIT

The Blue Network Station

JOHN ELMER, President

GEO. H. ROEDER, Gen. Manager

FREE & PETERS, Inc.

Exclusive National Representatives

SYLVANIA NEWS

STATION OPERATION EDITION

NOVEMBER — *Published in the Interests of Better Sight and Sound* — 1944

Sylvania's Cathode Ray Research Aids Television Progress



Final inspection of television tubes in the Sylvania plant.

onstant research in the field of cathode ray tubes, ombined with experience in large-scale produc- on to meet war requirements, has placed Sylvania a position to manufacture these tubes at lower st than ever before.

Sylvania's economical production of cathode ray bes will be an important factor in the manufac- re of reasonably-priced television receivers in the stwar era—and consequently in the building up a broader audience for television programs.

DID YOU KNOW...

at fluorescent lamps give off only half as much liated heat per watt as do incandescents? They can used to advantage in broadcasting studios to add to e comfort of performers and audience.

* * *

at Sylvania's P-7 Fluorescent Extension Cord Unit ll pass through an opening 2 inches square? Handy trouble shooting.

* * *

at Sylvania Blacklight Lamps furnish a convenient rce of Near Ultra-Violet radiation, for the illumina- n of fluorescent dials or other markings?

Sylvania Assists in Receiver Design For Improved Broadcast Reception

Company's Commercial Engineers Study Complex Circuits from Tube Standpoint

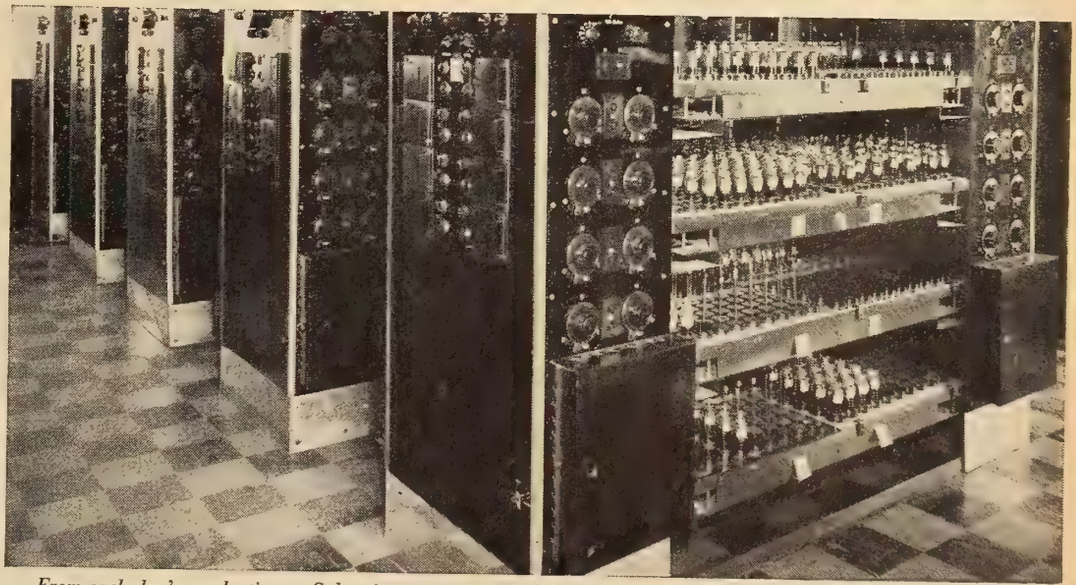
As part of the services which Sylvania offers to the radio industry, the company's Commercial Engineering Department is frequently able to render worthwhile assistance to the manufacturers of radio receiving sets, by investigating new and complex circuit designs from the standpoint of the requirements which they impose upon the tubes used. This close cooperation between set designers and Sylvania tube engineers provides an effective means for improving set performance—which in turn is reflected in greater public interest in broadcasting programs.



CIRCUIT LABORATORY MAINTAINED

In order to assist the radio set designers most effectively, Sylvania maintains an up-to-the-minute, fully equipped Circuit Laboratory. This laboratory is provided with the finest types of measuring instruments in a range that permits the thorough investigation of special tube requirements and circuit problems.

LIFE TEST UNEARTHS NEW TUBE DATA



From each day's production at Sylvania, a percentage of the tubes are sent to this life test rack, to burn their lives away under constant watching . . . in order to provide data for tube improvement.

SYLVANIA ELECTRIC PRODUCTS INC.

Radio Division · Emporium, Pa.

KERS OF FLUORESCENT LAMPS, FIXTURES, ACCESSORIES, INCANDESCENT LAMPS, RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

BRUNO W. RANDOLPH has joined Peck Adv., New York as vice-president and account executive. He was formerly vice-president of J. Sterling Getchell Inc., and European manager of McCann-Erickson.

LT. COMDR. THAYER CUMINGS, formerly of BBDO New York and officer in charge of the branch radio office of Navy Public Relations in New York, is now with the radio production staff at Pearl Harbor.

JOHN M. Van HORSON, manager of new products department, Young & Rubicam, New York, has become a permanent member of the plans board.

RICHARD K. STOVER, formerly in the market research and media department of J. M. Mathes Inc., New York, has joined the market research department of McCann-Erickson, New York.

SIDNEY SENZER, with Newell-Emmett Co., New York, 14 years as copy group head and account executive, and more recently with Pedlar & Ryan, New York, as head of copy creation and testing, has joined Foote, Cone & Belding, New York, as copy director, a new position.

VIOLA BURNS, who handles auditions for Young & Rubicam, New York, has assumed added duties as talent interviewer. She will also handle daytime scripts. Two additions to the agency's talent staff are Robert Weenolsen, former Blue produce,r and Mary Hanrahan, former personal manager for Edgar Bergen and more recently on the talent staff of General Amusement Corp., New York.

PETER KRUG, former announcer, writer and assistant to the commercial radio manager of Buffalo Broadcasting Corp., Buffalo, N. Y., has joined the radio department of Donahue & Coe., New York, to handle motion picture accounts. Mr. Krug has been associated in the past with WGY Schenectady and with WEBR Buffalo as program director.

JOHN R. BURR, former advertising manager of Sperry Flour Co., San Francisco, at one time with the former firm of Blackett-Sample-Hummert, has joined McCann-Erickson Inc., New York, as account executive in the food field.

Oddie Appointed

RICHARD M. ODDIE, radio director of the San Francisco office of McCann-Erickson, has been appointed director of broadcasts for Associated Broadcasters Inc. He will be in charge of all programming for KSFO San Francisco and will supervise Associated's post-war program planning and research in connection with shortwave, FM and television. Mr. Oddie was graduated from Stanford U. and acquired experience in manufacturing, merchandising and sales promotion before going into the agency field.



Mr. Oddie

JOHN LAUER, formerly with W. W. Garrison & Co., Chicago, has joined Earle Ludgin & Co., Chicago, as art director. Katherine Mayer, formerly with Federated Stores, has joined the copy staff.

RUTH V. BARR, vice-president of Russell T. Gray Inc., Chicago, has been named second vice-president of the Chicago Federated Adv. Club.

SHERWOOD KING, former chief of the adevtrising section, Treasury War Finance Division, has joined Campbell-Ewald Co., as director of copy of the New York office.

SURETY ADV. Co., New York, headed by Herbert Chason, has changed its name to Herbert Chason Co., advertising.

TERRY HAYWARD, released by the Army, has joined Young & Rubicam, Hollywood publicity staff.

ENSIGN MALCOLM O'MARA, until recently with the Maritime Service, has returned to the Katz Agency in New York.

Gertrude Scanlan Named BBDO Local Radio Chief

GERTRUDE SCANLAN, formerly a timebuyer, has been named local radio manager of BBDO, New York, a new post covering supervision of station relations and spot radio. Her station contact work, which will involve frequent travels, will take her first to Cincinnati in December, and in January on a midwest tour of three weeks or more.

Miss Scanlan will confer with station men on placement, merchandising and other phases of spot radio for BBDO clients. She will handle spot radio buying from New York through the usual channels. Frank Silvernail, in charge of radio timebuying, continues to handle network placements.

Joins Neff-Rogow

HORACE HAGEDORN, former New York manager for Howard H. Wilson Co., station representatives, has been named account executive of Neff-Rogow. During the past four years Mr. Hagedorn has been account executive with NBC.

JOHN LO BUONO, formerly account executive with West-Marquis Inc., Los Angeles, and prior to that with Erwin, Wasey Adv. Agency, has joined Grant Adv., Chicago, as account executive.

WILLIAM R. KINNAIRD, formerly advertising manager for American Meat Institute, will join Needham, Louis & Brorby, Chicago as account executive, Dec. 1.

GRACE GLASSER, head of Glasser Gailey & Co., Los Angeles, is in New York.

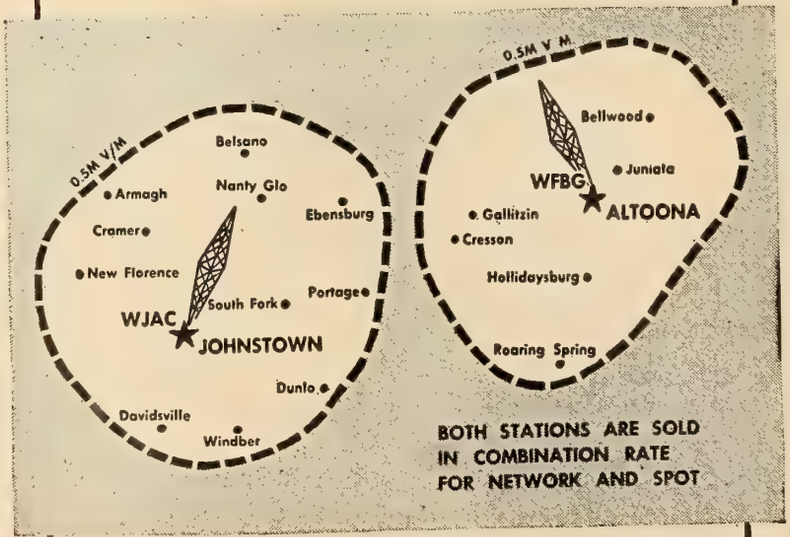
PEGGIE ANNIS, formerly in promotion department of *Los Angeles Examiner*, has joined radio division of Dan B. Miner Co., Los Angeles, as associate producer. Robert Smeltzer has joined the agency as copy chief.

WALTER LAWRENCE JENSEN, free lance writer-producer, has joined Bayar & Eccleston Adv., Los Angeles, as radio director. Anne Smith, formerly of Republic Pictures, has been named publicity director.

ARTHUR C. SCHEIFLE, former executive secretary of the Huron-Clinton Metropolitan Authority, has joined the staff of Grace & Bement Inc., Detroit. Mr. Scheifle will head the agency's new planning board and will handle copy and contact work for several accounts.

I. H. MacKENZIE, formerly in the Detroit office of Metropolitan Sunday Newspapers, has named head of the Detroit office of J. Walter Thompson Co., with temporary offices in the Lafayette Bldg. He previously had been account executive of the Bird Co., and for 12 years was head of media in the Detroit office of J. Stirling Getchell Co.

WJAC JOHNSTOWN
NBC
WFBG ALTOONA
These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

KWJJ 1000 WATTS 1080 KC
FULL TIME STATION
PORTLAND, OREGON
ABC NETWORK
STATION TIME
SPOT ANNOUNCEMENTS
CONTACT
Burn-Smith Company, Incorp.
551 Fifth Avenue
New York 17, N. Y.
307 N. Michigan Ave.
Chicago 1, Illinois
368 Chamber of Commerce Bldg.
Los Angeles 15, California

House Group Subpenas Aides To President in WMCA Quiz

By BILL BAILEY

EXTENDING its power of subpena into the White House and across the Atlantic into Gen. Eisenhower's headquarters, the House Select Committee to Investigate the FCC is scheduled to reopen hearings into the 1940 sale of WMCA New York, at 10 a.m. Tuesday (Nov. 21), with more than 30 witnesses already called.

Heading the list, on whom subpenas already have been served, are Maj. Gen. Edwin (Pa) Watson, military aide to President Roosevelt; David K. Niles, executive assistant to the President; Lt. Col. Telford Taylor, member of Gen. Eisenhower's staff and former FCC general counsel; Edward J. Noble, chairman of the board of the Blue Network Co., whose purchase of WMCA in December 1940 from Donald Flamm is under investigation; former FCC Chairman James Lawrence Fly; Commissioners Paul A. Walker, Norman S. Case and Clifford J. Durr, and former Commissioners T. A. M. Craven and George Henry Payne.

Joint Committee Proposed

On the heels of announcement last Monday by Speaker Sam Rayburn (D-Tex.) that Congressional investigations accomplish little and that the next Congress probably would see fewer of them, the House Select Committee, stripped of two of its members by the election, plans to finish as much of its work as possible, pulling no punches, according to Committee members.

Following disclosure that the House investigators will press their probe of station transfers until the last day of the present Congress, Rep. Howard W. Smith (D-Va.), chairman of the House Special Committee to Investigate Executive Agencies, today (Monday) was to introduce a bill to set up a joint committee of Congress to keep a weather eye on all executive agencies and to assist various committees in formulating legislation.

Despite reported Administration efforts to tone down the WMCA investigation, all five members of the Select Committee are expected to be in their seats when Chairman Clarence F. Lea (D-Cal.) formally opens Tuesday's session. They include Reps. Edward J. Hart (D-N.J.), Warren G. Magnuson (D-Wash.), who was elected to the Senate; Richard B. Wigglesworth (R-Mass.) and Louis E. Miller (R-Mo.), who was defeated.

John J. Sirica, Committee general counsel; Robert Barker, chief investigator; Joseph MacHugh and Francis J. Russell, investators-attorneys, have been working virtually night and day on the WMCA inquiry since mid-September to complete the case which was abruptly halted last February on motion of Rep. Hart [BROADCASTING, Feb. 21]. At that time the Committee agreed to postponement of public hearings for a "reasonable" period, pending litigation in New York courts. That action was taken at the request of Mr. Noble's attorneys.

Fly Offered Cooperation

During cross-examination by Rep Miller of Chairman Fly last Sept. 13, Mr. Fly asserted: "I want the public and this Committee to know that before Nov. 7, even right now, I am prepared to answer any questions on WMCA." Rep. Miller had suggested that the Committee reopen the probe "after Nov. 7." On Sept. 15 the Committee staff went to work.

It was understood that the U.S. Marshal's office objected to serving subpenas on Gen. Watson and Mr. Niles without advice from the Attorney General, but following conferences with Chairman Lea the subpenas were served. War Dept. officials are reported to have objected to bringing Col. Taylor back from the Eastern Theatre of Operations, European Command, but were overruled by Secretary of War Stimson, who ordered the Congressional subpena honored.

Other witnesses on whom subpenas have been served are: Chester J. LaRoche, vice-chairman in charge of operations, Blue Network Co.; Mark Ethridge, publisher of the *Louisville Courier-Journal*, which operates WHAS; William J. Dempsey, former FCC general counsel, and his law partner, William C. Koplovitz, former assistant general counsel of the FCC, Noble attorneys in the WMCA transaction; Irwin Steingut, New York Assemblyman; Thomas G. Corcoran, former White House confidant; Charles Stuart Guthrie, former law partner of Mr. Corcoran's and counsel for Mr. Noble.

Burton A. Howe, Harry A. Cushing, Warren S. Snow, John A. Curtis, executives of E. H. Rollins & Co., New York brokerage firm; Mr. Flamm; Philip Handleman and Colin Ives, New York attorneys for Mr. Flamm; William Weisman, former counsel for Mr. Flamm; Lybbya Schneider, former secretary at WMCA; Leslie E. Roberts, former public relations counsel of WMCA and one-time Government employe; Donald S. Shaw, radio director of Geyer, Cornell, Newell & Wickersham, former general manager of WMCA; David H. Diebler, principal attorney, FCC Law Dept.; Lucien Hilmer, now of the Foreign Economic Administration and former FCC assistant general counsel in charge of broadcasting.

Milton I. Hauser, former assistant general counsel of the Select Committee under Eugene L. Garey, has been questioned by the Sirica staff on the earlier WMCA investigation.

IF WE WERE AN ADVERTISER

in the DETROIT AREA

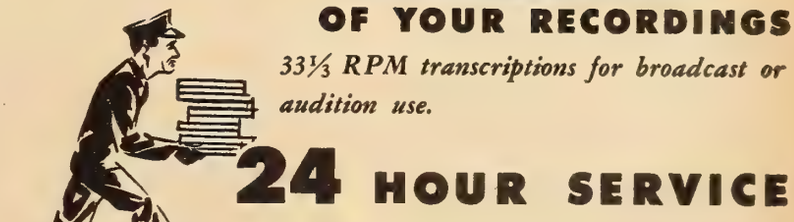
. . . we'd plan, right now, to go after a good slice of Detroit Area business . . . with the help of CKLW. We'd remember that this station's a live wire . . . with 5,000 watts at 800 kc., a cinch to give out the largest concentrated coverage in this region . . . by the yardstick of results per-dollar-cost! We'd begin making schedules, and commitments now . . . even though time is scarce . . . so when an availability occurs, we'd be there . . . on a station that's going places in a great market!

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

DIRECT-CUT COPIES



OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.



24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

Powerful Popular

WCAO

The Voice of Baltimore

★ America's 6th City in Population.
★ Maryland's Oldest Broadcast Station.
★ Columbia Basic Outlet, Since 1927.
★ 5,000 Watts, 600 KC, Day and Night.

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES



THE Business OF BROADCASTING

Homemakers Show

HARTFORD Electric Light Co., Hartford, has started sponsorship on WTIC Hartford of a new series titled *The Question Before the House*, Sunday evening. Guest experts on the program answer questions of interest to those planning to build or remodel their homes. Postwar problems are considered.

KFUN to Rambeau

WILLIAM RAMBEAU Co., Chicago, is now representing KFUN Las Vegas, N. M.

Red Top on Six

RED TOP BREWING Co., Cincinnati, through Jesse Joseph Agency, that city, has scheduled the Frederic W. Ziv transcribed musical show, *Songs of Good Cheer* on WHIZ WSLS WAPO WHIS WCHS WSAZ.

New CJBC Rates

CJBC Toronto has issued new rates which go into effect Jan. 1, 1945. Rates are being increased because of the station's increase in power from 1 kw to 5 kw.

New Service Firm

MAXINE KEITH around Dec. 15 will open in New York what she describes as a "[illegible]" for agencies, advertisers and individual radio talent, with headquarters for the present at 213 East 58th St. Services covering radio and television, will include program building, script doctoring, creation and revision of commercials, with special emphasis on the latter, and consultation on placement of shows and spots. Firm will probably be named From Me to You, title of Miss Keith's Mutual program which continues. Miss Keith has resigned as radio director of Caples Co., New York.

GM Sponsors Parker

GENERAL MOTORS Corp., Detroit, Oldsmobile Division, is sponsoring the series of overseas broadcasts by Jack Parker, [illegible] correspondent for WJIM Lansing, Mich. Mr. Parker has been accredited by the War Dept. as a correspondent in the European Theatre [BROADCASTING, Nov. 13]. His broadcasts, featuring interviews with Michigan boys, especially those from Lansing, will be shortwaved to America and heard on WJIM Tuesday, Thursday and Saturday, 6:30 p.m. (EWT).

New AMP Agreements

ASSOCIATED Music Publishers Inc., New York, has signed new agreements with WOL and WOMI and has had existing contracts extended by the following 25 stations: WPEN WOV WORL WNBC WJBK WHKC WHK WHBB WHB WGRC WESX WCOP WCLE WBRC WATL WARM KCMO WAGA WACO KXYZ KWAL KRIS KNOW KGA KFNF.

KDKA Bond Promotion

TO PROMOTE purchases of War Bonds during the Sixth War Loan, KDKA Pittsburgh is adopting a policy of "the bigger the bond, the better the seat" in selling tickets for the Ice-Capades. KDKA sold seats to the Nov. 17th performance and hopes to raise $500,000 in Bond sales.

United Nations Forum

SEVERAL thousand people participated in the two-day United Nations Forum conducted in Des Moines under the auspices of KRNT. Phil Hoffman, station manager, was in charge of arrangements and presided as co-host with Gardner (Mike) Cowles Jr. at a press luncheon in honor of visiting celebrities.

WWL 'Variety House'

WWL New Orleans has started a new series of afternoon shows titled, *Variety House*, heard Monday through Friday, with Ed Hoerner, m.c. Program, which is designed for participating sponsors, features vocalists Dottie O'Dair and Gene Paul with music by Ray McNamara.

Neblett Signs Nassey

NEBLETT RADIO Productions, Chicago, has signed Louise Massey and the Westerners, who will record 156 quarter-hour transcriptions which will be released for sponsorship. Herb Koch will direct. Exclusive contract is for five years.



Take 132 hours of discriminate programming per week . . . sift out 106 hours of this time which is sponsored by most of the biggest names in radio advertising . . . sprinkle this full schedule with 468 commercial spot announcements each week . . . leaven with the remaining time devoted to programs in the public interest, and you have the bill of fare at WOAI—AUDIENCE APPEAL.

Results are certain when these impelling ingredients are served to listeners by WOAI . . . the station which sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS • CLEAR CHANNEL • NBC AFFILIATE • MEMBER TQN

WOAI
San Antonio

Represented Nationally by
EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest



50,000 WATTS C B S

HER FRIENDLY ADVIC
WIT AND HUMOR, KEE
WOMEN TUNED TO..

WCK

THE L. B. Wilson STATIO

To Time-Buyers Who Want

FACTS ...not Fantasy!

OMAHA (WOW) HOOPERATINGS COMPARED WITH NATIONAL HOOPERATINGS

PROGRAMS* (Nighttime—Mon. thru Sun.)	HOOPERATINGS Omaha** (WOW)	National*** (U. S. Urban)	PLUS Ratings of WOW
Bob Hope	44.6	33.0	11.6
Fibber McGee and Molly	48.1	32.9	15.2
Red Skelton	43.5	31.8	11.7
Abbott and Costello	31.4	22.9	8.5
Mr. District Attorney	33.2	22.7	10.5
Bing Crosby	30.7	22.5	8.2
Kay Kyser (10:00-10:30 PM E.S.T.)	30.4	21.6	8.8
Mr. and Mrs. North	22.5	14.6	7.9
Fitch Bandwagon	34.0	16.0	18.0
One Man's Family	23.0	15.7	7.3
People Are Funny	24.7	13.4	11.3
Million Dollar Band	21.5	11.9	9.6
Information Please	18.4	11.0	7.4
Date with Judy	22.0	11.2	10.8
Jimmy Fidler	18.5	8.9	9.6
(Daytime—Mon. thru Fri.)			
Right to Happiness	11.5	8.6	2.9
Ma Perkins	13.7	7.4	6.3
Light of the World	13.9	6.5	7.4
Road of Life	8.2	6.8	1.4
Today's Children	12.8	6.2	6.6
Guiding Light	16.0	6.1	9.9
(Daytime—Sunday)			
John Charles Thomas	11.1	9.0	2.1
Those We Love	13.6	7.7	5.9
World News Parade	12.9	7.7	5.2
NBC Symphony	6.7	5.1	1.6

* List includes 24 representative commercial programs carried by 100 or more stations, including WOW.

** From the Winter-Spring, 1943-1944 Continuing Measurement of Radio Listening. December, 1943 thru April, 1944. C. E. Hooper, Inc.

*** From the 1944 Mid-Winter Comprehensive Hooperatings, "U. S. Urban" Hooperatings based on interviews in 89 cities, a cross-section of all 412 U. S. cities over 25,000 population.

HOOPERATINGS PROVE that WOW has a larger percentage of the available Omaha audience than the average NBC station has of its audience.

SO WHAT?

There must be a reason. There IS —and it's a reason that's important to advertisers:

For 21 years Omaha listeners have *always* been able to get the "mostest of the bestest" in radio by tuning to WOW. They've got the WOW HABIT—a habit that pays off big to advertisers who want the most circulation for their money.

It is also important to note that the Hooper City Zone (Omaha) station listening index for May and June, 1944, gives WOW:

34.4% of the MORNING audience;

49.0% of the AFTERNOON audience;

52.6% of the EVENING audience.

RADIO STATION

WOW INC.

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

KODY NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.

JOHN BLAIR & CO., REPRESENTATIVES



Fulton Lewis, jr.

GOES EVERYWHERE
HUNTING FOR NEWS

Wherever the four winds blow . . . there you'll find Mutual's Ace Reporter digging up the facts . . . getting to the bottom of things . . . reporting certainties instead of rumors.

No wonder Fulton Lewis, Jr., is America's "most listened to" news reporter. No wonder he's the man with more satisfied sponsors than any other news reporter.

You can sell him at your one time quarter hour rate per week. Call, wire or write WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Non-Profit Outlet Is Liable to Fees

Supreme Court Denies Review Of Ruling in WEVD Case

BY REFUSING a writ of certiorari to the U. S. Circuit Court of Appeals on petition of Debs Memorial Radio Fund, licensee of WEVD New York, and Henry Greenfield, station manager, the Supreme Court permitted to stand a ruling that nonprofit stations which sell commercial time must pay copyright fees for music performed on sustaining programs.

Associated Music Publishers brought infringement suit for $200 after a portion of the "Petite Suite Espagnole" was played by recording on WEVD during its *Symphony Hour* program Oct. 18, 1940. Judge A. N. Hand of the Circuit Court of Appeals, in upholding the District Court, held that sustaining programs are broadcast "to maintain and further build up the listening audience and thus furnished the field from which the paying advertisers may reap a profit. It can make no difference that the ultimate purposes of the corporate defendant were charitable or educational."

Infringement Liability

In his brief, A. Walter Socolow, attorney for WEVD and Mr. Greenfield, contended that if the principle established by the Circuit Court of Appeals is allowed to remain as authority, "all charitable and nonprofit organizations which perform copyright musical works in connection with activities in the public welfare would be liable for copyright infringement merely because they derive some revenue to defray the cost of achieving their philanthropic and educational purpose." He alleged the principle "may well extend to charging such nonprofit organizations with new liabilities in other aspects of their operations unconnected with the performances of copyrighted musical works."

Petitioner contended that a portion of WEVD time was sold to make up operating deficits.

Middlebrooks Cited

"FOR MERITORIOUS performance of duty in a position of responsibility as Radio Materiel Officer" Lt. Comdr. James L. Middlebrooks, USNR, former CBS engineer, has been awarded the Bronze Star Medal. Comdr. Middlebrooks was in charge of maintenance and installation of the radio and underwater sound gear of the Eleventh Amphibious Force for the Normandy Invasion in June. Before entering the Navy, he supervised building of transmitters for WTOP Washington, WABC New York, KNX Hollywood.

KQW Video Site

C. L. McCARTHY, vice-president of KQW San Francisco, acting for the station has asked the city planning commission to authorize the rezoning of a tract atop Twin Peaks to permit construction of a television outlet.



REFRESHER TRIP this year by Pete Smythe, KLZ Denver program director, was to Hollywood where he viewed CBS West coast production methods. While at a broadcast of *Suspense*. Bill Spier (r), producer, and Ed Buckalaw (l), CBS western division field manager, gave pointers.

WEST COAST HOOPER UP FROM YEAR AGO

TOP TEN programs on the Pacific Coast, according to the Nov. 8 report of C. E. Hooper Inc., New York, places *Charlie McCarthy* in the lead, *Great Gildersleeve* second and *Mr. District Attorney* third, followed by *Radio Theatre*, Frank Morgan, *Screen Guild Players*, Hildegarde, *Can You Top This?*, *Your Hit Parade* and *Quiz Kids*.

The Pacific network ratings for the September-October periods show an average evening audience rating of 7.8, up 0.7 from last report and down 1.4 from a year ago. Average evening sets-in-use of 32.4, up 2.8 from last report, is up 0.7 from a year ago. Average evening available audience is 75.0 up 0.9 from last report, and down 1.1 from a year ago.

Average daytime audience rating is 3.9, up 0.1 from last report showing no change from a year ago. Average daytime sets-in-use of 14.2, up 0.4 from last report is up 0.9 from a year ago. Average daytime available audience of 65.4, is up 1.0 from last report and down 0.7 from a year ago.

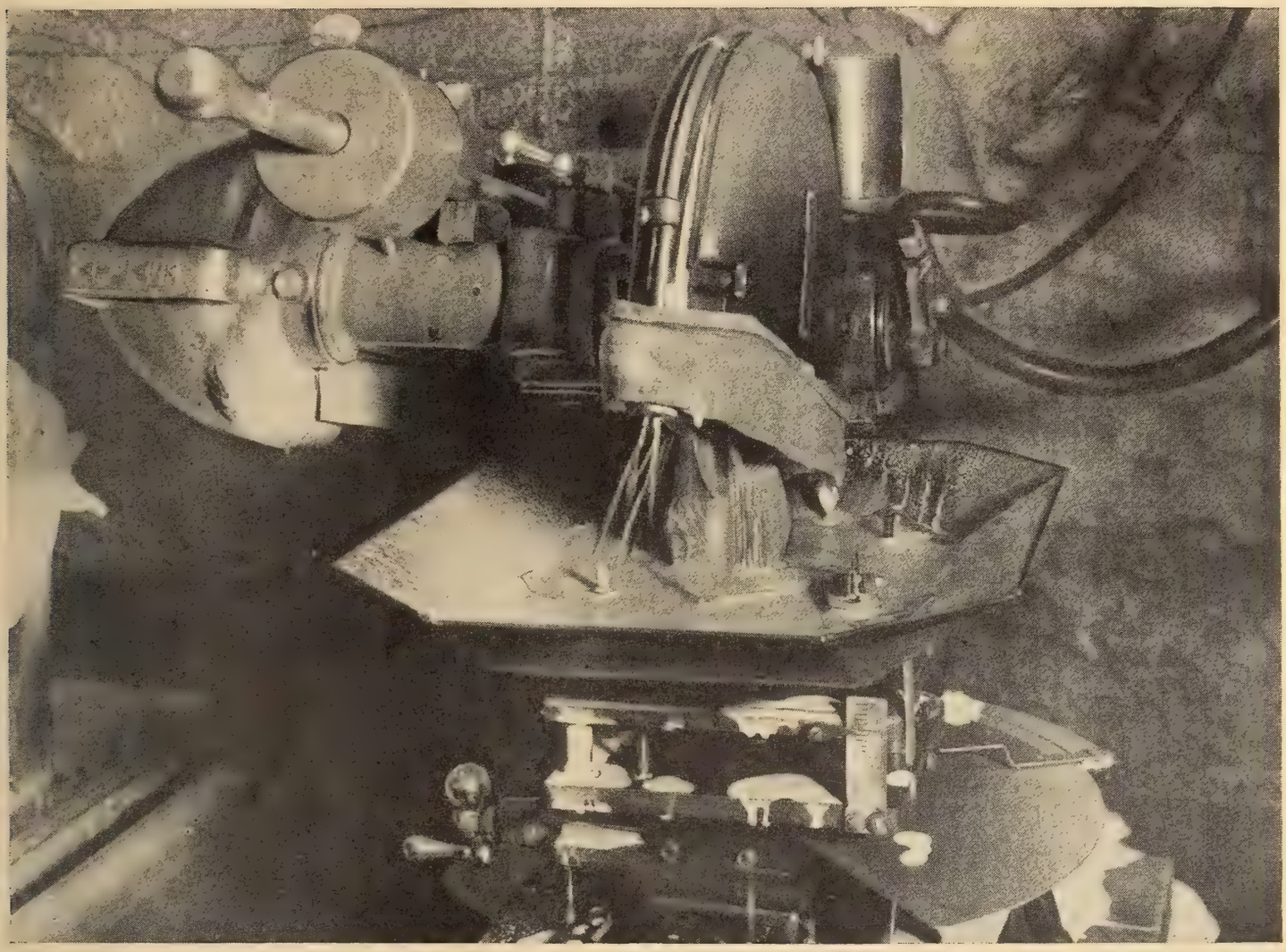
Westinghouse Changes

DAVID M. SALSBURY, formerly with Westinghouse Electric Supply Co., Salt Lake City branch, has been named vice-president and general manager of the company. R. W. Beil, formerly at Westinghouse Sharon, Pa. works, as supervisor of order service for the company transformer division, was named general contract manager of Westinghouse E & M Co. C. F. Lloyd former general contract manager was named assistant to the manager of the industry department. Clyde A. Peterson, identified with radio, auto and appliance designing for more than ten years, has been appointed a designer in the radio receiver division.

NBC Play Premiere

NBC presented a radio premiere of a new play, "Home Came the Steed", Nov. 15 on the *Arthur Hopkins Presents* broadcast, 11:30 p.m. 12:30 a.m. (EWT). Occasion, said NBC, was a double precedent: the first radio premiere of a play written for the stage and the first new play on the Hopkins series heretofore devoted to past Broadway successes.

ACCURACY *is Our Business*
...IN WAR...IN PEACE



SAW-CUTTING Raw Quartz into Precisely Oriented Wafers, using diamond blade and running lubricant, is Only One of the Exacting Operations in CRECO's War Assignment of Preparing Combat Crystals for the Armed Forces. From these wafers crystals are cut and then lapped to desired frequencies. CRECO has time now to Similarly Service a Limited Number of Standard, FM and Television Applications that Demand Results Based On KNOWLEDGE, EXPERIENCE, ACCURACY.

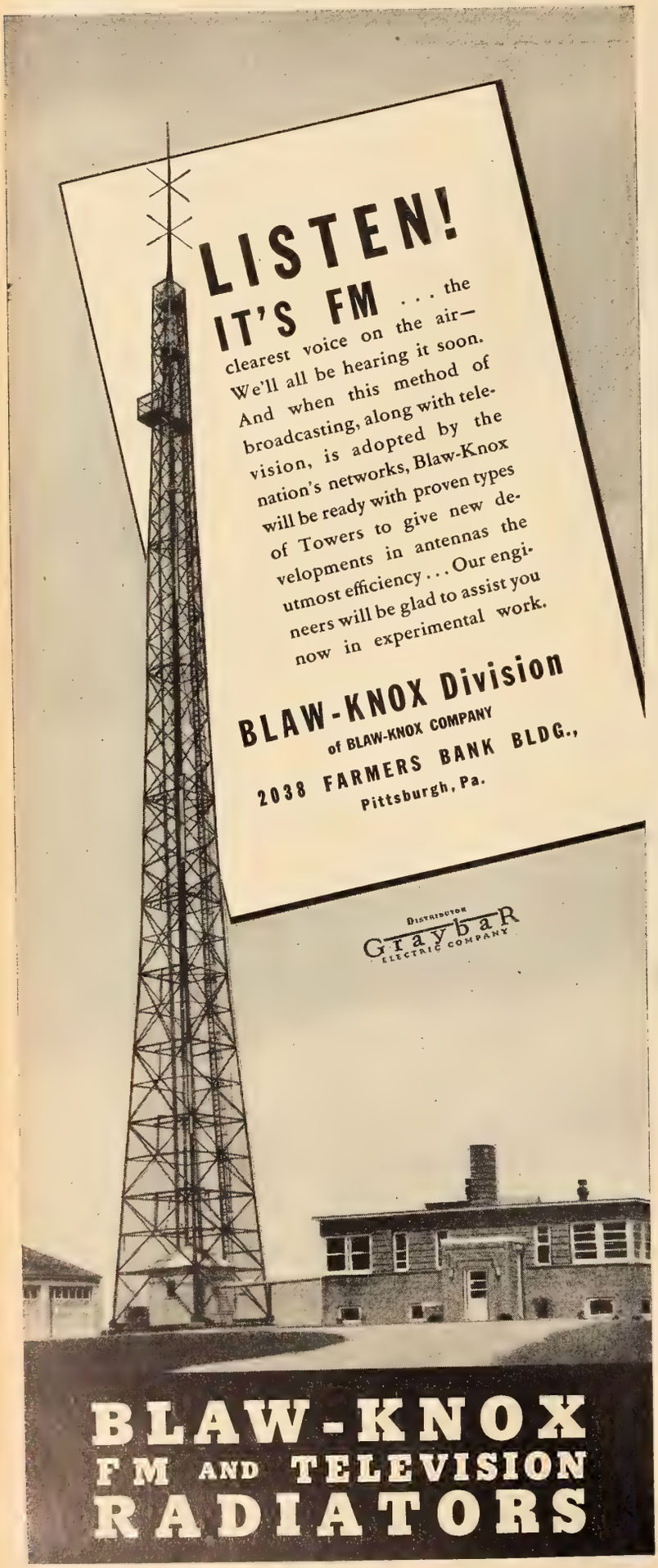
Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

Porter Bldg.	Evening Star Bldg.	Crossroads-of-the-World
KANSAS CITY, MO.	WASHINGTON, D. C.	HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"



Petrillo Victory

(*Continued from page 15*)

the economic advantage of a single company to divide and conquer, which worked so well for him this last time.

RCA began recording Sunday afternoon, less than 24 hours after the contracts were signed. "The Trolley Song," played by Vaughn Monroe's orchestra, was the first RCA recording. Andre Kostelanetz and his orchestra made the first Columbia records, also on Sunday.

NBC Radio Recording on Monday recorded 10 tunes by Vincent Lopez and his orchestra in New York, and nine tunes by Sammy Kaye and his orchestra in Chicago, where the Kaye aggregation had made a special trip from Toledo, to provide new musical numbers for *Thesaurus*, transcription library. Norman Cloutier's string orchestra and Allen Roth and his orchestra were also scheduled to record for *Thesaurus* last week.

NBC hopes in December to resume full-scale *Thesaurus* service to its station subscribers, who have received no new releases since April, and for some months before that only limited releases of vocal arrangements and the like. Rates which have been twice reduced, with stations paying only half the contract rate since May, will return to normal with the resumption of full service.

Van Camp Expands

WITH TIN containers becoming more available to food packers, Van Camp-Stokley Bros., Indianapolis, is increasing its network advertising for various tin and paper packaged products. According to a spokesman for the agency, Calkins & Holden, New York, the food firm last spring reduced sponsorship of *Luncheon With Lopez* from a thrice-weekly show to the present weekly program Fridays, 1:30-1:45 p.m. on 129 MBS stations, because of a container shortage which caused packing and distribution problems. Discontinuing *Lopez* Jan. 26, Van Camp on Jan. 29 starts a musical variety show on about 130 MBS stations, Mon., Wed., and Fri., 11:30-11:45 a.m. New Show will feature the Landt Trio Boys, Frank Novak's Orchestra and Dic Willard, WOR New York announcer, as m.c.

CBS Gross Up

CBS Board of Directors on Friday declared a cash dividend of 60 cents a share on outstanding class A and class B stock of $2.50 par value for the fourth quarter, payable Dec. 8 to stockholders of record Nov. 24. Leon Levy, president, WCAU Philadelphia, presided at the meeting in the absence of William S. Paley, CBS president, and Paul Kesten, executive vice-president. A financial statement covering the first nine months of the year shows CBS and its subsidiaries had a gross income of $62,730,765 for that period, a gain of 16.5% over $53,846,109 in 1943. Net income after taxes for the Jan.-Sept. period was $3,399,081, up 4.7% from $3,245,626 last year.

IRE-RMA Meeting

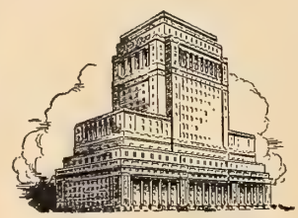
(*Continued from page 14*)

Federal Tel. & Radio Labs., disclosed that his company, a subsidiary of IT&T, has developed a system of pulse time modulation which is applicable to wire and radio transmission, including broadcasting and television channels. The proposed new system reduces the usual requirements for stability, distortion and noise, said Mr. Labin, who predicted the new modulation will be used for relays and repeater stations in the super high frequencies.

Research and development work began in the Paris Labs. of IT&T in 1937, Mr. Labin explained. Compared with AM and FM, pulse time modulation appears particularly promising, he added, for application to multichannel, coaxial cable, telephone, telegraph and facsimile, as well as point-to-point radio and ultra-high frequency broadcasting.

Attending the two-day meeting was Dr. William L. Everitt, chief of the Operational Research Branch, Office of the Chief Signal Officer, Washington, newly elected president of IRE. The new vice president is Dr. Hendrik J. Van der Bij Johannesburg, Union of South Africa. Elected directors for three-year terms were: Stuart L. Bailey, Washington consulting engineer; Keith Henney, editor of *Electronics*, and Dr. Benjamin J. Shackelford, engineer in charge, RCA Frequency Bureau. Speakers at the fall Rochester meeting included:

W. R. MacLean, Polytechnic Institute Brooklyn; C. N. Works, T. W. Dakin F. G. Boggs, Westinghouse Electric Mfg. Co.; M. J. Larsen, Stromberg-Carlson Co.; L. R. Martin, RCA; J. I. Cornell Solar Mfg. Corp.; K. W. Jarvis, consulting engineer, Chicago; Dr. W. R. G. Baker, General Electric Co.; Rupert Maclaurin, Mass. Institute of Technology K. M. Wise, Sylvania Electric Products Shailer L. Bass, T. A. Knuppi, Dow Corning Corp.; H. J. Dailey, Westinghouse



Sun Life Building, Montreal

Sun Life Building, Montreal, is a symbol of the industry and activity of Quebec Province. Here is a specialized market of 3½ million people—eager listeners to their radios—and loyal to the products and programs they enjoy. We can cooperate with you by planning and producing the type of radio program—in either French or English—which brings *results*, because we *know* Quebec, its people, preferences and psychology.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

ANA Favorably Receives Bureau

(*Continued from page 14*)

table session by A. W. Lehman, CAB president, and George Allen, general manager, who outlined the additional services to CAB subscribers made possible by the enlarged interviewing sample.

Opening with a session of what advertisers are doing today in preparation for postwar conditions, the convention continued with presentations of radio, newspapers, magazines and outdoor trends, followed by media roundtable discussions. Thursday morning was devoted to talks on postwar economic problems and of advertising's expanding functions to cover the public, personnel and stockholder relations of industry as well as the direct sale of its products. Entire afternoon was given over to reports on various phases of the campaign to educate the public on the value of brand names as opposed to grade labeling.

ANA Survey

Slightly more than half (52%) of the general public finds some advertising objectionable, with radio commercials heading the list of reported objections, according to a report on an ANA national poll of public opinion given at the Friday morning session of the three-day meeting.

Survey, first of a continuing series made by the Opinion Research Corp. under the direction of the ANA public relations committee, revealed that the chief public complaint against advertising is exaggeration. Radio commercials were deemed the worst offenders, magazine advertising next worst and newspaper ads third. Nearly a fifth (18%) of those interviewed said that they had found some advertising so objectionable that they had discontinued their purchases of the product.

Public opinion as to whether advertising raises or lowers the sales price of merchandise was fairly evenly divided, 42% believing advertising increases costs, 46% that it lowers cost. However, 88% said advertising helps create jobs.

Questions on postwar conditions revealed an almost even three-way split on opinion as to whether there will be little unemployment, a moderate amount or a great deal. About half the people think industry can reconvert to peacetime production in one to two years after the end of the German war, while 27% think the conversion can be completed in six to 11 months and 5% in five months or less.

Half the people (53%) think wartime profits too large, the average belief being that present profits are about 30% and that they should be about 10%. Manufacturers were thought to be making excess profits by 41% of the people, labor by 33%. Labor also was considered as failing to cooperate in the war effort by 47%, whereas only 13% cited manufacturers for such lack of cooperation.

At the final session of the three-day meeting, devoted to the postwar functions of Government, business and labor, Chester J. LaRoche, vice-chairman of the Blue Network, pointed out that each of the three must be concerned with the welfare of all the people and also of each other. Advertising's job, he stated, is to inform the people of these peacetime problems as it has kept them informed of war problems, urging that the format of the War Advertising Council be retained for this task.

WCKY WCPO WKRC REINSTATE HOOPER

THREE Cincinnati stations which last March cancelled their subscriptions to the C. E. Hooper Continuing Study of Listener Measurement for that city [BROADCASTING, March 27] have all reinstated this service, effective with the summer report just issued, C. E. Hooper Inc. announced last week.

Stations which had dropped the Hooper service—WCKY WCPO WKRC—did so during a controversy over money giveaway programs which arose from the publication of an article by Mr. Hooper "Clean Out the Funny Money Programs" [BROADCASTING, March 6]. Cancellations followed receipt of telegrams sent by Mr. Hooper to all Cincinnati stations proposing that each post a $10,000 bond, to be forfeited pro rata to the other stations if it broadcast any prize-for-listening programs after March 31.

Serving New England's 3rd Largest Concentrated Audience

WLAW

LAWRENCE, MASS.—5000 WATTS·680 K C

NATIONAL REPRESENTATIVES: THE KATZ AGENCY, INC.

It's label'd AIR EXPRESS



...but it can't take off from your shipping room floor!

Ship When Ready for Fastest Delivery

The end-of-the-day rush at the airport may nudge your shipments out of the race, defer them until a later plane. So phone for a pick-up the moment the label is on ...or before! That's the way to get fastest delivery!



SPECIFY AIR EXPRESS
A Money-Saving, High-Speed Tool for Every Business

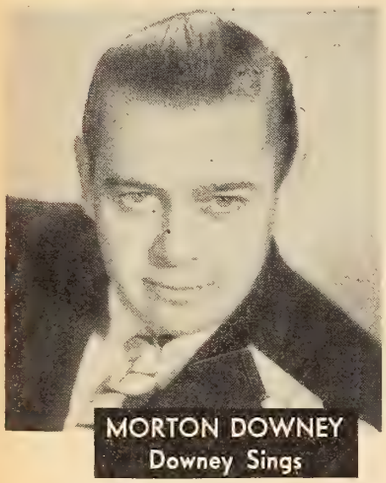
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WRITE TODAY for "Quizzical Quiz"—a booklet packed with facts that will help you solve many a shipping problem. Dept. PR-12, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

Louisville listens to WINN BASIC BLUE features



Basic Blue programs mean BASIC RESULTS in Louisville! For availabilities write, wire or call.

WINN Louisville WITH WINN

Your BASIC BLUE STATION in LOUISVILLE, KY.
HARRY McTIGUE
General Manager

Porter to Take Post Dec. 15

(*Continued from page 13*)

Clifford J. Durr, or any other member of the Commission, for the chairmanship. Mr. Durr had been a candidate.

Mr. Jett, prior to his interim appointment as chairman, had told White House officials that he did not desire to undertake the chairmanship and would prefer to concentrate largely on technical and allocation matters. The President took cognizance of this in a letter to Mr. Jett. He wrote:

> It will necessarily be some weeks before a new chairman will be named for the Commission. I can well understand that, with your other extensive duties, you would not care to undertake the burdens of the chairman's office permanently. However, I do hope you will carry this work during the interim period.
>
> With that thought in mind and pursuant to the provisions of the Federal Communications Act of 1934 as amended, I hereby designate you as chairman of the Federal Communications Commission, effective the 16th day of November 1944.

The Jett appointment recognized the importance of engineering and allocations matters now before the Commission which require expert technical as well as policy direction. Mr. Jett feels he can do a better job by specializing on engineering and technical matters, which would not tie him down with administrative detail, budget work, travel authorizations and other functions of the chief administrative officer.

Allocations Study

The FCC staff, both legal and engineering, is working feverishly on the spectrumwide allocations plan, to cover all new services, in the light of the testimony taken at the five weeks of hearings which ended Nov. 2. Despite a Dec. 1 deadline set by the State Dept. on international aspects of the allocations, it was doubted whether the Commission would be able to meet that date. The general allocations, covering such new services as FM, television and facsimile, and associated relays, won't be ready for some time after that—possibly not until the first of the year. Chairman Jett will direct that work and also may follow through after Mr. Porter assumes office.

In addition to assuming the FCC chairmanship, Mr. Jett automatically becomes chairman of the Board of War Communications of which he has been coordinating committee chairman. His extra FCC functions, which probably were responsible for his unwillingness to assume the permanent chairmanship duties, include membership on the Interdepartment Radio Advisory Committee, State Dept. committees having to do with communications and censorship, and the BWC operations.

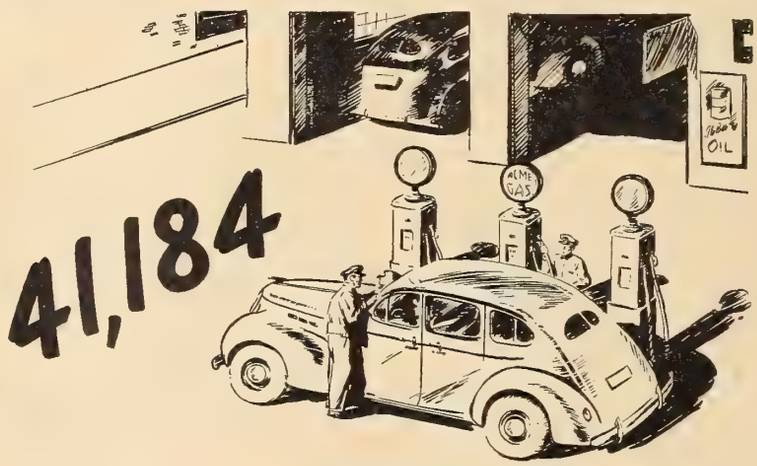
The President's "Dear Larry" letter to Mr. Fly was a deviation from the customary White House communication to a retiring official. The President cited the "personal reasons" which motivated Mr. Fly in returning to private practice and pointed out that the FCC head had given 15 years to Government service and had handled "extraordinarily difficult tasks —calling for technical competence and strength of heart of the highest order—against powerful opponents who did not always take your victories lightly."

The Chief Executive pointed out that much more work remained to be done and that he would want to call upon Mr. Fly for his "advice and counsel". After stating that Mr. Fly was only on "furlough" the President said he would have to call upon him from time to time "particularly in the field of international communications".

This was interpreted as meaning Mr. Fly might be called in as adviser, without official portfolio in connection with world communications matters and possibly at the peace negotiations. An ardent proponent of merger in the inter-

Hi, Neighbor!

JAMES LAWRENCE FLY, ex-chairman of the Federal Communications Commission who is newly appointed chairman of AMP and its subsidiary Muzak in New York, has selected the Lombardy Hotel, 111 East 56th St., as a residence. One of his neighbors in the same residential hotel is Eugene L. Garey, ex-counsel of the House Select Committee to Investigate the FCC. Un-neighborly verbal exchanges between the ex-chairman and the ex-counsel will be recalled as highlighting some of the more torrid phases of the investigation of the Commission.



GASOLINE PUMPS

. . . in the vast industrial area served by WGY in central and eastern New York and western New England—the WGY COMMUNITY*. 392,000,000 gallons of gasoline supplied annually, for essential driving. Translated into dollars this means $105,718,000 worth of business in the Hudson Circle, where 1,045,717 radio families keep their radios tuned to WGY more than to any other station in the area.

And WGY is the ONLY way you can combine this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities with a population of over 25,000; 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.

WGY
Schenectady, N. Y.
50,000 watts—NBC—22 years of service
Represented nationally by NBC Spot Sales
GENERAL ELECTRIC
WGY-202

First in Prestige!
First in Audience!
First for Advertisers!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS · National Representatives

national field, it has long been known that Mr. Fly wanted to sit at these negotiations. In his Armistice Day letter to the President, Mr. Fly alluded to the work remaining to be done in international communications and said he stood ready from time to time "in a private capacity to assist in any manner possible".

Mr. Fly's association with Muzak had been forecast for weeks. Whether it would pit him against commercial radio, since he would be espousing a form of competitive service, was conjectured. Mr. Benton, formerly associated with Benton & Bowles and now chairman of the Encyclopedia Britannica and vice-president of the U. of Chicago, as well as common stock owner of AMP and Muzak, long has been interested in supplying the "subscription radio" service, successor to wired radio. Victor Ratner, former promotion manager of CBS, is Mr. Benton's adviser on Muzak.

Bartlett Mentioned

Commenting upon the Fly appointment, Mr. Benton said the former chairman's standing as a lawyer, experience and leadership in radio and his "long devotion to the development of radio in the public interest should prove invaluable to the entire industry in helping to crystallize radio's new opportunities for service after the war."

A new name was added to the list of those mentioned for the Craven vacancy—Col. Theodore L. Bartlett, Army Air Forces communications officer in the European theatre, and former chief of the FCC's Law Department Administrative Section. With the FCC from its creation in 1934, Col. Bartlett has been overseas for about two years, having entered the service as a major in January 1942.

An old name revived was that of Capt. E. M. Webster, communications chief of the U. S. Coast Guard, now on leave from his post as assistant chief engineer of the FCC in charge of non-broadcast operations. Capt. Webster is strongly supported by Sen. Wallace H. White Jr. (R-Me.), Minority Leader.

Others whose names are believed to be under consideration include:

Interim Chairman



EWELL K. JETT

Leighton H. Peebles, chief, Communications Branch, WPB; Charles R. Denny, FCC general counsel; Rosel H. Hyde, FCC assistant general counsel, and Lowell Mellett, Washington newspaper columnist and former administrative assistant to the President. J. Leonard Reinsch, managing director of the Cox radio stations (WSB-WIOD WHIO), originally mentioned for a post on the FCC, and who had served as radio director of the Democratic Committee under Mr. Porter, no longer is regarded as a likely nominee in view of Mr. Porter's appointment. It was felt that one or the other would be named to the Commission.

Of those whose names have been advanced, only Mr. Hyde is a Republican. The appointment can be either Republican or Democratic, since Chairman Jett is an Independent and since the law specifies that not more than four members of the FCC shall be of the same political faith. Present Democratic members are Messrs. Walker and Durr. With Mr. Porter's confirmation, there would still be room for a Democratic appointee to the Craven post. The Republican members are Case and Wakefield.

Text of Chairman James Lawrence Fly's Nov. 11 letter to President Roosevelt, submitting his resignation from the FCC, follows:

Dear Mr. President:

I hereby submit my resignation as a member of the FCC effective at the end of the 15th day of November 1944.

Despite the personal reasons calling for this step—and these you have recognized—I make the move only with great reluctance. The forward movement of electrical communications is freighted with problems

A VOICE FOR SALE

A VOICE women listeners enjoy—a voice with personality which stimulates ACTION — makes sales:

Connie Stackpole

RENEWALS prove she's *good!* Clients participating locally include:

Matchless Brand Foods	4 yrs.
Florigold & Flo Citrus Fruits	4 yrs.
Winslow's Potato Products	4 yrs.
Red Cap Products	3 yrs.

Others 1 to 2½ years and still going.

Ask for full details.

Participation now available over 5 Stations of Yankee Network...

WNAC, Boston — **WAAB,** Worcester

WEAN, Providence — **WTHT,** Hartford

WCOU, Lewiston



11:15 A.M.
Tuesday and Thursday
$105.00 per program
less discounts

For a woman's audience and RESULTS, consult—

Connie Stackpole
DIRECTOR
New England Cupboard
448 STATLER BLDG., BOSTON 16, MASS.
HANcock 4460

LOOK OVER... NOT OVER LOOK

250,000 PROSPECTS
THE SABINE AREA OF TEXAS

KFDM

ue Network, 560 K. C., 1,000 Watts
AUMONT, TEXAS MEANS BUSINESS
Represented by the Howard H. Wilson Company

GRAND FORKS is NATION'S 2ND BUSIEST MARKET



J. KILO Watts, a man with real "foresight" says:

"Keep your eyes on the Red River Valley, the Nation's Number 1 Food Market."

With a remarkable city index of 133.3, Grank Forks ranks SECOND in the U. S. in Sales Management's High Spot Cities forecast for November.

No other city in the Northwest is included in the list of the 15 cities leading the nation.

Grand Forks consistently paces the country because it is located in the center of the lushly rich Red River Valley, a 200 million dollar farm market.

KILO, the only CBS outlet in the Valley, serves this area in a hundred different ways. It alone can do the job for you.

KILO "YOUR RED RIVER VALLEY SALESMAN"

GRAND FORKS, N. DAK.

NATIONAL REPRESENTATIVES: HEADLEY-REED CO.

of broad and deep significance. In some real measure the landmarks of principle have been established and the path rough hewn. Yet, much work remains to be done. The most urgent task is in the field of international communications. In this regard I shall stand ready from time to time and in a private capacity to assist in any manner possible.

I need hardly remind you of the deep gratitude I feel for the faith you have held midst all the ill winds of doctrine. My deep personal regard and great confidence go with you in the most significant work which lies ahead.

Affectionately yours,

/s/ JAMES LAWRENCE FLY

President's Letter

Text of President Roosevelt's letter accepting Chairman Fly's resignation follows:

Dear Larry:

With great personal reluctance, I accept your resignation as a member of the FCC.

We have had long discussions of the personal reasons for which you feel you have to return to private practice. And because you have had only a few years of private life since you left the Navy after the last war, I feel I cannot deny you the "furlough".

You have given five years to the prosecution of monopolies in the Anti-Trust Division of the Dept. of Justice, five years to your brilliant defense of the Tennessee Valley Authority as its general counsel, and five years to the reorganization of the FCC as it Chairman. These were all extraordinarily difficult tasks—calling for technical competence and strength of heart of the highest order—against powerful opponents who did not always take your victories lightly. Few men have so proud and effective a record in public service.

Indeed, it is a tribute to the call of public service upon young men that you were willing to persist for 15 years in such apparently thankless tasks. But you should take great satisfaction from the knowledge that in all your public endeavors you have not only advanced the public interest, but in the end gained the respect of most of your opponents for requiring them to face, for the public good, the need of adjustments necessary to protect their own long-range interests.

The importance of the work of the FCC is better appreciated today both by the public and by the industries under its jurisdiction than it has ever been before. The Commission working as a team under your chairmanship has made notable advances in safeguarding freedom of speech and information and in protecting competitive enterprise in the field of communications.

But much work remains to be done and in the doing of it I shall want your advice and counsel. You are only on "furlough". I shall have to have your help from time to time, particularly in the field of international communications, and I know I can expect you to respond.

Sincerely yours,

/s/ FRANKLIN D. ROOSEVELT

This statement on the resignation of Chairman James Lawrence Fly was presented by Acting Chairman Paul A. Walker and unanimously adopted Nov. 14 by the FCC:

I do not think that the record of this meeting should close without an expression of appreciation on behalf of the Commission to the retiring Chairman, James Lawrence Fly.

Chairman Fly first joined us a little more than five years ago. From the beginning, he has shown a patriotic zeal and devotion to the work of the Commission and has exhibited unusual ability in grasping the complicated subject matter with which we deal daily.

As Commissioners, closely associated with him during the past five years, we have learned to appreciate also his courage and steadfastness of purpose. The general recognition of these qualities by others, as evidenced in recent tributes in the press and elsewhere, confirms our more intimate judgment.

I move that these remarks be incorporated into the minutes of this meeting, together with our expression of appreciation for his services to the Commission, and our best wishes for the future.

WTAG Worcester, Mass., in conjunction with the BBC, is staging a "Great Britain Week" Nov. 19-25 in a demonstration of how radio can contribute to greater international understanding and world peace.

Porter Selection

(*Continued from page 13*)

which took Mr. Porter deep into the labyrinth of Government procedure, his friends wondered at the apparent calmness with which Mr. Porter accepted the challenge of problems which had tried the patience of career men older in years and experience than he. To this extent—in his unruffled mien and buoyant mood—he is the antithesis of his predecessor, Mr. Fly.

A New Dealer

Both, by counterpart, however, have proved themselves men of will and determination. And both are staunch New Dealers.

Mr. Porter was 40 last Oct. 6. He was born in Joplin, Mo., the son of a Baptist minister. His family moved to Kentucky before young Porter was yet a year old. There he spent his childhood and youth, living most of the time in Winchester and attending Kentucky Wesleyan College in that city.

From those days in Kentucky, Mr. Porter gathered much of the folklore which provides the background for his droll stories about Judge Culpepper. He is reputed to be the best story teller among the New Dealers, and the wisdom he finds it necessary to expound in his profession usually is "warshed down" in the Culpepper manner with a jigger of wit.

Mr. Porter attended law school at the U. of Kentucky and those years were accompanied by active practice in the journalistic field as city editor of the *Lexington Herald.* Subsequently he was employed by General Newspapers Inc. in Indianapolis, of which Eugene Pulliam (now WIRE Indianapolis) was president.

Mr. Porter is the father of two daughters—Betsy, 13, and Ann, 7. Mrs. Porter is the former Bessie Edgar Benton of Winchester, with whose father Mr. Porter was once associated in the practice of law.



A CHILD'S WISH was answered by Joe Brown, conductor of *Joe Brown's Radio Gang,* Saturday morning children's program on WRVA Richmond, when Donald Lee Crain of Norfolk, victim of an auto accident, received an electric train he had asked for just before undergoing a serious operation. Because of the boy's interest in the program, Donald's mother appealed to Mr. Brown to help obtain a train. Her letter was read on the program and within a minute after signing off a sympathetic shutin called to offer a train, which Brown delivered to the hospital.

Lear to Make Sets

LEAR Inc., Piqua, O., formerly Lear Avia, manufacturer of radio equipment for aircraft and other specialized uses, will enter the home radio field after the war. Lear's contributions to radio include patented methods for eliminating the B-Battery, which interfered with operation of automobile radio sets; and origination of the "magic brain" radio frequency unit for automatic tuning.

Two for MBS

TWO Michigan stations owned by the Ashbacker family interests, WKBZ Muskegon and WKLA Ludington—are joining Mutual Nov. 20, bringing the total number of network outlets to 248. Formerly a Blue affiliate, WKBZ is operated on 250 w with 1490 kc by Ashbacker Radio Corp., the chief owner, Grant F. Ashbacker. WKLA, a newly established station, operates with 250 w on 1450 kc, the chief owner, Karl L. Ashbacker.

Budget Increased

THE advertising and promotion budget of American Home Foods Inc., subsidiary of American Home Products Inc., New York, has been increased by about 25%, with allocation as to product and media largely contingent on the extent to which the Government releases stocks for civilian use. With the Government now taking 100% of the output of G. Washington Coffee, American spot radio campaign on 12 stations for this product was discontinued at the conclusion of contracts several months ago, and will resume only if restrictions are lifted. Participating programs and spots on six stations in selected markets for cake mixes of P. Duff & Sons will continue. There is no radio in view for Clapp's baby foods, produced by a third division of AFH, Harold H. Clapp Inc.

Continental on CBS

CONTINENTAL CAN Co., New York, will sponsor a documentary program, *Report to the Nation,* starting Jan. 6 on 142 CBS stations, Sat., 1:30-2 p.m. Institutional advertising will be used for the first few programs with plans for straight product advertising later, for various types of containers. Program, which features Joe Daly, CBS commentator, as narrator, also will be heard on CBS outlets in Montreal and Toronto. Contract for 52 weeks placed through BBDO, New York.

Priebe Appoints

PRIEBE & SONS, Chicago, has appointed Goodkind, Joice & Mc-gan, Chicago, to handle advertising of its poultry and egg packing plants, hatcheries, and wholesale marketing. Radio will be used.

Wichita KFH

WHEN sewing societies move into aircraft plants—that's Boomtown! Wichita is the nation's No. 1 Boomtown—the first city in the United States in factory wage-earner employment gains! Wichita is an aircraft center today—with the only permanent plants in the Southwest — and aviation is here to stay!



—Cessna Photo

Hooperated, too . . . facts available at any Petry Office



Buy the present with a future at that Selling Station in Kansas' Richest Market—

KFH
WICHITA

CBS • 5000 WATTS DAY & NITE • CALL ANY PETRY OFFICE

Pierce Leaves OWI After Two Years

Tells Story of Capture Of Radio Station Luxembourg

AFTER SERVING his country with distinction for nearly two years as chief engineer for OWI in Europe and Africa, Morry Pierce came back home last week to his old job as engineering supervisor for the Richards-Fitzpatrick stations (WJR WGAR KMPC). He was the first engineer to go abroad for OWI, agreeing originally to serve six months on a consultant basis. He had been persuaded three times to stay on but following his last stint it was felt he had "done his bit" and was entitled to again enjoy the comforts of home and family.

'Embarrassed'

Morrie was quite unaware of the fact that he had become a celebrity, if not a legendary figure. When shown stories in BROADCASTING and the newspapers about his latest achievement in capturing Radio Luxembourg he said he was "embarrassed" and that it wasn't fair that he be singled out from among all the American radio men who are doing such fine work broad for OWI and the Army.

He mentioned among others William S. Paley, CBS president on leave as radio chief, Psychological Warfare Division, Supreme Headquarters, Allied Expeditionary Forces; Charles Topmiller of WCKY Cincinnati, now chief engineer for OWI in the Mediterranean Theatre; Lt. Col. Sam Rosenbaum, president of WFIL Philadelphia, recently transferred from the AMG at the request of Mr. Paley to take charge of Radio Luxembourg; Guy Della Ciopa, CBS director, now Chief Radio Officer, Radio Division, OWI London office.

Maj. Walter Brown of NBC, now with SHAEF public relations; Lt. Victor Tervola of NBC, now with OWI in Italy; Maj. John Hayes of WOR, now in charge of the Army Forces Network in France; Davidson Taylor of CBS, now assistant radio chief for SHAEF; Harry Stinson, who recently returned to his post as chief engineer of KVOO Tulsa after completing special assignment for OWI in the Italian theatre.

Lt. Col. Howard Nusbaum, program producer for NBC, now in charge of radio for the 12th Army Group; Ed Codel, former general manager of the Atlantic Coast Network, now with the OWI in England; and Phil Cohen, former chief of the OWI Domestic Radio Bureau, now director of the American Broadcasting Station in Europe (ABSIE).

A casual recital of the details of the capture of the 150 kw Luxembourg station demonstrates beyond the shadow of a doubt that Morrie earned the military commendation he received for this feat [BROADCASTING, Oct. 23]. He was with the American Army when it first entered Luxembourg. Junglinster, site of the transmitter, was in enemy hands about 12 miles away.

Morrie lost no time in carrying out his objective. He went off in a jeep with three Army men to reconnoiter. Driving toward Junglinster along a side road, they had to wait while two German tanks passed on the main highway. Reaching the town, he inquired of natives the exact location of the transmitter. He was directed to the top of a hill from where he could see the massive towers of the station. A Luxembourger agreed to go down on his bicycle to look over the situation. He reported that the Germans were all at the nearby schoolhouse where they had been quartered.

Asked for Help

Morrie hurried back to seek the aid of an American armored division. The colonel in charge was none too enthusiastic about taking the station. It didn't seem very important. Fortunately, however, the commanding general appeared on the scene and Morrie again pressed his request, stressing the value of the station both to OWI and SHAEF. "You really want that station, Pierce?" asked the general. "Yes, sir, I do", Morrie replied.

An order was immediately issued for a platoon of tanks, a platoon of armored cars, and a complement of infantrymen. At midnight, in pitch blackness, the detail set out through the heavy forest, with Morrie and several officers leading in a jeep, guided by soldiers who led the way on foot. The procession moved as quietly as possible without lights.

They soon found the way barred by tank barriers constructed from sections of huge trees. Heavy chains were attached to the logs and pulled away by winches. On one occasion it was necessary to use dynamite to clear a path. By daybreak, the last obstacle—a hill too steep for the tanks to ascend—was reached.

The infantrymen deployed to surround the station. From all sides they closed in on the transmitter house and the antennas. There was no sound from the enemy. The Germans had evidently been frightened away by the blast.

Entering the transmitter house, Morrie found everything intact except that the tubes had been smashed, apparently as the Germans hastily fled. A Luxembourger, who had been employed at the station, knew of a German communications supply warehouse. It was found to contain an ample supply of replacement tubes.

That same day, Radio Luxembourg was broadcasting the truth for the first time in five years. It had gone off the air Sept. 3, 1939 when Britain declared war on Germany and later became one of the four leading German propaganda stations. Two others, designated Calais 1 and Calais 2 were demolished when the Germans took France. The fourth is Radio Bremen.

Jamming

There were some interesting sidelights in connection with the capture of Radio Luxembourg. Because of its high power, the station included its own diesel generated electric plant and used the municipal facilities only in an emergency since it caused a suspension of local transit service. Finding the station's power plant without fuel, Morrie dispatched word to Bill Paley at SHAEF headquarters. Within a short time, a fleet of Army trucks arrived with 85,000 gallons of diesel oil to enable the station to operate on full power.

Aside from its value for psychological warfare, for aiding in military operations and for restoring order in liberated areas, there is an additional advantage in capturing a station intact, especially one as powerful as Luxembourg; it forces the Germans to establish jamming facilities to jam the station.

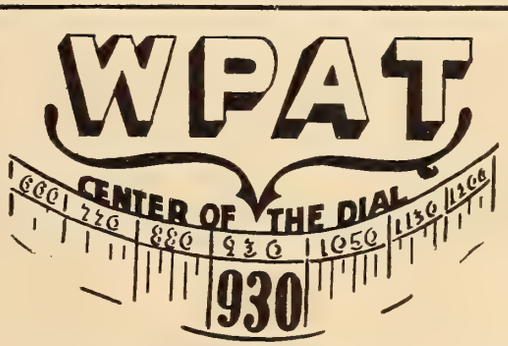
And speaking of jamming, Morrie said the Germans employed an elaborate network of transmitters exclusively for jamming, with monitors employed to check jamming signals. But despite all their efforts they could not keep up with the different medium wave frequencies used by ABSIE and BBC and when France fell a large part of their jammers fell too. Allied shortwave signals are apparently getting into Germany with little difficulty.

Morrie went into Paris the day it was taken (Sept. 25). He said the French Forces of the Interior (FFI), the underground, in liberating the city, had been unable to prevent the destruction of the big Parisian stations.

In an effort to stop listening to Allied broadcasts, he said, the Germans had resorted to desperate measures. Two months before D-Day all receivers in Normandy and Brittany were confiscated. On top of that, the Germans shut off the power supply, forcing the inhabitants to use candle light.

But that did not stop listening. The French built crystal sets. BBC had broadcast instructions in advance on how to build them and to use telephone receivers for headsets. The FFI had even operated clandestine stations before the Germans evacuated.

In addition to the satisfaction of helping in the war, Morrie feels that the experience he gained in studying European radio has been priceless. American engineers have much to learn from Britain, France, Italy, Luxembourg and other countries which have far surpassed the United States in high-powered medium wave broadcasting.



IN THE METROPOLITAN AREA

IS AMERICA'S MOST SUCCESSFUL YOUNG STATION!

because . . .

EVERY MINUTE IS MADE TO COUNT! THE TRACK IS FAST. RESULTS* . . . $ AND RESULTS . . . CLEARLY INDICATE A LARGE RESPONSIVE AUDIENCE.

*CLIENTS' STATISTICS AVAILABLE UPON REQUEST

WPAT PATERSON NEW JERSEY • PARAMOUNT BLDG. NEW YORK

Number ONE



. . . in readership

Leaders in broadcasting regularly present their messages to the advertising world through general advertising publications—the media which cover editorially all phases of advertising and marketing. Because of their broad coverage, these publications occupy a high position in the promotion programs for the broadcasting industry.

Advertising Age is Number One in readership among advertisers and their agencies, as proved by numerous and repeated independent surveys. Its exclusive coverage of the significant news of advertising and marketing . . . on a nation-wide basis . . . puts it first in reader value among all general advertising publications.

Now available for distribution are new surveys providing information of value to broadcasters in their promotion plans. Want copies of these surveys? Just write for a copy.

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago • 330 W. 42nd St., New York

Network Accounts

All time Eastern Wartime unless indicated

New Business

GENERAL ELECTRIC Co., Bridgeport, Conn. (home appliances and merchandising div.), in early January starts *G. E. House Party* on an undetermined number of CBS stations, Mon. thru Fri., 4-4:25 p.m. Agency: Young & Rubicam, New York.

CONTINENTAL CAN Co., New York (institutional), on Jan. 6 for 52 weeks begins *Report To The Nation* on 142 CBS stations plus CBS outlets in Montreal and Toronto, Sat. 1:30-2 p.m. Agency: BBDO, N. Y.

McCOLL-FRONTENAC OIL Co., Montreal (gasoline), on Dec. 2 starts *Metropolitan Opera* on 32 CBC Trans-Canada network stations, Sat. 2-5 p.m. Agency: Ronalds Adv. Agency, Montreal.

GILLETTE SAFETY RAZOR Corp., Boston (blue blades, shave cream) on Dec. 2 only sponsors Army-Navy football game on about 144 CBS stations Sat., 1:45 p.m. to conclusion. Agency: Maxon Inc., New York.

CAMPBELL SOUP Co., New Toronto, on Nov. 15 started *Jack Carson* on 27 CBC Dominion network stations, Wed. 8-8:30 p.m. Agency: Cockfield Brown & Co., Toronto.

PROCTER & GAMBLE Co., Cincinnati (Lava Soap), on Dec. 2 starts *The FBI in Peace and War* on 74 CBS stations, Sat. 8:30-8:55 p.m. Agency: Biow Co., N. Y.

SHERWIN-WILLIAMS Co., Cleveland (paints) on Nov. 26 starts *Metropolitan Opera Auditions of the Air* on 160 Blue stations Sun., 5:30-6 p.m. Replacing *World of Song*, Agency; Warwick & Legler, N. Y.

WHITEHALL PHARMACAL Co., New York (Anacin) on Nov. 13 started Fleetwood Lawton on 7 NBC West Coast stations, Mon. Tues. Wed. Fri. 8:15-8:30 p.m. (PWT). Agency: Dancer-Fitzgerald-Sample, N. Y.

NASH-KELVINATOR Corp., Detroit, on Dec. 24 starts musical variety program with Andrews Sisters on 190 Blue stations, Sun. 4:30-5 p.m. Agency: Geyer, Cornell & Newell, N. Y.

ELGIN NATIONAL Watch Co., Elgin, Ill., on Nov. 23 and Dec. 25 sponsors Thanksgiving Day and Christmas Day programs on 141 CBS stations, 4-6 p.m. Agency: J. Walter Thompson Co., Chicago.

SOIL-OFF Mfg. Co., Glendale, Cal. (Soil-Off), on Nov. 6 started Buddy Twiss—movie chatter program, on 15 Blue Pacific stations Mon. Fri. 1:45-1:50 p.m. (PWT). Agency: McCann-Erickson, Los Angeles.

CHEMICALS Inc., San Francisco (Vano), on Oct. 21 for 52 weeks started *Swap 'n' Shop* on 16 Don Lee Pacific stations, Sat. 9:30-10 a.m. (PWT). Agency: Garfield & Guild Adv., San Francisco.

R. B. SEMLER Inc., New York (Kreml Hair Tonic, Kreml Shampoo), on Dec. 4 starts newscast on about 170 MBS stations, Mon. thru Fri. 12 Noon to 12:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

SWIFT CANADIAN Co., Toronto, on Nov. 6 started *Courier Confidence* on 3 CBC Quebec network stations, Mon., Wed., Fri. 10:15-10:30 a.m. Agency, J. Walter Thompson Co., Toronto.

HOBBS GLASS Ltd., Toronto (glass and plastics), on Oct. 26 started *Fred Waring* on 10 Ontario stations, Thurs. 7-7:30 p.m. Agency: J. Walter Thompson Co., Toronto.

YORK KNITTING MILLS, Toronto, on Nov. 5 started *Singing Stars of Tomorrow* on 25 CBC Trans-Canada stations, Sun. 5:30-6 p.m. Agency: Cockfield Brown & Co., Toronto.

PETER PAUL Inc., Naugatuck, Conn. (Mounds, Dream candy bars), on Oct. 31 for 52 weeks started Graeme Fletcher—commentator, on 7 NBC Pacific stations, Tues. Thurs. 7-7:15 a.m. (PWT). Agency: Brisacher, Van Norden & Staff, San Francisco.

Renewal Accounts

TABLE PRODUCTS Inc., Los Angeles (Nu-Made mayonnaise), on Oct. 29 for 13 weeks renewed *Night at Hoagy's* on 45 MBS stations, Sun. 11:30 p.m. to 12 Midnight. Agency: Foote, Cone & Belding, Los Angeles.

42 PRODUCTS Inc. Los Angeles (hair oil, shampoo), on Nov. 15 renewed for 52 weeks *Bulldog Drummond* on 36 Don Lee Pacific stations, Wed., 8:30-9 p.m. (PWT). Agency: Hillman-Shane-Breyer, Los Angeles.

ASSOCIATION for Education by Radio announced plans last Tuesday for a workshop of four weeks duration to begin Feb. 5. There will be two-hour sessions on each successive Monday evening, featuring lectures, demonstrations, and recordings dealing with science, music, literature, forums, and other cultural and educational subjects.

AMERICAN Bakeries Co., Atlanta, Ga. (Merita bread, cakes & crackers), on Dec. 4 for 26 weeks renews Robert St. John on 16 NBC stations, Mon. Wed. Fri. 10:15-10:30 a.m. Agency: Tucker Wayne & Co., Atlanta.

CONTI PRODUCTS Inc., New York (soap), on Nov. 23 resumes *Treasure Hour of Song* on 33 MBS stations, Thurs. 9:30-10 p.m. discontinuing Nov. 16 *Starlight Serenade*, summer replacement. Agency: Bermingham, Castleman & Pierce, N. Y.

SOUTHERN PACIFIC Co., San Francisco (institutional), on Nov. 8 for 52 weeks renewed *Mainliner* on 14 Don Lee Pacific stations, Wed. 8-8:30 p.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

PERALTA WINE Co., San Francisco (Monte Cristo wines), on Nov. 7 for 3[illegible] weeks renewed *The Count of Monte Cristo* on 16 Don Lee Cal. stations, Tues. 8-8:3[illegible] p.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

RADIO BIBLE Class, Detroit, on Dec. 3 for 52 weeks renews *Radio Bible Class* on 193 MBS stations, Sun. 10-10:30 a.m. Agency: Stanley G. Boynton Co., Detroit.

Network Changes

P. LORILLARD Co., New York (Old Gold cigarettes), on Oct. 29 replaced *Jack Gleason-Les Tremayne Show* on 129 NBC stations Sunday 10:30-11 p.m. with *The Comedy Theatre*. Agency: Lennen Mitchell, N. Y.

P. LORILLARD Co., New York (Old Gold Cigarettes), on Oct. 25 started *Which Which* on 140 CBS stations, Wed. 9:30-[illegible] p.m., having discontinued Oct. 18 Alan Jones on 122 CBS stations, Wed. 8-8:[illegible] p.m. Agency: Lennen & Mitchell, N. Y.

VAN CAMPS-STOKLEY BROS. & Co. Indianapolis, on Jan. 26 discontinue *Luncheon With Lopez* on 129 MBS, Fri. 1:30-1:45 p.m. and on Jan. 29 start musical-variety program on 130 MBS stations, Mon. Wed. Fri. 11:30-11:[illegible] a.m. Agency: Calkins & Holden, N.

EMERSON Drug Co., Baltimore (Bromo Seltzer), on Jan. 6 will replace *Ellery Queen* with *The Saint* on 15 NBC stations, Sat. 7:30-8 p.m. with repeat on 6 NBC stations, Thurs. 12:30 p.m.-1 a.m. Agency: McCann-Erickson, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), has added 17 CBS stations to *Music That Satisfies* making a total of 143 CBS stations. Tues. Wed., Thurs., 7:15-7:30 p.m. Agency: Newell-Emmett Co., N. Y.

GILLETTE SAFETY RAZOR Corp., Boston (blades), has extended contract for boxing bouts on over 200 MBS stations Fri. 10 p.m., from May 25, 1945 to Aug. 31, 1945, replacing original 26-week contract with 52-week contract retroactive as of Sept. 8, 1944. Agency is Maxon Inc., New York.

EMERSON Radio & Phonograph Corp., New York (institutional), on Nov. 5 discontinued *You Can't Take It With You* on 63 MBS stations, Sun. 5-5:30 p.m. Agency: William H. Weintraub & Co., N.

PROCTER & GAMBLE Co., Cincinnati (Drene), on Nov. 9 shifted *The Rudy Vallee Show* on 135 NBC stations from Sat. 8-8:30 p.m. with West Coast repeat 8:30-9 p.m. (PWT) to Thurs. 10:30-11 p.m. Agency: H. W. Kastor & Sons, Chicago.

WILLIAMSON Candy Co., Chicago (candy bars), on Nov. 10 shifted *Famous Jury Trials* from 101 Blue stations Tues. 9-9:30 p.m. to Fri. 8:30-9 p.m. and renews for 52 weeks. Agency: Aubrey, Moore & Wallace, Chicago.

AFRA Politics

DISCUSSION of a resolution to limit the New York local of AFRA to matters of wages and working conditions and to prohibit participation in social or political movements kept the local's annual meeting last Thursday in session until 2 a.m. Amended to permit political issues to be raised on petition of 100 members and to be submitted to members not present by a mail referendum, the motion was passed by members present. Others will be balloted by mail on the subject.

Los Angeles AFRA May Suspend 100

Dec. 1 Named Deadline to Pay Delinquent Assessment

WITH DEADLINE for paying a delinquent $1 assessment set for Dec. 1 by the Los Angeles Chapter of AFRA, some 100 members face penalties, with suspension being tacitly understood. Assessment was to help defeat Proposition No. 12, the so-called "right to work measure" which was voted down in the California election on Nov. 7.

Following members' refusal to pay the assessment, AFRA board of directors at a special session on Nov. 10 unanimously adopted a deadline resolution which affects, among others, Cecil B. DeMille, producer-director of CBS *Lux Radio Theatre*, who might face the possibility of being withdrawn from that program.

Promises to Fight

Although refusing to issue a statement, DeMille is reported to have told intimates that he will fight the special assessment, if necessary carrying it to the U. S. Supreme Court. DeMille previously had maintained that the assessment was unconstitutional and therefore refused to make the payment. Regular AFRA dues together with the assessment were to have been received up to Nov. 1, with some 100 of the 2300 members failing to respond. A 15-day grace was allowed. With deadline passed, Los Angeles chapter board issued its ultimatum. Claude L. McCue, executive secretary of Los Angeles local, AFRA issued a statement explaining the action and the assessment of which he said, "The assessment to oppose Proposition 12 was levied by unanimous action of the board pursuant to the wishes of the membership expressed at a general meeting and ratified by the membership at a general meeting."

AMA Radio Session

AMERICAN MARKETING Assn., in its annual meeting to be held Dec. 30-Dec. 1 at the Edgewater Beach Hotel in Chicago, has scheduled a luncheon meeting Thursday for the NAB's Broadcast Measurement Bureau. Paul Peter, NAB director of research, will speak.

MGM, RKO SHIFT FROM NET TO SPOT

TWO MAJOR film companies, Metro-Goldwyn-Mayer Pictures Corp., New York, and RKO Radio Pictures, New York, after more than six months of network advertising will discontinue their shows to concentrate on spots. Both studios have been supplementing programs with spot announcements and now feel that spots offer a better advertising medium for pictures premiering or playing in various localities.

MGM which has been sponsoring a talent-seeking program, *Screen Test*, 9:15-9:30 p.m. Mon. thru Fri. on 87 MBS stations, discontinues the show on Dec. 8. The film company started a spot campaign last spring, and is now using more than 100 stations on a 52-week basis [BROADCASTING, May 22, Oct. 16]. According to a spokesman of the agency, Donahue & Coe, New York, present plans call for a continual expansion program of spots on long-term contracts.

RKO on Nov. 24 discontinues *Hollywood Star Time* on 177 Blue stations, Mon. through Fri., 3:15-3:30 p.m. New policy of RKO which heretofore has used spot advertising for individual films at irregular intervals, calls for a spot campaign to begin shortly on a long term basis with a continually expanding program. Agency is Foote, Cone & Belding, New York.

Transportation Causes FMBI Convention Delay

BECAUSE of the acute transportation situation, the FMBI has postponed its annual meeting which had been scheduled for Jan. 21-22 at the Commodore Hotel, New York. At a meeting of the FMBI Board in Chicago during the NAB Executive War Conference the convention dates were set, but President Walter J. Damm of WTMJ-WMFM Milwaukee was authorized to use his own discretion as to whether the meeting would be held.

Following renewed requests from the Office of Defense Transportation to all organizations to keep travel at a minimum because of military needs Mr. Damm notified the ODT that the FMBI convention would be postponed. Tentative plans are to hold a meeting some time after April 1 depending upon transportation facilities.

OWI PACKET, WEEK DEC. 11

e the list below to find the war message announcements you will broadcast during the beginning Dec. 11. OWI transcriptions contain six 50-second announcements ble for sponsorship and three 20-second chain breaks on each side of discs. your clients about them. Plan schedules for best timing of these important war ges.

MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
War Loan	X	X	X	X	X	--	--
ooling	--	X	X	X	X	--	--
Nurses	X	--	--	--	--	--	--
Prices	--	--	X	--	X	--	--
Travel	X	--	--	--	--	--	--
ed Spending	--	--	--	--	--	X	X

OWI Schedule of War Message 138 for names and time of programs carrying ar messages under National Spot and Network Allocation Plans.

WAGA-Produced for 14 STATIONS
SUNSHINE BOYS
Sponsored by
Colonial Stores

WAGA-Produced for 8 STATIONS
8 COWBOYS
Sponsored by
Spearman Brewing Co.

WAGA-Produced for 23 STATIONS
LEW CHILDRE
Sponsored by
General Foods

WAGA-Produced for 6 STATIONS
Lightcrust Doughboys
Sponsored by
Burrus Mills

OUTSTANDING PROGRAMS AND PRODUCTION
A FORT INDUSTRY STATION
WAGA
ATLANTA
5000 WATTS ON 590 KILOCYCLES REPRESENTED BY HEADLEY-REED CO.

WHAT LUCKY PROMOTION MAN WANTS MY JOB?

Working for a 50,000 watt network-owned station in the East has led to my transfer to headquarters in New York.

My job in this major market will soon be open. Perhaps you're just the self-starter my boss is seeking. He says he wants someone who has a versatile imagination, creative ability, a forceful, refreshing writing style—an energetic person with a thorough background in sales promotion. You'll not only get the same opportunity for advancement I was given, but you'll have the pleasure of working with a congenial co-operative staff at a progressive station, headed by an alert manager who gives your talent the widest freedom of expression.

Your application will be kept in strict confidence. Write, giving full particulars, including salary requirements and availability to Box 880, BROADCASTING.



STUDIO AFLOAT GAVE LEYTE NEWS

Former WRVA Control Operator, Now Lieutenant, Supervised 100,000 w Installation

IT WAS an ex-radioman who supervised the installation of radio equipment and reconstruction work on the 100,000 w radio ship used to bring to the world news of the Philippine landings. He is Lt. Sanford T. Terry Jr., former control operator of WRVA Richmond, now with the Signal Corps.



Lt. Terry

After months of drawing plans, testing equipment, working out modifications and changes, a handful of officers and enlisted men of the Signal Corps, led by Lt. Terry, completed the work that transformed the 55-year-old vessel into a communications ship that has broken news records in the announcements that have been broadcast on its wavelength.

The ship has a displacement of less than 1,000 tons. Its voice power output is 100,000 w. Rebuilt completely, the forward cargo hold encases a rubber insulated, soundproofed and air-conditioned studio. To combat weather and other operational disturbances, transmission is beamed over channels for a maximum assurance of reception.

Radio correspondents aboard on Leyte D-Day were Arthur Feldman, Blue; George Folster, NBC; Gordon Walker, Mutual; John B. Hughes, CBS. Maj. A. A. Schechter, former NBC news and special events director, is traffic manager for press and radio.

Lt. Terry has been promoted to first lieutenant since going overseas in January. He has received a presidential citation and the Bronze Star.

Public Will See RCA's New Video

Production of Model Receiver Awaits Lifting of Freeze

PUBLIC appearance of RCA's model postwar television receiver will take place at a press showing contemplated within the next two or three months. The receiver was shown at a select gathering recently at NBC headquarters.

Set, a working model of a projection type of receiver which will be put into production as soon as manpower and material are available, displayed its pictures on a screen measuring slightly less than 18 by 24 inches and with a clarity said to be startling in comparison to the images of prewar models.

Projection Method

Clarity is believed to be the result of a system of projection television based on the Schmidt aspherical lens which has been described by RCA engineers D. W. Epstein and I. G. Naloff in papers before recent technical meetings. Basic problems of providing a cathode-ray tube capable of producing very bright pictures with the necessary resolution and of providing the most efficient optical system to utilize the largest possible amount of the light generated they reported, had been solved by developing cathode-ray tubes capable of operating at high voltages and by use of a reflective optical system consisting of a spherical front face mirror and an aspherical correcting lens.

Chief handicap of the application of this system, said to be six times more efficient than a good F: refractive lens, to home television has been the high cost of the aspherical lens. This problem has been overcome by the development of machines for making aspherical molds and a process for molding aspherical lenses from plastic, RCA engineers reported.

Cowles Executives Meet For Policy Discussion

GARDNER COWLES Jr. president, Cowles Broadcasting Co., and other top executives of the company and its stations will meet Tuesday at the University Club, New York, for a general policy discussion with emphasis on plans for improving programs.

Other scheduled to attend are:

John Cowles, chairman of the board, Cowles Broadcasting Co.; T. A. M. Craven, vice-president, with headquarters in Washington; Phil Hoffman, vice-president, in charge of operating KRNT Des Moines and WNAX Yankton; Carl Koester, treasurer; Ted Enns, national sales manager.

Also Craig Lawrence, vice-president of WHOM Jersey City and WCOP Boston; A. N. Armstrong Jr., general manager, WCOP; Merle Jones, general manager, WOL Washington; Don Inman, vice-president and general manager, WNAX; James Milloy, vice-pre ident, *Look;* Karl Haase, treasurer, WHOM and WCOP; Eugene Katz, secretary, the Katz Agency, sales representative of the Cowles stations.

Dealers Get New Discs

RCA Victor Division, RCA, Camden, N. J. lost no time in getting its first new records from studio to dealer after the recording ban had been lifted Nov. 11. Early Sunday afternoon, Vaughn Monroe cut "The Trolley Song" and "The Very Thought of You" and 26 hours later, the discs were on sale at Wanamaker's, Philadelphia. The process usually takes about two weeks, and the Sunday activity established a new industry record for speed, according to RCA.

J-W-T Video Head

TOM WEATHERLY, producer-director of the television staff of J. Walter Thompson Co., New York, formerly a Broadway producer, has been named J-W-T television director, a new post.

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

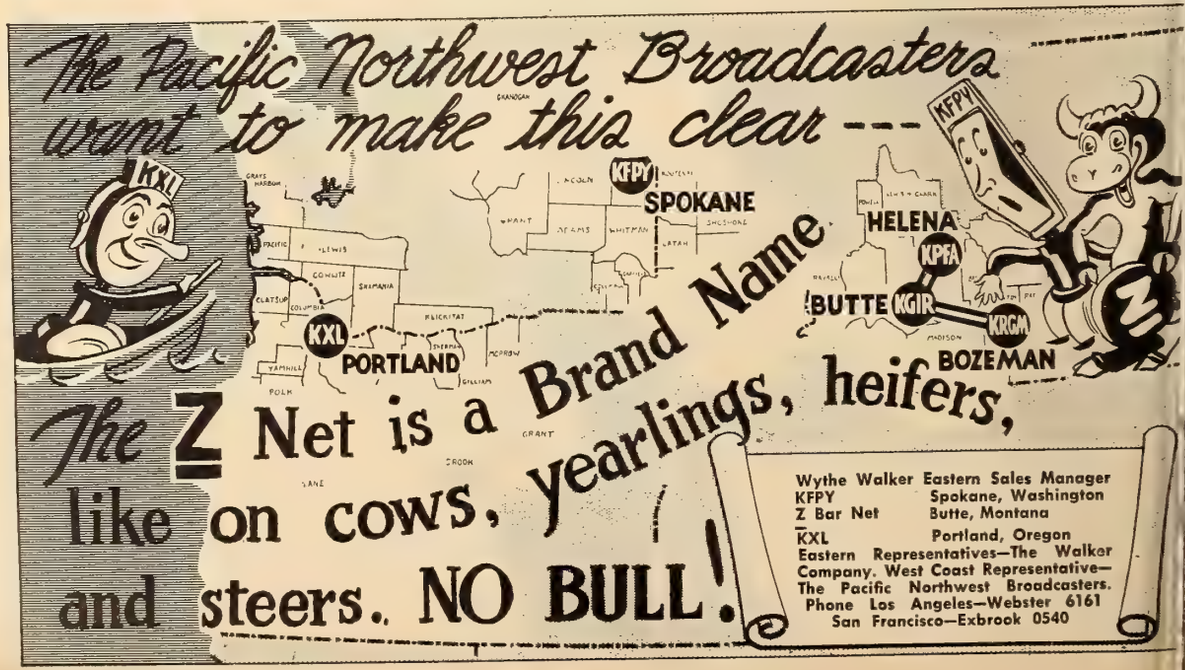
CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.



Other Fellow's Viewpoint

'Atrocities' Abroad

EDITOR BROADCASTING:

May I enter an objection in the name of American broadcasters, to the atrocities being committed on the American stations in England. It is criminal that this "front window" of the American Broadcasting system in England, should be cluttered with such trash as the character being "created" on the *Rise & Shine* program, and others.

Certainly, it is definitely unfair to the high quality of our production and programs at home, to present the British listeners with such haphazard and slip-shod programming.

HENRY POOLE, CSC

[EDITOR'S NOTE: Mr. Poole, now stationed in England by the Navy as Aviation Chief Radio Man, formerly was with KWAL Wallace, Ida.; KRJF Miles City, Mont., and WDGY Minneapolis. His address is Box 1, F. A. W. 7-F. P. O. —New York City.

For Ed's Headache

EDITOR BROADCASTING:

"Snap Back with Stanback"—Ed Kobak!

Undoubtedly your editorial writer had Stanback in mind, (knowing the headaches that there are in the business), when he borrowed part of the famous slogan to headline the article in today's (Nov. 6) issue of BROADCASTING commenting on Mr. Kobak's entry into Mutual.

We applaud the decision of all concerned: Mr. Kobak, Mutual and your editorial writer. To show that we wish Mr. Kobak every success, the least we can do is suggest use of the enclosed package of Stanback for his first BIG headache.

CLAYTON J. COSSE,
Assistant Advertising Manager,
Stanback Co., Ltd.

Got a 'Boot'

EDITOR, BROADCASTING:

Oh Brother! That caption on the editorial page of the Nov. 6th edition of BROADCASTING regarding Edgar Kobak going to Mutual: "Snap Back With Kobak"! WOW! Our whole staff here sure got a boot out of that one.

The cleverest I've seen in a long time.

MEL KAMPE,
Program Director
WIL St. Louis

Correction

MORTON SALT Co., Chicago, will use an average of 10 spots per week not five as reported in the Nov. 6 BROADCASTING and the timebuying for the account, as for all other Kenyon & Eckhardt accounts, is handled by the New York office rather than in Chicago.

NETS GRANT AFRA SUSTAINER BOOST

AMERICAN Federation of Radio Artists last week reached agreement with the networks on terms of a new contract for the employment of artists on sustaining programs and with the recording companies on a new transcription agreement. Sustaining contract is patterned closely on the recently concluded commercial code and calls for an overall 10% increase in scale, with the same provisions for extra fees where evening dress is required, payment of traveling expenses, name credits, etc., as in the commercial agreement [BROADCASTING, Nov. 13]. Formal ratification of the code is now awaiting approval of the AFRA locals.

Transcription code was renewed without a single change. Union demands for a 10% increase here as well as for network performances were met by a set of counter demands on the part of the transcription companies, beginning with the proposal that the rates stay where they were. Code, which had been in effect only one year, for the first time gave parity with live commercial rates to recorded performances and was considered a major achievement by AFRA.

Network staff contracts are now under negotiation in New York, and the commercial contracts for local and regional broadcasts in Chicago and on the Pacific Coast are also being negotiated. They will then be submitted to the War Labor Board for approval, retroactive to Nov. 1. The transcription code does not have to be submitted to WLB, it is believed, since it does not call for any increase in wages. All contracts run for two years, until Oct. 31, 1946.

WAC GIVEN PLAN TO HELP VETERANS

PLANS for an educational campaign to guide civilians in their treatment of returning war veterans were presented last Tuesday by the War Advertising Council to a meeting of about 150 business leaders, held in New York under the auspices of the Drug, Cosmetic and Allied Industries Committee. Program, endorsed by Army, Navy, Retraining and Rehabilitation Administration and other official agencies and already approved by the Committee's policy committee, would call for an extensive advertising schedule in all media, contributed by the Committee, which last year donated an estimated $2,000,000 worth of time and space to recruiting women for war jobs and the previous year sponsored a war bond campaign.

Drug, Cosmetic and Allied Industries Committee plan differs from most advertising support of Government campaigns in that each participating company is asked to contribute 5% of his total advertising budget, either in cash or in time and space. For radio an allocation plan has been worked out by which each participating sponsor contributes, not 5% of each broadcast, but all of each 20th broadcast, from which all product selling is dropped so that the entire broadcast can be presented in the interest of the war campaign. Lee H. Bristol, vice-president in charge of advertising, Bristol-Myers Co., is chairman of the Committee.

Stability Counts

NOW---AND IN THE POST-WAR PERIOD

THE rich markets of Richmond and Virginia, covered by Station WRNL, are stable markets . . . the markets you will want to cultivate for present and post war sales.

For first choice, then, you'll choose the stable Richmond station. As proof of WRNL's constancy we present the following facts:

- 70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL

5000 WATTS NIGHT AND DAY 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES



One Of America's Finer Stations

FIRST CHOICE 90.2 % PRIMARY AREA RADIO HOMES

WBOC

JOHN W. DOWNING, Pres.
CHARLES J. TRUITT, Mgr.

RADIO PARK★ SALISBURY, MD.

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK



KTFI

TWIN FALLS · IDAHO

REACH THE Active SALT LAKE MARKET THROUGH KDYL

UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative



"The Gospel Singer"

with Ed McHugh
420 15-minute transcribed programs
NOW AVAILABLE

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY



"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK

— A HILTON HOTEL —

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

Liberalizing of Voluntary Code Urged at NAB Board Meeting

Next Membership Session to Be Held in Spring; Bylaws Committee to Consider Amendments

LIBERALIZATION or possible elimination of that portion of the NAB Code relating to solicitation of memberships is seen with adoption last week by the NAB Board of Directors of a resolution requesting the Code Committee to revise the voluntary ethics to "more nearly conform it to present conditions".

At the same time the Board set the next membership meeting, probably a war conference, for some time between April 15-May 15 and instructed C. E. Arney Jr., secretary-treasurer, to make arrangements. Site of the conference was left to Mr. Arney. He also was instructed to arrange for district meetings in all 17 districts, beginning the second week in January and concluding 30 days before the general membership session.

With reference to the Code, J. Harold Ryan, NAB president, told a news conference that in light in the WHKC-CIO developments [BROADCASTING, Nov. 13], the Board felt a study should be made toward liberalization of the membership provision. That clause was adopted at the 1943 Chicago Convention to cope with the problem of cooperatives using air time to solicit memberships. It was never intended to prohibit labor organizations from using paid time to solicit members, according to those who helped formulate the provision.

Following is the resolution adopted by the board on motion of T. A. M. Craven, vice-president of the Cowles Broadcasting Co., and seconded by Leslie C. Johnson, general manager of WHBF Rock Island, Ill.:

The Board requests the Code Committee to proceed to a revision of the NAB Code to more nearly conform it to present conditions, with especial attention to the restrictive provision on the solicitation of memberships, looking to its liberalization or its total elimination.

Referred to the bylaws revision subcommittee for study and recommendations were two propsed amendments, one which would amend Sec. 8, Article 3 regarding suspension and expulsion of members and the other reclassifying stations with reference to the election of directors-at-large.

On suggestion of the Code Committee, the bylaws group was instructed to review that portion of Sec. 8 which provides that sufficient cause for suspension or termination of membership "shall be violation of bylaws or any agreement, rule or practice properly adopted by the Association". Under a proposal on reclassification of stations, submitted by Mr. Craven, "large" stations would be Class IA and IB outlets; "medium" Class II above 250 w and Class III; "small", Class II of 250 w and Class IV stations.

Another proposal to be studied was that the Board include representation from FM, television and facsimile stations. On the bylaws revision subcommittee are Paul W. Morency, WTIC Hartford, chairman; Kolin Hager, WGY Schenectady; John J. Gillin Jr., WOW Omaha.

Appointment of a fulltime labor relations employe to assist John Morgan Davis, labor counsel, and to succeed Lt. Joseph Miller, now on active Navy duty, was authorized. The Board also approved the 1945 budget, which calls for expenditures approximately the same as those of 1944, except that traveling expenses have gone up. Included is an item for $75,000 which will be advanced to the Broadcast Measurement Bureau, but which is to be returned (see page 14) and other items aggregating approximately $30,000, including employment, if necessary, of legislative counsel. It was pointed out, however, that at least $100,000 of the budget is recapturable.

Ten new active members, including the first television station admitted, were received, along with three associates. The new active members are: WMAN Mansfield, O.; KSUB Cedar City, Utah; WKRC Cincinnati; WJMS Ironwood, Mich.; WNBH New Bedford, Mass.; KNOE Monroe, La.; KPLT Paris, Tex.; WCBW New York, CBS television station; WABC-FM New York, and WBBM-FM Chicago, CBS FM stations.

Associate members: The Braham Co., New York, station representative; Machlett Labs., Springdale, Conn., and Wincharger Corp., Sioux City, Ia., manufacturers.

Attending the Board meeting were President Ryan, Mr. Arney, Mr. Morency, District 1; Mr. Hager, District 2; F. F. Thompson, WFBG Altoona, Pa., District 3; Campbell Arnoux, WTAR Norfolk, V District 4; John C. Bell, WBRC Birmingham, District 5; John E. Fetzer, WKZ Kalamazoo, District 8; Mr. Johnson, District 9; Mr. Gillin, District 10; E. Hayek, KATE Albert Lea, Minn., District 11; William B. Way, KVOO Tulsa, District 12; Hugh A. L. Halff, WOAI San Antonio, District 13; Hugh B. Terry, KLZ Denver, District 14; Arthur Westlund, KRE Berkeley, Cal., District 15; William B. Ryan, KHJ Los Angeles, District 16; Harry R. Spence, KXRO Aberdeen, Wash., District 17; H. Feltis, KFAB Lincoln; J. O. Maland, WHO Des Moines; Comdr. Craven, WHOM New York; Don S. Elias, WWNC Asheville; Frank Stanton, CBS New York; Frank Russell, NBC Washington, directors at large.

Absent because of illness were Nat Lord, WAVE Louisville, District 7, and Hoyt B. Wooten, WREC Memphis, District 6.

Aldama on KFAC

ALDAMA PRODUCTS Co., Los Angeles (E-Z apple sauce, pie-crust gravy), new to radio, on Nov. 12 started sponsoring a weekly quarter-hour program of commentary and recorded music on KFAC Los Angeles. Contract is for 13 weeks. Agency is Brisacher-Van Norden & Staff, Los Angeles.

HARVEY is now a distributor of



Audax EQUIPMENT

the "Royal Family" of pick-ups, cutters, jewel points

AUDAX, now available through HARVEY, distributor of fine radio and electronic equipment, represents the ultimate in professional recording accessories. AUDAX Pickups are made with the unique "relayed-flux" principle so largely responsible for the sharp, clear-cut facsimile reproduction of Microdyne. Into the Pickups, as well as the Cutters and Jewel Points, has gone the delicate precision craftsmanship of masters of the trade. Long noted for its engineering and mechanical perfection, AUDAX equipment is used in radio stations, recording studios and wherever the performance requirements are exacting.

Free! PICK-UP FACTS! Write today for this valuable booklet which contains the answers to most questions in the field of sound reproduction, written by Maximilian Weil, leading authority on the subject.

Upon receipt of suitable priority, HARVEY can promise you reasonably prompt deliveries of all AUDAX products.

HARVEY RADIO COMPANY

103 WEST 43rd STREET • NEW YORK 18, N.Y.

CRYSTALS

HOLLISTER CRYSTAL CO

Boulder Colorado

QUARTZ OSCILLATORS SINCE 192

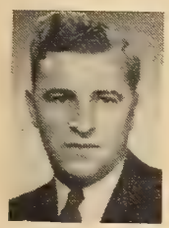
GOLDMARK, LODGE PROMOTED BY CBS

EXPANSION of the CBS general engineering department and creation of a new department of engineering research and development to handle the application of wartime electronic developments and their application to peacetime network operations were announced last week by Joseph H. Ream, CBS vice-president and secretary.

Dr. Peter C. Goldmark, chief television engineer of the network, will head the new department with the title of director of engineering research and development. His



Mr. Goldmark



Mr. Lodge

present laboratory staff will be enarged to cover research and develpment in the fields of antennas, ibes, receivers and recordings as ell as television.

William B. Lodge, general engieering supervisor, has been named rector of general engineering. He ntinues to head the department, panded activities of which comrise engineering services in standrd broadcasting, shortwave and M; audio, studio, transmitter and aster control design, and freency allocations.

Henry Grossman continues as dictor of technical operations for BS standard, shortwave and FM oadcasting, under James M. Sewrd, director of operations.

'Argosy' Spots

PULAR PUBLICATIONS, New rk, last week started one-minute nscribed spot announcements at ying intervals on stations in 16 17 markets for *Argosy* magae. Plans call for an expansion of station list. Agency is Newellmett Co., New York.

ANK SAMUELS, recently named Blue and network sales director in San ncisco (BROADCASTING, Oct. 16) previ- sales manager of KGO-Blue San ncisco, has been named sales promomanager of the Blue's western divisucceeding TRACY MOORE. BYRON SON becomes San Francisco sales manfor the Blue.

Mem May Use Radio

MEM Co., New York, has appointed Theodore J. Funt Co., New York, to handle advertising for men's toiletries and women's perfumes. Spot radio plans have been included in the presentation for client's approval.

NBC CANCELLATION IRKS UPTON CLOSE

UPTON CLOSE, commentator, lashed out in the press last week with the charge that NBC had been pressed by "certain radical and communistic elements" into serving notice on his sponsor, W. A. Shaeffer Pen Co., that the Sunday 3-3:30 p.m. period would no longer be available unless he was dropped.

NBC executives in New York, and Russel M. Seeds Co., Chicago, declined to comment. It is understood the program has been set to go off for the past month, and that a new commentator and format have been lined up for Shaeffer.

Mr. Close made his first charges in Memphis in an interview with a reporter from the *Press-Scimitar*. C. R. Shaeffer, president, was later reported as stating that the company has been notified that NBC would not sell Mr. Close after Dec. 10.

Devoting his entire column *Reading the Signs*, in the Nov. 16 issue of the *N.Y. Journal-American* to the matter, Mr. Close brought in the issue of free speech and the right of the minority to express its opinions.

Mr. Close is also heard on Mutual, Sunday, 6:30-6:45 p.m. for Lumberman's Mutual Casualty Co.

Apparently in a move to counteract similar reports that Henry J. Taylor also was being dropped for his political views, the Blue Network last week followed up a previous announcement that he was going off the air, with a second statement, explaining that he was available for regular domestic broadcasts only through Dec. 31, and would not continue his 6:45 p.m. commentary after that date. First announcement came last month at a luncheon meeting on Blue co-op programs [BROADCASTING, Oct. 16]. At that time Stanley Florsheim, Blue cooperative program sales manager, stated that with decreasing interest in political news after the election, Mr. Taylor would be replaced by a different type of program.

NARFD NAMES THREE AT PHILA. MEETING

HOMER MARTZ, KDKA Pittsburgh; Mert Emmert, WEAF New York, and Cliff Gray, WSPA Spartanburg, S. C. were elected members of the national executive council of the National Assn. of Radio Farm Directors at the NARFD Eastern Division conference Nov. 13-14 in Philadelphia. The latter two members were reelected to their posts while Mr. Martz succeeds Emerson Markham, WGY Schenectady, who had been elected NARFD vice-president last May in Columbus at the first national meeting of the farm group, organized early this year.

Mr. Emmert was also elected chairman of the regional group while Charles Worcester of CBS was elected vice-chairman and Charles Shoffner of WCAU Philadelphia, secretary. The Eastern Division membership committee consists of Mr. Martz, chairman; Mr. Gray and Jesse Buffman, WEEI Boston.

Addressing the conference were: Charles H. Smith, CBS research dept.; Charles A. Bond, Dept. of Agriculture Radio Service; Sam Reck Jr., editor, Extension Service, N. J. State College of Agriculture; Carlos Franco, vice-president, Young & Rubicam; C. W. Hackenyos, General Electric Co.; Dr. Carroll C. Pratt, head, Psychology dept., Rutgers U.; Dr. Paul Lazarsfeld, director, office of Radio Research, Columbia U.; E. A. Koster, Radio Committee, U. of Penn.; Robert Reed, editor, *Country Gentleman;* Barney Molohon, Radio News Service, Treasury War Finance Division.

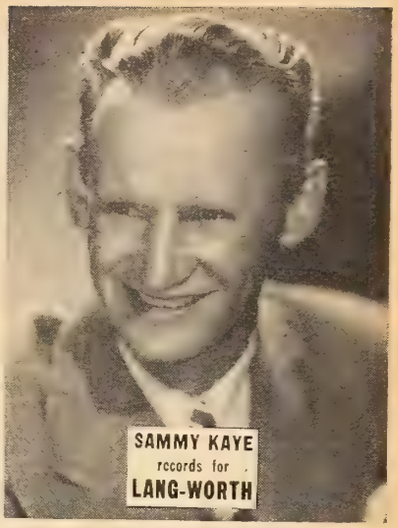
Education FM Foreseen As Leader in Service

RESPONSIBILITY for public service programs in the future will probably be shared by both educational FM and commercial stations —with the educational stations "carrying the ball"—FCC Commissioner Clifford J. Durr prophesied at a Washington meeting last Tuesday of the Assn. for Education by Radio. He said the system may lead to competition, which would serve to spur both types of stations to better programs.

The Commissioner said that in considering the allocation of the requested 15 frequencies for educational FM, the FCC is aware of the educational channels and if enough interest is shown by educators, the desired frequencies may be allocated.

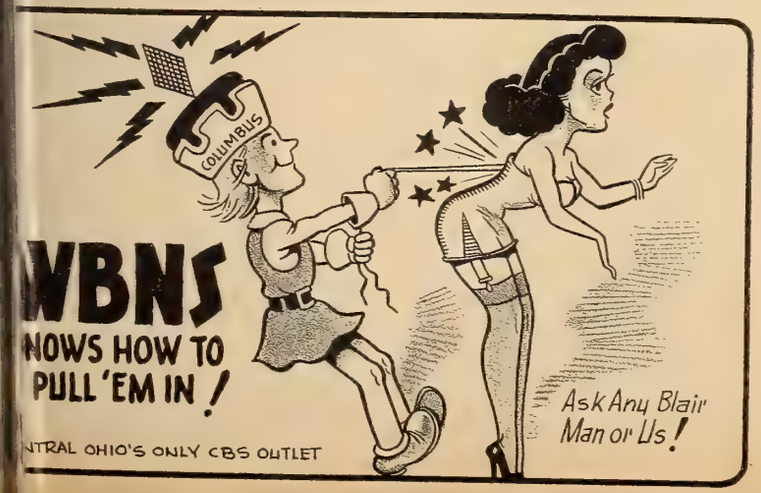
Problems holding back educational FM stations were outlined by William D. Boutwell, managing editor of the American Vocational Assn. *Journal*. Mr. Boutwell foresees "10 times as many FM educational stations in five years". He paid tribute to Phil Loucks, FMBI counsel, as the man responsible for procuring preliminary wavelength for education.

Referring to television, Dr. R. R. Lowdermilk, U. S. Office of Education Radio Service, said that schools may enter into contracts with television stations to use their studios during the day, when there is not a large general audience. He added that if facsimile is assigned frequencies, education will request an allocation.



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WILL TAKE ALL PRODUCED"
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 11 TO NOVEMBER 17, INCLUSIVE

Decisions . . .

NOVEMBER 13

1450 kc-WKLA Ludington Broadcasting Co., Ludington, Mich.—Granted license cover CP new standard station.

780 kc-WJAG Norfolk, Neb.—Granted license to cover CP change 1090 kc to 780 kc; conditions.

Westchester Broadcasting Corp., White Plains, N. Y.—Placed in pending file application new FM station.

The Fort Industry Co., Toledo, O.—Same.

Greensboro News Co., Greensboro, N. C.—Same.

Hutchinson Pub. Co., Hutchinson, Kan.—Same.

Palladium-Times Inc., Oswego, N. Y.—Same.

Filene's Television Inc., Boston—Placed in pending file application new commercial television station.

The Times-Herald, Washington—Same.

WORL Boston—Ordered that hearing on license renewal set for Nov. 20 be transferred to New York City, time and place to be determined.

NOVEMBER 14

1490 kc-KEEW Brownsville, Tex.—Granted vol. assgn. license from Radio Broadcasting Co. Inc. to Radio Station KEEW Ltd., new partnership composed of E. E. (Jack) Wilson and Earnest E. Wilson (sole stock owners licensee corp.) and T. Frank Smith (to have 60% interest for $8,500).

1240 kc-Altoona Broadcasting Co., Thompson Broadcasting Co., Altoona, Pa.—Designated for consolidated hearing applications for new stations, 250 w unlimited time.

1330 kc-WFRC Greenville, S. C.—Granted license renewal for period ending 11-1-45.

1290 kc-WFVA Fredericksburg, Va.—Same.

1230 kc-KMLB Monroe, La.—Granted petition insofar as is it requests leave to amend application to specify different transmtter site; denied insofar as it requests grant of application.

1240 kc-WARC Inc., Rochester Broadcasting Corp., Seneca Broadcasting Corp., Rochester, N. Y.; Finger Lakes Broadcasting System, Geneva, N. Y.—Denied joint petition filed by WARC Inc., Rochester Broadcasting Corp. and Seneca Broadcasting Corp. for reconsideration and grant without hearing one of the three applications for new station Rochester; denied request of Finger Lakes Broadcasting System for reconsideration and grant of application for new station Geneva.

National Assn. of Broadcasters—Granted extension time to 11-21 for filing requests for oral argument in matter of Promulgation of Rules & Regulations under Sec. 317.

NOVEMBER 15

Nashville Radio Corp., Nashville, Tenn.—Granted motion for leave to amend application new station re type equipment; application retained on hearing docket.

Binghamton Press Co., Binghamton, N. Y.—Granted petition amend application new station to specify transmitter site.

KFXD, Queen City Broadcasting Co., Boise, Ida.—Granted KFXD petition to take deposition of its consulting engineer re consolidated hearing on application for CP and applcations of Queen City Broadcasting Co. and Idaho Broadcasting Co. for CPs new stations; granted petition of Queen City Broadcasting Co. to advance hearing date from 12-4 to 11-27.

Chattahoochee Broadcasters, Marietta, Ga.—Denied motion for 30-day continuance consolidated hearing now set Nov. 17 re applications Chattachoochee Broadcasters and Marietta Broadcasting Co. for CPs new stations Marietta; ordered record remain open to 12-28 to permit introduction deposition five witnesses to be taken 12-8.

WMC Memphis—Granted in part motion for indefinite postponement hearing now set 11-20 on application license renewal; postponed hearing to 12-20.

Richard E. O'Dea—Granted motion for extension time for filing of proposed findings and conclusions re application transfer control WOV, on or before 11-16.

Applications . . .

NOVEMBER 13

Channel 1-Scripps Howard Radio Inc., Washington—CP new commercial television station ESR 1,650.

1490-kc-Southside Virginia Broadcasting Corp., Petersburg, Va.—CP new standard station 100 w unlimited.

1240 kc-Eastern Radio Corp., Reading, Pa.—CP new standard station 250 w unlimited.

47,900 kc-Scripps-Howard Radio Inc., Cincinnati—CP new FM station, 13,700 sq. mi., $200,000 estimated cost.

Tentative Calendar . . .

NOVEMBER 20

950 kc-WORL Boston—License renewa
1020 kc-KFVD Los Angeles—Same.
1110 kc-KPAS Pasadena, Cal.—Same.
790 kc-WMC Memphis—Same.

NOVEMBER 24

1440 kc-KMLB Monroe, La.—CP chan frequency, transmitter and site, increa power, install DA-N.

1400 kc-Arkansas Democrat Co., Litt Rock, Ark.—CP new standard station 2 w unlimited.

45,700 kc-Times Picayune Pub. Co., Ne Orleans—CP new FM station, 14,000 mi., amended to change coverage to 1 188 sq. mi.

43,700 kc-WAPO Broadcasting Servi Chattanooga, Tenn.—CP new experiment hf station, 1 kw A-3 FM emission.

1240 kc-WIBU Poynette, Wis.—CP stall new antenna and make chang ground system.

1060 kc-KFRE Frersno, Cal.—CP chan frequency from 1340 kc, increase 250 to 1 kw and install new transmitter.

1340 kc-J. E. Rodman, Bakersfield, Cal CP new standard station 250 w unlimit

680 kc-KPO San Francisco—CP inst new vertical antenna.

Channel 4-KSFO San Francisco—CP n commercial television station, amended change requested frequency from Ch nel 6.

NOVEMBER 14

1400 kc-Mississippi Broadcasting Jackson, Miss.—CP new standard stat 1240 kc 100 w unlimited, amended to quest 1400 kc.

910 kc-Valley Broadcasting Assn., Allen, Tex.—CP new standard station 1 unlimited DA-DN.

44,500 kc-KVOX Fargo, N. D.—CP FM station, 5,800 sq. mi., $20,800 estima cost.

1490 kc-Jonas Weiland, Petersburg, V CP new standard station 100 w unlin ed (dismissed at request of applicant

NOVEMBER 15

45,500 kc-Raytheon Mfg. Co., Walth Mass.—CP new FM station, 6,530 sq. $60,000-75,000 estimated cost.

45,900 kc-WFBR Baltimore—CP new station, 5,050 sq. mi., amended to req 19,135 sq. mi., change type transmi move transmitter and changes in ante

46,900 kc-Scripps-Howard Radio Indianapolis—CP new FM station, 8 sq. mi., $100,000 estimated cost.

43,300 kc-Evansville on the Air In CP new developmental station, 1 AO-FM special emission.

43,500 kc-KHJ-FM Los Angeles—change frequency from 44,500 kc, spo 34,000 sq. mi., move transmitter and stall new transmitter and antenna.

43,400 kc-WKBN Youngstown, O. new FM station, 15,690 sq. mi., $11 estimated cost.

NOVEMBER 17

1340 kc-John Spottswood, Key West, —CP new standard station 250 w unlim

730 kc-Western Carolina Radio C Shelby, N. C.—CP new standard statio w D.

1490 kc-Air Capital Broadcasting Wichita, Kan.—CP new standard st 250 w unlimited.

1340 kc-KMYR Denver—Vol. assgn cense from F. W. Meyer to KMYR B casting Co.

42,100-42,900 kc-Regents, U. of Mexico—CP new noncommercial ed tional station 250 w A3 emission.

48,700 kc-Bernard Fein, New York new FM station, 8,500 sq. mi. (retur

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New Canada Stations

THREE NEW Canadian stat went on the air during the half of November, CJCH Hali with 1 kw on 1320 kc; CKFI Frances, Ont., with 250 on kc, and CJEM Edmunston, N with 250 w on 1240 kc.

DIVIDEND of 75c per share of mon stock and $1.62½ per sha preferred stock was authorized b board of directors of Stromberg son Co., payable Dec. 1 to stock ers of record as of Nov. 13, 1944. dividend last year was 50c.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

nnouncer. Experienced newscaster, also capable of routine studio work. 5 kw network affiliate, major midwestern market. Opportunity for advancement. Salary commensurate with ability. Include all data in first letter. Reply confidential. Box 540, BROADCASTING.

ccount executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

nnouncer for 50,000 watt CBS station. Excellent opportunity for top-notch, reliable man, Submit transcription with application. Box 855, BROADCASTING.

nnouncer-operator wanted by station in Rocky Mountain area. Send experience, snapshot, and three references. Men only. First grade license. Box 875, BROADCASTING.

mediate opening for two versatile announcers. $40.00 basic and talent. Send photograph, complete details of background, statement of availability if possible. Box 877, BROADCASTING.

anted! Operator-announcer with first class license for future chief engineer at radio station in small town in heart of Willamette Valley, in Oregon. Good RCA equipment, good working conditions. Prefer family man. Box 885, BROADCASTING.

ansmitter and control operators for 5 kw midwest station. In first letter outline experience and education and send recent snapshot. Box 887, BROADCASTING.

ood voice with at least a year's announcing experience will qualify you for a good position on a large midwest clear-channel station. 40 hour, 5 day week. Talent and overtime payments possible. Write Box 888, BROADCASTING.

affiliate in beautiful New England university city needs experienced announcer. Prefer family man interested in permanent position with future at good salary. Station largest in area with no competition. If interested write Box 889, BROADCASTING.

class announcer by old established regional broadcasting station in Florida. No floaters. Give age, draft status, experience and salary expected. Box 891, BROADCASTING.

ouncer—NBC affiliate has immediate opening for above average announcer. Excellent opportunities. Give full information, references, expected earnings, first letter. Voice recording, WSAV, Savannah, Georgia.

ed—We are in need of a first class engineer and an announcer. Call or wire, collect, Melvin Hutson, President, Tennessee Valley Broadcasting Company, Muscle Shoals, Alabama.

ed—Experienced commercial announcer for 1 kw station. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

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Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

RCA BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

Help Wanted (Cont'd)

Advertising manager for network station. Permanent position. KFRO, Longview, Texas.

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Announcer-operator wanted. Must have first class radio-telephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI Pocatello, Idaho.

Wanted—First or second class operator. Excellent opportunity for advancement. Ideal working conditions. Permanent. Blue Network, 1000 watts, plan for great expansion, FM application filed. RCA equipped. A real opportunity for right party. Advise salary expected to start. Reporting date first letter. WTJS, Jackson, Tennessee.

WKY Radiophone Company, Oklahoma City, Oklahoma wants experienced announcer. Send voice transcription and full particulars to Bloyce Wright, Production Manager.

WSKB, McComb, Miss. expanding its operations has immediate permanent positions for first operator and restricted third operator, also male announcer, experienced news and commercials. Good pay. Write or wire, WSKB, McComb, Miss.

Transmitter operator wanted—First class license, small percentage announcing. Permanent position with postwar future. Give experience, references, draft status, snapshot, salary requirements, first letter. Immediate opening. Write or wire KGFW, Kearney, Nebraska.

Wanted—Licensed operator for kilowatt regional. Experience unnecessary. Permanent position with future for right man. Give full details first letter. Address Chief Engineer, WALB, Albany, Georgia.

Want announcer that can do newscasts regular job. Please state starting salary in first communication. Contact Manager, WBRW, Welch, W. Va.

Help Wanted (Cont'd)

Newscaster, capable of compiling own script. Permanent position for right man in news bureau under supervision of George Gow, KFH, Wichita, Kansas.

Situations Wanted

Station promotion director thoroughly experienced in publicity, advertising and production. Box 879, BROADCASTING.

Chief engineer now employed. Seven years' experience, five as chief with 250 watt transmitters. Desires change due to working conditions here. Permanent connections desired. Reasonable salary expected. Married with family. 4F, 30 years of age, sober habits. I am not a floater, can be available 60 days after accepting your offer. Virginia, North Carolina or South Carolina preferred. Box 882, BROADCASTING.

Program manager—Network newscasting and engineering experience. Desires change offering permanency and future advancement possibilities. Box 883, BROADCASTING.

Announcer—All around man, restricted license, strong ad-lib, six years' experience. Minimum $65.00. Box 884, BROADCASTING.

News, commercial announcer, married, 4F, 22, 2½ years New York station. Employed. Desire change working conditions, locality. Minimum $50.00, talent fee, 5000 watts. Permanent, large town, view FM, television. Radio school graduate. Box 886, BROADCASTING.

News editor-commentator available immediately. Now on regional CBS station. Four years radio news editor, backed by American and foreign newspaper experience. Box 890, BROADCASTING.

First class engineer now employed as chief desires change. Excellent references. Box 892, BROADCASTING.

Announcer—Some experience, wife plays piano, accordion and solovox. Prefer midwest station with talent possibilities. Walter Price, 101 S. Western Chicago, Ill.

Experienced basic staff announcer desires well-paid staff or specialty position. Sports-editor, WALA, Mobile, Alabama.

Situations Wanted (Cont'd)

News editor-rewrite man—Available now to put straight news, commentaries to work making more listeners, more money for your station and sponsors. Eight years experience reporting, rewriting, analyzing, dramatizing news for newspapers, wire services, radio, radio-newspaper affiliation. Age 28, 4F. Now on publicity and speech-writing staff of major political party. Campaign's over, job's done. What's your news problem? Box 896, BROADCASTING.

Announcer, newscaster, writer, actor. Reliable, ambitious. Veteran. Eastern station preferred. Box 97, G.P.O., New York 1, N. Y.

Wanted to Buy

Will pay cash for 250 watt transmitter. FCC approved. Box 860, BROADCASTING.

Wanted—1000 watt transmitter, FCC approved, also matching "T" network. Write Box 881, BROADCASTING.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted—Broadcasting equipment such as pre amplifiers, control panel, meters and any other equipment except transmitter. Write or wire prices of what you have. E. A. Homes, Jr., 511 S. 83rd St., Birmingham, Ala.

For Sale

United Sound Engineering Companies 5 tube amplifier with microphone and stand. Model serial USE, new. $125. Box 894, BROADCASTING.

Vertical radiator 200 foot, tubular construction, complete with guywire, base insulator, lighting equipment. Ashland Broadcasting Company, Ashland, Kentucky.

Miscellaneous

Chicago agency wants to place eight full strip accounts on after midnight time. Box 898, BROADCASTING.

WANTED

5 kw transmitter

1 antenna, any height with lights

1 250 watt transmitter

Box 876, Broadcasting

If you are a qualified chief engineer, preferably now employed by a small southern station, but desiring a change; if you are stable and sober and forward looking, this may be the job you're seeking:

"A thousand watt CBS regional station wants to employ a chief engineer, one who can supervise men and command their respect. This is a permanent job for the right man. Due to War Labor Board limitations on a salary fixed under a prior ownership, the pay is moderate to start; but we're hunting a man who wants to grow with us and can help us on problems of increased power and FM possibilities.

This job is going to be filled quickly. If interested write to Box 897, BROADCASTING. Include when you could go to work. We'll wire or telephone the man who fills the bill.

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500 kw Long-Wave Stations Are Sought by Panel Group

Engineers Propose 10 Clear Channels in Band 200-400 kc for Better Rural Coverage

RECOGNIZING the need for better rural coverage, the Allocations Committee of Panel 4, Radio Technical Planning Board (P4a), has recommended that 10 clear channels, each 10 kc wide, be made available in the 200-400 kc band (long wave) for stations of 500 kw power or greater, it was learned last week.

The recommendation, which now goes to Panel 4 for consideration, was adopted after the Committee heard reports from Paul F. Godley, Montclair, N. J., consulting engineer, and H. W. Holt, chief engineer of WOV New York, on expansion of the standard band.

Superior Coverage Seen

Discussion disclosed that the groundwave coverage on the lower frequencies is considerably superior to that of the standard band, 550-1600 kc. Coverage both day and night would be improved, it was pointed out, in a range of from 300-500 miles from each station. Static would be worse, but the higher power would more than overcome that interference, engineers agree.

Superior propagation in the range of 300-500 miles also would permit more consistent and dependable signals than now are available to rural listeners in a substantial part of the U. S. Although there are few receiving sets today capable of tuning in the 200-400 kc range, Committee members pointed out that the new band could easily be added to any new design of standard broadcast receivers.

Until service in the 200-400 kc band is such that the number of receiving sets is sufficient to cover the entire country, the Panel 4 group suggested that it may be economically feasible to permit clear channel stations to operate stations in the new band, carrying the same programs as those on the regular outlets, to test the new service.

While FM proponents have emphasized that art will provide greatly improved urban service, Committee members explained, no responsible opinion has yet been passed that the wide rural service would be given by FM stations.

In that connection the Committee put little credence in the purported merits of high-fidelity, requiring wide band widths, thus the recommendation for 10 kc channels. Technically the 10 kc channels can be used as efficiently in the lower band, insofar as transmitting equipment is concerned, as in the standard band with the exception that the antenna height must be considerably greater to obtain comparable performance, according to Committee members. On the other hand, they brought out that the superior groundwave more than compensates for any minor loss in efficiency where higher antennas cannot be erected.

A study of non-broadcast, stations assigned to the 200-400 kc band and listening observations indicate that the band is not extensively used, and that at least 10 channels could be cleared for the proposed rural broadcast service, the Committee was informed.

Raymond F. Guy, NBC radio facilities engineer and chairman of Committee 3, RTPB Panel 8, recommended that further study of the use of 3-17 mc for rural broadcasting be dropped because of interference with international broadcasting which apparently will continue. His report was adopted.

Power Boost Study

The Committee voted to continue its study of horizontal power increase for all stations. Three resolutions of the NAB Small Market Stations Committee, (1) requesting study of nighttime coverage of stations operating on local-channel frequencies, (2) regarding expansion of the standard band, and (3) regarding the use of synchronized control relays for AM satellite stations, were adopted. The FCC is to be notified that the NAB action now has been formally approved by the Panel 4 group. George Milne of the Blue Network was authorized to write the formal report to be submitted to the Commission as a supplement to the allocation hearings testimony.

Report from Philip Merryman of NBC; Howard S. Frazier, NAB Director of Engineering and Panel 4 chairman, and Mr. Guy on relays led to the recommendation that relay frequencies be allocated in block assignments, rather than be interspersed with other services, as at present.

The Committee previously had recommended that the 540 kc channel, adjacent to the broadcast band, be used for regional stations with 1-5 kw. The 530 and 520 kc proposed channels, which would be added to the broadcast band under recommendations to the FCC, would be locals with 250 w [BROADCASTING, Nov. 13].

Members of the Panel 4 allocations committee include leading consulting engineers, and network and station engineering officials and broadcasters.



Drawn for BROADCASTING by Sid Hix

"Jones Made Seven Yards Around Right End; Sorry, the P.A. Says Smith Lost Seven Yards Around Left End!"

WORLD-WIDE LINKS SEEN BY WAKEFIELD

RADIO RELAYS in conjunction with telephone land lines may link not only the nation but the world in all types of communications, Ray C. Wakefield, Federal Communications Commissioner, told the National Assn. of Railroad & Utilities Commissioners' War Conference in Omaha last Tuesday.

Based on evidence presented during the allocation hearings from Sept. 28-Nov. 2, Commissioner Wakefield asserted that the post-war period will see "vast new technical advances in communications" and that FM, television, and facsimile no doubt will be linked by radio relays into networks, just as standard broadcasting is linked today by telephone lines.

As to common carrier rates, Commissioner Wakefield said "much progress has already been made in integrating state and federal regulation in those matters which are of common concern" and he expressed the hope that "the cooperative efforts which have proved so valuable in the past will thrive and flourish" in the future.

STANLEY MAXTED, BBC war correspondent, who has arrived in this country for a short visit before returning to European battlefronts, will be guest of honor Nov. 20 at a BBC luncheon at the Waldorf-Astoria given by John Salt, BBC North American director.

Listening Increase On Election Night

Audience Up 50% Over That Of an October Tuesday

LISTENING on election night was more than 50% over that on a Tuesday three weeks before, according to a breakdown of sets-in-use figures in the 32 four-network cities made by C. E. Hooper Inc. Increase is consistent throughout the evening, the peak being reached in the 9-9:15 period each Tuesday—41.8% of all sets were found in use on Oct. 17; 58.0% were found in use Nov. 17.

Research organization did not issue individual audience figures for each network for the evening which, as given to the networks the day after election, showed NBC to have had the largest part of the audience, with CBS, Mutual and Blue following in that order. Blue was erroneously reported third and Mutual last in last week's issue of BROADCASTING, which also was in error in reporting an average rating of 14.7 for MBS for that evening. Figure was Mutual's share of audience based on sets-in-use not its rating, based on all radio homes.

Breakdown of election listening by quarter-hours through election evening, from 6 to 10:30 p.m. (EWT) follows:

	Oct. 17	Nov. 17
6:00-6:15 P. M.	15.8	23.3
6:15-6:30 P. M.	13.4	24.0
6:30-6:45 P. M.	12.9	26.1
6:45-7:00 P. M.	18.5	32.8
7:00-7:15 P. M.	21.1	38.6
7:15-7:30 P. M.	23.1	38.1
7:30-7:45 P. M.	21.2	39.8
7:45-8:00 P. M.	25.7	42.1
8:00-8:15 P. M.	31.2	49.6
8:15-8:30 P. M.	29.5	50.0
8:30-8:45 P. M.	34.2	53.8
8:45-9:00 P. M.	35.1	54.5
9:00-9:15 P. M.	41.8	58.0
9:15-9:30 P. M.	37.5	57.6
9:30-9:45 P. M.	39.9	56.5
9:45-10:00 P. M.	38.6	54.1
10:00-10:15 P. M.	39.6	54.2
10:15-10:30 P. M.	35.5	54.9

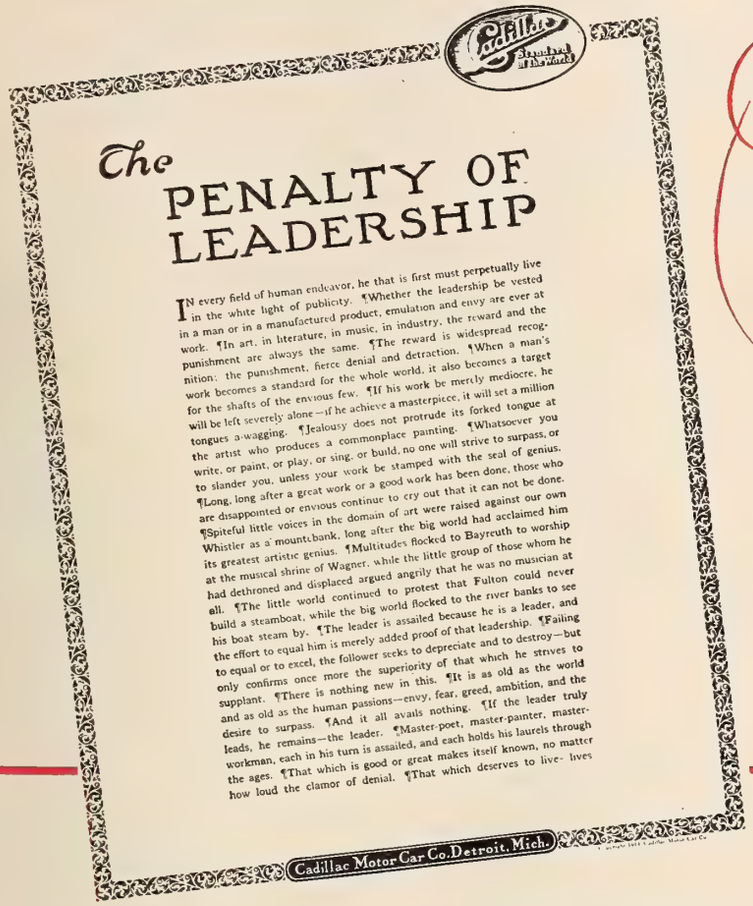
CED Disc Series

COMMITTEE on Economic Development has begun distribution of a quarter-hour transcribed program, *Creating New Jobs*, to stations through the 2,000 local CED committees. Recording, cut by World Broadcasting System, includes talks by business leaders. Other CED programs, both recorded and network, are in preparation according to Lawrence Hammond, who produced the first one and Edward Roberts, who wrote it. On Nov. 27 Mr. Hammond becomes radio and motion picture director of the CED's information division, succeeding Mr. Roberts who joins the staff of *Time* on that date.

'GE House Party'

GENERAL ELECTRIC Co., Bridgeport, will begin sponsorship of a network program, titled *GE House Party*, early next year on CBS, Monday through Friday, 4 to 4:25 p.m. on behalf of the company's appliance and merchandise department. Art Linkletter is m.c. for the show, which is scheduled for its air premiere sometime between Jan. 1 and 15. Agency is Young & Rubicam.

ADVERTISING MUST PACE PROGRESS



Birth Certificate

OF AN INDUSTRY'S GREATNESS!

After 29 years, the leadership which Cadillac assumed in this famous advertisement is still generally acknowledged. More significantly, "The Penalty of Leadership", by Theodore F. MacManus, by its mature force and dignity helped establish the fact that automobile manufacturing had progressed from the work shops of a few mechanical wizards to the eminence of a great industry.

...And Advertising Must Make Other Industries Great In The Distribution Decade!

Along the highroad of America's industrial progress, many of the significant milestones have been advertisements and advertising ideas that greatly accelerated the growth of individual companies, and of entire industries.

Post-war, the need for increasing consumption will be greater than ever before. Advertising must again pace progress by raising the world's highest standard of living to an even higher pinnacle—for expanded productive capacity and abundant man power will require an increase in consumption of at least 40% of pre-war levels.

In the Distribution Decade after V-Day, your clients will look to you for accomplishments surpassing everything advertising has ever done.

Alert advertising men are now actively planning and preparing for that responsibility and that opportunity.

So is WLW.

When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

WLW

Division of The Crosley Corporation

THE NATION'S MOST MERCHANDISE-ABLE STATION
CINCINNATI 2, OHIO

THE "WORLD'S BEST TUBE MAKERS"



AND WHAT THEY HAVE BEEN DOING TO HELP MAINTAIN YOUR AUDIENCE

YOU may be interested in what RCA tube workers have been doing to make more tubes available for John Public.

Back in August, 1943, thousands of workers in RCA tube factories organized themselves, through War Production Drive Committees, into the "World's Best Tube Makers." They resolved to do their jobs better than they had ever been done before.

They began a drive to reduce tube "shrinkage"... tubes "lost" in the manufacturing process. Knowing that a poor tube takes just as much material, just as much time, just as much labor as a good tube, these "World's Best Tube Makers" set about making more of their lost production *good* production.

Now, look at their record:

During the first month of their campaign, *tens of thousands* of tubes were made available which formerly would have been scrapped. During the second month, the *gain* had reached the hundred thousand mark. And this astounding performance is still going on.

Thus war quotas are being filled faster and faster, and civilian needs can be met sooner... more sets can tune in your station.

In Peace, it will mean finer RCA tubes than ever... both for your transmitter, and for your listeners' radios.

The Magic Brain of all electronic equipment is a Tube... and the fountain-head of modern Tube development is RCA.

BUY WAR BONDS

1919
1944

RCA

25 Years of Progress in Radio and Electronics

62-6531-20

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY . . . In Radio . . . Television . . . Tubes . . . Phonographs . . . Records . . . Electronics

PRINTED IN

NOVEMBER 27, 1944

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

GAMBLING'S

*good for people**



EVERY WEEKDAY MORNING at precisely 7:15, a mellow fellow named John Gambling is invited into the homes of hundreds of thousands of WOR listeners. Part of his program's corn, but it's the sure-fire, chuckle-churning corn of the master showman. Mixed with the music, jokes and jibes, however, is news, the weather as it is and will be, and intimate, goodnatured asides to listeners on things they reveal to John in his massive daily mail.

What such a formula has done for sponsors, is written in very black ink on the ledgers of people like Bond Stores, E. R. Squibb & Son, Illinois Meat Co., and many, many others.

For more than 19 years John Gambling's show has been a very important part of WOR's versatile programming. It's a kind of radio showmanship that has a continuing, habit-forming vitality. Pick *any* WOR-created program and you'll find it cloaked with this same quality. It's a knack, of course; like great editing. But it's also the net result of penetrating personal research by highly-skilled interviewers into the likes and dislikes of millions of listeners.

If you have a radio program, or are seriously considering the purchase of one, WOR thinks it would be both a wise and profitable thing to have a chat with its gifted showmen. Their business is knowing what the public wants in one of the greatest listening territories on the Eastern Seaboard. They can save you worry, time and needless expense.

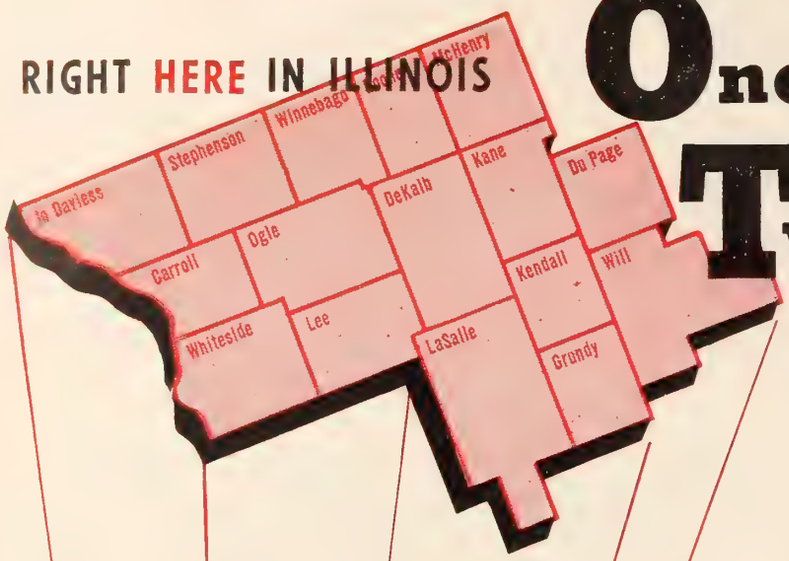
—that power-full station **WOR**

at 1440 Broadway, in New York

**Sponsors are people, too; aren't they?*

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

RIGHT HERE IN ILLINOIS



One letter for each Two radio homes

HERE in 16 Northern Illinois Counties (Congressional Districts eleven, twelve, and thirteen) WLS listeners are on a one out of two basis, judged by 1943 mail. 107,676 letters were received from these 16 counties; there are 217,901 Radio Homes in the same area: 49.8 letters per 100 radio homes or ONE out of TWO!

These 16 Illinois Counties are just a part of WLS' Major Coverage area of four states, whence we receive over a million letters a year. But they show how the WLS audience LISTENS and RESPONDS! How down-to-earth entertainment and thorough, painstaking service have built friends for us, will build results for you! Write WLS today to learn how many of our listeners wrote for Ration Book Holders this fall; how many youngsters responded to a one-time School Time offer of a zoo map; how many Feature Foods housewife-friends asked for Martha and Helen's Christmas Greeting folder. Learn how, at any time of the broadcast day, WLS GETS RESULTS!



NUMBER SIX in a WLS series of advertisements analyzing the station's intense listener-response county by county. This ad shows WLS mail from 16 Illinois Counties. Through the series, we have revealed actual mail response and its ratio to radio homes in all of the four states in the WLS Major Coverage Area: Illinois, Indiana, Michigan, Wisconsin.

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

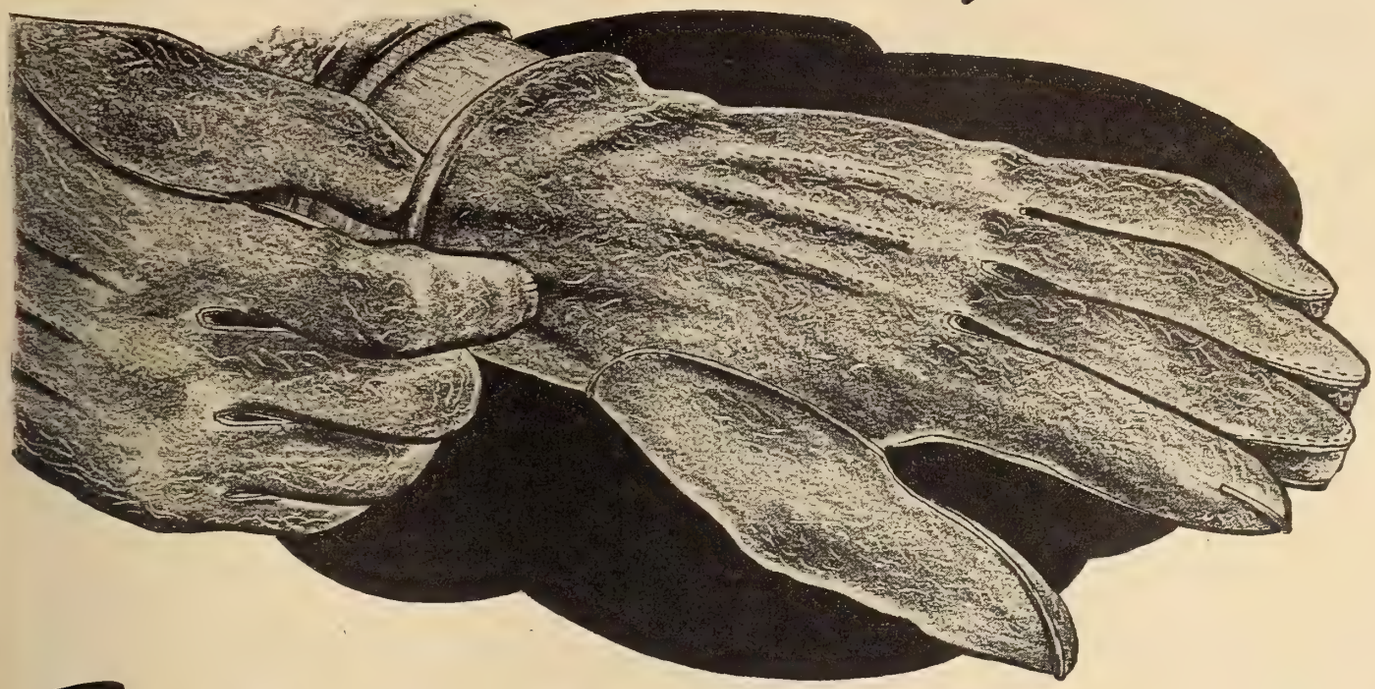
BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

CHICAGO 7

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGL

YANKEE *Coverage*



Fits Your Market Like a Glove

WHTD
Formerly WNBC
Hartford, Conn.
is now under
Yankee Network
Management

NEW ENGLAND is network territory, more so than areas much larger in size.

The Yankee Network is the only network which fits the sales pattern of this area — the pattern of its many scattered key cities which are distribution centers for all New England.

Here are twenty-one important markets — with direct entry into each via a Yankee hometown station. In each instance Yankee gives you the advantage of working with a local, accepted organization — one which can introduce you properly and obtain for you the warm welcome and friendly cooperation you seek.

You can't make any jobber or retailer mad by using his local station. But you can fit your sales effort to an exact market pattern, get the same hard-hitting impact everywhere, strengthen your dealer set-up and get complete consumer coverage — by taking The Yankee Network's twenty-one hometown stations.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

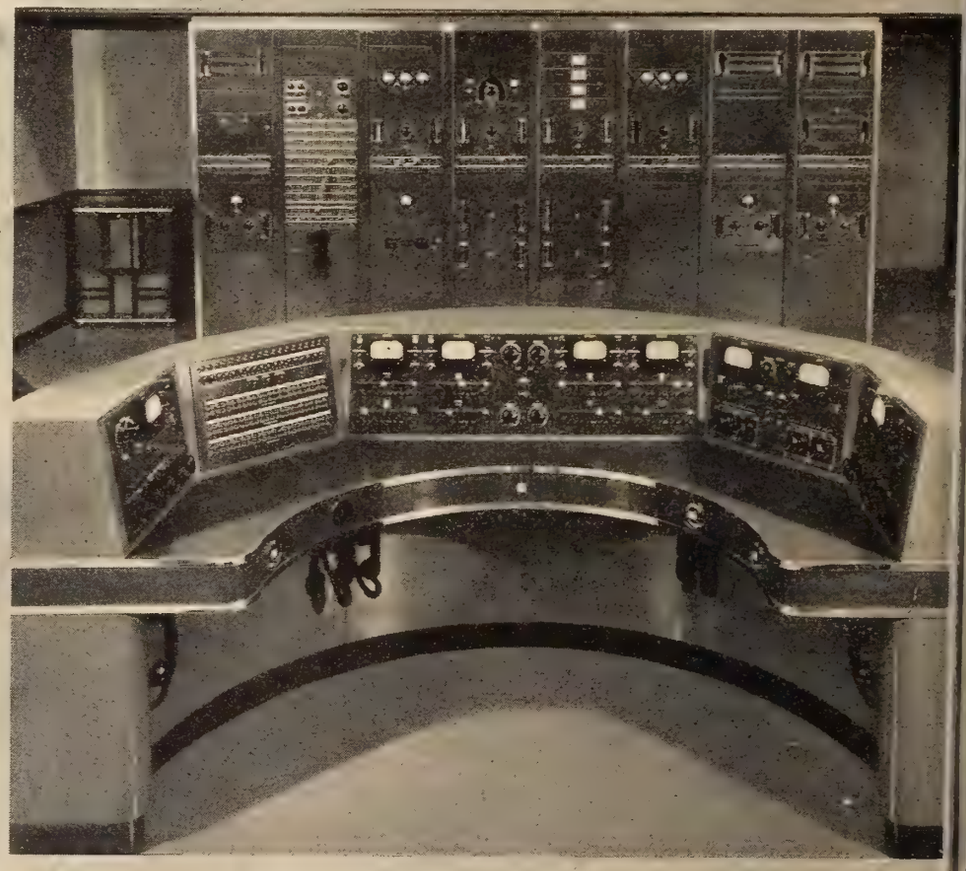
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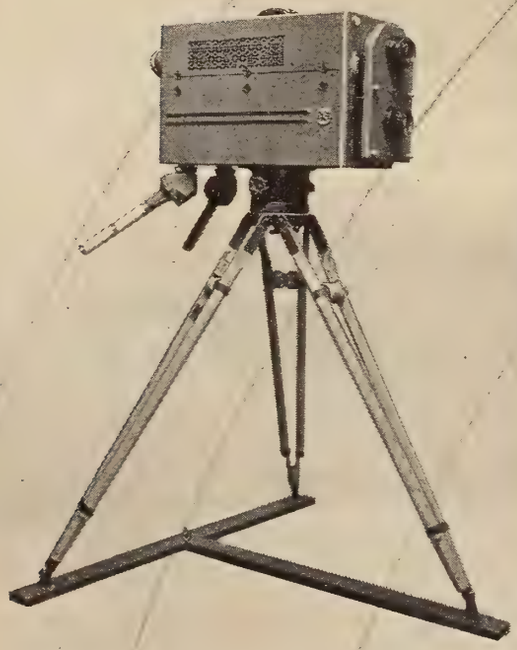


High-quality microphones for AM, FM and Television sound broadcasting.

YOUR RADIO PROGRAM MAY GO

Custom-built control room equipment designed to individual station requirements.





Portable Television Camera — one of many RCA Television developments.



Recent model RCA Turntable offers combination pickup for lateral and vertical transcriptions.

IN SWEET ♩♩♩♩ BUT HOW WILL IT GO ON THE AIR?

MODERN broadcast stations are so efficiently operated that the advertiser seldom thinks about the studio and transmitter equipment making it all possible. Yet, the whole success of his radio advertising depends on the ability of that equipment to do justice to his program.

For over a decade RCA has made the finest broadcast equipment available. The station that uses RCA equipment does not gamble on results.

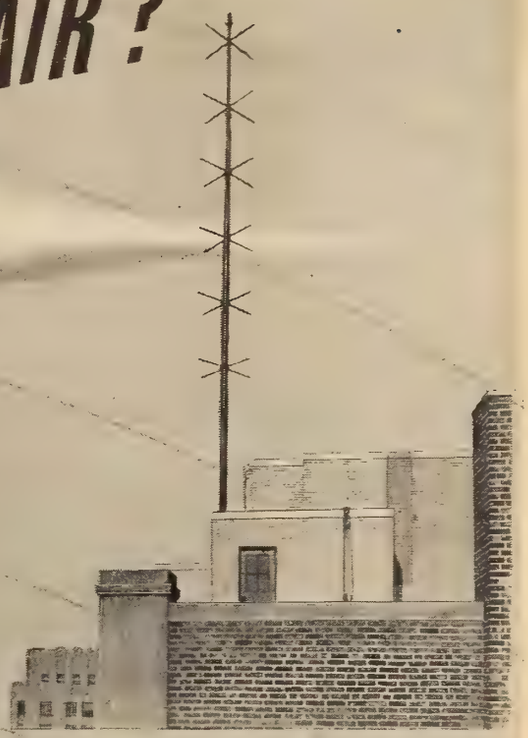
If you are planning to build a broadcasting station, or to sponsor a radio show, remember that you are staking your dollars on *equipment*.

RCA Broadcast Equipment in the station you own, or the stations you use, will give you the kind of support you want —support you can depend on—whether your program goes out via AM, FM or Television.

RCA makes them *all*.



BUY MORE WAR BONDS



Turnstile antennae for FM and Television.



AM, FM and Television Transmitters — RCA makes them all.

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY.. *In Radio.. Television.. Tubes*
Phonographs.. Records.. Electronics

Up Goes the Hooper on KOIL's Morning Shows



such as-

"Polly the Shopper"

The Hooper on KOIL morning shows has been climbing steadily.

"Polly the Shopper", 10:45 to 11:00 a. m., Monday thru Friday, is pulling excellent results for items sold thru retail stores in the Omaha area. "Polly" is an old-timer with a loyal following. When she speaks up for a product things happen.

"Polly" has a new show, too, worth your attention. The same type of show at 2:30 to 2:45 p. m.

Better check up with our representative Edward Petry Co., Inc.

KOIL CBS in Omaha

GORDON GRAY, General Manager

5000 WATTS . . . 1290 KILOCYCLES

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

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SOL TAISHOFF
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HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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Industry..

Diversity is the keynote of industrial activity in this tri-state area. Even before the war, more than 172 industrial plants manufactured 688 different products, ranging from petroleum and lumber to chemicals and plate glass. Now, adding their substantial share to the expanding wealth of this region are ordnance and munition plants, iron and steel foundries, and refineries for extracting butadiene from oil. Prosperous today and possessing a bright future, this market presents unlimited sales opportunities to alert advertisers. KWKH, with 50,000 watts, is all you need to cover it completely and effectively.





KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

• advertisers!
• agencies!
• radio station owners!
• television licensees and applicants!
• writers, producers, performers!

Are you determined to lead your field in Television's "Four Dimensional" selling and entertainment? *Then it is none too early —*

Advertisers and agencies to...

Assay the visual values of your radio program properties and "screen test" your product for demonstration commercials.
Evaluate your Television program idea.

Television station planners to...

Help develop material for programming — and pre-empt local rights to syndicate features on a share-the-cost basis.

There is much to be learned about Television. Ten years ago we started *thinking* about the manifold problems of producing effective Television at a moderate cost. Today we believe we have some of the answers. And we have assembled a staff and set up facilities to develop the others. We propose to do this in collaboration with others who believe, as we do, that Television on film will be a necessary and prolific source of material; to develop the short-cut techniques which are essential if "live-talent" Television costs are to be held within reason.

Our staff combines experience in advertising, public relations and show business; creative, sales and executive posts with major advertising agencies and media — radio, outdoor, publications; service with major theatre units, Hollywood film studios and commercial film production. Our orientation in these fields makes for a quick grasp of your objectives and a sure-footed execution of assignments.

Our facilities include Television's first laboratory for program experimentation. In mid-Manhattan, it is now being equipped to serve you. Write or telephone, stating your specific interest — or invite us to call.

Cine-Television Studios

Consultants, Production Supervisors in the Visual-Action Media (Distribution via the Motion Picture Networks)

100 E. 42nd STREET • NEW YORK CITY 17 • MUrray Hill 5-2874



Take a well-deserved bow for the job you've done in your first year of broadcasting over WEAF.

You've made the name Adelaide Hawley stand for one of the best-known and most popular women commentators on the air . . . displayed a showmanship on your program every weekday that has won the admiration of the radio world in general and of WEAF in particular.

For we of WEAF who have seen you at work . . . watched your following grow . . . have an intimate acquaintance with your success. And we'll venture the prediction that this, your second year on WEAF, will result in even greater popularity for your 9:30-9:45 a.m. program . . . even larger numbers of listeners among the men and women of the WEAF audience . . . even wider sponsor-demand for inclusion in your program.*

• •

You're one more example—and a mighty good one—of what a top-notch job can be done with a top-notch program on a top-notch station. *Nice going, Adelaide!*

Sold out. Prospective sponsors should keep in touch with NBC Spot Sales for future availabilities in the Adelaide Hawley program.

WEAF NEW YORK—NBC's Key Station
660 on your dial
50,000 watts
represented by NBC Spot Sales

NBC
A Service of Radio Corporation of America

WFLA
NOW 5000 WATTS NIGHT
more than 150,000 New listeners
DAY NIGHT 5000 WATTS
WFLA
TAMPA
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
NBC

At Deadline . . .

COLGATE-PALMOLIVE-PEET Co., Jersey City, on Dec. 27 starts Kay Kyser's *College of Musical Knowledge* on NBC Wednesday, 10-11 p.m. for Palmolive soap and Colgate dental cream. Program, now sponsored by American Tobacco Co. for Lucky Strike cigarettes, will continue to originate from service posts. Colgate will be sponsor of seven network programs—four on NBC and three on CBS. Agency is Ted Bates Inc., New York. American Tobacco will continue to sponsor Jack Benny for Lucky Strikes on NBC and *Your Hit Parade* on CBS.

EDGAR KOBAK, new MBS president, will meet with the network's directors in New York Dec. 9-10. Top programming post at Mutual has been offered Phillips Carlin, former Blue vice-president.

SEARS, ROEBUCK & Co. (retail stores) will place 30 to 35 weekly spot announcements for four weeks on six Chicago stations. Agency is Ruthrauff & Ryan.

SELLERS of SALES

GERTRUDE SCANLAN hardly missed a rung on her climb up the BBDO ladder since she joined the agency in 1929 as stenographic supervisor. From this clerical start she moved to office manager and in 1938, after absorbing the art of the field for almost a decade, transferred to radio under Arthur Pryor, Jr., vice-president and radio director of the agency.

A little over two years ago she was appointed timebuyer, an occupation for which there seems to be a family talent—her sister, Elenore, also being with BBDO in the same capacity. Now, as a move toward closer relations between the agency and stations, BBDO has appointed Gertrude local radio manager. With some 30 spot radio accounts in the house, it will be her job to make frequent trips into the field, working closely with stations on various spot campaigns.



GERT

Taking into cognizance the fact that it is necessary for timebuyers to know more than the questions and answers on timebuying itself, Gertrude acquaints herself with the products for which the time is to be bought.

One assignment she recently completed was an extensive campaign for Wildroot Cream-Oil Formula, a product of Wildroot Co., Buffalo. First, Gertrude worked with the BBDO marketing and research department, obtaining information about present and potential customers, age groups, geographical locations and similar market research data. Trips to Buffalo to get a comprehensive picture of the Wildroot sales organization and problems followed.

Finally the product was tested on a few stations. Only then, after this proven workmanlike procedure, did she place programs and announcements for Cream-Oil on some 134 stations.

The success of the campaign attests to the advisability of following this old painstaking formula. Wildroot, as a matter of fact, is probably the outstanding radio spot success of the year. The widespread use of spots is accomplishing a three-pronged job: (1) providing mass sampling of the product by the consumer; (2) intensifying distribution; (3) building a sales volume which has pushed the hair tonic into the field's leading sellers within 11 months of its introduction.

Gertrude also buys time for Royal Crown Cola, a Nehi product. Nehi's schedule consists of transcribed chainbreaks and one minute spot announcements on more than 300 stations throughout the country.

The theatre, golf and tennis are Gertrude's extracurricular pastimes. She has however, one other which is little known and holds professional possibilities. She is quite an accomplished architect and designed her own home in Ridgefield Park, N. J.



"Miss America" via WWDC

Yes, Miss Venus Ramey, 1 year old beauty, got her breal for fame and fortune throug Radio Station WWDC. Firs she became "Miss Washington D.C." Then through the final to become "Miss America."

We sponsored the local con test because we're interested i Washington people. It's our day after-day interest in local affair that leads people to call WWD "Our Washington station." Tim buyers know WWDC as the bi sales result station.

WWDC
WASHINGTON, D. C.
National Representatives
WEED & COMPANY
NEW YORK • CHICAGO • HOLLYWOC
DETROIT • BOSTON • SAN FRANCISC



AN EVER-WIDENING CIRCLE

★ LOW FREQUENCY
1070 Kilocycles

★ A CLEAR CHANNEL

★ 5000 WATTS



The Voice of WIBC, like the ripple from a pebble tossed into a body of water, travels in an almost true circle, farther, and with greater fidelity than that of any other Indianapolis Station.

WIBC's low frequency (1070 Kilocycles), and 5000 Watts power offer greater coverage, greater listener satisfaction, and greater results per advertising dollar. Write for additional information.

Represented Nationally by John Blair & Co.

A *Mutual* STATION

WIBC

INDIANAPOLIS



"Thistlewaite, my boy, we cleared every one of those F&P stations!"

- Maybe it's our shining virtue—maybe it's just plain old *luck*—that every station we so proudly represent is the *kind* of station that advertisers want.

"Good Management makes a good station." For a compact list of *well-managed stations*, please just glance three inches to the right!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
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BROADCASTING
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VOL. 27, No. 22 WASHINGTON, D. C., NOVEMBER 27, 1944 $5.00 A YEAR—15c A COPY

Disc Announcements Banned by WWJ

Aimed to Protect Audience, Says Bannister

By ROBERT K. RICHARDS

WWJ DETROIT will remove from its program schedule all transcribed announcements effective Feb. 1, 1945.

Announcement by Harry Bannister, manager, of the pioneer Michigan outlet's new policy has sparked a blaze of pro and con comment. In a move without precedent, Mr. Bannister notified by telegram last Friday all advertisers employing transcribed spots on WWJ that after the date specified "only live copy spot announcements" will be accepted.

Others Plan Change

At the same time, it was reported by Carlos Franco, supervisor of time buying and station relations at Young & Rubicam, New York, that "a handful of large stations are contemplating elimination of all spot announcements."

John H. McNeil, manager, WJZ New York, said that his outlet was preparing new rules and standards in acceptance of spot announcements which would be announced this week.

"Certain factors in spot announcements will be eliminated," he said. "It is an attempt to make listening more pleasant by being more careful in what we do." It does not mean ruling out transcribed announcements necessarily, he added.

Protects Audience

Commenting on his station's move, Mr. Bannister said: "This step is taken solely to protect our audience and for the purpose of enabling WWJ to carry out its mandate of operating in the public interest." He expressed the hope that the station's advertisers would cooperate.

"We believe that transcribed announcements have impaired the entertainment value of radio and that it is up to broadcasters to clean their own house and keep it in order," Mr. Bannister added. He said the new policy would be enforced without deviation or exception.

The move recalled a recent letter written by Mr. Bannister to Prof. Harlow Shapley, Harvard University astronomer [BROADCASTING, Oct. 23]. Prof. Shapley, in a letter to Niles Trammell, President, NBC, had deplored the broadcast of a singing commercial at the conclusion of an NBC Symphony concert conducted by Arturo Toscanini.

Not Good Radio

Responding to Prof. Shapley's vitriolic comment, Mr. Bannister expressed like revulsion to singing commercials, but underscored the multifold benefits accruing to American listeners through the commercial system of broadcasting.

Mr. Bannister prefaced his letter to Prof. Shapley with the statement: "First, I want to say that I believe the radio singing commercial is in bad taste, in bad form, and moreover it is bad 'theater' or should I say bad 'radio'? My feeling on this score is definite and unequivocal."

He proceeded then to explain the program and commercial processes which make it possible for American radio to present a man of Maestro Toscanini's stature.

The volume of national transcribed spots placed on stations in all power categories has increased markedly in the last two years. It was estimated reliably for BROADCASTING by a research expert that currently approximately 50% of the spots placed by national advertisers are transcribed.

The Shapley letter to which the pioneer Detroit station manager responded was circulated among all NBC affiliates by William Hedges, NBC vice-president, at the direction of Mr. Trammell, with an appeal that stations exercise selectivity in scheduling spots between network programs.

Mr. Bannister stated that between 20 and 25% of WWJ's gross income would be affected by the new policy.

"Approximately 75% of our income is derived from spot business," he said. "Of that amount, a little better than 50% is spot announcement and 60% of this latter is transcribed."

Asked what position he would take if an advertiser asked WWJ to perform a live singing commercial, Mr. Bannister said, "I'd turn it down."

Will Be Selective

"In my opinion," Mr. Bannister said, "an announcement is something that takes advantage of an audience to the extent that it depends upon a program that precedes or follows it for coverage. The trend recently has been away from programs, with more and more emphasis on announcements. We do not consider this good radio, and it is our intention simply to reinstate emphasis on programs, where it was in the first place and should be now."

Mr. Bannister said that WWJ would continue to exercise editorial discretion in selecting spots, and that if spots were presented which did not, in the opinion of the management, represent good radio, they would be rejected.

Prof. Shapley Pleased

Reached by BROADCASTING, Prof. Shapley said of the WWJ move:

"Readers must depend on those who publish and listeners on those who broadcast for the raw materials with which they think and feel and plan their actions. The responsibility for maintaining an aggressive culture therefore lies heavily on the organization and individuals who provide news, instructions and entertainment. Needless to say, I heartily applaud WWJ for adopting a bold pioneer policy in the interests of the listening public.

"I believe that thousands in the Detroit area who have been estranged will now again use their radios liberally and happily. Let us hope that the new policy will not be unprofitable and that other stations will find it both possible and

(Continued on page 76)

Porter Appointment Presages FCC-Congressional Harmony

Little Opposition to Confirmation Expected; Action On Craven Vacancy May Be Delayed

DESPITE one or two murmurs of opposition, stemming from purely partisan sources, confirmation of Paul A. Porter as a member and ultimate chairman of the FCC is expected by the Senate within a fortnight. Mr. Porter, now in Florida for his first vacation since Pearl Harbor, plans to return to Washington in mid-December and probably will be called before the Senate Interstate Commerce Committee to become acquainted with its membership.

Practically unanimous endorsement of the Porter appointment, save for the sporadic Republican outbursts, buttressed the view that a new era of harmony between Congress and the FCC can be anticipated. Former Chairman James Lawrence Fly consistently navi-

of Congress. Rep. Lea (D-Cal.), chairman of both the House Interstate & Foreign Commerce Committee and the House Select Committee to Investigate the FCC, reiterated the view that the Select Committee's acrimonious two-year-old investigation of the FCC would end with the adjournment *sine die* of this Congress. He thought the Porter appointment "a good one".

Rep. E. E. Cox (D-Ga.), former chairman of the Select Committee, who engaged in one of the bitterest feuds in legislative history with Mr. Fly, likewise appeared to be satisfied with the Fly resignation and the Porter appointment.

The only formal opposition to the appointment came from the Social-

(Continued on page 68)

CIO Prepares for FM Operations

Adopts Report Urging Locals to Seek Licenses

AN ENLIVENED interest in radio, with the possibility that FM licenses would be sought in communities throughout the nation, was expressed in a committee report adopted by the CIO, convening in Chicago last week.

The convention adopted the report prepared and presented by Len De Caux, CIO public relations director, which proposed:

(1) That local chapters of CIO attempt immediately to survey their respective areas with a view to preparing FM applications for commercial stations.

(2) That in those markets where commercial FM enterprises would not be feasible, the chapters join "with public spirited groups" in cooperative applications for stations which would be operated as public services.

(3) That all chapters pursue the policies suggested in the CIO-PAC Handbook, which delineated methods to be used by unions in obtaining station time on existing stations for union broadcasts.

UAW Wants 11 FM

R. J. THOMAS, president, UAW-CIO, interviewed in Chicago, told a BROADCASTING correspondent that his union contemplated applications for 11 FM stations in as many major American markets. "I believe we will only get six," he said, "because I think there's a regulation against an organization owning more than that number." Among those cities for which applications would be filed, Mr. Thomas said, are Newark, Chicago, Detroit, Flint, Cleveland, Toledo, Milwaukee, Los Angeles and Kansas City. UAW had negotiated for the purchase of WJBK Detroit at the record-breaking price of $750,000 for a local non-network outlet, but the deal was never consummated.

Further evidence that labor would take a vigorous interest in broadcasting in the future was apparent in the report of President Philip Murray of the CIO to the delegates. He said, in part: "Early steps for licenses for public service will help to prevent the monopolizing of this field by wealthy business interests, as has largely happened in the case of AM broadcasting and the daily press."

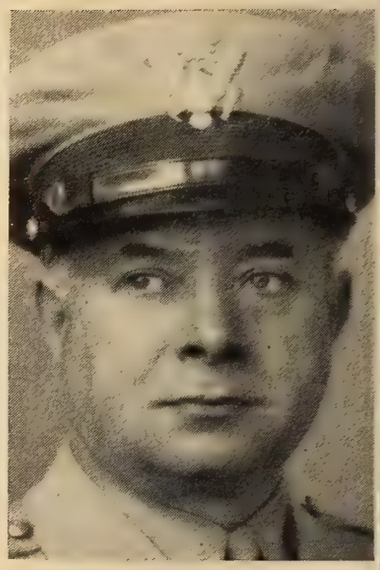
Action of the convention recalled the answer of Sidney Hillman, PAC chief, to a question which was put to him during a recent address he made before the National Press Club, Washington.

Mr. Hillman was asked by a BROADCASTING representative on that occasion: "Does the CIO-PAC plan to enter radio through the FM field?" He replied, "We have no immediate plans—not that something should not be done, in view of the false and misleading information now heard on the air."

It was understood, as well, that concurrent with the action taken in Chicago, attorneys for the UAW, a CIO affiliate, were preparing applications for FM stations in eight major American markets. UAW was involved in a controversy before the FCC, in which the union charged that WHKC Columbus had censored the remarks of its vice-president, Richard Frankensteen. The matter now awaits decision on joint motion by WHKC and UAW-CIO to dismiss.

SARNOFF NOMINATED

Brigadier Generalship Rank Sent to Senate



IN RECOGNITION for his war service overseas, Col. David Sarnoff, RCA president on leave, has been nominated for promotion to brigadier general. Col. Sarnoff recently returned to Signal Corps headquarters in the War Dept. after eight months in the European Theatre as special consultant on communications to SHAEF. In October Col. Sarnoff was awarded the Legion of Merit for "outstanding service".

Full text of the Citation for Legion of Merit awarded Col Sarnoff, and which preceded his nomination by President Roosevelt for promotion to Brigadier General likely to be confirmed by the Senate this week, follows:

"Col. David Sarnoff, (Army Serial No. 0208338 Signal Corps, United States Army, for exceptionally meritorious conduct in the performance of outstanding service while serving as Assistant to the Deputy Chief Signal Officer, Supreme Headquarters, Allied Expeditionary Force, from 23 August 1944 to 16 September 1944. Col Sarnoff was largely responsible for reopening communications in Paris thus enabling press communications to resume both to the United Kingdom and to the United States. His ingenuity and resourcefulness made it possible to restore cables which had been severed by the enemy, and allowed French radio experts who had not worked for many years during the occupation to return to their former duties. Col. Sarnoff's outstanding devotion to duty, courage, and great diplomacy in handling French citizens have aided materially in overcoming the great difficulties in attaining this objective. Entered military service from New York

MARINES TO REPLY TO AFM COMPLAINT

AN OFFICIAL reply to a protest against alleged music teaching activities by Marine Corps bandsmen was in preparation last week by attorneys for the Corps following receipt of a letter from the American Federation of Musicians, forwarding a complaint received by a Washington, D. C., member of the union.

Earlier, the Corps had issued a statement in which it "acknowledged receipt of a letter from James Caesar Petrillo, president of the AFL Musicians Union, forwarding a protest against certain Marine Corps band members alleged to have given music lessons when off duty."

Advised of the Corps' statement, Mr. Petrillo, in New Orleans for the AFL convention, said he knew nothing about the protest. "We don't stop anybody from giving lessons," he told a reporter.

It appeared that the complaint had been sent directly by a Washington musician to the AFM international headquarters in New York and forwarded to the Marine Corps by one of Mr. Petrillo's assistants.

WSIX Off Air

A WALKOUT early Thursday evening of transmitter engineers of WSIX Nashville after preliminary contract negotiations that afternoon, still had the station off the air Friday evening as BROADCASTING went to press. Four of the station's six engineers, members of the IBEW, walked out without notice, according to an authoritative source, and efforts to contact them had been of no avail. It was understood the controversy arose from a dispute over wages and hours.

Bitters Spots

ANGOSTURA - WUPPERMANN Corp., New York, using radio for the first time, two weeks ago started a 13-week campaign for Angostura Bitters, with transcribed chain-break spots one to three times weekly on WNEW WQXR WBYN WTIC. Agency is Donahue & Coe, New York.

FM OUTLETS ASKED BY SCRIPPS-HOWARD

APPLICATIONS have been filed with the FCC for a half-dozen new FM stations, two of which are requested by Scripps-Howard Radio Inc., one for Cincinnati and one for Indianapolis.

The Cincinnati station for Scripps-Howard, to cost an estimated $200,000, would operate on 47,900 kc with coverage of 13,700 sq. mi. The Indianapolis station, to cost approximately $100,000, would operate on 46,900 kc with coverage of 8,400 sq. mi.

Raytheon Mfg. Co. has applied for an FM outlet to be located at Waltham, Mass., and to cost between $60,000 and $75,000. Facilities asked are 45,500 kc and 6,530 sq. mi. coverage. Bernard Fein, now associated with Bell Telephone Labs. as instructor, seeks an FM station for Boston on 48,700 kc and with coverage of 8,500 sq. mi. Estimated cost is $22,900. KVOX Fargo, N. D., asks 44,500 kc and 5,800 sq. mi. coverage for its new FM station, to cost approximately $20,800. WKBN Youngstown, O., plans to invest $115,060 in the FM outlet for which it has filed. Frequency of 43,400 kc and 15,690 sq. mi. coverage are sought.

HOTEL BOND SERIES PROTESTED BY LUDY

PROTEST at "naiveness" of CBS in "cooperating" with the American Hotel Assn. request for free time in connection with the War Bond drive was expressed to Paul Kesten, CBS executive vice-president, in a letter sent Nov. 21 by Ben Ludy, general manager of WIBW Topeka.

Mr. Ludy said WIBW will not carry the series unless it is paid regular commercial rates. He explained that CBS is charging other sponsors who devote entire efforts to Bond sales during the campaign, and charges them for the time as well as paying affiliate stations. "I really think it would be wise to give the time to your commercial sponsors for the same purpose," Mr. Ludy wrote.

CBS said it had no comment to make on the Ludy letter.

First for MBS

FIRST VOICE transmission directed to the United States by the RCA communications transmitter recently flown from Naples to France, came through in an exclusive broadcast on Mutual Nov. 20, when Seymour Korman, MBS correspondent, gave an eye-witness account of the capture of the citadel city of Belfort by the French forces.

NBC Recording Gains

NBC CENTRAL DIVISION radio recording billings increased 77% for the first 10 months of 1944 over the same period a year ago, it was revealed last week by Frank E. Chizzini, manager of the Radio Recording Division of the NBC central division.

Two to MBS

WKBZ Muskegon, Mich., and WKLA Ludington, Mich., joined MBS Nov. 20, bringing the total number of Mutual Affiliates to 24

NLRB Decision Halts Petrillo Inroad

NABET Is Given Disc-Turning Control

By JACK LEVY

NATIONAL LABOR Relations Board last week smashed the ambitious plans of James C. Petrillo to force stations to hire musicians as platter turners by awarding jurisdiction over turntable operations in NBC and Blue owned stations, except in Chicago, to the National Assn. of Broadcast Engineers & Technicians (NABET).

In a 3,000-word decision ending a dispute which began last May when NABET threatened a technicians' strike at 12 major stations after Mr. Petrillo attempted to invade NABET's operations [BROADCASTING, May 8 *et seq*], the Board ruled that historical circumstances should govern the jurisdictional question. Therefore, it certified NABET as the appropriate unit for collective bargaining for " 'on the air' playback" in the network owned stations but permitted the American Federation of Musicians to retain its jurisdiction in Chicago.

No Special Skill Needed

The Board denied the musicians' contention that a knowledge of music is required to operate the turntables as well as that of the technicians that it requires technical skill and training. "Upon the entire record," the Board stated, "we are satisfied and find that neither a technical nor musical skill is essential for this operation."

The Board decision made no mention of operations in St. Louis and East St. Louis, Ill., where the musicians also operate turntables. Nor did it refer to independent stations which NABET holds jurisdiction. It was apparent, therefore, in view of the Board's opinion that the collective bargaining history is determinative of the issue in this proceeding", that traditional practices of stations as regards platter-turning may remain undisturbed.

The Board's decision was unanimous. It was signed by all three members: Dr. Harry A. Millis, Chairman; Gerard D. Reilly and John M. Houston.

In its review, the Board found that turntable operators have been included in units of musicians in the Chicago stations of NBC and Blue since 1927 or 28. "The earliest written agreement introduced in evidence embracing Station WMAQ", it declared, "was between the Chicago Broadcasters' Assn., of which Station WMAQ was a member, and Local 10, and was dated Dec. 31, 1931.

"While NBC owned no broadcasting station in Chicago at that time, it signed a contract with Local 10 on March 17, 1931, covering whatever musicians it might employ in Chicago. Both the Dec. 31, 1931 agreement and the latest agreements with NBC and Blue entered into on March 6, 1944, and running until Jan. 31, 1947, specifically include turntable operators under the phrase of 'mechanical musical device operators'."

Various Employes Did Work

Outside of Chicago, the Board determined, the operation of the turntables at NBC and Blue owned stations was performed by various employes until 1939 or 1940. "The earliest contract submitted in evidence covering technical employes on a systemwide basis in which the term 'on the air' playback was mentioned was the agreement dated Nov. 27, 1940, between NBC and Assn. of Technical Employes of NBC (predecessor to NABET).

"While this contract covered a systemwide unit, in a letter dated Dec. 10, 1940, sent to NBC, the ATE specifically exempted 'on the air' playback work in Chicago. Technical employes have operated the turntables in question outside Chicago since that date. On Aug. 22, 1942 NABET wrote to NBC stating that it wished to withdraw its grant of the exception in the case of Chicago. NBC replied to this request on Aug. 27, 1942, stating that it could not then accede to this request because there existed a contract between it and Local 10, including, *inter alia*, turntable operators in Chicago, which ran until Jan. 31, 1944. Although Blue was in existence at that time and it appears that NABET had the same agreement with it as with NBC, the evidence fails to disclose that a similar demand was made upon it by NABET until Jan. 23, 1944".

The Board found that "notwithstanding these demands" by NABET, the networks on March 6, 1944 entered into new contracts with Local 10, covering turntable operators in Chicago, to continue until Jan. 31, 1947. On July 26, 1944, NABET gave 30-day notices of termination of its contracts and since Aug. 26, 1944 its members have been working on a day-to-day basis under the provisions of its terminated contracts.

In its notices of termination, the Board stated, NABET requested immediate negotiations with a view to reaching new agreements. The networks met with NABET representatives but could not agree upon the composition of the appropriate unit, "the Companies taking the position that they could not recognize NABET as the representative of the employes in the units it alleges to be appropriate in the instant proceeding until it was certified by the Board".

Sought Two Units

NABET sought two units, one for NBC and one for Blue, covering technical operations, including platter-turning, at all the stations owned by the two networks. The AFM and Local 10 (Chicago) agreed that such units were appropriate except for platter-turning functions. They contended that, despite practices in network owned stations outside of Chicago, the operation of the turntables be handled by employes solely delegated for this function and that these employes be included in units of musicians. They also opposed systemwide units for the operation. "The Companies," the Board noted, "take a neutral position with respect to the composition and scope of the appropriate units."

The Board described turntable operations as follows:

Operating a turntable consists of placing a phonograph record on one of the two turntables used in "on the air" playback, adjusting it for either vertical or lateral cut records and fixing its speed at 33 1/3 or 78 revolutions per minute by means of the instructions appearing on the face of the record, opening the fader control, and, after the record has been played, removing the record from the turntable. There are a few minor refinements which do not add materially to a description of the task. All necessary volume control is provided by the studio engineer at the mixing panel.

Although the Board denied NABET's contention that the operation of the turntables properly falls within the job content of the technicians because of the arrangement of technical facilities in most network-owned stations, it recognized that in all NBC and Blue studios other than Chicago the turntables are placed in the control booths and are operated by the engineer. "Thus, outside Chicago," the Board observed, "this work is not performed by separate employes, but by the studio engineer as an integral part of his job."

Following is the text of that portion of the decision covering determination of jurisdiction (review of the case omitted):

The evidence reveals that the quality of turntable work is equally good in Chicago, where it is performed by musicians, as it is in the other stations of the Companies, where it is performed by studio engineers. It also appears from the record that, in radio stations operated by other broadcasting companies, this work is performed by other employes such as announcers, without any noticeable deterioration of quality. Upon the entire record, we are satisfied and find that neither a technical nor a musical skill is essential for this operation.

In the absence of other compelling circumstances, we are of the opinion that the collective bargaining history is determinative of the issue in this proceeding. The status of turntable operating work has been crystallized by long-standing custom in the Companies. On the one hand, Local 10 has had agreements in Chicago from the very infancy of the radio broadcasting industry which have covered turntable operators and, in the development of broadcasting techniques, the Companies have adjusted their operations in Chicago by placing their turntables in the broadcasting studios where they can be operated most conveniently by employes in musicians' units. On the other hand, studio engineers, employes in technical units, members of the NABET and its predecessor, have performed turntable work outside Chicago for at least 4 years. The location of the turntables in the engineer's booth was the inevitable result of this situation. We conclude that the turntable operators outside Chicago should be included in units of technical employes, while those in Chicago should be included in units of musicians.

We find that all technical employes, wherever located, of the engineering department of NBC engaged in the operation of technical facilities used in transmitting, converting and/or conducting audio, video, and/or radio frequencies for use in broadcast, rebroadcast, audition, rehearsal, recording and/or "on the air" playback, excepting "on the air" playback in Chicago, excluding chief engineer, operating engineer and assistant, engineering managers in charge, operations supervisors, television operations supervisors, station engineers at transmitters of more than 5 kw, television station engineers, engineers in charge and their first assistants in the following engineering groups: radio facilities, audio facilities, development, and technical services; construction superintendents; engineer in charge of television, and all other supervisory employes with authority to hire, promote, discharge, discipline, or otherwise effect changes in the

(*Continued on page 70*)

WPB Acts to Insure Critical Electronic Equipment Output

TO RESTRICT civilian output further and to eliminate hazards to production of component parts essential to military requirements, the War Production Board last week issued an amendment to Limitation Order L-265 removing electronic equipment from the WPB spot authorization plan.

The amendment provides that no producer shall manufacture any electronic equipment except to fill preferred orders or "to fulfill, under the Controlled Materials Plan, any authorized production schedule or authorized program as defined in CMP Regulation 1, except a schedule or program authorized under Priorities Regulation 25" covering the spot authorization plan.

An official of the Radio & Radar Division explained that under the new regulation the right to produce equipment for civilian use, whether for replacement or maintenance of parts required for broadcasting stations or for repair or maintenance of receivers, will require an appeal to L-265 as well as other regulations. It is not expected, however, that existing production of tubes and batteries for transmitter and receiver maintenance will be affected.

At the same time, WPB announced that certain non-critical electronic equipment, parts and components are now available for domestic purchase and export out of war contractors' surplus. Included are certain types of capacitors and resistors, crystal assemblies, insulators, microphones, sockets and loudspeakers.

Radio tubes, still in short supply and restricted, are not included, WPB said, pointing out that this item has become more critical than heretofore and will require ratings as high as AA-1 in some cases. Thirty types of tubes have been frozen and cannot be sold except

(*Continued on page 71*)

WMCA Sale Details Given House Probe

Committee Report May Suggest New Law

By BILL BAILEY

RADIO'S most widely publicized station case—sale of WMCA New York by Donald Flamm to Edward J. Noble—received another airing last week before the House Select Committee to investigate the FCC and with the likelihood that the two-year-old inquiry would terminate on that note.

The stormy House Committee inquiry, which has covered many phases of FCC activity, was highlighted in its earlier stages with testimony on the WMCA matter. Chairman Lea (D-Cal.) has more than inferred that the Select Committee inquiry might end with the adjournment of this session of Congress next month, after which a full report would be issued looking toward remedial radio legislation.

White House Absolved

John J. Sirica, Committee general counsel, in his opening statement Wednesday absolved the White House of any connection with the WMCA transaction. Mr. Flamm previously had testified he was told the transfer was "greased from the White House down". Mr. Sirica asserted, however, evidence would tend to show that the Commission was involved in the move to get the station for Mr. Noble, now chairman of the board of the Blue Network Co.

Maj. Gen. Edwin M. (Pa) Watson, military aide to President Roosevelt, testified the President instructed him to request of the FCC a "thorough investigation" of charges "that a man named Lamm or Flamm" had been "coerced" into selling his station. Gen. Watson said he talked to Commissioner Case in the absence of Chairman Fly and conveyed the President's request. Later, according to Mr. Sirica's statement, the White House informed the FCC it was "not interested one way or the other" in the WMCA case.

A last-minute personnel change was made in the Committee, even as hearings were under way. Rep. Warren G. Magnuson (D-Wash.), Senator-elect, resigned and Speaker Rayburn immediately appointed J. Percy Priest (D-Tenn.).

Shortly after Mr. Sirica began his opening address Wednesday, in which he told the Committee that Philip Handelman and Colin Ives, attorneys for Mr. Flamm, were "dodging process", Mr. Flamm arrived, accompanied by Mr. Handelman.

The attorney attempted to make a statement but was overruled. As Mr. Flamm was testifying, Mr. Handelman jumped to his feet, declared he wanted the record to show that he was advising his client not to answer certain questions, and Rep. Edward J. Hart (D-N. J.) moved that the "witness be ordered to take his seat or be removed from the room". Chief Investigator Robert Barker left the room and returned with two policemen.

Attorney Squelched

Franklin S. Wood, counsel for Mr. Noble, asked to be heard in view of pending litigation in the New York County Supreme Court. Rep. Lea ruled him out of order as he did on several other occasions. Rep. Louis E. Miller (R-Mo.), most bitter of Mr. Fly's critics, arrived late, called Mr. Wood to the stand as a witness and had him insert his statement into the record.

Mr. Wood's statement charged Mr. Flamm with indulging in a "continuous smear campaign of false and baseless rumors, threats and charges" against Mr. Noble, "finally culminating in a civil suit against Mr. Noble in the New York County Supreme Court in August 1943". Mr. Wood pointed out that the Committee last February postponed hearings in the WMCA case at his request, pending the litigation. He asked that should the Committee deem it necessary to continue, in view of the pending suit hearings should be in executive session.

At an executive session last Tuesday Committee members argued nearly two hours over conducting executive sessions. It was understood Rep. Hart, who made the motion to postpone the hearings originally pending litigation, favored executive sessions as desirable from the standpoint of litigation. Reports that Administration pressure was brought to suppress the investigation met with emphatic denials by Chairman Lea.

"Some months ago I committed myself to completing the WMCA investigation," Chairman Lea said. "I intend to stand by that commitment."

Witnesses last week included, besides Gen. Watson and Mr. Flamm, Harry C. Cushing, New York business man; Warren H. Snow, member of a New York brokerage firm; Leslie Evan Roberts, former public relations counsel of WMCA; Chester J. LaRoche, vice-chairman and operations chief of the Blue; Donald S. Shaw, radio director of Geyer, Cornell & Newell, former vice-president and general manager of WMCA; Mr. Noble; Sol Taishoff, editor and publisher of BROADCASTING.

FCC Visit

The Committee heard Mr. Roberts unfold a tale of alleged conspiracy to "scare Donald Flamm into selling his station. He named as "planners" Mr. Shaw, William J. Dempsey and William C. Koplovitz, Washington law partners and counsel for Mr. Noble, and himself. He corroborated in substance two days of testimony given last February by Mr. Flamm [BROADCASTING, Feb. 14, 21] to the effect that Mr. Flamm was led to believe his license would not be renewed if he didn't sell.

Mr. Roberts told the Committee that in March 1943 he went to Washington to see Chairman Fly accompanied by Messrs. Handelman and Ives, that Mr. Fly called Commissioner Clifford J. Durr into the conference and that he (Roberts) unfolded his story of how he had helped to frighten Mr. Flamm into selling WMCA. Mr. Fly advised Mr. Handelman to submit the information formally to the Commission, according to Mr. Roberts.

Mr. Shaw testified that he agreed with John A. Curtis, a finder for E. H. Rollins & Co., New York brokers, and Mr. Roberts that they would do what they could to influence Mr. Flamm to sell the station. Under tentative arrangements, they were to get 10% and Mr. Noble's ownership, Mr. Shaw to be president and general manager, Mr. Roberts executive vice president and Mr. Curtis was to be found a place.

Mr. Shaw said Mr. Flamm "lived in fear" of the FCC and he felt Mr. Flamm would not sell WMCA unless he were "frightened into selling".

'Scared of FCC'

On the stand Friday Mr. Roberts told how Mr. Flamm was "scared of the FCC", fearful that the Commission would take his license away if he did anything wrong. He said that in conference with Messrs. Dempsey and Koplovitz it was decided Roberts "(1) should not tell the name of the prospective purchaser to Flamm (2) should advise him to sell; (3) Noble was to get any information he wanted; (4) I was to keep Flamm in a state of terror until he sold." He added that he didn't

(*Continued on Page 75*)

NAB Group Works on Plans To Open Measurement Bureau

THREE MEMBERS of the committee designated by the NAB to represent the association in formulating the Broadcast Measurement Bureau met last Friday in Washington to re-draft certain proposals for the articles of incorporation.

J. Harold Ryan, NAB president; Roger W. Clipp, WFIL Philadelphia and chairman of the NAB Research Committee, and Frank Russell, NBC vice-president, met with Paul F. Peter, NAB's director of research, and John Morgan Davis, Philadelphia attorney and NAB labor counsel who drew up the initial by-laws for BMB. Unable to appear were Hugh Feltis, KFAB Lincoln, and Dr. Frank Stanton, vice-president, CBS New York.

Results of the conference, and final draft of the articles, are to be presented to Paul West, president of ANA, and Frederic R. Gamble, president of AAAA, at a meeting to be scheduled soon in New York. The two advertising associations are co-sponsors with NAB of the BMB.

Next step following filing of the incorporation papers, Mr. Ryan stated, would be selection by ANA and AAAA of five-man committees representing each organization and combining with the five-man NAB committee to complete organizational plans. The NAB Committee will serve on the BMB Board until the 1945 membership meeting.

Headquarters for the new organization will be in New York. Candidates for three top positions in BMB are being considered now. Officials are seeking a managing director, a director of research and a director of information and personnel.

The selection of an executive to visit broadcasters during the coming NAB district meetings is one of the first orders of business. This assignment, considered one of the most important in the development of BMB, entails an educational campaign to explain the purposes and methods of the Bureau to the broadcasters who are prospective members. Several candidates have been mentioned. It is understood an effort will be made to obtain the services of Mr. Feltis, who guided the plan to final adoption by the NAB Board. It would be necessary for Mr. Feltis to obtain a leave of absence from his present position in order to do this job which, it is said, will require about three or four months.

LAST CALL

If you have not yet returned your 1945 Yearbook Questionnaire, be sure to do so at once. *Station, Agency, Network* and *Miscellaneous* Directories are now closing.

The Editors



Out in the cold

That's what's going to happen when the chips are down . . . to a great many advertisers who have been buying radio time on the old-fashioned methods of big-name call letters and mass coverage alone.

When the chips are down . . . and the sellers' market freezes up . . . that's when you'll want to remember the hard working stations of before the war.

W-I-T-H is such a station in Baltimore. Formed when a station's job was to produce sales at low cost . . . we've never lost sight of our basic job.

The easy times have not made W-I-T-H soft and lazy.

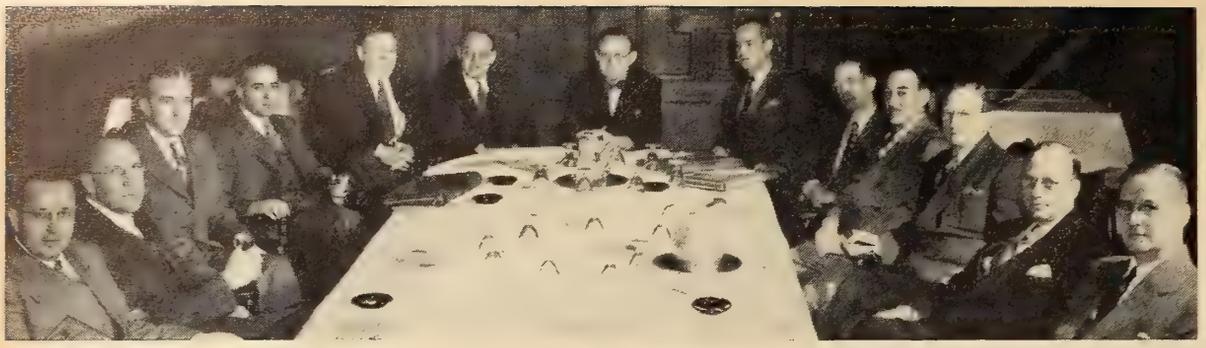
We'd like to have you know more about W-I-T-H. The facts are in black and white . . . easy to follow. Read them once . . . and you'll realize why smart time buyers put W-I-T-H at the top of the list on any budget.

As the successful independent station in a five station city . . . few radio stations have come so far, so fast.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed



EXECUTIVES of Cowles Broadcasting Co. held their first meeting Nov. 21 in New York. Seated around a table in the University Club are (l to r): Jack Harding, counsel, *Look*; Fred Little, vice-president, *Des Moines Register & Tribune*; Merle Jones, manager, WOL Washington; Craig Lawrence, executive vice-president, WHOM New York; James Milloy, vice-president, *Look*; John Cowles, CBC chairman of board; Gardner Cowles Jr., CBC president; T. A. M. Craven, CBC executive vice-president; Phil Hoffman, vice-president, KRNT Des Moines; Don Inman, general manager, WNAX Yankton; Ted Enns, CBC national sales manager; B. N. (Bud) Armstrong, gen. manager WCOP Boston; K. R. Haase, treas., WHOM, WCOP.

Cowles Denies Network Plan At N. Y. Executives Meeting

Says Advertising Prestige Enhanced in War; Predicts Higher Budgets, Informative Ads

CLARIFYING future plans of the Cowles Broadcasting Co., Gardner Cowles Jr., president, said last Tuesday during a meeting of Cowles station executives in New York that the Cowles do not and never have had any intention of starting a nationwide or regional network.

Mr. Cowles statement was in answer to persistent rumors that have been circulating in the trade since the acquisition of WCOP Boston, WHOM Jersey City and WOL Washington.

There are no plans for operating these stations as a regional network, he asserted, but the stations can be linked together by lines for special events or if an advertiser wishes a simultaneous program on the three stations.

Advertising Perspective

Mr. Cowles has been spending the past month talking to national advertisers and since the Cowles operations embrace radio, magazine and newspapers, he has been able to get an overall perspective of the advertising picture. On the basis of these interviews, he predicts all time highs in expenditures for advertising in the 30 months following the war. With respect to radio, national advertisers have expressed some concern to him over rising program and time costs.

Advertising by and large has come out of the war with its prestige greatly enhanced. At the outset of the war Government administrative executives resented advertising. This feeling, he said, disappeared entirely through the War Advertising Council when advertising stepped in and did such an outstanding job.

After the war, informative advertising of a public relations nature, interpreting corporation activities for the public and helping on labor problems, will provide large advertising billing, he said. In addition, he pointed out, consumer advertising, as a result of the need for moving goods, will bring the total up to a greater dollar volume in the postwar advertising picture.

Mr. Cowles said the advantages of joint ownership of newspapers and radio stations have been greatly exaggerated. "We would have done as well in radio if we didn't own newspapers. My brother, John, and myself are the only individuals in the organization whose interests cover both radio and newspapers," he said.

Other Plans

"We expect to operate stations in the cities of Yankton, S. D., Boston, New York, Washington, Des Moines and Minneapolis. In the latter city we are applying for AM and FM licenses. FM will develop and develop fast and we expect to put FM into all six markets. We have no plans for the acquisition of stations in any other cities," he continued.

The picture on television, however, Mr. Cowles characterized as "cloudy", but, he said, "We expect to file for the television license for one or two stations in the eastern markets. Our first station will probably be in Washington."

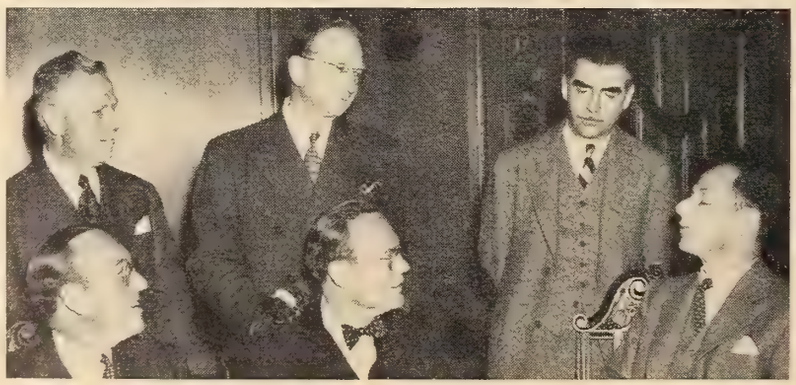
Explaining the acquisition of the eastern radio properties, Mr. Cowles said that under the duopoly rules the company had to dispose of one of the Des Moines stations. Since he and his brother, John, were sold on radio, they decided to put that money back into the broadcasting business. KSO was sold, and KRNT retained. With *Look* Magazine centered in New York, and more of their time spent in the East than ever before, he explained, they decided to buy a radio station in the New York area, hence the purchase of WHOM Jersey City. There was some overlapping between WMT Waterloo and KRNT in Des Moines and therefore they swapped it for WOL Washington, he said, adding that they bought WCOP in Boston because they thought it was a good business venture.

Praise for Craven

"Because of the development of radio in AM, FM and television and the many engineering problems ever present," Mr. Cowles added, "we wanted to get the best engineering advice we possibly could and we were fortunate in persuading Comdr. T. A. M. Craven to join our organization."

The meeting was attended by John Cowles, chairman of the board, Cowles Broadcasting Co.; T. A. M. Craven, vice-president, with headquarters in Washington; Phil Hoffman, vice-president, in charge of KRNT Des Moines and WNAX Yankton; Carl Koester, treasurer; Ted Enns, national sales manager.

Also Craig Lawrence, vice-president of WHOM Jersey City and WCOP Boston; A. N. Armstrong Jr., general manager, WCOP; Merle Jones, general manager WOL Washington; Don Inman, vice-president and general manager WNAX; James Milloy, vice-president, *Look*; Karl Haase, treasurer WHOM and WCOP; Eugene Katz secretary, The Katz Agency, sales representative of the Cowles stations.



REPRESENTATIVES participated in the Cowles Broadcasting Co. executive session held Nov. 21 in New York. Seated (l to r): John Cowles, CBC chairman of the board; Gardner Cowles Jr., CBC president; Eugene Katz, president, Katz Agency. Standing, George Bett, manager, Katz Agency, New York; Ted Enns, CBC national sales manager; Steve Rintoul, Katz Agency, New York, and owner of WSRR Stamford, Conn.

E. H. Gager

ERNEST H. GAGER, 56, chief engineer of Westinghouse station KYW Philadelphia, died Nov. 19 in Women's College Hospital, Philadelphia. Identified with radio for more than 25 years, Mr. Gager supervised the installation of KYW's new studios at 1619 Walnut St., in 1939, four years after the station moved from Chicago. He had been with the station since 1921, when it first went on the air in Chicago. In 1927 he installed the 50,000 w WENR Chicago, and in 1933 he had charge of all network and local facilities broadcasting from the World's Fair in Chicago.



Mr. Gager

A native of Pittsburg, Kan., and a graduate of Oklahoma A. & M. in electrical engineering, Mr. Gager became associated with Commonwealth & Edison Co., Chicago, after finishing school.

He is survived by his wife, Ethel, a daughter and a son.

KEEW Joins Blue

KEEW Brownsville, Tex., on Nov. 27 joins the Blue as a supplementary station to the southwestern group. Station broadcasts fulltime with 250 w on 1490 kc and is operated by Eagle Broadcasting Co.

Cowles' D. C. Party

GARDNER COWLES Jr. and John Cowles, president and vice-president respectively of Cowles Broadcasting Co., were reintroduced to Washington officialdom last Monday night at a cocktail party at the Carlton Hotel with Cowles' vice-president T. A. M. Craven and WOL general manager Merle S. Jones as hosts. Among those attending were Acting Secretary of State Stettinius, Senate and House leaders and members of the committees identified with radio, Army and Navy officials associated with communications, Washington executives of the networks and stations, executives of OWI where Gardner Cowles served as Domestic Director, and newspaper bureau chiefs.

Here Is What We Stand For:
A Statement of Policy by WELI, New Haven



A RADIO station may have gorgeous studios, finest technical equipment. But without *character,* it is just four walls and a tangle of gadgets.

Under the new ownership of Harry C. Wilder and Associates, WELI of New Haven will prize its *character* above all else, as do our other successful stations. We stand for The Square Deal—symbolized above.

Under us, the WELI Square Deal has four strong sides—each fundamentally important to all radio and to you.

IN LISTENERSHIP: The highest audience levels that expert, imaginative, *quality* programming can produce. Preserving nothing mediocre. Seeking always for something better. Deserving, as our other Square Deal stations have proved they deserve, the complete confidence of listener and sponsor.

IN SELLING: "A square deal before a fast dollar." In spite of growing demands, time on WELI will be apportioned, not just sold out. *No sound advertiser will ever be denied the use of WELI* in starting to build a postwar franchise in this market. Quick, easy dollars are not important to us. Instead, we are thinking of *tomorrow* for our friends *today*.

IN PROMOTION: For years our friends have known that our stations give them *more than their order calls for.* That phrase is solidly linked with us throughout the radio industry. Our own expert promotion staff supervises promotion for WELI.

IN INFLUENCE: Character is reflected in a station's *influence* with its listeners. A program on a station with *influence* is worth far more than just time and talent charges. It's a priceless intangible, and it is a corner of our Square Deal policy.

Our Square Deal policy is proving its soundness at WELI. New Advertisers are constantly joining us with new and finer programs. We welcome *you* to this important market.

RICHARD W. DAVIS, GENERAL MANAGER

Station WELI, New Haven • **Now Associated with WSYR, WTRY, WKNE**

Represented by Headley-Reed

WIDELY-KNOWN

Analyzes the News on KXOK

W. R. Wills, authority on the Far East, analyzes the news for KXOK's vast radio audience, Monday through Friday, 6:30 p. m. (c. w. t.).

Mr. Wills is no stranger to radio listeners. While a resident of Tokyo, Japan, he was radio correspondent for a major American network.

During his 14 years in Japan he published the anti-axis Japan News-Week. On December 7, 1941, he was arrested by the Japanese for opposing their national policy. Six months later he was repatriated on the exchange liner, Gripsholm.

A tremendous store of information and first-hand experience makes Mr. Wills an unusually interesting and enlightening analyst. As the war becomes focused on the Pacific theatre, interest in his broadcasts will demand even greater listener attention.

This is one more reason why you should investigate the station in St. Louis that is alert to the best in news, music, drama and public service. Ask a KXOK or JOHN BLAIR Representative for complete details.

REPRESENTED BY JOHN BLAIR & COMPANY • OFFICES IN NE

W. R. WILLS...



KXOK

SAINT LOUIS – 1, MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KFRU, COLUMBIA, MISSOURI

ORK • CHICAGO • ST. LOUIS • LOS-ANGELES • SAN FRANCISCO

Don't Take Your Sp. I. Too Seriously

Programs, Like Blondes, Have Many Fine Traits, Says Expert

By HARRY WOODWORTH

Director Radio Research

Batten, Barton, Durstine & Osborn, New York

SAMUEL E. GILL, writing as Research Director of Biow Co., New York, made the following statement in the Oct. 9 BROADCASTING:

. . . it probably is valid to assume that without a good sponsor identification a program cannot be said to be successful.

Of all the claims made for or against sponsor identification, (the per cent of listeners who can identify correctly sponsor of product) this is one of the most misleading I've ever seen. Gill might just as well have said, "Only blondes are attractive."

Now this is a very nice idea, but strictly a non sequitur. It does not follow.

Preferred by Some

Some blondes are attractive. In fact, *many* blondes are attractive. However, this does not mean *all* blondes are attractive, or that you even have to be blonde to be attractive.

Yet, that's the thought behind Mr. Gill's article. He says—in order to be successful a program must have high sponsor identification. In reverse, this implies that low sponsor identification programs are unsuccessful.

I'm not trying to defend low sponsor identification. Like high ratings and the sanctity of the American home, high Sp. I. is most desirable. However, *to be successful, a program does not have to have a high sponsor identification.*

This is based on two considerations. First, because the reliability of all present day sponsor identification methods and figures is open to question. Second, there are many known and demonstratively successful programs with average and low sponsor identification.

Reliability of Data

Let's look into the reliability of present day data.

(1) Sponsor identification is the least reliable by-product of telephone interviewing. The data are gathered from supplementary questions at the end of the interview, and there is no way of cross-checking the completeness of the answer, nor the thoroughness with which the interviewer has handled the question.

(2) Sponsor identification, at best, is a percent of a percent. And the base, itself, is subject to quite a wide statistical variation. Nor does the accumulation of figures over a long span of time compensate for the unreliability of the original data.

(3) C. E. Hooper says of his own findings, "Even we, who have been reporting sponsor identification for ten years, are at a loss to define its nature specifically." Hooper goes on to say that knowledge of the sponsor is "significant", but he won't commit himself as to the precise value of this knowledge. As recently as a year ago, Hooper seriously considered dropping this part of his regular service.

(4) The use of sponsor identification figures is considered so risky that agency men have been advised repeatedly that they cannot safely use sponsor identification in the one way they would most like to: Compare the sponsor identification ratings of their programs with those of competing programs.

Hooper, who has been at this work the longest, and has the longest continuity of *when, where,* and *how* all his questions are asked, says, "It is unsound practice to attempt any comparisons of Hooper sponsor identification figures with any other figure except sponsor identification on that same program in preceding and succeeding reports."

In other words, it's OK with the measurement boys to compare the sponsor identification of *The Hour of Charm* in 1939 with its sponsor identification in 1944. But you cannot compare *Hour of Charm's* sponsor identification with say, *Album of Familiar Music* or *John Charles Thomas.* It's the old apples and oranges story of comparing different things.

Sponsor identification figures must be used exclusively to show a trend on the one program to which the figures apply.

In further digging around among the methods, I find that CAB, in gathering data for its "Brand Identification," says that identifying the sponsor of *Duffy's* as Bristol-Myers, instead of Sal-Hepatica, or Minit-Rub is "inadequate." How about that?

So much for a few of the statistical hi-jinks of this mysterious sponsor identification that Sam Gill says you must have for a program to be successful.

Daytime Radio

Have you ever considered radio's daytime shows—the five-a-week workhorses that move goods off the shelves, or else get moved off the air themselves?

According to the latest sponsor identification figures available (Sept. 8-14 Hooper) the average Sp. 1. of the top ten daytime programs is 46.1. According to this average, less than half the big daytime audience to the top ten programs can identify the sponsor.

Compare this with the 80 ratings which Gill implies are corollary to sales-success.

Program	*Sponsor Identification*	*Years on the Air*
Right to Happiness	52.1	5
Ma Perkins	66.9	10
Our Gal, Sunday	25.3	7
When a Girl Marries	47.1	5
Backstage Wife	25.6	9
Stella Dallas	28.8	6
Breakfast at Sardi's (Kellogg)	70.1	1
Kate Smith Speaks	58.7	6
Big Sister	67.5	8
Young Widder Brown	19.3	6

Of the 67 daytime programs whose sponsor identifications are listed in this September Daytime Hooper report, the average Sp. I. is 41.7%.

From all the statistical gymnastics and double-talk Mr. Gill set forth—saying that of X number of programs starting with a Sp. I. of Y or less, only Z number ever reached such-and-such a rating, I gather he feels that a program has to have the sponsor identification of a *Take It or Leave It* or a *Lux Radio Theatre* before being "successful."

Not Even LSMFT

What would he say about the daytime serial, *David Harum?* This program has been on the air nine years for Bab-O, which isn't bad. *David Harum* is the major advertising expenditure of the Bab-O company and has long been. According to the Duane Jones agency, in nine years with little or no additional help, Bab-O has risen to be first in dollar volume in the cleanser market. Yet *David Harum's* sponsor identification is 38.2. Its Hooper rating of September is 2.3.

Slightly more than one-third of 2.3 audience (according to what the telephone interviewers get over the wire) connects *David Harum* the kindly old country philosopher with Bab-O. Yet, why do people ask for Bab-O at the stores in sufficient quantity to make Bab-O the number one cleanser? Harum doesn't ask $64 questions. He doesn't even say LSMFT.

What would he say about *Our Gal, Sunday*—third ranking daytime show with a published sponsor knowledge of 25.3? By the books only one-quarter of the audience even suspects that *Our Gal* is being kept by American Home Products for Anacin. Yet, she's been on the air for seven years, apparently selling enough Anacin to make a good investment of an $18,500 weekly time and talent cost.

Upwards of one million dollars is spent each week for time and talent on daytime radio. Is all this "wasted" on a public only 41.7% aware of who sponsors what?

What about the half-hour evening dramatic program* with a rating of 6.1 and a sponsor identification of 4.7 that pulled 117,000 requests for a cookbook? These requests were sent by listeners directly to the sponsor. If you care to sit down with pencil and paper you'll find that statistically this is a larger audience than knew who sponsored the program. And this happened in the summer when women usually aren't thinking about spending the afternoon over a hot stove. Apparently some things are loose somewhere if you take sponsor identification figures as a literal index of how many listeners know the program's sponsor.

Take a look at the average identification ratings for the biggest advertisers in daytime radio. Figures shown below are the per cent of those interviewed who could correctly identify sponsor or product.

Sponsor	*No. Daytime Serials per Week*	*Average Index*
Procter & Gamble	14	50
General Mills	8	56
General Foods	6	41
Sterling Drug	6	22
American Home Products	4	22
Lever Brothers	3	64
Standard Brands	2	21

*C. E. Hooper, Sept. 8-14, 1944

They Mean Business

Big spenders in daytime radio are what you might call radio "sophisticates." They aren't on the air to please themselves, their friends or their dealers. They are on the air for one purpose—to sell merchandise. Probably most daytime advertisers don't listen to their own programs, and if they did it is doubtful if they'd like them. Druggists and grocers are not dayti serial fans.

It is apparent that the length of time these companies have kept their shows on the air and the per cent of their total budget devoted to daytime radio indicates the programs must be successful, must have sold the goods. They have

SOME research specialists like Sp. I. (sponsor identification), and lots of it. Others prefer sales. But like blondes, it's pretty much a matter of choice, says Harry Woodworth. Aroused by an article in the Oct. 9 'Broadcasting' by Samuel E. Gill, Biow's research director, Mr. Woodworth offers his ideas of just how much stock should be placed in the controversial Sp. I. data served up by the research firms. You've got to have Sp. I., and plenty of it, Mr. Gill claimed. Now Mr. Woodworth arises to take a few pot shots at a fellow practitioner of the subtle art of measuring programs and their impact on audiences.

*Name supplied upon request

(*Continued on page 30*)



When the time comes —

Let An Old Friend Introduce Your New Product in the Great Detroit Market . . . .

● WWJ, America's pioneer broadcasting station, now in its 25th year, is well known and highly regarded by every radio listener in Detroit.

WWJ

AMERICA'S PIONEER BROADCASTING STATION—FIRST IN DETROIT
Owned and Operated by The Detroit News
950 KILOCYCLES—5000 WATTS
THE GEORGE P. HOLLINGBERY COMPANY, National Representatives
Associate FM Station, WENA — NBC Basic Network

For NEWS, too, most



SCENE IN THE NBC BUSY ELECTION NEWS ROOM (Studio 8H) from which originated the broadcasts heard by millions throughout the nation and in many other parts of the world. Big board in background was kept up to the minute . . . affording NBC commentators, at center table, figures on developments in every state and the national totals. All commercial NBC programs were canceled as America's Number One Network provided this important service to the public.

people tune to NBC



Election Night, with the largest sustained audience in radio history*—larger even than "Pearl Harbor Night"—an audience 55% greater than the listening on a normal Tuesday evening—

THE NBC AUDIENCE WAS 49% LARGER THAN THAT OF ANY OF THE OTHER NETWORKS

Just as on "D Day" when by far the greatest number of people listened to NBC... just as radio listening surveys show *8 out of 10* of the top shows among all radio programs are on NBC... Election Night added further evidence to the record of years: NBC is "*the Network Most People Listen to Most!*"

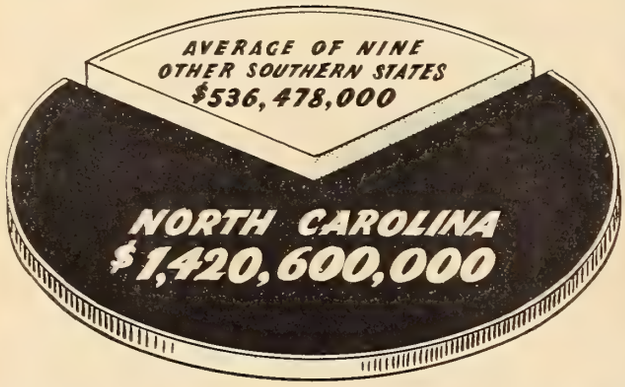
**Based on Hooperatings*

National Broadcasting Company

America's Number 1 Network *for News*

A Service of Radio Corporation of America

NORTH CAROLINA
IS THE SOUTH'S
No.1 INDUSTRIAL
STATE



WPTF
(CARRYING N.B.C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No.1 SALESMAN
WPTF • RALEIGH



FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Freer, FTC Chairman, Urges Industry To Act Against Minority's Practices

DECLARING that radio advertising is now at "a most advantageous position, as to both profits and prestige", Chairman Robert E. Freer of the Federal Trade Commission suggested last week that broadcasters consider proper safeguards "to protect the whole industry from loss of face through practices of an unethical minority."



Mr. Freer

Addressing the Radio Executives Club of New York Monday noon on "Truth in Advertising", Chairman Freer said the majority of complaints against false advertising which the Commission receives probably originate with competitors of the accused advertisers. However, he proposed, "it would be both novel and pleasing to the Commission to receive a considerable volume of those relating to advertising from the advertising industry. That is where a majority of such applications should originate".

Truth Is Goal

Strict truth in advertising on the part of all, Mr. Freer admitted, "remains a theoretical goal". The general trend, however, is upward and "the Commission at times may seek to curb types of deception which have hitherto gone unchallenged just as you may in the future come to regard many shows to be unworthy."

He declared that "scare stuff" is now considered a "relic of the medicine show, that "pressure stuff" has been overrated, and that "ambiguous and deceptive advertising today is considered 'sissy' continuity in that it has been found so often to represent an effort to by-pass the expenditure of mental effort necessary to write factually informative advertising which today is generally accepted as the most effective".

Chairman Freer predicted that much of the present "trifling with the truth" will be outmoded in the late 1940's, with or without additional legislation. He said the FTC does not seek to enter the field of FCC or the Better Business Bureaus. "Sufficient unto us," he added, "is the large field of commercial advertising which is particularly our province."

He pointed out that "a very large" proportion of newspapers in the smaller cities, virtually all metropolitan papers and the better class of magazines "scrutinize their advertising meticulously" and try to avoid warnings by the BBB's or proceedings by the Commission. "There are more than rumors to the effect", he added, "that many radio executives are as farseeing in this respect as their newspaper competitors."

Chairman Freer said he had no doubt that the minimum requirements of law and the industry's self-imposed standards will be raised in the future as they have been in the past. He expressed the hope that the "spread" between minimum requirements and standards will widen "through elevation of your own voluntary standards of what is best in advertising at an even more rapid rate that any future raising of the minimum requirements of the law".

Guests at the luncheon were: James Gordon, WNOE New Orleans; Hal Lamb, KYW Philadelphia; Norman Brown, WSUN St. Petersburg; Gladys Moore, WIBX Utica; A. N. Armstrong, WCOP Boston; Phil Hoffman, KRNT Des Moines; Don Inman, WNAX Yankton; Maxine Keith, MBS commentator.

Lord Halifax, British ambassador, will be the guest speaker at the next meeting of the REC to be held in the Hotel Roosevelt Wednesday, Dec. 6. The meeting is in recognition of the close cooperation between BBC and American radio in furtherance of the war effort. Lord Halifax will be introduced by Elmer Davis, director of the OWI.

William J. Haley, director general of the BBC will address the group from London via shortwave. A testimonial scroll, lauding the BBC war services will be tendered to John Salt, BBC North American director. Warren Jennings, president of the REC, will be chairman of the luncheon.

50 kw in D. C. Sought

A SECOND 50,000 w station for Washington, to operate on the Mexican clear channel of 730 kc, is sought in an application filed last week with the FCC by WWDC Washington local. XEQ Mexico City, operates on the frequency with an authorized power of 150,000 w but a rated output understood to be approximately 50,000 w. WWDC, owned by Joseph Katz, Baltimore advertising agency executive, and G. Bennett Larson, general manager, now is assigned to 1450 kc with 250 w and with a 100 w synchronized booster. The application provides for a two-tower directional day and four-tower directional night. CKAC Montreal, operates on 730 kc as a Class II station with 5,000 w.

OWI Serial on 461

NOW on 461 stations, a rise of almost 150 since the OWI took it over in August from the Office of Civilian Defense, *Hasten the Day*, transcribed daytime serial, is aired on contributed time valued at $11,651 a week. Available for local commercial sponsorship, the show is the only one produced and distributed by the OWI. Costs are paid for by various Government agencies interested in the message woven into the plot.

A Million Years

BUILT THIS OREGON MARKET...



...WE CAN'T PROVE IT—BUT CHANCES ARE IT'S GOOD FOR A Million More!

The amazing natural resources and growing climate of the Oregon country make a basis for never-ending prosperity in the KEX area. For instance—a major part of U.S. flax, hops and filberts comes from Oregon. There has never been a crop failure in the state. And the tall Douglas firs put Oregon first in standing saw timber, with 8 million acres of young trees for the future . . .

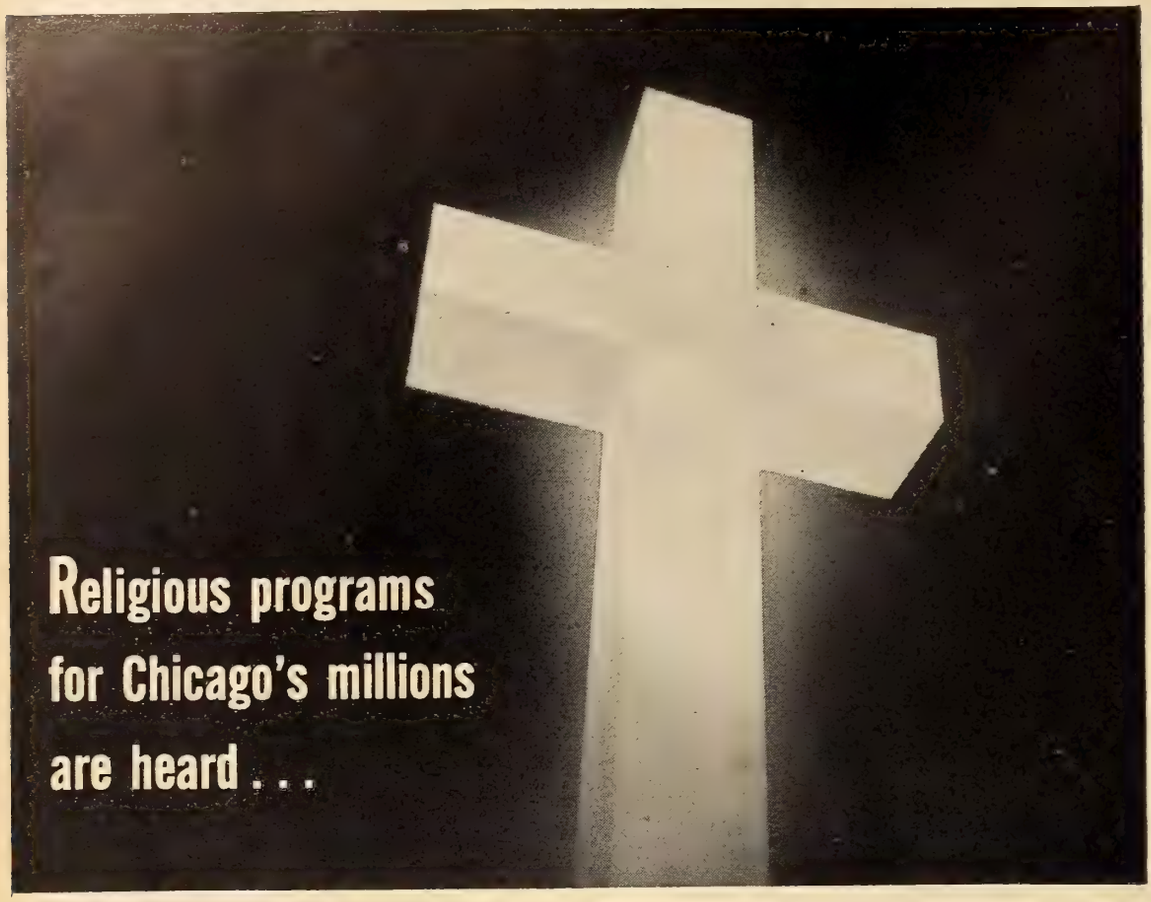
"VOICE OF THE OREGON COUNTRY"

KEX

PORTLAND, OREGON

THE BLUE NETWORK

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER CO.



...via WMAQ

The need for Religion has never been greater during any period of our country's history. America's millions today are seeking the comfort and stability that only Religion provides.

Religious programs, the finest for all faiths, have been a regular policy of WMAQ, NBC's key midwest outlet. This far-reaching policy, in fact, includes every branch of the cultural and educational fields—Drama, Education, News, Book Reviews, Music . . . they're all an integral part of WMAQ programming.

To this policy belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

This is yet another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers know that their campaigns on this station do reach and influence Chicago's millions . . . that increased sales and profits are the result.

In Chicago it's WMAQ.

WMAQ
CHICAGO

NBC's key midwest station
670 on your dial – 50,000 watts

REPRESENTED BY NBC SPOT SALES

A Service of Radio Corporation of America

Hall Is Appointed To Smith's Term

WAIM Owner to Serve Until New Congress Convenes

APPOINTMENT of Wilton E. Hall of Anderson, S. C., to fill the unexpired term of the late Sen. Ellison D. (Cotton Ed) Smith, adds another broadcaster to the ranks of the Senate. Mr. Hall was named last week by Gov. Olin D. Johnston to serve until Jan. 3 when the Governor takes the Senate seat for a full six-year term.

Mr. Hall is the owner of WAIM Anderson, which he established in 1935 as the first CBS outlet in South Carolina. He also is publisher of the *Anderson Independent* and the *Daily Mail*, the only newspapers in the nation which have twice been awarded the U. of Missouri plaque by the National Editorial Assn. for outstanding community service.

Second Interim Appointee

Active in civic affairs, Mr. Hall is vice-president of the South Carolina Press Assn. and former chairman of the State Planning Board. He is now serving as one of the national presidential electors for his State, having been elected Nov. 7. He was born near Starr, S. C., in 1901, in Hall Township, Anderson county, which was named for his family.

An interesting coincidence in connection with Sen. Hall's appointment is that three years ago another South Carolina broadcaster-publisher, Roger C. Peace, owner of WFBC Greenville, was designated to fill the unexpired term of the late Sen. Alva M. Lumpkin who had died 10 days after his appointment to the Senate to fill the post vacated by the elevation of former Sen. James F. Byrnes to the Supreme Court. Mr. Peace, publisher of the *Greenville News and Piedmont*, was 42 when he took office. Mr. Hall is 43. Both were students at Furman U.

Other members of the Senate identified with broadcasting are Arthur Capper (R-Kan.), owner of WIBW Topeka and KCKN Kansas City, Kan.; D. Worth Clark (D-Ida.), defeated for renomination, part owner of KJBS San Francisco and WEMP Milwaukee; Senator-elect Glen H. Taylor, a former radio cowboy singer, who will succeed Sen. Clark at the end of the present Congress, and Senator-elect Homer E. Capehart of Indiana, prominent radio and phonograph manufacturer. The veteran Republican Chan Gurney of South Dakota, reelected for the third time this month, is the former operator of WNAX Yankton.

FCC Promotions

TWO new departments have been created by the FCC, the Safety & Special Services Division of the Law Dept., to be headed by Jeremiah Courtney, and the International Service Section of the Common Carrier Division, Law Dept., in charge of Arthur Gladstone. Mr. Courtney has been chief of the Administration Section and Mr. Gladstone has been in the Safety Service Section.

1 HOUR

Buy an hour in Spottstown or 20-second chain breaks in Spottsville

½ HOUR

¼ HOUR

1 MINUTE

CHAIN BREAK

Maybe you want that swell local show in Spottstown—an hour long once a week. Or maybe what you need is more frequency with chain breaks—hard-hitting commercials placed between leading network shows with peak audiences.

Spot Broadcasting gives you your choice.

And a John Blair Man has the facts, the figures and the "availabilities" in good markets and on good stations. With his help, Spot Broadcasting can be one of your most profitable investments. Call him in on any radio plan.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

complished this despite a wide range of sponsor identification. (Incidentally, the average number of years the top ten daytime shows have been on the air is over six.)

Analysis of sponsor identification during the past two years for programs which have more or less consistently ranked among the first 15 (evening) and the first 10 (daytime) shows that evening programs receive much higher sponsor identification than daytime shows.

Of 17 evening programs analyzed, 70% had sponsor identification of *more than* 65%.

Of 10 daytime programs, 70% fell below a 45% identification.

Let's put aside the Benny's and the Hope's, McCarthy's and McGee's, Lux and the Take It Or Leave It's in considering the overall picture for sponsor identification. The above are the *blondes who are attractive*, the successful programs with high sponsor identifications.

Here are eight evening prorgrams and their sponsor identifications:

Program	*C. E. Hooper Oct. 1-7 Index*	*Years on Air*	*Sponsor*	*Estimated % 1943 Radio Budget On This Program*
Dr. Christian	48.7	7	Chesebrough Mfg. Co.	100%
Mr. District Attorney	44.5 (4)	5	Bristol-Myers	27%
Duffy's	38.5 (2)	3	Bristol-Myers	24%
Quiz Kids	38.6	4	Miles Laboratories	12%
Great Guildersleeve	51.4 (3)	3	National Dairy	23%
Big Town	28.6	7	Sterling Drug	7%
American Melody Hour	27.6	2	Sterling Drug	7%
Album of Familiar Music	50.0	13	Sterling Drug	7%

1—Time costs only. Source: "Media Expenditures by 100 Leading Advertisers, 1943" Compiled by CBS Research Dept.
(2) May 15-21 report, C. E. Hooper
(3) June 15-21 report, C. E. Hooper
(4) Sept. 15-21 report, C. E. Hooper

Since I can't speak for the client or agency of any of these programs, I can't be sure whether or not these programs are successful. The only indication any outsider has of this must come from judging the length of time each program has been on the air, and the estimated percent of each company's total 1943 *radio* advertising budget given over to them.

Another angle to the sponsor identification story is a frequently held belief that high sponsor identification is correlated with high sales. This is probably the worst mistake of them all, and one of the greatest points of confusion among agencies, clients and measuring services.

If a study of sufficient size and authority has ever been made to prove such a correlation, I'd like to see it. The studies so far take 30 women, 30 doctors or 30 Indians and prove almost anything needed at the moment.

When sponsor identification is high, some agency account men rush to the client and show him the happy figures. They give him the percentage gain and attach importance to it—both endorsing the methods used and also taking credit for helping establish such a fine rating.

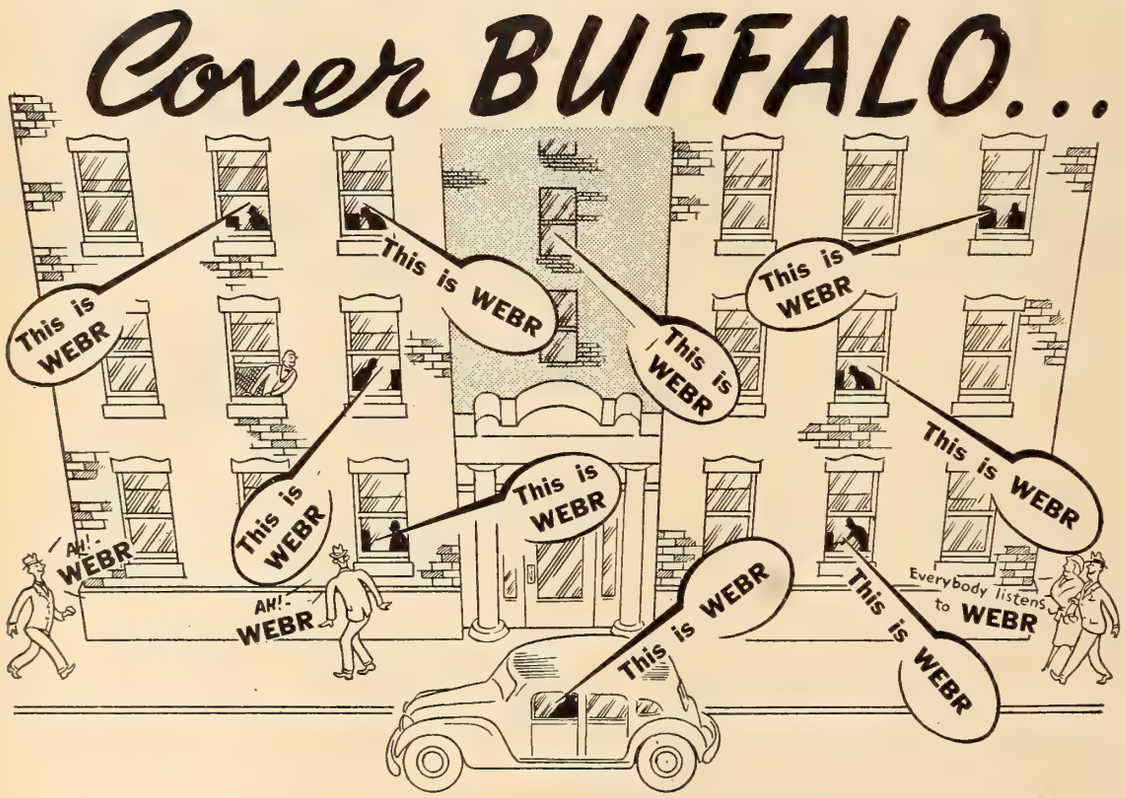
However, when sponsor identification begins to slip, or else never did do much of anything from the start, these same account men either start comparing their own sponsor identification with competitors on the air to prove that they are no worse off than either competitors or the *average* of their competitors. Then if that doesn't show a good enough picture, they compare their Sp. I. with the *average of all* programs—or try to prove that all sponsor identification is very shaky and shouldn't be believed by anyone.

If there's ever going to be any general understanding of sponsor identification, we must all regard it and use it in the same manner—year in and year out. And do this remembering its limitations as well as its usefulness.

High sponsor identification is desirable, but not essential to a program's success.

There is no information available correlating degree of sales success and range of sponsor identification.

In other words, *all* blondes are not necessarily attractive. Clients, agencies and networks know better.



...and you cover the rich Western New York Market

65% of the population and 70% of the total retail sales of the eight-county area in Western New York are CONCENTRATED in METROPOLITAN BUFFALO ... well within W E B R's primary service area.

BUFFALO Courier-Express STATION

WEBR does it at LOWEST! COST

MUTUAL NETWORK

Nationally Represented by WEED & CO.

BRONZE STAR GIVEN TO COMDR. BINGHAM

LT. COMDR. Barry Bingham, publisher of the *Louisville Courier-Journal* and *Times*, operator of WHAS, has been awarded the Bronze Star for successfully organizing the Navy public relations for news coverage of the Normandy invasion. Since August 1942, Comdr. Bingham has served on the staff of Adm. Harold R. Stark, commander of U. S. Naval Forces in Europe, who personally presented the medal.



Comdr. Bingham

"His cheerful and diplomatic liaison," the citation states", with the Royal Navy, the U. S. Army and the British Ministry of Information won for the Navy the cooperation and goodwill of those services and organizations which made the expeditious publication of news possible."

Comdr. Bingham volunteered in May 1941. He trained at the Great Lakes Naval Training Station and was commissioned in May 1942.

Serving under Comdr. Bingham as radio officer attached to SHAEF for the invasion of France, was Lt. James Shattuck, now heading the staff of the Navy's radio station on Guam.

NET INCOME of the Philco Corp. for the first nine months of this year amounted to $2,898,425, equal to $2.1[illegible] a share, according to John Ballantyne president. The company's shipments of radar and other electronic equipment and war material rose 52% over the same period in 1943.

The World's Greatest *Lamb Market*

MORE sheep and lamps pass through the Denver stockyards in a year than through any other livestock center in the world. More than 2,715,000 were handled last year of which almost half came from Colorado farms and feed lots. The raising and feeding of lambs for market is a companion industry to Colorado's great sugar beet industry, one acre of beets producing about 3,500 pounds of sugar and 300 pounds of meat from the byproducts.

Livestock raising is one of Colorado's basic and permanent industries—one of its fixed assets—along with mining, manufacturing and agriculture.

When peace comes, Colorado will have few industrial war relics on its hands. The fertility of its soil, the richness of its mineral resources, the facilities of its many permanent industries and the initiative and energy of its people will always guarantee a maximum of stability to the Denver market and opportunity for sales effort.

A FIXED ASSET OF THE DENVER REGION

Sales efforts in the Denver market are paying excellent returns today and are building backlogs of continued acceptance in the future.

Because more advertisers, local and national—are buying more time on KLZ today than on any other Denver station, KLZ is certain to have what it takes to make your advertising dollars work most profitably.

KLZ • DENVER

CBS Network • 560 Kc.

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

Represented by The Katz Agency





WHAT 1,253,600 HOUSEWIVES CAN DO

. . . In a Cooking Mood

They can TEST by TASTE the food products you make and choose the BEST by TEST. Remember, they can BUY $437,925,000 worth of FOOD at the 21,750 food stores in WTAM's Primary Area. But they won't buy a product they don't know and they can't buy a product the retailers don't stock. Keep reminding them of your brand name on WTAM. The cost is only $.000073 per Housewife.

WTAM
CLEVELAND
REPRESENTED BY
NBC SPOT SALES

Millions stay tuned to the
National Broadcasting Company
It's a National Habit

America's No. 1 Network
A Service of Radio Corporation of America

Networks and Stations Reach New High In Bond Activities

Featured Programs Present Top Talent as Sixth Bond Drive Campaign Gains New Momentum

AS THE SIXTH War Loan Drive for $14,000,000,000 swings into its second week, participation by broadcasters — networks, affiliates and independents alike—has reached a new high in both intensity and variety of promotion. Drive was officially launched on evening of Nov. 19 by a four-network message from the President. Address was preceded and followed by extensive special programming and activities on the part of the four major nets and individual stations. Considerable added support is being secured through the various OWI spot allocations.

NBC's Big Day

Programming this past week was highlighted by NBC's Bond Day, Thanksgiving Day, during which the network scheduled some 20 hours of almost continuous promotion. Beginning with a special farm broadcast 6-7 a.m. featuring a U. S. diplomatic Thanksgiving Dinner in Moscow as well as pickups from Italy, France, Belgium, Holland, Leyte and Guam where native peoples expressed gratitude for their liberation, the NBC day continued filled with messages by high ranking leaders from all fields, special programs such as pickups of Chaplains' Thanksgiving graces at mess, wounded veterans expression of thanks for being again in the U. S. and remotes from war plants at work across the country. From 11:30 p.m. to 1 a.m. the following day the network presented *Let's Talk Turkey to Japan,* a program filled with top talent.

Spot Barrage

Plans as formulated by last Tuesday night for the the Blue Network Bond Day Dec. 1 call for an all-day barrage of one-minute spot announcements in addition to a number of special Bond programs. Nearly every quarter-hour appeals for Bond sales will be heard from such personalities as Don McNeal, John P. Kennedy, Cliff Arquette, Tom Breneman, Baukhage, Walter Kiernan, Dorothy Thompson, Westbrook Van Vorhis, Ed East, Milton Cross, Ed Wynn, Harry Wismer, Henry J. Taylor, the Lone Ranger, Ethel Barrymore, Allen Young, Milton Burrough, Walter Winchell, Jimmy Fidler, Herbert Marshall, Fred Waring, Horace Heidt, Guy Lombardo. Dave Ellman will present his *Victory Auction* from 11:30-11:55 p.m. Regular Blue features *Appointment With Life* and *Keeping Posted* for the Bond Day are to be rewritten with special Sixth Loan emphasis. A George Hick battle recording will be presented at 8:45 a.m.

This past Friday night the Blue from 12 Midnight-12:30 a.m. aired a Sixth Loan edition of its regular broadcast from a leading Chicago restaurant and likewise for the succeeding program 12:30-1 a.m. from the Pennsylvania Hotel, New York.

In conjunction with the independent stations' Bond Day on November 28, the Treasury War Finance Division compiled a spot check of ten stations across the country—from 100 watter to the 50 kw outlet—for a report of their Sixth Loan activities. Summary of check follows:

KVI Tacoma, Wash. (5,000 w)—Using all *Treasury Salutes,* live announcements, jingles, Horace Heidt and ASCAP discs. Airing daily 5 p.m. half-hour show and 1:30 p.m. quarter-hour program, both slanted to women listeners. Urged advertisers to substitute Bond plugs.

KGHF Pueblo, Col. (500 w)—No special events to date. Carrying all Blue Bond shows as well as Treasury material, both live and transcribed. Suggested Bond plugs to advertisers.

KVSF Santa Fe, N. M. (100 w)—Using all Treasury material, also eight spots daily. Broadcasting daily half-hour live program in morning for women audience and also daily 9:30 p.m. half-hour phone subscription series.

WAPI Birmingham, Ala. (5,000 w)—Aired half-hour state hookup on opening day of Drive. Broadcasting during Loan programs from Worthington General Hospital. *Treasury Salutes* scheduled 8:15 a.m., ASCAP and Horace Heidt discs in evening. Local Bond committees using station facilities with at least one show a day.

WQAM Miami, Fla. (5,000 w)—Daily 6:30-6:45 p.m. sports show aired for Sixth Loan. Using WFD recordings, *Bond Briefs,* ASCAP discs, Horace Heidt series. Sunday *Uncle Mac* children show aired for campaign. Children admitted to see broadcast through Bond purchase. Special shows slated from local Army hospitals. Local Bond committees using several broadcasts per week.

WTIC Hartford (50,000 w)—Drive opened with Sunday night speech by Connecticut War Finance Committee director. Using daily quarter-hour show to feature Treasury material in addition to announcements. Several special events being planned, all free time to be devoted to Loan—Paul Lucas, program manager. *Treasury Salutes* sustained.

WGBF Evansville, Ind. (1,000 w N, 5,000 w D)—Using all Treasury material, none sponsored. Scheduling broadcasts from local defense plants and shipyards. Joint program involving all Evansville clubs and veterans organizations will be played over several day period.

WWDC Washington (250 w)—Broadcast entire 2½ hour "Stars on Parade" rally from Constitution Hall Nov. 20, including programs originated from there by MBS and NBC. Airing all WFD material. On Thursdays 7:30-7:45 p.m. carrying show from Walter Reed General Hospital. Also planning 25 minute school program. Additional activities to come.

KERN Bakersfield, Cal. (1,000 w)—All Treasury material being used. Thanksgiving Day Bond Show aired as well as WFC boxing and wrestling

(Continued on page 34)

Some People in Nashville

don't like the Grand Ole Opry!



Yes sir, that's right.

Some people in Nashville don't like the Grand Ole Opry.

Never have and probably never will.

But since the day George Hay, the **Solemn old Judge**, set out the welcome mat, WSM has broadcast the most authentic, natural collection of American folk music heard this side of Stephen Foster.

Nashville is a cultural, educational, religious center of the South.

Some folks here frankly don't like the Grand Ole Opry because they fear it may tag their town as "hillbilly".

Perhaps, for more valid reasons, some folks here just don't like the sort of music they hear WSM piping out every Saturday night.

That is understandable. So they turn elsewhere to stations with programs more acceptable.

That is as it should be. And we lose their audience.

That is the essence of American radio.

It also points out the purpose of clear-channel broadcasting service: to give rural America what it wants to hear, with sufficient strength to be heard, when it wants to hear it.

We have program categories throughout our schedule to satisfy our neighbors near and far, and we can look anyone of them in the eye with an assortment of network or station Symphonies, Crosbys, Culture and Boogie-woogie.

But if we gave in to home-town and state-wide preferences and prejudices, there would be no GRAND OLE OPRY originating from the station-residence of its discoverer, and the power we have been given for the service of those who need it, would be dedicated exclusively to the service of those who don't.

This is why WSM is proud of the Grand Ole Opry.

That is why WSM is proud to be a clear-channel station, mindful of both its opportunities and its obligations.

This is WSM.

650 KILOCYCLES **NBC Affiliate**

Edwin W. Craig, Pres. **Harry Stone, Gen. Mgr.**

National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance Co.

Nashville, Tenn.

We're *in the* Money Now

The Nashville market is an increasingly profitable market, therefore many new sponsors are coming our way. They're proving every day that all of Middle-Tennessee and that part of Southern Kentucky that make up the NASHVILLE TERRITORY are well worth going after.

There is every reason why the Nashville trading area will be a rich and stable one after the war. Our farms are fertile and productive. The industries located here are essential and flourishing. Living standards are high. WHEN YOU ARE READY TO COME INTO THE SOUTH, CHECK UP ON NASHVILLE AS A LEAD MARKET AND WSIX TO SELL IT. *Write or wire us for facts and figures. We'll have them for you.*

THE KATZ AGENCY, *National Representatives*
Blue and Mutual Networks

5000 WATTS

980 K.C.

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

contest on Nov. 17. Facilities open to state and local committees.

WDAY Fargo, N. D. (5,000 w)—Using all WFD discs and announcements. During first week 12 newscasts relinquished time for Loan. Rallies and pickups planned from neighboring communities as well as Veterans Hospital.

Local Activities

CBS has scheduled several prelude activities to its Bond Day promotion set for December 7, plans for which are now being completed. Started Nov. 24 and to be heard on four consecutive Fridays, CBS is presenting *I Was There*, a half-hour program featuring stars of radio and movies who have entertained U. S. servicemen on various battlefronts. The network's Saturday *Youth on Parade* program will devote two December broadcasts to the loan in salute to junior War Bond salesmen. Via its New York television outlet, WCBW, CBS on Nov. 30 is planning to present a video War Bond show 8:15-8:45 p.m. with top talent. Program will highlight progress gained since the first Bond Drive and effect certain events in the war have made on Bond sales. Coordinating all CBS Sixth Loan activities is Lt. Howard G. Barnes, U. S. Navy, who has been assigned during the Campaign to Treasury and is "on loan" to CBS.

WRC Washington every weeknight during the Loan at 6:30 p.m. is airing a three-minute message by a war veteran from Walter Reed General Hospital. The Monday evening time is being used by the chairman of the District War Finance Committee for local report. All of the Washington stations are working with the committee, each station airing a special show on a different day of the week, in addition to other promotion.

New York Drives

WMCA New York started Loan Nov. 20 with programs featuring Sen. James M. Mead (D-N.Y.), screen and radio personalities and stressing theme "Buy a Bond for Your Serviceman's Baby." Martin Block, conductor of WNEW New York *Make Believe Ballroom*, is auctioning for War Bonds autographed copies of new recordings made following relaxing of the AFM boycott on disc production. He sold more than $10,000 worth of Bonds during quarter-hour following first anouncement. WBYN Brooklyn has joined forces with W.I.V.E.S., independent organization of servicemen's wives, who are heard over the station in behalf of the Sixth Loan reporting anecdotes concerning their fighting husbands.

WHN New York, to stimulate sale of lower denomination Bonds, has started Dream-Date-for-Bonds contest for war workers and school youth under 25. Contestants must submit letter on why they wish to date a certain favorite. Bond purchase receipt must be included. Winners will get their dates. The "Victory Troop" of WJZ New York is presenting special rallies at local shipyards and war plants during the Sixth Loan in conjunction with the New York War Fund, Greater New York Fund and the American Red Cross. The troop's 310th appearance will be made for the Lighthouse for the Blind in New York. The WOV New York campaign consists of two main themes, "Back Up Our Boys With Bonds'—personalized with names of local servicemen, and "Celebrate Christmas With a Clear Conscience, Buy Bonds—Not Baubles." Italian language programs will highlight prominent Italian-American heroes while English programs will include servicemen interviews recorded overseas and *Broadway Barn Dance* program, with War Bond purchase as admission.

A series of daily programs, *American Canteen Hostess*, has been started by WPAT Patterson, N. J. in the morning period. With War Bond tie-up, models of Society of Models, Inc., New York, relate their experiences as canteen hostesses.

CAPT. RAY HEADS WILSON PRACTICE

REOPENING of the consulting engineering practice of Herbert L. Wilson, with wartime headquarters in Bridgeport, Conn., in charge of Capt. Garo W. Ray, was announced last week by Maj. Herbert L. Wilson, who formerly maintained offices in New York. Capt. Ray will open offices at 991 Broad St., Bridgeport, Dec. 1, upon his retirement from the Signal Corps, according to Maj. Wilson.



Capt. Ray

Prior to his entry in the service two years ago, Capt. Ray was developmental engineer for the Harold Thomas stations, WATR Waterbury and WNAB Bridgeport, and had previously served as chief engineer of WELI New Haven. He also had been consultant for Sikorsky Aircraft Co. He has served under Maj. Wilson at the Signal Corps Labs. in Fort Montmouth, N. J., as a research and development project officer.

Maj. Wilson, on active duty for three years, served about a year in the China-Burma-India theatre as radio officer on Gen. Joseph Stilwell's staff. In addition to his consulting practice, Maj. Wilson is on leave as vice-president and general manager of WBNX New York.

Rieser Spot Plan

RIESER CO., New York, (shampoos, hair oils and lacquers) is planning a spot campaign shortly for a new product, Venida Hair Cream, using one-minute transcribed spot announcements in Rieser markets. Firm promotes hair lacquer through transcribed jingles, 10 to 17 times weekly on WJBK WINX WMEX WIBG WWSW WMCA WHM WAAT. Agency is E. T. Howard Co., New York.



YOU HAVE TO GET BOTH

on the Pacific Coast, too!

The Pacific Coast is divided into two markets, from the standpoint of retail sales. Unless you cover *both* of them, your battle for complete radio coverage is only half won. And you can cover both markets completely *only if you use Don Lee,* because 50% of the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this OUTSIDE HALF.

Take a look at a map. You will notice that most markets in the *outside half* are surrounded by mountains. In the mountain-surrounded areas long-range broadcasting doesn't work. What does work is local stations—and lots of them. The Don Lee Network has 38 local stations, *broadcasting from within these rocky barricades.* A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of the listeners in many of these *outside* markets were tuned to Don Lee.

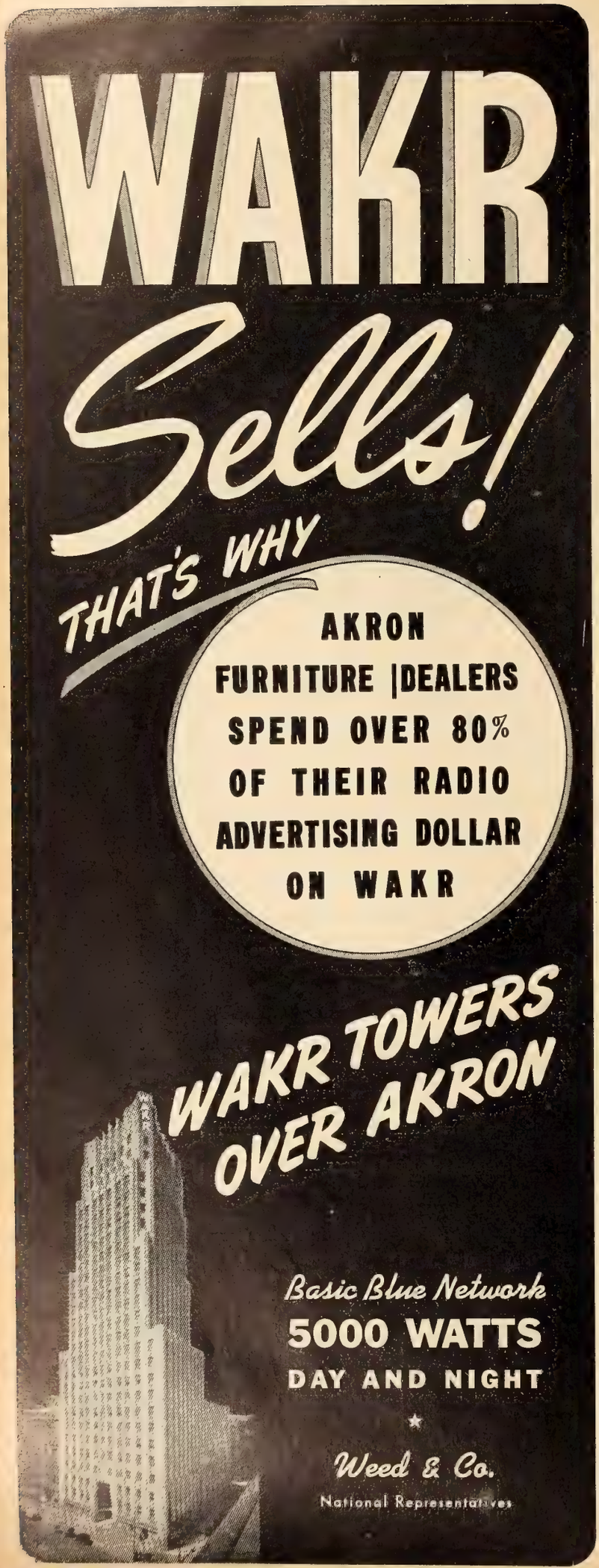
Take a look at your regular Hooper Reports to learn how well Don Lee covers the *inside half* of the Pacific Coast, too. During the past year, all the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks!

Don't be satisfied with only half the Pacific Coast. Buy Don Lee and get both halves, *complete coverage!*

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.



Merchandising & Promotion

Tale of Two Cities—Talent Search—Color Book
WRRF Message—Pheasant Luncheon

SALES TALE of two cities is outlined in a four-page promotional piece on *Meet the Missus*, sustaining program which recently expanded from KNX Hollywood to CBS Pacific stations. Similar co-sponsored program was started originally on WBBM Chicago in 1936 with another launched on WABC New York in 1941. Blue-green and black caricature illustrations and photographs supplement record of sales on those stations as well as brief sketch of the Hollywood series originating from Earl Carroll's theatre-restaurant with Jack Bailey as m.c. Message on CBS Pacific Network letterhead, signed by Charles E. Morin, sales manager, is attached to brochure.

* * *

Syndicate Feature

SYNDICATED station promotion feature *Radio at War*, compiled and edited by Brooks Watson and published by National Radio Personalities, Peoria, Ill., is being distributed by WHN New York with inserted pages depicting the station's personnel and operations. WHN features include a two-page picture spread "WHN serving a people at WAR"; a full page devoted to the engineering operations; and photos of former WHN employes now in service. Adaptable for use as a promotion piece by any station, with individual inserts, booklet includes pictorial features on war communications by radio.

* * *

Talent Search

TALENT SEARCH shows staged by KFAB Lincoln to celebrate its 20th birthday, are being sponsored by local committees in five towns in the station's 200 county coverage area. KFAB furnishes an m.c. and two "on the air" acts who produce the show with talent from surrounding neighborhood. Half-hour of each show is transcribed and broadcast the next day and two acts from each are selected to appear at the studios for a jamboree Dec. 9 when the winner will be selected for the "KFAB Contract".

* * *

Godfrey Reprints

REPRINTS of articles from *Tune In* magazine and *World* magazine concerning Arthur Godfrey, early morning broadcaster of CBS-WTOP Washington, has been distributed by the station in booklet form. Mr. Godfrey, termed "America's foremost ambassador of goodwill", is en route to the Pacific fighting area to make transcriptions and observations of operations and servicemen.

* * *

Color Book

A 16-PAGE coloring book for children is being offered as a give-away or premium to subscribers of *Happy the Humbug*, series produced by NBC's Radio Recording division. Illustrated by Myron Waldman, a film animator, book pictures "Happy" and animal friends featured in the recorded series and provides space on the back cover for imprints of station and sponsor.

* * *

Bristol-Myer Contest

HIGH SCHOOL students are invited to take part in a script writing contest by Alan Young, star of Bristol-Myers Co.'s Blue Network program, $100 going to one contestant each week whose script rates airing on the radio show. Listeners are told the scripts should deal with situation-comedy rather than straight gags and should run about ten minutes.

UP Brochure

UNITED PRESS is promoting its radio news services in an over-size brochure describing 25 different types of features and illustrated with informal news shots. Included are suggestions for presenting an hour of balanced news, minute by minute and for programming news spots for sponsors during the day. Presentation reports the results of the Kansas and The Pulse of New York surveys on listening. Colored chart is included to show the results of The Pulse's October 1943 study showing proportion of listening to news, network shows, music, and other types of programs, for every quarter-hour.

* * *

WRRF Message

MAIL FOLDER in the form of "A personal message from the folks at WRRF" has been issued by the Washington, N. C. Blue outlet. Letter from W. R. Robson Jr., general manager of the station, invites listeners to visit the station and comments on WRRF policy. Also included are photos of WRRF programs and personalities as well as those of the Blue heard over the station. Coverage map is presented on the back of the folder.

* * *

'No Press Release Day'

WHN New York has instituted a "No Press Release Day" each week in an effort to help combat the current paper shortage. Station estimates that 2,000 sheets of paper had been saved by the first "holiday" Nov. 14. George Lewis, publicity director, has suggested that all the nation's press agents be asked to observe a similar holiday.

* * *

Pheasant Luncheon

GREATER North Dakota Assn., Fargo, in conjunction with North Dakota advertising media—press, radio and outdoor—have invited New York business and advertising executives to a "North Dakota pheasant luncheon" at the Waldorf-Astoria Hotel, Nov. 29. Similar meetings have been held in Minneapolis and Chicago.

* * *

KLZ Folder

LATEST folder mailed by KLZ Denver, "In the Opinion of the Judges", to prove that the outlet is "one of the nation's outstanding stations" in program production, public relations, publicity promotion and merchandising, presents copies of a number of awards won by the station during the past few years in these phases of operation.

* * *

Disc Timer

TRANSCRIPTION TIMER of vynolite has been distributed by CJBC Toronto, key station of the CBC Dominion network and Blue network outlet at Toronto, to Dominion network stations, advertisers, advertising agencies and others in the industry both in Canada and the United States.

* * *

Universal Ads

ADVERTISEMENTS published by Universal Microphone Co., Inglewood, Cal. in *Broadcasting* during the past year commemorating progress of communication during the centuries, are to be reprinted in portfolio form for general distribution.

* * *

NATIONAL Electrical Wholesalers Assn., New York, will hold its 37th annual convention the week of April 22, 1945, at the Stevens Hotel, Chicago, provided the transportation situation permits.

Combinations that C-L-I-C-K



The sparkling entertainment achieved through the co-starring of Joan Davis and Jack Haley is a typical example of a combination that "clicks." Another example, of particular interest to advertisers in the St. Louis market, is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet • KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire • KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.

KSD

ST. LOUIS · 550 KC

Owned and Operated by
THE ST. LOUIS POST-DISPATCH

Nationally Represented by
FREE & PETERS, Inc.

cotton pickin' time



—down south!

Yes, it's time for Cotton to start rolling to the gin, soon to be baled and sold in Memphis, the cotton capital of the world.

The value of cotton and cottonseed grown in the Memphis area, totals two-thirds of a billion dollars!

And to sell Memphis, use WMC, the NBC station for two and one-half million people!

WMC
★ 5000 WATTS DAY & NIGHT
★ NBC NETWORK
MEMPHIS, TENN.
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
OWNED AND OPERATED BY THE COMMERCIAL APPEAL
MEMBER OF SOUTH CENTRAL QUALITY NETWORK (WMC-Memphis WJDX-Jackson, Miss. KARK-Little Rock WSMB-New Orleans KWKH-KTBS-Shreveport)

OWI PACKET, WEEK DEC. 18

Check the list below to find the war message announcements you will broadcast during the week beginning Dec. 18. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Hold Prices Down	X	X	X	X	X	X	X
Car Pooling	—	X	X	X	X	X	X
Merchant Marine	X	—	—	—	—	—	—
Careless Talk	X	—	—	—	—	—	—
V.Mail	—	X	X	X	X	—	—
Planned Spending	—	—	X		X	—	—

See OWI Schedule of War Message 139 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Republic Places Drive For 'Brazil' Promotion

REPUBLIC PICTURES CORP., New York, to promote "Brazil" is using two five-minute musical transcriptions cut in Republic's studios, in addition to 30 and 60-second recorded spots as the film opens in various cities. New York campaign, representing an expenditure of $2,500 on WINS WNEW WOR WOV WHN WJZ, runs for two weeks. Newspapers and billboards support the campaign. According to Charles Reed Jones, advertising director for Republic, programs similar to the recorded package starting on WMCA New York [BROADCASTING, Nov. 6] will be used on other stations throughout the country in the near future. Agency is Donahue & Coe, New York.

In a special arrangement with Young & Rubicam, New York, and Republic, Roy Rogers, studio star who began a program on MBS Nov. 21, Tuesdays, 8:30-9 p.m., will be promoted with spot announcements on the network, both transcribed and live; promotion booklets for stations; publicity releases to newspapers and trade magazines; street posters and posters for theatres featuring Roy Rogers films.

THE COOPERATIVE Analysis of Broadcasting announced last week the following new members—Aitkin-Kynett Co., Beech-Nut Packing Co., Bruce B. Brewer & Co., Buchanan & Co., Ivey & Ellington Inc., and Look Inc.

Cresta Blanca Adds

CRESTA BLANCA WINE Co., Los Angeles, has added five stations in the past ten days to a list of 20 stations promoting Dubonnet Wine and Vermouth—using one-minute singing commercials, quarter-hour news and musical programs at varying intervals. Spot schedule started early in October. With *Stop That Villain* on 64 MBS stations, Wednesdays, 8:30-9 p.m., slated for cancellation Nov. 29, plan is to concentrate promotion of these products on local programs and spot announcements, with current station list to be expanded at a later date. Campaign is part of a test to determine the best markets for the two products. Cresta Blanca wines continue to be promoted on *This Is My Best* on 73 CBS stations, Tuesdays, 9:30-10 p.m. Agency is BBDO, New York.

FMBI Board Meets

FM BROADCASTERS Inc. has scheduled a special board meeting in Washington today [Nov. 27] to discuss the recent FCC allocation hearings, with particular reference to proposed FM assignments. The meeting was called by President Walter J. Damm, WTMJ-WMFM Milwaukee and, among other things, will consider plans for a new Washington headquarters for the trade association.

REPUBLIC Pictures has purchased film rights to the radio mystery drama *Banquo's Chair*, written by Rupert Croft-Cooke, and repeated four times on CBS *Suspense* program.

WROK
1000 Watts
BLUE Network
ROCKFORD, ILLINOIS
METROPOLITAN POPULATION NOW 111,000
WROK is represented by HEADLEY-REED COMPANY

TWELVE YEARS before the MIKE

and going stronger than ever . . on WOWO, 12:15 to 12:25 P. M., Monday through Friday

DON and HELEN



FOR TWELVE YEARS, these "Sweethearts of Song" have soothed the souls of the masses to whom the old songs are best. The end-product of their performance has been successful selling of products ranging all the way from soap to wire fence.

This personable pair.. whose fans are friends, and numbered by the thousands.. are regular noonday radio-guests in homes far beyond the normal WOWO primary area. How far? Well, an offer on their WOWO program, confined to one announcement, brought 4,825 replies.. from 503 cities, 139 counties, 11 states.

Two million substantial folks, whose roots go deep in traditional American values, find the singing of Don and Helen singularly satisfying. These people live, labor, and buy in the rich half-rural, half-urban WOWO sphere of influence.

Don and Helen are available for sponsorship on WOWO, Indiana's most powerful station. NBC Spot Sales will gladly arrange an audition in your office.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • WGL

REPRESENTED NATIONALLY BY NBC SPOT SALES

WOWO
FORT WAYNE
Indiana's most powerful station

TEA AT 4:00?



Or is it tea at 5:00? No matter. Iowa farmers have been too busy in this record year of 1944 to take time out for tea or cocktails in their afternoons. Even when they sit on the rim of their stock tanks for that needed drink of water, they don't grab topper, gloves, and cane.

Aren't these silly statements? You wouldn't think so if you heard that daily solitary "farm program" some stations out here are now condescending to broadcast. Their frippery, their nightclub gags, and their jive records are as foreign to the farmer as the latest news about alfalfa and lespedeza and livestock would be to a nightclubber!

If you want to reach the farm audience—that big 80% chunk of this prosperous market—use the No. 1 Farm Station, KMA. For KMA is the only full-time farm station in this great agricultural area—the *only* station that makes a specialty of the farmer—*the* station that pulls *twice* as much mail as its highest-ranking competitor!

No wonder everyone is learning that KMA is your best buy—in 1944—in the No. 1 Farm Market. No wonder so many new advertisers are joining the husky ranks of our old clients and calling Free & Peters *now* for availabilities. The door is still open—come in!

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.



FREE & PETERS, INC.
Exclusive National Representatives

Moseley Subbing

SYDNEY MOSELEY, newscaster of WOR New York, is temporarily filling the 12 noon-12:15 p.m. period on Mutual, previously occupied by the late Boake Carter. Now sponsored by some 95 local advertisers, the Monday-Friday quarter-hour will be taken over on virtually the full network next week by R. B. Semler Inc., New York, with commentator still to be announced. Agency is Erwin, Wasey & Co., New York.

Ahrens, Zirato Join CBS As Assistant Directors

THOMAS AHRENS and Bruno Zirato Jr., have joined CBS as assistant directors in network operations, and the network has acquired three new announcers—J. Sims, Sidney Berry and Robert Hite. Producer-director of WTOP Washington for the past three months, following discharge from the Army, Mr. Ahrens replaces Rogers Brackett who resigned to take on a production assignment on *Vox Pop*. Mr. Zirato formerly apprentice director, succeeds William Booth, resigned to join Lennen & Mitchell, New York, as producer-director.

Mr. Sims returns to CBS after a year and a half in the Army, having previously served at WBBM Chicago. Recently on the staff of WNEW New York, and formerly OWI supervisor of production in the Spanish department, Mr. Berry replaces Earle Steele, resigned. Warren Sweeney who is returning to free-lance work, is being replaced by Mr. Hite, formerly of WXYZ Detroit and KWK St. Louis.

Alfred C. Taylor

ALFRED C. TAYLOR, 44, a member of the station relations department of World Broadcasting System for the past year, died in New York Nov. 17. He came to World from Insul-Mastic Corp. of America where he served as assistant general sales manager, and was previously assistant to the head of sales service of Pepsi-Cola Co. He is survived by his wife, his father and sisters.



PROMOTION MANAGERS of CBS-owned stations pause for the camera during a discussion of local and national promotion plans at a meeting at CBS headquarters in New York. Seated (l to r) are: Ralph W. Taylor, KNX Los Angeles; Jonathan Snow, WBBM Chicago; Dick Dorrance, director of promotion service for CBS-owned stations; Jules Dundes, WABC New York. Standing: Guy C. Cunningham, WEEI Boston; William F. Carley, WBT Charlotte, N. C.; Sam Kaufman, WCCO Minneapolis-St. Paul; Howard Stanley, WTOP Washington. Also attending the meeting, but not in photo, was Wendell B. Campbell 2d, national sales manager and assistant station manager, KMOX St. Louis.

New CKTB Ownership

CKTB St. Catherines, Ont., 1,000 w on 1550 kc, recently sold by the estate of the late E. T. Sandell to the Niagara District Broadcasting Co., is now owned entirely by the Burgoyne family of St. Catherines. Capt. W. B. C. Burgoyne, overseas with the Canadian Army, is president of the company, with 51% of the stock. H. B. Burgoyne, father of the president, and managing editor of the daily *St. Catherines Standard*, is secretary-treasurer with 34% interest, and Mary C. Burgoyne, sister of the president, owns 15%. Price paid for station was $70,000. No changes in personnel have been announced.

Sutherland to WOL

GEORGE SUTHERLAND, for four years program manager of WFCI Pawtucket, R. I., has been appointed production manager of WOL Washington. Mr. Sutherland is member of the NAB program managers executive committee.

Nusbaum Named to Post With 20th Century Fox

20TH CENTURY FOX Film Corp., New York, has reappointed Kayton-Spiero Co., New York, to handle radio advertising nationally, and a former station executive, Mortimer A. Nusbaum will represent the company at agency offices beginning Nov. 27 to supervise radio activities.

In line with the continued trend among movie companies to buy spot time on a long-term basis, 20th Century has signed contracts with WOR WABC WMCA WJZ WNEW effective Nov. 8 for 52 weeks of spots and five-minute news programs. Firm continues to promote individual films as they premier locally throughout the country.

Mr. Nusbaum, commercial manager of WSAY Rochester, has been with the station eight years. He was formerly with WHAM and WHEC Rochester. Ted Lloyd continues as radio director of 20th Century Fox with headquarters in New York.





Priceless Peak
in Chattanooga

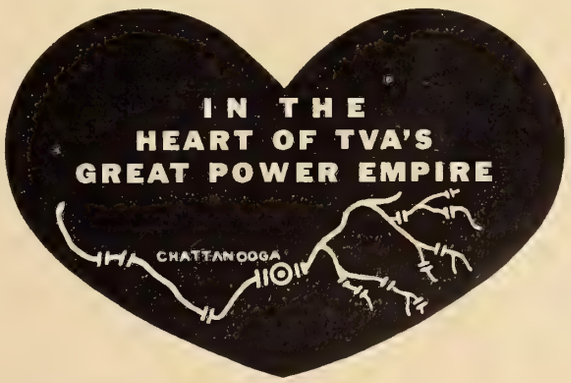
Recently a visiting Philadelphian touring the top of Lookout Mountain turned to a Chattanoogan and said:

"If we had your Lookout Mountain as close to Philadelphia as you have it here, it would be worth one billion dollars to us."

We haven't attempted to assess the value of Lookout Mountain to the Chattanooga market, but we do know it is unique in the history of America. Soaring 1400 feet above the altitude of downtown Chattanooga, it provides a plateau of parks, an incorporated town, exquisitely beautiful homes, a summer resort with breathtaking views across the surrounding valleys.

It is truly a landmark in Southeastern United States, standing out in majestic grandeur as the center of TVA's great power empire.

WDOD, the CBS station for Chattanooga, is proud of Lookout Mountain . . proud of its contribution to the wealth of this area.



WDOD

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.


KJR
SEATTLE
KEX
PORTLAND
KOH
RENO
KFBK
SACRAMENTO
KWG
STOCKTON
KMJ
FRESNO
McCLATCHY
BEE
LINE
KERN
BAKERSFIELD
KTMS
SANTA BARBARA
KMPC
LOS ANGELES
KFSD
SAN DIEGO
KXO
EL CENTRO
ARIZONA
BROADCASTING
COMPANY
KTAR
PHOENIX
KVOA
TUCSON
KWFT
WICHITA FALLS
WELCOME
MARSHALL FI
STATIONS
PAUL H. RAYMER
COMPANY
Radio
STATION REPRESENTATIVES
NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO
LOS ANGELES


LD
30 0 50 100 150 200 250
Scale of Miles
Walter P. Burn 1931
WGAN
PORTLAND
WTRY
TROY
WTAG
WORCESTER
MICHIGAN
RADIO
NETWORK
WSYR
SYRACUSE
WPRO
PROVIDENCE
WHK
CLEVELAND
WDRC
HARTFORD
WOOD
GRAND RAPIDS
WXYZ
DETROIT
WKBN
YOUNGSTOWN
WKBO
HARRISBURG
WINS
NEW YORK CITY
WJJD
CHICAGO
WORK
YORK
WGAL
LANCASTER
WSBT
SOUTH BEND
WDEL
WILMINGTON
WCAO
BALTIMORE
WSAI
CINCINNATI
WRVA
RICHMOND
KWK
ST LOUIS
WLAC
NASHVILLE
WDOD
CHATTANOOGA
WBRC
BIRMINGHAM

Editorial

ABC of the BMB

ONE FURTHER step has been taken toward establishment of a system for uniform measurement of radio coverage. The Broadcast Measurement Bureau has passed the idea stage. It has money in the bank.

Thus approaches fruition the dream of hundreds of broadcasters that their medium possess facts and figures comparable to those provided by the Audit Bureau of Circulations to periodicals.

No one deludes himself, least of all those who have given their energies to formation of BMB, that the large job which lies ahead is an easy one. The BMB has $75,000, loaned to it by the NAB to sustain it through its formative year.

That amount looms large now as a reserve against the inevitable expenses of development, and broadcasters should find comfort in the fact that their Association was sound enough financially to launch the enterprise. But it is a drop in the bucket against the $1,000,000 which it is estimated will be required for each biennial study to establish exact indices to radio circulation.

Some broadcasters may balk at the bill they will have to pay, before they take time to reflect upon the benefits they will enjoy. Many balked, it will be recalled, at subscribing to the $125,000 fund which put over the Retail Promotion Plan. Yet careful surveys now show that the 323 stations participating in that enterprise have profited by increased revenue from department stores in a ratio of 26 to 1 against the contribution they made.

It should be remembered that the most responsible national advertising interests in the nation, the AAAA and the ANA, are joining with the NAB in sponsoring this enterprise. Certainly the enthusiasm of the broadcasters will be no less than theirs.

Beyond this practical and apparent factor, there is the notable move of the American Newspaper Publishers Assn. to increase the budget of its Bureau of Advertising to $1,000,000, the sum earmarked for research and retail promotion. It may be only a coincidence that the ANPA project comes on the heels of the remarkably successful results achieved by the NAB's Retail Promotion Plan.

There can be no doubt that the impact of advertising must have more critical definition in the world of the future. Publishers recognize it. Broadcasters must recognize it.

The first step—the BMB idea—was taken firmly and with enterprise. The second step—formulation and adoption of a plan—has had equally uniform support. Now comes the Seven League stride of making it work—obtaining the right executive direction and getting the funds. BMB becomes the individual broadcaster's problem and its success depends upon his energy and imagination and will. In the foreseeable future, one can envision the BMB shield displayed as the symbol guaranteeing authentic coverage data.

Couldn't Do Better

IF PRESIDENT ROOSEVELT had combed *Who's Who*, he couldn't have done better. That about epitomizes the reaction to the appointment of Paul A. Porter to membership on the FCC as the successor to Chairman James Lawrence Fly.

The sequel to the Porter nomination—designation of Commissioner E. K. Jett as interim chairman—also is more than favorably viewed. The two appointments, which came the same day, are pointed recognition of the importance with which the Administration regards broadcast services in these critical times and in the light of the unprecedented development ahead.

Thus Paul Porter and "Jack" Jett become pegged as the No. 1 and No. 2 man, respectively, on the FCC. If there were such a post, Mr. Jett, engineer and allocations expert, would be the vice-chairman.

Paul Porter, at 40, will be the youngest man ever to hold the chairmanship. But he is no novice in Government. Since he came to Washington in 1933 he has been in Government service all but about three years, and those three years were spent with CBS as its Washington counsel. At OPA, where he was deputy administrator for rent control, he distinguished himself when virtually all other units of that beleaguered war agency were under Congressional and public fire. He went to the Democratic committee as publicity director at the President's behest, and in typical Porter fashion did a thumping job of it.

There probably will be purely partisan repercussions but Mr. Porter's confirmation can be expected in due course.

The chairman-designate is a liberal. He has driving energy, plus a sparkling personality. Radical departures in current FCC policies are not to be expected. Those things that will be accomplished, will be done in good grace, without the rancor and bitterness of past episodes which have found licensees and the FCC at death grips.

It is because Mr. Porter knows radio at first hand, having toiled in the craft, that broadcasters generally applaud his appointment. Any one familiar with the vagaries of radio must appreciate practical operating problems. The FCC hasn't been overburdened with that sort of concept in the past.

Implementing this radio background is Mr. Porter's experience as a newspaper reporter and editor (having in mind the kinship of radio and the press), as an attorney, and as a Government administrator with a consistent record of achievement. He is personally acquainted with the Chief Executive, which means that when problems of extraordinary magnitude arise, they can be covered at first hand.

Mr. Porter is no crusader and doesn't regard himself as having a mission in life. He didn't seek the FCC post, having had numerous tempting offers to return to private life. Those who suspect that because of his engaging personality, he will be a push-over as a regulator, are in for an awakening. He gets along with people—almost everybody—but he gets things done.

New radio legislation is overdue. Even the most pessimistic predict it during the next Congress, or within a year or two. Paul Porter's faculty of getting along augurs for action. We look hopefully toward a joining of hands by Congress, the licensees and the FCC.

Our Respects To —



WILLIAM WALLACE ORR

WHEN Wally Orr wants to get something done—and there's plenty of it—he follows a formula. It's a simple formula: Man-to-man contact.

The formula works, and it works well. It has taken Wally to a vice-presidency at N. W. Ayer & Son in the main office at Philadelphia. His election was announced Tuesday.

Broadcasters, especially those in the Atlantic Refining Co. marketing area, are familiar with the Orr man-to-man formula. During a decade of Atlantic sports broadcasting over special hookups he has made it a point to meet personally and discuss problems with the executives of every station on the network.

That idea was put into operation early in Wally's business career. In 1929 he left a free-lance promotional business in Detroit to join General Motors in charge of the publication contract department. There his personal contact formula was born and there it was developed with good results for both General Motors and Wallace Orr, for during an 18-month stretch he interviewed the newspaper publishers in every city of more than 100,000 in the nation, getting bulk space discounts.

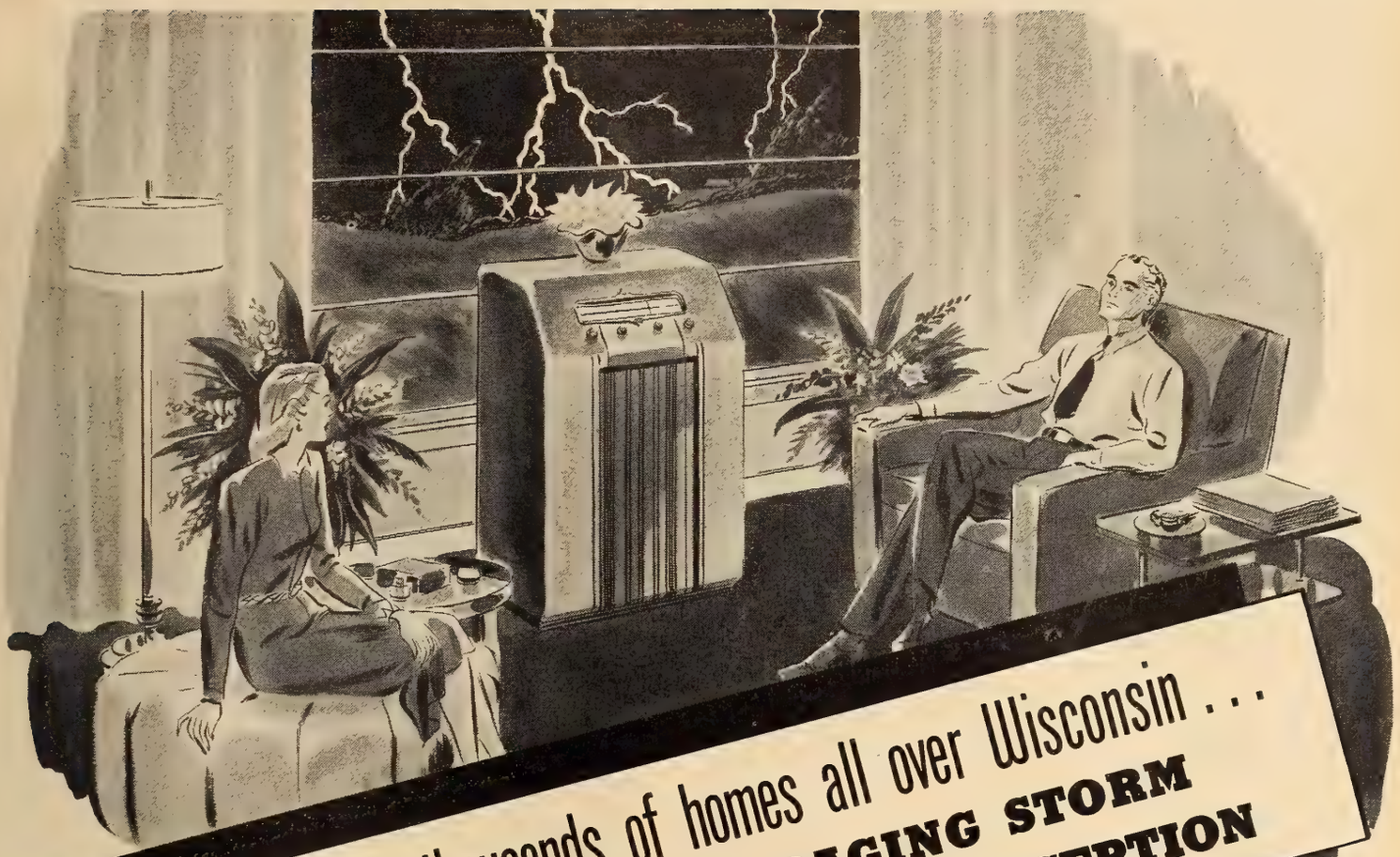
In the fall of 1930 Wally joined the Ayer business production department in the home office. In 1933 he was transferred to the special service department as assistant representative on the Atlantic Refining account. Three years later he was named account representative.

His outstanding work has been done in the field of sports broadcasting. In 1936 he set up the first Atlantic Refining sports broadcast, with local coverage of big league baseball on WIP. The same year he managed to break down the traditional resistance of the Big Three to football broadcasts by putting Yale on the Yankee network. Penn and Pitt followed and since that time Harvard-Princeton and the Naval Academy have joined the list.

Looking back over the Orr career, a number of other "firsts" point up the claim of his associates that he is a business pioneer. For example, he arranged the first commercially sponsored television broadcast of a sports program in 1940, putting Penn contests on the Philco station, WPTZ. Then he has lined up dozens of difficult hookups for Atlantic sports coverage, which includes professional college and high school events.

These sports programs have been continued without interruption during the war years. Perhaps one reason for their success can be found in the fact that Wally is extremely fon

(*Continued on page 44*)



a scene from thousands of homes all over Wisconsin . . .

OUTSIDE . . . . . A RAGING STORM
INSIDE . . . PERFECT WMFM RECEPTION

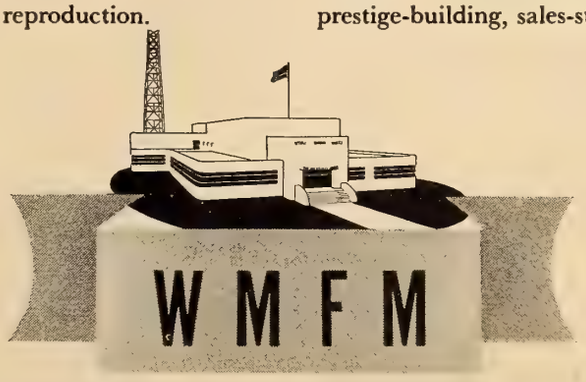
Thousands of Wisconsin families stay tuned to WMFM in all weather. Their appreciation of this pioneer station is even greater when natural or man-made static renders reception of AM unsatisfactory.

In calm weather, in violent weather, WMFM gives Wisconsin listeners crystal-clear, static-free, life-like reproduction.

WMFM gives Wisconsin listeners much more. It gives them a balanced schedule of distinctive, quality programs, keyed to their wants and needs.

To advertisers, WMFM gives a family of eager, receptive listeners . . . listeners intensely loyal to WMFM.

Plan now to include WMFM in your next schedules. Find the prestige-building, sales-stimulating value of WMFM.



WMFM

THE MILWAUKEE JOURNAL FM STATION

AMERICA'S MOST LISTENED-TO NEWS REPORTER



FULTON LEWIS, Jr.

. . . Is Known By The Company He Keeps... Happy

Here's what some of his best friends (his sponsors) say about him . . .

DEPARTMENT STORE—". . . he is the one factor which has increased our figures higher than any other outlet."

MEN'S CLOTHING STORE—". . . gives a fair and convincing analysis . . . his listeners are receptive to our sales story and . . . refer to his broadcasts."

SAVINGS AND LOAN CO.—". . . he is "tops" with all of us here . . ."

BAKERY—". . . our entire organization is highly pleased with the favorable results and reactions received from the trade and the public . . ."

RADIO MANUFACTURER—". . . Letters expressing appreciation of Fulton Lewis, Jr., have poured into our factory by the hundreds . . ."

BANKING CO.—". . . we feel that this portion of our advertising is dignified, beneficial . . ."

FULTON LEWIS, JR., is now heard on more than 210 Mutual stations with over 130 Sponsors. For sponsorship in your city call, wire or write...

WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Branham Co. Expanding Radio Staff, Adds Two

IN AN EXPANSION of the radio staff of the Branham Co., station representatives, Warren M. Morton, formerly of the Katz Agency and previously with the William J. Morton Co., New York, has joined the New York office. He will work with Joe Timlin, manager of the radio department.

Branham also announced appointment of George Harding to take charge of the radio department of the Dallas office for the southwest territory. Mr. Harding was formerly commercial manager of KWBU Corpus Christi, and for several years handled local sales for KRLD Dallas.

Beltz Now Captain

WILLIS H. BELTZ, former RCA Victor West Coast transmitter sales manager, has been promoted to a captaincy in the U. S. Naval Reserve. He remains in his same post as radio material officer for Philadelphia Navy Yard and the Fourth Naval District. Capt. Beltz was called to active duty in the Navy in July 1941 and until a few months ago was stationed at Bureau of Ships headquarters in Washington, in connection with radio materiel.



Capt. Beltz

NORMAN CORWIN, CBS New York writer-producer, has taken leave of absence for balance of current season to complete editing his new collection of radio plays, *Untitled and Other Plays*.

Our Respects to

(*Continued from page 42*)

of baseball, football and other sports. His interest in athletics extends to personal participation in golf and tennis, offset by the more quiet home hobbies of philately and gardening. And should you drop around the Orr home even in late December there will be a bouquet or two of roses from his plot of 125 bushes.

Wally was born in Detroit July 12, 1905 and he was educated in that city. His desire for a business career dominated his juvenile days and during summer vacations from school he held all sorts of jobs, including one at the Forest Lawn cemetery.

In 1934 Wally married Dorothy Cosgrove of Philadelphia. They have two children, Cynthia Jane, 5, and William Wallace Jr., born just six weeks ago. He is a member of the Racquet Club; sector chairman for the Sixth War Bond Drive; member of the Speakers Committee of the Committee for Economic Development; member of the Maxwell Memorial Club of Philadelphia; has assisted in publicizing via radio the blood donor center of the Red Cross.

His business has left him little time for pleasure travel, aside from a trip to Mexico. His idea of a vacation is a sojourn at Miami Beach or Sea Island, Ga.

Personal NOTES

BARRON HOWARD, business manager of WRVA Richmond, has been cited for meritorious service in connection with the 1944 National War Fund Campaign by **WINTHROP ALDRICH**, president of the Campaign. Mr. Howard was State Radio Director of the Virginia War Fund for the 1944 campaign.

EILEEN FALCONER, with the Cooperative Analysis of Broadcasting for the past four years, previously with the Assn. of National Advertisers, has been named head of the CAB's newly created member service department, which handles requests for ratings and special tabulations. **ELIZABETH SLOAN**, recently with Gibbs & Cox Inc., New York, has been added to the department.

GENE GRANT has resigned as Blue Hollywood account executive.

LEONARD TAYLOR, formerly of WIP and KYW Philadelphia, has joined the sales force of WHAT Philadelphia.

J. GORDON LLOYD, on military leave from the Blue network where he was an account executive for WJZ New York, has been promoted from a second to a first lieutenant. Lt. Lloyd is public relations officer for the Cleveland Area, Office Air Technical Service Command.

PATRICK J. STANTON, vice-president and general manager of WDAS Philadelphia is the father of a girl.

FRANK ROEHREN BECK, general manager of WHN New York, is in the hospital with a broken wrist and other injuries sustained in moving to a new home.

PATRICIA CHAPMAN, formerly with the information section of the American Red Cross, Washington headquarters, and before that with the Ambassador Hotel in Chicago, has joined FM Broadcasters Inc. as promotion director and assistant to **MYLES L. LOUCKS**, managing director.

JOHN JAY TORMEY, formerly on the sales staff of WABC New York, and **CHET YOUNG**, formerly of Press Assn., have joined the sales staff of WOR New York.

JOSEPH PORTER, on the WOR sales staff, has been shifted to concentrate on the New Jersey, eastern Pennsylvania and Maryland territory with headquarters in Newark. **EUGENE McCARTHY**, also of the sales staff, in addition to his New York assignments will travel in Connecticut, concentrating on New Haven, Bridgeport and Stamford.

HENRY B. LOCKWOOD has joined the WOR Recording Studios, New York, in charge of all business management of both the recording studio and the new feature records department. Mr. Lockwood was former assistant vice-president of the Manufacturers Trust Co., New York. **THOMAS M. KELLEHER**, manager of the studios, has taken on added duties as sales manager, a new post.

Campbell WGN V-P

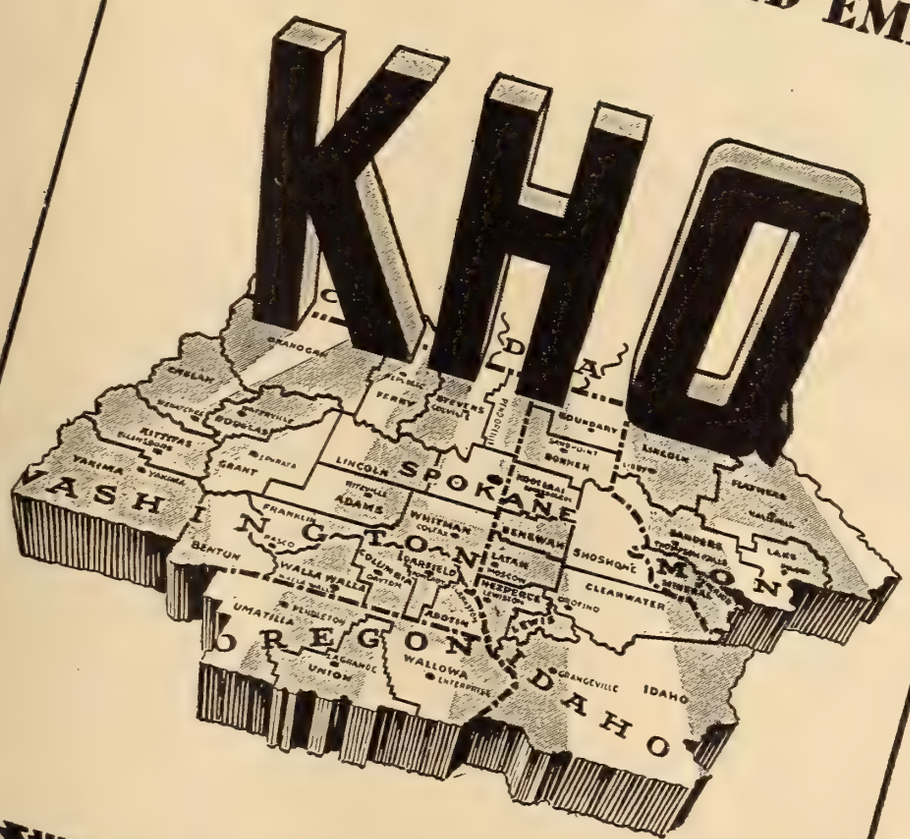
CHESSER M. CAMPBELL, advertising manager of the *Chicago Tribune* and a member of the board of directors of Mutual, was elected vice-president of WGN Chicago, at a meeting Nov. 20 of the station's board of directors [BROADCASTING Oct. 23]. Mr. Campbell assumes his duties as vice-president and operating head of WGN immediately. He succeeds the late W. F. Mcfarlane, business manager of the *Tribune* in the WGN position.

McCall Promoted

PROMOTION of Harvey McCall to sales manager of KYW Philadelphia in replacement for Jack deRussy who resigned to join NBC Spot Sales in New York, has been announced by Leslie W. Joy, general manager. Before coming to KYW in 1942, Mr. McCall was sales manager at KDKA Pittsburgh and a member of NBC Spot Sales in New York.

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE

KHQ



NBC

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Industries in the making. An Inland Empire Smelter converts raw ore into the zinc that feeds world industries. One-third of the nation's lead, one-fourth of its silver, much of its zinc, copper, gold, and magnesite comes from this area; and KHQ's Complete Coverage reaches even the most remote parts of it. It converts sales messages into sales at the cost of just one medium.

BEHIND the MIKE

IRVING G. ABELOFF, program service manager of WRVA Richmond and chairman of the camp liaison committee of the Richmond Chamber of Commerce Armed Services Committee, has been awarded the Certificate of Commendation by **BRIG. GEN. GEORGE A. HORKAN**, commander of Camp Lee, for meritorious service in the war effort.

CHARLIE HARRIS, former of WIRE Indianapolis, has joined the news staff of KFRC San Francisco.

FRANK ALLEN, formerly of KLZ Denver, has joined KPO-NBC San Francisco, as announcer.

MARTY LANGWEILER, assistant promotion manager of WFIL Philadelphia, and **SHIRLEY HEIMS** will be married January 7.

MURRAY BOGGS, formerly announcer of KVI Tacoma, Wash., has joined KIRO Seattle.

PAT McGEEHAN, Hollywood announcer, and **BERNICE HOLT**, radio actress, have announced their engagement, with marriage planned in early December.

ALMA GRAEF, former assistant eastern sales service supervisor for MBS, has been appointed eastern sales service supervisor in charge of contracts.

JANE TIFFANY WAGNER, NBC director of war activities for women since 1942, has been appointed director of home economics.

JOAN KAUFFMAN, formerly of Kastor Adv. Agency, has joined WIND Chicago as head of publicity, replacing **BOB HANSEN**, who has left for the West Coast.

LT. MICHAEL STOKEY, former NBC Hollywood announcer now with Army Air Forces, currently is stationed in Roswell, N.M. as B-17 instructor.

KATHERINE SIRE, music librarian of KECA Los Angeles and **TED BENTLEY**, announcer, were to be married Nov. 25.

ALLAN LISSER, m.c. on *Quiz of Two Cities* on two Don Lee Cal. station (KHJ KFRC), has been named assistant news editor of KFRC San Francisco. **CHARLES HARRIS**, formerly of WIRE Indianapolis, has been added to KFRC newsroom.

GLENN HARDY, newscaster of Don Lee Broadcasting System, Hollywood, is the father of a boy.

ROBERT HANNA, former announcer of WKAT Miami Beach, Fla., has joined KGFJ Los Angeles.

WLIB News Section

WLIB New York is setting up a special news editing department and has appointed Fletcher Coates as acting news editor effective Nov. 27. Mr. Coates was formerly news editor of CHNS Halifax and worked on newspapers there. Dorothy Beckman has been named assistant program director. Formerly publicity director of WQXR New York, Miss Beckman has been with the radio bureau of the Office of War Information for the past two years, handling special events and writing *Answering You*, broadcast by BBC. The appointments are in line with a reorganization and expansion of personnel effected since Mrs. Dorothy M. Thackrey, *New York Post* publisher bought WLIB.

KAY W. RICHINS has been promoted to assistant program director of KDYL Salt Lake City.

HARLAN DUNNING, former program director of KSFO San Francisco, has joined NBC Hollywood as producer.

SID McSLOY, KGVO Missoula, Mont. announcer who has been ill for two months with osteomyelitis, is back at the microphone although he still will have to use crutches for a few weeks.

HELEN PARK, newspaper woman in Philadelphia and Chicago, has joined the publicity staff of WCAU Philadelphia as assistant to **BOB PRYOR**, special events and educational director.

TED DEVLIN, announcer and producer of CBR Vancouver, has resigned to join the staff of Moral Rearmament.

ELMER McLELLAN and **SHIRLEY COLLINS**, both members of the newsroom of CBR Vancouver, were married recently.

NORMAN FRANK MICKLEWRIGHT, of the CBK Watrous, Sask. program staff recently married **GEORGINA KATHLEEN MOYSE**. Both were former members at CKY Winnipeg.

JIM KINLOCH, formerly of Canadian Broadcasting Corp. newsroom in Toronto, Montreal, Winnipeg and Vancouver, has been appointed senior news editor of CBC Halifax.

HARVEY D. SANDERSON, publicity director and news editor who left WFBL Syracuse in March to join OWI Overseas Branch in New York, has arrived in London on an OWI assignment.

DOUGLAS DAVIES, production manager of WDOD Chattanooga, has accepted a similar position at WTCN Minneapolis-St. Paul.

CHARLES HOLDEN, laboratory assistant in CBS television engineering, has been named manager of studio operations of WCBW, CBS television station in New York. **FRED RICKEY**, former assistant director in the shortwave department, since last May on a special writing assignment for the Army Special Services, has joined the video station as a staff writer.

ROLAND TRENCHARD, program director of WAAT Newark is convalescing from a heart attack.

MARY MALONE, former NBC guide, has been assigned to the writing staff of the NBC script division.

ROBERT HIMLEY, radio editor of the Chicago *Daily News*, resigned last week to open his own radio repair shop in Chicago.

RUSSEL RYAN, WAAF Chicago announcer, has been promoted to chief announcer and production manager of the station.

Savage Promoted

ROBERT J. SAVAGE, formerly assistant director of merchandising at WLW Cincinnati, has been made director of sales promotion in a realignment of the staff of the Promotional Activities Dept. announced by Robert E. Dunville, Crosley vice-president and general manager of WLW. Earl Shumard, assistant editor of *Buy-Way*, the station's merchandising paper, becomes acting editor, with Madeline Kelly, a member of the promotional staff, assuming duties of writer. Richard Fanning, manager of the grocery division of the WLW Merchandising Dept., is elevated to the post of director of grocery trade relations. Wilda Whitescarver, who came to the station recently from KRNT-KSO Des Moines, will do writing for the Sales Promotion Dept.

WEEI Staff Changes

EXECUTIVE personnel of WEEI Boston has undergone changes following the recent appointment of Harold E. Fellows as manager of New England operations for CBS. John Murray, auditor, has been made assistant to the general manager; Fred Garrigus, director of religious, educational and war programs becomes assistant program director under Kingsley F. Horton; Ray Giradin becomes production manager on a full-time basis, assisting Mr. Horton with the program operation of the station; and Mrs. Helen Pine, assistant to Mr. Murray, becomes WEEI accountant.



TWO IN LOVE	OK 6447
ROCKIN' CHAIR	OK 6306
GREEN EYES	OK 6222
DRUM BOOGIE	OK 6046
BALL OF FIRE	OK 6563
THE BIG DO	OK 6034
BLUES OF ISRAEL	Dec 18114

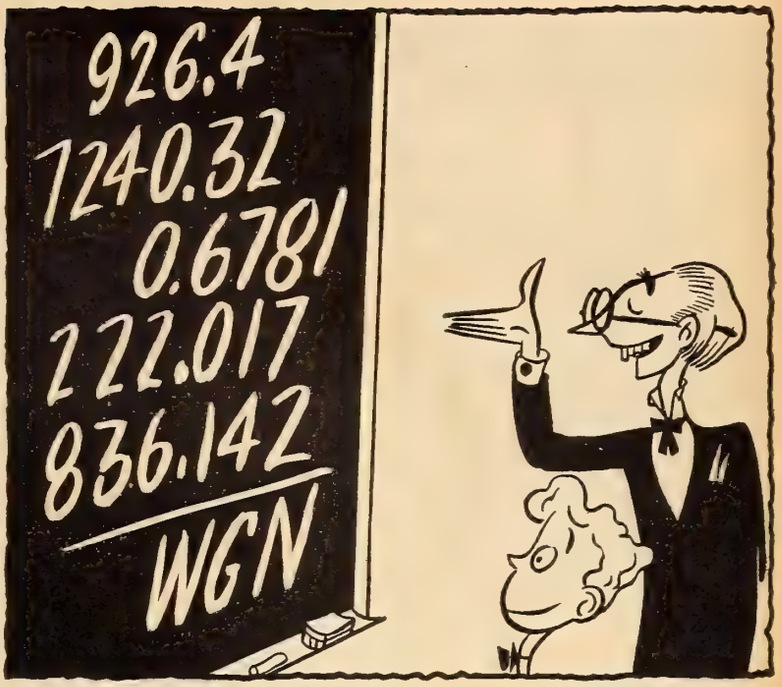
These are but seven of the forty eight BMI-licensed titles which Krupa has recorded.

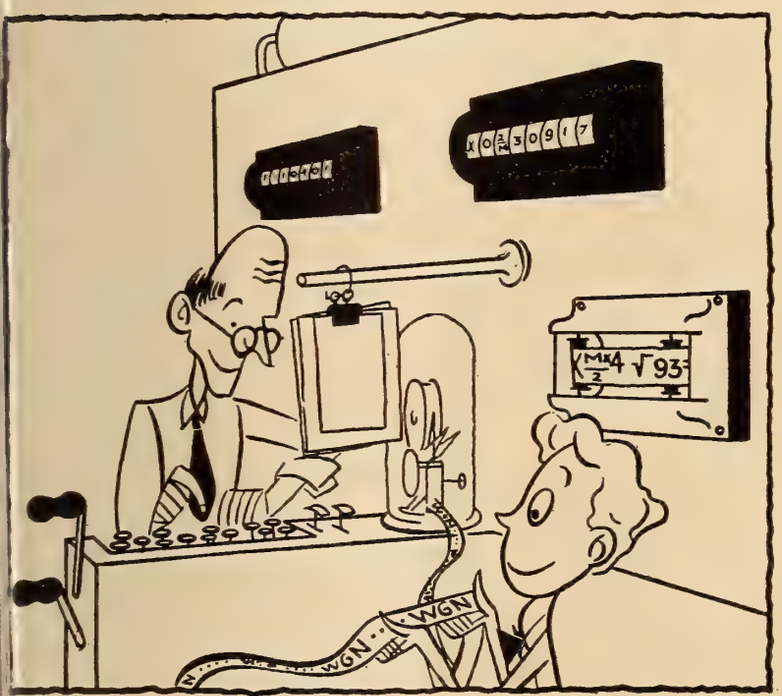
The "ace drummin' man" began his professional career in 1927. After appearing with Red Nichols, Irving Aaronson, Mal Hallet and Buddy Rogers, he joined Benny Goodman in 1935. In 1939, he formed his own orchestra. His drum solo work is heard on IDA, with the Goodman Trio; TUNIN' UP, KEEP 'EM FLYIN', and KICK IT are by his own group.

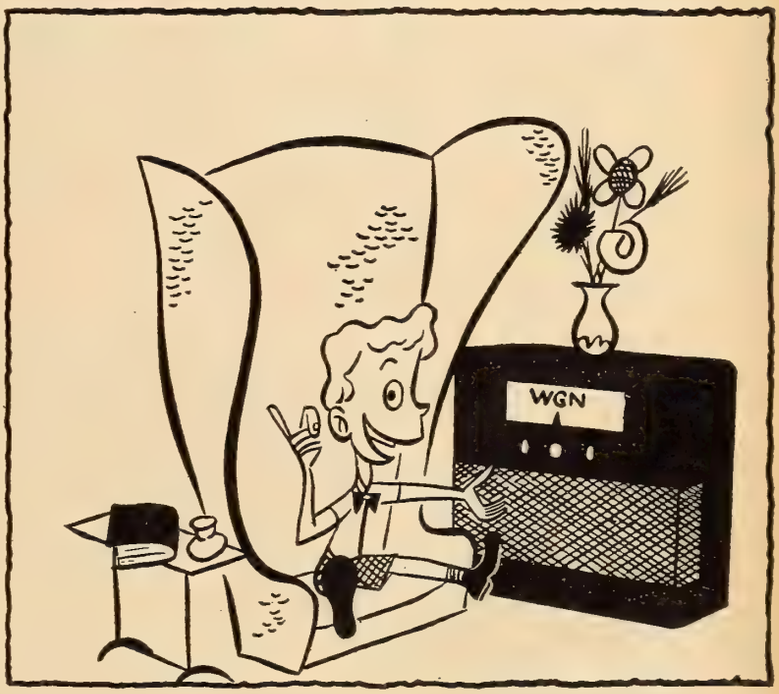
BMI

NEW YORK CHICAGO HOLLYWOOD









Little Elmer says: "It doesn't take higher mathematics to tell why WGN leads all other major Chicago stations in volume of local and national spot business."

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN



MUTUAL BROADCASTING SYSTEM

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
CHICAGO'S ONLY 24 HOUR A DAY STATION
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE -
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

EARL BALDWIN THOMAS, vice-president and New York manager of McKee & Albright, has joined Fuller & Smith & Ross, New York, as account executive.

MARY DWYER, former assistant timebuyer of Pedlar & Ryan, New York, this week joins Kenyon & Eckhardt, New York, as timebuyer, replacing Raymond Huhta, who joins Bermingham, Castleman & Pierce, New York, as a spacebuyer.

VIRGINIA BOANE, formerly in the media department of Compton Adv., New York, this week joins the radio-media staff of Pedlar & Ryan, New York.

LESTER L. WOLFF, radio director of the Winer Co., New York, on Nov. 16 began a series of lectures on radio advertising at the School of Commerce, New York U.

RICHARD H. ROFFMAN, former director of promotion, public relations and radio of Hillman Periodicals, New York, has joined David E. Green Assoc., New York, as account executive. He will also assume charge of the new business department.

J. WALTER GOLDSTEIN, publicity director of Stix, Baer & Fuller, St. Louis, will assume the vice-presidency of the Olian Adv. Co., St. Louis, on Jan. 1. James W. Blair, former art director of Stix, Baer & Fuller, has joined Olian as fashion art director.

F. W. PERCIVAL, former timebuyer of J. J. Gibbons Ltd., Toronto, and recently in munitions production work, has joined MacLaren Adv. Co., Toronto, to head research and marketing.

JAMES EDWIN CHAPMAN, former assistant advertising manager of Carson Pirie Scott & Co., Chicago, has joined Earle Ludgin Co., Chicago, as copy writer and contact man.

WILLIAM PERRY HART, one-time production manager of Sears Roebuck & Co., Los Angeles, has joined Pacific Coast Adv. Co., that city.



DISCUSSING sales technique and Energine plans for 1945 at a two-day meeting in New York is guest speaker I. H. Bander (center), vice-president and general manager of McKesson-Robbins, distributors of Energine. Others are (l to r): Robert T. Meyers, Energine account merchandiser for Young & Rubicam; J. N. Cooke Jr., vice-president of Cummer Co. division of Sterling Drug; O. J. Nickel, manager of sales of Cummer Co.; Don O'Brien, Young & Rubicam Energine account executive.

ARTHUR C. FARLOW, vice-president of J. Walter Thompson Co., has returned to the San Francisco office after serving almost three years in the Army.

CHARLES F. STEVENS, formerly on the public relations staff of U. S. Rubber Co., the General Motors Corp. and Campbell-Ewald Co., New York, has been appointed director of public relations for Raymond Spector Co., New York.

JOSEPH C. MEEHAN, former associate editor of *Distribution Newsletter*, The Magazines of Industry, New York, has joined the public relations staff of Geyer, Cornell & Newell, New York.

ALICE KING, former account executive of McCann-Erickson, Los Angeles, has joined O. K. Fagan Adv.

FC&B Promotes Four

ELECTED as vice-presidents of Foote, Cone & Belding are J. Hugh E. Davis, Pepsodent account executive; Harold H. Weber, research director; Leslie G. Moseley, Armour account executive;; all of the Chicago office, and Jack Smock, Union Oil account executive, Los Angeles office. Mr. Weber also will head research activities of the New York, Los Angeles, Hollywood and San Francisco offices.

Compton Names V-P's

LEWIS H. TITTERTON, radio director of Compton Adv., New York, has been appointed a vice-president. Formerly manager of scripts of the NBC program department, Mr. Titterton joined Compton as a radio director last February. Others also promoted to vice-presidency include Ted Patrick, director of copy and Muriel Haynes, head of radio copy.

Chicago P. A. System

STATE STREET COUNCIL, Chicago, city trade group, is sponsoring a mile-long sound system with 80 loudspeaker outlets to broadcast at least two hours a day news from the warfronts, the progress of the Sixth War Loan Drive and special events such as Community War Fund, Navy Pier Exhibit and Christmas carols.





Represented Nationally by HEADLEY-REED CO



CONSIDER *Ease of Maintenance*

WHEN YOU SELECT A NEW TRANSMITTER

Modern transmitters require little maintenance—but when they do, *ease* of maintenance is important.

In Westinghouse Transmitters all *units are easily accessible,* both for inspection and maintenance.

Complete protection to operators is assured by interlocks on doors to all compartments in which dangerous voltages are present. Controls are of the dead front type, instruments at ground potential for maximum safety.

Indicator lights flash circuit conditions to the operator in case of overload, making it easy to check up for the possible cause of the interruption.

We will gladly furnish complete information on these and other advantages of the HG-5-KW and HG-50-KW Transmitters, such as: ***Low Operating Cost, High Fidelity Signals, Continuity of Operation, Simplicity of Control.***

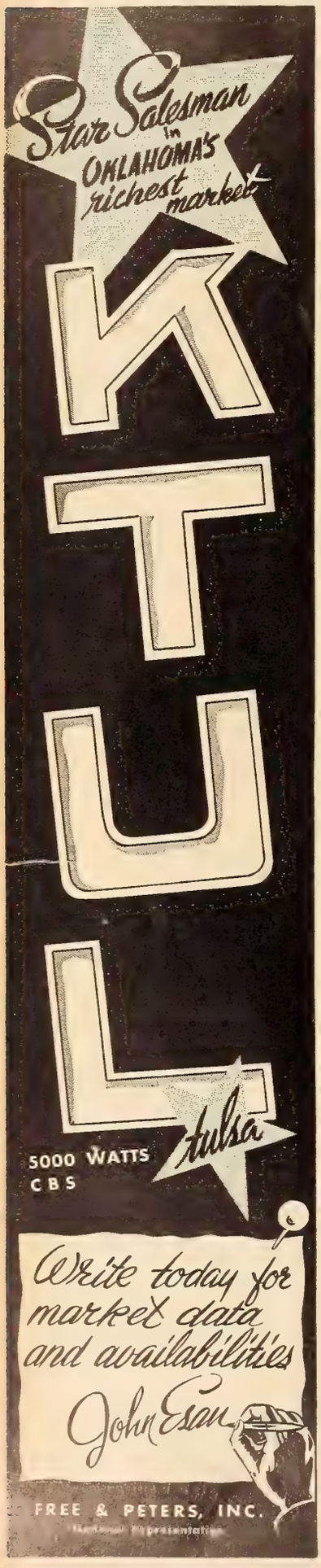
PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse Transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.

J-08078

Westinghouse RADIO DIVISION

PLANTS IN 25 CITIES... OFFICES EVERYWHERE



Radio Advertisers

FAWCETT PUBLICATIONS, New York, through L. E. McGivena & Co., New York, newly appointed agency for *True Story* and *Life Story* magazines, may use radio. McCann-Erickson, New York, has been named to handle advertising for all other Fawsett publications.

PRESTO Recording Corp., New York, manufacturers of sound recording equipment and discs, has named M. H. Hackett Co., New York, as agency.

LYNN A. SAYLOR, sales promotion manager of Certain-Teed Products Corp., Chicago, has also been named advertising manager.

SCHULZE & BURCH Biscuit Co., Chicago, began sponsorship Nov. 20 of six station break announcements weekly on WBBM Chicago. Contract for 26 weeks was placed through McJunkin Adv., Chicago.

SMITH BROS., Poughkeepsie, N. Y. (cough drops), has started five weekly announcements on a number of Canadian stations. Account was placed by Harry E. Foster Agencies, Toronto.

STANDARD BRANDS, Montreal (Fleischmann's yeast) has started thrice-daily announcements five days weekly on 46 Canadian stations. Account was placed by J. Walter Thompson Co., Montreal.

DALE SANDERSON, former assistant advertising manager of Armour & Co., Chicago, has joined Oscar Mayer & Co., Chicago, as advertising manager.

AMERICAN BREWING Co., New Orleans, is sponsoring Washington correspondent Barnet Nover's syndicated series of Saturday *Washington Interviews* over WWL New Orleans at 10 p.m. Each broadcast highlights a national or international personality.

Hollander Spots

A. HOLLANDER & SONS, Newark, through the Grey Adv., New York, on Nov. 20 started a series of five-weekly participating programs for its rejuvenation and cleaning process of furs on 12 stations in the East and Midwest. Stations include WBBM WEAF WCAU WTOP WKBW KMBC KCMO WLW KDKA WCAE WJR WGAR. Other stations may be added.

VICTORY PACKING Co., Los Angeles (Meat-Y-Fresh dog food), on Nov. 18 started weekly quarter-hour *It's a Dog's Life* on KFI. Firm in addition is using participation four times per week in Peter de Lima's *Closeups* on KFI. Contracts are for 52 weeks. Bayard & Eccleston Adv., Los Angeles, has the account.

ANATOLE ROBINS, Hollywood (cosmetics), on Nov. 20 for 13 weeks started twice-weekly participation in Norma Young's *Happy Homes* on KHJ. Firm also uses weekly participation in *Make Believe Ballroom* on KFWB. Agency is Darwin H. Clark Adv., Los Angeles.

DOUGLAS AIRCRAFT Corp., Santa Monica, Cal. (employment), on Nov. 15 for seven weeks started sponsoring a six-weekly quarter-hour recorded musical program on KNX Hollywood. Similar schedules are sponsored on KFI KHJ KFWB. Agency is The Essig Co., Los Angeles.

CURTIS PUB. Co., Philadelphia (Saturday Evepost) on Nov. 15 started participation six times per week in combined *Sunrise Salute* and *Housewives Protective League* on KNX Hollywood. Contracts are for 33 weeks. Agency is MacFarland, Aveyard & Co., Chicago. Southern California Telephone Co., Los Angeles, placing through The Mayers Co., in a three-week campaign to reduce unnecessary long distance telephoning during Christmas holiday season, starts on Dec. 11 using thrice-weekly participation on *Sunrise Salute*.

C. L. MILLER Co. has been appointed as agency for the Cooter Co., Chicago, distributor of grocery and household products in 35 states. Local radio and newspapers are being used.

HOWARD W. RAPPORT, former art director of the Celotex Corp., Chicago, has joined Butler Bros., Chicago, as creative advertising manager, succeeding Carl Hertzberg, now Armour contact for Foote, Cone & Belding, Chicago.

CONSOLIDATED BISCUIT Co., Louisville, on Dec. 1 renews 52-week contract for participation in *Sunrise Salute* and *Housewives Protective League* five weekly on WBBM Chicago. Agency is Ruthrauff & Ryan, Chicago.

MENASCO MFG. Co., Burbank, Cal. (plane equipment), in a 13-week campaign started Nov. 13 is sponsoring thrice-weekly five-minute participation in *Rise & Shine* on KHJ Hollywood. Agency is Smalley, Levitt & Smith, Los Angeles.

CRAWFORD CLOTHES, New York, has started a 52-week series of news programs on WPEN Philadelphia in the interests of its Philadelphia retail men's clothing store. Started November 13, schedule provides for five 5-minute newscasts daily and a 15-minute news show each day. Contract placed through Al Paul Lefton Agency New York.



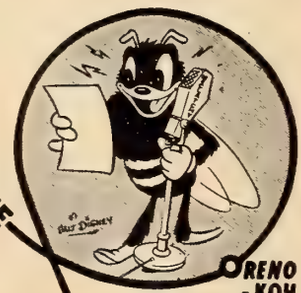
HOME ON THE RANGE

In Central California and Western Nevada, cattlemen, dairymen and farmers enjoy a prosperous life. And one of their most popular sources of entertainment and market information is The *Beeline*, which has a better audience in this *41 county area* than any other station or combination of stations.

WHAT IS
The Beeline

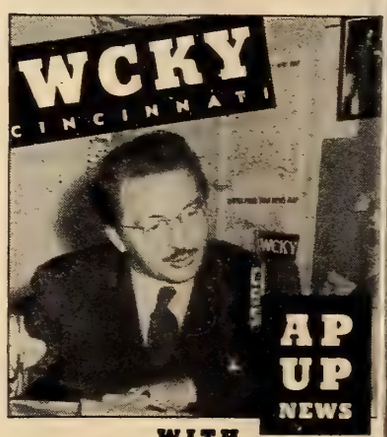
Not a regional network but a group of long-established key stations, each the favorite in its community... combined* on a new basis for National spot business.

**See McClatchy Beeline rate listing first under California in Standard Rate and Data.*



McClatchy Broadcasting Company
Sacramento, California

PAUL H. RAYMER CO.
National Representative



WITH
REX DAVIS
4 TIMES DAILY

what makes a . . .



EXCLUSIVE

KNIGHT ERRANT of the barnyard, the Rooster is EXCLUSIVE because of his courage, gallantry, endurance . . . and because of the sense of justice he asserts on occasion. Armed with fierce bill, sharp spurs, his comb for a helmet, he is jealous but chivalrous in the treatment and defense of his dependents. Born fighters, Roosters sometimes form fast friendships and obstinately decline combat with each other.

FIRST FM VOICE in the Kansas City Area . . . and its Only Prewar Spokesman . . . K-O-Z-Y is EXCLUSIVE because it continues to provide the proof of the pudding . . . "first-run features only" . . . that is, EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING! If You Want FIRST-FAMILY FM in Kansas City, KOZY's Got What It Takes Today and Tomorrow. Write for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

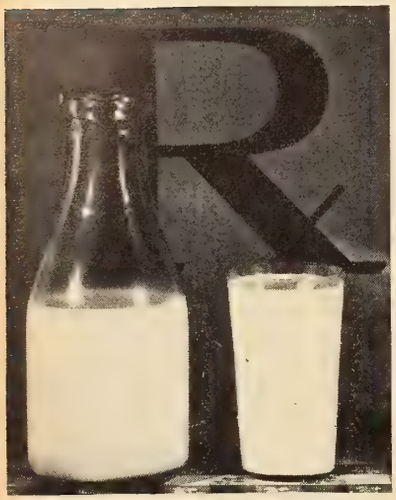
FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area

More

HEALTHFUL
Milk is known as our most nearly perfect food.

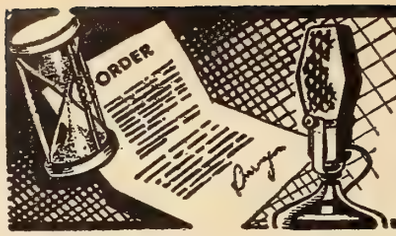


More

HELPFUL
WHBQ is claimed to be the most nearly perfect medium—delivering MORE people per dollar (listeners divided by rate) than any other MEMPHIS STATION.

Memphis is the South's largest producer of mixed feeds.

SOUTH'S 24-Hour Station
WHBQ
Bob Alburty, General Manager
Your MUTUAL Friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU



THE Business OF BROADCASTING

G-W Sponsors 'Man Hunt'

MAXON Inc. have purchased the transcribed mystery program, *Manhunt*, for Griesedieck Western Brewery Co. on KXOK St. Louis. Frederick W. Ziv Co., which transcribes the program, is currently releasing a new series of 39 quarter-hour *Manhunt* discs, each a complete mystery story. Another transcribed series produced by Ziv, *Pleasure Parade*, has been scheduled on KPRC Houston and WHAS Louisville by Purity Bakeries Corp., through Campbell-Mithun Agency. *Parade* features Jimmy Wallington as m.c.

WPEN News Trade

TRADING time for space, WPEN Philadelphia will broadcast a new series of news programs Monday through Friday, 11:05 to 11:15 a.m. for the *Philadelphia Daily News* using Mabel Love, women's commentator.

WJW Party

FIRST ANNIVERSARY of WJW Cleveland was celebrated at a cocktail party for some 400 guests who have helped and watched the station grow during its first year. William O'Neil, president, received a gold desk clock from his staff.

CBC Booklet

FIRST ISSUE of the Canadian Broadcasting Corp. 16-page monthly staff publication *Radio* appeared Nov. 15 with feature articles on the CBC shortwave station at Sackville, N. B., to open soon; announcing style and French-language program. Editor is V. Frank Segee, Montreal.

Staff Society

CKWX Vancouver has formed a CKWX Employes Benevolent Society with an executive staff of seven members representing various departments. The society takes care of staff parties, gifts and presents, and all staff problems.

KOBH Remodels

KOBH Rapid City, S. D., is enlarging and remodeling its studios to accommodate increased power and network affiliation. Combination of modern and ancient Sioux Indian design will be used.

Premiere

ONLY broadcasting auditorium in the United States sponsored by civic leaders, encouraged and financed by WMT Cedar Rapids-Waterloo, Ia., the Radio Theatre of the Cedar Rapids Radio Council held its professional premiere before a specially-invited audience of 250. Guests included Dorothy Lewis, NAB coordinator of listener activities, and Frances Farmer Wilder, CBS daytime program consultant. Besides their own regular Saturday afternoon shows, the Council will make arrangements to broadcast WMT's most popular daytime live shows before a studio audience so that listener reaction and broadcasters' problems may be studied.

Nu-Maid Award

AWARD for superior sales performance, consisting of a large world globe and a cash prize, has been made by the Miami Margarine Co., to C. T. Holbrook, sales manager of Neuhoff Inc., Roanoke (Va.) distributor of Nu-Maid Margarine. Presentation took place in studios of WDBJ Roanoke which carries considerable advertising for Nu-Maid. Proud participant in the presentation was Ray P. Jordan, WDBJ manager.

WOLS Paper

WOLS Florence, S. C. now is issuing a monthly four-page house organ *WOLS Radio News* under the direction of Nat L. Royster, general manager. Chief Engineer Herman Hanks has completed installation of new ground wires for the station.

WKRC Contest

TELEPHONE number picked at random was used to select the winner of the $540 WKRC Cincinnati "Treasure Chest" contest, sponsored by the Janszen Co., independent grocery chain distributors of Dot Foods. Agency is Jesse M. Joseph Advertising.

Winnipeg Radio Club

WINNIPEG RADIO MEN have formed the Radio Broadcasters' Club of Winnipeg, and elected as president Dan Cameron, Canadian Broadcasting Corp. talks and education producer; Jack Wells of CKRC as vice-president; Will Carpenter of CKY as treasurer, and George Secord of CBC as secretary. James Finlay, CBC prairie regional representative. W. H. Backhouse, manager of CKY, and Gerry Gaetz, manager of CKRC. were elected honorary patrons. Other members of the club's executives are W. A. Duffield, CKY; Orrin Botsford, CKRC; Ron Morrier, CBC; Walter H. Randal, CKY; and Harold Hunter, CBC.

Canada Farm Session

FOURTH ANNUAL conference of farm broadcasters of the Canadian Broadcasting Corp., held at Toronto and Ottawa, considered problems relating to farm broadcast administration and policy. Sessions were held at Ottawa with the deputy minister of the Dept. of Agriculture. Those attending were Harry J. Boyle, CBC supervisor of farm broadcasts, Toronto; Fergus Mutrie and Ab Kemp, CBC Toronto; Tom Leach, CBR Vancouver; Ron Fraser, CBC Halifax; Peter Whittall, CBC Winnipeg; Jack McPherson, CBC Toronto; Lamont Tilden, CBC Montreal; Norman Creighton, CBC Halifax; and Orville Shugg, former CBC supervisor of farm broadcasts, Toronto.

MEMO: TO RADIO TIME BUYERS!
✓WHDH has popular BLUE NETWORK programs
✓WHDH has many fine local features
✓WHDH has 5000 watts of power
✓WHDH operates on 850 kilocycles
✓WHDH RATES ARE RIGHT!
✓WHDH is the SMART buy in BOSTON!
Never a Dull Moment on WHDH
BOSTON'S BLUE NETWORK Plus STATION
National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc.
Spartanburg, S. C. CBS
Represented by Hollingbery

Paul Appleby New Director of KIRO

Assistant Budget Chief Elected Queen City Vice-President

PAUL A. APPLEBY, who concluded a 10-year Government career when he resigned last week as assistant director of the Bureau of the Budget, returns to private industry Dec. 4 as vice-president and general manager of the Queen City Broadcasting Co., operator of KIRO Seattle.



Mr. Appleby

Mr. Appleby, new to radio, will be a stockholder in the KIRO firm and a member of the board. His managerial functions will include direction of all Queen City Broadcasting Co. enterprises, including prosecution of an application for a new 1000 w station in Boise, Ida., now pending before the FCC.

Quilliam Leaving

H. J. (Tubby) Quilliam, general manager of KIRO, who recently purchased controlling interest in KTBI Tacoma, will leave his present position to devote full time to his new property. Mr. Appleby will manage KIRO until a successor to Mr. Quilliam is named.

Mr. Appleby, a newspaperman before he joined the Government in March 1933, was born in Greene County, Mo. Sept. 13, 1891. He won an A.B. degree at Grinnell College in 1913 and in 1942 was awarded an LL.D. by the same institution.

He published weekly newspapers in Montana, Minnesota and Iowa from 1914 to 1920. For the next four years, he was editor of the *Iowa Magazine*, published in Waterloo. From 1924 until 1928, he was an editorial writer for the *Des Moines Register & Tribune*. He published weekly newspapers in Virginia for the next five years.

Mr. Appleby served as executive assistant to the Secretary of Agriculture from 1933 to 1940. In 1941 and 1942 he was chief of food missions to Great Britain and chairman of the International Wheat Conference. He became chairman of the International Wheat Council in late 1942, serving in that capacity and as adviser to the Lend-Lease Administrator through 1943. He was a member of the American delegation to the United Nations Conference on Food and Agriculture in 1943, joining the Bureau of the Budget in 1944.

ESTABLISHMENT of Hollywood television workshop calls for shows every two weeks on Hollywood television stations (W6XYZ W6XAO), according to Affiliated Television Committee. Milton Merlin, of Screen Writers and Radio Writers Guilds, was appointed chairman.

Why all the KPO billboards  and KPO ads  and publicity...and special KPO announcements  ?

Because we're promoting NBC's Parade of Stars  heard day and night over 

It's another way we're making ever larger



the greatest single listening audience in Northern California!

Thus we bring you this KPO market at lower and lower cost per sale.

KPO SAN FRANCISCO

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.



THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES



-and this, too!

Never let it be said that WMMN is giving advertisers one of America's Greatest Direct Response Audiences through the exclusive presentation of American Folk Music.

A reasonable balance of modern tunes to tickle young dancing pumps, the semi-classical and the works of the masters without a softening up treatment, all play their part. But woven throughout our entire operation is that personality-plus injection that compels a lot of folks to like us a lot.

That's why we produce a lot!

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

A FORT INDUSTRY STATION

WMMN

FAIRMONT, W. VA.

Warner Cites Objections of Amateurs To Allocations Proposed by Panel 2

EDITOR BROADCASTING:

In your interesting report of the RTPB frequency recommendations at the conclusion of the FCC allocation hearings, you correctly show that the RTPB recommendations would displace the amateur 28-30 mc band to 27-29 mc and would halve our 56-60 mc band to 58-60 mc. You correctly report us as objecting to the first proposal but you don't say boo about our similar objection to the more important second item. What will your ham readers think of us? We do object to both proposals. In RTPB Panel 2 we filed a sort of minority report, which was read into the FCC record when RTPB reported. This stated that the League

* * * cannot regard as acceptable the proposals to displace the amateur band 28-30 mc and to cut in half the amateur band 56-60 mc. Both in data submitted to this panel and in testimony adduced before FCC during the present hearings, it has been pointed out that a very great increase in the number of amateur stations is to be expected after the war and that a minimum provision for them requires the maintenance of the existing widths of the amateur bands in this part of the spectrum.

The desirability of maintaining the harmonic relationship of the amateur bands as high as 60 mc has also been pointed out. While it is to be expected that the space between the amateur bands will now become occupied by other services, it is felt that there is no necessity for disturbing either the modest dimensions or the locations of these amateur bands, which were the first assignments in this part of the spectrum. Unlike most of the services represented in the panel, the amateur service has not asked for expansion of its existing bands, but instead has proposed merely that they be continued in their present dimensions.

It has not asked for more than it needed, and so it is not in position to yield up some of its requests and still retain all it really desires. On behalf of the amateur service the American Radio Relay League therefore dissents from the frequency recommendations of Panel 2 as they concern the two amateur bands in question and requests the FCC to maintain the existing amateur allocations at 28-30 mc and 56-60."

/s/ K. B. WARNER
Managing Secretary
American Radio Relay League

Nov. 20

WHAM

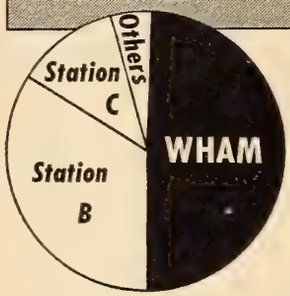
Your Western New York Salesman

REPORT BY CROSSLEY, INC., FOR ROCHESTER, N. Y.

THE RADIO AUDIENCE BY STATIONS

AUGUST 5—OCTOBER 27

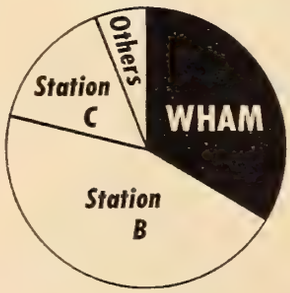
TECHNIQUE TELEPHONE COINCIDENTAL



Morning

8:00 A.M.—12 NOON
MONDAY-FRIDAY

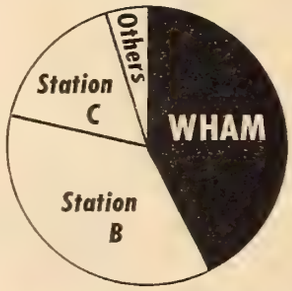
WHAM	49%
Station B	34.7%
Station C	11.7%
Others	4.6%



Afternoon

12 NOON—6:00 P.M.
MONDAY-FRIDAY

WHAM	32.8%
Station B	45.7%
Station C	15.7%
Others	5.8%



Evening

6:00 P.M.—10:30 P.M.
MONDAY-SUNDAY

WHAM	42.7%
Station B	36.3%
Station C	16.5%
Others	4.5%

Plus Coverage of all of Western New York

50,000 Watts . . . Clear Channel . . . 1180 On The Dial . . . Basic NBC

National Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

Canada FM Tests

EXPERIMENTAL FM broadcasts are now on the air in Canada at Toronto and Montreal. In both cities Canadian Broadcasting Corp. has set up experimental transmitters. In Montreal tests have been made with 20 w transmitter on 48 mc from on top of Mount Royal overlooking the city. A station is to be built on top of Mount Royal, the Montreal Municipal Council has announced. In Toronto CFRB, only private station holding a broadcast FM license in Canada, has started experimental broadcasts with its full program schedule, using a 25 w transmitter on 43.4 mc, the transmitter being located at the station's studios in downtown Toronto. Some 60 applications for commercial broadcasting FM licenses have been made by private stations and other interests, the CBC recently stated. None have been licensed.

GERTRUDE BERG was feted in New York by her radio colleagues in honor of the 15th anniversary of *The Goldbergs* on Nov. 20. Mrs. Berg has written and played the leading feminine role in the program since its debut as an NBC sustainer Nov. 20, 1929. Program is now sponsored by Procter & Gamble Co., Cincinnati. Agency is Compton Adv., New York.

The OPEN DOOR

KROD

to the prosperous homes of the important

EL PASO TEXAS MARKET



Only KROD can take your message to ALL the El Paso Southwest.

DORRANCE RODERICK, Owner
VAL LAWRENCE, Manager

Howard H. Wilson Co.
National Representatives



YOU GET MOST OF THE LISTENERS MOST OF THE TIME ON NBC

Where do most town folks shop? On the main street, of course. And where do most western folks "shop" for their radio entertainment? On the *main street* of western listening . . . the NBC Western Division.

Just as the leading stores are located on Main street, so the outstanding radio programs are found on NBC. Summer and winter this Network has more top-ranking shows than any other, presenting for entertainment the best in variety, comedy, music, drama, news coverage, education . . . reason, indeed, that NBC has *most of the listeners most of the time* here in the West—just as it does in other parts of the nation.

The Western Division of NBC has helped widen this main street of western listening, contributing a long list of stellar programs which originate here in the West. Is it any wonder the NBC Western Division offers time buyers an advertising media that is hard to equal?

WESTERN DIVISION

HOLLYWOOD *Sunset and Vine* ★ **SAN FRANCISCO** *Taylor and O'Farrell*

of the NATIONAL BROADCASTING COMPANY, INC.

★ ★

A SERVICE OF THE RADIO CORPORATION OF AMERICA

Durham

North Carolina's third largest city. City and county are compact and easily sold as one unit. Durham County, 1940 U. S. Census—80,244.

Tobacco

Big chunk of Durham's $23 million industrial payroll goes to tobacco workers. Durham makes 25% of all the cigarettes made in U. S. It's truly the tobacco.

Center

Of the world. And what an inexpensive market to reach. You can dominate at 250 watt rates. Don't cuss the cigarette shortage. Cash in by scheduling

WDNC

OWNED BY
DURHAM HERALD-SUN
PAPERS



Represented by Howard H. Wilson Co.

Lever Bros. Celebrates First Video Anniversary With Three-Fold Program

FIRST anniversary of continuous weekly half-hour television shows by Lever Bros. on behalf of Spry, Rinso and Lifebuoy on the Dumont station WABD New York was held Nov. 22 with a threefold celebration. The anniversary program, marking the 53rd telecast included a special Thanksgiving program and television adaptation of Lever's CBS daytime radio series for Spry, *Aunt Jenny's Real Life Stories.* The first Lever Bros. show was presented Nov. 3, 1943, but the celebration was delayed because several programs were donated to the Sixth War Loan drive.

The soap and food firm has featured in the past year musical-variety shows with prominent entertainers and illustrated news talks with Samuel H. Cuff, WABD station manager and Patricia Murray, "Miss Television" of the New York World's Fair, as m.c. and announcer.

Television techniques for presenting the commercials were devised by Lee Cooley, television director of Ruthrauff & Ryan, New York. In many cases regular radio commercials were adapted for television presentation. Turntables to give motion to static objects also have been used from time to time for effective commercial presentations.

Stream-of-consciousness commercials are frequently used by superimposing film shots. In the case of Lifebuoy commercials, the thoughts of a person having B.O. are represented by a superimposed miniature film shot of the person being berated for not using the soap. At one time, pieces of clothing were pulled out of a large wooden dummy box of Rinso as Miss Murray explained how clothes can be washed clean with soap powder. Commercials for Spry usually employ kitchen demonstrations showing how the shortening can be used for cooking.

Mr. Cooley said commercial technique as used in radio can be adapted successfully for television but it will be difficult to determine its effectiveness until there is a national television market. He felt that better television programming depends to a great extent on improved studio facilities.

WLAW

LAWRENCE, MASS.
5000 WATTS·680 KC

COLUMBIA AFFILIATE

SERVING NEW ENGLAND'S
3RD LARGEST
CONCENTRATED
RADIO AUDIENCE

Serving an Area
of
152 Cities and
Towns

NATIONAL REPRESENTATIVES
THE KATZ AGENCY, INC.

Canada Data Extended

EXTENSION of the continuing study of radio audiences to include both special analysis of network audiences and the territory of Newfoundland, has been announced by Elliott-Haynes, Toronto and Montreal research firm. The continuing study of radio audiences by Elliott-Haynes now covers four largest Canadian cities, Montreal, Toronto, Winnipeg and Vancouver. This is to be enlarged shortly to cover a total of 15 Canadian cities from the Atlantic to the Pacific coasts, and is later to be extended to give the same analysis for rural areas. The complete list of the additional 11 Canadian cities is not yet available.

Now Maj. Sherman

JOHN D. SHERMAN, on leave as chief engineer of WTCN St. Paul and as technical adviser of North Central Broadcasting System, has been promoted to a majority in the Army Air Forces. He is attached to headquarters in Washington as communications officer of the Emergency Rescue Branch. Maj. and Mrs. Sherman became the parents of their fourth son in September.

BAND FOR VETERANS
Hooper Requests Allocation For Returning Experts

AS A MEANS of exploring the radio spectrum above 10,000 mc and of making use of the vast technical experience thousands of war veterans have gained in the service, Rear Adm. Stanford C. Hooper, USN (Ret.), former Chief of Naval Communications and pioneer communications engineer, has suggested that the FCC allocate a band 2,000 mc wide to be known as "World War II Veterans Amateur Mobile Service Band".



Adm. Hooper

Under Adm. Hooper's plan the veterans' band would be for use in private automobiles in "any way they wish", with one provision "that there be designated a few calling channels within this band and it be, for a while, only licensed" for World War II veterans.

"Thousands of experts in radio will be returning as veterans of this war, full of experience in new ways of using radio in crowded areas in the services, and full of ideas and ambition, as to the parts they may play in the future in the application of new electronics services for the advantage of the public," said Adm. Hooper. "It would be a gracious thing to give them special consideration in the ether, for a short period, especially where there is no demand for channels, and the public would profit from the developments which are certain to result."

Philippines Link

COMMERCIAL radio service between the Philippines and the United States was reestablished Nov. 14 with opening of a Press Wireless circuit direct from the island to Los Angeles, the first commercial communications link to be put in operation since the Japanese invasion. The first dispatch was a news message for United Press. The new Pacific link will be available to the press and networks for news and radiophoto material. It was made possible by action of the FCC, Joint Chiefs of Staff and Board of War Communications.

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MARKET
MEMORABLE BATTLE BETTER
GROUNDS GUARANTEE

5000 WATTS



You have to *know* to design for quality . . . efficiency . . . reliability.

In FM equipment these factors are vitally important and can only result from proved ability.

You will find this ability at Federal – whose engineer-specialists *know* FM.

Federal's broadcast equipment has earned an enviable reputation . . . the end result of a long list of impressive achievements. It was Federal's engineers who contributed their knowledge to the development of the "Micro-ray", the forerunner of modern high-frequency technique.

This pool of research and development experience, working in the same tradition of perfection, is now responsible for Federal's FM equipment – the ultimate in modern engineering design.

Look to Federal for complete FM installations . . . antennas, cables, transmitters, transformers, vacuum tubes . . . all backed by Federal's name . . . the name that stands for the best in broadcast equipment.

FTR

Federal Telephone and Radio Corporation

A Unit of IT&T

Newark 1, N. J.



NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

FAUST CRITICIZES SPORTSCAST

Announcer's Feigned Excitement Causes Hearing Difficulty Says Letter from South Pacific

EDITOR, BROADCASTING:

Several of us sitting out in the South Pacific this afternoon listening to the G. Lakes-Ohio State U. battle were very grateful to "radio" for bringing us the game, with its touch of home—and very unhappy about our complete inability to hear what the hell went on during the exciting periods of the game. The very able announcer got so excited during the "good spots" that his voice went into an un-understandable jumble of syllables.



Comdr. Faust

The announcer is too good to be doing this by accident, I would think. It must be that he believes this is good for audience reaction. I can't remember what my own thoughts were at home under similar circumstances, nor can the other men sitting here. But we are thoroughly disturbed by the inaudibility today. It isn't reception—we've got an excellent signal. It's the speech of the announcer—his excitement. One listener said: "What's he, an amateur?" Those of us who knew replied: "Hell, no. He's the best-known football announcer on NBC." Came back the comment: "He must be kidding us or himself, and I think he's kidding himself."

Just forwarding this for information. We're getting the score and the gist of the game, even if excited-speech cut us out of the details of the hot spots. I think, from observing "listeners" out here, that they like, and have been trained to prefer, straightforward, audible, unbiased reporting—on sports, news, etc. That's something I'm going to keep in mind when I get back in radio—and that might be worthwhile thinking about even now.

HOLMAN FAUST,
Lt. Comdr., USNR.

Editor's Note—Lt. Comdr. Faust is vice-president of Mitchell-Faust Advertising Co., on leave to the Navy. Before leaving for the South Pacific, where he is serving as commander of the Welfare & Recreation Squadron, Comdr Faust was radio officer of the 9th Naval District in Chicago.

It may have escaped Comdr. Faust that the broadcaster's play-by-play lost its clarity in the shortwave transmission from the mainland. Newsmen assigned overseas whose voices must carry over the rippling lanes of high frequency transmission before received, slow down their normal speaking pace to attain clarity. Shortwave transmission cuts off highs and lows in the voice register, and the monotone that results can easily become a mumble if the tempo is too rapid. There's an idea here, however. Men selected to entertain our fighting forces at the war fronts should decelerate a mite at no cost to the home audience. The boys over there would appreciate it.



HARRY WISMER, Blue Network, receives the *Sporting News* award for the second successive year, as outstanding sports announcer, in a special broadcast on the Blue. Group around the trophy are (l to r) Arthur Flynn, New York representative of *Sporting News;* Edward J. Noble, chairman of the Blue; Mr. Wismer, and Mark Woods, president of the Blue.

CINE STUDIO PLANS VIDEO SYNDICATION

ESTABLISHMENT of Cine-Television Studios to service the industry with commercial motion pictures and television films, operating in conjunction with a distribution division, Motion Pictures Networks, has been announced by Fred H. Fidler, managing partner.

With general offices at 100 East 42d St., New York, and television laboratories in the Grand Central Terminal Bldg., Cine-Television is to function as consultant and production supervisor in filmed television programming and sponsored films, with production for national syndication as its eventual goal.

Mr. Fidler resigned from J. Walter Thompson Co. last June. With him in the production end of the new organization are: Yasha Frank and James Leaman, both formerly with CBS and Rose Gray, who has done producing and casting in music and radio. Writing will be headed by Rohama Lee, writer for the screen, press and television.

The sales staff associated with MPN includes "Reg" Rollinson, as sales manager, formerly with John A. Cairns Co.; William B. Ogden, as salesman, formerly with WMCA WNEW and NBC; Doris LeRoy, head of distribution development, formerly on the film staff of the Coordinator of Inter-American Affairs; and Roberta Dufton, research sales service and office manager, for 11 years associated in research with Miller McClintock.



WSLI

JACKSON MISSISSIPPI

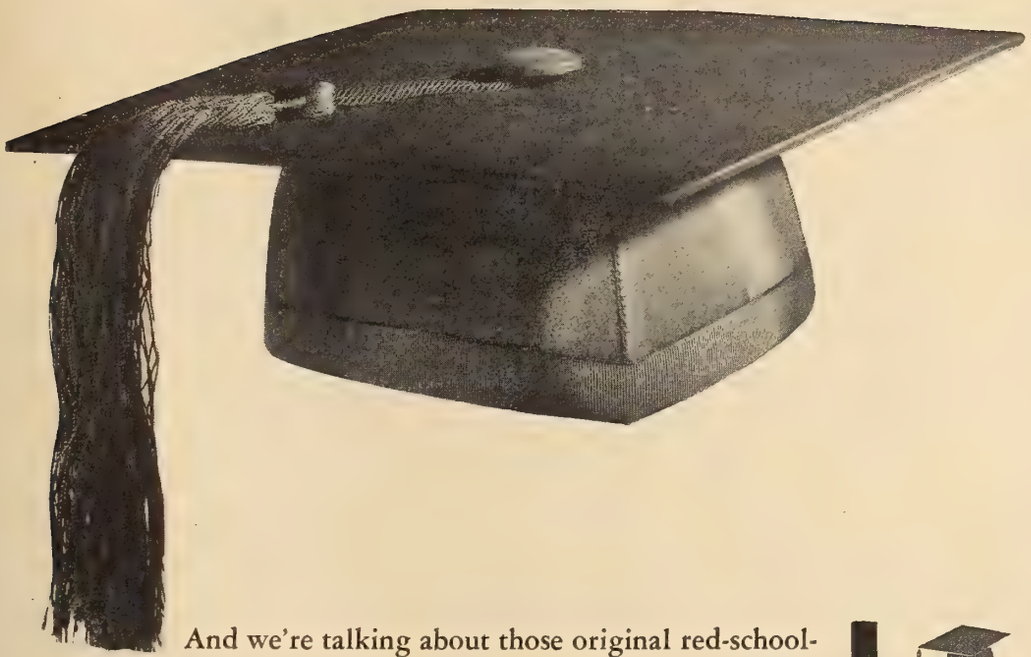
JACKSON—FOR 1945

Jackson, center of business, industrial and agricultural activities in Mississippi, is one market the alert seller is including in his 1945 and post-war plans. The outlook is bright here in the center of the deep south. WSLI offers you effective coverage of Jackson—the "double-return" market—at less cost. Include WSLI on your '45 schedules!

BLUE NETWORK

WEED & COMPANY
NATIONAL REPRESENTATIVES

We Spell Radio with Three R's



And we're talking about those original red-schoolhouse R's . . . about the practical use of radio as an *instructive* medium . . . about bringing the classroom as well as the concert hall into the home. ¶ We at WMCA believe that it is an essential function of radio to bring listeners of every age programs that are frankly and avowedly educational. We believe that education can be fused with entertainment and we present herewith several pioneering efforts in this field. ¶ Radio must increasingly bring new intellectual vistas to its listening audience . . . guiding . . . instructing . . . inspiring young and old. These educational programs are some of the many reasons why more people around New York are listening ever more attentively to WMCA—*"America's Leading Independent Station"*.

Represented by Weed & Company

wmca
NEW YORK

LET'S LISTEN TO A STORY

Warm and intimate children's story-telling hour with narrations of the most popular juvenile tales. 9:00 a.m. Sundays.

ADVENTURES INTO THE MIND

First in a series of complete radio education courses. Actual psychology seminar conducted by Dr. Carroll C. Pratt of Rutgers University. 10:00 p.m. Thursdays.

INQUIRING PARENT

Practical advice by Dr. Ernest G. Osborne of Columbia University to help solve daily problems arising in handling children. 12:45 p.m. Sundays.

MUSIC LAND

Unusual recorded periods of songs, melodies and musical novelties specially styled for a youngster's ear. 8:35 a.m. Sundays.

QUIZDOM CLASS

A $1000 cash scholarship for college education awarded twice a year in finals of a weekly quiz contest among local high school students. 9:30 p.m. Fridays.

LABOR ARBITATION

High school and college groups see collective bargaining in action, witness broadcasts of actual labor arbitrations conducted by Samuel R. Zack. 9:00 p.m. Sundays.

first

WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...



Nancy Osgood

Good cook or sportswoman . . young mother or spinster . . Nancy's daily program holds them all. And even men!

BUT, THIS IS THE *USUAL* STORY FOR WRC, *FIRST* CONTINUOUSLY SINCE 1923.....

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Service Group Formed For Talent and Sponsors

OFFERING radio and television talent a business service and to broadcasters and agencies various programming and production services, Radio and Television Service Co., to be known as Ray-Tele has been formed by Allen Kaye-Martin, with headquarters at 604 Fifth Ave., New York and offices in Chicago.

Mr. Kaye-Martin is producer and manager of Ida Bailey Allen's *The World Homemakers*, participation program on WGN Chicago, one of a group of homemakers shows offered whereby advertisers may participate in programs broadcast locally on stations in 40 major markets with uniform script and merchandising.

Other Ray-Tele activities include live and transcribed programs for local airing, tailor-made network package shows, a sound library, recording and cataloging the voices of talent for reference by producers and directors, telephone service, hospitalization plan, lectures, and gold mike awards—two annual cash prizes for the best program ideas. Hill Adv., New York, will promote the company.

Christmas Eve Special

RUST CRAFT PUBLISHERS Co., Boston, makers of Christmas cards, will sponsor the Sunday 5-5:30 p.m. period on over 200 MBS stations on Christmas Eve only, presenting Dicken's "Christmas Carol". Agency is H. B. Humphrey Co., Boston.

Chappell to Canada

DR. MATTHEW N. CHAPPELL, New York researcher and psychological consultant of C. E. Hooper, has joined Elliott-Haynes, Toronto research firm, as vice-president in charge of technical operations. Dr. Chappell will leave his New York business and move to Canada but will keep in touch with United States operations through a New York office to be opened by Elliott-Haynes, at 51 East 42d St. Dr. Chappell has spent considerable time in Canada since early this year when he was a guest speaker at the annual convention of the Canadian Assn. of Broadcasters at Quebec.



Dr. Chappell

WLB Approves Wage Hike

APPROVAL BY the War Labor Board of wage and rate-range increases for technicians of KYW Philadelphia was granted after negotiations between American Communications Assn., (CIO) and station management, Richard E. Shipp, union secretary, announced. The rate-range increases the minimum from $43.50 to $47.50, and periodic increases were raised from $1.50 to $2.00 every six months.

FRANK M. SCHMITT, formerly with tube and equipment advertising activities of the Radio Corp. of Americ, RCA Victor Division, has joined the Freed Radio Corp., New York, as advertising and sales promotion manager.

in the CONTROL ROOM

DONALD SHATTUCK has been named manager of the contract receiver section, specialty division of electronics department of General Electric Co. **J. E. NELSON** has been named sales manager of industrial tubes.

HAROLD BECKHOLT, chief engineer of WSPA Spartanburg, S. C., is the father of a girl.

BETTY CALDWELL, formerly of WCOA Pensacola, has been added to the WSPA Spartanburg, S. C. transmitter staff.

GEORGE PEARCE, engineer of WPEN Philadelphia, on Nov. 18 married **CLAIRE RENO.**

LOUIS KIRKPATRICK, on the control staff of KTBC Austin, Tex., is the father of a boy.

FRANK O. ZIMMERMAN, formerly with Westinghouse Electric Elevator Co., has been appointed assistant manager of the Chicago sales branch of Federal Telephone & Radio Corp.

JOHN E. ROGERS, former sales manager of 24 midwestern states for Galvin Mfg. Co., Chicago, has been appointed director of radio sales for General Television & Radio Corp., Chicago.

LT. LEE W. ELLIOTT, former control room operator at WHA Madison, is now serving as a signal officer with an Army liaison team in Western Yunnan, China.

GEORGE W. CROWELL has been named Chicago sales representative of the radio division of the Stromberg-Carlson Co. He will contact dealers for the "after victory" line of Stromberg-Carlson radio, FM and television receivers.

NATE HAST, founder of General Television & Radio Corp., Chicago, has joined Lear Inc., Chicago, as merchandising manager for home radio sets.

DAVE TASKER, sound effects operator of CBC Winnipeg studios, recently married **NELL ITTERMAN** at Winnipeg.

CHARLES FRITZ, formerly of WFIL Philadelphia, joins the engineering staff of WPEN Philadelphia, replacing **WILLIAM LUDES**, who left to enter the armed forces.

FRANK GOODSON, former technician with Radio Central, Los Angeles, has joined KPAS Pasadena, Cal., engineering staff. **LLOYD JONES**, formerly of KPRO Riverside, Cal., has taken his place.

WALLY WHITMAN, chief engineer of WTRY Troy, N. Y., is the father of a boy.

L. M. LEEDS, former electronics consulting engineer at General Electric Co., has been named manager of the GE electronics labs, replacing **W. C. WHITE**, who has been appointed electronics engineer of the GE research laboratory.

WALTER SCHWALM, engineer with Zenith Radio Corp., Chicago, for six years, will head a division concentrating on the development of ultra-high frequencies. **STANLEY JONES**, engineer who has been with Zenith for three years, will be in charge of the engineering department's special products division.

✓ MORE COMMERCIAL NETWORK TIME *than any other Dayton Station*

✓ . . . and we've got the figures to PROVE it.

WHIO IS *THE DAYTON MARKET*

5000 WATTS • BASIC CBS

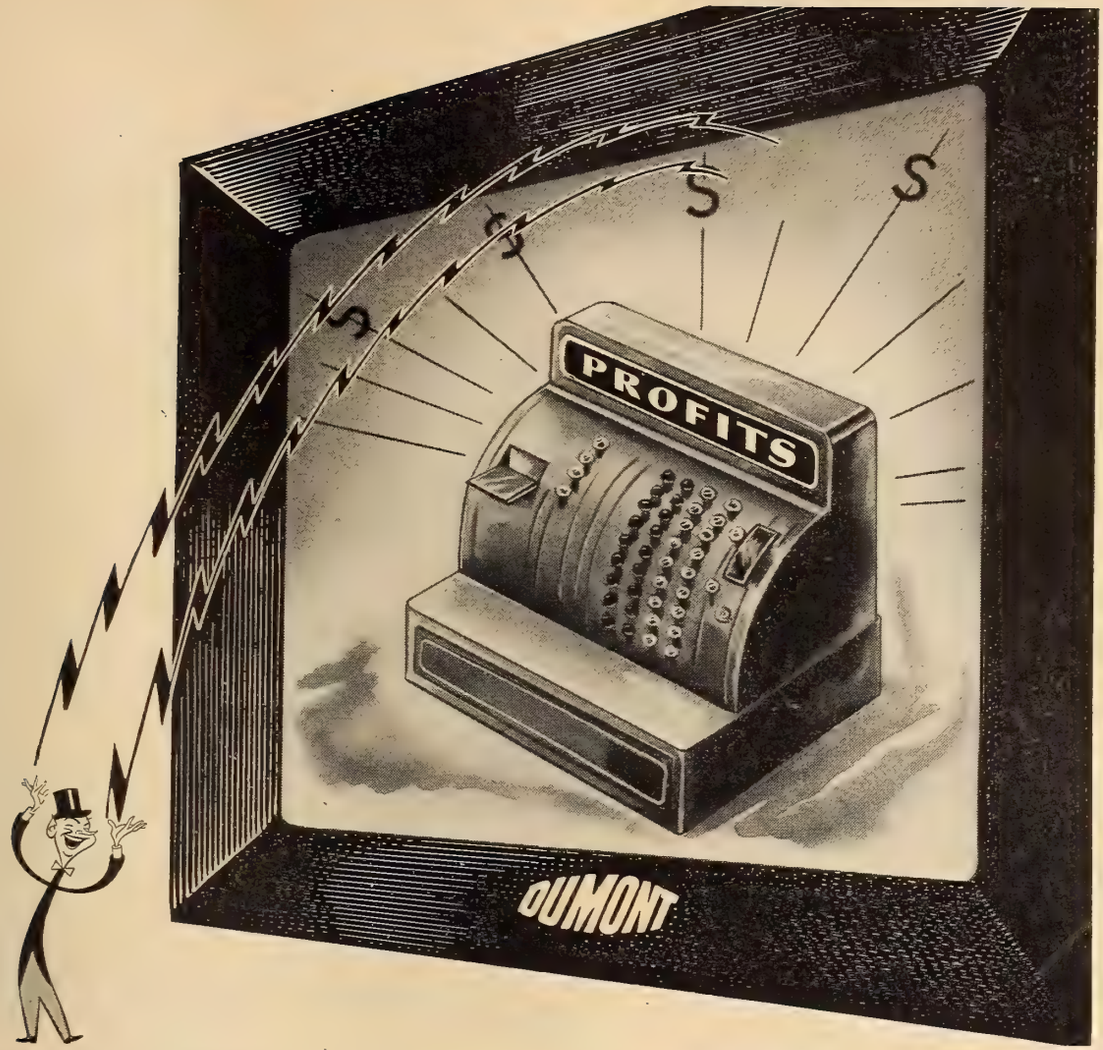
G. P. HOLLINGBERY CO., Representatives

HARRY E. CUMMINGS, Southeastern Representative



KSEI

POCATELLO · IDAHO



PROFITS *Lie Where the Public's Heart Is*

War, Love and Television share top honors in the talk of today. And you have the assurance of DuMont—acknowledged leader in Television—that public expectations will not be disappointed. A vast improvement over present-day video telecasting and reception waits only on the release of materials. DuMont's own contributions to this advancement are both fascinating and tremendously impressive!

War halted Television expansion but not DuMont research. Just as DuMont's refinement and mass production of the cathode-ray tube (the heart of a Television set) made Television commercially possible... so has the groundwork for early postwar profits in this great new industry been laid by DuMont pioneering in *low-cost* station construction and operation.

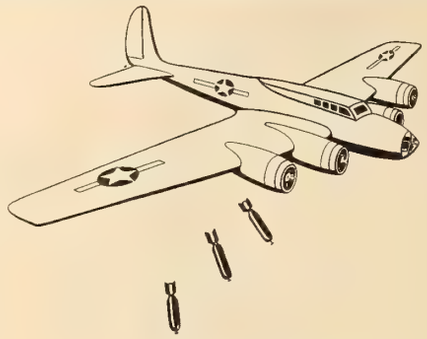
DuMont designed and custom-built 3 of the 9 Television stations providing service today. At Station WABD, New York, DuMont has kept "live talent" shows on the air steadily since 1940. DuMont collaboration with national advertisers has developed interesting and unusual commercial techniques. A complete pattern has been set for profitable station design and management... a pattern that is available to prospective station owners. NOW... is the "ground floor" era of this great new mass sales medium!

A copy of "Planning Your Television Station" is yours for the asking. This booklet outlines equipment requirements for a complete, low-cost telecast operation... and suggests plans for expediting postwar delivery of equipment and training of personnel.

Copyright 1944, Allen B. DuMont Laboratories, Inc.

DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK



. . . where
PRECISION
COUNTS!

Yes, precision really plays a most important role in a bombing mission, just as it does in spot radio advertising. WBIR gives precision coverage in a concentrated market. You can't miss!

75%

of the radio homes in nine counties surrounding Knoxville are within WBIR's primary coverage. These homes represent almost 90% of the buying power.

A "SUPER" FROM MR. HOOPER!

	WBIR	"B"	"C"
8-12 A.M.	38.4	44.8	16.6
12- 6 P.M.	29.2	43.7	27.0

C. E. HOOPER—Total calls 38,247
Oct. 1943 thru Feb. 1944

WBIR

A NUNN STATION
KNOXVILLE, TENN.
JOHN P. HART, Manager
BLUE MUTUAL

The Nunn Stations

WBIR, Knoxville, Tenn.
WLAP, Lexington, Ky.
WCMI, Ashland, Ky.
Huntington, W. Va.
KFDA, Amarillo, Texas

REPRESENTED BY THE JOHN E. PEARSON CO.

Newspaper Issue Lurks In Klamath Falls Grant

THAT THE ghost of the newspaper ownership issue still lurks about the FCC was indicated last week when the Commission by a split vote granted the application of the Herald Publishing Co. for a new 250 w fulltime station in Klamath Falls, Ore., to operate on 1450 kc. Commissioners Walker and Durr dissented. The other three sitting members—Chairman Jett and Commissioners Case and Wakefield—voted affirmatively.

The Herald Co. publishes the *Evening Herald* and the *News*, the only newspapers in Klamath Falls. There is another station, however, KFJI. Presumably the minority felt the operation of a station by the publishers of the only newspapers in the community would be contrary to public interest. Majority owners of the newspapers are Frank Jenkins and E. R. Gilstrap, each owning 46%.

There also has been pending an application for a new station filed four years ago by Dorman Schaeffer, withdrawn because of the equipment freeze but recently reinstated. The petition to reinstate, however, has not been completed. The Schaeffer application is for assignment on 1400 kc, the facility originally requested by the Herald Publishing Co., which subsequently modified its application.

COOPERATIVE Analysis of Broadcasting has released names of 81 cities on which it will publish six reports a year.

MAKIN' THE GRADE IN INCLINE (Ky.)?

If you haven't already found it out for yourself, it's darn tough goin' to make the grade in little towns the likes of Incline (Ky.). But it's a *glide* in the Louisville Trading Area, where you have 57.5% of the entire State's buying power! . . . As we may have mentioned before, WAVE is the only station that *completely* covers the Louisville Area *at low cost!* . . . That's why more and more smart advertisers are concentrating on Louisville, with WAVE. Want *all* the facts?

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

WTAD Is Acquired By Lee Syndicate

Approval Is Given by FCC To Sale of Quincy Outlet

ACQUISITION of WTAD Quincy Ill., by Lee Broadcasting Inc., affiliated with the ownership of KGLO Mason City, Ia., and KHMO Hannibal, Mo., and the Lee Newspaper Syndicate, for $487,500, was approved by the FCC last week by a 5-2 vote. At its meeting the week before, the FCC, by a 3-2 vote, had reset the application for hearing. The seller was W. Emery Lancaster, broadcaster and attorney.

The meeting at which the new hearing had been scheduled was the last presided over by Chairman Fly prior to his retirement Nov. 15 who, along with Commissioners Durr and Walker, voted against approval. Commissioners Jett and Wakefield had voted for and Commissioner Case was absent. Overlap of WTAD with the Hannibal station, it was understood, then motivated the majority in resetting the application for hearing.

At the meeting last Tuesday, Mr. Jett, interim chairman, and Commissioners Case and Wakefield voted in favor of the transfer while Commissioners Walker and Durr disapproved.

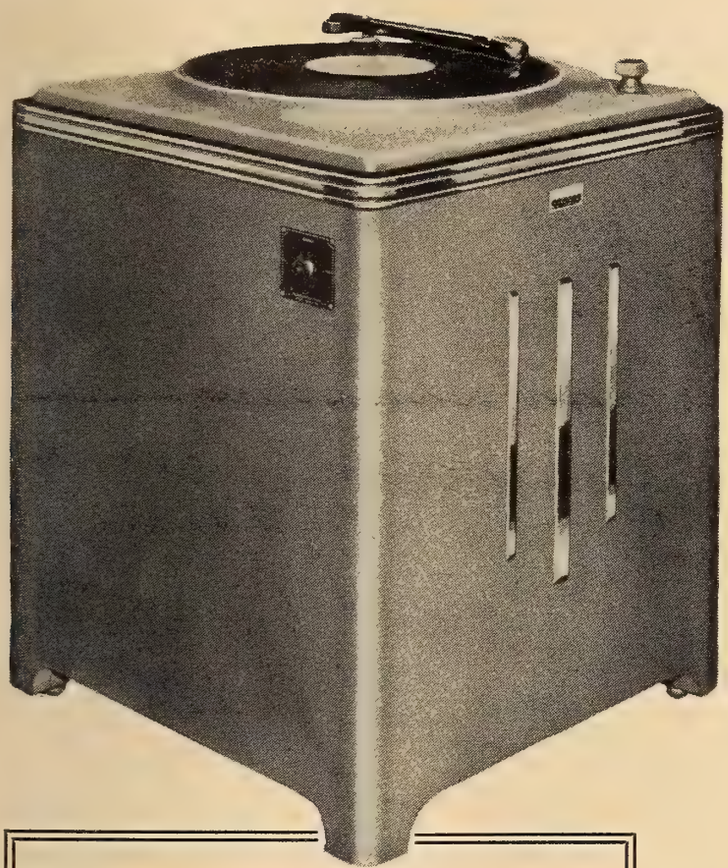
While the gross price was $487,500, the net figure was understood to be approximately $100,000 less taking into account cash surplus available for distribution to purchasers of the stock of Illinois Broadcasting Corp., licensee WTAD operates on 930 kc with 1,000 w and is a CBS outlet.

The new licensee of WTAD, Lee Broadcasting Inc., is a newly formed Illinois corporation in which majority stock is owned by Lee Radio Inc., operator of KGLO. Minority stockholders of Lee Broadcasting are Lee P. Loomis, president and a principal stockholder of Lee Radio and directing head of KGLO and Clifford Yewdall, New York certified public accountant.

PROCTER & GAMBLE, Cincinnati has bought title and rights to *Road of Life* [10-10:15 a.m. (CWT) daily on NBC] from Carl Wester and Irna Phillips for $75,000, effective Jan. 1. Agency is Compton Adv., New York.

SPORTS
WHN WHN WHN WHN
MUSIC
1050 1050 1050 1050
NEWS
WHN WHN WHN WHN
WHN
DIAL 1050 - 50,000 WATTS

Gates Brings You New Turntable Improvements that assure Noiseless Positive Operation



THE GATES CB-7 Transcription Turntable

Engineered for Exceptional Performance
Designed for those who Demand the Best

Developed after months of experimentation with various synthetic rubbers that are imperious to oil and temperature, to provide an inside rim drive that is positive and "wow" free. The result is an efficient, yet handsomely designed, Turntable that is proving its sturdiness throughout the world under the most rigid wartime conditions—and here at home to the complete satisfaction of those who demand a trouble-free turntable for all recording and play-back purposes.

Planning for New Equipment? Consider These Gates Advantages:

- Heavy rugged construction combined with precision in its highest form . . .
- Uses 1/50 HP of inside rim drive. Proved choice of discriminating engineers . . .
- Inbuilt long life, for years of continuous service with minimum attention . . .
- Instantaneous speed change combined with "wow" free accuracy and regulation . . .
- Electrical reproducing set supplied for all popular playback requirements, with accentuating and high fidelity response characteristics . . .
- Designed for the hardest, most exacting professional usage . . .
- Ball bearing motor.

Available Now On Proper Priority

(Wartime restrictions do not allow the sale of new broadcasting equipment without priority; therefore, this equipment is presented merely to acquaint you with Gates' developments. Our post-war priority delivery system may be of interest. Write at once for details.)

Gates RADIO COMPANY
QUINCY, ILLINOIS, U.S.A.

MANUFACTURERS OF RADIO BROADCAST TRANSMITTERS, SPEECH EQUIPMENT, RECORDING APPARATUS AND ALLIED EQUIPMENT IN THE ELECTRONICS FIELD



YOU GET ALL 3

Coverage
Audience
Sales

ON WMT

Meet Iowa's rich corn country folks. Meet the people who are in a position today to buy YOUR product—people who will be here tomorrow, too.

Meet them through WMT. It's the station they listen to. It's the station with the coverage . . . with the audience . . . to get you SALES!



Largest Primary Area in IOWA

CEDAR RAPIDS
WMT
WATERLOO
500 WATTS · DAY AND NITE · 600 KC.
BASIC COLUMBIA NETWORK

Represented by the Katz Agency

Rep. Miller Demands Inquiry by House On Dismissal of Upton Close Contract

A THOROUGH investigation into the dismissal of Upton Close as an NBC commentator [BROADCASTING, Nov. 20] was demanded last week by Rep. Louis E. Miller (R-Mo.), member of the House Select Committee to Investigate the FCC.

Rep. Miller's announcement came on the heels of a statement from Niles Trammell, NBC president, branding as "completely false" earlier assertions that "cancellation of Upton Close as an NBC commentator resulted from governmental pressure or outside influence". Chairman Clarence F. Lea (D-Cal.) of the Select Committee earlier had said no formal complaint had been registered with the Committee.

"I have received about 100 letters from constituents and many personal calls, protesting the removal of Mr. Close from NBC," said Rep. Miller. "I have asked Chairman Lea to conduct a thorough investigation to determine whether Mr. Close's contract was cancelled because of pressure from the FCC or other governmental sources." Rep. Miller said he had been told that pressure was brought by Government agencies against Mr. Close.

Still on Mutual

"The NBC notified Mr. Close in October that it would not renew a contract with him which expires Dec. 10 of this year," said Mr. Trammell's statement, released Nov. 19. "This notice was given to Mr. Close as a decision of the NBC made during the summer months as a matter of network operations. We decided to use instead one of our fulltime staff commentators, Mr. Max Hill, former Tokyo correspondent for the AP, who more recently has been representing the NBC in the Mediterranean and the Near East and who has just returned to this country with a wealth of wartime experience."

Mr. Trammell pointed out that the decision to replace one commentator with another "does not involve in the slightest degree the principle of free speech which we have always upheld". He added that Mr. Close is heard weekly on a commercial program on "a competing network" (MBS).

"In connection with all commercial commentators on NBC facilities, it is a standing policy of the company which is understood by our clients, that the selection of such commentators rests with NBC inasmuch as the balanced presentation of news and comment is an obligation and responsibility of the broadcast station or network," said the statement.

"We take full responsibility for the cancellation of our contract with Mr. Close in accordance with its terms. We shall continue to exercise our best judgment in the selection of newscasters and commentators in order that the listening public be adequately served."

Prior to Rep. Miller's assertion that he would demand a full investigation, Reps. B. Carroll Reece (R-Tenn.) and Clarence J. Brown (R-O.), both members of the House Interstate & Foreign Commerce Committee, had called for a Congressional investigation of the Close contract termination.

Mr. Hill takes over the news commentary on *Shaeffer World Parade* (3-3:30 p.m. Sundays) on Dec. 17, with Mr. Close concluding Dec. 10. Former city editor of the *Denver Post*, he left the newspaper field a decade ago to become assistant director of public relations for Frigidaire Corp., a division of General Motors, in Dayton, but a short time later joined AP in New York as city editor. In 1940 he went to Tokyo as AP bureau chief, was taken into Japanese custody when war broke out and after six months in a prison camp returned to America on an exchange ship.

During the past months he has covered the Mediterranean theatre for NBC. He was at Anzio and Cassino, spent three months in Ankara, visited Bucharest and covered the invasion of Greece with British Adriatic forces.

Utilities Sponsor

THE SUNDAY 4:30-5 p.m. period on CBS to be vacated after Dec. 10 by Coca-Cola Co.'s *Pause That Refreshes* will be taken by Electric Companies advertising program Dec. 17 when the utility group shifts Nelson Eddy and the *Electric Hour* to that spot from Wednesday 10:30-11 p.m., using approximately the same137 stations. Agency is N. W. Ayer & Son, New York.

Autolite Adds Two

ELECTRIC AUTOLITE Co., Toledo, (institutional) on Nov. 28 adds WTTM Trenton and on Jan. 2 adds WAZL Hazleton, Pa. to *Everything for the Boys*, making a total of 128 NBC stations, Tues., 7:30-8 p.m. [repeat 12-12:30 a.m.] and has added 10 Canadian stations to same program. Agency: Ruthrauff & Ryan, New York.

WLIB
~~Brooklyn~~
is NOW
WLIB
NEW YORK

WNEW GROSSES $300,000

IN JUST 18 WEEKS FOR THIS SPONSOR!

IN WNEW'S 3½ MILLION FAMILIES, ONE OUT OF EVERY HUNDRED BUYS!*

There is no better measure of a station's sales power *than actual sales!*

In the past 18 weeks—without premiums or special programming—WNEW sold over 35,000 2-volume sets of a pictorial history to its listening audience of 3½ million families. *One out of every hundred bought nearly $9.00 worth of books!*

Here is one of the most successful sales records in radio history! Here is a record that proves beyond question—

WNEW has the "listener confidence" that makes people buy WNEW products . . . sight unseen!

How can you put this sales power to work for your product?

Call or write WNEW now. We will give you the complete details of how advertisers are reaping the powers of WNEW "impact" . . . *why more people listen to WNEW than to any other non-network station in the country.*

*This campaign is still on the air.

WNEW

NEW YORK, 22 NEW YORK

EN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

KDYL STAFF WINS AGAIN

★ ★

Ned Serrell
KDYL Announcer
Won the 1944
H. P. DAVIS Memorial AWARD

—for announcers with stations on a regional frequency.

★ ★

TWO YEARS IN A ROW

The 1943 Davis Award was also won by a KDYL staff announcer.

This national recognition is further evidence that KDYL advertisers get the very best service.

A Staff Of Well Trained Announcers

Members of our announcing staff are carefully chosen for voice qualities and reading ability. They have various backgrounds, and are a versatile group of thoroughly trained men.

Your messages have every advantage of good diction, personality and sincerity when broadcast to the Utah market on this station.

KDYL

Salt Lake City

Utah's NBC Station

National Representatives:
John Blair & Co.

Naming of Porter Presages Harmony

(*Continued from page 13*)

ist Party national executive committee, in a telegram to Chairman Wheeler (D-Mont.), of the Senate committee. The Socialist Party said the protest was based on the "manifest impropriety of elevation of publicity manager in bitter political campaign and also former counsel for a network to Commission controlling radio and other communications".

Sen. White (R-Me.), acting minority leader and ranking Republican member of the Senate committee, declared last week while certain members of his party had commented that it appeared rather "strange" that the publicity director of the Democratic National Committee should be named to such an important quasi-judicial post, there were no formal protests. As far as he was concerned, Senator White said he had no objection to the appointment. Previously, Sens. Bushfield (R-S.D.) and Butler (R-Neb.) had called for an investigation of Mr. Porter's qualifications. Sen. Gurney (R-S.D.), a member of the Interstate Commerce Committee and former operator of WNAX Yankton, said he was not disposed to oppose the Porter appointment and asserted he had been commended highly.

There were some questions raised about the second FCC vacancy. Designation by the President of Commissioner E. K. Jett as interim chairman until Mr. Porter qualifies, evoked speculation as to whether the existing vacancy is Republican or Democratic. Mr. Jett, who was promoted from chief engineer to the Commission last February, was named as an Independent. At that time the question was raised by Senate committee members as to his political faith.

The Communications Act specifies that not more than four members of the seven-man Commission shall be of the same political faith. With Mr. Porter's appointment, the FCC would comprise three Democrats, two Republicans and one Independent. T. A. M. Craven, who left the Commission last July 1, was a Democrat. Under normal procedures, that vacancy would be filled by one of the same political allegiance.

It was thought likely that no determination would be reached on the Craven successor until Mr. Porter's confirmation and that his views naturally would be solicited. If an issue is made of the political balance on the Commission, it may have some bearing on the party affiliation of the Craven successor.

The NAB Board of Directors, by coincidence meeting in Chicago when Mr. Porter was nominated, unanimously expressed its approval. President J. Harold Ryan promptly extended congratulations to Mr. Porter and pledged active and constructive cooperation with him and with the Commission.

Two top newspapers—the *Washington Post* and the *Indianapolis Star*—editorialized on the Porter appointment last week. Both lauded the chairman-designate's administrative ability—but the *Post*, which has staunchly supported the FCC under the turbulent Fly regime, raised a quizzical eyebrow about the partisan aspect and questioned whether the FCC should come to be "looked upon as a reward for political publicity directors, as the Postmaster Generalship has come to be a reward for the chairmanship of the national committee of the successful party in national elections."

The *Indianapolis Star*, of which Eugene C. Pulliam, owner of WIRE, is editor and publisher, applauded the Porter appointment as "one of the best President Roosevelt ever made". Mr. Pulliam, as head of General Newspapers Inc., was Mr. Porter's boss when the latter was city editor of the *Lexington Herald* and identified with other newspapers in the group. The *Star* editorial follows in full text:

'Paul Porter is O.K.'

"In appointing Paul A. Porter to membership on the Federal Communications Commission, President Roosevelt batted 1,000 for the Democratic party and knocked a home run for public service. From a purely party standpoint Mr. Porter had earned recognition and reward by the head of the Democratic party. As director of publicity for the National Democratic Committee he followed the super-colossal Charley Michelson. It was the most difficult publicity assignment a newspaper man had ever been given, because of the tradition of infallable service which had been built up around Michelson, but Porter came through with flying colors for his chief and his party.

"From the standpoint of public service the appointment is one of the best President Roosevelt ever made. Paul Porter is equipped by experience, abilty and temperament to do a great job on the Federal Communications Commission. He knows practically every person in the radio industry. He has been a part of it. He knows its problems, and he has a practical knowledge of radio operation which will be of inestimable value as he approaches the complicated questions of governmental regulation. Radio people generally are tickled pink over Paul Porter's appointment to the commission.

'Excellent Appointment'

"There is no doubt about Paul Porter's loyalty to President Roosevelt, but he is not a New Dealer in the Rex Tugwell parlance. He just couldn't be. He is the son of a Southern Baptist minister. He is a Kentucky Democrat. He is a first-class newspaper man and a thoroughly trained lawyer. His closest associates in government have been Chester Davis, Ed Stettinius and Judge Fred Vinson. If the fate of America's government were left in his hands it would continue to be a progressive democracy. That is all to the good. That is another reason which gives significance to his appointment on the Federal Communications Commission. President Roosevelt knows Paul Porter personally and intimately. He knows what to expect of him, and his appointment is the best evidence of what President Roosevelt expects in the way of public service from the FCC.

"And so *The Star* extends congratulations to Mr. Porter, to President Roosevelt and to the radio public. It is an excellent appointment from every standpoint."



WCBM

BALTIMORE'S LISTENING HABIT

The Blue Network Station

JOHN ELMER, President
GEO. H. ROEDER, Gen. Manager

FREE & PETERS, Inc.
Exclusive National Representatives

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • BBOADCASTING HOUSE, Halifax, Nova Scotia
or
Joe Weed, New York City

WMCA to Repeat Holiday Roundup

WMCA New York will reach into the front lines to bring families in the New York area messages from their servicemen when the station presents for the second year an overseas roundup from armed forces on Christmas Day. Those at advance posts, who would not participate in the 1943 program, confined to live pick-ups from points having proper transmission facilities, are having their Holiday greetings to family and friends recorded for rebroadcast on Dec. 25.

Areas to be represented will include China-Burma-India, Pacific and Southwest Pacific, the Canal Zone and Europe, possibly including Germany.

Co-operating will be the USO, The American Red Cross, the Army, Navy and Marine Corps.

Cost is expected to go well over the $10,000 spent last year. Plans call for a newspaper campaign to build up an audience.



History of Communications. Number Eleven of a Series

NAVY COMMUNICATIONS BY FLAGS



Signal Flags used on a sea-craft were always looked upon by laymen as just a festive decoration. To our blue jackets, they tell the identity of the craft, where she is bound, and many details significant to the sea. The present system of maritime signalling was developed by the British Admiral Popham in 1861.

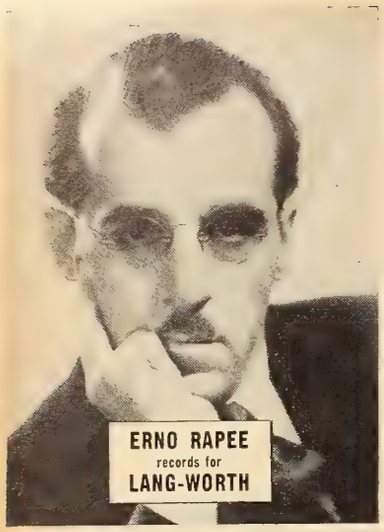
Today our convoys carry Signal Flags and every device known to science to protect their precious cargo. Among these are the electronic voice communication equipments which make every battle wagon complete. Universal is, indeed, proud of the electronic voice components they have produced for the allied armed forces.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

EXCELLENCE IN PRODUCTION

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA



History Repeats!

WAIR has not just one but hundreds of outstanding successes to its credit, WAIR's great popularity is due to its ability to sense and meet public demand. A rare station in a rare market.

WAIR

Representative: The Walker Company

Winston-Salem, North Carolina

Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS · National Representatives

MONEY TO BURN

Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

NLRB Halts Petrillo Inroad

(*Continued from page 15*)

status of employes, or effectively recommend such action, constitute a unit appropriate for the purposes of collective bargaining within the meaning of Section 9 (b) of the Act.

We further find that all technical employes, wherever located, of the engineering department of Blue engaged in the operation of technical facilities used in transmitting, converting and/or conducting audio, video, and/or radio frequencies for use in broadcast, rebroadcast, audition, rehearsal, recording and/or "on the air" playback, excepting "on the air" playback in Chicago, but excluding chief engineer, operating engineer and assistant, engineering managers, engineers in charge, operations supervisors, television operations supervisors, station engineers at transmitters of more than 5 kw, television station engineers, engineers in charge and their first assistants in the following engineering groups: radio facilities, audio facilities, development, and technical services; construction superintendents; engineer in charge of television; and all other supervisory employes with authority to hire, promote, discharge, discipline, or otherwise effect changes in the status of employes, or effectively recommend such action, constitute a unit appropriate for the purposes of collective bargaining within the meaning of Section (b) of the Act.

As noted above, the NABET represents a clear majority of the employes within each of the units found appropriate in Section IV, *supra.** At the hearing, the Companies, the AFM and Local 10 conceded the NABET's majority status in each unit we have found to be appropriate and consented to the certification of the NABET in such units without further proceedings. In the circumstances, we shall not direct elections in accordane with our usual procedure, but shall certify the NABET.

CERTIFICATION OF REPRESENTATIVES

By virtue of and pursuant to the power vested in the National Labor Relations Board by Section 9 (c) of the National Labor Relations Act and pursuant to Article III, Section 9, of Rules and Regulations—Series 3, as amended.

IT IS HEREBY CERTIFIED that NABET has been designated and selected by a majority of all technical employes, wherever located, of the engineering department of NBC, engaged in the operation of technical facilities used in transmitting, converting and/or conducting audio, video, and/or radio frequencies for use in broadcasting, rebroadcast, audition, rehearsal and/or "on the air" playback, excepting "on the air" playback in Chicago, but excluding chief engineer, operating engineer and assistant, engineering managers, engineers in charge, operations supervisors, station engineers at transmitters of more than 5 kw, television station engineers, station engineers in charge and their assistants in the following engineering groups: radio facilities, audio facilities, development, and technical services; construction superintendents; engineer in charge of television; and all other supervisory employes with authority to hire, promote, discharge, discipline, or otherwise effect changes in the status of employes, or effectively recommend such action, as their representatives for the purpose of collective bargaining, and that, pursuant to Section 9 (a) of the Act, the said organization is the exclusive representative of all employes for the purposes of collective bargaining with respect to rates of pay, wages, hours of employment, and other conditions of employment;; and

IT IS HEREBY FURTHER CERTIFIED that NABET has been designated and selected by a majority of all technical employes, wherever located, of the engineering department of Blue Network, engaged in the operation of technical facilities used in transmitting, converting and/or conducting audio, video, and/or radio frequencies for use in broadcast, rebroadcast, audition, rehearsal and/or "on the air" playback, excepting "on the air" playback in Chicago but excluding engineer, operating engineer and assistant, engineering managers, engineers in charge, operations supervisors, television operations supervisors, station engineers at transmitter of over 5 kw, television station engineers, engineers in charge and their first assistants in the following engineering groups: radio facilities, audio facilities, development, and technical services; construction superintendents; engineer in charge of television; and all other supervisory employes with authority to hire, promote, discharge, discipline, or otherwise effect changes in the status of employes, or effectively recommend such action, as their representatives for the purposes of collective bargaining, and that pursuant to Section 9 (a) of the Act, the said organization is the exclusive representative of all such employes for the purposes of collective bargaining with respect to rates of pay, wages, hours of employment, and other conditions of employment.

Harry A. Millis, *Chairman*
Gerard D. Reilly, *Member*
John M. Houston, *Member*
NATIONAL LABOR RELATIONS BOARD
(SEAL)

[* The Field Examiner reported that the NABET submitted 276 authorization cards, of which 265 bore the names of persons listed on NBC's payroll of May 22, 1944, which contained the names of 358 employes in the alleged appropriate unit of NBC's employes; and that the cards were dated, 2 in April 1944; 259 in May 1944;; and 4 in June 1944. He further reported that the NABET submitted 84 authorization cards, of which 82 bore the names of persons listed on Blue's payroll of May 15, 1944, which contained the names of 96 employes in the alleged appropriate unit of Blue's employes; and that all the cards were dated May 1944. The AFM and Local 10 claim an interest in this proceeding by virtue of the latter's closed-shop contracts with the Companies. The Field Examiner reported that NBC and Blue each employed 6 platter turners in Chicago].

Co-op Series on WBBM Renewed by 10 Sponsors

TEN SPONSORS have renewed participation on Paul Gibson's *Housewives Protective League* and *Sunrise Salute* on WBBM Chicago. Companies renewing effective Dec. 1 for 52 weeks are Lite Soap Co., Aurora, Ill. through L. W. Ramsey Co., Chicago; Beatrice Creamer Co., Chicago, (Dairy Products and Vegemator) through Foote, Cone & Belding, Chicago; Armour Soap Works, Chicago, (Chiffon Soap Flakes) through Foote, Cone & Belding, Chicago; Michigan Mushroom Co., Niles, Mich. through L. W. Ramsey Co., Chicago; Martin Food Products, Chicago, (Lady Corinne Preserves) through Macfarland, Aveyard & Co., Chicago; United Wallpaper Co., Chicago, (Trimz Wallpaper) through Macfarland, Aveyard & Co., Chicago. Good Foods Co., Minneapolis, (Skippy Peanut Butter) renews for 52 weeks effective Dec. 4 through Garfield & Guild Adv., San Francisco and effective Dec. 11 G. N. Coughlan Co., West Orange, N. J. (Chimney Sweep Soot Destroyer) renews for 13 weeks through Roche Williams & Cleary, N. Y. *Housewives Protective League* is broadcast 4-4:30 p.m. CWT Mondays through Friday and 9-9:30 a.m. CWT Saturdays and *Sunrise Salute* 6-655 a.m. Mondays through Saturdays.

FM Slide Rule

RCA is sending out an FM coverage calculator in the form of a slide rule, to help FM station planners determine potential coverage. It covers transmitting antenna heights from 100-5,000 feet, power ranging from 250 w to 50 kw and turnstile antenna layers. The rule shows both urban and rural coverage in radius from the transmitter and coverage in square miles. It was worked out by the RCA engineering department and is made of materials available under wartime restrictions.

Canada Licenses First Sunrise - Sunset Station

A SUNRISE to sunset station, first in the Dominion, is to go on the air early in 1945, at Toronto. York Broadcasters has been issued a license for a 1 kw station on 1050 kc by the Department of Transport, Ottawa. President of the new operating company is R. T. Fulford, president of C. E. Fulford Ltd., Toronto, manufacturers of patent medicines. Al Leary, formerly manager of CKCL, now CKEY Toronto, is managing director of York Broadcasters, and Jack Part, president of United Transcribed System and Mason's United Advertising Agency, Toronto, is secretary-treasurer.

The new station, whose call letters have not yet been announced, will be equipped with a new Northern Electric 1 kw transmitter, housed in a new building now under construction northeast of Toronto. The antenna is a 230 foot vertical radiator.

Al Leary has been in broadcasting since 1927 when he was an advertising representative on the *Toronto Evening Telegram*, and brought the first NBC programs into Canada as a promotion feature. He joined CKCL in 1931 as sportscaster and to handle special events. He became manager of the station in 1932, a post he held till the station was sold some months ago [BROADCASTING, Aug. 28].

Socony Takes 'Info'

SOCONY-VACUUM OIL Co., New York, will sponsor *Information Please* on NBC Monday, 9:30-10 p.m. following the Feb. 5 broadcast, last for H. J. Heinz Co., Pittsburgh, which has not renewed the program because of a change in merchandising plans. Raymond Gram Swing, currently sponsored by Socony-Vacuum Monday through Thursday on the Blue, had informed the oil company of his unwillingness to continue beyond his present contract and will make his final broadcast on Dec. 28. Agency for Socony-Vacuum is Compton Adv., New York; Maxon Inc., Detroit, handles Heinz.

Varsity Program

COLLEGE and high school favorite tunes will be featured in a series of five-weekly quarter-hour programs, *Kampus-Korner*, starting Nov. 27 on WHN New York.



Loew's Inc. Seeking 3 Video Stations

Washington, Los Angeles and New York Outlets Planned

ENTRY of the formidable Loew's Inc.-Metro-Goldwyn-Mayer organization into the television field, in competition with other motion picture interests, was undertaken last Friday with the filing of applications for stations in New York, Washington and Los Angeles entailing an estimated expenditure of $1,000,000.

MGM Studios Inc. seeks the Los Angeles outlet, which would be assigned to Channel 17 (282-288 mc), while Loew's Inc. seeks Channel 17 New York, Loew's Inc. station, and 168 mc) for Washington. General Electric equipment is specified throughout, with high definition transmission indicated.

Applications were filed through Herbert L. Pettey, director of WHN New York, Loew's Inc| station, and Herbert Bingham, Washington attorney.

Three other new applications for commercial television outlets have been filed with the Commission during the past fortnight. Scripps-Howard Radio Inc., which has also filed for new FM stations in a number of key cities, has applied for a Channel 1 (50-56 mc) outlet for Washington, to have an ESR of 1,650. Licensee of WEAN Providence, R. I., Yankee Network Inc., requests a Channel 6 (96-102 mc) station for that area. The Evening News Assn., Detroit, operator of WWJ in that city, is applicant for a Channel 1 commercial video outlet, with ESR of 2,480.

Christmas Club Promotes

CHRISTMAS CLUB Inc., New York, for the 15th year will use radio to promote Christmas Club savings. During the week of Dec. 4 more than 55 stations will carry five-minute programs sponsored by the club. Show is also available for local sponsorship by banks not associated with the Christmas Club. Newspaper advertising will supplement the radio campaign. Agency is Brooke, Smith, French & Dorrance, New York.

Complete Set of

1939-40-41-42-43-44

IOWA RADIO AUDIENCE SURVEYS

will be sent without charge to advertising agencies or college libraries. You will find these a welcome addition to your library.

Each study contains new information on listening habits of Iowa radio families. 80 sets available. Write to

WHO—912 Walnut St.
Des Moines 7, Iowa

WE Anniversary

WESTERN ELECTRIC Co., New York, marks its 75th anniversary this year with the release of a feature-length film "Heritage for Victory", depicting the history of the company from its start shortly after the Civil War in Rochester, N. Y. to its present status as producer of communications and electronic equipment for the armed forces. The film will be previewed by WE employes.

WNEW PLANS STUDY OF RESEARCH PLAN

BELIEVING that the Broadcast Measurement Bureau presents special problems for independent stations, WNEW New York will conduct a study to find out whether the proposed ballot plan will give an exhaustive picture of station listening in a metropolitan area such as New York.

Dr. Paul F. Lazarsfeld, director, Bureau of Applied Social Research, Columbia U., and one of the three research specialists retained by the NAB to study sample requirements for its survey, will also consult with WNEW, whose findings will be submitted to the NAB Research Committee.

A statement issued by WNEW last week indicated that the survey was inspired by some question as to whether the ballot system would be effective "in a metropolitan area where there are a great many stations and where foreign language groups and low-educated groups may have difficulty in remembering call letters and answering a written questionnaire." According to Dr. Lazarsfeld, a variety of approaches through personal interview and mail will be tried. Specific economic groups will be covered.

Seeks Developmental CPs

THE COWLES interests, which operate KRNT WNAX KFNF WHOM WCOP WOL, last week filed applications with the FCC requesting construction permits for five developmental broadcast stations, all to utilize 49,100 kc with 1,000 w power and special FM emission. Stations would be located in Washington, Des Moines, New York, Boston and also Minneapolis, where the Cowles group has filed for a new standard station through Northwest Broadcasting Co. According to the applications, the experimental program as proposed has for its objective the "qualitative determination of some of the laws governing very high frequency propagation and the quantitative evaluation of the effects of variations in the medium upon the performance of high frequency stations" using FM.

WSVA Control Shift

CONSENT was granted by the FCC last week to acquisition of control of Shenandoah Valley Broadcasting Co., licensee of WSVA Harrisonburg, Va. by Frederick L. Allman, president, through purchase of 50 shares common stock (16.66%) from Charles P. Blackley for $7,000. Mr. Blackley wishes to devote fulltime to the development of the new standard station at Staunton, Va. for which he has filed application. Mr. Allman now holds 52% interest in WSVA.

WPB Action

(Continued from page 15)

on specific authorization. Producers and processors are not permitted to buy radio tubes except under the same conditions as affect war contractors.

The relaxations are contained in an amendment to Priorities Regulation 13, effective Nov. 22. Two lists now appear in PR 13. List A covers materials and products, and classifies buyers to whom special domestic sales may be made in accordance with specific regulations. List B, a new list, covers materials and products and enumerates conditions pertaining to export sales. Listed critical parts and components for sale or export require an AA-5 preference rating or better, but unlisted equipment and components may be sold on non-rated orders.

List B enables exporters to purchase surpluses for foreign sale under the same conditions as domestic distributors, provided arrangements are made with the Foreign Economic Administration which handles export licenses. Previously, it was explained, no electronic material from idle or excess radio and radar stocks were available for export.

The amendment, WPB said, will aid the overall surplus picture by opening the export market and permitting the flow of this type of material to civilian uses in an orderly manner.

KSWO, KMYR Shifts

KSWO Lawton, Okla., last week filed with the FCC an application requesting assignment of license from Willard Carver, deceased, and Byrne Ross to Mr. Ross and R. H. Drewry, a new partnership doing business as KSWO Broadcasting Co. Mr. Drewry purchases half-interest for $17,500 from the widow of Mr. Carver, who is unable to assume station responsibilities. F. W. Meyer, sole owner of KMYR Denver, asks consent for assignment of license from himself to a new corporation in which he would hold majority interest (251 shares). Albert G. Meyer, station manager, who now holds a single share, has subscribed to 247 shares at approximately $100 per share. Remaining share is held by W. A. Alexander. Mr. F. W. Meyer, KMYR general manager, is president of the new company.

Glascock Case Closed

A CERTIFICATE of justifiable homicide was issued last week by Arlington County (Va.) Coroner W. C. Wellburn in the fatal shooting of a 20-year-old Negro intruder by Mahlon A. Glascock, commercial manager of WRC Washington. The intruder, who had been accused of making "indecent and vile" proposals by telephone to Mrs. Glascock, had illegally entered their house when Mr. Glascock was in the back yard with his children. Mr. Glascock had not worked for several days because of the man's repeated threats and had asked police protection.

IT TAKES **RDX** to Spell *DESTRUCTION* TO THE ENEMY!



IT TAKES A **50,000** watt station to **sell** the Denver market *and the Mountain and Plain States Region.*

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER KOA 50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC America's No. 1 Network

Stephens Meeting Stresses Air Future



"THE GOSPEL SINGER"
with Ed McHugh
420 15-minute
transcribed programs
NOW AVAILABLE

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue... NEW YORK CITY

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
RETAIL SALES UP
Again in December
A predicted increase, according to Sales Management, of 9.5% over last year's record high in Hartford. WDRC will sell your product in Connecticut's Major Market.
USE WDRC TO
CONNECT IN CONNECTICUT

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

Walker, Avery Among Speakers at College Session

By ARLENE SHOEMAKER
[*Special to* BROADCASTING]

THE BASIC problem of radio in the future will be to make it operate in the public interest, Commissioner Paul A. Walker told over 300 delegates at the final session of the Regional Radio Conference, held at Stephens College, Columbia, Mo.

Mr. Walker, introduced by Willard Egolf, NAB, foresaw great expansion in the radio art, a development that "will revolutionize and improve American industry."

Profitable Future

"This postwar expansion should be financially profitable to both industry and labor," Mr. Walker said. He pointed out that to be effective the new system of radio must have broadcasting station managers who are "more than dollar-minded and who want radio to bring maximum social benefits."

Emphasizing an increase in educational programs, Mr. Walker said, "We need more roundtable discussions and town meetings of the air which brings out facts and points of view on important public questions. We need programs to help the citizen solve his personal problems and give him a rational basis upon which to formulate opinion."

Theme of the Conference, which was attended by broadcasters, administrators and educators, was "Programming for the Home of Tomorrow".

Dr. Harry Summers, Public Service Division, Blue Network, started the three-day parley with "Programming for Tomorrow". Summers predicted that newscasting will drop more than 50% in volume after the war. "The whole question of commentators will undergo a thorough revision in the postwar period. The commentators of tomorrow will be specialists in their particular fields," Summers said.

Dr. Tyler's Predictions

Dr. I. Keith Tyler, Ohio State U., and president of AER, was also among the headline speakers at the opening session of the conference. Speaking on "Radio Tomorrow", Dr. Tyler stated that radio, FM, and television will be in a position to offer the greatest visual and technological aids to education at all levels after the war. Dr. Tyler predicted the possibility of at least 100 AM stations, 3,000 FM commercial stations in local communities, 300 FM educational stations, 300 television stations in populous centers, 85% of the homes equipped with AM-FM, 20% of the homes equipped with television and television theatres in all communities.

"The whole picture is dependent upon continuing a high level of national income," said Dr. Tyler. "The development of commercial FM depends upon ability of communities to support increasing numbers of stations and the development within schools means an educational revolution."

"The burden of a lasting peace is going to fall almost inevitably on the radio industry of the world," said John O. Rennie, head of the radio branch, British Information Service, speaking on "What the Individual Station can do to Promote International Friendship". "International radio on a large scale will be as big a factor as penicillin or air transport," Rennie said.

Mr. Rennie presented three ways in which radio must appeal to the conscience of listeners. The first lies with the major networks and the international shortwave stations; second, the use of shortwave pick-ups and recordings transmitted by beam telephone; and the work which can be done by the individual stations in this country.

"The independent station must bulk large in any scheme for selling the idea of friendship with other countries," he said. He pointed out that popular American conceptions of Britons are largely confined to two stock characters: the exaggerated Oxford "stage Englishman" who is ordinarily presented as a P. G. Wodehouse character, and the Cockney cab driver who is presented as the voice of the "little people". Mr. Rennie said, "If we proved one thing in this war in Britain it is that a dead earl looks very much like a dead plumber and there is no difference in either the nature or the degree of his sacrifice."

Bulgarian Radio

"The broken families or a shattered future are the same in Yorkshire or Missouri; the road to a new and better world has the same hills and turns in England or the Middle West. It is by the peculiar and intimate powers of radio that people are going to have to learn about each other."

Miss Ava Johnson, former consultant to the Bulgarian government and at present news analyst for KXEL Waterloo, Ia., gave a startling picture of the differences between radio in Bulgaria and America, addressing the conference on "Radio in Bulgaria".

"In Bulgaria they play to a better audience in assuming that the audience has a higher degree of intelligence. They don't play down to the audiences as we do here," Miss Johnson said. She pointed out that they have had this standard longer than we and as we move into an era when radio is becoming an international competitive field, those people are not going to acquire our tastes. She emphasized the importance of new programming for international radio.

Speaking on news broadcasting, Miss Johnson stated that Americans need a background to understand the slant of international news. "Of course the news is slanted," she said, "but Americans need to recognize this fact and realize that it varies according to where it is coming from."

Three experts in the field of television, Comdr. William C. Eddy, Chicago; Richard W. Hubbell, WLW Cincinnati, and J. D. McLean, General Electric Co., Schenectady, closed the first day of the conference with a panel discussion on "Television".

"None of the nine television stations have yet bought cash registers and general mass production of television equipment will not take place for several years," said Comdr. Eddy. "However," he said, "in spite of television being a problem child from the operation standpoint, it has already proven itself to be a practical medium of communication."

Video Projects

Mr. McLean told the group that already 90 television stations are planned for postwar construction to serve 67,000,000 people. Concerning advertising through television, Mr. McLean said, "It is by far the most powerful selling media ever developed."

The daytime radio serial as a medium for projecting the point of view of professional and service groups, as well as governmental agencies, was described by Irma Phillips, radio, author and supervisor, Chicago.

Citing the job now underway as an indication of what the daytime radio serial can accomplish in the world of tomorrow, Miss Phillips said:

"In no way should anyone discount or discredit what Government messages via the air have attempted to do in the solving of our daily problems; but no other vehicle has been qualified or equipped to do what the serial drama has done." Miss Phillips pointed out that the key to the introduction of important messages to the home lies in entertainment. She added: "By listening to these serial

WING
Dayton, Ohio
Basic Blue
WING
is
DAYTON'S
No. 1
Choice of
Merchants
Using Radio
WEED & CO. National Representatives

dramas, the woman feels she's not alone in facing certain situations of the times. They help lessen the tension under which the homemaker is forced to live today."

In a panel discussion of children's programs held at the conference, Miss Gloria Chandler, Junior Leagues Inc. New York, stressed the importance of the local stations in the production of children's shows. "The local radio setup is the true laboratory for this type of program," she said. "Here there is more opportunity to test, plan and develop new ideas in new fields and it is the responsibility of the community and the station to join hands in developing radio shows for children."

Lew Avery Speaks

Speaking on "Station Advertising Problems," Lewis Avery, NAB Director Broadcast Advertising, told the several hundred representatives present at the conference that mass pre-selling of materials and methods may be necessary to solve postwar living problems. He emphasized the need of more creative intelligence in producing advertising.

Dr. Henry A. Bowman, head of the Marriage and Family Division, Stephens College, stressed the need for women's radio shows that would help women meet the increasing personal and social problems facing them in the postwar world as well as how to mix a sunshine cake.

"There is a new aspect to homemaking beyond domestic skills," Dr. Bowman said. "We can receive domestic skills, personal appearance hints and escape from women's shows but more is needed. Personal relationships involved in marriage, for example, should be attacked through women's shows and long time planning for this is needed."

Also participating in the discussion of women's programs were Judith Waller, NBC, Chicago; Dorothy Lewis, NAB, New York; Grace Johnsen, Blue Network, New York; Peggy Cave, KSD St. Louis; Ann Hagen, War Food Administration, Washington; Barbara Bates, WOW Omaha; Frances Dixon, WENR Chicago; Georgia Bowman, American Red Cross, St. Louis; Ann Hayes, KCMO Kansas City; Vicki Corey, KDKA Pittsburgh; Natalie Potter, WAVE Louisville; Nancy Sherman, KXOK St. Louis.

"MEMO"

Add to our 1945 schedule

WBOC

Salisbury, Md.

One of America's Finer Stations

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK



HE CAN'T GET AWAY from a microphone, even in the Army. Pvt. Vic Campbell, in civilian life production manager of WGY Schenectady, stands by in the GHQ radio section, Dutch New Guinea, to relay news of the Philippine landings to networks and press associations as stand-by announcer for the PRO radio section, news and periodical section, Gen. MacArthur's headquarters.

CBS Boosts FM Area

INSTALLATION of a new two-bay General Electric antenna, 800 feet above street level (860 feet above sea level) at 500 Fifth Ave., New York, has enabled WABC-FM to give its service area reception three times more powerful than before, according to CBS engineers. They said the 3-kw FM transmitter approaches maximum efficiency by making its program service available to 98% of the population within the coverage area specified by the FCC for an FM transmitter in New York. With the new antenna, the station's service area is extended from less than 50 miles to about 60 miles from the transmitter.

Canada Affiliates

NETWORK affiliations for stations in Canada's three Atlantic coast provinces, have finally been cleared for commercial programs, with the settlement arranged for stations in Halifax, effective January 1, 1945. The complicated structure in Halifax has been unsettled for some months, since the advent of CBH and CJCH, both now operating on 100 watts, in addition to CHNS, one of the oldest Canadian stations. Line-up effective Jan. 1, 1945, gives CBC Trans-Canada network CBA Sackville, CBH Halifax, CJCB Sydney, CHSJ Saint John, CFNB Fredericton; on the CBC Dominion network CHNS Halifax, CFCY Charlottetown, CKCW Moncton, CJFX Antigonish, CKNB Campbellton, and CJLS Yarmouth.

Legislative Committee Of NAB Meets Dec. 13

WITH THE organization of the new Congress ahead, the NAB Legislative Committee will meet in Washington Dec. 13 at the call of Chairman Don S. Elias, WWNC Asheville. Consideration of plans for legislation at the next session will be the main topic. The pending White-Wheeler Bill (S-814) dies with the adjournment of this session, which probably will end prior to the Christmas holiday.

Members of the legislative committee, in addition to Chairman Elias and NAB President J. Harold Ryan, include Clair R. McCollough, WGAL Lancester; Joseph H. Ream, CBS New York; Frank M. Russell, NBC Washington; James D. Shouse, WLW Cincinnati; J. Leonard Reinsch, WSB Atlanta; G. Richard Shafto, WIS Columbia, S. C.; Harry R. Spence, KXRO Aberdeen, Wash.; O. L. (Ted) Taylor, KTOK Oklahoma City.

PULSE NOTES DROP FOR SMITH, BENNY

BOTH Jack Benny and Kate Smith show declined in ratings for October, under their respective 1944 averages, according to the Nov. 15 *Radio Audience*, in which listening surveys in New York, Philadelphia and northern New Jersey are analyzed by the Pulse Inc., New York.

Miss Smith's rating dropped from her 1944 Pulse average of 23.9% to 10.7% for October, while Mr. Benny's rating declined from a 1944 average of 37.6 to 31.7. Raising the question as to the 7:30-8 p.m. program choice of listeners who formerly tuned in both programs, before they were shifted to the 7 p.m. Sunday night hour, the Pulse concluded that Miss Smith's rating rises from 10.8 for the first half-hour of her show, to 15.1 for the second half. In her former spot she lost listeners during the latter half hour.

The Jack Benny show is heard on NBC, 7-7:30 p.m. and the Kate Smith program on CBS, 7-8 p.m. Sundays.

Parker Plans Campaign

PARKER WATCH Co., New York, in its first major radio effort is starting a series, *These Are Our Men*, Saturdays 2-2:30 p.m. on NBC for 12 weeks starting Dec. 2, as the opening gun of a campaign to start the first of the year. Plans for 1945 include a spot campaign of chainbreaks and time signals on as many stations in Parker's 75 markets as can supply the time. Berne W. Wilkins, radio director of Sterling Adv., New York, which handles the account, plans a cross-country trip to line up the schedule. Parker previously confined radio to placements by local dealers. The series, in behalf of War Bonds, will dramatize the lives of high ranking U. S. military leaders, starting with the President.

Walters Missing

CHARLIE WALTERS, former WBT announcer, has been reported missing in action and is thought to be a prisoner of war inside Germany. The War Dept. notified his wife last week.

25 MILLION Dollars

—will be poured into the pockets of growers who sell their tobacco in

WINSTON-SALEM

—this fall. They'll spend a lot of that money for products we tell 'em about!

WSJS

NBC

5000 Watts

600 on the Dial

Represented by

HEADLEY-REED COMPANY

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
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Consulting Radio Engineer
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Commercial Radio Equip. Co.
Radio Engineering Consultants
Frequency Monitoring
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- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
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INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

TWO WEEKS NOTICE REQUIRED FOR CHANGE OF ADDRESS
BROADCASTING MAGAZINE

Actions of the FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 18 TO NOVEMBER 24, INCLUSIVE

Decisions . . .

NOVEMBER 20

Evening News Publishing Co., Newark, N. J.—Placed in pending file application new FM station.

Greensboro Broadcasting Co., Greensboro, N. C.—Same.

The Valley Broadcasting Co., Steubenville, O.—Same.

WMFR High Point, N. C.—Same.

WJAC Johnstown, Pa.—Placed in pending file applications new commercial television station.

Interstate Circuit Inc., Dallas—Same.

Radio Sales Corp., Seattle, Wash.—Same.

WFBM Inc., Indianapolis—Retained in pending file application new FM station.

1230 kc NEW-Georgia Broadcasting Co., Savannah, Ga.—Granted petition insofar as it requests leave to amend application so as to request 1230 kc; denied insofar as it requests removal of application from hearing docket and grant without hearing.

1230 kc NEW-Moline Broadcasting Co., Moline, Ill.—Designated for hearing application new station 250 w unlimited.

550 kc-WSVA Harrisonburg, Va.—Granted acquisition control by transfer 16.66% stock from Charles P. Blackley to Frederick L. Allen for $7,000.

1450 kc NEW-Herald Publishing Co. of Klamath Falls, Ore.—Granted application new station 250 w unlimited; conditions.

NOVEMBER 21

1260 kc-WOL Washington—Granted license renewal main and aux. trans. for regular period.

780 kc-WBBM Chicago—Granted license renewal for regular period.

1580 kc NEW-Harold Thoms, Durham, N. C.—Denied petition for reconsideration and grant of application new station 250 w unlimited.

NEW-Calumet Broadcasting Corp., Hammond, Ind.—Granted petition in part for leave to amend application new station; denied request for grant and designated application for further hearing.

1450 kc-WWDC Washington—Granted license renewal for main trans. and synchronous amplifier for period ending 10-1-45. Granted authority for same period for waiver Secs. 2.53 and 13.61 so as to permit operation synchronous amplifier by remote control from main trans.; same conditions heretofore.

930 kc-WTAD Quincy, Ill.—Granted petition to reconsider and grant application for assgn. license from Illinois Broadcasting Corp. to Lee Broadcasting Inc.

Following stations were granted license renewals for period ending 11-1-45: KGVO KSCJ (and aux.) KSRO WDSU (aux. only) KFBB WRR (and aux.).

Following stations were granted license renewals for period ending 11-1-47: KGIR KIDO KILO WAKR WBNX WHK WPAB WQBC WSYB KARM KBWD KDFN KGCX KMED KSLM WALA WBCM WBNS (and aux.) WEGO WMBG (and aux.) WSFA WWRL.

Licenses of following stations were further extended on temp. basis only pending determination license renewal applications, for period ending no later than 2-1-45: KDAL KSWO KVOA WAAF WCAX WCLE WCOP WDEL WIRC WJLM WMBO WMT WOV (and aux.) WOWO WNEW (main and aux.) WPEN (main and aux.) WPRA.

WAYS Charlotte, N. C.—Granted license renewal for period ending 5-1-46.

Applications . . .

NOVEMBER 18

730 kc-WWDC Washington—CP change 1450 kc to 730 kc, increase 250 w to 50 kw, install new trans. DA-DN, change trans. location to Potomac, Md.

49,100 kc NEW-WOL Washington—CP new developmental station, 1 kw, FM special emission.

49,100 kc NEW-WHOM Jersey City, N. J.—CP new developmental station, 1 kw, FM special emission.

550 kc-WMRC Greenville, S. C.—CP change 1490 kc to 550 kc.

1230 kc NEW-Donald W. Reynolds, Fort Smith, Ark.—CP new standard station 250 w unlimited.

1480 kc-KCMO Kansas City—License to cover CP authorizing increase power, changes ground system.

940 kc NEW-Independent Broadcasting Co., Des Moines, Ia.—CP new standard station 250 w N 1 kw D unlimited.

49,100 kc NEW-KRNT Des Moines—CP new developmental station, 1 kw, FM special emission.

49,100 kc NEW-Northwest Broadcasting Co., Minneapolis—CP new developmental station, 1 kw, FM special emission.

Tentative Calendar . . .

NOVEMBER 27

Oral Argument

Promulgation of Rules & Regulations under Sec. 317 of Communications Act.

Consolidated Hearing

1230 kc NEW-Beauford H. Jester et al, Waco, Tex.—CP 250 w unlimited.

1450 kc-KDNT Denton, Tex.—CP 1450 kc 250 w unlimited.

1450 kc NEW-Truett Kimzey Greenville, Tex.—CP 250 w unlimited.

1230 kc-WACO Waco, Tex.—CP 1230 kc 250 w unlimited.

Consolidated Hearing

580 kc-KFXD Boise, Ida.—CP 580 kc 1 kw unlimited DA.

600 kc NEW-Queen City Broadcasting Co., Boise, Ida.—CP 1 kw unlimited DA-N.

1340 kc NEW-Idaho Broadcasting Co., Boise, Ida.—CP 250 w unlimited.

McClatchy Broadcasting Co. (KMJ) is intervenor.

NOVEMBER 29

1580 kc NEW-Harold H. Thoms, Durham, N. C.—CP 1 kw unlimited.

Oral Argument

640 kc-WOI Ames, Ia.—Special service authorization 640 kc 5 kw 6 a.m. to local sunrise.

NOVEMBER 30

1470 kc-KPLC Lake Charles, La.—CP change assignment to 1470 kc 1 kw unlimited.

DECEMBER 1

Further Consolidated Hearing

1240 kc NEW-Birney Imes Jr., Meridian, Miss.—CP 250 w unlimited.

1240 kc NEW-Mississippi Broadcasting Co., Macon, Miss.—CP 250 w unlimited.

1520 kc NEW-Radio Air Ways Inc., Eugene, Ore.—CP new standard station, 1 kw unlimited.

44,300 kc NEW-Evansville on the Air Inc., Glenwood, Ind.—CP new developmental station, 50 kw, special emission (dismissed at request of applicant).

NOVEMBER 22

Channel 6 NEW-WEAN Providence, R. I.—CP new commercial television station.

1490 kc NEW-Times Publishing Co., Erie Pa.—CP new standard station 250 w unlimited.

Channel 1 NEW-WWJ Detroit—CP new commercial television station, ESR 2,480

1340 kc NEW-Durham Broadcasting Co. Durham, N. C.—CP new standard station 1580 kc 250 w unlimited, amended to request 1340 kc.

1150 kc-KSWO Lawton, Okla.—Assgn license to Byrne Ross and R. H. Drewry d/b KSWO Broadcasting Co.

Channel 1-Raytheon Mfg. Co., Waltham, Mass.—CP new commercial television station.

49,100 kc NEW-WCOP Boston—CP new developmental station, 1 kw, FM special emission.

1200 kc-WEGO Concord, N. C. — CP change 1400 kc to 1200 kc, make antenna changes.

1400 kc NEW-Wayne M. Nelson, Charlotte, N. C.—CP new standard station 25 w unlimited.

43,700 kc NEW-WAPO Chattanooga Tenn. — CP new experimental high frequency station, 1 kw, A3-FM emission amended to change class to developmental station.

1450 kc-KTRI Sioux City, Ia.—Transfer control from Tribune Co., to Eugene F. Kelly, Eugene F. Kelly and John C. Kell (125 sh 50%).

48,500 kc NEW-KIDO Boise, Ida.—CP new FM station, 1,148 sq. mi., $11,680 est mated cost.

Pillsbury Plans

PILLSBURY MILLS Inc., Minneapolis, announced the appointment of both McCann-Erickson Inc., Minneapolis, and Leo Burnett Co., Chicago, to assist in a post war products advertising campaign, according to H. W. Files v-p in charge of sales and advertising. McCann-Erickson will continue its present campaigns for the firm with the exception of Pillsbury's Farina which will be handled by Leo Burnett Co.

WMCA Sale Details Given

(*Continued from page 16*)

Mr. Flamm "anything comforting" pending the sale.

Mr. Roberts said Mr. Flamm was "afraid of what the Commission would do" and that "half the things I told him would frighten anybody to death. . . . I was on the inside of it and knew the whole thing was a hoax. If I did not participate in this conspiracy, Mr. Flamm today would own WMCA."

He told the Committee he knew the FCC "had absolutely no interest" in the case, that David K. Niles, executive assistant to the President had nothing to do with it and that stories of FCC pressure allegedly told Mr. Flamm were false. He testified that he dictated a proposed "affidavit" to file with the FCC after Mr. Flamm filed petition asking the Commission to vacate its order granting transfer to Mr. Noble. The statement, read into the record by Mr. Sirica, was taken from an exhibit in the civil suit now pending, according to the Committee general counsel.

Questioned by Rep. Hart, Mr. Roberts said part of the statement was true and other parts false, that he had no intention of filing it, but wrote it to "scare" Mr. Flamm. He asserted that it had been planned to have it published in BROADCASTING but said the magazine was "not involved." Several times, both during his testimony and while he sat in the audience, Mr. Roberts objected to Rep. Hart's questioning. Rep. Hart demanded to know with whom the witness conferred during the noon recess. Mr. Roberts said he conferred with Chairman Lea, Messrs. Sirica, Barker and Hanselman. He denied he has had any business connection with Mr. Flamm since he left his employ just prior to the transfer.

Noble Denies Allegations

He testified that Mr. Dempsey told him he'd talk to Sol Taishoff, editor of BROADCASTING, and have him "put the fear of God in Flamm." Mr. Flamm, on the stand, said Mr. Taishoff talked to him about the case but "only as a reporter seeking news". Mr. Taishoff, recalled to the stand later, testified that he had heard of the proposed affidavit, that Mr. Roberts had called him from New York, but that he had never seen such an affidavit. Chairman Lea asked the publisher if he had been called into conference by a Commissioner regarding the WMCA investigation. Mr. Taishoff said he hadn't.

Mr. Noble categorically denied the accusations made by Mr. Roberts and Mr. Flamm, contending he never met Roberts until the day of the transfer; that Thomas G. Corcoran had nothing to do with his employing Dempsey and Koplovitz; that he felt $850,000 was a "fair price" for WMCA in view of its gross billings and physical asserts, and that the station actually cost in $940,000.

At one point, Mr. Sirica asked: "Isn't it a fact they (the attorneys) told you they scared Flamm into selling?" Mr. Noble replied: "You know that's not true, Mr. Sirica." The Committee counsel replied: "Certainly I know its true—just as true as I'm prosecuting this case."

"I hope you're not prosecuting this case," interjected Rep. Hart. Mr. Sirica explained his expression resulted from his former practice in the attorney general's office.

Mr. Noble said it was Mr. Flamm who insisted on approval by the FCC by Dec. 31, and that Mr. Flamm called the late Thad Brown, former Commissioner, from Mr. Noble's apartment and told Col. Brown he was "happy with the deal and wanted everything rushed through."

Mr. Noble said the original legal bill from Dempsey & Koplovitz was for $75,000, and admitted that he had "torn it up."

Hearings were adjourned until today (Nov. 27) at 10 a.m.

O'FALLON, BISHOP GET DENVER MUZAK

ELECTRON NETWORK, a new company formed by Eugene O'Fallon and Frank Bishop, respectively owner and general manager of KFEL Denver, has obtained the Muzak franchise for that city and environs and about the first of the year will begin a wired program service to entertainment and industrial establishments in the Denver region.

Company will offer a dual service, Mr. Bishop said, comprising a straight musical service to restaurants, bars, etc., and a special service to industrial plants comprising 20 minutes of each hour. The industrial service begins with light music early in the work day, he explained, but the music becomes more stimulating as the day goes on to overcome increasing fatigue.

Material for both services is contained in the basic Muzak library of 600 recordings, comprising some 3,000 musical selections, which costs Electron $1,200, with additional recordings, released monthly, billed at $2 each. With an investment of approximately $8,500 in equipment for a central studio from which programs are sent out by telephone wires to subscribers, the initial investment will total about $10,000, Mr. Bishop said.

St. Louis Criticism

NEWSCASTS and daytime serials were criticized at the first meeting last week of the Radio Council of St. Louis which was organized as part of a national movement to improve radio programs. Dorothy Lewis, NAB coordinator of Listener activity, addressing the 75 representatives of the radio industry and civic and listener groups said daytime serials "are altogether too melodramatic and trite." George M. Burbach, manager of KSD, criticized interruption of news by middle commercials and said the programs should be sponsored only by the most reputable advertisers.

Ready for Video

PLAN for a theatre that provides for the installation of large-screen television apparatus have been filed in New York, said to be the first time a television installation has been planned as a definite part of theatre construction. No video equipment has been ordered, according to Elliot A. Daitz, president of the 1350 Sixth Avenue Corp., which will erect the theatre at that address.

Blue Encouraged By FM Response

Only One of 111 Questioned Not Applying for License

OF 111 Blue affiliate stations replying to the questionnaire sent Sept. 25 by Keith Kiggins, Blue vice-president in charge of station relations, asking for their FM plans, three are already operating FM stations, 35 have filed applications for FM stations with the FCC and 65 definitely intend to file such applications. The other eight repiles include seven from broadcasters who aren't sure what they are going to do and want to see what happens before they decide. Only one of the 111 said that he was not going to apply for an FM license.

Such response is definitely encouraging to the Blue which lacks the high-powered clear-channel stations that give NBC and CBS an advantage in selling facilities today and looks forward to FM as a chance for all networks to start on an even footing, with programs, promotion and merchandising becoming the vital factors in determining which network will be the better buy for advertisers.

Encouraging Response

The Blue, which itself has applied for FM transmitters in New York, Chicago, Los Angeles and San Francisco, is especially encouraged by the fact that this response came without any pressure from the network, which is just now preparing to send the first follow-up letter asking for replies from the stations which have not yet sent them in.

In addition to the replies from its own affiliates, the Blue has received four letters from FM applicants asking if they can become Blue outlets when their stations are ready to begin broadcasting.

A number of Blue affiliates who have not yet filed FM applications have asked the Blue for engineering assistance and for information about FM transmission equipment announced by various manufacturers. Some stations have also asked the network for assistance in deciding what type of FM coverage they should apply for. The network has received several requests for help in getting the Government to give permission to stations to lease mountain locations within National Parks to them as FM transmitter sites. Other stations have asked for programming aid, with one affiliate asking the Blue to persuade the FCC to permit permanent duplication of AM and FM programs.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.
28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta San Francisco

Cover the Rich Lehigh Valley
WEST
EASTON, PENNA.
NBC Mutual

AP
WMIN, St. Paul, Minn.
. . . without question AP is the best news service which WMIN has ever used.
Frank M. Devaney
Ass't General Manager
available through
PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N.Y.

Down South It's
WLAC
NASHVILLE, TENN.
50,000 WATTS
THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY
NATIONAL REPRESENTATIVES PAUL H. RAYMER

Hon. Robert Pendergast
Campbell-Mithun, Inc.
Minneapolis, Minnesota

Dear Bob:

Honest to Betsy! The darndest things happen around here. This morning I was leaning on my broom and lending an ear to the "Saturday Recess" (a local kids quiz show originating in the Diamond Department store here), when one youngster drew the question, "Who wrote 'Poor Richard's Almanac'?". Quick as a flash she came back with "Uncle Si". Now, you and I know . . . and so does any Branham man . . . that the only almanac folks around here know is "Uncle Si's Almanac", a WCHS feature for nigh on to four years, so you can't blame the kid.



Yessir, the darndest things happen.

Regards,
Yours,
Algy

W C H S
Charleston, W. Va.

WWJ Bans Disc Announcements

(*Continued from page 13*)

agreeable to follow Mr. Bannister's lead."

Industry reaction was varied, with most broadcasters praising the aims of WWJ's general manager, but suggesting modified methods of attaining them.

J. Harold Ryan, president, NAB, stated:

"The new WWJ policy is an interesting evidence of the constant care that individual stations are exercising over programming in the public interest."

'Worthy of Study'

George W. Smith, general manager WWVA Wheeling and vice-president of Fort Industry Co., said:

"I think the move is worthy of study by both advertisers and stations. I believe something mutually satisfactory could be worked out. However, I believe those concerned should sit down and discuss the problem constructively. Perhaps NAB could appoint a committee to promote such a discussion."

Mortimer C. Watters, general manager WCPO Cincinnati and vice-president of Scripps-Howard Radio Inc.:

"I disagree with Mr. Bannister—not with the spirit which motivates his action, but with the method he's employing. In my opinion, some of these transcribed announcements are no more obnoxious than live copy would be. If there's progress to be made in producing better spot copy, I believe it lies with station management making a determined effort to raise the standards of copy. There has been a great deal of criticism of singing commercials, but I don't think they're so bad."

Nathan Lord, general manager WAVE Louisville:

"In my opinion, live copy can be just as bad as transcribed copy and I don't feel that eliminating all transcribed announcements is the way to clean up the situation. I believe it's up to individual management to exercise selective judgment."

Trammell Interested

Niles Trammell, president of NBC, commenting on the action of Mr. Bannister's station, said: "I shall watch with a great deal of interest the developments in the plan for handling spot announcements which has been inaugurated by station WWJ Detroit. In my opinion, transcribed announcements are not in themselves evil nor on the other hand are live announcements necessarily good for broadcasting. I believe that the broadcasting industry can do a much more intelligent job of handling one-minute and chain-break announcements than has characterized their use during the past several years.

"If a station feels that chain-break or one-minute announcements are essential to its financial welfare, such announcements should be utilized in reference to the part each announcement will play in the development of the entire program structure of the station. Careful thought should be given not merely to the product advertised during the preceding or following program but to the mood and theme of those programs. A singing commercial, no matter how clever it may be, following on the heels of a symphony program, may be ridiculous in the extreme, and does neither the station nor the announcement sponsor much good.

"The day may well come when in the interests of good programming broadcasters will reject all chain-break announcements and will incorporate the one-minute announcements in program periods specifically designed for that purpose. Whether such announcements are transcribed or made live is of secondary importance if the station adheres to a proper concept of good programming."

Dr. Frank Stanton, president of CBS, compared the policy of CBS' key station WABC New York to that laid down by Mr. Bannister for WWJ. Dr. Stanton said: "WABC for the past nine months has not accepted any station break announcements. We carry time signals, service announcements on weather, war effort announcements, and spots calling attention to following CBS programs, at the station break. We build programs to carry the one-minute announcements, and we exercise careful discrimination in the acceptance of all announcements, live and transcribed."

Disc Viewpoint

A spokesman for one of the major transcription firms in New York, who asked that his name not be used, said that while his company as a service organization would record announcements as long as advertisers and agencies order them, the total loss of this sort of business would not seriously affect the transcription industry.

"In fact," he added, "the elimination of recorded spots might lead to an increased sale of tailor-made commercial programs which call for the cutting of a new master for each broadcast. That would more than compensate for the loss of recorded announcements, which are used over and over again".

WWJ's edict may have the effect of stimulating the agencies to "clean up" certain transcribed announcements by giving them more appeal, possibly adding music, and generally putting more money into them, according to Robert Clarkson, manager of the transcription division of the Columbia Recording Corp.

Mr. Clarkson suggested that the issue might develop into a "recording battle" between the stations and the agencies, with the latter "conceivably threatening to pull out their half-hour programs from those stations refusing the spot discs."

Agency Observations

Agencies generally differed sharply with Mr. Bannister's method of improving spot announcements.

Linnea Nelson, chief timebuyer, J. Walter Thompson Co., New York, said: "Stations would use far better sense if they accepted advertising on the basis of copy content, and not on whether they are live or transcribed.

"I would be inclined to drop from an advertising schedule a station with WWJ's policy rather than switch to live copy, unless there was no alternative station in the market," she added.

Describing Mr. Bannister's motives as laudable, Blayne Butcher, radio director of Newell-Emmett Co., posed the question: "Can he reproduce as entertainingly with local stations the caliber of announcements he can get in transcriptions?"

Defeats Its Purpose

"I heartily approve of a station picking and choosing which discs to use," Mr. Butcher continued "but to knock them out completely is very short-sighted."

The only advertiser placing transcribed spots through Newell-Emmett at the present time, Mr. Butcher said, is Pepsi-Cola. He said this account was on practically every station in the country. Pepsi-Cola was a pioneer in sponsoring singing commercials.

"Such a policy defeats just what it is trying to achieve— good quality announcements," in the opinion of Reggie Schuebel, radio director and timebuyer of Duane Jones Co.

"In a normal period," Miss Scheubel said, "a station wouldn't dare do this."

Spokesmen for Donahue & Co., New York, which handles a volume of recorded spot announcements, expressed the belief that advertisers would resist the WWJ policy and that it would result in a loss of business for the station.

Franco's Views

Mr. Franco, commenting on the WWJ move, said: "If we can depend on all stations to do the job WWJ is doing, there's no need for transcriptions," Mr. Franco added. He said, however, that there are only several hundred stations in the nation equipped to perform as WWJ does. He said his agency would be willing to provide copy for live spot announcements on WWJ, adding that he admired Mr. Bannister's stand.

Only move comparable to that of WWJ's was taken by WQRX New York last spring [BROADCASTING, April 3] when that station adopted a plan of refusing singing commercials, after an unsuccessful attempt to re-produce such spots in a fashion tailored to the WQXR program policy.



Before the show could go on, a sponsor was required. Weed & Company located a prospect with a budget and a problem—and a Weed man was there first.

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RADIO STATION REPRESENTATIVES
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DETROIT • SAN FRANCISCO • HOLLYWOOD

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

ccount executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

nnouncer-operator wanted by station in Rocky Mountain area. Send experience, snapshot, and three references. Men only. First grade license. Box 875, BROADCASTING.

anted! Operator-announcer with first class license for future chief engineer at radio station in small town in heart of Willamette Valley, in Oregon. Good RCA equipment, good working conditions. Prefer family man. Box 885, BROADCASTING.

BS affiliate in beautiful New England university city needs experienced announcer. Prefer family man interested in permanent position with future at good salary. Station largest in area with no competition. If interested write Box 889, BROADCASTING.

anted—Announcer-program director who can write continuity. Salary plus overtime and special shows for network station in New England. Box 915, BROADCASTING.

ajor market CBS regional station (midwest) is looking for a high calibre emceead lib personality to handle two hour morning show plus others. Must be able to address Rotary etc. meetings, handle public service affairs. Good salary and commission commensurate with ability. Permanent position. Send full details and picture to Box 920, BROADCASTING.

he announcer, one 1st class operator by Blue Network, 250 watt station. Deep south. Box 924, BROADCASTING.

ntinuity-writer—Good paying, permanent position for capable continuity-writer, with 1000 watt midwest regional network station. Box 929, BROADCASTING.

nouncer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio station KSEI, Pocatello, Idaho.

vertising manager for network station. Permanent position. KFRO, Longview, Texas.

anted announcer that can do newscasts regular job. Please state starting salary in first communication. Contact Manager. WBRW, Welch, W. Va.

anted—First or second class operator. Car necessary. Write FM station WBCA, 108 State Street, Schenectady 5, New York.

LA, Mobile, has an opening for an announcer who desires to get ahead. An excellent salary, talent fees, permanent. No floaters wanted. Send transcription.

Situations Wanted

ief engineer. 4 years experience. 3 years with 50 kw. FM and directional. Must be permanent. Box 903, BROADCASTING.

Situations Wanted (Cont'd)

Program Director—Announcer. 8 years in radio; married, 4F; programming-announcing, all phases. Sober, talented. Salary $50 weekly. Box 551, BROADCASTING.

Station promotion director thoroughly experienced in publicity, advertising and production. Box 879, BROADCASTING.

Radio engineer desires position as chief of one kw or larger. Experienced all phases. Box 900, BROADCASTING.

Californian wants to return to his native heath. Seven years experience as program director, writer, timebuyer in best New York and California agencies and networks. Capable executive, good organizer, interested in agency, station, network or television position with a future in the Golden State. Box 902, BROADCASTING.

Engineer, first class. Wide experience all phases control and transmitter operation and maintenance, 250 watt to 50 kw. Box 904, BROADCASTING.

Announcer, 1½ years experience, news, ad-lib, turntables, control board. Prefers change, northeast. Married, honorable discharge. What's your offer? Box 905, BROADCASTING.

Experienced newscaster, long press association background. Draft exempt, available December 1st. Box 907, BROADCASTING.

Consulting engineer desires position with station or group of stations. Now employed by Washington firm. Box 908, BROADCASTING.

Two announcers experienced in news commercials and production. Honorable discharges. Desire location together with permanent affiliation in view. Box 909, BROADCASTING.

Three top announcers and stable married men. One top disc jockey, one top newsman, one top straight commercial want positions with progressive organization. Will consider individual offers. Presently employed CBS station midwest. Box 910, BROADCASTING.

Experienced announcer, newscaster, married, 4F, dependable, want job with future. Prefer warm climate. Box 913, BROADCASTING.

Announcer—2½ years of experience at an outstanding northeastern 50 kw station. Young, conscientious, hard working, college man. Please state salary, commercials hours. Draft exempt. Box 914, BROADCASTING.

Announcer experienced for all around work. Age 26, married, ex-serviceman. Making self available to good offer. Box 916, BROADCASTING.

Situations Wanted (Cont'd)

Operator—1st phone, 1 year experience, 4F. Chance to attend university. Part time desirable. Box 917, BROADCASTING.

Newscaster-announcer. Experienced, also ad libbing and specialty shows. Box 921, BROADCASTING.

FM engineer wants position engineer FM-AM station or electronic sales engineer. First phone, second telegraph. FM-television experience, Law degree, radio instructor. Will travel. Prefer west coast or New England. Box 923, BROADCASTING.

Announcer—Experienced announcing, writing, production. Operate RCA and WE equipment. Qualified in NBC competitive auditions. Audition transcription available. Deferred, 26, $50. Box 925, BROADCASTING.

Announcer—Woman, now on staff well-known 5 kw. 5 years experience news, music, women's, acting. Transcription upon request. Box 926, BROADCASTING.

Experienced salesman-announcer-organist. Have proven record top-salesman. Clear announcing voice. 12 years solo organist largest theatres. Available March 1945. Go anywhere. Prefer midwest. 38, 4F. Box 927, BROADCASTING.

Experienced salesman—Better than average man with excellent sales and personal record, seeks connection with progressive station offering better than average opportunity for job well done. 7 years intelligent radio sales, family man, A-1 reference. Regional, local experience. East or midwest preferred. Box 928, BROADCASTING.

You've found your announcer-script writer. Experienced writer with good program ideas wants position with NBC affiliate where she can combine writing and announcing. Employed now. Box 930, BROADCASTING.

Announcer—29, Naval discharge, good voice. Will work hard for small station. 3338-Hardin, Memphis, Tenn. Phone 48-4202.

Experienced announcer. Smooth style, rich voice, personality. Handled network shows. Rudolph Hoffman, 219 Vernon Avenue, Brooklyn, New York.

Engineer—First class with two years experience wants position in east or northeast. Available now. Draft status 4F, 23 years of age. Fred Heslep, Route 2, Jacksonville, Arkansas.

Newscaster, announcer, eighteen months experience, capable copywriter, sober, reliable. Charles Grady, 329 West 84th St., New York City.

Situations Wanted (Cont'd)

Script writer. Drama, news, commercials. Good academic background, widely traveled, linguist. Will accept position with radio station, agency, preferably Chicago. Samples, references on request. Box 931, BROADCASTING.

Wanted to Buy

Will pay cash for 250 watt transmitter. FCC approved. Box 860, BROADCASTING.

Wanted to buy—Antenna, frequency monitor, modulation monitor, and other complete equipment for 250 watt station. Box 899, BROADCASTING.

Wanted—One (1) Weston 301 Voltmeter 0 to 1.5 KV or 0 to 2 KV complete with multiplier, either new or used. Box 906, BROADCASTING.

Wanted—One or two turntables, new, used, or rebuilt. What have you? Cash arrangement. Box 911, BROADCASTING.

Wanted to buy—Small station in small town. Prefer southwest. Give details in first reply. Strictly confidential. Box 922, BROADCASTING.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted to buy—One type 72-C recording attachment complete with cutting head and feeding mechanism. Wire or write WISR, Butler, Pa.

For Sale

For sale—Shure Unidyne microphone, model 556-B, Presto model K recorder. Both like new. Box 912, BROADCASTING.

Slightly used telepix. Very cheap. Mrs. H. Massat, 2250 Dayton St., Chicago 14, Ill. Lincoln 8081.

Miscellaneous

Radio man, honorably discharged from Army, wants to buy interest in or control of 250 watt station. Box 918, BROADCASTING.

HELP WANTED

Pianist:

Able to double Hammond Organ and Novachord.

Excellent permanent job with nationally known 5 kw midwestern station. Give full particulars.

BOX 901, BROADCASTING

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

Starting New, Intensive

DAY & EVE.

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Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

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SERVICE DIRECTORY

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MORE RF KILOWATT HOURS PER DOLLAR WITH
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Freeland & Olschner Products, Inc.
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High Power Tube Specialists Exclusively

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RECORDINGS REG'D
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FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
Write Us

Radio Salesman Wanted

- This is directed at a radio salesman that wouldn't usually answer an ad. We are a basic network station in a prominent Eastern city. We have a fine opportunity for a man who can service and sell radio. Good money, nice associates, place to grow in responsibility and earnings. Box 919 Broadcasting.

Kesten Stresses International Broadcasting on Return to U.S.

CBS V-P Sees Great American Opportunity In Postwar Radio, Video Development

"DESPITE the best job of reporting that any nation at arms has ever received, America is not getting, and cannot get, the real story of its men in action and its machines in action as long as military secrecy is vital," Paul W. Kesten, CBS executive vice-president said last week in a statement issued after his return from a trip to England. Expressing determination that this story "shall not be lost after the war, as it was in large part after the last war," Mr. Kesten said that CBS is already planning a postwar series, tentatively titled *Decensored*, to tell that story.



Mr. Kesten

Expressing a conviction that "the United States should maintain fully the international broadcasting facilities that have been expanded during the war" in the postwar era, Mr. Kesten said that even a few weeks spent outside this country are sufficient to show the importance of American news, American affairs and American entertainment to foreign listeners. Pointing out that the most popular network programs are available today both in England and on the continent, for civilian listeners as well as our troops, he continued:

"Some indication of the vital importance abroad of American thinking and planning was evident in the fact that the United States attitude toward international aviation and world shipping received more time on the air in BBC newscasts than any other single item in 24 hours of world news, although it was totally eclipsed in American news broadcasting by events on the war front. There is no question in my mind of the increasing importance to the United States of international broadcasting from this country after the war."

French Television

Commenting on television progress in France, where shortly after the liberation "they were able to demonstrate actual pictures which make our prewar television standards look wholly obsolete," Mr. Kesten declared that "the leverage of this French development on American television planning cannot be ignored." He expressed the opinion that, in view of the larger number of prewar sets purchased in England, that country may resume television on prewar standards, but that the British may emerge with a television system which might set the pace for the rest of the world, except for the single American advantage of color.

The Germans, he said, although well advanced in television before the war, "apparently lacked the imagination to develop color television." The French "have apparently concentrated all their work on black-and-white pictures." The British, while showing real interest in color television, "have not produced a practical full-color system."

He concluded: "Thus the United States seems to be in the enviable position of having world leadership in television at its fingertips. It would, in my opinion, be deplorable if, in America of all countries, a short-sighted clinging to the status quo should make us falter at this point."

Bonds Today

SUNG to the tune of Irving Berlin's famous Treasury song "Any Bonds Today", WWVA Wheeling followed all station break announcements on the opening of the Sixth War Loan with the phrase "Buy a Bond Today".

Heinz Drops 'Info'

H. J. HEINZ Co., Pittsburgh, after two years sponsorship of *Information Please* on NBC, Mondays, 9:30-10 p.m., will discontinue the show Feb. 12. According to a spokesman for Maxon Inc., New York, the show is being discontinued because of a new advertising setup calling for concentration on regional advertising. Quiz program, the agency said, was impractical for regional cut-in commercials. Indications are that the 9:30 p.m. spot will not be retained, with specific future radio plans to be determined at agency-advertiser conferences.

Royal Heads Video at NBC; Brooks Is Named Successor

SHIFT in NBC's executive lineup making John F. Royal vice-president in charge of television and placing the network's international relations and foreign office personnel previously directed by Mr. Royal under the supervision of William F. Brooks, director of news and special events was effected last week by an executive order issued by Frank E. Mullen, NBC vice-president and general manager.



Mr. Royal



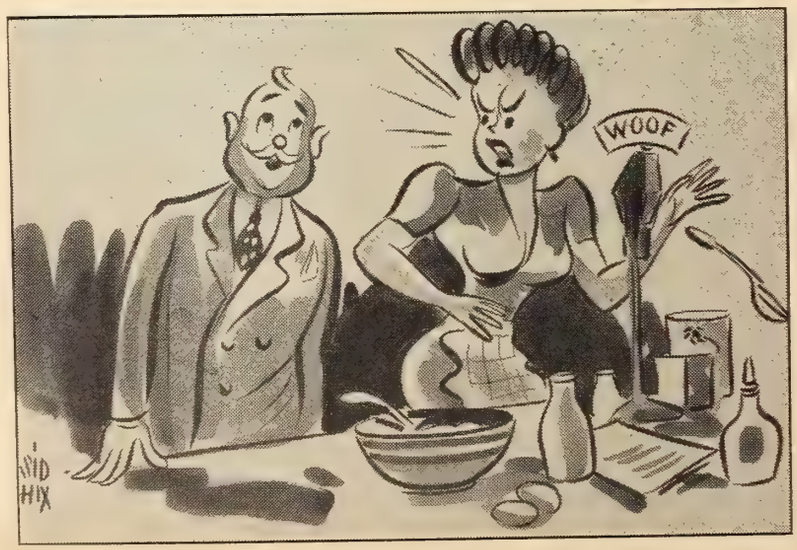
Mr. Brooks

The move puts Mr. Royal, whose former duties as head of international relations and new developments included supervision of television, exclusively in charge of the latter service. It was made because of plans now being formulated to develop and expand NBC's video activities, the announcement stated. After 18 months in which NBC's telecasts had been limited to films, the schedule was expanded in the fall of 1943 to include sports events, operas and variety shows. Recently WNBT, NBC's television station in New York, started twice-weekly boxing bout telecasts under sponsorship of Gillette Safety Razor Co. WNBT has picked up several football games this fall.

Ray Kelly, manager, program production facilities; John T. Williams, business manager of the television department; production directors Edward Sobol, Paul Alley and Ernest S. Colling and their staffs will report to Mr. Royal under the new setup.

Mr. Brooks now directs all of NBC's international relations with foreign broadcasting agencies, such as the BBC, in addition to those involving news and special events. Recently returned from Pearl Harbor, where he and the news heads of the other major networks conferred with Adm. Chester W. Nimitz on Pacific war coverage, he plans to leave shortly for London, Paris and Rome to confer with NBC personnel in Europe and to expand the network's international organization.

Fred Bate, manager of NBC's international shortwave department in charge of all broadcasts originated by NBC for transmission abroad in cooperation with the Office of War Information and the Coordinator of Inter-American Affairs, continues in that post but now reports directly to Mr. Mullen instead of to Mr. Royal.



Drawn for BROADCASTING by Sid Hix

"—Now Take A Little Pinch—OOPS! Not You, Mr. Schneider!"

NAB Group to Aid Capital Reporters

Correspondents and Officials Meet to Discuss Activities

A COMMITTEE to cooperate with the Washington Radio Correspondents Assn. in promoting better facilities for broadcast newsmen covering the Capitol has been appointed by J. Harold Ryan, president of NAB.

The committee includes L. Spencer Mitchell, manager of WDAE Tampa, and H. K. Carpenter, manager of WHK Cleveland. It will serve as a subcommittee of the NAB Radio News Committee, of which Karl Koerper, manager of KMBC Kansas City, is chairman.

Plans for the committee's activity were to be discussed at a meeting Nov. 27 between President Ryan, C. E. Arney Jr., secretary-treasurer of NAB, and Earl Godwin, president of the correspondents' assn. and William Costello CBS Washington correspondent. A third correspondent, Richard Harkness of NBC, serving with Mr. Godwin and Mr. Costello in parleys to be held with NAB officials, was unable to attend.

The NAB and Radio Correspondents Assn. committees will confer soon with William Vaughn, acting superintendent of the House Radio Gallery, and Harold McGrath, superintendent of the Senate Radio Galley.

Berle Show to CBS

EVERSHARP Inc., Chicago, manufacturers of pens and pencils, on Dec. 20 will shift Milton Berle's *Let Yourself Go* from the Blue Network, Tuesday, 10:30-11 p.m. to CBS Wednesday, 10:30-11 p.m. Latter spot is being vacated Dec. 10 when electric companies shift Nelson Eddy to Sunday, 4:30-5 p.m. Eversharp also sponsors *Take It or Leave It* on CBS, Sunday, 10-10:30 p.m. Agency is Biow Co., New York.

ADVERTISING
MUST PACE PROGRESS



This Ad made an Industry out of "hush-hush!"

Listerine startled America in 1922 with "Often A Bridesmaid But Never A Bride"*—featuring "halitosis". People were shocked by this frank discussion, of a "hush-hush" subject.

But drug and toiletries manufacturers rubbed their hands in satisfaction, for the door of public consciousness had been opened—and a new, prosperous industry moved in to stay!

** Created by Milton Feasley and Gordon Seagrove of Lambert & Feasley, Inc.*



In the Distribution Decade, Advertising Must Help Create Many New Industries

ADVERTISING faces many responsibilities—and opportunities—in the Distribution Decade, after Victory. Among these will be the creation of new markets for new industries. And after these markets have been opened, Agency men must assume the task of accelerating Distribution.

For, after Victory, the Nation must not only produce, but *sell* 40% more than in 1940. Money, manpower, production facilities and materials will be plentiful. Distribution—making possible the speedy conversion of goods into dollars—will be the problem.

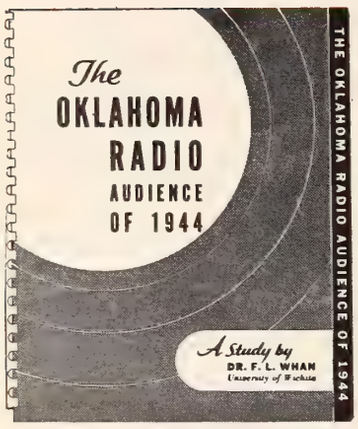
Just as all forward-looking Agency men are actively studying this problem, we are examining its application to the great 4-State market that is WLW-land. We'll have some interesting things to report to you when the time comes.

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION



Where Does Radio Mail Come From?



This and many other questions answered by this new study!

WHY do people write to radio stations? How often do they write? Do farm folk write more often than city folk? Do age, education or standard of living have any effect on who writes and how often?

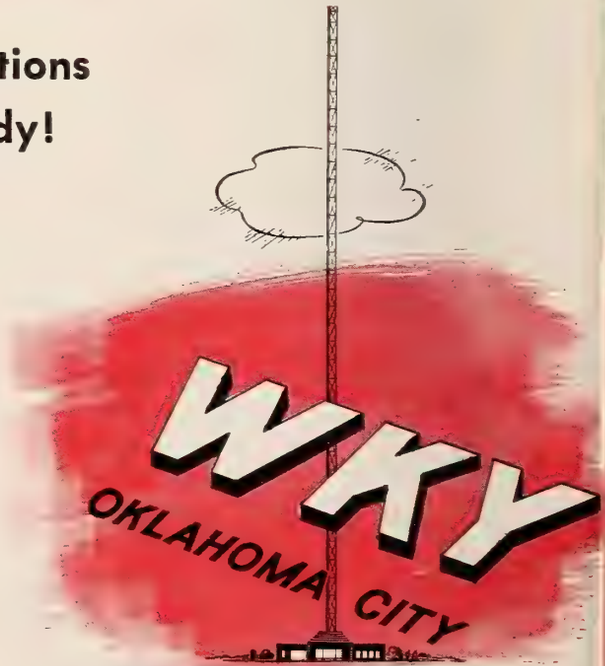
The answers to these questions are just a fragment of the information secured during the 1944 Oklahoma radio survey conducted by Dr. F. L. Whan of the University of Wichita whose annual studies of radio listening in Kansas and Iowa are well known and accepted throughout the industry.

Many of the facts revealed by this study, no doubt, have regional or even national significance and, for that reason, will be of interest to students of radio listening everywhere.

Primarily, it is a study of radio listening in Oklahoma, the first and most comprehensive statewide study ever made, providing for the first time authentic answers to questions which radio people and time buyers most frequently ask.

WKY is especially eager for time buyers and advertisers to examine this study closely because it adds conclusive proof to WKY's oft-repeated claim to decisive dominance in Oklahoma. This fact shouts **from page after page.**

So, if you are choosing a station to do your selling job in Oklahoma, if you want to know the listening habits or program preferences of Oklahoma listeners, you'll find the information you want in "The Oklahoma Radio Audience of 1944". Send for a copy, if it is not already in your files.



OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING C
The Daily Oklahoman and Times - The Farmer-Stockm
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt
REPRESENTED NATIONALLY BY THE KATZ AGENCY, IN

PRINTED IN

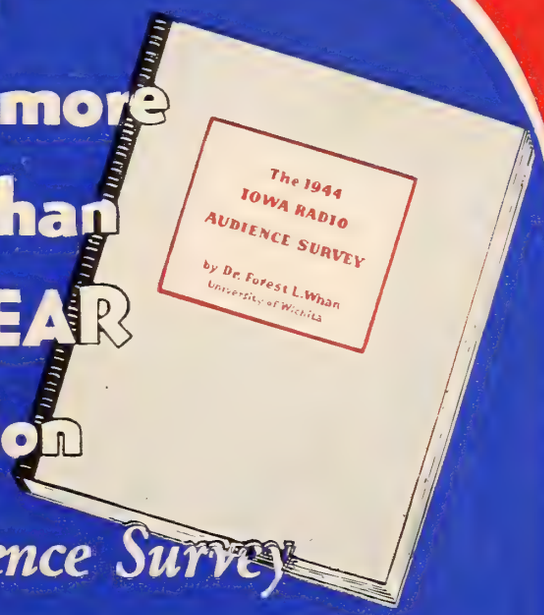
DECEMBER 4, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

IN 5 MINUTES this book can tell you more about IOWA RADIO than you could learn in a YEAR of personal investigation



The 1944 Iowa Radio Audience Survey

answers practically every question you could ask if you should set out to interview representative numbers of listeners in every Iowa county, to decide *which* stations, *what* programs, *what* times would give you *utmost radio results* in this State.

Compiled from many thousands of interviews and questionnaires, conducted by Dr. Forest L. Whan along recognized sampling patterns, the 1944 Iowa Radio Audience Survey gives you the whole, authentic picture of Iowa listenership.

It includes maps, charts and Pictographs which give you the answers at a glance. It does not require hours of laborious study. It will become one of the most constantly-used and informative books in your radio library. It is a MUST for every fact-minded advertising or merchandising man who has any interest in Iowa radio.

It's difficult to advertise the 1944 Survey without sounding *too* enthusiastic. But just take our word that it's all we say, and *write for your copy today* or ask Free & Peters. You'll be glad you did. It's free, and there is no obligation, of course.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, President

J. O. MALAND, Manager

FREE & PETERS, INC. . . . *National Representatives*

Down to Earth comes OKLAHOMA RADIO DATA



Hear are the REAL facts of Radio Listening in Oklahoma

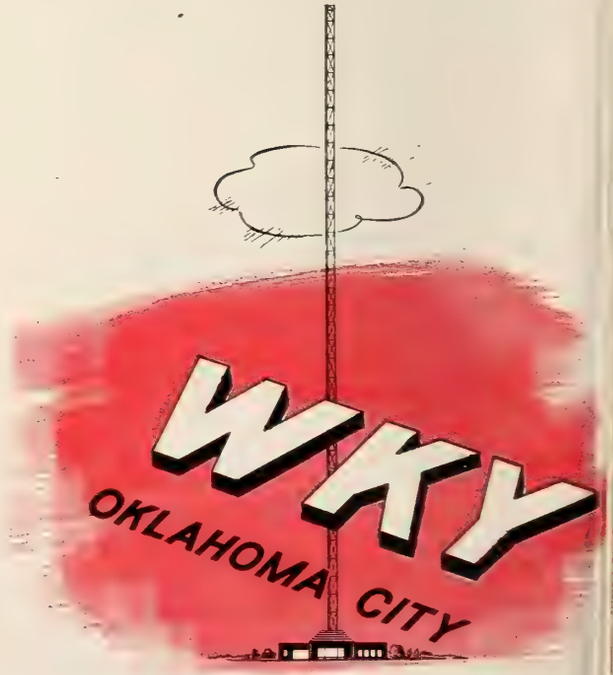
UP UNTIL now there were no authoritative, comprehensive data on radio listening in Oklahoma; no complete picture of station coverage; no impartial measurement of listener preference; no thorough knowledge of program preferences. Local or sectional studies, such as there may have been, could give only fragments of the complete story which program people and time buyers must know to do the best possible job in Oklahoma.

Today there is an encyclopedia of radio listening information: "The Oklahoma Radio Audience of 1944." It is authoritative and impartial, based on 6,422 interviews in cities, villages and on farms all over the state. The study was conducted and results tabulated under the direct supervision of Dr. F. L. Whan of the University of Wichita whose work in radio research and listener measurement is widely and favorably known in the industry.

While this study sifted out hundreds of interesting and valuable facts, the one big, outstanding fact which overshadows all others is the decisive dominance of WKY in the listening habits of Oklahoma people.

This is the one big fact which should interest advertisers who want to do the best possible job of delivering their sales messages to Oklahoma listeners.

The facts of listening in Oklahoma are yours, if you have a copy of "The Oklahoma Radio Audience of 1944". Send for a copy.



OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO
The Daily Oklahoman and Times - The Farmer-Stockma
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC

Good Fishing ANY Time





Signal and Mail Map

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

5000 WATTS 980 KILOCYCLES

BLUE - MUTUAL

Catches Listeners Day & Night

Eager for the latest news . . . anxious for the best in entertainment, thousands of people in Middle Tennessee and Southern Kentucky tune to WSIX for choice programs selected from the BLUE Network and the MUTUAL Broadcasting System.

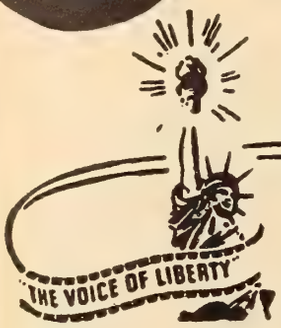
There is good fishing in this gigantic pool of listener interest for advertisers doing business throughout the Nashville market. Never before have WSIX listeners had so much money to spend for the things they want. It's wise to fish when the fishing is good, so be sure you are casting in the right direction . . . in the center of the rich middle Tennessee section. For availabilities and rate information, write or wire to WSIX or

THE KATZ AGENCY, INC., ***National Representatives***

blished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1938, at Post Office at Washington, D. C., under act of March 3, 1879.

FOR TIME BUYERS

1-MINUTE SPOT



WLIB

NEW YORK

ANN: (With Emphasis) TIME BUYERS ... DO YOU KNOW THE 3 REASONS WHY W L I B IS PAYING OFF ON THE CASH REGISTER? FIRST... Latest Hooperatings give W L I B a 20-percent greater share of New York's audience since January!

BIZ: CASH REGISTER RINGS

SECOND... "Pulse of New York" finds 69-percent of W L I B's listeners are middle-incomed ... 75-percent are women... and 66-percent are over 30 years old. W L I B's audience gets a big rating for buying power!

BIZ: CASH REGISTER RINGS

THIRD... This audience is not consistently reached by other stations. "Pulse" finds 61-percent of W L I B's listeners do not tune in any other station 15-minutes before or after listening to W L I B... because they know that only W L I B consistently gives them distinctive programs of the "Popular Classics with a Blend of the Modern".

BIZ: CASH REGISTER RINGS

SO, TIME BUYERS, THOSE ARE THE 3 REASONS WHY W L I B IS PAYING OFF ON THE CASH REGISTER...1- GROWING AUDIENCE... 2- WITH MORE BUYING POWER... 3- NOT REACHED BY OTHER NEW YORK STATIONS.

BIZ: CASH REGISTER RINGS 3 TIMES

1190 ON THE DIAL—CLEAR CHANNEL

TO INCREASE YOUR LISTENING AUDIENCE USE NEWSPAPER SPOT ANNOUNCEMENTS



SURVEY REVEALS LOW COST OF READER NOTICES IN NEWSPAPERS

Radio directors, agency executives and publicity men agree that to win new listeners, a network show needs pre-program build-up. Why not use Newspaper Spot Announcements (Reader Notices) to announce stars, to remind the audience of time and station, and in general to high-light the program.

Reader Notices are not only effective, but are economical. For example, if you have a program on CBS, NBC, Blue or Mutual, you can buy a three line reader notice in every daily Newspaper in the basic cities for the following:

CBS	**$764.96**	**71**	**Newspapers**	**18,731,012 Circulation**
Blue	**802.61**	**98**		**19,910,278**
Mutual	**842.39**	**98**		**21,043,452**
NBC	**754.75**	**69**		**19,232,488**

• A copy of the booklet "Newspaper Spot Announcements," a study of first page and inside page reader notice rates of the daily newspapers of the United States or a copy of the detailed costs of using Reader Notices in the basic cities of the four networks, may be obtained without cost by writing to the Promotion Department, Kelly-Smith Company, 420 Lexington Ave., New York 17, New York.



KELLY-SMITH COMPANY

National Newspaper Representatives

Chicago · Boston · New York · Philadelphia · San Francisco · Detroit · Atlanta



WWL Advt.
Oct. 1940

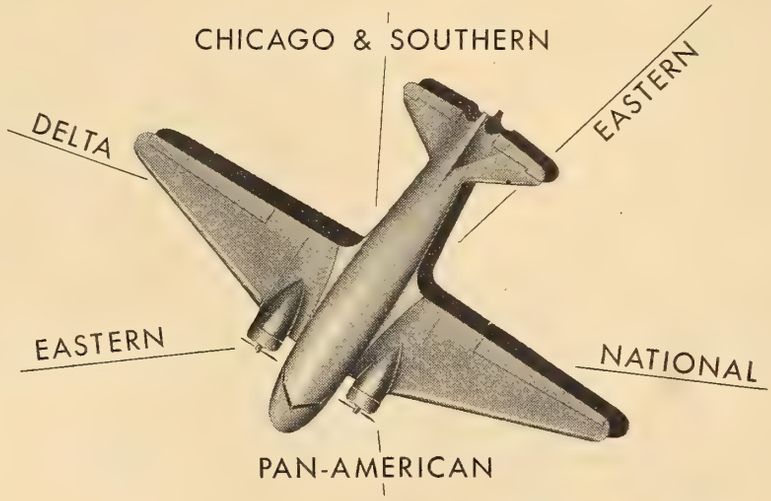
Today—

When You Think of

NEW ORLEANS

. . . You Think of

The Air Capital of the South



. . . AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL



WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

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Washington 4, D. C. Telephone: ME 1022

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SOL TAISHOFF
Editor and Publisher

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HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

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TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

"Here's Your Fan Mail Soldier-"

And it was really mail, too . . . 300 letters the first day and 500 letters the next . . . but let's start the story at the beginning.

There was a lonesome soldier returned from the front for hospitalization. A West Virginia soldier he was, and the State of Washington is pretty nice, but he was lonesome for the hills of West Virginia. He wrote his Sis in Malden, W. Va. about it . . . she told a friend who wrote WCHS . . . Miss 580 told her listeners that very afternoon at 4:30 and two days later a Nurse said to that homesick West Virginian . . . "Here's your fan mail, soldier". It must have made that lad feel pretty good because he thought the "Women's 580 Club" should be changed to the "Sunshine Club" . . . "because of the sunshine those letters brought me." A little story . . . but another example of audience response.

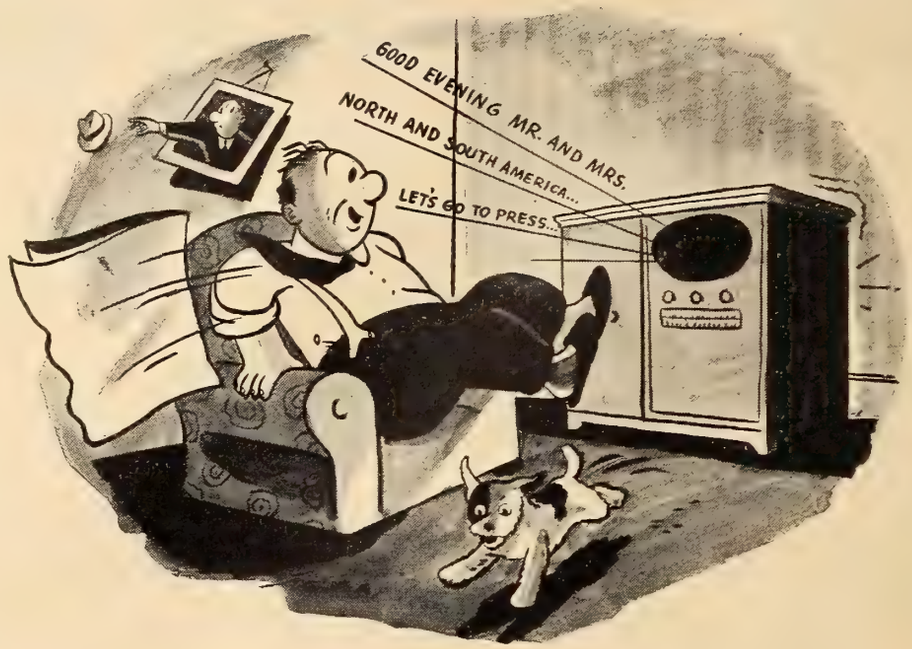
W C H S

CHARLESTON, W. VA.
5000 on 580 • CBS

JOHN A. KENNEDY, Pres.
(on leave U. S. Navy)

HOWARD L. CHERNOFF
Managing Director

Represented by the Branham Co.



The Case of

Walter (*National Institution*) Winchell

[IT *PROVES* A POINT THAT STATISTICIANS CAN ARGUE ABOUT FROM HERE TO BREAKFAST]

THE newest Hooper report lists no "first 15" for the period ending November 15: it seems there was an election.

However, Mr. Hooper lists as the "first 4" in his preceding report:

Bob Hope (NBC)	**25.8**
Fibber McGee and Molly (NBC)	**25.6**
Walter Winchell (Blue)	**25.3**
Lux Radio Theatre (CBS)	**23.1**

Some folks whose interests don't lie in promoting the Blue Network have been known to suggest that Mr. Winchell is a radio "freak." His consistent appearance near the top of the heap is rumored to be the result of a combination of circumstances likely to happen about as frequently as the blooming of a century plant.

All of that, Gentlemen, is just smoke in your eyes.

The truth of the matter is that Walter Winchell proves a very potent point for the Blue Network.

The point can't readily be disputed.

The point is that in the major markets of the nation, where radio competition is keenest, Walter Winchell proves *the Blue can do as well as any network.*

Research men, reach for your coverage maps! Physicists, snatch pencils and start to calculate! Geographically-minded salesmen, cook up things about topography! But bear in mind that no matter what you "prove," *there sit the listeners to the Blue* on Sunday at 9 PM—5½-million families of 'em.

Now look at *these* figures from the last CAB report. This covers 81 towns of 50,000 and over—a mighty big chunk of the U. S. market.

Bob Hope (NBC)	**23.5**
Fibber McGee and Molly (NBC)	**22.3**
Walter Winchell (Blue)	**19.7**
Charlie McCarthy (NBC)	**18.9**
Joan Davis—Jack Haley (NBC)	**18.2**
Lux Radio Theatre (CBS)	**17.6**

You know what that means? It means that almost as many folks are gathered around radios in these 81 towns listening to a Blue Program as listen to NBC's best. *More* than listen to CBS's best. These are *listeners. People.* People who *buy* things. Not statistics, not topographical aberrations, not electronic phenomena—but *people.* More than you can reach by *any* means but radio, and as many as any radio network can reach in these vital markets.

Well, it proves again that the Blue can do it. The facilities are there. In the last analysis the only thing that divides the major market audiences of the three top networks is the twist of the dial. That means programs. So—GIVE US THE SHOWS. WE HAVE THE FACILITIES TO DELIVER YOU THE LISTENERS—FOR LESS MONEY. WE DO IT WITH WALTER WINCHELL. WE DO IT WITH DREW PEARSON (IN SPITE OF YOU-KNOW-WHAT). WE DO IT EVERY WEEKDAY MORNING.

See what we mean?

THIS IS THE ***Blue*** *NETWORK*

AMERICAN BROADCASTING COMPANY, INC.

WGAR

CLEVELAND

X

Elected

AS PROVIDING THE BEST ELECTION DAY COVERAGE IN NORTHEASTERN OHIO



Pretty "Electionettes" distributed election score cards in downtown Cleveland with the compliments of The Friendly Station, reminded listeners that WGAR and CBS would air the election news in a newer, easy-to-understand style.



Governor-Elect Lausche was interviewed by WGAR special-events broadcaster Sid Andorn immediately after election had been conceded by Mr. Lausche's opponent.



Frances P. Bolton, re-elected as Congresswoman from Ohio's 22nd district, thanked voters in a remote control pickup from WGAR's mobile unit which visited the candidates.



Busy broadcasters were Carl George and Dave Baylor, part of the staff of 48 WGAR people who were on duty from 15 to 20 hours at a stretch collecting, editing, analyzing and airing returns.



Manager John F. Patt of WGAR personally directed his staff in coverage of national and state results, a performance that listeners praised as the most informative and understandable election broadcasting in Northeastern Ohio.



Re-elected by Ohioans, Congressman George H. Bender found a WGAR microphone on the desk and Tom Armstrong and Bob Forker of The Friendly Station at his headquarters, ready to carry his comments the moment the vote total showed him the choice.



A "friendly competitor" called attention to an error in our ad in the October 23 issue of "Broadcasting". We intended to say "every *month*" instead of "every week".

No errors about October being a top month, tho'! The October figures are *199 hours and 6 minutes* for *Blue* Network advertisers, and *66 hours, 4 minutes* for *Mutual* advertisers over KFOR!

KFOR



At Deadline . . .

EDWARD R. MURROW, CBS European chief and president of the Assn. of American Correspondents in London, arrived in New York last Friday for a sabbatical and conferences with CBS officials.

INCREASE of 10% in announcers' fees for local commercials, retroactive to Nov. 1, was agreed upon last Friday by AFRA and five major Chicago stations, WBBM WMAQ WENR WLS WGN, subject to approval by the WLB.

NOV. 30 Hooper ratings: *Bob Hope*, first; *Fibber McGee & Molly*, second; *Radio Theatre*, third; followed respectively by *Mr. District Attorney*, *Abbott & Costello*, *Bing Crosby*, *Joan Davis* with Jack Haley, *Charlie McCarthy*, *Jack Benny*, *Screen Guild Players*, *Dinah Shore*, *Walter Winchell*, *Eddie Cantor*, *Bob Burns* and *Aldrich Family*.

SELLERS of SALES

NORMAN ERNEST HEYNE, among the top Chicago timebuyers, has excelled at producing, singing, writing, piano playing and running. At one time it appeared more likely that his professional career would be spent behind a pulpit than behind a desk.

He forsook the ministry, for which he had completed five years' study at Concordia Junior College, to enter Northwestern University —ostensibly for an education, but more intently concerned with his future as a football player.

Concordia offered Mr. Heyne little outlet for his physical energies and these he determined to expend for the glory of the Purple. Northwestern's coach and Mr. Heyne differed on this point, and after several leisurely games on the bench, Mr. Heyne took up track.

He became so proficient as an athlete that he was called upon as a campus personality to lend his charm to certain social functions. Among these was a college night entertainment at the Sherman Hotel's College Inn. Mr. Heyne was selected to sing "Penthouse Serenade".

He stood squarely before the audience—and uttered not a sound. Mike fright.

Mr. Heyne accepted this reverse with reluctance. He decided to overcome mike fright. He organized a College Night program at the Blackhawk Restaurant and, as part of the evening's festivities, produced a vocal trio—with Heyne as tenor.

This trio attracted the attention of bandleader Hal Kemp who retained it to front his orchestra and although it's a long way around Robin Hood's barn, that's how Mr. Heyne became a timebuyer.

For two years after graduation from Northwestern (1932), Mr. Heyne and his fellow trio members worked as professional entertainers.

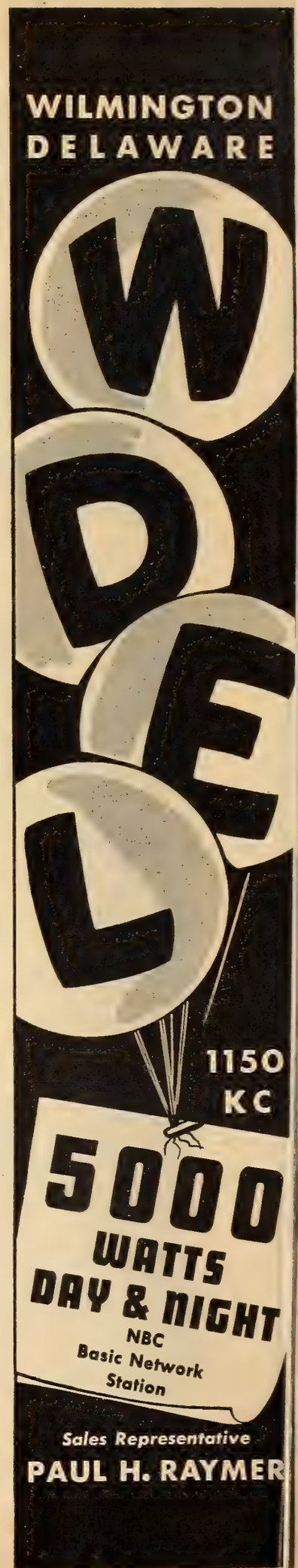


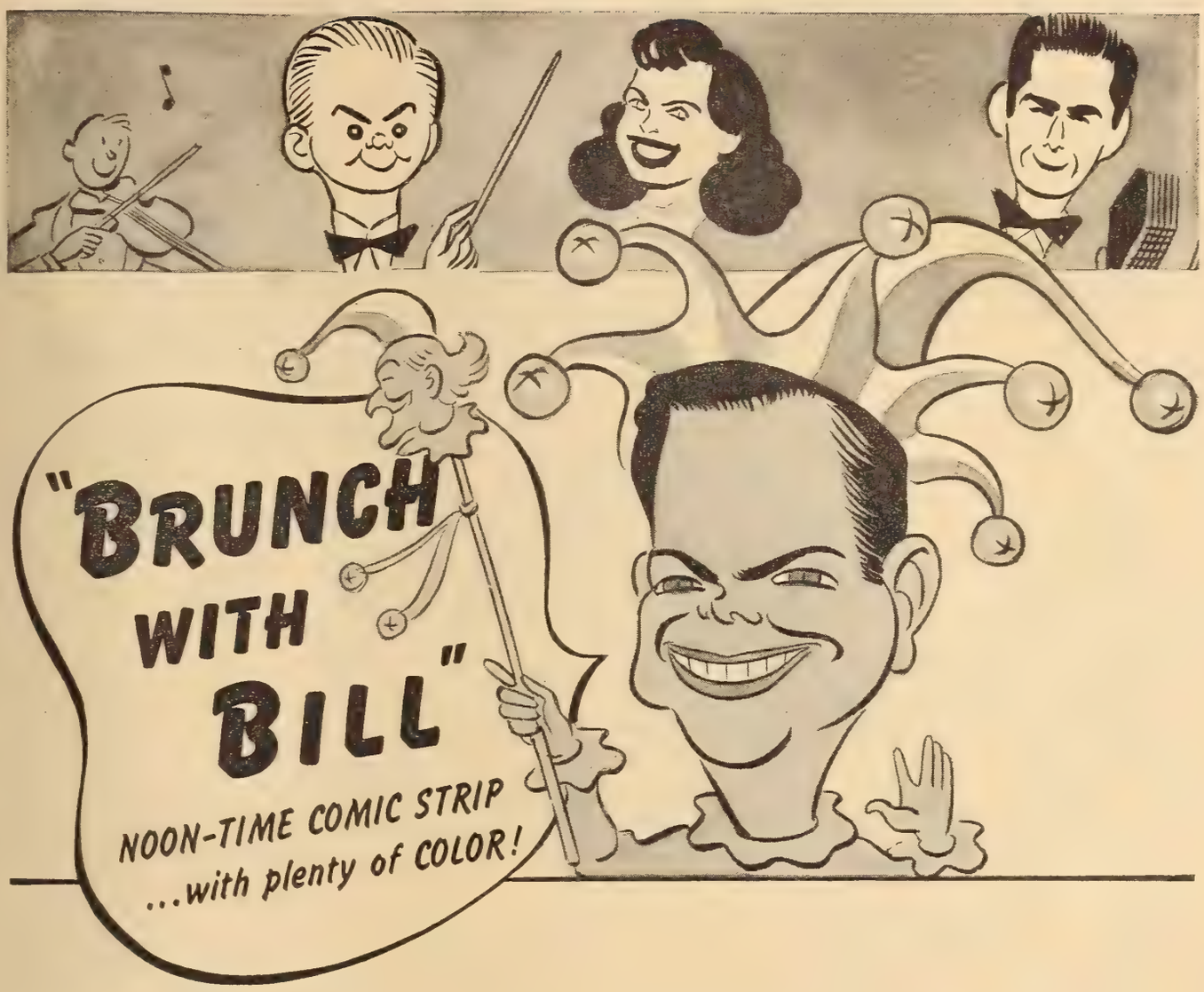
NORMAN

In 1935, Mr. Heyne left the trio to join Schwimmer & Scott, Chicago, as copy writer. In that same year, he married his childhood sweetheart, Mildred Chisholm. He remained with Schwimmer & Scott until 1943, then moved over to Ruthrauff & Ryan, as radio director.

Mr. Heyne likes his commercials simple and direct. ("Mommy, I want a Salerno Butter Cookie".) He believes television will be more generally accepted in a shorter period than it took radio to make the grade, once the wartime restrictions are lifted.

For Ruthrauff & Ryan, Mr. Heyne handles, among other accounts: Quaker Oats, Griesedieck Brewery, Garrett Wine, Bendix Home Appliances, Consolidated Biscuit and Roundy, Peckham and Dexter Co.





Bill Hinds, Bette Smiley, Paul Shannon, Bernie Armstrong and his Orchestra . . and a variety of supporting acts make this 45 minute, 5-day-a-week strip on KDKA (12:15-1:00 P. M.) a show that every advertiser should know about . . and use!

We can't tell the whole story here, but "Brunch with Bill" *is different!* One-minute announcements are pointed-up and presented on a fabric of exquisite background material. Basic, time-tested fun combinations are shot through with enough frantic antics to insure a smart show in today's tempo, yet the commercial is given straight, with sincerity and punch.

Don't let our pictures fool you. There is a fair amount of expert fooling (the high-rating kind) but every minute is rehearsed and the entire 45 minutes is *produced* . . That, and 50,000 watt coverage is why "Brunch With Bill" *produces* consumer demand for *any* product.

Proof and details from your NBC Spot Salesman.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • KYW • WBZ • WBZA • KDKA

REPPESENTED NATIONALLY BY NBC SPOT SALES



"Frankly, Miss Love, I would never have taken 5:30 a.m., if F&P hadn't vouched for it!"

- When any F&P Colonel recommends something to you, you can bet your bottom dollar it makes sense. Not that we're little angels who are too good to be true—it's just that most of our business is repeat orders, and we'd be downright foolish to sell you any junk.

  We know that in spot broadcasting, as everywhere else, honesty is *really* the best policy.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.



CHICAGO: 180 N. Michigan, Franklin 6373 · NEW YORK: 444 Madison Ave., Plaza 5-4130 · SAN FRANCISCO: 111 Sutter, Sutter 4353 · HOLLYWOOD: 6331 Hollywood, Hollywood 2151 · ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 23 WASHINGTON, D. C., DECEMBER 4, 1944 $5.00 A YEAR—15c A COPY

WJZ Bans Chain-Break Spots, 8-10 p.m.

New Policy, Effective Now, Follows WWJ Move Against Transcriptions

WITH THE no-transcribed spot edict of WWJ Detroit still ringing in their ears, radio advertisers and agencies are being notified by WJZ, Blue Network key in New York, that all chain-break announcements except time signals will be eliminated from the peak evening listening period between 8 and 10 p.m.

Coming on the heels of the announcement by Harry Bannister, WWJ manager, that the station will remove all transcribed announcements from its schedules Feb. 1, John McNeil, WJZ manager, loosed another block buster in the commercial cleanup campaign with disclosure of new standards of program acceptance. It is presumed the WJZ action, which will cost the station between $150,000 and $200,000 annually, will be followed by other owned and operated stations of the Blue and probably permeate major market stations on a gradual basis, as commercial commitments permit.

Higher Standards

Mr. McNeil said elimination of the chain breaks other than time signals between 8 and 10 p.m. is effective immediately, with present sponsors in those time brackets to be asked to vacate on two weeks' notice.

Along with the chain-break cancellation WJZ also is inaugurating new and higher standards of acceptance for chain-break announcements at all other times of the broadcast day, Mr. McNeil informed all WJZ department heads in a memorandum issued last week. Announcement to agencies and clients was expected last weekend.

Meanwhile, there were repercussions aplenty to the WWJ reaction, [supplementing the deluge last week BROADCASTING, Nov. 27]. Mr. Bannister reported the new policy had met "with enthusiastic acclaim from everyone excepting a few advertising agencies and a few broadcasters". Other reaction to the move, however, has been varied, with many agency executives running quite a temperature. Others applauded the spirit that motivated WWJ, but deplored the method.

Mr. Bannister has accepted an invitation to discuss the new WWJ policy before the Chicago Radio Management Club during a luncheon meeting Wednesday. Fireworks plenty are expected, with an open session in which questions will be put to the WWJ manager.

The action was a lively topic wherever broadcasters congregated. Misgivings were expressed by perhaps a majority of the broadcasters over any policy which would result in a wholesale loss of business. There were some expressions of fear that spot business might be diverted to other media, while others felt the move was healthy because it should tend to replace many spot accounts with programs, transcribed or live.

Mr. Bannister reported that aside from trade reaction, audience reaction was "little short of terrific". The public generally, he said, enthusiastically applauded the move publicized in the *Detroit News*, parent of WWJ.

Alluding to agency and broadcaster criticism, Mr. Bannister said it followed the same general line—that it would be better to discriminate and select as between "good" and "bad" announcements, rather than to draw a sharp line between live and transcribed announcements.

"These people all overlook the fact that supposedly all worthwhile radio stations have always employed a policy of selectivity," he said. "They have accepted what was regarded as good and rejected many bad announcements, and it has been under such a policy that present stations have developed, so quite evidently our problem is not one to be solved by discrimination and selectivity. Nor is it pertinent to say, as many of them do, that live announcements can be just as bad as some transcriptions.

"Our decision to accept only live copy announcements does not mean that we'll hesitate to turn down live copy if it is in bad taste or contrary to public interest. I feel that the elimination of transcribed announcements will return to WWJ the full control over announcements which every station should have if it is to function under our present laws as Congress intended. Having that full control, the station can then see to it that only public interest broadcasting is included in its schedule."

Chain-Break Requirements

In his memorandum to WJZ department heads, Mr. McNeil stated:

"Each chain break will be scrutinized by the WJZ program department and accepted only if it meets with the following requirements:

"1. They must be in harmony with adjacent programs.

"2. They must be pleasant to hear.

"3. They must be short.

"4. They may be moved or dropped at any time in the interests of good programming.

"The above terms are purposely left somewhat vague, because

(*Continued on page 68*)

Swezey, Carlin Named MBS V-Ps

Kobak General Manager And President With Swezey Aide

IN HIS FIRST moves toward reorganization of the Mutual high command, Edgar Kobak, president and general manager, last Friday announced appointments of Robert D. Swezey, general counsel of the Blue, as vice-president and assistant general manager, and Phillips Carlin, former program vice-president of the Blue, to a similar post with Mutual. Mr. Carlin takes over Dec. 11 and Mr. Swezey the following week.

While the Carlin appointment came as no surprise, Mr. Swezey's designation had not been forecast. Although general counsel of the Blue and on the legal staff of NBC prior to the separation of the networks, Mr. Swezey had been active in operating affairs of the Blue. In his Mutual post, he will be engaged entirely in operations and will forego legal activities. Emanuel Dannett is New York general counsel of Mutual.

Mr. Kobak, who assumed the Mutual helm Nov. 20 after having served conspicuously as executive vice-president of the Blue, has taken the title of general manager along with the presidency. Thus, Mr. Swezey will function as his chief assistant and as second man in the organization.

Mr. Swezey served as both counsel and secretary of the Blue from its organization as an independent entity in February 1942. He will move to Mutual as soon as he has finished several pending legal matters for the Blue, such as the WJZ-KOB hearing on the 770 kc channel, now scheduled for Dec. 11 in Washington. Before joining NBC, he had served with various Government departments, including the RFC and Federal Home Loan Bank Board. A 1928 graduate of Harvard, and a Harvard Law School graduate of 1931, he began his private practice in Boston with the firm of Warner, Stackpole & Bradlee.

Mr. Carlin resigned his Blue post last month as vice-president in charge of program operations, a post he had held since the Blue was separated from NBC two years ago. Hubbell Robinson Jr., Young & Rubicam radio executive, previously had joined the Blue as vice-president in charge of programming and production. Adolph Opfinger continues in his capacity as program director of Mutual, functioning under Mr. Carlin.

In addition, John Whitmore, news chief, and Tom Slater, director of special events, will report to Mr. Carlin.

In his first conference call to affiliated stations last Tuesday, Mr. Kobak said no other changes in the Mutual executive structure are planned.

Two Firms Cancel Vitamin Schedules

Move Believed Isolated; Others Readjust Radio Plans

WITHDRAWAL of two widely advertised vitamin products (Stams and Stan-B) from the market by Standard Brands and removal of the *Frank Sinatra Show* from CBS for Lever Bros.' Vimms, along with unconfirmed reports that this product might also vanish from the advertising picture, appeared last week to be isolated cases, with no indication that they foretold a sudden or general retrenchment of production and advertising of vitamins for consumers via radio.

Check on several major national vitamin advertisers, including Standard Brands, McKesson & Robbins, Grove Labs., and Vitaplus division of Vick Chemical Co. does reveal, however, that in some cases there has been a gradual readjustment of broadcast advertising, including shift of emphasis to other products of the companies during the past year, after the first flush of several years ago when vitamins were being introduced and ballyhooed at top speed.

Bad Publicity Blamed

Whatever changes have been effected are firmly attributed to individual factors — production, distribution, seasonal policy or technique. While admitting that vitamin sales have generally decreased, most spokesmen denied that this or such factors as the recent Duke U. and other instances where vitamins' effectiveness has been challenged, had or would affect their advertising. Sales decline was attributed variously to "bad publicity" for vitamins, indifference of druggists with too many lines to sell, low standards of potence for certain brands, the impresison that "ethical" products are superior to advertised brands, and to a natural levelling off of sales after the abnormally high peak first attained.

Lever Bros., Cambridge, on Dec. 26 will discontinue sponsorship of the *Frank Sinatra Show* for Vimms on 143 CBS stations, heard Monday 8:30-9 p.m. Produced and owned by Music Corp. of America, New York, show has a Hooper rating of 11.5 in its new spot. Firm is understood to be dropping all advertising for Vimms and may possibly discontinue marketing of the product because of poor sales. These reports, however, were denied by the agency, J. Walter Thompson Co., New York. Lever Bros.' promotion of Vimms in addition to sponsorship of Frank Sinatra since January 1943, has included several spot campaigns conducted in 1942 when BBDO, New York, handled the account.

J. Walter Thompson last week would make no statement on Vimms and the program or possible sponsor. One report was that Standard Brands might sponsor the *Sinatra Show* for yeast, replacing *One Man's Family* on NBC, Sunday 8:30-9 p.m. Kenyon & Eckhardt, New York, handles the yeast account for Standard Brands.

Lever Bros. for Swan Soap, will shift *Burns and Allen* on Jan. 1 from its current spot on CBS, Tuesday, 9-9:30 p.m. to the Monday night Vimms period, but will retain the Tuesday night time, which may be filled by a new show, according to a spokesman for Young & Rubicam, New York, agency for Swan Soap.

Spots on Regular Program

According to a spokesman for Standard Brands, who said that all radio promtion for Stan-B and Stams had been discontinued, air advertising for Stams, handled by Ted Bates Inc., has been confined for the past six months or so to announcements on the company's regular program for coffee on NBC, *Charlie McCarthy*, and on *This Changing World* (coffee-desserts), CBS. Shift from initial concentrated spot radio drive took place last June with achievement of national distribution. *This Changing World* goes off CBS Dec. 27, with no replacement planned. Stan-B, handled by H. W. Kastor & Sons, also shifted last summer from intensive spot radio to announcements on regular Standard Brands network schedules. New spot radio test had been inaugurated recently in Chicago and New York.

There are no plans for decreasing promotion for Grove Labs.' Defender Vitamins, placed through Donahue & Coe. Schedule was reduced last September because of shortages of certain materials, and decreased distribution only, the agency reports. From primary promotion on Mutual and Blue time, and on a spot radio schedule of spots and programs on 50-60 stations, Defenders shifted to hitchhike to secondary promotion locally and on the networks, the emphasis shifting to four-way cold tablets. According to Russel M. Seeds Co., Chicago, promotion of Grove vitamins handled by that agency will continue as heretofore.

Spokesman for Vitaplus division of Vick Chemical stated emphatically that there were no plans for withdrawing the product from sales or cutting advertising. Vick dropped *Dr. I. Q.* on NBC last March in favor of spot radio and is now on about 18 stations with every fourth commercial devoted to this product. There are also trailers on Prince Matchabelli Perfumery's *Stradivari Orchestra* program on NBC. Vitaplus agency is Morse International.

"We are continuing to expand promotion as we have in the past and may possibly accelerate," a spokesman for McKesson & Robbins said. Spot radio schedule, placed through Ivey & Ellington for Bax was to be discontinued last week until Jan. 15, but this is a season practice to avoid competition with holiday gift advertising, he said, and has nothing to do with the sales picture. Bexel, advertising handled by J. D. Tarcher & Co., will continue on Joe E. Brown's Blue program and locally on some 54 stations.

WNHC Takes the Air

WNHC New Haven, Conn., newly-licensed local outlet slated to take the air Dec. 2, is represented by William Rambeau Co., Chicago. Programming of entire first day was on behalf of War Bonds. Station is owned by Elm City Broadcasting Co., assigned to 1340 kc with 250 w unlimited.

Harold N. Graves Named KIRO V-P

Official of Revenue Bureau Station Financial Head

SECOND high Government official within a month to accept a position with KIRO Seattle, Harold N. Graves has resigned, effective Dec. 15, as Assistant Commissioner of Internal Revenue -to become vice-president in charge of finance and personnel.



Mr. Graves

Paul Appleby, Assistant Director of the Bureau of the Budget, resigned effective Dec. 4 to become vice-president and general manager of the Queen City Broadcasting Co., which operates KIRO.

36 Years' Service

In acceptance of his resignation, President Roosevelt wrote, "I wish to commend you for the excellent service you have rendered in the many important positions you have held in the Government service and for your outstanding achievements as assistant commissioner of internal revenue."

Mr. Graves had been in Government service 36 years, beginning as a school teacher in the Philippines in 1908. He was born in Mt. Sterling, Ill. June 22, 188[illegible] and studied at Illinois College Jacksonville; Knox College, Galesburg, Ill. and George Washington U., earning an A. B. and an LL.B.

Before taking his present position July 1, 1943, Mr. Graves was assistant to Secretary of the Treasury Morgenthau. He also was acting Commissioner of Internal Revenue after Robert E. Hannegan resigned.

Ford Starts Series

FORD MOTOR Co., Dearborn Mich., will begin a musical series featuring new and young musicians Dec. 8 on 183 Blue stations, Friday, 8-8:15 p.m. Titled *Stars of the Future*, new program will have as permanent stars, Lawrence Brooks and Frances Greer, singers as well as guest stars each week. Robert Russell Bennett, music director, will direct and arrange the series. Ford will continue *Early American Dance Music*, Saturday 11-11:30 p.m. and the *Greenfield Village Chapel Service*, Sunday 8-8:15 p.m., both on the Blue. Agency is J. Walter Thompson Co. Chicago.

KGW Renews on WQXR

KGW Portland, Ore., which began station promotion on WQXR New York last August, has renewed its daily one-minute spot announcements for 13 weeks. Arden Pangborn, KGW managing director, in a letter to H. K. Boice, vice president in charge of sales for WQXR, has commended the station for its successful promotion of KGW.

United Auto Workers FCC Application Requests Six Educational FM Stations

SIX "educational" noncommercial FM stations for Detroit, Flint, Chicago, Newark, Los Angeles and Cleveland are sought by International Union, United Automobile, Aircraft and Agricultural Implement Workers of America, UAW-CIO in a sheaf of applications filed with the FCC last week.

Proposing to concentrate on educational features, "including the arts, literature, economics, political and social sciences", the CIO states the history and current problems of the labor movement will be included as part of the educational program and also that "both industry and consumer will receive adequate representation in thorough discussions of their mutual problems".

The applications state that all groups and classes will be afforded such a "freedom of speech and opportunities for discussion as to be unparalleled" in the history of radio. In addition to the educational features, to compose approximately 25% of the programming, news, discussions, music, sports, interfraternal and other features would be presented.

Almost completely lacking in technical information, facilities as requested for the various cities were listed as follows: Detroit—43,100 kc 22,750 sq. mi.; Flint—45,900 kc 8,045 sq. mi.; Chicago—43,500 kc 14,600 sq. mi.; Newark—43,100 kc 18,750 sq. mi.; Los Angeles—43,900 kc 32,100 sq. mi.; Cleveland—43,100 kc 17,500 sq. mi. No estimate was given as to cost of the proposed stations.

World to Syndicate Name Talent Discs

10 Features Ready For Release to Stations

ENTRY OF World Broadcasting System, pioneer transcription service, into the direct field of syndicated program production offering recorded name talent for national, regional or local sponsorship, will be announced this week. The new service will be known as World Features.

A year in the making, the innovation grows out of World's association with Decca Records Inc., of which it became a subsidiary in July 1943. Announcement will come with the release to stations, agencies and advertisers of an illustrated brochure setting forth the nature of the service and first offering of a group of 10 complete features ready for release.

Available first to World library subscribers in each market, each series will be sold on an exclusive market basis. Where World library stations do not subscribe for a particular series, it will be offered other stations or advertisers and agencies. Non-station purchasers will be sold subject to prior station sales, for broadcast in uncontracted markets within the same price ranges.

Based on Market Size

The World Features rate will be based on market size. It is understood the rate structure provides for a scale ranging from $70 to $200, based on market size, for a 26-time, 5-minute open-end series. For a series covering 156 quarter-hour programs, the range is from $425 to $1375.

The new service will not disturb the WBS operations in the transcribed program library and tailor-made transcription fields, in which it has pioneered since 1929. WBS library service has some 300 subscribers, of which 250 are in the United States.

P. L. Deutsch, WBS president, said it had been his conviction for a long time that there is "a need for high calibre, transcribed radio shows that would fit even limited advertising budgets of national, regional and local advertisers." With World's Decca association, he said, it is now able to draw on the years of experience Decca has had in gauging public performances in entertainment.

Breaks With Tradition

Citing Decca's success in "breaking away from outmoded traditions" and in "discovering public preference", Mr. Deutsch said that with this experience to draw on, World Features has been planned with the listening audience in mind. "We feel strongly that while a radio show must obviously meet the requirements of advertisers and the radio industry, our first obligation is to the listening public."

Work on the new service was begun immediately after World's acquisition by Decca, he said. Through this association, World has been given access "to an impressive array of star talent, top-flight writers, directors and producers—a direct result of Decca's widespread operations in the field of entertainment."

A. J. Kendrick, vice-president and general manager of World, is directing World Features activity. Bernard Zisser is production manager of World Features and George DePue Jr. is in charge of sales.

All of the first 10 features are complete and ready to broadcast. The features now being released are of two types. Several are open-end programs and others in the form which World has labelled "Andi-Flex". The latter are those for which the recorded music is accompanied by pre-prepared scripts and which through their flexibility permit introduction of commericals at any time during the broadcast.

Examples are *Casa Cugat*, Latin American music with the Cugat orchestra, chorus and vocalists; *Jam Session*, authentic jazz by 116 top performers in the jazz world; and *Songs of Praise*, devotional music by the Hamilton Quartet, with George Broadbent at the organ. World has produced 156 quarter-hour programs in each of those series.



COVER of World Features announcement brochure, in which its new service is described, shows photos of some of the artists who perform for World.

The open-end 15-minute programs include 156 episodes of *Mandrake the Magician*, radio adaptation of King Feature syndicate adventure strip carried in 172 newspapers; 26 *Rhythm Range* programs of cowboy music presented by Cottonseed Clark and his cowhands; 39 regular and 13 special holiday programs of song and story by *Ireene Wicker, the Singing Lady;* 13 programs based on the Hix United Feature Syndicate newspaper feature *Strange as It Seems*, now appearing in 200 newspapers.

Specific Projects

Open-end features also include three series of five-minute shows: 104 of Art Baker's biographies of famous folk under the title *Footprints on the Sands of Time;* 26 *Fireside Tales*, exciting stories dramatically presented by Frank Graham; 26 stories told by *Maureen O'Sullivan*, motion picture star.

In addition to its own features, World announces it has developed a plan for "the economical production of special open-end shows patterned to the individual requirements of advertisers or their agencies for specific markets." Through syndication of such programs in all other markets, World said it absorbs part of the cost, "combining the advantages of tailor-made shows with the economy of a syndicated feature."

Mr. Deutsch stated World now had other features in production in addition to the ten now ready. "We have made far-reaching plans for the future," said Mr. Deutsch. "With our years of experience, our unexcelled studio facilities and, now the almost inexhaustible reservoir of talent, writers, directors, and producers made available to us through Decca, we are in a position to produce each new World Feature as a continuing operation. Our effort will be to supply varied, top talent programs designed along the lines of popular appeal and priced within the budgets of all advertisers."



ON AN ESCORTED tour of Pearl Harbor for conferences with Adm. Chester W. Nimitz and his staff are these network executives, who assisted in planning coverage of the Philippine invasion story [BROADCASTING, Oct. 23.]. In the usual order are: Lt. Comdr. R. D. Thompson, USNR, Radio Officer, Public Relations Section, Staff, Commander-in-Chief, U. S. Pacific Fleet; Paul W. White, director of news and public affairs, CBS; Capt. John R. Redman, USN, Communications Officer, Staff, Commander-in-Chief, U. S. Pacific Fleet; John W. Whitmore, director of news broadcasts, MBS; G. W. (Johnny) Johnstone, Blue Network director of news and special features; Capt. H. B. Miller, USN, Public Relations Officer, Staff, Commander-in-Chief, U. S. Pacific Fleet; William F. Brooks, director of international broadcast, NBC; Lt. Comdr. J. Harrison Hartley, USNR, Officer in Charge, Radio Section, Office of Public Relations, Executive Office of the Secretary of the Navy, on temporary duty on staff, Commander-in-Chief, U. S. Pacific Fleet; Lt. Thayer Cumings, USNR, Officer in Charge, Branch Radio Section (New York), Navy Office of Public Relations, who escorted the network executives on their Pearl Harbor junket. Walter Roe (not shown), manager of RCA Communications' International Photo-Radio Services, accompanied the party on the Hawaiian tour.

Electronic Corp. Expands

ELECTRONIC Corp. of America, New York, as part of its promotion for postwar radio sets, on Dec. 4 was to start William S. Gailmor, commentator, in a five-weekly 10-minute program on WJZ New York, having shifted him from WHN New York. Firm, which also sponsors Johannes Steele on WMCA New York, plans to add other stations to its list early next year. Agency is Shappe-Wilkes Adv., New York.

House Probe of FCC Is Closed to Public

Sirica, Charging 'Whitewash', Resigns

By BILL BAILEY

FINIS to the Congressional probe of the FCC in effect, if not in fact, was written last week when the House Select Committee to Investigate the Commission voted 3-2 to terminate public hearings into the sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network chairman. The inquiry continued, however, behind closed doors..

John J. Sirica, Committee general counsel, in open session Tuesday, denounced the Committee action and resigned, declaring he could not live with his conscience were he to be a "party to this whitewash". He followed in the footsteps of his predecessor, Eugene L. Carey, who likewise charged a "whitewash" and resigned last February after the Committee, by a 3-2 vote, postponed hearings in the WMCA case pending litigation in the New York Supreme Court.

Hearings Slowed Down

Chairman Lea (D-Cal.), immediately upon Mr. Sirica's resignation, designated Robert B. Barker, chief investigator, as acting general counsel. The Committee on Friday formally appointed Mr. Barker general counsel, effective Dec. 1.

After the Committee went into executive session the hearings slowed down considerably, it was reported, with Committee members taking more active part in examination of witnesses and delving into minute details. Only two witnesses were called into the closed chamber Tuesday, William Weisman, former general counsel for Mr. Flamm, and Irwin Steingut, New York State Assemblyman and prominent Democrat who is said to have complained to the White House about the WMCA sale.

Other witnesses heard behind closed doors included Col. Telford Taylor, former FCC general counsel who was flown from the European Theatre of Operations to testify; Charles R. Denny, present FCC general counsel; Mr. Flamm; Leslie E. Roberts, former public relations counsel of WMCA who has told the Committee a story of "conspiracy" to "frighten" Mr. Flamm into selling his station, and Marion K. Gilliam, Asbury Park, N. J, former 50% owner of WMCA with Mr. Flamm, who sold his interest to Mr. Flamm in 1932.

Reports gained circulation on Capitol Hill that the new Congress would demand a "thorough and exhaustive" investigation of the FCC, some quarters having felt that the closing probe accomplished little except bring about a reduction of $2,000,000 in the 1945 appropriation. Those sources inferred that Mr. Garey would be brought back to Washington to complete the job he started in early 1943. Reached by BROADCASTING, however, Mr. Garey declared he was "perfectly happy" practicing law and felt at the present that he could not accept the appointment of general counsel of a new investigating committee. He paid tribute to Mr. Sirica, declaring: "I thoroughly sympathize and agree with Mr. Sirica's position. A lawyer of integrity and honesty could do nothing else."

In many respects the drama enacted in the House Committee chambers last Tuesday was a parallel to that of last February when charges of "whitewash" and "Administration pressure" were heard.

In the first instance Rep. Hart (D-N.Y.) moved to postpone hearings after Franklin S. Wood, attorney for Mr. Noble, telegraphed the Committee, requesting a delay until after Mr. Flamm's suit in the New York Supreme Court against Mr. Noble was settled. Following a letter from Mr. Wood last Monday, requesting that the Committee hold executive sessions, Rep. Hart moved that his request be granted, with the proviso that any information relating to the FCC be made public "at the conclusion of hearings".

The committee chairman, who voted with Reps. Hart and Magnuson (D-Wash.) last February to discontinue hearings, last week lined up with Rep. Wigglesworth (R-Mass.) in opposition to Reps. Hart, Priest (D-Tenn) and Miller (R-Mo.). Rep. Miller's action was the biggest surprise inasmuch as he previously had denounced the majority members for what he termed a "whitewash" and had taken the fight to the floor of the House where he demanded open hearings in the WMCA case.

Sees 'National Scandal'

In the session last Tuesday Rep. Miller charged that the investigation had become a "private fishing expedition" and that he was not convinced "by the showing made thus far" that the inquiry into WMCA related "materially to any conduct of the FCC".

Rep. Wigglesworth, who with Rep. Miller bitterly fought postponement of the WMCA hearing last February, asserted that "no justification has been shown for withholding the facts from the Congress and the people."

"I agree with the recent statement of the chairman to the effect that a vote to terminate public hearings at this time may well create a national scandal," said the Congressman who for three years has pressed for a complete probe of the WMCA sale, both in Appropriations Committee hearings and in the Select Committee.

Mr. Wigglesworth charged that the Committee and its staff, since the beginning of the probe, have "met with constant obstruction, intimidation and underhanded tactics from those in high places in the attempt to hamstring its work and suppress the truth". He asserted that every time the Committee had attempted to take up the WMCA case "tremendous" pressure has been brought to bear from Administration and other sources in the attempt to suppress the case entirely or to postpone indefinitely the presentation of the facts to the Congress and to the people.

"Every time that pressure has proved successful in withholding from the Congress and the people unsavory facts said to involve high Administration officials and advisers both past and present. The strength and character of this pressure is in itself the strongest possible prima facie evidence, in my judgment, that there is 'something rotten in Denmark' which cannot stand the light of honest investigation."

Counsel Praised

Statements came thick and fast both during the brief open session before the doors were closed and following it. All five Committee members made statements, in addition to Mr. Sirica. Others included Mr. Noble, Philip Handelman, attorney for Mr. Flamm, and FCC Chairman E. K. Jett. During the upheaval Mr. Handelman and Mr. Denny attempted to make statements but were overruled by Chairman Lea.

In his parting words Mr. Sirica paid tribute to Chairman Lea whom, he said, had been accused of "whitewashing" the probe. "I can say that I never believed you wanted to whitewash," said the retiring general counsel. "I certainly don't want it on my conscience that John Sirica is a party to any whitewash." Rep. Miller objected to what he termed an "impertinent remark" but Mr. Sirica continued, addressing the chairman, "I want to thank you publicly for the trust you have placed in me. I can't agree with the majority of the Committee therefore I am tendering to you today my resignation."

Rep. Hart paid his respects to the general counsel as a "highly honorable gentleman," asserting that he regretted "the decision he has made" and hoped that Mr. Sirica would reconsider. He denied any "suppression of facts" and declared that "nobody has attempted to intimidate me; nobody has attempted to exert pressure on me."

Rep. Priest, who was appointed

(*Continued on page 66*)

Rep. Wigglesworth Urges Congress Bring Story of WMCA Sale Out Into Open

DESPITE a majority vote of the House Select Committee to Investigate the FCC to keep secret its hearings into the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, the action erupted on the floor of the House last Friday when Rep. Richard B. Wigglesworth (R-Mass.), who opposed the "closed door" policy, called upon Congress to "unite in demanding 'let there be light'."

His dramatic speech, which promised to touch off further repercussions over the 3-2 Committee action to close the public hearings, followed by a day a caucus of Republican House members, who are reported to have discussed the Select Committee's "closed door" policy and the contract termination by NBC of Upton Close, commentator [BROADCASTING, Nov. 20].

Shortly after Mr. Wigglesworth completed his address, Mr. Noble, now chairman of the Blue Network, issued a statement declaring: "Congressman Wigglesworth is trying desperately to conjure up a public issue out of my purchase of Station WMCA four years ago. In so doing, he carries a torch for a number of persons who seek to extract from the situation personal profit for themselves at my expense."

Rep. Wigglesworth said that the 3-2 vote to continue the WMCA hearings in executive session "raises again the question as to the forces operating from the very outset to suppress the facts as to this WMCA transaction. What are these all-powerful forces?"

"Is the Administration seeking to protect and to keep under cover the conduct and the doings of its 'sacred cows' and political 'parasites in private practice' who are amassing fortunes at the expense of the taxpayers? Did the influence of Mr. Corocoran (Thomas G.) play a part in the determination of the Democratic majority of the Committee to terminate the hearings on the WMCA matter when they were first opened 8½ months ago, on the flimsy pretext that the hearings would interfere with private litigation between Mr. Flamm and Mr. Noble?"

He also asked whether the FCC authorized the transfer "without any hearing and in the short space of 15 days, notwithstanding certain members of the Commission were on notice that the sale of the station was perhaps tainted with irregularity?" and whether the Commission or its personnel were "party to the alleged conspiracy".



Booby trap

That gadget up there, in the language of the British Army, is a German anti-personnel bomb. The troops call it a booby trap.

It looks innocent . . . but it can kick your head off.

Radio time buyers can take a tip from that bomb. Some radio station buys look good, sound good . . . but the high cost, low sales results often kick the bottom out of a sound campaign.

In the 6th largest market we offer you a radio station that delivers more sales results per dollar than any of the other four stations in town.

The station we are talking about is W-I-T-H, the successful independent. There are some hard-boiled, sales producing facts about W-I-T-H for you to look at . . . before you buy any time in Baltimore. We'll be glad to show them to you

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Bill to Curb Petrillo Before Senate

Gets Unanimous Vote; Sympathy Strike in Nashville Sought

THE FIRST legislative boomerang to James C. Petrillo's victory in the recording case came last week when the Senate Interstate Commerce Committee unanimously reported out a bill (S-1957) by Sen. Vandenburg (R-Mich.) to prohibit the AFM leader from interfering with the broadcasting of noncommercial cultural programs by educational institutions.

Action on the bill, which had laid dormant since its introduction last May, was a surprise even to the author of the legislation. It is understood that Committee members were moved by the public reaction to surrender of the recording companies to Petrillo's demands and took the position that Congress must once and for all put a stop to the musician leader's operations.

Will Seek Action

Sen. Vandenburg announced he would press for action on the bill before the present session of Congress expires on Jan. 3, 1945. In view of the Senate committee's unanimous approval, passage of the message by the Senate and later by the House was anticipated by its supporters.

The Congressional development followed within less than a week the National Labor Relations Board decision which prevents Mr. Petrillo from carrying out his make-work plans to force radio stations to hire musicians to play records. The Board safeguarded the jurisdiction of the National Assn. of Broadcast Engineers & Technicians (NABET) which had opposed the efforts of the AFM to take over platter-turning functions of the technicians at NBC and Blue-owned stations. Mr. Petrillo was permitted to retain his jurisdiction in Chicago by virtue of historical considerations [BROADCASTING, Nov. 27].

Meanwhile, Mr. Petrillo continued to make news on other fronts. An effort of the Washington, D. C., local of the AFM to terminate the 53-piece band of the Metropolitan Police Dept. and to prevent the authorization of a $11,500 appropriation for maintenance drew a strong attack on Mr. Petrillo from Rep. F. Edward Hebert (D-La.), a member of the House District Committee.

"If James Petrillo and his musicians' union get away with this window-dressing in the Nation's capital it will not be long before the rest of the country's municipal bands become victims of the union," he warned a subcommittee holding hearings on the authorization.

When Mr. Hebert was accused by Paul Schwartz, president of the local, of having "hatred" for the AFM, he replied: "No, I do not. There is no one stronger for the unions than I am. I am a great believer in collective bargaining but I'll be damned if we'll tolerate racketeers in unions."

A witness for the union, Lee Potter, a Washington musician, suggested that members of the subcommittee might be allowing their "hard feeling" against Petrillo to be prejudicing their attitude toward the local. Referring specifically to the recording case and its attendant publicity, he asserted that some retail stores raise their prices slightly to provide for benefits to employes and that customers do not mind this because they are sympathetic toward merchants who take care of their help. But because of the antagonism which has been built up against Petrillo, he contended, there is resentment on the part of consumers to paying a few cents more per record to provide benefits for the musicians "who have been kicked around" and have been compelled in peace time to take jobs even in shoe shine parlors to earn a livelihood.

The subcommittee unanimously reported the bill to the full Committee with the recommendation that any amendments which the union wished to offer could be submitted to the full membership. Members of the subcommittee, in addition to Rep. Hebert, are Reps. John L. McMillan, chairman, (D-S. C.), Thomas D'Alesandro Jr. (D-Md.), James C. Auchincloss (R-N. J.), and Sid Simpson (R-Ill.).

Nashville Strike

In Nashville, Mr. Petrillo's aid was enlisted to resume a strike of transmitter engineers which had put WSIX off the air for three days. The walkout, which occurred a week ago Thursday [BROADCASTING, Nov. 27], was called by the International Brotherhood of Electrical Workers (AFL) as the result of a dispute over wages and hours. It was reported that the management had recovered transmitter equipment missing when the engineers walked out and had obtained non-union workers to operate the station.

D. M. Morris, representative of the Radio Broadcast Technicians' branch of the IBEW, announced he had called on the international headquarters of the IBEW to appeal to Mr. Petrillo to call a sympathy strike at the station. Approximately two years ago, when the station refused to hire a fixed quota of musicians, Mr. Petrillo threatened a strike of musicians in the entire Mutual network, forcing the system to discontinue musical programs to WSIX. As a result, the station had no music, other than recorded, for weeks until the dispute was settled.

Approved by Fly

On the NLRB platter-turning decision, Mr. Petrillo apparently had nothing to say, officially, at least, although he was reported to be "mad as hell". A network spokesman simply declared: "Now that the NLRB has rendered its decision in the platter-turning case, we are starting negotiations with NABET for a new contract." These negotiations will begin Tuesday at NBC headquarters in New York.

NABET's contract with NBC and Blue expired June 1 but continued under its terms until July 27 when the union gave 30 days' notice of termination to reopen contracts, calling for higher wage rates and guarantee of jurisdiction over turntables. Since Aug. 27, operations have continued on a day-to-day basis, awiting the NLRB decision on jurisdiction.

The Vandenberg bill, an outgrowth of hearings held before the Clark subcommittee of the Senate Committee on Interstate Commerce on the Petrillo ban against NBC broadcasts of symphony concerts by the students of the National Music Camp at Interlochen, Mich., would amend the Federal Communications Act of 1934. Its purpose, according to the author, is to keep "James C. Petrillo's foot off the necks of the school children of the country."

The Committee, in reporting the bill, submitted a letter dated Aug. 1, 1944, from former FCC Chairman James Lawrence Fly in reply to a request from Chairman Burton K. Wheeler (D-Mont.) for comment. Mr. Fly wrote:

It appears that the proposed amendment is designed primarily to prevent the occurrence of incidents similar to that which occurred at Interlochen, Mich., a few years ago. At that time, as you will recall, a scheduled broadcast over the network of NBC by the National High School Symphony Orchestra from the National Music Camp at Interlochen was cancelled because of the objection of the AFM that broadcasts by amateur musicians might result in competition with broadcasts by professionals. Insofar as the proposed bill (S-1957) is designed to prevent the recurrence of such an incident, it represents a desirable objective and merits consideration by your committee.

Text of Bill

The bill provides:

That the Communications Act of 1934, as amended, is amended by inserting, after section 329, of such Act, a new section as follows:

"SEC. 330. It shall be unlawful for any person, or any person representing any organization or group, to interfere with, intimidate any person or persons, hinder, extort, delay, prevent, or conspire with other persons for the purpose of hindering, delaying, interfering with, or stopping the production or transmission, by means of any radio station of any noncommercial educational or cultural program presented by any academically accredited and tax exempt educational institution, prepared and planned for presentation by radio or in the process of being transmitted by radio stations, and it shall likewise be unlawful for any person as a part of a group or organization to threaten or intimidate any other person for the purpose of preventing by group action the operation of any broadcasting station while preparing for or in the operation of broadcasting such noncommercial educational or cultural programs, unless such interference, work stoppage, or group action is part of a general action for other purposes and is of general and broader nature or purpose than to prevent or interfere with the broadcasting of such noncommercial educational and cultural programs:

"*Provided*, That such radio station or stations have agreed to broadcast such programs and that no service, money, or other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by such station from any person for broadcasting such program and no service, money, or other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by the persons producing or participating in such program from such station or from any commercial sponsor, for services rendered in producing or participating in such program.

"DEFINITION—'To conspire', *for the purpose of this section*, shall mean to plan with others, to hold meetings for the purpose of planning, to take action as the result of a plan or purpose—such as unite stoppage of work at a radio plant, or to write communications urging interference by action or by word of mouth to induce action for the purpose of interference."



BEAMING APPROVAL of *Buster Brown* show, broadcast Saturdays on NBC from Chicago and featuring Smilin' Ed McConnell (seated) are (l to r): Arthur Jacobson, NBC central division production manager; Frank J. Cornwell, advertising manager of Brown Shoe Co., sponsor; Norman LeVally, account executive of Leo Burnett, agency; Frank N. Mastin, Brown Shoe Co. sales representative; Ted Schroth, merchandise manager of Brown Shoe; R. B. Brown, director of sales for Brown Shoe.

WMFF Transfer Asked

APPLICATION was filed with the FCC last week by WMFF Plattsburg, N. Y. for transfer of control from Edward H. Bragg and Leslie F. Bragg to George F. Bissell, president and manager, through sale of 169 shares (52%) to Mr. Bissell for consideration of $24,000. Mr. Bissell, president and holder of 95% interest in WENT Gloversville, N. Y., is now 25% owner of shares of the total 326 shares in WMFF.



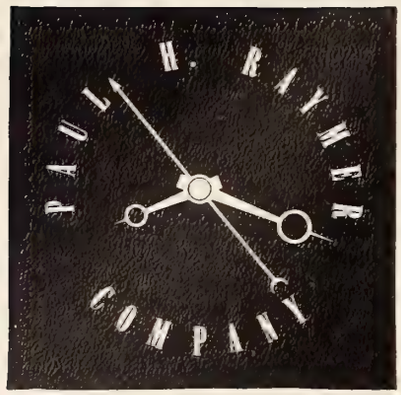
ST. JOHN'S CHURCH, RICHMOND, VIRGINIA
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

"GIVE ME LIBERTY...."

From old St. John's Church in Richmond Patrick Henry's challenge of "Give me Liberty . . . . or give me Death" went ringing through the pages of history. Today, 169 years later, the bells of this same church ring in Sunday morning services on WRVA. Such associations form the character which makes WRVA a living and breathing part of Virginia . . . . an institution unique and great in radio.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK

WRVA



A Decade with WRVA

Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.

PAUL H. RAYMER COMPANY · RADIO STATION REPRESENTATIVES

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO · LOS ANGELES

SALUTE TO WARTIME PLANTS

Gimbel Store Finds Factories Cooperative In Philadelphia Campaign

Mr. Kaufmann, executive head of Gimbel Bros., Philadelphia, evolved the idea of a vocal salute to Philadelphia industries in appreciation for their untiring and invaluable contribution to the war. RCA-Victor, SKF Industries, Philco Corp., and Bendix Aviation are among the companies which have been or will be saluted in Gimbel's "Victory Caravan". In this article, Mr. Kaufmann descibes the format developed for the first "Victory Caravan" salute to John G. Pew Jr's. Sun Shipbuilding & Drydock Co.

By ARTHUR J. KAUFMANN
Executive Head
Gimbel Bros., Philadelphia

OOPERATION of the Sun Shipuilding & Drydock Co. in promotig our first *Victory Caravan* was eadily obtained after I wrote John G. Pew Jr., Sun Shipbuilding president, outlining the idea for the series and inviting Mr. Pew's plant to be the first saluted. The Sun Shipbuilding personnel relations manager was quick to see the value of the now in promoting goodwill among un workers, particularly as the alent would be composed of Sun mployes.



Mr. Kaufmann

The production staff of WIP acts s a clearing house in the screenig of talent from the employe staff f the war industries saluted on the *aravan*. Every employe who ishes to try out for the show is iven a full opportunity for an audition. A surprisingly high quality f entertainment has been screened us far by the WIP production taff.

Many Attend

To accommodate a larger audince, after the Aug. 9 Sun Shipuilding premiere proved successul, we decided to move the *Victory aravan* from the WIP studios, here only a limited number of perons could be seated, to the Gimbel tore Auditorium where we could eat 700 or 800 people. The promoon department of WIP supplies ckets each week to the industry articipating.

WIP has prepared a special romotion kit consisting of color isplay cards for theatre lobies showing Sun personnel parcipating in the program, payroll nvelope stuffers for plants paying cash, copy for the plant PA sysm, talent pictures and copy of the ouse organ editor. In addition, adertisements are run in Philadelhia papers, as well as in local paers in the communities in which mployes who participate in the ow live.

Some plants request special prootion not included in the WIP kit, s did SKF Industries when the *ictory Caravan* saluted the large allbearing company. SKF wanted special advertisement made up for the back cover of its house organ. WIP forwarded a complete plate to the SKF Industries' house organ editor.

When Cramp Shipbuilding participated in one of our "salutes", the company utilized 12,000 attractive payroll envelope stuffers.

The local newspaper promotion angle has worked out quite satisfactorily for us, as local editors are quick to see the value of an item about a local resident being on the radio. Two papers which have given us outstanding cooperation in this regard so far are the *Camden Courier* and the *Norristown Times-Herald.*

One of the most important rules to follow in getting out our type of promotional material is to deliver the promotion pieces to the industrial plant in ample time for advance display. The best way to build a good sponsor-station-plant relationship is to make certain that the busy plant executive is not bothered by the mechanics of your promotional campaign.

Plants saluted are utilizing transcriptions by WIP, playing the discs over the PA system in each plant, so that all employes may hear them.

KQV MANAGEMENT PLANS EXPANSION

OPERATION of KQV Pittsburgh, basic Blue Network outlet there, by the Allegheny Broadcasting Co., was announced last week. New business offices are in the Union Trust Bldg. in downtown Pittsburgh, and plans are being made to construct new studios and install new equipment as soon as material is available.

The new owners, four Pittsburgh businessmen [BROADCASTING, Aug. 21], have given the new vice-president and general manager of KQV, G. S. (Pete) Wasser, authority to expend considerable funds on an audience promotion campaign. Mr. Wasser has named James Murray, formerly of KDKA Pittsburgh, and more recently sales promotion manager of WJZ New York, as KQV sales manager, and Ben Edson, formerly with KMPC Hollywood, as publicity director and head of the special events department of the newly acquired Blue outlet.

Until the new studios are in operation, KQV will continue operation from its present quarters in Pittsburgh's Chamber of Commerce Bldg.

NRDGA Course

THE RETAIL advertising course of the National Retail Dry Goods Assn. has been accepted for use by servicemen's rehabilitation centers by the office of the Surgeon General. Course, which offers basic facts for the beginner on radio advertising and other media, has been sponsored in several cities. More than 2,000 textbooks, 60 film strips together with an art course are to be distributed to the general hospitals for use in the education reconditioning program.

WJW'S MR. BLANK*



Mr. Blank is our cliche exterminator. Someone, early in radio history thought up a lot of ways of saying things and everybody got in the habit of saying them that way as though they were gospel.

We got tired of hearing things said in the same dull old way, so we hired Mr. Blank to weed out our surplus cliche. He's made remarkable progress in our flowering garden of words.

He swept out all our old, dead words, and supplied our announcers with a bright new shiny set. We think our shows have a new sparkle as a result.

"Words, words, words," says Mr. Blank. "Amazing, the things you can do with words."

One of the things Blank does with them is called showmanship. Another one is called salesmanship for your product.

** Mr. Blank has a word for everything but himself.*

BASIC Blue Network
WJW 850
CLEVELAND
850 KC 5000 Watts
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Denver's 33-Year-Old Rubber Industry IS HERE TO STAY!

BY July of next year, the facilities of Denver's 33-year-old rubber plant, the sixth largest in the U. S., will have been nearly doubled. A $6,000,000 expansion program, originally planned over a 4-year period will be crowded into one year. The post-war market for the products of this plant—tires, tubes, hose, belts, and countless moulded rubber goods—will most certainly keep it out of the museum of industrial war relics long after peace comes.

Denver's rubber industry is just one of many fixed assets of this region which account for its stability and economic soundness. Mining, agriculture, livestock raising, manufacturing, and the tourist industry are all permanent and sound assets of this region which make it a sound market in which to invest sales effort both for immediate and future profit.



The soundness of KLZ as a sales-promoting medium in the Denver market is decisively indicated by the fact that more advertisers, local and national, buy more time on KLZ than on any other Denver station. With this significant fact in mind, you may lay all other data, charts, and facts end to end . . . and leave them there.

KLZ • DENVER

CBS Network • 560 Kilocycles

Affiliated in Management with the Oklahoma Publishing Co. and WKY, Oklahoma City

REPRESENTED NATIONALLY
BY THE KATZ AGENCY



Radio's Part in Sixth Loan To Exceed All Other Drives

Treasury Official Lauds Stations and Networks For Initiative, Response to Bond Problems

RADIO'S contribution to the Sixth War Loan Drive will far exceed that of any previous campaign in dollar value or otherwise, it was predicted last week by Robert J. Smith, chief of the Radio Section, Treasury War Finance Division.

He commended broadcasters for their initiative and willingness in offering facilities, talent and executive and other personnel toward solution of War Bond sales problems posed by the Treasury Dept. for the Sixth Loan.

CBS Day Dec. 7

"This is evidenced by the interested and spontaneous manner in which broadcasters on their own have come to us with programming and promotion ideas for their station or network, in answer to our statements of objectives for the Sixth Loan," said Mr. Smith. He also commented that the ratings for the kickoff network programs Nov. 19 "compared favorably" with their competitive programs and that their cumulative effect brought ratings on the President's message which are higher than any of those for his addresses during the political campaign.

Plans for the network Bond day of CBS on Dec. 7, as proposed last week, call for Sixth Loan promotion on every program of the day, with most of the copy woven into the regular scripts. Worldwide pickups are slated for *Finish the Job*, Sixth Loan feature spotted at 8-8:55 p.m., and produced and directed by Robert Louis Shayon who also did some of the writing along with Bob Sloane.

Broadcast will present a chronological survey of the war up to the present with wounded servicemen and families of servicemen killed in action participating. Same evening, 11:30-12 CBS will broadcast *And Some Shall Return*, built around the poem "What Did You Do Today, My Friend?" written by Dean Chatlain, former Army lieutenant who amputated his own foot while under enemy fire in Tunisia. Musical setting of poem is to be sung by Lawrence Tibbett. The man who has received as many awards as Gen. Douglas MacArthur, Capt. Maurice Britt, also will be on the program.

The following day CBS plans to air *The Dead Tell No Lies*, 7:15-7:30 p.m., drama stressing the seriousness of war, and on Dec. 15 a drama is scheduled by Mari Yanofsky. Time for the latter has not been set.

Now being sent by the WFD Music Promotion Unit to stations on the West Coast is a new recording "Buy a Bond for a Soldier for Christmas", presented by Renzo Cesana, and sung by Bob Hannon with music of Dave Broekman's Treasury orchestra.

Mutual on Nov. 30, 4:30-4:45 p.m., presented a special St. Andrews Day program for the Sixth Loan featuring the Marine Corps Bagpipe Band, organized in Londonderry, Ireland, on a bet that the Marines "couldn't do it". Band consists of 27 members and is under direction of Field Music Sgt. Carleton E. Hyland. Dorothy Thompson's program, heard 4 p.m. Sunday on the Blue, during the Sixth Loan will center about questions concerning War Bond sales.

WLS Chicago reported that its activities for Independents Bond Day, Nov. 28, included a series of 15 one-minute War Bond announcements by station talent and heads of various WLS departments, promotion on nearly every program and station break of the Sixth War Loan exhibits at the Chicago Navy Pier, and a Sixth Loan edition of the daily noontime *Dinner Bell* program which featured a wire recording of the U. S. Marine Corps "Mock Invasion of Chicago" made the previous Sunday and an interview with Col. A. Pierce, officer in charge of the Marine exhibit. Also Julian Bentley's 12:30 p.m., 2:45 p.m. and 6:30 p.m. newscasts were originated in behalf of the Drive from the Radio Electronics Exhibit at the Navy Pier.

Eight members of the Treasury Dept., representing Sixth War Loan committees, were to compose New York and Chicago teams on the Dec. 3 *Quiz of Two Cities* show presented Sunday 3-3:30 p.m. by WOR New York. Outlet is also repeating during the Sixth Loan War Bond rallies in neighboring communities featuring top talent and entertainment. Keystone Broadcast-



COINCIDENTAL homecomings unexpectedly brought the engineering staff of WGTM Wilson, N. C. together again. Without even knowing the others were in the state, Warren Wooten (l), present chief engineer; Chief Warrant Officer W. H. Malone (center), back from the Pacific and C. O. Hudson (r), WGTM's first chief engineer now with the FCC, arrived at the station just 30 minutes apart.

Prosperity from Industry

Reason for this tri-state area's rise in prominence and continued prosperity over a period of many years is its great diversity of industry. A listing of the various industries would include petroleum, natural gas, lumber mills, iron and steel foundries and chemical plants. As a result of the war, plants and refineries have been constructed for producing ammonia, plastics, butadiene, aviation gas, ordnance items and precision instruments. Add all these together and you have a market possessing tremendous selling possibilities . . . a market you can cover completely and effectively with one single medium—KWKH.



KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

ing System, New York, in addition to including War Bond "commercials" in its sponsored programs is keying a total of 28 hours a week of sustaining programing to the Sixth Loan.

WIBG Philadelphia is using its show window studio to help promote station's War Loan programs. Interviews with servicemen and war heroes are originated from the window. From 6 a.m. to 8 p.m. on Nov. 20 KDNT Denton, Tex. gave its facilities to the local Sixth Loan Committee to help raise the county quota. School representatives participated. WCKY Cincinanti aired an interview recorded inside a B-25 medium bomber on diplay at the Sixth Loan Airmada exhibit in Cincinnati.

WAAB Worcester presented a composite picture of radio's part in the Sixth Loan Nov. 21 at the Worcester Retail Bond Rally dinner, attended by more than 200 persons from local retail stores. Special script written by WAAB staff members was presented, interspersed with excerpts from each of the Treasury transcribed series devoted to the current Drive.

Rush Hughes has incorporated War Bond time signals into his regular KWK St. Louis programs with "_____, Central War Bond Buying Time". Similar version by KFYR Bismarck, N. D. is "Mountain Bond Buying Time is____", followed with the Morse code "V".

Hires Replacing Heidt

CHARLES E. HIRES Co., Philadelphia, will discontinue in January *Heidt Time for Hires* on 136 Blue stations Monday, 7-7:30 p.m. A new program, featuring Don Prindle, scriptwriter, and Wendell Niles, freelance announcer, as a comedy team will serve as a replacement, either continuing in the same spot, or moving to another period on the Blue. Horace Heidt's program will go off around Jan. 15. Agency is N. W. Ayer & Son, New York.



TWENTY-TWO YEARS ago when Sydney R. Montague was a Royal Canadian Northwest Mounted policeman stationed in the Far North where mail reached him only once a year he formed lifelong indebtedness to an announcer who delivered messages and letters via a special KDKA-W8XA Pittsburgh program. Now an internationally known lecturer, Mr. Montague finally found that announcer when he recognized the voice of E. D. Harvey of the WKY Oklahoma City production staff with whom he is rehearsing WKY's Sixth War Loan video show.

FCC Pleas Filed For KROW, KPAS

Transactions Seen Eliminating 'Duopoly' Interests

APPLICATIONS for the sale of KROW Oakland by Wesley I. Dumm, controlling stockholder, for $250,000, and his acquisition of a 25% interest in KPAS Pasadena, now are pending before the FCC by virtue of transactions formally completed [BROADCASTING, Oct. 30].

KROW, independent operating on 960 kc with 1,000 w fulltime, would be sold by stockholders of Educational Broadcasting Co. to stockholders of KROW Inc., who include Sheldon F. Sackett, Oregon publisher and broadcaster, who acquires 65% and Philip G. Lasky, vice-president and general manager of KROW for the past five years, who procures 35%. The price of $250,000 set forth in the application is exclusive net quick assets on the transfer date set by the Commission.

Duopoly Transfer

Mr. Dumm, who is the principal stockholder, also of KSFO San Francisco, has contracted to purchase the 25% interest in KPAS held by J. Frank Burke for about $100,000. Loyal K. King, general manager of KPAS and a stockholder in the station, will continue in that capacity. He is a son-in-law of Mr. Burke.

The transactions were devised to eliminate 'duopoly' interests of both Messrs. Dumm and Burke. By divesting himself of his KROW interest, Mr. Dumm would operate only KSFO and the two international shortwave stations KWID and KWIX, in the San Francisco-Oakland area. Mr. Burke also operates KFVD Los Angeles and is required to divest himself of his interest in one station or the other under the FCC's multiple ownership regulations. KPAS operates with 10,000 w on 1110 kc unlimited time.

Mr. Sackett is principal stockholder of KVAN Vancouver and KOOS Coos Bay, Ore. He is also editor and publisher of the *Coos Bay Daily Times*. Mr. Lasky, prior to becoming general manager and shareholder in KROW, was for five years manager of KSFO and for eight years prior to that manager of KDYL Salt Lake City.

Canadian Stations

NEW low-powered Canadian stations have been authorized to operate by the Radio Branch, Department of Transport, Ottawa: CFAB Windsor, N. S., has been licensed to Avard M. Bishop, to operate with 100 w on 1450 kc; CJSC Sorel, Que., to Henri Gendron and Arthur Prevost with 100 w on 1400 kc; CKPA Port Alberni, B. C. to Neal Jordan with 250 w on 1240 kc and CJEM Edmundston, N. B. to Edmundston Radio Ltd., with 250 w on 1240 kc.



"THIS IS MUTUAL"
At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

★

24 HOURS A DAY
KCKN is the only Kansas City station broadcasting day and night —*all* night.

There's nothing wrong with farmers and small town folk—it's just that they're so few and far between compared to the great concentration of in-the-money, eager-to-buy listeners that comprise Greater Kansas City.

KCKN believes this nine hundred million dollar market is worthy of ALL its attention. KCKN programs *specifically* and *exclusively* for city listeners—and offers you the MASS MARKET BUYING POWER of Greater Kansas City *without* the rate penalty of outstate coverage.

Wire or phone your nearest Capper office for availabilities.

KCKN Kansas City

The Voice of Greater Kansas City

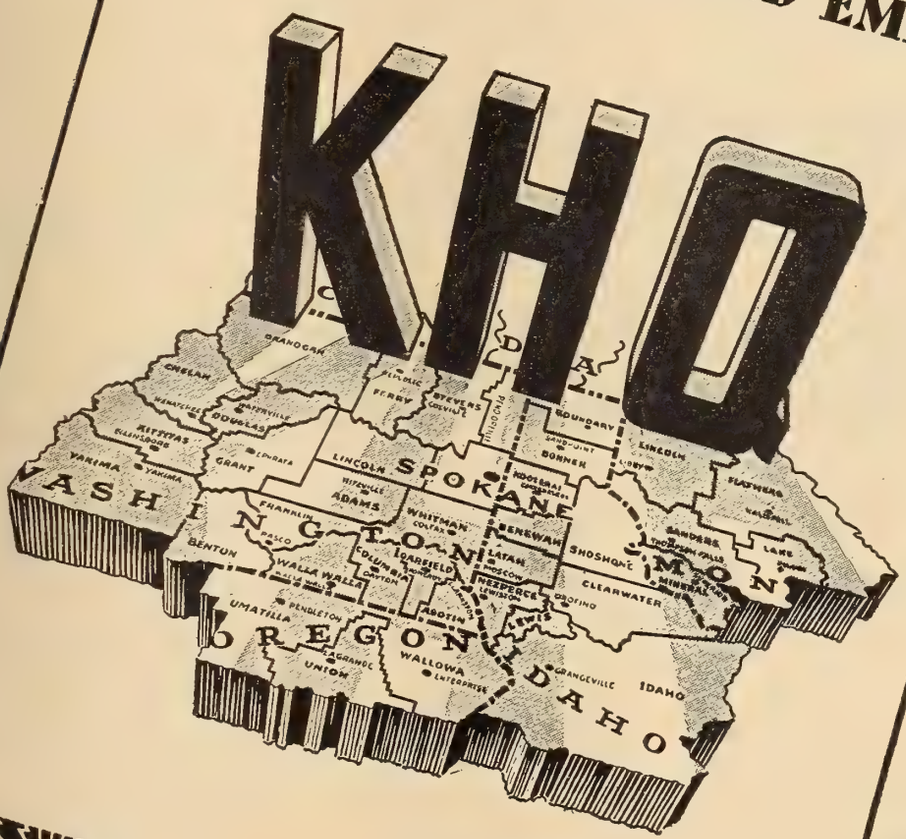
BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE



5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Hop Picking—Streamlined Model. Modern methods replace slow, tedious, hand picking—one reason why Bank Transactions soared to $1,636,289,742 for the first 9 months of 1944, an increase of 10.2% over the same period in '43. Streamlined to Inland Empire needs, KHQ completely covers this rich area at the cost of just one medium.

Adam Schedules Spots

ADAM HAT Stores Inc., New York, on Dec. 2 started a nationwide campaign to run through the month of December, using one-minute transcribed and live spot announcements 15 to 60 times weekly on some 100 stations in 42 cities. Similar campaigns on an all-year basis may soon be used for the hat firm, according to the agency, Buchanan & Co., New York. Adam Hat currently sponsors weekly dramatic and musical programs on WOR New York and WSMB New Orleans.

Antrim Elected

ELBERT M. ANTRIM of WGN Chicago, a member of the board of directors of Mutual, and business manager of *The Chicago Tribune*, has been elected to the board of directors of the American Newspaper Publishers Assn. to fill the unexpired term of the late W. E. Macfarlane, *Tribune* business manager and chairman of Mutual's executive committee.

FCC Approves Sales of Six Stations, Three Under Multiple Ownership Rule

SALES of a half-dozen stations for an aggregate of approximately $880,000 were approved by the FCC last week. The transactions included:

KEX Portland, Ore. (1190 kc, 5,000 w, Blue outlet), from the Oregonian Publishing Co. to Westinghouse Radio Stations, for $400,000, a duopoly sale by virtue of the *Oregonian's* ownership of KGW Portland. Commissioners Durr and Walker favored a hearing, but cited no reasons.

Bitner Gets WFEA

WGL Fort Wayne (1450 kc, 250 w, NBC outlet), by Westinghouse to Farnsworth Television & Radio Corp., for $235,000, a duopoly sale by virtue of Westinghouse ownership of WOWO Fort Wayne.

WFEA Manchester, N. H. (1370 kc, 5,000 w, NBC, Yankee, New England networks), sold by Mrs. Adeline Rines for $150,000 to H. M. Bitner, principal owner of WFBM Indianapolis and publisher of the *Pittsburgh Sun-Telegraph*. Commissioners Walker and Durr favored a hearing, presumably because of the absentee and newspaper ownership aspects.

WORD Spartanburg, S. C. (1400 kc, 250 w, Blue outlet), by Spartanburg Advertising Co. to J. M. Bryan, vice-president of Jefferson Standard Life Insurance Co., Greensboro, N. C. and Smith Davis, newspaper and station financier of Cleveland, as co-partners, for $58,500, a duopoly transaction because of Spartanburg Advertising Co.'s ownership of WSPA.

WCAP Asbury Park, N. J. (1310 kc, 500 w ⅓ time, independent), transfer of control from Georgia A. Burley through sale of 55.3% of stock to Charms Candy Co. of Bloomfield and Asbury Park, for $6,075 cash, plus assumption of liabilities, making an aggregate of approximately $35,000. Approval was subject to whatever determination the Commission might make on pending renewal and modification of license in view of increased time applications of WCAP, WCAM Camden, and WTNJ Trenton, all sharing on the same frequency.

KROS Clinton, Ia. (1340 kc, 250 w, independent), acquisition of control through transfer of 36.2% of outstanding capital stock from Peter Matzen to W. S. Jacobsen, former Iowa Congressman, for $5,500. Mr. Jacobsen has owned 33%, thus increasing his stock interest to 69%.

The Commission also granted voluntary assignment of the license of KLMP Minot, N. D., from John B. Cooley to himself, his wife and Carroll W. Baker, a newly formed partnership. No monetary consideration was involved.

Also approved was transfer of KORE Eugene, Ore., on an involuntary basis, from the late Frank L. Hill and Violet G. Hill, co-partners, to Violet G. Hill Motter, administratrix of the estate of Mr. Hill. There was no monetary consideration.

I'm a Wing

SPEAKING of coincidents—Ima Wing is the name of the new promotion manager of WING Dayton, and not, as some mistakenly might believe, the staff's slogan. Miss Wing is a newcomer to the field, having become assistant in the traffic department of WCKY Cincinnati about a year ago after leaving the U. of Cincinnati where she studied radio.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles
Seattle

representing



KTHS . . . . . Hot Springs, Ark.
KWKH . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . Jackson, Tenn.
WNOX . . . . . Knoxville, Tenn.
WMC . . . . . Memphis, Tenn.
KTBC . . . . . Austin, Texas
KRIC . . . . . Beaumont, Texas
KRLD . . . . . Dallas, Texas
WCHS . . . Charleston, W. Va.
WBLK . . . Clarksburg, W. Va.
WSAZ . . . Huntington, W. Va.
WPAR . . . Parkersburg, W. Va.

Spot Sales Plans

JAMESON E. BRINKMEYER, formerly with WTMV East St. Louis, Ill., and with the Chicago sales staff of World Broadcasting System, has joined the Chicago office of Spot Sales Inc. Company reported this as "the first step in the reorganization of our Chicago activities", stating that "other developments will be announced as negotiations now taking place are concluded". Conversations between Donald D. Davis of WHB Kansas City and Loren Watson of Spot Sales are understood to have resulted in an agreement, to be formalized as soon as contracts have been drawn, whereby Mr. Davis will become a stockholder in the representative firm which will then add WHB to the list of stations it handles.

CAB Adds Seven

THE COOPERATIVE ANALYSIS of Broadcasting last week released the names of seven new members including the Yankee Network and Time Inc., New York; also Anfenger Adv., St. Louis and Paris & Peart, Charles M. Storm Co., Doherty Clifford & Shenfield and Benrus Watch Co., all of New York.

HOUR AFTER HOUR . . .
WEEK AFTER WEEK . . .
YEAR AFTER YEAR . . .

Wisconsin listeners overwhelmingly choose WTMJ

WTMJ's position as Wisconsin's number one radio station is not confined to any single program, or any one part of the day. Morning, noon and night, most of the listeners most of the time are tuned to WTMJ. In many cases, WTMJ has more listeners than all other stations combined.

This listener loyalty is traceable to WTMJ's intense local programming, full schedule of NBC programs, and its outstanding service to the community.

You, as an advertiser or agency representative cannot plan on doing a radio job in Wisconsin, without WTMJ, for WTMJ delivers most listeners per program, most listeners per dollar.



WTMJ

THE MILWAUKEE JOURNAL STATION

Basic N. B. C. National Representatives, Edward Petry & Company, Inc.



Gillette Again to Air Major New Year Games

GILLETTE SAFETY RAZOR Corp., Boston, again will sponsor four of the major New Year's Day football events on three networks using 1,460 broadcast station hours during the day. A network of more than 200 stations we carry Mutual coverage of the Cotton Bowl games from Dallas at 2 p.m. Bill Slater will handle the play-by-play and Charles Jordan, Southwest sportscaster, the color. Gillette also will sponsor the Shriner's East-West College All-Star event from San Francisco on more than 200 Mutual stations, 4:45 p.m., with Ernie Smith describing the Western classic and Mel Venter handling color.

The Orange Bowl game in Miami will be carried on 142 CBS stations at 1:45 p.m. Ted Husing, CBS sportscaster, will be assisted by Jimmie Dolan. From New Orleans, the Blue will cover the Sugar Bowl event on 191 stations, Harry Wismer handling play-by-play, and Bill Brengel the color. Agency is Maxon Inc., New York.

Decca Dividend

DECCA RECORDS Inc., New York, at a meeting of the board of directors last week declared an extra dividend of 30c per share on capital stock in addition to the regular quarterly dividend of 30c per share. Both are payable Dec. 22 to stockholders of record Dec. 9 of this year.

WAVE DOESN'T PLAY TO WIN (Ky.)!

WAVE's signal probably doesn't reach the 200 or so miles to Win (Ky.)—but you're not missing much by our inability to cover this tiny town or any others like it, in these parts. Because WAVE *does* cover the whole Louisville Trading Area—a market of 1,336,000 people who have 57.5% of Kentucky's buying power, and spend 17.1% *more* in retail stores than the rest of the State *combined!* That's the Kentucky market you want—and WAVE delivers it at lowest cost!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

KTRI Interest Sold

APPLICATION has been filed with the FCC for transfer of control of Sioux City Broadcasting Co., licensee of KTRI Sioux City, Ia., from the Tribune Co. to Eugene H. Kelly, Eugene F. Kelly and John C. Kelly through purchase 125 shares common stock (50%) for $17,375. Reason for the shift is liquidation of the Tribune Co. of which John C. Kelly is president, Eugene H. Kelly, secretary-treasurer, and Eugene F. Kelly, vice-president. Both John C. and Eugene F. Kelly are also vice-presidents of the Journal-Tribune Co., publisher of the *Sioux City Tribune*. Eugene H. Kelly, president of KTRI, would receive 63 shares of the stock. John C. Kelly, KTRI vice-president and director, would receive 31 shares, as also would Eugene F. Kelly. Other 50% interest in KTRI is held by Dietrick Dirks, general manager.

Pond's Expands

POND'S EXTRACT CO., New York, expanding stations using transcribed 15-second and chain-break spot announcements for face creams, last week added KNX KMTR KPAS KJSB to its list, emphasizing for the first time, Pond's society-beauty endorsements, used in newspaper and magazine advertising, with promotion varying from nine to 36 times weekly per station. Current station list includes KMBC WDAF KCMO WSMB KMOX KWK KPAS KGO KFRC KJBS KXOK KSD KMPC KHJ KMTR KNX KPO KQW KSFO KEX KGW KOIN KIRO KGA KHQ. Agency is J. Walter Thompson Co., New York.

Correction

DR. MATTHEW N. CHAPPELL, who became consulting vice-president of Elliott-Haynes, Toronto, on Dec. 1, will divide his time between there and New York, where he continues as a consultant to C. E. Hooper Inc. in the field of radio audience measurements and as an associate of Carl W. Drepperd in psychological research in the field of printed media and is not moving to Canada as was reported erroneously in last week's BROADCASTING.

KFUN Las Vegas, N. M. has announced the appointment of the William G. Rambeau Co., Chicago, as station representative.

BLUE NETWORK
WFMJ
YOUNGSTOWN
OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco



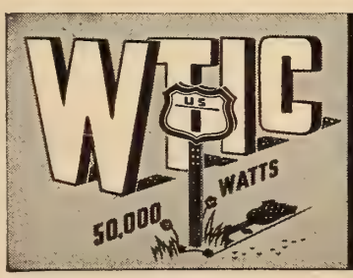
The act of knitting does not require conscious thought.
It's an acquired habit.

The people of Southern New England have acquired the habit of relying upon WTIC because WTIC supplies them with the type of radio entertainment they like.

And, it's important to please these people because they possess a buying income that is 60% in excess of the national average. They have the ability to buy your product.

You can reach them—and sell them—through the medium of WTIC's 50,000 WATTS.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

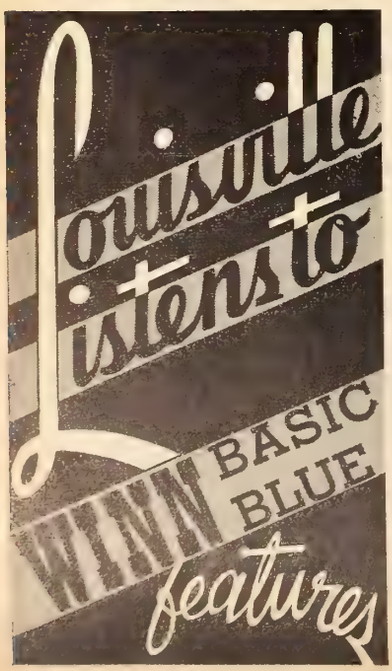


DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

WINN
Louisville
WITH
WINN
Your BASIC BLUE STATION in LOUISVILLE, KY.
HARRY McTIGUE
General Manager



Basic Blue programs mean BASIC RESULTS in Louisville! For availabilities write, wire or call.



Purely PROGRAMS

TO ENCOURAGE music appreciation, weekly half-hour *Symphonies for Youth* will be broadcast over 250 Mutual stations for 13 weeks starting Jan. 6, Saturday 1:30-2 p.m. (EWT). Originating from Los Angeles Philharmonic auditorium, full 88-piece orchestra will be used with Alfred Wallenstein conducting. With questions supplied by children, a five-minute participating interlude will be an added feature. Mr. Wallenstein will act as musical moderator. Study material and program information is to be supplied musical supervisors in each city by MBS. Broadcast of series was arranged through cooperation of Harvey S. Mudd and Wilfred Davis, president and general manager respectively of Southern California Symphony Assn., and Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System.

* * *

Potential Announcers

ASPIRING radio announcers are auditioned in a new program, *So You Want to Be a Radio Announcer* now heard on WNEW New York. Participants in the weekly quarter-hour program, Tuesday 7:45-8 p.m., are required to read news reports, give commercials, pronounce difficult names of classical composers and, as a highlight, give an ad-lib account of a news or sporting event or a cartoon flashed on a small screen in the studio.

* * *

Junior League Series

IN COOPERATION with the Junior League, WPTF Raleigh, N. C. is scheduling a 13-week series titled *Books Bring Adventure*, quarter-hour transcribed dramatizations of adventure stories. Resumes of the programs have been put into an illustrated leaflet mailed to all PTA groups in the WPTF coverage area.

Oaks Proposals

IN RESPONSE to a general request from the U. S. State Department for wide circulation of the Dumbarton Oaks proposals for international organization, World Wide Broadcasting Foundation is devoting a half-dozen or more programs to the topic in its quarter-hour recorded series *Beyond Victory*. Programs are being aired on the 73 stations, carrying the regular series offered free as a public service by WWBF in cooperation with the Carnegie Endowment for International Peace, and the Commission to Study the Organization of Peace. First program broadcast on most stations last week presented Dr. James T. Shotwell, Commission chairman.

* * *

Family Names

NEW SUSTAINING program aired weekly by CKAC Montreal presents history of family names, tracing back to earliest times story behind various names. To promote new half-hour show, CKAC notifies by mail all those persons listed in the phone book having names being dramatized the following week.

* * *

Community Fun

SERIES titled *Community Fun* starts this month on the Trans-Canada network of the CBC and will include talks on better ways to promote community activities such as Christmas parties, young people's clubs, community centers, story hours, celebrations.

Public Affairs

PUBLIC AFFAIRS will be discussed by prominent authorities in the fields of education, Government and journalism in a series of seven programs which began Nov. 28 on WMCA New York. Weekly quarter-hour series, *Program for America*, scheduled to run through Jan. 9, will be under the auspices of Freedom House, New York, organization devoted to democratic education, inter-racial and inter-faith cooperation.

* * *

WSTV Bowling Show

NIGHTLY program giving highlights of bowling games rolled in the same evening is now aired by WSTV Steubenville, O. under sponsorship of the Steubenville Bowling Palace thrice weekly. Bowlers are named and "pin-by-pin" accounts given of scoring.

* * *

CKAC Program

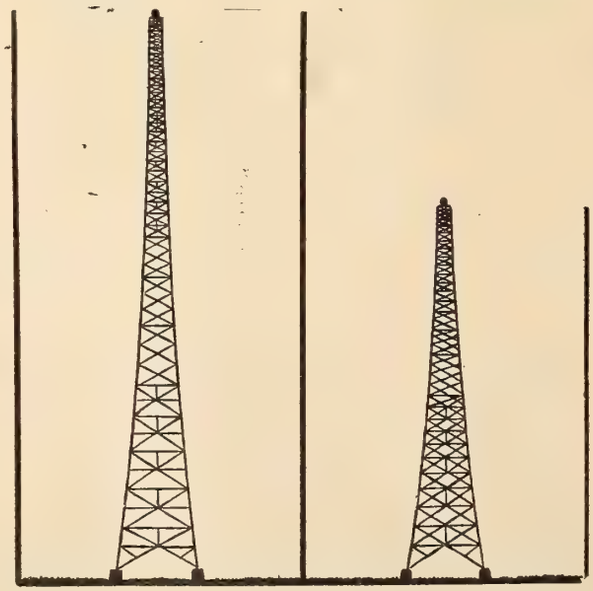
NEW program, *Les Boursiers de CKAC*, is heard each Saturday on CKAC Montreal. Program consists of contests between vocal artists, script writers, comedians and singers, with $1,000 in prizes donated by *La Presse* owner of CKAC.

* * *

WJJD Series

TEN QUARTER-HOUR public service shows dealing with the need for revision of Illinois State constitution began on WJJD Chicago Nov. 22 in cooperation with the Illinois League of Women Voters.

WHICH IS THE BETTER STATION?



You can't judge a station's effectiveness by looking at its tower—*or its "potential market."*

Many stations in huge markets have fewer actual listeners and a higher cost-per-listener than WDBJ in Roanoke and Southwest Virginia. Because most huge markets have *several* stations that *divide* the audience—but WDBJ is the ONLY station that satisfactorily covers Southwest Virginia.

Write for all the facts—or ask Free & Peters!



CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW



WAYNE MORSE

WAYNE MORSE

UNITED STATES SENATOR FROM OREGON

SAYS... "Radio has become a great factor in American politics. It helps make Democracy work, both in its role as medium of information prior to the election and as a vehicle for the quick dissemination of eagerly awaited news as the ballots are counted. As I have observed it, station KGW gives its listeners splendid service in both of these important departments."



All KGW station facilities and all hands were devoted to getting the big story on the air, accurately and fast, the night of November 7. Above, right, KGW Election News Editor Don Kneass scans some new totals brought in by Newscaster Bob Thomas from the tallying room of The Oregonian, great newspaper of the west. Below, Tom Swafford, production manager, Arden X. Pangborn, managing director, and H. Q. Cox, assistant manager, check national ballot figures.

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Latest Hooper Ratings Reveal Steady Daytime Listening Gain; Sets-in Use Up

NOVEMBER listening averages on daytime programs released by C. E. Hooper Inc., New York, while showing a drop from last year's report, show an increase from the most recent report on three counts — audience ratings; sets-in-use and available audience. Figure for the latter classification stands at 70.5, up 0.8 from the last report, down 1.4 from a year ago. Sets-in-use rating is up 0.7 from the last report, down 0.3 from a year ago, and the average audience rating of 4.6 is up 0.33 from the last report, down 0.3 from a year ago.

Breakfast at Sardi's (Kellogg) places first in the list of "Top Ten" weekly programs, followed by *When a Girl Marries*, second and *Ma Perkins* (CBS), third. *Right to Happiness* ranks fourth followed by *Young Widder Brown, Big Sister, Pepper Young's Family, Portia Faces Life, Stella Dallas* and *Life Can Be Beautiful.*

Life Can Be Beautiful has the largest number of women listeners per set (1.37); *Baukhage Talking* the most men (0.52) and *Jack Armstrong* the most children listeners (1.35).

Top ranking programs in terms of listeners per listening set are as follows:

	Women	Men	Children
1. Terry & Pirates	.92	.32	1.31
2. Jack Armstrong	.83	.32	1.35
3. Let's Pretend	1.08	.26	1.14
4. Tom Mix	.97	.36	1.05
5. Stars over Hollywood	1.23	.19	.65

Bob Hope ranked first with a 30.1 rating and Fibber McGee & Molly second (25.2) in a special interviewing survey conducted by Hooper on programs broadcast after 8 p.m. Nov. 14 to make up for previous cancellation of Nov. 7 ratings because of election coverage.

Top-ranking Saturday shows, not included in the weekday list are *Theatre of Today*, first; and *Stars Over Hollywood*, second. *Aunt Jenny* has the highest sponsor identification index—70.8.

Pearce for Tums

LEWIS-HOWE Co., St. Louis, on Dec. 9 will replace its Tums program *Correction Please*, with "Col." J. C. Flippen and Jack Shilkret's orchestra on 53 CBS stations, Sat., 10:15-10:30 p.m. with a comedy program *Here Comes Elmer*. New show features Al Pearce and Arlene Harris as a comedy team, a quartet and an orchestra. Show is produced by William Morris Agency, New York, and placed by Roche Williams & Cleary, New York.

10% Increase Granted By Nets to Coast AFRA

WITH concessions made by both sides on minor provisions, the American Federation of Radio Artists and the major networks, after a three-day Hollywood session, signed a two-year agreement covering 11 Western states.

Providing an overall increase of 10% in all wage brackets for local and regional commercials, the schedule is retroactive to Nov. 1, subject to War Labor Board approval. AFRA receives full rehearsal pay for audition, but withdrew its demand for a straight national scale applicable to local and regionals. Working conditions follow closely along lines of the national AFRA contract recently consumated in New York [BROADCASTING, Nov. 13].

Hurlbut to Inspect Radio in Pacific

TO COORDINATE Marine battle broadcasting operations in the Pacific, 1st Lt. James W. Hurlbut, USMC, former publicity director of WJSV (now WTOP) Washington, is on his way to that theatre for an indefinite period. Lt. Hurlbut, who has been attached to the public relations division, Marine Corps headquarters, Washington, will inspect combat recording facilities throughout the Pacific.

Maj. Robert Payne and Capt. Larry Hays, former writer-producer of the *Halls of Montezuma* program, now on Marine outposts, will confer with Lt. Hurlbut in establishing recording teams to go in with assalut troops. To expedite these battle broadcasts, film, wire and Presto recorders are being sent to the field along with power units for their operation.

'Mopping Up' Recordings

RECORDINGS of "mopping up" operations on an island in the Marianas were flown to Marine Corps Headquarters in Washington last week. Sgt. Alvin M. Josephy Jr., Marine Corps Combat correspondent formerly with WOR New York, Transradio Press and OWI radio branch, made the recordings on film. Moving with the Marines as they blew up a cave harboring Japs, and tracked down the stragglers through jungles and swamps, Sgt. Josephy made a series of recordings describing the operations and catching the action on film. Also included are interviews with Marines who had encounters with some of the Japs left on the island. The recordings have been made into a 15-minute recorded broadcast.

United Fruit Campaign

UNITED FRUIT CO., Boston, Mass., last week started a 52-week campaign on the food value and care of bananas in some 40 markets, using one-minute and chain-break transcribed singing jingles, 15 times weekly, on about 150 stations. Campaign is the largest radio advertising United Fruit has undertaken to date. Plans call for a continuous increase of stations. Discs were made by Muzak Transcriptions Inc., New York. Agency is BBDO New York.



Distinguished WORLD FIGURES HAVE BEEN COMING TO WORCESTER

The parade continues of United Nations celebrities to Worcester. History making? Yes! By what standard? As one of the Danish representatives to WTAG's "Worcester and the World" programs, Mr. C. H. W. Hasselriis, chief of the Danish Information Office, of Friends of Denmark, Inc., summed up this already famous series of broadcasts as *the most outstanding radio presentation ever attempted by a station in this country*, to build a better understanding of the different United Nations. The press all over the world has hailed "Worcester and the World". OWI bases a number of short wave broadcasts on WTAG's weekly programs.

Mark WTAG for the calibre of its producing talents — for its far-in-front hold on the major Worcester Market as verified by high Hooper ratings. Worcester is the key to this major Central New England market, stable because of its great diversity of industry and well prepared, therefore, for reconversion to peace-time manufacturing at continued high wage earning levels. There's but one entree to this responsive, active audience, and that's from the INSIDE — through WTAG.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER BASIC CBS 580 KC 5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

In Birmingham, WAPI is the station with the PERSONALITIES

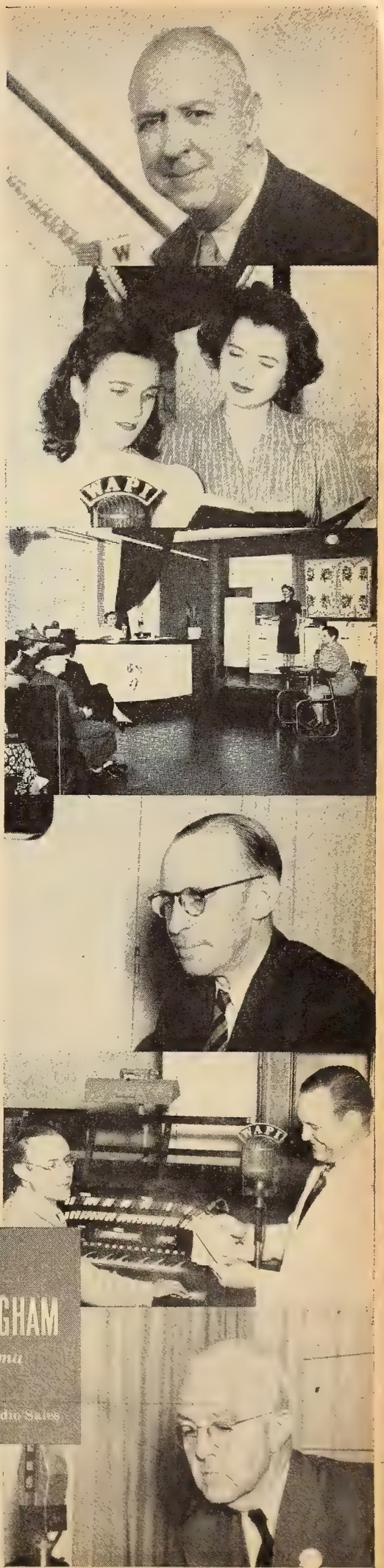
There is nothing people like more than *people.* We learned that truism a long while ago and we've built our entire program planning around it. Today, the WAPI program schedule is packed with interesting, colorful personalities. Their unusual talent and skill at entertaining, informing and helping our listeners have established even more firmly WAPI's long reputation as *the* station in Birmingham.

Live talent predominates on the WAPI local program schedule—*live* shows carefully patterned to meet the listening tastes of Alabama audiences. Shows like the *Alabama Hayloft Jamboree,* with Ralph Rogers; the *Model Electric Kitchen,* with WAPI's hostess, Delmar Bradley; the inspirational talks of Dr. Henry M. Edmonds; Jimmie Willson's *Organ Quiz,* with Stanleigh Malotte behind the console—these are all built around well-liked WAPI personalities, followed day-after-day and week-after-week by WAPI listeners.

Backing up these personalities are the fine studio facilities and production skill of the WAPI staff, pitched to the same high standards as those of the Columbia Network—whose voice in Birmingham WAPI is proud to be.

Small wonder that Alabama listeners instinctively think of WAPI as *the leader* in Birmingham radio—or that we consistently do a better job for advertisers. That's why both local and national clients show an unwavering preference for WAPI. (We're the only station in the city patronized by all six of Birmingham's biggest department stores. And national advertisers give us more spot business than any of our competitors.)

WAPI personalities, programs and reputation are ready to go to work for you. Just how well and how soon, you can find out by getting in touch with us or Radio Sales.



WAPI BIRMINGHAM

The Voice of Alabama

COLUMBIA NETWORK

Represented nationally by Radio Sales

More EARS



More EARS — (per advertising dollar) — are assured on WHBQ than on any other Memphis station.

Memphis is the South's largest producer of drugs and chemicals.

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU



DISCUSSING PLANS for 1945 are station representatives and executives of Westinghouse Radio Stations at their one-day advertising and promotion conference in Philadelphia. Clockwise around the table are Harry Goodwin, sales promotion manager of WBZ Boston; Lee B. Wailes, general manager of WRS Inc.; George Beckinbaugh, Guy Fry and H. T. Thompson of Gray & Rogers Adv. Agency; F. P. Nelson, manager of television and shortwave, WRS Inc.; Joseph E. Baudino, manager of KDKA Pittsburgh; Paul Mills, sales manager of WOWO Fort Wayne; B. A. McDonald, sales manager of WRS Inc.; J. M. McKibbin Jr., assistant to the vice-president of Westinghouse E & M Co.; Edmund H. Rogers, of Gray & Rogers; Frank Webb, sales manager of WBZ; Jerome B. Gray of Gray & Rogers: Wm. Y. E. Rambo, sales promotion manager of KYW; Gordon Hawkins, program supervisor and W. B. McGill, advertising manager of WRS Inc.

CKWX Joins Net

CKWX Vancouver, joined the Mutual network Dec. 1, becoming the first western Canadian regular United States network outlet. Congratulatory programs were aired over the station from MBS and Don Lee-MBS networks, and reciprocated by program from CKWX to the MBS network. While all American networks have for years been piped regularly into Ontario and Quebec stations, 21-year-old CKWX is the first Canadian station to carry American network programs in western Canada as an affiliated station. CKWX is soon to increase power to 5 kw.

REPRESENTATION in radio and other advertising by the Langendorf United Bakeries Inc., San Francisco, that it has been appointed official baker for the Dionne quintuplets and that its Holsum brand bread is part of their daily diet was charged as false in a complaint issued last week by the Federal Trade Commission.

WHOM ELIMINATING FOREIGN PROGRAMS

A MAJOR change in programming goes into effect at WHOM Jersey City, under the new Cowles ownership beginning today (Dec. 4) when foreign language broadcasts will be reduced from about 90% of the overall schedule to 50% as a preliminary step towards gradual elimination of all but English-language programs. The move clears the late afternoon and evening period starting at 5 p.m. for news, women's shows and musical replacements.

Main program of the early evening hours will be a two-hour *Sunset Roundup*, 6-8 p.m., featuring Lee Mortimer, columnist and amusement editor, *N. Y. Daily Mirror*; Joe Cummiskey, *PM* sports editor and columnist and Alois Havrilla, former NBC announcer.

The revamped section opens at 5 p.m. with *Buy Roads to Romance* participating program conducted by Josephine McQuillin, formerly of WJNO Palm Beach and *Woman's Home Companion*, who has been named WHOM women's director. Ronald Cochran, formerly news editor of KWK St. Louis and KRNT Des Moines, offers a news commentary 5:15 p.m. followed by Craig Holden, singer. Dale Morgan, special events director, then broadcasts *The Inquiring Microphone* from New York hotels. The 2:30-5 p.m. block will be directed to localized groups with *The Staten Island Hour* and *Jersey Caravan*. The 10:30-midnight period of swing sessions is to be changed to news and other types of programs.

KOH Joins NBC

KOH Reno will become affiliated with NBC next May 15, as a supplementary station to the Pacific Coast network, making a total of 150 NBC stations. Owned by McClatchy Broadcasting Co. of Nevada, KOH operates unlimited time time on 630 kc with 1,000 w power.



ACCURACY *is Our Business*
. . . IN WAR . . . IN PEACE



LOCATING the Optical Axis of Raw Quartz above through the eye of the Conoscope, prior to preliminary cutting operation, is the First of Series of Exacting Steps in CRECO's Manufacture of Precision Crystals for War Service. CRECO applies this same Faultless Formula to any Radio-Engineering Problem that requires Utmost Accuracy . . . and CRECO is Ready Now to Process a Limited Number of Standard, FM and Television Applications.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

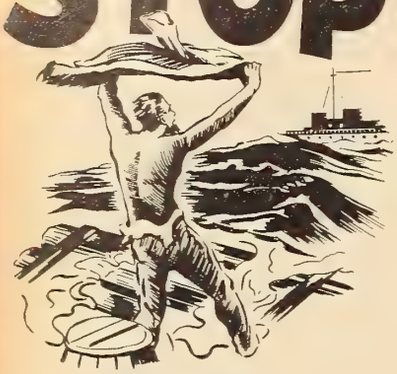
EVERETT L. DILLARD, General Manager

Porter Bldg.	International Bldg.	Crossroads-of-the-World
KANSAS CITY, MO.	**WASHINGTON, D. C.**	**HOLLYWOOD, CAL.**

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

...WHEN YOU GO WEST OF CHICAGO

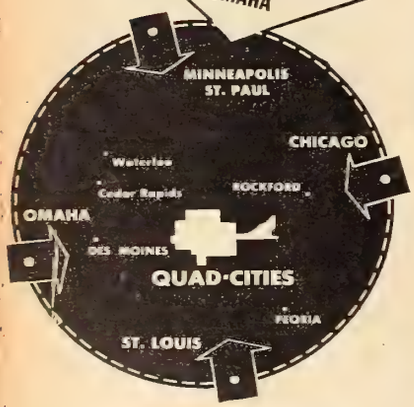
STOP



IN THE QUAD Cities

MORE RETAIL BUYERS than in any MARKET*

Between *MINNEAPOLIS and ST. LOUIS • *CHICAGO and OMAHA



The Quad-City market (Davenport-Bettendorf, Rock Island, Moline, and East Moline-Silvis) includes the largest concentration of retail buyers between Chicago and Omaha, and between Minneapolis-St. Paul and St. Louis. According to Hooper '43 and '44 surveys, this market of over 200,000 urban people is DELIVERED ONLY by WOC!

WOC DAVENPORT IOWA

FREE & PETERS, INC., NATL. REPRESENTATIVES

BASIC BLUE • 5,000 WATTS • 1420 Kc.



THE Business OF BROADCASTING

Paris & Peart Plans

PARIS & PEART, New York, last week secured radio options on *Father Brown*, a G. K. Chesterton character, for a proposed network series with either Walter Huston or Spencer Tracy in the title role. P&P also is preparing a network series based on Preston Sturges' "Great McGinty", possibly with Errol Flynn. Announcement as to sponsors of both programs is expected to be made shortly.

Dept. Store on KYW

STRAWBRIDGE & CLOTHIER, Philadelphia, has started sponsorship of *Harmony Hall* on KYW Philadelphia for 52 weeks. A variety program, 43 artists participate on the show which consists of classical and popular music. Chorus is under direction of Dr. Herbert J. Tily, president of the department store.

The San Francisco Radio Picture Has changed!



Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

Pheasants Awarded

HELEN GILL, timebuyer of Kenyon & Eckhardt, New York, won three pheasants last Wednesday through a drawing at the conclusion of a pheasant luncheon given the New York advertising fraternity by the combined efforts of North Dakota press, radio and outdoor advertising media and the state's Chamber of Commerce. Sponsoring group included KDLR KFYR KILO KLPM WDAY, all North Dakota, and the North Central Broadcasting System. Colored motion picture of the state's resources was shown, with comment by Ralph K. Welch, agricultural agent. Some 500 New Yorkers attended the two luncheons at the Waldorf-Astoria.

Ad Men Discuss Video

APPROXIMATELY 25 art directors of Chicago advertising agencies met Nov. 30 at WBKB Chicago to study television postwar advertising and to view four quarter-hour video shows. Harold Jensen, president of the Art Directors Club of Chicago, explained to the group that television will present many new problems when used as an advertising medium. Among them will be that of presenting 15 minutes of pictures instead of only one or two as usually are used in present advertisements.

WMOH Progress

WMOH Hamilton, O., one of the country's newest stations, during the first three months of operation carried 33 separate remote broadcasts and is now airing 26 live talent shows weekly, with many of the programs scheduled for daily broadcasts.

Bakery Sponsor

MERRITT BAKERIES, Memphis, has begun sponsorship of *Hollywood Gossip With Nan MacKenzie* twice weekly on WMPS. Program news and gossip about Hollywood personalities is written and produced by Miss MacKenzie, assistant public relations director of the station.

WBS Bonus

WORLD BROADCASTING System has distributed to stations subscribing to its music library a year-end bonus of Christmas recordings, including three narrations by Charles Laughton, actor, with musical accompaniment.

Revised Listing

BRANHAM Co., New York, station representative, has issued a revised edition of its chart listing telephone numbers and addresses covering the advertising trade.

'Master Race' Promotion

UNUSUAL use of radio is being used by RKO to promote the picture "Master Race" in Philadelphia. To create a mass attitude in the public mind that would bring the "master race" problem to the fore in advance of the picture's opening, RKO is using six 15-minute roundtable discussions on WCAU Philadelphia involving questions dealing with the "master race."

Corning Tests Three

CORNING GLASS Works, Corning, New York, two weeks ago started a market test campaign for Pyrex Ware on WIBX WAGE WFAS, using a musical variety afternoon show and two women's afternoon programs. Test will continue for 13 weeks. Agency is BBDO New York.

To Advise Industry

INDUSTRIES COUNSEL Assoc., New York, with offices at 280 Madison Avenue, was organized last week to service industry in the field of public relations, market and product research, product design, engineering analyses of plant facilities, the development of sales and distribution systems and labor relations. Rupert S. Stern, president of the firm, formerly was executive vice-president of McNeil Stern & Co., New York, public relations firm which was dissolved in 1942. Other officers include Leon Loeb, vice-president; Waldo Schraubstader, vice-president; Jean Stewart, secretary and treasurer; and Jeanne E. Ritzen, executive secretary.

Retail Session Deferred

JOINT CONFERENCE of the Store Management and Display Groups of the National Retail Dry Goods Assn., originally scheduled for Dec. 7-8 at the Barbizon-Plaza Hotel, New York, will be held instead as part of the annual four-day conference of the association, Jan. 8-12 at the Hotel Pennsylvania. As previously arranged, an entire day will be devoted to the role of television in displays.

BOSTON

Television Studio Production Facilities Are Available Now

Be Prepared

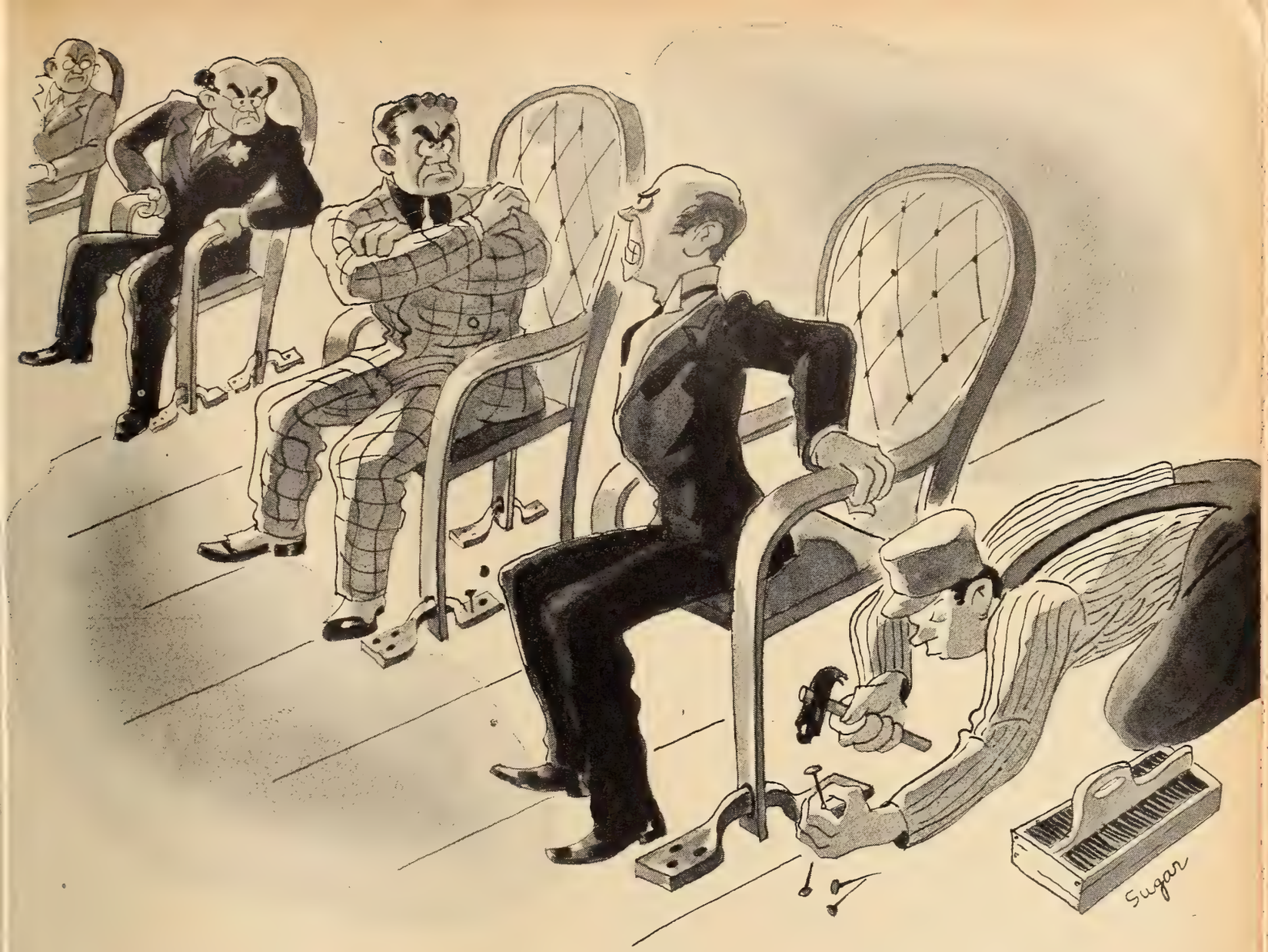
THE GENERAL TELEVISION CORPORATION

invites you to use its complete television studio and viewing room facilities for television production work Mondays through Fridays

Agencies—Learn Television Production Technique
Advertisers—Learn to adapt your product or service to the new art
Theatrical Agencies—Audition your talent now
Schools—Teach your students practical television in our studios

For studio and viewing room facilities
Phone Commonwealth 6410 - 6411
70 Brookline Avenue, Boston 15, Massachusetts

"First In New England" — *Thompson L. Guernsey, Pres.*



We keep the chairs *nailed down!*

WHN
NEW YORK
1050
50,000

Represented by
RAMBEAU

WE'VE done it out of necessity, you understand, not choice. And all because of radio's most entertaining and erudite program, *Author Meets the Critics.*

Every week* we invite the author of one of America's newest and most controversial books to the WHN studios at the Hotel Great Northern. We also invite three critics . . . not literary critics necessarily, but three people well versed in the topic of the tome. First the critics voice their opinions. After that the author has his say. And then the four of them set to it hot and heavy. That's why we had to nail down those chairs!

We could say it's all in fun, but it isn't. *Author Meets the Critics* is really a *serious literary program* . . . designed to perform a real service to WHN listeners by bringing them current opinion of current books . . . but one on which *anything* is liable to happen.

That's what makes *Author Meets the Critics* another of WHN's "programs with ideas".

**Mondays at 8:00 P. M.*

Perhaps you have wondered –

WHAT HAS "FORT INDUSTRY" TO D



A FORT INDUSTRY STATION

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!

WITH RADIO BROADCASTING?

The answer is– "MUCH!"

BACK in 1927, when new pioneers were struggling to establish broadcasting as a means of public service and a medium of effective advertising, George B. Storer and J. Harold Ryan combined courage and cash to establish Radio Station WSPD at Toledo, Ohio, as the spearhead of an important broadcasting company. In choosing a name for the new company, Messrs. Storer and Ryan selected a famous Northwestern Ohio landmark — Fort Industry.

Fort Industry is symbolic of American courage, of American progress, of American skill and of American integrity. Guarding as it did, in the pioneer days, a land rich in opportunity and garrisoned by a sturdy, courageous and honest company of fighting Americans, Fort Industry was responsible in a large measure for the phenomenal Northwestern Ohio and Southern Michigan development as it is known today.

And so the Fort Industry Company has grown because of the skill, courage and honest effort of the men and women within its ranks—grown to a seven-station organization that listeners and advertisers alike respect and support for their intelligent broadcasting service to the United States of America.

WWVA 50,000 Watts Wheeling, West Va.	WAGA 5,000 Watts Atlanta, Georgia	WSPD 5,000 Watts Toledo, Ohio
WHIZ 250 Watts Zanesville, Ohio	WMMN 5,000 Watts Fairmont, West Va.	WLOK 250 Watts Lima, Ohio

WFTL
10,000 Watts
Miami, Florida

Editorial

Caesar's Waterloo?

COULD IT be that James Caesar Petrillo's little metronome is beginning to miss a beat? The National Labor Relations Board has stopped his attempted conquest of the pancake turners. The Senate Interstate Commerce Committee has voted unanimously for an amendment to the law to check Jimmy's overlordship of cultural and educational musical broadcasts.

Congress hasn't yet touched the broader issue of Jimmy's subjugation of the recording companies and his private WPA—a new departure in management subservience. But the trend is in that direction and some labor leaders are wondering whether Jimmy has not overreached so that all labor may suffer.

The ubiquitous Jimmy is juggling a half-dozen balls at this writing, all having radio implications. The immediate text, however, is the NLRB ruling. The Board might have gone further than it did in its decision in the platter-turning jurisdictional dispute, which nevertheless is a decisive defeat for AFM.

If NBC and Blue are dissatisfied with the decision, they have themselves largely to blame. In the Chicago stations of these networks, the turntables are purposely placed in the studios so the musicians can operate them. Elsewhere (save at KMOX St. Louis) turntables are placed in control booths at network-owned stations, within easy reach of the technicians, who flip records as an incidental and routine part of their work. It is the logical and efficient kind of arrangement—used in virtually all independent stations.

It is true the networks have other fish to fry with AFM. They have learned that sad lesson in the past. When RCA-NBC and Columbia Recording sought to resist Jimmy on the recording issue, they lost out only to see their competitors, who had capitulated, get a competitive advantage. It may have been that sort of background which caused the networks to maintain their silence on the platter-turner issue.

Despite that, the NLRB ruling does toss into the ashcan Jimmy's arrogant and high-handed scheme for foisting upon all broadcasters a "make-work" project to provide jobs for 2,000 musicians who would do nothing more than turn records. It is refreshing, too, that a small independent union, the National Assn. of Broadcast Engineers & Technicians, was able, by dint of merit and logic, to call Jimmy's bluff.

The NLRB ruling, unlike the recording strike edict, should stick. The unanimous action of the Senate Committee on the Interlochen issue indicates the trend of Congressional thinking. Maybe the times are catching up with Jimmy. But these are mere pinpricks as against Jimmy's ambitious integrated plan to control all that is radio. Congress, we think, should have an integrated plan of its own—to revise the law so that the likes of Petrillo will be subject to the same statutes which govern business.

~~Eugene L. Garey~~ ~~John J. Sirica~~

TO DATE, the House Select Committee to Investigate the FCC must be recorded as the most abysmal bust of the Congressional session. It has worn out its second, and probably last, general counsel. John J. Sirica, like his predecessor, Eugene L. Garey of New York, has resigned practically on the same note—avowed refusal to "whitewash" in the WMCA transfer case. Only three of the five original members are sitting, and there have been staff changes galore.

It is hard to see where any good has come of this inquiry, which has run through $110,000 of taxpayers' funds during its nearly two-year tenure. The hearing has been abortive on both sides, with pressures from within and without. Efforts of Chairman Lea to straighten things out now have proved futile.

Any difficulties in FCC stewardship which might have been uncovered are more than offset by the acrimony, mud-slinging and bad public odor. The Committee now has decided to go underground, in executive session.

Evidently the plan now is to take testimony until this Congress adjourns prior to the Christmas holidays. Then, we assume, the Committee will issue a report, and curl up and die.

The big mistake was the effort to prosecute individual cases, pursuing a Philo Vance technique of finding where the bodies were buried. The probable answer is that there were no bodies. The Committee could have centered its inquiry upon broad issues and matters of policy; cases wherein the FCC had denied license privileges on one set of standards and granted them on precisely the same ones. It could have uncovered contradictions in FCC practices and loopholes in the law, looking toward legislation.

The House inquiry has been hexed from the start. It isn't stretching it to say that it began as a sort of personal feud between Rep. E. E. Cox, fiery Georgia Democrat, and James Lawrence Fly, equally militant FCC head. First Rep. Cox resigned as chairman of the Committee. Months later Mr. Fly resigned. Thus, the two original duelists are out of the picture.

This inquisitorial fiasco gives eloquent testimony to the futility of select committee inquiries. It gives equally eloquent support to long-pending proposals that Congress reorganize and staff itself with experts who know intimately the functions of executive agencies. The report of the Smith Committee of the House, which investigated Federal agencies, points to vague and ambiguous laws as an open invitation to the "bureaucrats".

There is the Maloney-Monroney resolution of last session, already passed by the Senate, for a bi-partisan joint committee to survey Congressional methods and recommend improvements.

That is the right tack. Members of Congress can't be experts on everything—particularly when it comes to so complicated and technical a field as radio. They should have their own experts on the permanent rolls. Only in that way can Congress, which writes the laws, keep abreast of its creatures, the executive agencies, which *should* administer them.

Our Respects To —



JAMES WAHL

THREE YEARS ago this week an announcer on KGU Honolulu ad libbed his way into history.

He is James Wahl who, on a memorable Dec. 7th, first announced to the people of the United States, over NBC, the tragic and treacherous air attack of the Japanese. He made his announcement in a seven-minute newscast, working without script. He made it, and was the only one to make it, before wartime censorship regulations were imposed, and consequently took full responsibility for deleting information which might have aided the enemy.

One can speculate that had Jim Wahl failed to consider that element of military security, the course of the war might have been changed. The Japanese might have learned, within minutes following their attack, the extent of the damage they had wrought and pressed a successful land attack against the Islands.

But Jim Wahl did not tell the whole story. He consulted Ray Coll Sr., editor of *The Honolulu Advertiser* (the newspaper which owns KGU). They agreed to eliminate from Jim's broadcast complete details and give only the minimum and obvious damages until official releases came from the Army and Navy.

Shortly after this first newscast—the newly appointed military governor ordered Hawaiian radio stations off the air. When they reopened a week later, Jim again was first on the air with a coast-to-coast hook-up. He gave the follow-up story on the bombing and the reaction of Hawaiian residents to the attack.

After the Dec. 7 broadcast, Jim Wahl became a permanent NBC staff man covering radio events from the frontier of the Pacific war. Until the spring of this year he was the network's only correspondent in the Central Pacific.

Jim is now NBC base correspondent at Pearl Harbor, combining this assignment with his regular KGU job as news editor. He interviews Pearl Harbor war workers and service men returned from Pacific battle fronts. He puts in plenty of preliminary work on his interviews whether they are with a private or an Admiral. He visits those to be interviewed several times before the broadcast date to coach them on the script. Jim wants to be sure that, to the folks back home, the participants sound natural, and not as if they were reading prepared dialog.

On Hawaiian wave length, Jim Wahl is KGU's ace announcer, and for the past eigh

(*Continued on page 42*)

A MILLION DOLLARS A HEAD..*for Victory*



KOIN's growing Million Dollar Club huddles for the Big Sixth at banquet in Hotel Benson, Portland.

KOIN's Million Dollar Club members...each responsible for at least $1 Million in War Bonds...still on the job...finishing the job! Let's look at the record after 96 consecutive broadcast meetings:

1st WAR LOAN Victory Harvest—11 great SRO shows in 11 Oregon cities—makes Oregon War Bond conscious.

2nd WAR LOAN People's Payroll Party "sold" Oregon workers on value of consistent payroll savings for War Bonds.

3rd WAR LOAN KOIN Million Dollar Club originates kick-off to statewide radio network. Raises $4 million in War Bonds on special KOIN Million Dollar Day. Daily on-the-scene broadcasts builds capacity bond-buying crowds for Portland's nationally-famous "Invasion Exposition".

4th WAR LOAN KOIN Million Dollar Club again originates kick-off to statewide radio network. KOIN-CBS Day reaps $8½ million in personal pledges. Closes drive with headlined "over-the-top" broadcast from state capital.

5th WAR LOAN "D-Day Plus 1" broadcast spurs Oregon listeners to backing the Invasion with War Bonds. Special broadcast from Hood River, Oregon, saluting Million Dollar Club members who made Hood River nation's leading county in War Bond purchases.

6th WAR LOAN The KOIN Million Dollar Club membership of 220 holds pace-setting meeting of state and county chairmen and figures who organize the Sixth War Loan. Throughout the drive, the Club's Tuesday night broadcasts are again doing their part in keeping Oregon on top nationally in War Bonds!

TED GAMBLE
....National Director War Finance Division United States Treasury and Member of KOIN MILLION DOLLAR CLUB says...



"KOIN's Million Dollar Club is one of the finest War Bond radio shows on the air in this country. Week in and week out, it has brought the urgent message of war finance to the people of the Northwest. By providing the talent and absorbing the expense for a first-rate War Bond program, KOIN has set an outstanding example of patriotic service for other radio stations to follow."



This is the ear-appeal of the Million Dollar Club—KOIN's own troupe of 27 artists who beam variety, music and bond reminders to Oregon bond buyers!

KOIN

PORTLAND, OREGON

FREE & PETERS, Inc., National Representatives

CBS

IT TAKES a
C-46
to Hop the
HIMALAYAN
HUMP



IT TAKES A
50,000
watt station to
sell the Denver
market and the
Mountain and
Plain States
Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Our Respects to

(*Continued from page 40*)

years, the Shell Oil Co. has sponsored him in two daily 15-minute newscasts.

Jim has coined a phrase which has become popular in the Islands. In ending his news programs he rhymes a bit of Hawaiian and English to make a catch closing theme. An Island listener can be postive he has been listening to Wahl when he hears the familiar,

"And that's 'pau' for now."

Translated, "pau" means, "that's all, there 'ain't' no more."

Jim is really a triple-threat man in radio circles. In addition to his NBC and KGU work he is an instructor in radio broadcasting at the U. of Hawaii.

Once Dug Ditches

He broke into radio with station KOY while attending college in Phoenix, Ariz., in 1932. It was also in 1932—the depth of the depression—that Jim decided to go to Hawaii for radio work. At the time, radio in the Islands was in its infancy — both Honolulu stations were on the air only part of the day.

Jim got a job, but it wasn't in radio. He joined a local stock company which featured Leo Carrillo and Gladys George. The company's tour was short-lived, and Wahl soon found himself unemployed. He plagued the radio stations and finally saw the KGU station manager, Marion A. Mulrony. Mulrony had a full staff; so Jim left an application. He later telephoned Mulrony to say,

"If you have an opening you'll find me at the Honolulu Gas Company—I'm digging ditches for gas mains."

Two weeks later KGU put him to work and ended his ditch-digging career.

Jim's first NBC, nationwide broadcast was Hawaii's 1934 birthday greeting to President Roosevelt. Jim stood on the shore of world-famous Waikiki Beach and described a Hawaiian surfboard rider coasting over the waves to the beach.

When Wahl isn't wearing his war correspondent's uniform, a studio visitor will find him in his colorful Aloha sport shirt. His bachelor apartment, high atop Honolulu's Alewa heights, is decorated in typical Hawaiian style and overlooks the city and the blue Pacific.

Although a Californian (Jim was born in Scotia, Cal.), he has caught the Hawaiian lackadaisical spirit and yet has retained enough mainland "drive" to keep him on his toes.

When at 2:10 a.m., March 4, 1942, a lone Jap bomber decided to offer Hawaii a return engagement, Jim displayed his quick thinking and concern for wartime security. At the time, he was in the KGU newsroom completing final arrangements with NBC in San Francisco for an early morning world-wide news round-up. The plane dropped its bomb on Tantalus heights above Honolulu. With the circuit open, San Francisco heard the crash and asked what it was. Not permitted to tell what the noise really was, Jim answered casually,

"Oh, it was just the studio door slamming."

That's Hawaii's Jim Wahl, who, at 38, rapidly is becoming one of the best known men in Pacific radio. Next time you hear the inimitable "'pau' for now", you can be certain it's Jim at the "mike" in Hawaii.

ROY F. THOMPSON, general manager of WFBG Altoona, Pa., has been named president of the Altoona Kiwanis Club.



Personal NOTES

ROGER W. CLIPP, president of WFIL Philadelphia, is again serving as vice chairman, Public Relations, War Finance Committee of Philadelphia, for the Sixth War Loan. **JACK STECK**, WFIL public relations director, also repeats his role as director of promotional activities for the War Finance Commttee.

FRANK E. MULLEN, NBC vice-president and general manager, has been elected vice-chairman of the National Interfraternity Conference for the coming year.

ALBERT H. SCHERB, formerly with the *Chicago Tribune* classified ad department, has joined the sales staff of WGN Chicago, replacing **JIM ANDERSON** who resigned to join Biggie Levin Productions.

JAMES S. BLOMFIELD, assistant sales manager of KDB Santa Barbara, Cal., is the father of a boy.

ART COOPER, formerly with WNAC Bridgeport, WELI New Haven, WINS New York and WIP and WHAT Philadelphia, is now local and national time salesman for WALL Middletown, N. Y.

GEORGE HENRY PAYNE, former member of the FCC and for the past several months a member of the board of Finch Telecommunications, Passaic, has been elected vice-president and chairman of the advisory board for those newspapers desiring to inaugurate facsimile in connection with their regular publications.

JACK DERUSSEY, former sales manager of KYW Philadelphia has been appointed to NBC's spot sales staff.

FRANK ROEHRENBECK, general manager of WHN New York, who sustained a broken wrist and other injuries in a fall Nov. 19 while moving from Ridgewood to Greenwood, N. J., is expected back at his desk sometime this week.

NORMAN R. GOLDMAN, former business manager of BROADCASTING, last week was promoted to a first lieutenancy in the Army Air Forces. He is assigned in the Air Communications Office, Washington.

LT. TOM DAWSON, Navy flying instructor and former sales manager of WCCO Minneapolis, visited the station last week as also did **ENSIGN HARVEY STRUTHERS**, another former WCCO sales manager who graduated last week from Naval communications school at Harvard.

WILL WHITMORE, advertising supervisor of Western Electric Co., New York, is the father of a girl, Jean, born Oct. 30.

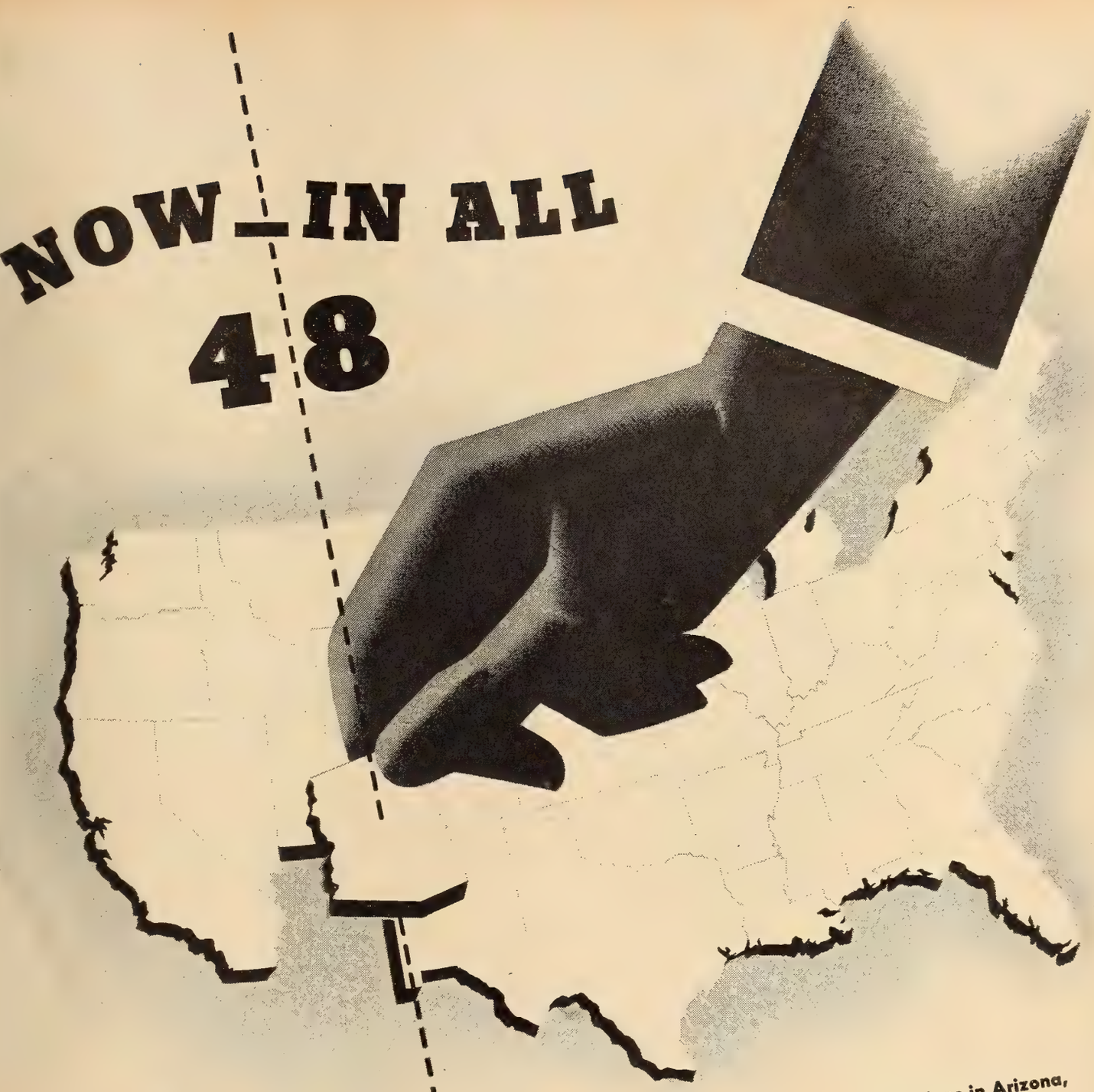
HENRY M. JACKSON, former manager of radio sales for CBS Chicago, and northern division sales manager of Columbia Pacific Network, has been promoted to lieutenant colonel as officer in charge, radio equipment section, Armed Forces Radio Service, Education and Information Division, Army Service Forces. He set up the AFRS expeditionary stations throughout India several months ago.

HELEN MURRAY, KPO San Francisco sales promotion director, has been awarded an honorary membership in Pi Alpha Sigma, professional advertising sorority at the U. of California.

JOHN MILTON SEROPAN, former KPO San Francisco account executive, now at sea in the Merchant Marine, is the father of a boy.



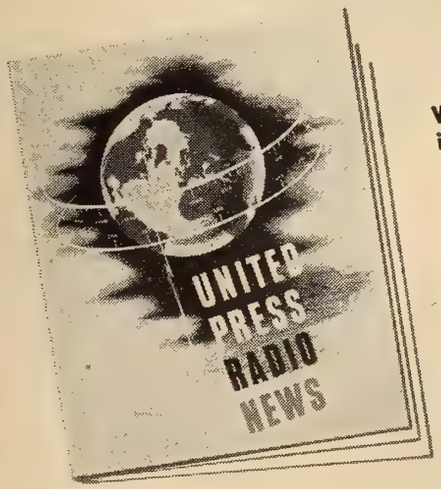
NOW IN ALL 48



When the United Press on the first of the month started service to stations in Arizona, it became the first agency to supply radio news to all 48 states.

This is in key with the primacy and consistent advancement which have distinguished the record of United Press since it entered the radio field in 1935, the first major news service to do so. Every month since then its list of clients has increased. Today, both in the United States and abroad, U. P. supplies news to more stations than do all other agencies combined. First to start, U. P. is still, and more clearly than ever, first in its field.

Why this is so is shown in a new catalogue of the U. P. radio news service, including its many sparkling features. If you would like a copy, just ask the nearest U. P. bureau —giving your name and position in your company—or notify United Press headquarters, 220 East 42nd Street, New York 17, N. Y.



UNITED PRESS RADIO NEWS

Mowrey Named Blue Supervisor of Television

PAUL B. MOWREY, formerly assistant to Worthington Minor, CBS television manager, has been named supervisor of television of the Blue, the appointment marking the network's first move towards setting up administrative personnel to carry out its previously announced plans to enter the television field. Mr. Mowrey's activities for the present will be concerned with survey and operational work. He will report to Hubell Robinson Jr., vice-president in charge of programs and production.

Mr. Mowrey had been with CBS since 1939, when he joined the network as studio assistant. He was transferred to sound effects in 1942 and the following year became a program director at WABC, CBS New York outlet. Last July he was named assistant to Mr. Minor and left CBS last October.

BEHIND the MIKE

PAUL MANNING, news reporter of WOR New York, will return to the European area sometime in December, continuing from there his regular Sunday WOR broadcasts for Sperry Corp., New York.

JACK SKINNER, formerly with the NBC and CBS press departments, last week joined Mutual as assistant to **JIM O'BRYON**, publicity director. Mr. Skinner, who has served as newspaper and magazine writer as well as radio publicist, recently returned from maneuvers with the N. Y. Guard where he served as assistant public relations officer and military policy-intelligence instructor.

GENE HAMILTON has returned to the Blue announcing staff, having received a medical discharge from the Army.

MARGARET W. SIMPSON, continuity editor of WWNC Asheville, N. C., is making a tour of western North Carolina high schools, addressing senior classes on "Training for Radio".

HUGH CONOVER, freelance announcer handling *Right to Happiness* on NBC and *Life Can Be Beautiful* on CBS, both sponsored by Procter & Gamble, has entered the armed forces.

SANFORD MEISNER, former assistant director of Television Workshop and a Broadway producer for ten years, has been named associate producer of the Workshop, in charge of all production activity, including dramatic work and out-of-town tours. He succeeds Tony Ferreira, who has resigned to devote his time to freelance producing and directing.

HELEN FARRELL MOUNT, for eight years secretary to C. Lloyd Egner, head of NBC's Radio Recording Division, has returned to radio after three year's absence, as executive secretary of the Radio Directors Guild, New York.

BILL SHERMAN, former announcer and publicity director of WLAW Lawrence, Mass., and with WEEI Boston, has joined the announcing staff of WAAT Newark, N. J. Station has also added to its announcing staff **HY DERWIN**, formerly of WOLF Syracuse.

FRED RAPHAEL, program director of WHN New York for years and head of MGM's eastern music department, resigns both posts Dec. 15 to move to Los Angeles, where he will represent Shapiro Bernstein & Co., and a group of eastern music companies to sell synchronization rights to the publishers tunes.

Now Lt. Col. Boardman

MAJ. TRUE BOARDMAN, formerly with KHJ Los Angeles and the CBS *Silver Theatre* writer, last week was promoted to lieutenant colonel. Col. Boardman is with the Armed Forces Radio Service, Army Service Forces. He has been instrumental in arranging AFRS radio operations in the Caribbean, Alaska, the Northwestern Service Command and stations on the Gilberts and Marshalls in the Pacific.

BUD MEYER, former newscaster of KLZ Denver; **NEWELL McMAHON**, former newspaper reporter; **BARBARA CAREY**, previously with the Visalia (Cal.) *Times-Delta*, and **JANE BACHTELBERG** have been added to the newsroom staff of KPO San Francisco. Other new members include **INA SHIPLEY** and **TOM FLYNN**. Staff is headed by **CHARLES COONEY**.

JOHN S. MacKERCHER, program director-production manager of WMMN Fairmont, W. Va., has joined the production department of WMAL Washington. **ALBERT LEITCH** of the WTOP Washington news staff will be an editor-commentator on WMAL Washington.

MILES OLSEN, WKZO Kalamazoo announcer, is the father of a girl.

RHODA FRIEDMAN of WRRN Warren, O., has been made assistant to the continuity director of WJW Cleveland. **ROBIN RUSSELL**, actress and writer, has started her first show over WJW as director of women's activities.

HUBERT MITCHELL of KLRA Little Rock, Ark. and **EARL SUCCO** of KGGM Albuquerque have joined the announcing staff of WMPS Memphis.

ED PHILLIPS has been added to the announcing staff of KGVO Missoula, Mont.

FRED DARWIN of WPEN Philadelphia is now on the announcing staff of WAAB Worcester, Mass.

HAL KNUTSON, former announcer at KOTA Rapid City, S. D., has been released by the Army and has rejoined the station's announcing staff. **JOHN SIMPSON**, from the Beck School for Radio, Minneapolis, is a new member of the KOTA announcing staff.

CHARLES SEBASTIAN, former announcer of KSCJ Sioux City, Ia., and news editor of WHBF Rock Island, Ill., has joined the announcing staff of WLS Chicago.

TANNIS MURRAY has joined the Canadian Broadcasting Corp. talks and public affairs department at Toronto.

GEORGE FLEMING, former scriptwriter for Trans-American Radio and Television Corp., and freelance writer, has joined the publicity department of the Blue Network.

JACK BANNER, former publicity director of WNEW New York, now assistant public relations officer for the U. S. Maritime Service, has been promoted to Lt. Commander. He has been transferred for two months from Washington to New York where he is assisting in the reorganization of the public relations setup of the USMS.

OLIVER DANIEL, producer of musical programs at CBS, will join the Blue shortly as a producer, his assignments to include the Boston Symphony program.

RANDY MEBANE, for two years assistant to **IRWIN ROBINSON** director of public relations, War Advertising Council, has rejoined the CBS promotion department on the staff of **THOMAS D. CONNOLLY** manager of station promotion and merchandising.

JUDY and **BETTY GREENE** have joined the WALL Middletown, N. Y. news staff and announcing-control staff respectively.

DON DURBIN is a new addition to the announcing staff of KWK St. Louis.

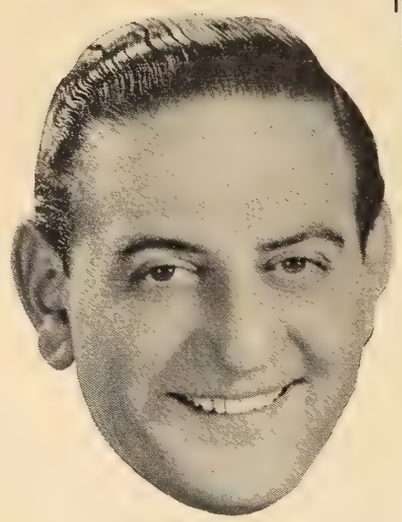
TOM MEANS has been appointed director of publicity and promotion for WOL Washington. He formerly had been associated with WCSC Charleston, S. C. and with CBS, serving as assistant to **DICK DORRANCE**, sale promotion director for CBS O&O stations.

ARTHUR REILLY, **ROBERT PARKER**, **MAJ. JAMES E. EDMONDS** and **JACK BEALL**, WLW Cincinnati news analysts all members of the station's *World Front* panel, are making personal appearances at a number of public discussions in the WLW four-state area.

DOUG NIXON of CBR Vancouver has transferred from the newsroom to the production department to handle talks. **PAT LEWIS** has joined the CBR news staff.

JOE McCAULEY, announcer of WIP Philadelphia, is the father of a boy.

(*Continued on page 48*)



GUY LOMBARDO

The accolade of "the sweetest music this side of heaven" has justly been given the Lombardo group. The Royal Canadians, subscribing to the playing of popular music in a slow, unobstrusive manner, have recorded many BMI-licensed tunes. Featured with the band are Carmen Lombardo and Rose Marie Lombardo.

NUMBER 10 LULLABY LANE	Dec 3699
I DON'T WANT TO SET THE WORLD ON FIRE	Dec 3999
POPOCATEPETL	Dec 4087
DEEP IN THE HEART OF TEXAS	Dec 4264
HOW DO I KNOW IT'S REAL	Dec 4199

These are but five of the many BMI-licensed titles recorded by Lombardo

BMI

NEW YORK CHICAGO HOLLYWOOD





You Can Buy This Amplifier TODAY

Under a recent ruling of the War Production Board radio station owners may buy up to $500.00 worth of new capital equipment, using their AA-1 MRO CMP-5 priority.

Here is a piece of equipment that will make a vast improvement in the quality of your instantaneous recordings. And it can be delivered to you promptly.

It is the Presto 88-A amplifier, designed especially for use with Presto 1-C and similar high fidelity cutting heads.

Maximum power output is 50 watts with 4% distortion, measured by the inter-modulation method. Feed back circuits maintain the output impedance essentially constant when driving a cutting head, thus reducing overall distortion. Three frequency response curves are available on a selector switch. (1) Flat response, 30 to 15,000 c.p.s.± 1 db. (2) NBC orthacoustic recording response. (3) World-AMP lateral recording response.

Designed for relay rack mounting; panel height 14"; input, 500 ohms; output, optional, 15 ohms or 500 ohms; gain, maximum, 85 db. Shipment 4 to 5 weeks after receipt of order placed with your electronic distributor.



PRESTO RECORDING CORPORATION

242 WEST 55th STREET, NEW YORK 19, N.Y., U.S.A.

Walter P. Downs Ltd., in Canada

Buy Bonds. Keep on Buying.

Keep 'Em Flying.

Announcing

the limited presentation edition of the mural wall chart

THE STORY OF ADVERTISING IS THE STORY OF HUMAN PROGRESS

PUBLISHED BY STANDARD RATE & DATA SERVICE
IN COMMEMORATION OF ITS SILVER ANNIVERSARY

1919 • 1944

Advertising is more than a profession;
it is more than an art;
it is a service to mankind.

TO MARK the 25th anniversary of *Standard Rate & Data Service*, we have sought to portray this conception of advertising in graphic and historic form which will serve as a permanent record of the part played by advertising . . . especially American advertising . . . in world progress.

By adopting this decorative wall chart design, in which art, romance and history, science and trade are interwoven, we believe the facts have been set forth in a way to interest the greatest number of people and to impress upon them the vital importance of advertising in the American Way of Life.

E. Willis Jones, nationally known art director and authority on typographic design, was commissioned to design and to collaborate in the production of the chart. The handsome mural-like illustrations were created by the artist, Joseph Feher, widely known for his ability to combine decorative effect with clarity of detail. The "story" was provided by Alexander McQueen, long a student of the romance of advertising, who scanned the records of five hundred years and almost a thousand books in many languages.

The thorough research, experimental designs and production took almost a year.

One of the many interesting aspects of the chart is the presence of famous names in history connected with advertising's early days. Shakespeare, Franklin, Washington, Paul Revere, P. T. Barnum, James Whitcomb Riley and many others played a part in the cavalcade of human progress portrayed in "The Story of Advertising."

The chart is organized into seven eras beginning about 1400, and is arranged to help the reader note advertising's relationship to progress in transportation, freedom of the press, advances in science and invention, progress in national education, and a wealth of other interesting facts.



Actual size of the chart is 25¼ x 24¼ inches. Printed in 4 special colors and black.

GIFT COPIES *of this limited edition are now being sent to STANDARD RATE & DATA SERVICE subscribers and advertisers. A gift copy will also be mailed to any advertising or media executive whose request is received before our limited reserve supply is exhausted.*

OTHER COPIES. *Standard Rate & Data Service* has published this special limited edition as a 25th anniversary gift presentation to its subscribers and advertisers.

It was early indicated that this limited edition would be insufficient to take care of an unknown, but probably large number of requests for extra copies and also to meet the demand for the chart which would exist among large groups outside *Standard Rate & Data's* field but who are allied with, or otherwise interested in advertising.

To make additional copies available to anyone who might desire them at a nominal price, another edition was printed simultaneously. That edition, together with all distribution rights, has been turned over to the chart's designer, E. Willis Jones, 75 E. Wacker Drive, Chicago, who will place it on sale in leading bookstores.

Standard Rate & Data Service will not benefit financially in any way from this extra distribution. It will however, in company with all in the advertising business, benefit greatly through the increased interest and appreciation of advertising which it is hoped this general distribution of the chart will accomplish.

(*Continued from page 44*)

TOM STONE, freelance writer and producer, has joined WPTF Raleigh as radio consultant.

DOROTHY KEPPLER, traffic manager formerly with Campbell-Ewald Adv. Agency, **EDITH COOPER**, secretary to the assistant manager and promotion manager; **GARY ALLEN** of the WOC Davenport announcing staff; and **TOMMY MORTON**, announcer, have joined the staff of WPDQ Jacksonville.

DON BENNETT, announcer of KYW Philadelphia, has been named radio director of the U. of Pennsylvania Museum.

GEORGE TOMLINSON, former announcer with WOPI Bristol, Tenn. and WHLN Harlan, Ky., has joined WDRC Hartford as announcer.

LT. ARTHUR KURLAN, former radio writer and director in New York and Hollywood, is now attached to the Radio Section, Office of Public Relations, Navy Dept. **ED COOK**, Memphis Little Theatre actor, has been added to the announcing staff of WHBQ Memphis. Three other announcers, released by the Army, who have returned to WHBQ are **G G. (Gus) DUHAMEL**, **ALFRED KERR** and **GENE TYLER.**

Robert Hamelton Howell

ROBERT HAMELTON HOWELL, 39, scriptwriter, died of a heart attack in New York Nov. 23. Mr. Howell was the son-in-law of Tom Howard, m.c. of *It Pays to Be Ignorant* on CBS for Philip Morris & Co. Program was originated and written by Mr. Howell and his wife, who also wrote Sammy Kaye's *Tangee Serenade*, sponsored on the Blue by Geo. W. Luft Co. Mr. Howell is survived by his wife.

NICK ALLEN, former bureau manager of KMO Tacoma, and **BOB LEVIN**, former advertising manager of H. S. Crocker Co., San Francisco, are new staff writers in the KGO-Blue San Francisco newsroom.

FLETCHER AUSTIN, formerly of WBT Charlotte, has been commissioned a lieutenant in the Civil Air Patrol.

PAMLA HAMILTON has been appointed continuity editor of KLZ Denver replacing **BARBARA PETERS** who has joined the writing staff. **GLENN BROMMELL** of KVOR Colorado Springs, has joined the KLZ announcing staff.

DICK JOY, with medical discharge from U. S. Navy, has re-joined Blue Hollywood as announcer and is assigned to *Heidt Time for Hires.*

WEBB WITMER, announcer of KPO San Francisco, is the father of a girl.

STU MAN, former sports editor of WDGY Minneapolis, has joined WLOL Minneapolis. **JEANNE KIMBALL**, formerly with KYSM Mankato, Minn. and WDGY Minneapolis, has joined the WLOL sales and promotion department. **DARYL LAUB** has been added to the announcing staff.

WALTER CONWAY, assistant sales promotion manager for NBC central division, has resigned effective Dec. 1 to join Esquire Inc., Chicago, as radio director.

WATSON HUMPHREY, former production manager of KGO San Francisco, has been shifted to Blue Hollywood production staff. **DAVE DRUMMOND**, former network Hollywood producer, has assumed Mr. Humphrey's duties.

ANN ERICKSON, former program and continuity director at WHAI Greenfield, Mass. has joined NBC New York, to handle contact and research on the *Home Is What You Make It* series. **ROSS MILLER**, chief announcer, succeeds her at WHAI. Newest addition to the WHAI announcing staff is **BETTY CRAIG**, graduate of Leland Powers School, Boston, who has done graduate dramatic work at WEEI Boston for three years.

DICK BRONSON, chief announcer at WHTD Hartford for two years, has been named program director. **BARBARA HEINZ**, former traffic manager of the station, will assist him. **BOB MOONEY**, radio director for the Connecticut War Finance Committee, will be promotion manager of WHTD.

SAM CAREY has been promoted from production supervisor to production manager of WRVA Richmond. **MRS. JOHN D. RAIDABAUGH**, until recently publicity director of WDNC Durham, N. C., has joined WRVA in a similar capacity.

LOU COLE, program director of WWRL Woodside, Long Island, has been appointed director of the station's foreign language programs, and is replaced by **BOB MANN**, formerly on the announcing staff. **DICK JESSEN**, formerly of WFBR Baltimore, has joined the WWRL announcing staff.

Murray Adds Four

ARTHUR MURRAY School of Dancing, New York, with 42 local branches throughout the country, on Dec. 3 added WENR WAAF WCFL and WBBM Chicago to an expanding list of 22 station promoting local classes and dancing instruction by mail. Under the supervision of Huber Hoge & Sons, New York, Murray branch managers for the first time are placing their own advertising, using one-minute live and transcribed spot announcements, five-minute and quarter-hour musical participating programs at varying intervals throughout the week.

first in POPULAR APPEAL AND PRESTIGE

Biggest audiences offer biggest sales opportunities... and WRC's prestige in the *minds* of listeners provides an extra sales push.

and its been True for 21 years... continuously!

WRC

REPRESENTED BY NBC SPOT SALES

Washington

BEAUMONT MEANS BUSINESS!



● **Oil Refining, Synthetic Rubber, Lumber Milling, Food Canning, Ship Building, Oil Field Tools, Steel and Iron Works, and Rice Milling are among the many important industries which have helped make Beaumont and the Sabine area of Texas a prosperous market of well over 250,000 people. Here, in the counties of Jefferson and Orange, are over 500,000 hands well-filled with currency . . . ready to reach for your product if your advertising reaches their receptive minds. KFDM is the major network station which gives you complete coverage and penetration of this rich market. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this section. Ask for the facts today.**

KFDM

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

SERVING THE **MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

REPRESENTED BY TAYLOR-HOWE-SNOWDEN RADIO SALES

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

PAPPY HOWARD AVAILABLE

For a spot schedule in Connecticut, use the Nutmeg State's favorite "hill billy" band—Pappy Howard and his Connecticut Kernels. On Monday thru Saturday, 7 to 7:30 a.m. 1-minute participations or blocs of time. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

CBS



"The Woman of Tomorrow" ...SELLS YOUR PRODUCTS TODAY!

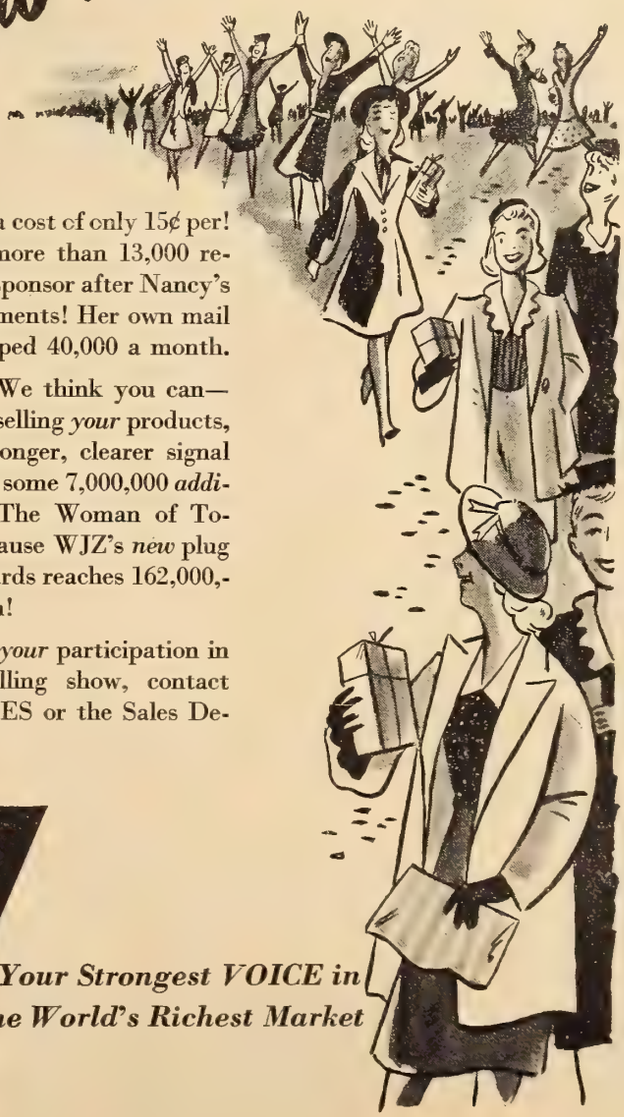
Nancy Craig, WJZ's "Woman of Tomorrow," sure sells the women of today —everything from hosiery to postwar kitchens! Currently selling for a list of participants that includes B. Altman, leading New York Fifth Avenue department store; Berkshire Hosiery; Minwax; Hercules household products and others, Nancy has built sales for more than fifty sponsors in her six years on WJZ. And here's what they say about her:

"..consider her our top salesman.."
"..a privilege to have her as a spokesman.."
"..the response was really overwhelming.."

In a recent offer of a free booklet describing tomorrow's kitchens, Nancy pulled inquiries at a cost of only 15¢ per! In another offer, more than 13,000 requests swamped a sponsor after Nancy's first few announcements! Her own mail has frequently topped 40,000 a month.

Can you beat it? We think you can—with Nancy Craig selling *your* products, because WJZ's stronger, clearer signal now raps louder on some 7,000,000 *additional* doors for "The Woman of Tomorrow!" And because WJZ's *new* plug with subway car cards reaches 162,000,000 riders a month!

For full details on *your* participation in Nancy Craig's selling show, contact BLUE SPOT SALES or the Sales Department of



KEY STATION OF THE BLUE NETWORK

WJZ

770 On Your Dial

Your Strongest VOICE in the World's Richest Market

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

KENNETH E. MOORE, former advertising manager of Flintkote Co., has joined Fuller & Smith & Ross, New York, as account executive.

MYRON ELGES, for the past five months account executive of Hillman-Shane-Breyer, Los Angeles agency, has re-joined Blue Hollywood in a similar capacity. He replaces GENE GRANT, resigned.

AL RINKER, Hollywood producer of the Biow Co., is the father of a girl.

LOU JACKOBSON, former staff producer at WGN Chicago and freelance producer, joins J. Walter Thompson Co., Chicago, to handle local productions.

MARGARET GREENAMYER, former production manager of Fogarty-Phelps Adv., Chicago, is now with Goldman & Gross, Chicago.

LIA V. VARRELL, former executive assistant to the advertising manager of Sterling Products, International Division, Newark, is now with National Export Adv., New York, as account executive.

DOROTHY LAWRENCE, copywriter formerly of Kenyon & Eckhardt, New York, has joined McCann-Erickson, New York, where she will handle food copy.

CLIFFORD LUBKERT has rejoined McCann-Erickson, New York, as radio producer, following honorable discharge from the Army. While in service he completed advanced communications courses.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.

AIR TRANSPORTATION IN MISSISSIPPI

Five new intrastate applications for post-war airlines have been filed with the Mississippi Public Service Commission.

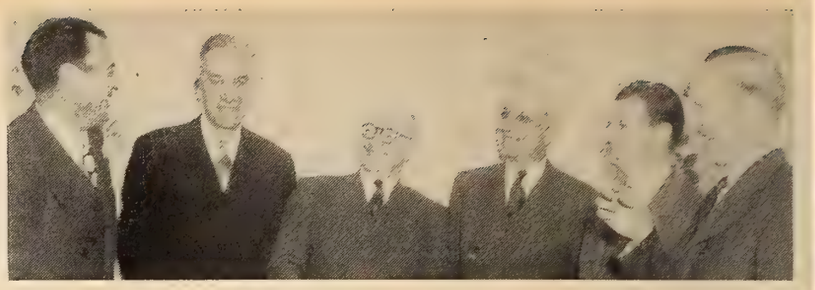
This assures industry, business and pleasure in every Mississippi community rapid, efficient air transportation after the war.

But in the air TODAY is WJDX—the voice of Mississippi—now serving industry, business and pleasure!

****

For Maximum Results in Mississippi—now and after-the-war—include WJDX—Mississippi's DOMINANT sales force!

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI



BREAKFAST PREMIERE of NBC *Albers Homemakers Hour* found this sponsor-agency-network sextet in high good humor after initial broadcast. Albers Bros. Milling Co., Seattle, sponsors five-weekly series on NBC Pacific stations. Program enthusiasts (l to r) are Sidney N. Strotz, NBC western division vice-president; E. B. Walberg, district sales manager for Albers Bros. Milling Co.; Don Belding, board chairman and Los Angeles manager of Foote, Cone & Belding; Bert Izzard, Richard McKee, advertising manager and vice-president, respectively, of milling firm; Elliott Boggart, San Francisco account executive of FC&B.

JAMES SHELDON, formerly of the Blue production staff has joined MacFarland, Aveyard & Co., New York, as writer and director. His writing assignments will include the *The Listening Post*, sponsored by the *Saturday Evening Post* on the Blue.

JOHN W. DARR, former vice-president and managing director of the Institute of Public Relations Inc., New York, has been elected president of the institute, succeeding the late Bernard Lichtenberg. Previously Mr. Darr was a vice-president and director of public relations of Commercial Investment Trust Corp., New York. No successor has been named for Mr. Darr as yet.

JAMES D. ALBERSE, former assistant professor of English at Fordham U., has been appointed assistant account executive and copy writer at Donahue & Coe, New York.

DUNCAN N. MORRIS, formerly of the Montreal offices of J. J. Gibbons Ltd., and Ronalds Adv. Agency, has joined the Montreal office of Cockfield Brown & Co.

JACK SMOCK, Los Angeles executive of Foote, Cone & Belding on the Union Oil Co. account, has been named an agency vice-president.

DON CLARK, for the past two years Hollywood producer of Ruthrauff & Ryan, has joined BBDO as Hollywood supervising producer.

DOROTHY CARLSON, who formerly did timebuying and script work for William H. Weintraub & Co., New York, has joined Sterling Adv., New York, as assistant radio director. She also has been associated with the Biow Co., New York, in a timebuying and production capacity.

ALEXANDER (Sandy) STRONACH, with Young & Rubicam, New York since 1938 has been named talent supervisor of the radio department, reporting to Joe Moran, executive head of the talent department.

TOM FIZDALE Inc., publicity and public relations firm, last week moved its main offices from 485 Madison Ave., New York to larger space in the Lincoln Bldg., 60 East 42nd St. (New York 17). Telephone is Murray Hill 2-6560.

NBC for the eighteenth consecutive year will broadcast play-by-play account of annual Rose Bowl football game from Pasadena, Cal., on Jan. 1. Bill Stern is sportscaster.

New York Merger

DORLAND INTERNATIONAL and Pettingell & Fenton, New York, last week merged into an agency handling domestic and export advertising, concentrating on the latter. New firm, with headquarters at 247 Park Ave., New York, has 44 foreign offices and branches. Newly-elected officers of Dorland International-Pettingell & Fenton, include Howard S. Hadden, chairman of the board; Atherton Pettingell, president; Fleur Fenton, executive vice-president; Walter S. Maas, executive vice-president; Charles B. Strauss, vice-president; Arthur F. Connolly, vice-president; Esther K. Fagan, treasurer and Mary Zales, secretary. Included among the accounts are A. S. Beck Shoe Co., New York, and the export advertising of E. R. Squibb & Sons (dental cream) and American Safety Razor Corp., Brooklyn. Telephone is Eldorado 5-2685.

Byron Keating

BYRON KEATING, 59, president of the Cincinnati advertising agency bearing his name, died of a heart attack Nov. 24 at his summer home near Glyndon Springs, Minn., where he had gone for a brief vacation. In Cincinnati, Harold Klaus, vice-president of the Byron Keating Co., said there was no immediate statement on the future of the agency, since its control had rested solely with the founder. Mr. Keating, whose 35-year career in advertising included service with Lord & Thomas, founded the agency two months ago. There are no immediate survivors.

KORN KOBBLERS
RADIO'S LONGEST LIST OF SATISFIED SPONSORS:
Nolde's Bread ... WRVA
Carrier's Bread ... WJHL
Kew-Bee Bread ... WHIS
Hi-Class Bread ... WEOA
Rubel's Bread ... WKRC
Bangor Bread ... WLBZ
(TO BE CONTINUED)
FROM THE HOUSE OF HITS
FREDERIC W. ZIV COMPANY
2436 READING RD. CINCINNATI, OHIO
NEW YORK HOLLYWOOD



ESMERALDA COPE HAS TWO JOBS . . .

Esmeralda Cope is one of many hundreds of women workers in the Detrola Radio Division who now are building land mine detectors, FM signal generators and other electronic war equipment. This job continues until Victory. But without detracting from this primary task, many of these workers are being acquainted also with their post-war assignments on the same production lines. Thus they will be ready to build hundreds of thousands of fine radio receivers, automatic record changers, television receivers and other products to enrich the life of a world at peace. Yes, Esmeralda Cope has two jobs. And International Detrola's creed of highest quality rules them both.

BUY WAR BONDS TILL VICTORY

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

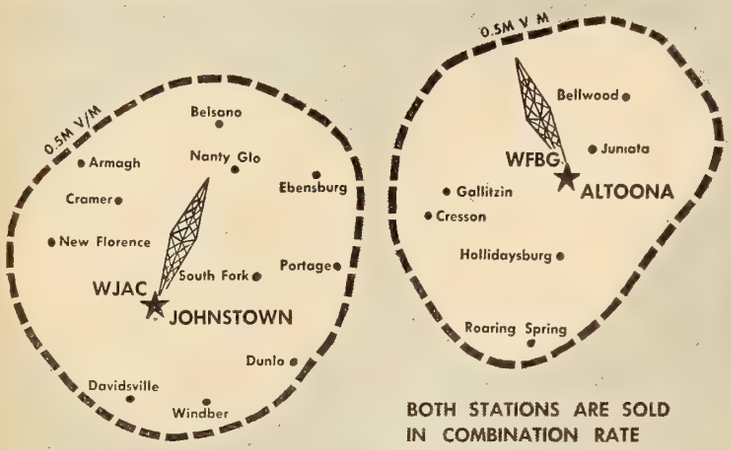
C. RUSSELL FELDMANN PRESIDENT

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

POINTING THE WAY TO Greater Sales

WHDH

BOSTON'S BLUE NETWORK Plus STATION

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

Radio Advertisers

MAISON BLANCHE Co., large New Orleans department store, on Nov. 20 started sponsoring *Famous Stories—Under the Maison Blanche Christmas Tree*, Monday, Wednesday and Friday, 4:45-5 p.m. on WWL New Orleans. Programs will consist of such Yuletide stories as "The Cratchits' Christmas Dinner," by Dickens. Rachel Field's "All Through the House," and "The Fir Tree" by Hans Christian Andersen. Narrator is Deane Long, WWL production manager, and local child stars are Buddy Rodrigue and Betty Miller. Virginia Freret, of the WWL production department, adapts the world celebrated stories.

PURITY BAKERY Corp., Chicago, effective Dec. 11 renews participation of *Record Reveille*, on WGN Chicago, Mon. thru Sat. Contract for 13 weeks was placed by Campbell-Mithun, Minneapolis.

DURKEE FAMOUS FOODS, Chicago, on Dec. 11 will begin sponsorship of the quarter-hour cooperative Mutual show featuring Cedric Foster, commentator, on WGN Chicago. Agency is C. Wendel Muench & Co., Chicago.

UNIVERSAL ENTERPRISES, Los Angeles (Standard Brand paints), on Nov. 26 started weekly newscast on KECA Los Angeles. Contract is for 40 weeks, thru Adolphe Wenland Adv., Los Angeles.

HAIMOFF JEWELERS, Los Angeles, in a pre-Christmas campaign has started weekly half-hour recorded *Musical Gems* on KFAC Los Angeles. Contract is for five weeks. Adolphe Wenland Adv., Los Angeles, has the account.

LOMA LINDA FOOD Co., Arlington, Cal. (food products), has appointed Elwood J. Robinson Adv., Los Angeles, to handle advertising. Plans call for radio.

SANITARIUM REGISTRY, Los Angeles (professional service agency), new to radio, on Nov. 28 started a weekly quarter-hour recorded musical program on KMPC Hollywood. Contract is for 13 weeks. Agency is Alice Walsh Co., Los Angeles.

LAURA SCUDDER Food Products Inc., Monterey Park, Cal. (peanut butter), in a 13-week campaign which started in late November is using an approximate total of 150 live announcements weekly on 16 California stations. List includes KFI KECA KHJ KFSD KPAS KPRO KVOE KRMS KERN KFRE KMJ KLX KQW KGO KWG KFBK. Agency is Davis & Beaven Adv., Los Angeles.

CARSON, PIRIE SCOTT & Co., Chicago, effective Dec. 3 renewed sponsorship of its quarter-hour *Distinguished Guest Hour*, Sunday on WGN Chicago. The 44-week contract was placed by Smith, Benson & McClure, Chicago.

CHAMBERLAIN Sales Corp., Des Moines (hand lotion), has appointed BBDO, Chicago, to handle advertising campaign. Firm on Dec. 1 was to start four-week announcements in 100 markets.

IDAHO Canning Co., Boise, Ida., is sponsoring *Sun Valley Lodge Party* on KIDO Boise in behalf of Idaho prunes, corn and peas. Entirely mythical, program uses transcriptions of screen personalities who presumably stop off at the lodge and "entertain." Program is heard Monday through Friday 9:15-9:30 a.m. Contract is for 52 weeks.

GENERAL FOODS Corp., New York, has appointed Benton & Bowles, New York, to handle advertising for Yuban Coffee. Spot radio has been used from time to time. Future media plans have not yet been formulated.

TRADE SALES Division of Interchemical Corp., Fairlawn, N. J., has appointed Sherman K. Ellis & Co., New York, to handle advertising for Setfast Canvas Paint and Mil-Du-Rid. Media plans include spot radio, to begin soon.

G. W. ONTHANK Co., Des Moines, has appointed George P. Buente Inc., New York, to handle eastern advertising for waxes and polishes. Campaign using newspapers and spot announcements on New York stations will begin soon. Guenther-Bradford & Co., Chicago, handles midwest and western advertising.

FELIX M. COSTE, vice-president in charge of advertising of Coca-Cola Co., New York, has moved his New York office from 60 East 42nd St., to other Cola-Cola offices at 515 Madison Ave.

DAWES PRODUCTS Co., Chicago, and its subsidiaries, Alaska Fish Oil Extractors and Dawes Vitamelk Co., have appointed Western Adv. Agency, Chicago, to handle their advertising. Radio may be used.

DECORATIVE CABINET Corp., New York, Dec. 11 starts promotion of E-Z DO Cabinets through Grey Adv., New York, using weekly women's participating programs on stations in some 12 markets throughout the country. Plans call for an expansion of station list, with newspaper and magazine advertising supplementing radio advertising.

ATLANTIC COAL Co., of Boston (Glen Burn anthracite) will sponsor starting December 3 mystery series *Bulldog Drummond* over WNAC Boston and the Yankee Network. Agency is John C. Dowd Inc., Boston.

THE SHEPARD Stores, Providence, has assumed local sponsorship of the Yankee Network program *The Answer Man* on WEAN Providence. Quarter-hour show is heard Monday thru Saturday.

HOLLERS CONCENTRATED Beverages, Miami, Fla., has appointed Prosk & Bruce, Los Angeles, as Pacific Coast representative. Radio will be used in Los Angeles area. Davis & Beaven, Los Angeles, is agency.

H. WENGEL Tent & Duck Co., St. Louis (Ranch water bags), has appointed Simmonds & Simmonds, Chicago, to handle advertising. Radio is being considered. Account was formerly handled by Anfenger Adv., St. Louis.

T. EATON Co., Toronto (national chain department stores), has started daily French-language Christmas quarter-hour program on CBF Montreal. Account was placed direct.

WM. WRIGLEY Jr. Co., Toronto (chewing gum), has started daily newscasts on CKAC Montreal. Account was placed by Jack Murray Ltd., Toronto.

JUNIOR GOLD Securities Corp., Toronto (mining stocks), has started daily newscasts on CKEY Toronto. Account was placed by Harry E. Foster Agencies, Toronto.

DWIGHT EDWARDS Co., San Francisco, Cal. (coffee), has started weekly *Rhythm Inn* on CKRC Winnipeg. Account was placed by McCann-Erickson, San Francisco.

SALERNO-MEGOWEN Biscuit Co., Chicago, on Nov. 20 started *Aunt Fanny and Her Phonograph*, quarter-hour show four times weekly on WGN Chicago, through Schwimmer & Scott, Chicago.

CONSOLIDATED Royal Chemical Corp., Chicago (Kranks Shave Kreem), on Nov. 25 increased number of spot announcements on WMAQ Chicago to two weekly. Contract for 49 weeks was placed by Campbell-Ewald Co., Chicago.

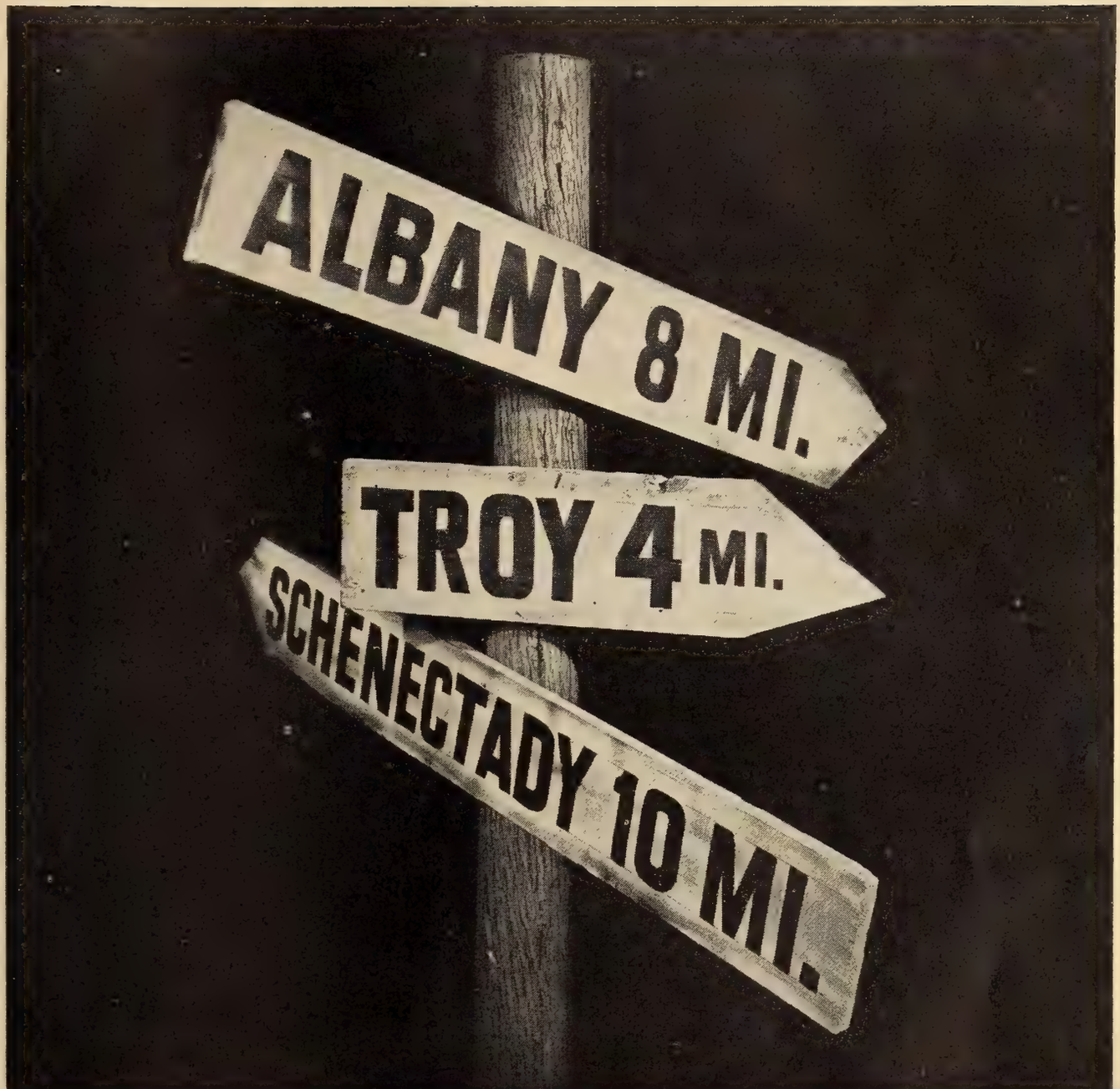
ATLANTIC Brewing Co., Chicago (Tavern Pale beer), effective Dec. 11 will renew Alex Dreier's quarter-hour news commentaries Monday thru Friday on WMAQ Chicago. Contract for 13 weeks was placed by Campbell-Mithun, Chicago.

SIDNEY WANZER & Sons, Chicago (dairy products), on Nov. 21 began time signal announcements on WENR Chicago thrice weekly for six weeks and on Dec. 4 will begin time signals on WMAQ Chicago five-weekly for three weeks. Agency is Geo. H. Hartman Co., Chicago.

WESTERN STOVE Co., Culver City, Cal. (help wanted), in addition to six-weekly quarter-hour recorded musical programs has started daily quarter-hour *Six a.m. News* on KNX Hollywood. Contracts are for 13 weeks. Firm also sponsors daily quarter-hour newscast on KECA with participation in *Chuck Wagon Jamboree* on KFI. Agency is Mays & Bennett Adv., Los Angeles.

KWJJ 1000 1080 KC
WATTS
FULL TIME STATION
PORTLAND, OREGON
ABC NETWORK

STATION TIME
SPOT ANNOUNCEMENTS
CONTACT
Burn-Smith Company, Incorp.
551 Fifth Avenue
New York 17, N. Y.
307 N. Michigan Ave.
Chicago 1, Illinois
368 Chamber of Commerce Bldg.
Los Angeles 15, California



WHAT—3 great cities, 3 great markets, within a few short air miles of one another?

Then why not reach and sell all three of these great markets with one strong, influential radio station that covers them all?

Here, Mr. Time Buyer, is your answer to your Albany problem—with Troy and Schenectady, two equally important markets, added for good measure. For these cities *are* one market. And if you are trying to cover them with three different media—well, buy just one station, WTRY, and save money.

P.S. You'll get better coverage, too, with WTRY's strong signal.

980—Middle of the Dial—980

Representatives: Paul H. Raymer Company

WTRY, Albany-Troy-Schenectady • **Now Associated with WSYR, WKNE, WELI**

BUFFALO'S GREATEST REGIONAL COVERAGE

WGR

550 K.C.

BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.

GE Magnetic Recorder Available to Stations

INCORPORATING a number of new improvements, the General Electric magnetic wire recorder, being used by the Armed Forces, is now available for sale to stations for the fist time since the war's start, W. R. David, sales manager of transmitter division broadcast equipment, announced.

Although not designed especially for station use, the recorder, which weighs only 35 pounds, has been tested by several stations in places where wire line pickup was not practical or where delayed broadcast was desired. It is satisfactory for speech but is not recommended for recording music for broadcast purposes. A unit designed for broadcast use and having audio characteristics comparable to electrical transcriptions is planned, but development may not come until after the war.

Aetna Television

AETNA LIFE Affiliated Companies, Hartford, on Nov. 27 started a series of education film shorts prepared by the company's safety education department, running about 18 minutes each, on WNBT, NBC video station in New York. Series is placed direct.

CHRISTIAN & Co., Pittsburgh, plans to use radio for Chef Paulin's Soup & Noodles through W. Earl Bothwell Adv., Pittsburgh.

Recalls Workers

FACILITIES of WPAT Paterson, N. J. were used to recall some 32,000 employes of Wright Aeronautical Corp. to work after a strike of 2,700 supervisors had been called off. The message went on the air only a few moments after an agreement had been reached between company officials and the union. By previous arrangement with the station, plant officials and the unions involved instructed the workers to stay tuned to WPAT for an exclusive broadcast of the latest developments in negotiations. Announcement was aired at 1:45 p.m. Nov. 15 that the strike was halted and that work would be resumed the following day.

Chartoc to MCA

SHEP CHARTOC, for the last two years publicity and special events director at WBBM Chicago, is resigning to join Music Corp. of America, Chicago, on Jan. 1, as radio director. He will handle radio production and ideas and create package shows. Tom Smyth, formerly with Wm. Morris Co., Chicago, has joined MCA as radio sales manager for the Chicago area.

KECA Seeks 50 kw On 770 With WJZ

Would Shift Channel to I-B Rules Change Involved

IMPROVEMENT of its key statio facilities in Los Angeles, whereb KECA, Blue-owned outlet, woul operate with 50,000 w on the 77 kc clear channel assigned to WJ Blue-owned key in New York, i proposed in applications filed las week with the FCC by the Blu Network Co. Inc. The move woul reduce the status of the 770 k channel from a I-A (clear at night to a I-B (duplicated) frequenc with both stations using 50,000 v

May Provoke Litigation

Likelihood that the application would provoke litigation before th Commission was foreseen in vie of the operation of KOB Albuque que on the 770 kc channel under "special service authorization Regular operation of KECA on th frequency with 50,000 w, even en ploying directional antennas da and night, would preclude operatic of the Albuquerque station on th frequency. KOB, regularly assigne to 1030 kc is seeking regular oper tion on the 770 kc channel. Fo merly a Blue Network outlet, KO now is on NBC.

Approval of the KECA propos also would entail amendment of th Commission's regulations, sin the 770 kc channel is listed as I- by international treaty and wou be degraded to a I-B under th KECA applications.

Blue first applied for a constru tion permit to shift KECA's fr quency from the regional frequen of 790 kc to 770 kc and increa its power from 5,000 to 50,000 with a directional antenna for da and night use, and with remov of both studios and transmitte Then it sought a "special servi authorization" to operate imme ately on 770 kc with 5,000 w fu time, pending completion of the co struction contemplated for the 5 000 w operation.

Hilltop High!

On Birmingham's highest peak, stands Vulcan's Statue—trademark of the Pittsburg of the South and a future symbol of today's seething activity in Birmingham and the whole of Alabama . . . Here's a radio-minded market that's covered best by WSGN — Contour line comparison proves it; so does the NBC All-County Survey Method and the NAB Mail and Signal Strength Map . . . In addition, WSGN's morning Hooper is greater than all other Birmingham stations combined; it carries seven of the ten top-rated daytime programs; and offers the best *salable* time in the State . . . Yes, WSGN is Alabama's Best BUY Far!



WSGN
The Birmingham News-Age Herald Station

Represented Nationally by Headley-Reed Company

One Of America's Finer Stations

IN A CITY WHERE RETAIL SALES AVERAGE $1,835.00 PER CAPITA

WBOC

JOHN W. DOWNING, Pres.
CHARLES J. TRUITT, Mgr.

RADIO PARK ★ SALISBURY, MD

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Engineer Offers Plan to Keep Petrillo From Becoming Broadcasting Dictator

The writer, Kermit A. Slobb, is a studio engineer for the Blue in Chicago. His opinions, written in an open letter to broadcasting executives, are strictly his own, he explains. The letter, dated Nov. 21, was received too late for inclusion in last week's issue which carried the NLRB decision on turntable jurisdiction (see editorial on page 40).

The time has come for action on your part . . . action to stop the AFM generally and James Petrillo specifically from becoming a dictator over the American broadcasting industry. Which is the reason for this letter: Complete blame does not lie with Mr. Petrillo . . . he knows what he wants and he gets it, which is American to the core. You gentlemen definitely do *not* know what you want, but you do know you are getting something you *don't* want.

Engineers' Vow

Mr. Petrillo has recently scored his greatest success to date by signing the last of the recording companies to a huge "slush fund" contract. BROADCASTING magazine aptly stated in the Nov. 20 issue that the only remaining project Mr. Petrillo wants to complete is to take over the turntables in radio stations all over the country. BROADCASTING magazine did *not* make it clear that the only organization which now remains in Mr. Petrillo's path is a small, independent union of about 700 members, the National Association of Broadcast Engineers & Technicians (NABET).

We can skip all the previous history of NABET, as that information can easily be secured. It will suffice to say that the 700 NABET members throughout the country (which include all of the NBC and Blue engineers) have vowed to stop at nothing to keep Mr. Petrillo from making a grab at something that belongs to them. What a different story could be told if you executives had made the same vow.

Of all the people directly responsible for radio programs, the engineers are paid the least. Right now, they certainly do not hold the respect they rightly deserve, and up to this time, they have always been the underdogs. For example, NBC and Blue executives blithely signed a contract with AFM giving them turntable jurisdiction, while holding a previous contract giving NABET this privilege. In the other networks the situation is no better. IBEW officials have cut the engineers' throats by signing over playing of turntables to the AFM.

The answer to the whole question is simple when you consider it this way. Where did radio broadcasting start? With the engineers, of course! And that is exactly where you gentlemen can stop Mr. Petrillo. If you would stand behind the engineers in this turntable situation, we will surely give Mr. Petrillo his first major setback, and from there his decline is obvious. Defeated by a small independent union, he will never again resume the power he once held.

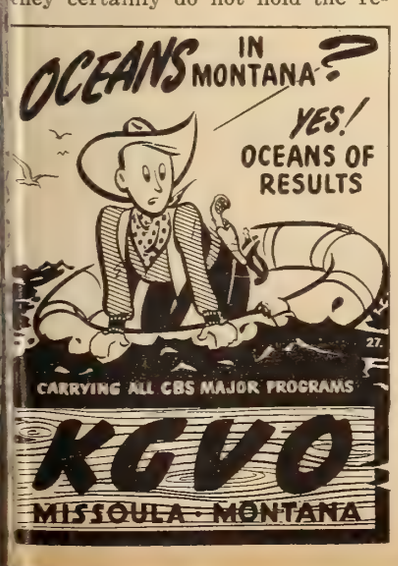
The members of NABET are prepared to strike should Mr. Petrillo disregard the Government's wishes in the turntable issue, as he has done before. This time therefore, instead of being able to force an issue through threat of striking, the AFM will be a secondary interest in a large strike of their own conception . . . the complete shutdown of the NBC and Blue networks and several affiliated stations.

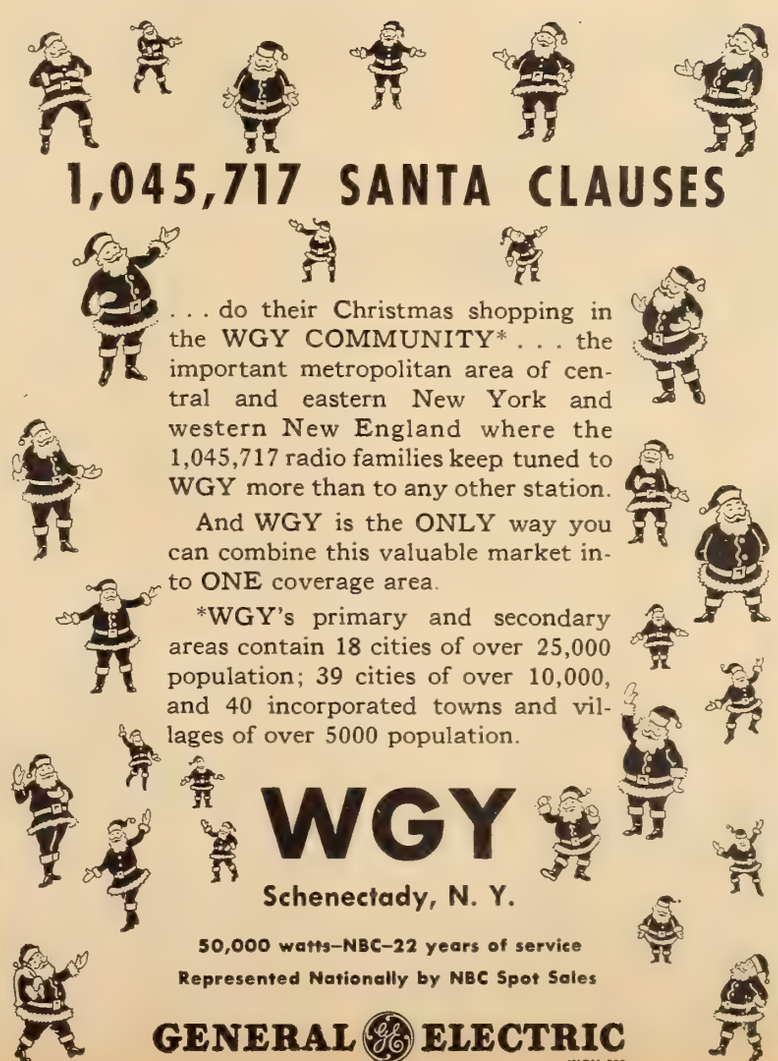
This issue is also squarely before the radio engineers who do not belong to NABET. It is a well-known fact that if all the radio engineers in the country (including men of the four nets and all the independent stations) were to join the same union, that union would be able to get working conditions and salaries comparable with musicians, announcers and actors. New stations are joining NABET every week, and if that swing to a union that is fighting for the engineer and the broadcasting industry were general, Mr. Petrillo would be set back on his heels.

Yes, it's time for action. You can do your part by contacting the nearest NABET representative and getting the facts. Mr. Petrillo can be licked, and NABET is well on the way to doing it! Are you going to help?

Survey Predicts Jobs

MORE than 5,900 civilian jobs in the radio retailing industry are awaiting radio technicians now in the Army Signal Corps and Naval Communications, according to preliminary results of a survey made by Emerson Radio & Phonograph Corp., New York. Initial findings are based on returns from 1,300 radio dealers, out of a total of 20,000 to whom a questionnaire was sent. Requirements of individual dealers indicate openings for an average of about four trained men per firm, with the need evenly divided between sales and service personnel.







WAGA-Produced for 14 STATIONS
SUNSHINE BOYS
Sponsored by
Colonial Stores

WAGA-Produced for 8 STATIONS
8 COWBOYS
Sponsored by
Spearman Brewing Co.

WAGA-Produced for 23 STATIONS
LEW CHILDRE
Sponsored by
General Foods

WAGA-Produced for 6 STATIONS
Lightcrust Doughboys
Sponsored by
Burrus Mills

OUTSTANDING PROGRAMS AND PRODUCTION
A FORT INDUSTRY STATION
WAGA
ATLANTA
5000 WATTS ON 590 KILOCYCLES REPRESENTED BY HEADLEY-REED CO.

DIRECT-CUT COPIES



OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.



24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

OWI PACKET, WEEK DEC. 25

Check the list below to find the war message announcements you will broadcast during the week beginning Dec. 25. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Army Nurses	X	--	--	--	--	--	--
Keep Food Prices Down	--	X	--	X	--	--	--
Merchant Marine	X	--	--	--	--	--	--
Careless Talk	--	X	--	X	--	X	X
Planned Saving	X	--	X	--	X	--	--

See OWI Schedule of War Message 140 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Postwar Business Gain Is Forecast by McCluer

POSTWAR SLUMP in business is not anticipated by the NBC Chicago sales department, according to Paul McCluer, sales manager of the NBC central division. Better than 90% of NBC's advertisers have continued their peacetime schedules through the war and we are confident they will remain with us after the war is won," he said. "Some clients, in fact, who have retained their radio time despite reductions in their available consumer merchandise during the war are expected to increase their advertising once their goods are again available in sufficient quantities to supply all demands."

As for clients who have purchased air time since the outbreak of the war, McCluer maintained, "In witnessing the addition of new and the return of old customers to our sales lists, we have every expectation that they will remain on our postwar schedule of business."

Romulo Praises Blue

PHILIPPINE invasion coverage by the Blue Network was praised by Brig. Gen. Carlos P. Romulo, Resident Commissioner of the Philippines to the United States, in a letter handed to Arthur Feldman, Blue war correspondent. The General expressed his thanks for the Blue's invasion coverage, mentioning both Mr. Feldman and Clete Roberts; also Blue Pacific war correspondents by name. The letter said in part: "The service of both the radio and the press in connection with the Philippine invasion has been excellent. They helped bring us closer to America."

Education Meeting

WTRY Troy and Russell Sage College will sponsor at a one-day conference Dec. 12, an "Institute of Radio Education" to promote radio education in school systems. Speakers will include Dr. Harrison B. Summers, director of Education of the Blue Network and Dr. Kenneth Bartlett, director of the radio division of Syracuse U. Highlight of the conference will be the broadcast of the regular weekly WTRY-Russell Sage program, *How Do You Pronounce It.*

TELEFILM Inc., Hollywood, specializing in 16 mm. film products, with postwar plans including television activity, has purchased building adjoining present site at 6039 Hollywood Blvd. and will erect additional sound stages when priorities are obtainable.

SALES RECORD

Program Based on Article Ups Satevepost Sales

SALES of the *Saturday Evening Post* jumped to a new all-time high in Central Illinois when J. W. Barr, superintendent of sales for the magazine, staged a program over WCBS Springfield based on an article, "You Take the High Note".

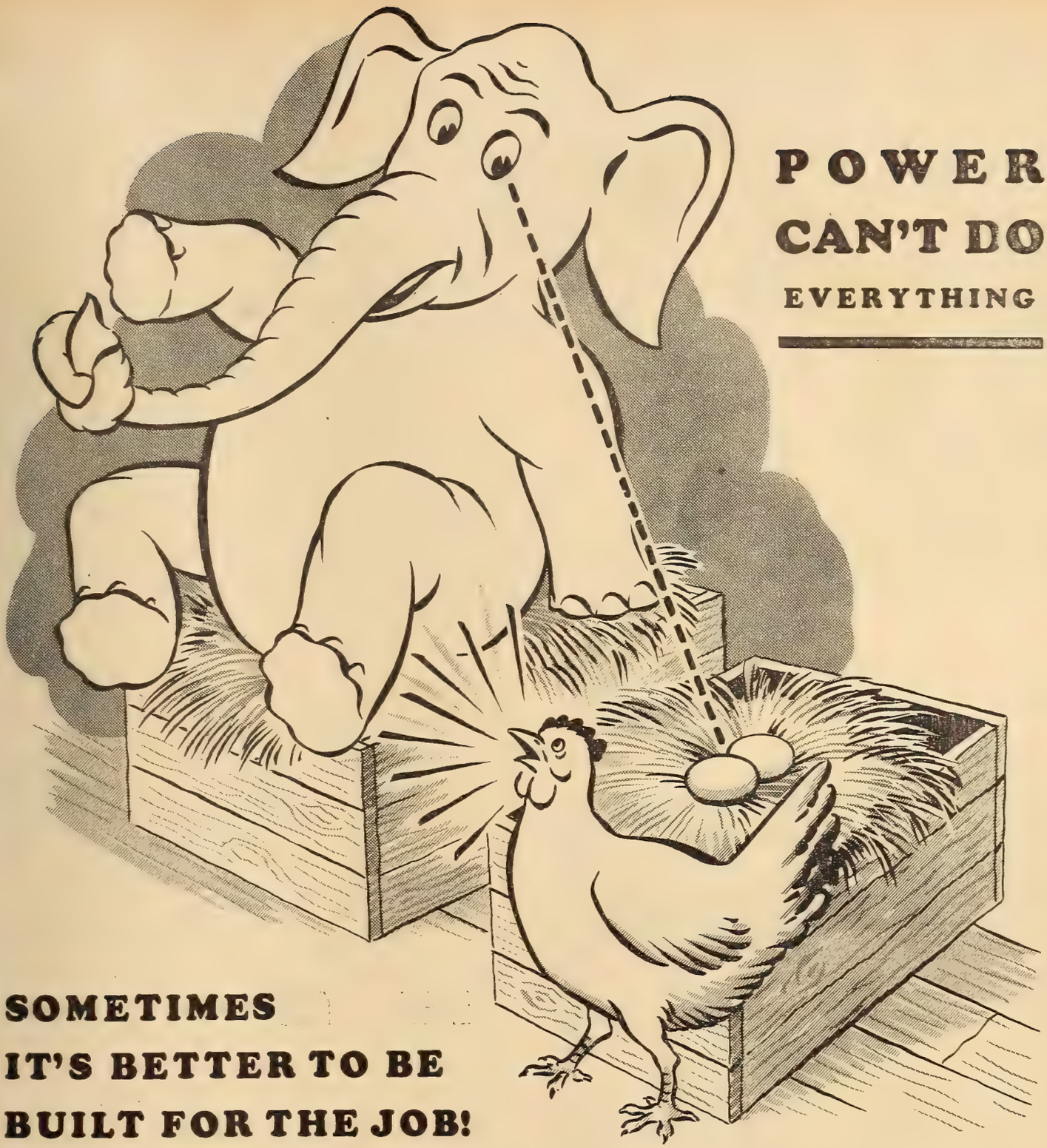
The Harmony Kings, all residents of the area, who were mentioned in the story, performed on the program and Mayor John W. Kapp of Springfield delivered the commercial. As a result of his novel idea, Mr. Barr was cited for his sales record in the *Curtisman*, publication of the Curtis Publishing Co.

WCAU Studios Sold

FIRST studios in the country to be designed exclusively for radio the nine-story WCAU Philadelphia building, opened in 1932 at a cost of $1,350,000, has been sold for $760,000 since it will not be adequate for postwar television. Operations will continue from there however, until a new building can be constructed. Television engineers are studying possibilities of erecting studios on the site of a building purchased by the station last year.

BMI has renewed its contract with American Performing Rights Society and El Sindicato de Autores, Compositores y Editores de Musica under which it exclusively licenses in the United States all the music of Mexico





POWER CAN'T DO EVERYTHING

SOMETIMES IT'S BETTER TO BE BUILT FOR THE JOB!

If you're looking for sales in the San Antonio market area, remember first, that this is the area that KTSA was designed and built to serve . . . . efficiently and economically.

Every recognized survey proves how well KTSA does the specific job it was engineered and built to do. It is ready now to deliver the audience and the coverage in the San Antonio market area without waste or duplication.

Incidentally, you might remember, too, that KTSA's 64 county primary coverage area includes 23.11% of all of Texas' enormous effective buying income, and 22.06% of all of Texas' whopping retail sales.

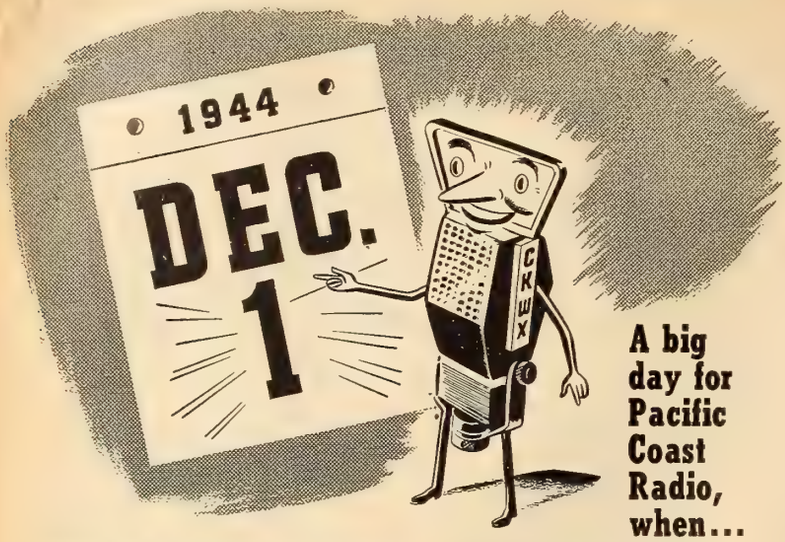
REPRESENTED NATIONALLY BY

TAYLOR-HOWE-SNOWDEN RADIO SALES

NEW YORK - CHICAGO - DALLAS - AMARILLO

KTSA CBS

SAN ANTONIO 550 ON THE DIAL



A big day for Pacific Coast Radio, when...

"MUTUAL" COMES TO VANCOUVER, B.C.

The addition of OUR choice of Don Lee MUTUAL programmes to broadcast schedules of proven local appeal, will consolidate the position of Vancouver's CKWX as the standout "community service" station in the Pacific coast area. We're proud to offer our listeners the added service of MUTUAL, and our advertisers an increasing, consistent following.

Vancouver's CKWX plus MUTUAL

A GOOD SPOT FOR A GOOD SPOT BROADCAST!

WEED & CO., *National Representatives*



FCC PROBE COUNSEL HAS VARIED CAREER

ROBERT B. BARKER, appointed general counsel of the House Select Committee to Investigate the FCC on Dec. 1, has been in Government work nearly a quarter of a century. A native of Del Rio, Tex., he attended George Washington U. and was graduated from the National U. Law School in 1925. He is a member of the Bar in Tennessee and has been admitted to practice in State and Federal courts.

Mr. Barker enlisted in the U. S. Marine Corps at 15 in the last World War, served overseas and resumed his education when the war ended. In 1922 he was secretary to the late J. Will Taylor, Republican National Committeeman from Tennessee and Representative from the second Tennessee district. From 1922-1937 he was with the Veterans Administration, later entering private law practice.

In 1938 Mr. Barker was appointed senior investigator of the Dies Committee on Un-American Activities and on March 1, 1943, became an investigator for the House Select Committee to Investigate the FCC under Eugene L. Garey, then general counsel. He resigned the following November and returned to the Committee last April 1 as investigator-attorney when John J. Sirica was named general counsel.

Upon the resignation last Aug. 17 of Harry S. Barger, Mr. Barker was appointed chief investigator, a post he held at the time of his promotion to the general counselship.

RCA EMPLOYES GET RETIREMENT PLAN

A PLAN to assure RCA employes life incomes upon retirement was proposed last Friday by Col. David Sarnoff, RCA president, on the occasion of the 25th anniversary dinner of the corporation at the Waldorf-Astoria Hotel, New York.

Dr. James Rowland Angell, NBC public service counsellor, toastmaster at the dinner, read a message from President Roosevelt saluting RCA which he recalled was formed following a suggestion by Navy officials for an American communications company.

Gen. Ingles, Chief Signal Officer, USA, complimented RCA personnel on their contribution to the war effort, stressing the close relationship of RCA and its associated companies with the Signal Corps, mentioning particularly Col. Sarnoff's work.

Rear Adm. Joseph R. Redman, USN, Director of Naval Communications, told of the Navy's part in the beginning and formation of RCA.

Hope Awarded Medal

BOB HOPE, NBC comedian sponsored by the Pepsodent Co., on Jan. 17 will receive the Poor Richard Club's award for outstanding achievement of 1944. Gold medal will be presented at the annual award dinner in Philadelphia.

WPB Sees Higher Tube Production

First Quarter of '45 Output Placed at 6,000,000

TENTATIVE schedule for the first quarter of 1945 calls for the production of 2,000,000 radio tubes a month, an increase of about 500,000 tubes a month over past authorization, the War Production Board announced last week. However, WPB said, the anticipated monthly output can be met "only if increased labor is obtained and military demands do not increase".

The Board added that if 6,000 more female workers could be obtained, production of receiving tubes both for military and civilian programs could be stepped up, allowing an increase in civilian replacement tubes up to 4,000,000 a month. "If conditions are anticipated correctly", it said, this volume may be reached within four months after V-E Day.

Ken Church Appointed WCKY Executive Head

APPOINTMENT of Kenneth W. Church, for the past two years manager of WKRC Cincinnati, as executive vice-president of WCKY in the same city, was announced last Friday by L. B. Wilson, owner and operator of the CBS outlet. Mr. Church succeeds Fred A. Palmer, who has resigned to establish an advertising agency and public relations firm in Cincinnati.

Herman E. Fast, sales manager of WKRC for the past several years, has been appointed general manager, succeeding Mr. Church.

Mr. Church, for a decade commercial manager of KMOX St. St. Louis, joined WKRC in 1941 as director of national sales and promotion. In September 1942, when Hulbert Taft Jr. was commissioned in the Army Air Forces, Mr. Church became general manager. A native of Ohio, Mr. Church had worked on the *St. Louis Globe-Democrat* and *Post-Dispatch*, and for a time was manager of the *Globe-Democrat* radio department.

Mr. Palmer had been at WCKY for nearly four years, after having served as manager of KOY Phoenix. Prior to that time he was associated with stations in Columbus.

WBNX

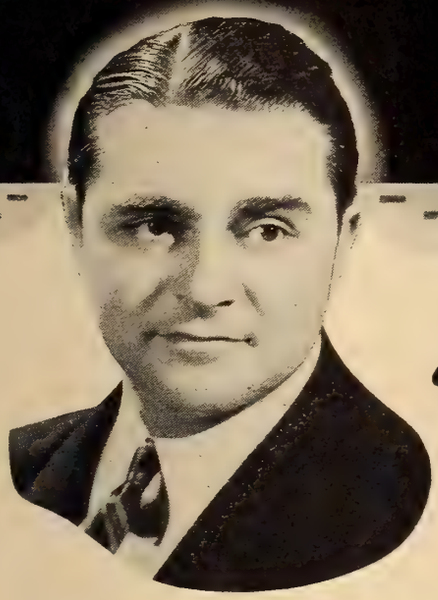
DAILY PROGRAMS IN

Italian
Polish
English
German
Jewish

5000 WATTS DIRECTIONAL OVER NEW YORK

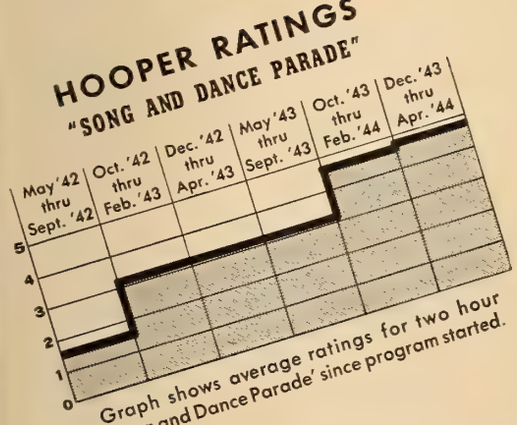
America's Leading Foreign Language Station

THE SPOTLIGHT IS ON... THESE 3 AVAILABLE KWK PERIODS



Rush Hughes

"SONG AND DANCE PARADE"
10 a. m. to 12 noon daily



Graph shows average ratings for two hour 'Song and Dance Parade' since program started.

PRESENT SPONSOR	TIME	HOOPER RATING
Bond Bread	10:00 a. m. to 10:20 a. m.	4.7
AVAILABLE	**10:20 a. m. to 10:40 a. m.**	**3.0**
Creamo Margarine	10:40 a. m. to 11.00 a. m. (Mon. Wed. Fri.)	3.7
AVAILABLE	**10:40 a. m. to 11:00 a. m.** (Tues. Thurs. Sat.)	**3.7**
Old Judge Coffee (News)	11:00 a. m. to 11:05 a. m.	5.8
Carey's Salt	11:05 a. m. to 11:20 a. m. (Mon. Wed. Fri.)	5.5
St. Louis Dairy	11:05 a. m. to 11:20 a. m. (Tues. Thurs. Sat.)	5.5
AVAILABLE	**11:20 a. m. to 11:40 a. m.**	**5.4**
Celanese Corporation of America	11:40 a. m. to 12:00 Noon (Mon. Wed. Fri.)	6.7
Canada Dry	11:40 a. m. to 12:00 Noon (Tues. Thurs. Sat.)	6.7

Ratings from C. E. Hooper "Continuing Measurement of Radio Listeners". Monday thru Friday. December 1943 thru April 1944.

ST. LOUIS KWK MUTUAL

HOTEL CHASE
ST. LOUIS

IN ST. LOUIS THE TREND IS TO KWK

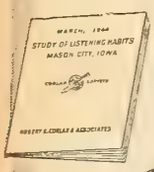
PAUL H. RAYMER CO., Representative

Test Your
POST-WAR
PLANS NOW
at kglo



These factors make the "PORK BARREL" Market the ideal testing spot of America.

1. No "war-swollen" population here.
2. Urban and rural population is about equal. Both have MORE to spend than ever before.
3. KGLO's wide-awake Merchandising Department with capable "Womanpower" will cooperate with dealer letters, newspaper tie-ins and personal calls.
4. 48.6% of all listeners in this area are regularly tuned to KGLO. This is 13.2% more steady listeners than for the next station according to a recent Robert S. Conlan Survey.



FREE—A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

Dip into
THE Pork Barrel MARKET

kglo
5000 Watts 1300 K.C.

MASON CITY, IOWA
F. C. Eighmey, Gen. Mgr.
CBS Affiliate
WEED & COMPANY, Rep.

FMBI Reaffirms Former Plea For Retention of Present Band

Directors Urge FCC to Expedite Determination Of Allocations in Interest of Postwar Jobs

REAFFIRMING its recommendation that the FM band "be expanded at its present position in the radio spectrum", the board of directors of FMBI at a two-day meeting in Washington last week called upon the FCC to determine the permanent allocation structure of the service "at the earliest possible date consistent with due consideration of all the evidence before it".

In addition, the directors took the following action:

Postponed the annual meeting of FMBI until the FCC makes its allocations on FM and until such time thereafter as transportation conditions permit.

Authorized the establishment of larger headquarters at 1730 Eye st., N. W., Washington, and provided for staff expansion.

Added 20 new members to bring the total membership to 159.

Instructed the secretary-treasurer to purchase War Bonds in accordance with the financial capacity of the organization.

The directors' stand on FM allocations, incorporated in the RTPB Panel 5 recommendations for 75 channels of 200 kc width in the 41-56 mc portion of the spectrum, was vigorously set forth in a resolution adopted at its Friday meeting. It was pointed out these recommendations were substantially supported before the FCC allocations hearings by receiving set manufacturers, educational institutions, "and nearly all expert engineering witnesses who testified", and in the report of IRAC to the Dept. of State.

Offers Postwar Jobs

"A review of the complete record now before the Commission and an analysis thereof", the directors declared, "does not . . . justify any change in its recommendations."

In urging the FCC to expedite its determination of the FM band, the directors were moved primarily by the importance of providing the greatest amount of employment in the immediate postwar period. "The evidence before the FCC, together with that contained in the applicaitons for FM stations on file," a resolution declared, "shows that FM broadcasting can contribute the largest share of this [postwar] employment.

". . . The proper and rapid development of FM broadcasting and the branches of industry which it will support is inevitably dependent upon the permanent provision made by the FCC for this service".

The organization's new headquarters will be ready for occupancy Jan. 1, 1945. A lease for the second floor of a three-story converted residence, within easy access of principal Washington buildings, was signed Friday. Plans call for remodeling, furnishing and equipping the five rooms provided. A staff of five, an increase of two, will be employed.

Directors attending the meetings were: Walter J. Damm, president (WTMJ - WMFM); Theodore C. Streibert, vice-president (Mutual); Franklin M. Doolittle (WDRC-FM); Ray H. Manson (Stromberg-Carlson); John Shepard 3d (Yankee Network); Lee B. Wailes (Westinghouse Radio Stations Inc.); and John V. L. Hogan (WQXR-WQXQ).

Also present were Maj. Edwin H. Armstrong, FM inventor; C. M. Jansky Jr., engineering counsel; Philip G. Loucks, legal counsel; and Myles Loucks, managing director.

New active members added were:

Broadcasters Oregon Ltd., Portland, Ore.; Green Bay Newspaper Co., Green Bay, Wis.; Home News Publishing Co., New Brunswick, N. J.; The James Broadcasting Co., Jamestown, N. Y.; KOIN Inc., Portland, Ore.; Oregonian Publishing Co., Portland, Ore.; Record Herald Co., Wasau, Wis.; Star-Times Publishing Co., St. Louis, Mo.; Times-Mirror Co., Los Angeles, Cal.; Toledo Blade Co., Toledo, O.; Topeka Broadcasting Assn. Inc., Topeka, Kan.; Valley Broadcasting Co., Steubenville, O.; WIBM Inc., Jackson, Mich.; Ned Shepler, Lawton, Okla.

Affiliate members added were: Colonial Radio Corp., Buffalo, N. Y.; Cowles Publishing Co., Spokane, Wash.; three memberships for Speidel Newspapers Inc. (Salinas Newspapers Inc., Salinas, Cal.; Reno Newspapers, Reno, Nev.; and Chillicothe Newspapers, Chillicothe, O.).

Associate member added: Brooklyn Technical High School, Brooklyn, N. .Y.

Vitaplus Convicted

VITAPLUS Inc., New York, producer of a tablet advertised to reduce gasoline consumption, and Dr. Sylvain D. Broder, president, were convicted last Friday at the court of special session in New York, charged with publishing and broadcasting misleading advertising in violation of Sec. 421 of the Penal Law. Product was advertised on three New York stations, and at one time on 40 stations throughout the country.

P&G Changes

PROCTER & Gamble Co., Cincinnati, will expand Jack Kirkwood, Monday-Friday, 8-8:15 p.m. (PWT) from eight West Coast CBS stations to the full network, date undetermined and *I Love a Mystery*, Monday through Friday, 7-7:15 p.m., will be discontinued for Ivory Soap Dec. 29. P&G is expected today (Dec. 4) to decide on testing a new show on CBS West Coast or eastern stations in January. Agency is Compton Adv., New York.

RCA Dividend

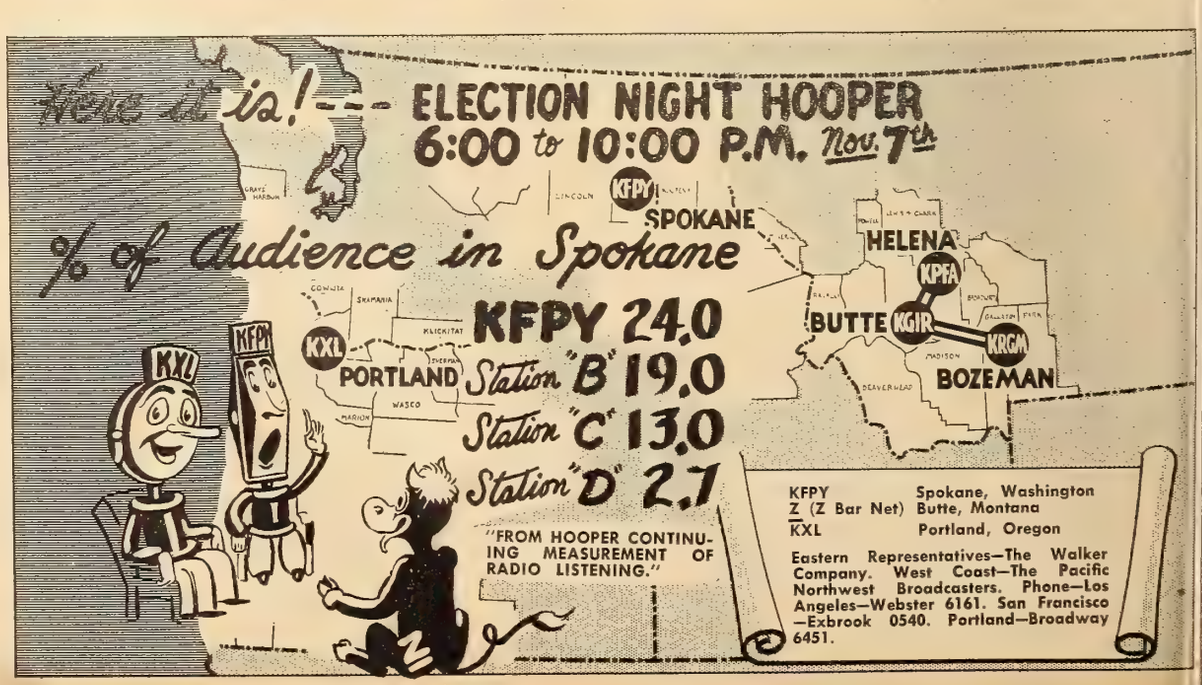
RCA board of directors, meeting Friday, declared dividends of 87½ cents a share on outstanding first preferred stock, for the final quarter of 1944, payable Jan. 2, 1945, to stockholders of record Dec. 11, and 20 cents a share on outstanding common stock, payable Jan. 30 to holders of record Dec. 15.

Here it is! — ELECTION NIGHT HOOPER
6:00 to 10:00 P.M. Nov. 7th

% of Audience in Spokane

KFPY 24.0
Station "B" 19.0
Station "C" 13.0
Station "D" 2.7

"FROM HOOPER CONTINUING MEASUREMENT OF RADIO LISTENING."



KFPY Spokane, Washington
Z (Z Bar Net) Butte, Montana
KXL Portland, Oregon

Eastern Representatives—The Walker Company. West Coast—The Pacific Northwest Broadcasters. Phone—Los Angeles—Webster 6161. San Francisco—Exbrook 0540. Portland—Broadway 6451.

SUPPORT

Until the last knock-out blow is delivered to the Axis Powers it is our job at home to continue backing our Armed Forces by buying

MORE WAR BONDS

INTERNATIONAL BUSINESS MACHINES CORPORATION

RADIO TOWER SPECIALISTS

HERE IS AN ORGANIZATION OF HIGHLY QUALIFIED MEN READY TO SERVE YOU AT ALL TIMES ON TOWER REMOVAL INSTALLATION AND SERVICING.

EQUIPPED TO HANDLE ALL PHASES OF TOWER OPERATION ANYWHERE IN THE UNITED STATES.

INSPECT GUY TENSION, INSULATORS, ALIGNMENT OF TOWERS.

MAINTEANCE SERVICE CORRECTED EVERY THREE MONTHS TO MEET FCC REGULATIONS.

SATISFIED CLIENTS ALL OVER THE COUNTRY.

ASK ABOUT OUR MAINTENANCE SERVICE.

●

24-HOUR

EMERGENCY SERVICE

●

WRITE, WIRE OR CALL

WBZ, Boston
KYW, Philadelphia

I'm writing this note to express to you our satisfaction for the work your company undertook and completed in both our KYW Philadelphia station and WBZ, Boston. The Boston job was particularly difficult for you due to our operational activities and the very adverse weather conditions under which your men worked.
You may be sure we will get in touch with you on any future painting or repair work we may have on our Westinghouse stations.

D. A. MEYER
Purchase Agent

WPTF, Raleigh

We wish to express our appreciation of the fine job which your company did for us in painting our towers recently. Your crew performed this work in a thorough and efficient manner.

RICHARD H. MASON
Manager

WHKY, Hickory

I should like to express my appreciation for the excellent job your paint crew did in our 4 element array. The boys were very considerate, careful and thorough in their work . . . each and every man knew his business and seemed to take pride in doing his job well.

E. S. LONG
General Manager

WRAL, Raleigh

The work you did for us in taking down the towers near Boston was entirely satisfactory . . . you worked under great hardship both with respect to local labor and weather conditions for which you deserve great credit.

A. J. FLETCHER
President

HAROLD A. PETERSON COMPANY
106 CHAMBERS STREET
TRENTON, NEW JERSEY
PHONE 3-0836

RYAN LEADS PLANS FOR ANNIVERSARY

Story of RCA Dinner on page 58

THE SILVER anniversary of broadcasting—marking 25 years since radio's advent as a sustained public service—will be observed during the entire year of 1945, under preliminary plans projected last week by J. Harold Ryan, NAB president. All stations and networks will be called upon to commemorate the progress and achievements of the first quarter-century of broadcasting in America—where the art was born. The slogan will be *Radio's 25th Anniversary—Pledged to Victory.*

The observance campaign will be directed by Mr. Ryan through Willard D. Egolf, NAB public relations director, with Arthur Stringer, NAB promotion director, and Lewis H. Avery, director of broadcast advertising, devoting their efforts to coordination of allied radio interests. A preliminary session was held last week with Bond Geddes, executive vice-president and general manager of the Radio Manufacturers Assn., on the cooperative effort.

The 25th anniversary symbol is "XXV," depicting 25 years, but with the "V for Victory" dominant. A musical signature is being prepared, to combine the now celebrated musical "V" with the "XX", both adapted from the continental code.

Early Days

The broadcasting silver anniversary follows RCA's observance this year of its 25th anniversary as the first overall entity in the radio field. Its initial operations in 1919, however, pertained to communications. In 1920 both the *Detroit News* and Westinghouse began regular broadcast station operation. On Aug. 20, 1920, 8MK Detroit, later WBL, and afterward, WWJ began operation, broadcasting daily thereafter.

On Nov. 2, 1920, KDKA Pittsburgh, founded by the late Dr. Frank Conrad, began regular schedule broadcasting with the Harding-Cox Presidential election returns. The station began with regular call letters—KDKA.

Tentative plans for the extensive observance of the anniversary provide for the kick-off on New Year's Day. Proposed are dramatizations on the historical side of radio, rebroadcasts of pioneer programs and personal appearances of veteran performers. All would be geared to the theme of Americanism and victory.

Neal Ivey Co. Formed

NEAL D. IVEY, president of Ivey & Ellington, Philadelphia, resigned last week and announced he would form his own company Jan. 1, the Neal D. Ivey Co., Philadelphia. Announcement will be made shortly of the clients of the new company and the personnel of the organization.

FCC Tentatively Adopts Allocation

Formal Proposals Below 30 Mc Await IRAC Discussions

RACING against time, the FCC last Friday formally notified the State Dept. it had tentatively approved an allocation plan pertaining to frequencies of an international character below 30,000 kc (30 mc), but has not completed its spectrumwide allocation plan to cover all new services, including FM, television, facsimile and related fields. The State Dept. had set a Dec. 1 deadline on international aspects of the allocations, before embarking upon preparation of final American proposals for the next international telecommunications conference.

The FCC announcement came following a lengthy session last Friday—the first meeting of the Commission en banc on allocations since adjournment of the five-week hearing Nov. 2. It has been impeded in its preparatory work by the telephone strike, the House Select Committee inquiry into the FCC and the Upton Close incident.

The announcement stated that detailed allocation of specific channels to various non-Government services may not be completed "for some time" but that the detailed allocation will remain within the international allocation (below 30 mc) which will be proposed after discussion with the Interdepartment Radio Advisory Committee.

Abstract of the FCC announcement, which encompasses the letter to the State Dept., follows:

A large percentage of the frequency spectrum which has been requested by the various non-Governmental services involves possible conflict with permanent as well as temporary Government assignments. In view of these facts, the Commission, having today tentatively approved an allocation plan in international terminology relating to frequencies below 30,000 kc, has deemed it advisable to defer final action in these matters until such time as they may be discussed with the Interdepartment Radio Advisory Committee. It is anticipated that such a plan may be made available at an early date. Meantime plans relating to allocation of frequencies above 30,000 kc are proceeding in the same manner and will be submitted to the State Dept. as soon as possible.

Detailed allocation of specific channels to the various non-Government services may not be completed for some time but it is expected that such detailed allocation will remain within the international allocation which will be proposed.



AGAIN!

ARMY E NAVY

For the 5th time Hallicrafters employees win Army-Navy "E" Award!

First exclusive manufacturer of short wave radio equipment to receive the coveted Army-Navy "E" Award for the fifth time . . . the result of the continued and untiring devotion to duty of the company's 1,500 employees.

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THE HALLICRAFTERS COMPANY • MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT • CHICAGO 16, U. S. A.



Builders of the famous SCR-299



America's foremost
National Affairs Reporter

Fulton Lewis, jr.

When America's "thinking" people want the latest news in a concise, unbiased and authoritative manner, they listen to Fulton Lewis, jr. Lewis is currently heard on over 240 Mutual stations with more than 130 sponsors. A few choice cities are still available for cooperative sponsorship.

★ Call wire or write: WM. B. DOLPH
BARR BLDG. WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

NBC War Clinics To Start Feb. 5

Five Three-Day Sessions Set; Trammell Heads Speakers

NBC's 1945 War Clinics will get under way Feb. 5-7 at the Waldorf-Astoria, New York, with subsequent sessions scheduled for the Biltmore Hotel, Atlanta, Feb. 11-13; Baker Hotel, Dallas, Feb. 15-17; Palmer House, Chicago, Feb. 19-21; Biltmore Hotel, Los Angeles, Feb. 26-28.

NBC affiliates have been notified of the sessions earlier than usual because of the "prevalent difficulty in securing hotel accommodations," according to Philip I. Merryman, director of facilities development and research. In a memorandum, Mr. Merryman said meetings will generally follow last year's pattern, except for the elimination of the engineering meeting at which NBC's policies on FM and television were announced and discussed [BROADCASTING, March 6].

Trammell Heads Speakers

Niles Trammell, network president, will address the opening luncheon meeting. That afternoon Frank E. Mullen, vice-president and general manager, will speak on "Futures" and Frank M. Russell, Washington vice-president, on "Governmental Relations". Afternoon session will close with a program forum, with C. L. Menser, vice-president in charge of programs; Dr. J. R. Angell, public service counsellor; William F. Brooks, director of news and special events; and Sheldon B. Hickox Jr., manager of station relations.

Second day begins with a morning session devoted to discussion of affiliates' problems. In the afternoon Roy C. Witmer, vice-president in charge of sales, will report on the sales outlook for 1945; Charles P. Hammond, director of advertising and promotion, will discuss the network's promotion plans for the coming year, and James H. Nelson, network sales promotion manager, will describe the 1944 all-county survey.

John F. Royal, vice-president in charge of television, will report on NBC's plans for sight-and-sound broadcasting at an FM and television panel the third morning. O. B. Hanson, vice-president and chief engineer, will speak on "Allocations and Other Technical Problems," and Mr. Merryman on "Economics of Network Television" at this session. William S. Hedges, vice-president in charge of stations and director of the clinics, will summarize the three-day program in a concluding speech following the luncheon.

Same schedule will be followed in all cities, except that Mr. Hedges will deliver the opening afternoon address to be made in New York by Mr. Mullen, and that program executives from other NBC divisions will participate in Mr. Menser's program forums in their respective territories.

Named by Campbell

APPOINTMENT of Ralph Nimmons and Raymond Collins as assistant managers of WFAA-KGKO and of Ralph K. Maddox as program supervisor, was announced last Friday by Martin B. Campbell, general manager. Mr. Nimmons, formerly executive program director, assumes charge of the local sales department and assumes duties with national sales. Mr. Collins, technical supervisor, has just returned from an 18 months' leave of absence with Radio Research Laboratories at Harvard, including special research in England. He will supervise studio activities in addition to engineering duties.

It's a Habit in Baltimore



WCBM
BALTIMORE'S LISTENING HABIT
The Blue Network Station
JOHN ELMER, President
GEO. H. ROEDER, Gen. Manager
FREE & PETERS, Inc.
Exclusive National Representatives

"TAP TAP" Who's There?



Some smart sponsor tapping the rich Portland Market by means of WGAN.

STATION WGAN PORTLAND MAINE
National Sales Representatives: PAUL RAYMER COMPANY

WOW Loses Suit For ASCAP Fees

Nebraska Court Denies Fund Recovery After State Law

JUDGE JAMES FITZGERALD of the Superior Court of Nebraska last week dismissed the triple damage suit filed about a year-and-a-half ago against ASCAP by WOW Omaha and Joseph Malec on behalf of 24 tavern and hotel keepers. Plaintiffs sought to recover license fees aggregating $350,000 paid to ASCAP between the passage of the State's anti-ASCAP law in May 1937 and the expiration of the WOW contract with ASCAP at the end of 1940 for the station, and between June 1937 and May 1941 for the others.

Dual Defense

When the case was tried last June before Judge Fitzgerald, ASCAP presented a dual defense, (1) that its operation did not violate the Nebraska statute and (2) that the payments of the licenses are voluntary. Statute provided that purchase of music at a price specified by the copyright owner authorizes public performance in perpetuity, called for a 25c state registration fee for each composition and abrogated existing contracts and methods of paying for copyrighted music.

ASCAP subsequently returned to its members the performing rights of their music as far as Nebraska is concerned and several individual publishers have suits for copyright infringement of their music pending in the Federal Court. These suits are based on the premise that while Nebraska can set up its own rules for the conduct of business within its borders, no state can legally put into effect measures which would nullify the provisions of the copyright act, which is a federal law. If these test cases are decided in favor of the publishers, they are expected to lead to an avalanche of similar suits by copyright owners against music users in the state, asking for royalty payments for all performances since the last payments to ASCAP.

BBC Plans Worldwide Radio News Service at War's Close

VIRTUALLY GIVING an official denial to reports that British broadcasting might go commercial in the postwar era, W. J. Haley, director general of the BBC, last Tuesday presented to the Radio Industries Club, meeting in London, a well developed blueprint of a three-program domestic service to be started immediately after the end of the war in Europe, which he said "will put Britain and the United Kingdom as a whole ahead of any other listeners in the world."

There is a conception of broadcasting that envisages it "as something to be exploited, something to make money out of," he said. "For that kind of broadcasting you do not worry overmuch about coverage. In a country like ours you would just put a station here and there to skim the cream of the most thickly populated communities and let the rest go hang.

Three New Services

"In our British wisdom," he continued, "we decided the other way, where broadcasting is a noncommercial service and in which every listener, no matter where he is in the United Kingdom, has an equal right with every other listener to the best service that can be given." Terming it the "BBC's duty to see the villager has as good listening as the city dweller," he said that no transmitter in existence can cover all the United Kingdom simultaneously on the medium waves. He said that all the BBC's medium wave transmitters will be used for home service after the end of hostilities in Europe, with service to the troops continued by shortwave only.

Two domestic programs, one regionalized and the other a long-wave national service, will be started immediately after the defeat of Germany, with a third service, also national, to come "as soon as we get the wavelengths back from their wartime uses." He added that "in addition there will, of course, be television in which the BBC led the world before the war."

Expressing the BBC's desire to "foster Commonwealth broadcasting", Mr. Haley announced that a conference of "all the great Dominion broadcasting corporations" and the BBC will be held in London in February. The heads of the Canadian Broadcasting Corp., Australian Broadcasting Commission, New Zealand National Broadcasting Service, South African Broadcasting Corp. and All India Radio will attend the meeting, he said, expressing the hope that "great benefits will follow to all listeners at home and throughout the Commonwealth."

Pooling has not been limited to a day or a month but is still going on, he declared, paying tribute to "the war reporters of both our nations and of the dominions who with resource and intrepidity, doggedness and courage, have made this great work possible, and to the engineers, too, who have undergone the same rigors and hardships and have displayed an equal ingenuity often in the most difficult possible circumstances in keeping their transmitters going."

Tide Water Cage Games

TIDE WATER Associated Oil Co., New York, one of the outstanding sponsors of local sports broadcasts in the East, has arranged to present collegiate basketball games on WINS New York from Madison Square Garden and from out of town when games are played in Philadelphia or Boston. In the latter event, contests will be sponsored on WIBG Philadelphia or WCOP Boston, with direct lines to the New York station. Agency is Lennen & Mitchell, New York.

Hay Leaves WSM

GEORGE D. HAY, veteran audience relations director of WSM Nashville and the first announcer 19 years ago on the *Grand Ole Opry*, now on NBC Saturday nights, resigned last week to take his wife to the West Coast for her health. For many years he had been heard on WSM as the "Solemn Old Judge" and was m.c. of various *Opry* units. Mr. Hay, who appeared in the Republic picture, "Hoosier Holiday", plans to do movie character parts.

Seek Video CPs

THE CROSLEY Corp., Cincinnati, licensee of WLW, last week filed with the FCC an application for a new commercial television station on Channel 1. Raytheon Mfg. Co., Waltham, Mass. also requests Channel 1 facilities for a new commercial television outlet for Waltham.

WOV Names Pearson

WOV New York has appointed John E. Pearson Co. as national sales representative. The New York metropolitan area will be handled by the station.

Jingle! Jangle!

Above-average incomes with no lay-offs, that's Winston-Salem. A thriving city in the heart of a rich region. This great market is responsive to the brand of programming and salesmanship emanating from—

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

REACH THE Active SALT LAKE MARKET THROUGH KDYL

UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & CO.

ROCKFORD'S only STATION

WROK

THE only STATION THAT CAN DO A JOB IN ROCKFORD, ILLINOIS

1000 WATTS

check with HEADLEY-REED

BLUE NETWORK



ROME HAS FOUR COTTON FACTORIES —200,000 SPINDLES EMPLOYING OVER 25,000 PEOPLE

WRGA
Rome, Georgia
MUTUAL

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

FCC Probe Closed to Public

(*Continued from page 16*)

to the Committee Nov. 22 succeeding Mr. Magnuson [BROADCASTING, Nov. 27], expressed regrets over Mr. Sirica's resignation and said he wanted "all the facts pertinent to the investigation of the FCC made public".

Questioning the "wisdom" of the majority action, Chairman Lea said he felt that in all fairness to both sides of the WMCA controversy, the hearings should continue in open session. As to Mr. Sirica, Rep. Lea said:

"The statement has been made that Mr. Sirica has sought this job. That is not true. I went to his office and asked him if he would accept the appointment. He never sought it. Today, at the expiration of his work with the Committee, I am happy to say he has performed his task well."

As for closed hearings, the chairman contended that since the charges had been made "in public before this Committee" the entire proceedings should be made public. "When these charges were made they were given nationwide publicity," he said. "They involved widely known men. At this advanced stage of the hearings I thought the Committee had made a mistake in voting to continue in executive session. I thought it was unfortunate to depart from the procedure of public hearings. If there's a straightforward defense to these charges, I know of no better place to bring that out."

Noble Denies Blocking

In his statement following Committee action Mr. Noble said: "I want the record to show that I strongly desire that all pertinent facts to the House investigation be made public. I want no whitewash, as has been charged, and I want an opportunity to answer, fully and completely, Mr. Flamm's allegations." He denied he had attempted to "block any public hearings".

Chairman Jett, on behalf of the FCC, said the Commission is on record as favoring a "prompt and full investigation" of the WMCA case. "The manner of conducting the investigation is of course for the Select Committee to determine and the Commission has no comment concerning this action," he said. "As far as the Commission is concerned, we are ready today as we have been for the two years of the life of the investigation to present all the facts we have concerning the WMCA matter—either in public or executive session as the Select Committee sees fit."

Mr. Handelman, charging Rep. Hart with using "gestapo" methods, said the Committee "has again demonstrated the insincerity which it showed in its previous hearings". When Mr. Handelman attempted to make a statement during the last open hearing, he was ruled out of order and told to be seated. When he persisted, a policeman tapped him on the shoulder.

"Do you want me to leave?" demanded the attorney. He took the officer by the arm, started out and when he reached the door turned and called out: "I want the record to show I'm being forcibly evicted. I'm not under your jurisdiction. I'm a taxpayer. I pay your salaries." Out the door they walked. Mr. Handelman promptly returned, however, and took a seat in the rear. The policeman stood nearby grinning.

In a telegram to the Committee Wednesday Mr. Handelman demanded that further hearings be called off until after the litigation is settled, charging "no guarantee can be given to the plaintiff Flamm that the rest of his evidence will not seep through from your executive session to the defendant Noble". Later the attorney wired Chairman Lea, protesting that part of Tuesday's proceedings had been omitted from the record. No mention of his "eviction" was made in the record.

Mr. Handelman sent a third telegram Friday to Chairman Lea protesting that the Committee, in executive session, had inquired into Mr. Flamm's 1932 business transactions. Such an inquiry, the attorney charged, "is clearly outside the realm" of the Committee's authority as established by Congressional resolution.

In his formal letter of resignation Mr. Sirica told Chairman Lea: "I want you to know that I deeply appreciate the confidence and trust you have shown in me and in this connection I want to thank you for the very kind words you said about me. . . . It has been my good fortune to have had the assistance of a very conscientious and capable staff, and I feel confident that they will put forth their best efforts in assisting the Committee to complete its investigation."

Chairman Lea, accepting the general counsel's resignation, by letter last Thursday, wrote: "I regret that our Committee is to be deprived of your services, but I respect your keen sense of duty which has impelled you to this action. . . . The untiring energy, diligence, industry and ability with which you have discharged your duties have, in my judgment, completely confirmed the reasons for which I recommended your appointment."

In his letter Monday to Chairman Lea, Mr. Wood charged Mr. Sirica with "prejudicial conduct" and alleged that it had become "abundantly clear that your counsel regards himself and is in truth and fact acting as Flamm's attorney". Pointing out that Mr. Noble is a "well-known citizen of good repute", Mr. Wood requested that the Committee "direct your counsel to refrain from his one-sided presentation of matters relating to the civil suit, or that your Committee hold these hearings in executive session with the understanding that the testimony will be made public after the civil suit is tried."

Shaw Denies Charges

Donald S. Shaw, former general manager of WMCA and accused by Leslie E. Roberts, former public relations counsel of the station, with taking part in what Mr. Roberts described as a "conspiracy" to "scare" Mr. Flamm into selling the station, emphatically denied the charges as "utterly false and completely untrue". He denied that he divulged any "confidential figures" to Mr. Noble prior to the contract signing on Dec. 2, 1940.

Mr. Barker read a transcript of what purported to be a recorded telephone conversation between Messrs. Shaw and Roberts in early 1943, when Milton I. Hauser, former assistant general counsel under Mr. Garey, questioned them regarding the WMCA sale. Mr. Barker pointed to discrepancies in statements given by Mr. Shaw in April

Prell Gets Post

JOHN F. PRELL, World War II veteran, formerly in the advertising department of the *Omaha World-Herald*, which operates KOWH Omaha, has been placed in charge of new radio developments for the newspaper. He will devote the major portion of his time to study of television, FM and other postwar radio services. The appointment in no way affects the management of KOWH by B. C. Corrigan.

"Now, if we were only staying at THE ROOSEVELT"



When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager
Other Hilton Hotels From Coast to Coast:
TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

and May 1943 and his current testimony. Mr. Shaw said apparently he was confused at times when questioned by Mr. Hauser.

Mr. Shaw denied charges by Mr. Roberts that he was involved in any "conspiracy", said he had no conferences with Mr. Noble and his counsel, William J. Dempsey, until after the contract was signed but admitted he told Mr. Noble "after Flamm reneged" that Mr. Flamm could be frightened into carrying out the contract.

John Elmer, president of WCBM Baltimore and former NAB president, testified that one night in late 1940 he was called by both Messrs. Shaw and Flamm regarding the proposed sale of WMCA but told both of them he could offer no advice one way or the other. He said Mr. Shaw asked him to recommend to Mr. Flamm that he sell the station.

David H. Diebler, FCC principal attorney who handled the transaction, testified that "very few" transfers are granted in the short time taken in the WMCA case. He said he was under the impression from what he had heard and read that Col. Telford Taylor, then FCC general counsel, wanted to expedite the Commission action because he understood Mr. Dempsey, himself a former general counsel of the FCC, has procured Col. Taylor's appointment.

Diebler Denies 'Pressure'

He said he had no knowledge that any Commissioner or the general counsel" did anything wrong. Although he testified that he had told Fred R. Walker, former assistant general counsel of the Committee, that a memorandum written by Col. Taylor would tend to "grease the case", he said he didn't mean to "infer anything sinister about that". Col. Taylor's recommendations were so drawn as to "expedite" FCC action, he added. He said he had no knowledge that the Commission was pressured into rushing through the transfer.

John A. Curtis, New York broker, testified that he sat at a meeting with Col. Roosevelt regarding the proposed Transcontinental deal and that the plan worked out was that Transcontinental was to lease WMCA for "around $100,000 a year" for "two or three years" with an option to purchase. It was not a firm offer, he said, but a tentative one. Mr. Flamm had testified that Col. Roosevelt's interests offered him $1,100,000 for the station prior to the sale to Mr. Noble for $850,000 net, which Mr. Noble said was a $940,000 transaction.

Former Commissioner George H. Payne, who was a member of the Commission during the WMCA transaction, testified that he was "always more or less critical of Mr. Flamm because of the type of his programs". He said the fact that President Roosevelt withdrew his nomination for reappointment in 1943 had no "effect" on his testimony before the Committee.

Mr. Payne related in detail the WMCA transfer, said Commissioner Case was acting chairman in the absence of Chairman Fly, that Commissioner Walker called the White House about the WMCA transfer and later was advised, as he recalled, that the "White House had no interest" in the matter and said to "forget it". Mr. Payne told the Committee that he "wanted to get rid of Flamm".

He told how later he met Mr. Weisman through Edward J. Flynn and how Mr. Weisman told him of the alleged "conspiracy". He reported to the Commission on his return to Washington, he said, and it was then that Commissioner Walker called the White House for advice. He said the Commission never took any steps, to his knowledge, to investigate the WMCA sale.

Witnesses excused by the Committee include Maj. Gen. Edwin M. (Pa) Watson, military aide to President Roosevelt; Chester J. LaRoche, vice-chairman of the Blue; Warren S. Snow and Harry A. Cushing, New York brokers; Messrs. Steingut, Weisman and Elmer. Ten others who testified were told to remain on call.

Get Hooper Service

STATIONS in Columbus, Indianapolis, Dayton, Marion and other cities in Ohio and adjacent states heretofore unable to secure Hooper continuing measurements of radio listening and station listening indexes because of contractual arrangements between C. E. Hooper Inc. and WLW Cincinnati, will be able to get this service as of Jan. 1, 1945, C. E. Hooper Inc. announced last week.

SERVICE CLASSIC AIRED BY GILLETTE

COVERAGE of the Army-Navy game in Baltimore last week for the Armed Forces at home and abroad eclipsed even that of the World Series broadcasts in October. Broadcast marked the first sponsorship of an AFRS program. Gillette Safety Razor Corp., through its agency, Maxon Inc., New York, carried the game on 144 CBS stations. All commercials were devoted to War Bond messages.

Marking the second time point-to-point transmission has been used to supplement and augment shortwave coverage of a sports event by the Armed Forces Radio Service of the Army Service Forces, the broadcast was carried "live" to England, Europe, and the Mediterranean area. The American Forces Network and the Allied Expeditionary Forces program arranged to air the game over their standard wave transmitters so that England and Europe would have both standard and shortwave coverage.

Where the time element and shortwave beam coverage did not make a "live" broadcast feasible, a play-by-play recreation was beamed to such areas as Iceland, Greenland, Central Africa and the South Atlantic islands. From the West Coast, the program was carried "live" to Alaska, the Aleutians, South and Central America and the Southwest Pacific. For most of the Pacific area, however, the entire game was recorded and rebroadcast several hours after the game so as to arrive at more convenient listening times.

Similar blanket coverage of future sports events are planned because of the enthusiastic reports and letters from overseas servicemen responding to the broadcasts of such events as the Army-Notre Dame game and the World Series.

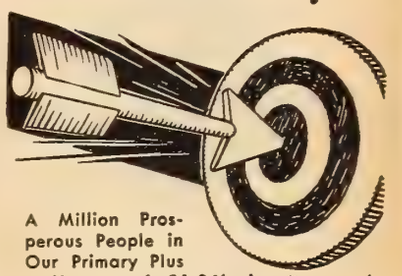
NAM Considers

NATIONAL ASSN. of Manufacturers is seriously considering a paid radio campaign to supplement its newspaper advertising drive to enlist public support of a program of business action, directed toward more jobs and higher standards of living in the postwar period. Among the matters under investigation is whether and how the NAM could spend money for a propagandizing campaign under the terms of the NAB code. Final decision on whether or not radio will be used is expected in a week or ten days. NAM has used sustaining radio extensively during the past year with a recorded quarter-hour program *Businessmen Look to the Future*, offered gratis and now carried on about 280 stations weekly.

Woods Honored

AMERICAN COUNCIL of Christian Churches has presented Mark Woods, president of the Blue Network, with its 1944 award, a plaque, "for his fairness and statesmanship in recognizing the rights of religious minorities". Group presented *Bible Messages* as a Friday noon quarter-hour broadcast on the Blue from Feb. 4 to April 28, 1944.

ST. LOUIS
a great city
HOTEL MAYFAIR
a great hotel
DOWNTOWN ST. LOUIS AT YOUR DOORSTEP

Hooper proves It's a Bull's-eye!

A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!
1000 WJHL 910
Watts Johnson City K.C.
Tennessee
REPRESENTED BY HOWARD WILSON CO.

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA



ask a John Blair man

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS



AP

WBRY, Waterbury, Conn.

. . . think your Telescript presentations are excellent and most helpful in the sale of the fine Telescript features on The AP radio wire.

E. J. Frey
Station Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

WJZ Bans Chain-Break Spots

(*Continued from page 13*)

specific standards can be applied only after considerable experience. The overall standard to be applied at this time will be: Is the chain break a positive factor rather than a negative factor so far as the listener is concerned? It may be that in the future we can work out more explicit rules to guide those who prepare copy for these chain breaks. For the present, we must proceed on a trial and error basis."

Tailor-Made Copy

Mr. McNeil said that perhaps copy will have to be tailor-made to fit the spot where it is scheduled or perhaps the client should submit the copy without specifying the time of broadcast, leaving it to the station to put it at the most appropriate time.

"A jingle commercial might be extremely annoying to listeners if it is spotted immediately following a symphony broadcast," he explained, "whereas the same announcement would annoy no one if placed adjacent to a slap-stick comedy show."

Unlike WWJ's ban on transcribed announcements, WJZ is making no blanket prohibition against recorded chain breaks as long as they meet the general standards it has set. "In most cases it may be preferable to encourage the use of live announcements," Mr. McNeil's memorandum stated, "but an electrical transcription which is short, pleasant to hear and which blends with the programs about it, should be just as acceptable as a live announcement."

Directing WJZ executives concerned with passing on copy to use the three standards of brevity, pleasant listening and appropriateness to adjacent programs as their guide, "as well as your own judgment as to whether or not the acceptance of the chain break will make the period more pleasant to listen to," Mr. McNeil urged them to "keep in mind that the listeners' interest is paramount.

No Singing Ban

"A chain break," he continued, "is short if it seems short—no matter how many words it has. It is long if it seems long—no matter how few words it has. It should not burst upon the listeners like a bombshell. It should be in keeping with what precedes it and with what follows it. Excessive repetition of a product name can make a short message seem long and dull. Too insistent an urging on the part of the announcer can become annoying."

About singing commercials, another highly controversial subject with both broadcasters and listeners, Mr. McNeil issued the following direction: "You are to use your own judgment as to singing commercials, keeping in mind the fact that they seem to annoy a considerable proportion of the listeners. There is no reason that a singing commercial cannot be pleasant. If so, there is no good reason to ban it."

WJZ will try not to be arbitrary in the application of its new policy and to consider the advertiser's viewpoint as well as that of the station, Mr. McNeil explained. "But," he stated, "it seems obvious that everything that is broadcast, whether programs or announcements, should add to the pleasure of listening. If an announcement encourages the listener to stay tuned to WJZ, then we want it. If it would have the opposite effect, we have no business taking it if we are sincerely acting in the best interests of our listeners, our advertisers or ourselves."

More WWJ Reactions

Frank Palmer, Kenyon & Eckhardt, New York, wired Mr. Bannister that he agreed with the motives that prompted the ban but strongly disagreed with his method. "The fact that an announcement is transcribed does not necessarily make it objectionable," he said. "Believe sounder policy would be discrimination in the acceptance of announcements regardless whether live or transcribed than flat discrimination against advertisers using transcriptions," he telegraphed. "We will be forced to use other Detroit stations where our clients' campaign requires transcriptions."

Supplementing comments of agency executives, station operators and network officials, published in the last issue of BROADCASTING, are these remarks by Chicago agency officials:

Walt Schwimmer, Schwimmer & Scott

It's a great mistake. There's no question but that the live announcement will not do as good a selling job as ET's. ET's possess in abundance the one element that makes radio outstanding and that is showmanship. While I agree some ET's can be considered objectionable, its great advantages outweigh any of these faults.

Ros Metzger, Vice-President and Radio Director, Ruthrauff & Ryan

In our opinion, many transcribed announcements that are expertly done do furnish unusually good entertainment and provide a welcome variety to the station listening.

Fred Klein, Timebuyer, Dancer-Fitzgerald-Sample

Rather than make it a blanket order effecting all transcriptions, why not treat each individual announcement separately on its own merits? Why take a lot of good transcribed announcements off the air because there may be one or two of poor quality?

George Durham, Radio Director, H. W. Kastor & Sons

We are very much against it. It is our opinion the reason for transcribed announcements is to be able to furnish and produce a better announcement. The reason we pay money for transcribed announcements is so we can use big names like Rudy Vallee and Irene Beasley and the like. By eliminating ET's they are going backward instead of forward.

Margaret Wiley, Timebuyer, J. Walter Thompson Co.

I don't approve of it. We use a lot of ET's: (1) because we can select A-1 announcers (2) we are not limited to one voice because we can use dialogue which makes for entertainment. In fact many stations have called our one-minute ET's one-minute programs and have said they take the curse off spot announcements. It is entertainment instead of one-minute of hard selling.

Semler May Lead MBS Billing With New Budget

R. B. SEMLER Inc., New York, moves further towards outstripping its competitors in the shampoo and hair tonic market in radio advertising coverage with the start this week of a five-times weekly news commentary at noon by Gabriel Heatter and William Lang, and a twice-weekly musical variety show on MBS. Both programs will promote Kreml Hair Tonic and Shampoo and will be heard on the same 170-station hookup which will continue to carry Gabriel Heatter on Mutual on behalf of both products, Mon., Wed., Fri., 9-9:30 p.m.

Contracts should easily move Semler from second to first place in the list of MBS advertisers in terms of billings, ahead of last year's leader Gospel Broadcasting Assn., and make it top radio advertiser for these types of products, with ten quarter-hours weekly plus evening station breaks and announcements in 14 cities and daytime spots in 25 markets. Agency is Erwin Wasey & Co., New York.

KFI Holiday Breaks

CANCELLING all station breaks on Christmas Day, KFI Los Angeles will insert recorded Christmas greetings from Southern California GIs in the battle zones. Messages are being transcribed now in the war theatres with discs to be flown to the station. Besides conveying personal greetings, GIs will tell something about the planned Christmas observance in their sectors. Where time element is a problem, message will be shortwaved from central points and recorded at KFI studios. Following broadcast the six-inch recordings will be presented to families of the GIs.

Ryan Named

J. HAROLD RYAN, NAB president, has accepted chairmanship of the national radio division in the annual fund raising drive to combat infantile paralysis, according to an announcement made by Basil O'Connor, president of the National Foundation for Infantile Paralysis. Dates for the drive have been set as Jan. 14-31, 1945. In accepting the appointment, Mr. Ryan assured Mr. O'Connor of the services of radio in America in the fund raising.

FOUR TOP MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky. Huntington, W. Va.*

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Announcer-program director who can write continuity. Salary plus overtime and special shows for network station in New England. Box 915, BROADCASTING.

Major market CBS regional station (midwest) is looking for a high calibre emcee-ad lib personality to handle two hour morning show plus others. Must be able to address Rotary, etc. meetings, handle public service affairs. Good salary and commission commensurate with ability. Permanent position. Send full details and picture to Box 920, BROADCASTING.

One announcer, one 1st class operator by Blue Network, 250 watt station. Deep south. Box 924, BROADCASTING.

Continuity-writer—Good paying, permanent position for capable continuity-writer, with 1000 watt midwest regional network station. Box 929, BROADCASTING.

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

Wanted—Capable announcer-program director for successful Texas independent local. $45.00. Box 936, BROADCASTING.

WGAC, Augusta, Ga., Blue, wishes add one man to its announcing staff. No control operating, no copy work, 2 men all shifts. Excellent opportunity to join large congenial staff.

Fine opportunity in southern network affiliate for good announcer. No operating or continuity. Permanent. Man with some record MC or personality work experience preferred. Salary $45 weekly. Box 941, BROADCASTING.

Man to organize and develop radio department upstate New York agency. Splendid opportunity for good salesman with sound radio sense. Give complete details including salary. Box 943, BROADCASTING.

Need complete staff—New station going on air about February in Ann Arbor, Michigan. Fine opportunities in every department. Give complete details, salary expected in first letter. Box 948, BROADCASTING.

Progressive daytime southern station needs chief engineer and announcer. The chief must be technically on his toes. The announcer? Just a good average man for newscasts and commercials. If you can double and handle both jobs, we'll up the ante. Send full information, transcription first letter. No drifters. Box 950, BROADCASTING.

Experienced announcer for one kw station. Give experience, reference and draft status in first letter of application. Box 954, BROADCASTING.

First class chief radio engineer, announcer and entire staff for new radio station. Box 955, BROADCASTING.

Advertising manager for network station. Permanent position. KFRO, Longview, Texas.

WALA, Mobile, has an opening for an announcer who desires to get ahead. An excellent salary, talent fees, permanent. No floaters wanted. Send transcription.

Commercial manager who can sell and organize the commercial department, in Wisconsin's hottest market. Outline experiences, and salary in first letter. F. M. Kadow, Manitowoc, Wisc.

Transmitter control operator, first class license. Permanent. Progressive, congenial organization, best equipment and post-war plans. Give full details first letter. WENY, Elmira, New York.

What ever became of all those good old dependable announcers? You know, the steady, reliable kind that you could count on and compliment for their good work? We need two of them. We offer steady employment, compatible surroundings and good salary to this type of man. Are there any? KTFI, Twin Falls, Idaho.

If you are a salesman with a record of a job well done, there is an interesting opportunity for you at WHOT, South Bend's new station. Blue affiliation, capable program department, excellent news and transcription services, fine prospect list, and a pleasant city in which to live are part of the new picture for the one who can show he has what it takes. Write to Harry Burdick, WHOT, South Bend 4, Ind.

Help Wanted (Cont'd)

A good opportunity for man now holding straight announcing position, to become program director with progressive 250 local station, with post war plans. Must have confidence in self that you are qualified. Permanent, not a wartime job. Must carry regular announcing schedule and be able to edit news. Salary $45.00-$50.00 per week. Write, wire, or call Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Male announcer—Want connection with station down south with real future? Salary good to start, gets better. Every employee shares profit. You must have good voice, desire to better yourself. No floaters. Write or wire Emmet H. McMurry, WJPR, Greenville, Mississippi.

Announcer wanted. Experience helpful, but not necessary. Good future for right man. State all in first letter. Box 956, BROADCASTING.

Wanted at once, by southern CBS affiliate! Capable announcer with some newscasting experience! Basic salary with bonus and talent possibilities. Ideal working and living conditions. If you are draft deferred or discharged from the service, call, wire or write Weldon Herrin, Mgr., WRBL, Columbus, Georgia.

Situations Wanted

Engineer—Desires position as chief of progressive local, on eastern seaboard. Best of references from good past employers. Eight years experience including 50 kw, HF and FM. Position accepted only after personal interview. Box 934, BROADCASTING.

Consulting engineer desires position with station or group of stations. Now employed by Washington firm. Box 908, BROADCASTING.

First class licensed engineer desires position in New England. Prefer small studio-transmitter station with opportunity to announce and build programs. Age 31, draft 4F. In radio since 1930. Box 949, BROADCASTING.

Situations Wanted (Cont'd)

What's doing for American who, despite current international announcing on major network leaves himself cold as announcer but is open to flattery, writes successfully in several media, holds two important jobs abroad, desires return USA on radio, pictures, or television project at salary depending local living conditions, but $150 minimum to keep 32 year old, 2A self and family anywhere but southern locale? Box 944, BROADCASTING.

Producer-director—Splendid record; advertising, drama, music. Box 945, BROADCASTING.

Chief engineer 250 or 5000 watt station. Must be permanent. Experience and references. Box 946, BROADCASTING.

Announcer—Age 26, married, ex-serviceman, all around work. Available on week's notice. Want opportunity to advance. Box 947, BROADCASTING.

Radio station secretary, steno-typist. Copywriter and experienced announcer. Box 953, BROADCASTING.

Experienced announcer control room operator and continuity writer. Available for immediate employment. Radio Institute of Chicago, 165 N. Michigan Ave., Chicago, Ill.

Station promotion director thoroughly experienced in publicity, advertising and production. Box 879, BROADCASTING.

Transmitter engineer-operator. Chief radioman USM retired. Would appreciate quarters, not imperative if nearby housing. No minor children. Licenses 1st phone and 1st telegraph. Available January, 1945. Box 937, BROADCASTING.

Announcer—Woman, now on staff well-known 5 kw. 5 years experience news, music, women's, acting. Transcription upon request. Box 926, BROADCASTING.

Wanted to Buy

Will pay cash for 250 watt transmitter, FCC approved, also any equipment such as pre-amplifiers, control panel, etc. Box 935, BROADCASTING.

Wanted to Buy (Cont'd)

Wanted—One or two turntables, new, used, or rebuilt. What have you? Cash arrangement. Box 911, BROADCASTING.

Tower—About 150 feet, ground wire, turntables, all other equipment for 250 station. Box 933, BROADCASTING.

Cash for FCC approved 250 or 100 watt transmitter, frequency and modulation monitors and other station equipment. Box 939, BROADCASTING.

WANTED AT ONCE—TWO VERTICAL RADIATORS. 1 ONE HUNDRED AND FORTY AND 1 ONE HUNDRED SEVENTY TO ONE HUNDRED AND NINETY. BOX 951, BROADCASTING.

Wanted to buy—One type 72-C recording attachment complete with cutting head and feeding mechanism. Wire or write WISR, Butler, Pa.

Wanted—any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

For Sale

For sale—Broadcasting station, 5000 watt, in middle northwest city doing good business. Box 938, BROADCASTING.

For sale—250 watt RCA transmitter, complete with tubes, formerly used by state police. Can be converted for standard broadcast, first $1250 check takes it. Box 940, BROADCASTING.

Western Electric transmitter. Formerly used for 100 watts. Available. Water cooled. Box 942, BROADCASTING.

Controlling interest midwest local. Box 957, BROADCASTING.

Miscellaneous

Want Friday morning availabilities for thirty minute religious program. William F. Holland, Sinton Hotel, Cincinnati.

1 in 10,000

To get this job, you'll have to be one man in ten thousand. An Announcer. An announcer who can slide from a hillbilly band to a world news commentary and play both fiddles convincingly. Then sub, in a pinch, on a sports play by play. A sober, stable, mature family man who has reached the age when he's interested in buying his home and bringing up his kids in a fine school and University town. Preferably a man with a real southern background because this is a southwestern city of 100,000. We offer this man (1.) a chance to grow with a CBS affiliate whose owners are determined to make it the best, and this means for the right man, permanence and advancement in direct ratio to your abilities; (2.) life in a beautiful city, an ideal climate, and among friendly, co-operative people; (3.) a moderate starting salary due to WLB restrictions; we scrupulously observe WLB and Wage-hour rules but definitely want NO clock-watchers.

If you are this man, write all details, age, present salary, experience, date available, minimum starting salary, etc., in first letter to Box 952, BROADCASTING.

A RARE OPPORTUNITY FOR A QUALIFIED CHIEF ENGINEER

The Chief Engineer this New York City station is looking for has good experience in radio broadcasting. He does not live with a slide rule in an ivory tower but thoroughly understands the practical problems involved in increasing power, installing new equipment, new studios, directional antennae, planning FM television and facsimile. Our staff knows about this ad. You will supplement, not replace. All letters will be held in strictest confidence. Write Elias Godofsky, WLIB, 846 Flatbush Avenue, Brooklyn 26, N. Y.

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(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course
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Taught by Network Professionals, for Beginner & Advanced students, include:

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FIELD OFFICE
991 Broad St., Bridgeport, Conn.

BUY WAR BONDS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 25 TO DECEMBER 1, INCLUSIVE

Decisions . . .

NOVEMBER 27

690 kc-KGGF Coffeyville, Kan.—Granted license to cover CP install new transmitter.

940 kc-WMAZ Macon, Ga.—Granted mod. CP authorizing move aux. trans. to site of main trans., increase power and DA-DN, for extension completion date from 11-22-44 to 5-22-45.

The Elm City Broadcasting Corp. (WNHC), New Haven, Conn.—Granted mod. CP new station for changes vertical antenna, changes transmitting equipment; conditions (Action taken 11-23).

The Times-Mirror Co., Los Angeles—Placed in pending file application new commercial television station.

Nied & Stevens, Warren, O.—Placed in pending file application new FM station.

Wyandotte News Co., Wyandotte, Mich.—Same.

The Daily Report, Ontario, Cal.—Same.

Bay Broadcasting Co., Bay City, Mich.—Same.

Portsmouth Radio Corp., Portsmouth, Va.—Same.

Cornbelt Broadcasting Corp., Lincoln, Neb.—Same.

NOVEMBER 28

750 kc-WHEB Portsmouth, N. H.—Designated for hearing application for CP increase operation from limited to WSB, to unlimited DA-N. Denied request for special service authorization operate 7 a.m. EST to local sunrise during Nov. Dec. Jan. Feb.

940 kc—WMIL Broadcasting Co., Milwaukee—Designated for hearing application new station.

1230 kc-Glens Falls Broadcasting Corp., Glens Falls, N. Y.—Designated for hearing application new station.

1250 kc-WREN Lawrence, Kan.—Designated for hearing application move trans. and studio from Lawrence to Topeka, increase power N from 1 kw to 5 kw DA-DN.

1390 kc-KLPM Minot, N. D.—Granted vol. assgn. license from John B. Cooley to John B. Cooley, Ethel H. Cooley and Carroll W. Baker, new partnership d/b Minot Broadcasting Co. No money involved.

1370 kc-WFEA Manchester, N. H.—Granted transfer control from Adeline B. Rines to H. M. Bittner for $150,000.

1450 kc-KORE Eugene, Ore.—Granted invol. assgn. license from Frank L. Hill and Violet G. Hill d/b Eugene Broadcast Station, to Violet G. Hill Motter and Violet G. Hill Motter, administratrix of estate of Frank L. Hill, deceased, d/b Eugene Broadcast Station. No money involved.

1230 kc-WSOO Sault Ste. Marie, Mich.—Designated for further hearing license renewal application.

1400 kc-KRKO Everett, Wash.—Granted CP move trans. and studio locally, install new antenna and ground; conditions.

Licenses for following stations were renewed for period ending not later than 11-1-47: KCMO KDTH KERN KFJM KGER KDNO KIEM KINY KTBS (and aux.) KUJ KWKW WAWZ WBIG WBRY WHIS WKBH WSAN WTJS WBYN WROX WWSR.

KYA San Francisco—Granted license renewal for period ending not later than 11-1-45.

WCAE Pittsburgh—Granted license renewal (main and aux. trans.) for period ending not later than 5-1-47.

Licenses of following stations extended on temp. basis only, pending determination license renewal applications, not later than 2-1-45: KCRC KSO KTYW WHBC WTSP KELA KFRO KGNC KLO KLPM KPRO KQV KTSM KTUL KWK WAAB WCOA WCSC WFBL WFCI WFEA (and aux.) WHEC WHOM (and aux.) WHP (and aux.) WIRE (and aux.) WMBD WMPS WHTD (and aux.) WOC WRDW WSAR WSPD KABR WGES.

License of following stations further extended on temp. basis only, pending determination license renewal applications, not later than 2-1-45: KGCU KRGV KRIS KTSA KXYZ (and aux.) WFIN WJDX WJAS WNBZ WOOD(and aux.) WORK WPAT WXYZ (and aux.) WTAQ.

WOKO Inc., Albany, N. Y.—Granted further extension license W2XWE (facsimile) on temp. basis only pending determination license renewal application, not later than 2-1-45.

1340 kc—KROS Clnton, Ia.—Granted acquisition control by transfer 55 sh (36.2%) from Peter Matzen to W. S. Jacobson for $5.500.

1400 kc-WORD Spartanburg, S. C.—Granted vol. assgn. license from Spartanburg Adv. Co. to J. M. Bryon and Smith Davis tr/as Spartanburg Broadcasting Co., for $58,500.

1190 kc-KEX Portland, Ore.—Granted vol. assgn. license from Oregonian Pub. Co. to Westinghouse Radio Stations Inc., for $400,000.

1450 kc-WGL Fort Wayne, Ind.—Granted vol. assgn. license from Westinghouse Radio Stations Inc. to Farnsworth Television & Radio Corp. for $235,000.

1260 kc-KYA San Francisco—Granted extension special service authorization to permit broadcasting as public service without charge of information to longshoremen for period 10-1-44 to 11-1-45.

1310 kc-WCAP Asbury Park, N. J.—Granted vol. transfer control from Georgia A. Burley, by transfer 21 sh (55.3%) to Charms Co. for $6,075; granted subject to whatever determination FCC might make on pending license renewal application and application for mod. license.

1400 kc-Macon Broadcasting Co., Macon Ga.—Granted application new station 250 w unlimited, in accordance with Jan. 26 1944 Policy; granted subject to condition that applicant sever all connections with WBML.

NOVEMBER 29

770 kc-KXA Seattle—Passed over petition for leave to amend application without prejudice.

1490 kc-WNLC New London, Conn.—Granted in part motion for continuance hearing now set 12-4-44; continued to 1-8-45.

1320 kc-KDYL Salt Lake City—Granted motion for additional time to file written appearance re application for CP; postponed same 30 days from 11-29-44.

560 kc-KSFO San Francisco—Granted in part motion for continuance hearing license renewal application now set 12-6-44 postponed same to 2-5-45.

960 kc-KROW Oakland, Cal.—Same.

1490 kc-WKBZ Muskegon, Mich.—Granted motion for continuance hearing application for CP from 12-5-44 to 2-5-45.

770 kc-KXA Seattle, Wash.—Granted in part motion for continuance hearing application for mod. license, postponed same from 12-13-44 to 1-18-45.

Tentative Calendar . . .

DECEMBER 6

WCHS Charleston, W. Va.—License renewal.

DECEMBER 7

Consolidated Hearing

Southern Tier Radio Service Inc., Binghamton, N. Y.—CP 1490 kc 250 w unlimited.

Binghamton Press Co., Binghamton, N. Y.—Same.

Binghamton Broadcasting Co Binghamton, N. Y.—CP 1450 kc 250 w unlimited.

Applications . . .

NOVEMBER 27

Channel 8-Marcus Loew Booking Agency Washington, D. C.—CP new commercial television station.

Channel 17-Marcus Loew Booking Agency, New York—CP new commercial television station.

SCHEDULING TWICE WEEKLY
Writes BILL HUNT, WSFA
THE SHADOW

Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

1240 kc-Capitol Broadcasting Corp., Charleston, W. Va.—CP new standard station 250 w unlimited.

1000 kc-Taylor Radio & Television Corp., San Diego—CP new standard station 250 w unlimited.

Channel 8-Metro-Goldwyn-Mayer Studios, Los Angeles—CP new commercial television station.

48,900 kc-Claremont Eagle Inc., Claremont, N. H.—CP new FM station, 5,100 sq. mi., $26,750 estimated cost.

337,000 kc-Claremont Eagle Inc., Claremont, N. H.—CP new ST broadcast station, 25 w special emission.

46,700 kc-WABC-FM New York—License to cover CP for changes in antenna system.

Channel 1-WLW Cincinnati—CP new commercial television station.

1340 kc-Smoky Mountain Broadcasting Co., Knoxville, Tenn.—CP new standard station, 250 w unlimited.

1230 kc-WRAL Raleigh, N. C.—CP change from 1240 kc to 1230 kc.

44,700 kc-KJBS San Francisco—CP new FM station, amended to change coverage to 7,557 sq. mi. and make changes antenna system.

1450 kc-Thomas J. Watson, Endicott, N. Y.—Mod. CP new standard station amended re change trans., change trans. site and request authority install synchronous amplifier.

1080 kc-Mid-American Broadcasting Corp., Louisville—CP new standard station amended re changes in corporate structure, change trans. site and specify studio site.

49,100 kc-News-Journal Corp., Daytona Beach, Fla.—CP new FM station, 3,000 sq. mi., $65,250 estimated cost.

NOVEMBER 28

1340 kc-WMFF Plattsburg, N. Y.—Transfer control from Edward H. Bragg and Leslie F. Bragg to George F. Bissell.

620 kc-Jackson Broadcasting Co., Jackson, Miss.—CP new standard station 1 kw unlimited DA-N.

1520 kc-Calumet Broadcasting Corp., Richmond, Ind.—CP new standard station amended re corporate structure.

770 kc-KECA Los Angeles—Special service authorization 770 kc 5 kw unlimited pending completion contemplation application for CP change 790 kc to 770 kc, increase 5 kw to 50 kw, install new trans. DA-DN, move studio and transmitter.

960 kc-KROW Oakland, Cal.—Vol. assgn. license from Educational Broadcasting Corp. to KROW Inc.

43,500 kc-WATR Waterbury, Conn.—CP new FM station, 14,300 sq. mi., $55,050 estimated cost.

New Macon Station

NEW STANDARD station for Macon, Ga., to operate on 1400 kc with 250 w and unlimited hours, was granted by the FCC last week to Macon Broadcasting Co. President and 65% owner of Macon Broadcasting is E. M. Lowe, vice-president and quarter-owner of WBML Macon. Alfred Lowe, commercial manager of WBML, holds 25% interest. Elsworth Hall Jr., attorney, is owner of remaining 15% as secretary-treasurer. Application, filed Aug. 31 of this year, is granted subject to condition that applicant sever all connections with WBML and pursuant to the Jan. 26, 1944 FCC-WPB Policy relating to use of critical materials in new construction.

44,500 kc-KLUF Galveston, Tex.—CP new FM station, 940 sq. mi., $25,000 estimated cost.

600 kc-WMT Cedar Rapids, Ia.—Mod. license change name to American Broadcasting Stations Inc.

1030 kc-KARM Fresno, Cal.—CP change 1430 kc to 1030 kc, make changes DA. Facilities KOB.

1360 kc-KMO Tacoma, Wash.—CP make changes in auxiliary transmitting equipment.

1280 kc-KIT Yakima, Wash.—CP make changes in transmitting equipment.

43,700 kc-Reno Newspapers Inc., Reno, Nev.—CP new FM station, 35,558 sq. mi., $51,935 estimated cost.

NOVEMBER 30

Metropolitan Television Inc., New York—Mod. CP new experimental television station (W2XMT) for extension completion date from 12-31-44 to 5-31-45.

560 kc-WJLS Beckley, W. Va.—License to cover CP authorizing change frequency and power.

1400 kc-Fort Lauderdale Broadcasting Co., Fort Lauderdale, Fla.—CP new standard station 250 w unlimited.

46,000 kc-The Patriot Co., Harrisburg, Pa.—CP new FM station, 7,633 sq. mi., $48,260 estimated cost.

in the CONTROL ROOM

MURRAY G. CROSBY, for 20 years a research engineer in the communications division of RCA Labs., has joined the research and development staff of Press Wireless Inc. as a consultant, with headquarters at P-W laboratories in Little Neck, L. I. A pioneer in FM, Mr. Crosby has conducted research in other phases of electronics, and holds over 100 U. S. and foreign patents in his field. He will be associated at P-W with **P. D. ZURIAN,** director of research and development.

FRANK BARRON, studio and field technician for KPO San Francisco, has transferred to New York. **ROY C. FELL,** transmitter engineer, has shifted to new short-wave station at Dixon, Cal., as also has **SAM MELNICOE.** studio and field technician. **W. B. SEWARD** has replaced **RALPH R. STUBBE,** resigned, as transmitter engineer for KPO. New members of the studio-field engineering staff are **DWIGHT MAXWELL,** formerly of OWI, and **EARL G. SORENSON.**

L. A. HARTSOOK Jr. has assumed full-time technical duties in the WBIG Greensboro control room.

C. E. PICKETT, NBC Hollywood master control engineer, has been appointed assistant to A. H. Saxton, Western division chief engineer. He will also act as operations supervisor of the engineering department.

HUNTER WALL, control operator of WPTF Raleigh, N. C., has returned to work following an absence of two months during which he recuperated from two major operations.

JOHN W. JONES, engineer and announcer of WALL Middletown, N. Y., is now in charge of programming and promotion.

FRED SCHOELKOF, former transmitter operator, is now a control-operator and announcer. **JIM MAILLER,** new to radio, is being trained as control operator and announcer.

CHESTER C. AIKEN, associated with field engineering training and personnel work for RCA since 1928, is now a member of the Electronics Apparatus Section of the RCA Division in Camden.

E. C. BRODE has been appointed manager of distribution for the manufacturing division of the Crosley Corp. He has been associated for many years with the radio and major appliance industries.

LLOYD MORRIS, operator of CFPR Prince Rupert, B. C., recently underwent a tonsilectomy.

H. E. ALLER, control room engineer at WFBL Syracuse, last week completed 20 years service with the station.

GEORGE W. CROWELL, formerly of Philco Radio Corp., Chicago, is now Chicago radio sales representative of Stromberg-Carlson Co., Rochester.

KENNETH HAILE, formerly with Western Electric Co., New York, has joined WNEW New York as studio engineer. **JOHN MUNRO** has rejoined the engineering staff.

Young Opens Firm

ADAM J. YOUNG Jr., who resigned Nov. 16 as vice-president and sales manager of Joseph Hershey McGillvra Inc. after six and a half years with that organization, has opened his own station representative business, Adam J. Young Jr. Inc., at 11 W. 42nd St., New York, Telephone is LO. 3-1926. Before joining McGillvra Mr. Young had spent seven and a half years with NBC, in the program department, artists service bureau and sales research and promotion department, and one year as radio director of H. M. Kiesewetter Adv. Agency. A Chicago office will be opened about Dec. 15, Mr. Young said last week. He will announce a list of stations shortly.

CKWX Vancouver, B. C., joined Don Lee Broadcasting System, Dec. 1 as a supplementary station.

COLUMBIA AFFILIATE

Serving New England's 3RD LARGEST CONCENTRATED RADIO AUDIENCE

WLAW

LAWRENCE, MASS.
5000 WATTS · 680 K C

Dominant Signal in a Concentrated Market

NATIONAL REPRESENTATIVES
THE KATZ AGENCY, INC.



KTFI
TWIN FALLS · IDAHO

Today's BEST BUYS
AUDIENCE TESTED FOR BUSY TIME BUYERS

A full page of them in the December 11th issue of BROADCASTING on stations

REPRESENTED BY RAMBEAU

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

SOUND EFFECTS
One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
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Transcriptions—Specialized Recordings
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YOUR CANADIAN DISTRIBUTION
is assured thru
WALTER P. DOWNS Ltd.
633 Dominion Sq. Bldg., Montreal, Can.
Present Lines:
PRESTO RECORDING CORP.
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AUDIO DEVELOPMENT CO.

Accurate Concise Dramatic
LYN and PEL
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT·SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

BUY
WAR BONDS

New NAB Committees Named; Executive Sessions Planned

Legislative Group to Hold Dec. 13-15 Session In Washington With Elias Again Chairman

MEMBERSHIPS of the NAB executive and standing committees, to serve until the 1945 annual meeting, were completed last week, with a few exceptions, by J. Harold Ryan, NAB president. With the new committee alignments, Mr. Ryan disclosed that three important executive committees will meet this month.

Scheduled for a session in Washington Dec. 13-15 is the Legislative Committee, to be headed again by Don S. Elias, WWNC Asheville, N. C. The Sales Managers Executive Committee will meet in Chicago Dec. 12-13, followed on Dec. 14-15, also in Chicago, by a meeting of the Small Market Stations Committee.

Early Legislation a Possibility

Inasmuch as Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, has declared himself heartily in favor of new radio legislation early in the next Congress, the Washington conference was considered significant. Although Sen. Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, in a recent article in the *Progressive* said the White-Wheeler Bill (S-814) was "pending", hopes of its passage long since have been abandoned, in light of his assertion months ago that it was "dead".

Since new bills would have to be introduced in the 79th Congress, it was generally felt in the broadcasting profession that the NAB Legislative Committee, offering its assistance to Chairman Lea, could accomplish much towards definitive legislation in the next Congress. Rep. Lea, also chairman of the Select Committee to Investigate the FCC, expressed his views on the need for legislation in the Aug. 28 BROADCASTING.

President Ryan will attend the Legislative Committee meeting in Washington and one day of the Small Market Stations Committee session in Chicago. Robert T. Bartley, NAB Director of Government Relations, is acting secretary of the Legislative Committee and Lewis H. Avery, Director of Broadcast Advertising, serves as secretary of the Sales Managers Executive Committee and the Small Market Stations group.

C. E. Arney Jr., NAB secretary-treasurer, after lining up a tentative schedule for NAB district meetings to begin in January, was obliged to revamp the setup after it was announced that the annual NBC Regional War Clinics already had been scheduled to begin Feb. 5. In some instances the NAB and NBC meetings conflict and Mr. Arney is revising his schedule.

Following are the NAB committees as announced by President Ryan:

CODE—Lee B. Wailes, KYW Philadelphia, chairman; Edgar L. Bill, WMBD Peoria; Felix Hinkle, WHBC Canton, O.; William S. Hedges, NBC New York; Herbert Hollister, KANS Wichita, Kan.; Richard H. Mason, WPTF Raleigh, N. C.; Eugene P. O'Fallon, KFEL Denver; William B. Quarton, WMT Cedar Rapids, Ia.; Jan Schimek, CBS New York.

ENGINEERING EXECUTIVE—Porter Houston, WSBM Baltimore, chairman; O. B. Hanson, NBC New York; Karl B. Hoffman, WGR Buffalo; William B. Lodge, CBS New York; J. B. Fuqua, WGAC Augusta, Ga.

INSURANCE—William I. Moore, WBNX New York, chairman; S. R. Dean, CBS New York; R. J. Teichner, NBC New York.

LABOR EXECUTIVE—Harry LePoidevin, WRJN Racine, Wis., chairman; W. E. Hutchinson, WAAF Chicago; John H. MacDonald, NBC New York; Stephen R. Rintoul, WSRR Stamford, Conn.; Calvin J. Smith, KFAC Los Angeles; Frank K. White, CBS New York; (one member to be added).

LEGISLATIVE—Don S. Elias, WWNC Asheville, N. C., chairman; Clair R. McCollough, WGAL Lancaster, Pa.; Joseph H. Ream, CBS New York; J. Leonard Reinsch, WSB Atlanta; Frank M. Russell, NBC Washington; G. Richard Shafto, WIS Columbia, S. C.; James D. Shouse, WLW Cincinnati; Harry R. Spence, KXRO Aberdeen, Wash.; O. L. (Ted) Taylor, KGNC Amarillo, Tex.

OFFICE FORMS & PRACTICES—John B. Conley, WOWO Fort Wayne, Ind., chairman; Gene L. Cagle, KFJZ Fort Worth; S. R. Dean, CBS New York; Harry F. McKeon, NBC New York; Lloyd C. Thomas, KGFW Kearney, Neb.; Earl W. Winger, WDOD Chattanooga; (one member to be added).

PROGRAM DIRECTORS EXECUTIVE—Harold Fair, WHO Des Moines, chairman; Irvin G. Abeloff, WRVA Richmond, Va.; William J. Adams, WHEC Rochester, N. Y.; Eugene Carr, WJR Detroit; Douglas Coulter, CBS New York; Robert Evans, WSPD Toledo; Clarence L. Menser, NBC New York; Ray Shannon, WHAS Louisville; (one member to be added).

PUBLIC RELATIONS EXECUTIVE—John F. Patt, WGAR Cleveland, chairman; Edgar L. Bill, WMBD Peoria; Michael R. Hanna, WHCU Ithaca, N. Y.; Leslie W. Joy, KYW Philadelphia; Harry Kopf, NBC Chicago; George Crandall, CBS New York; Craig Lawrence, WHOM Jersey City-New York; Lewis Allen Weiss, KHJ Hollywood; Karl O. Wyler, KTSM El Paso.

RADIO NEWS—Karl Koerper, KMBC Kansas City, chairman; William Brooks, NBC New York; H. K. Carpenter, WHK Cleveland; Rex G. Howell, KFXJ Grand Junction, Colo.; L. Spencer Mitchell, WDAE Tampa, Fla.; E. R. Vadeboncoeur, WSYR Syracuse; Paul White, CBS New York.

RESEARCH—Roger W. Clipp, KFIL Philadelphia, chairman; George M. Burbach, KSD St. Louis; Martin B. Campbell, WFAA Dallas; John K. Churchill, CBS New York; Edward F. Evans, WJZ New York; Barry T. Rumple, NBC New York; Dale L. Taylor, WENY Elmira, N. Y.; J. C. Tully, WJAC Johnstown, Pa.

SALES MANAGERS EXECUTIVE—Arthur Hull Hayes, WBAC New York, chairman; Samuel H. Bennett, KMBC Kansas City; William Doerr Jr., WEBR Buffalo; Walter Johnson, WTIC Hartford, Conn.; Stanton P. Kettler, WMMN Fairmont, W. Va.; Ben Laird, WOSH Oshkosh, Wis.; James V. McConnell, WEAF New York; John M. Outler Jr., WSB Atlanta; Frank Webb, KDKA Pittsburgh.

SMALL MARKET STATIONS—Robert T. Mason, WMRN Marion, O., chairman; James R. Curtis, KFRO Longview, Tex.; William B. Smullin, KIEM Eureka, Cal.; Marshall Pengra, KRNR Roseburg, Ore.; Hugh M. Smith, WAML Laurel, Miss.; Gerald Wing, KROC Rochester, Minn.; David Rosenblum, WISR Butler, Pa.

ENGINEERING—District 1, Italo Martino, WDRC Hartford; District 2, Earle Godfrey, WBAB Atlantic City; District 3, T. C. Kenney, KDKA Pittsburgh; District 4, Philip F. Hedrick, WSJS Winston-Salem, N. C.; District 5, J. B. Fuqua, KGAC Augusta, Ga.; District 6, J. D. Bloom, WWL New Orleans; District 7, Frank A. Dieringer, WFMJ Youngstown, O.; District 8, Stokes Gresham Jr., WISH Indianapolis; District 9, Oscar C. Hirsch, WKRO Cairo, Ill.; District 10, Mark W. Bullock, KFAB Lincoln, Neb.; District 13, William G. Egerton, KTSA San Antonio; District 14, Robert H. Owen, KOA Denver; District 15, George Greaves, KPO San Francisco; District 16, Lester H. Bowman, KNX Los Angeles; District 17, J. D. Kolesar, KMO Tacoma, Wash. Districts 11, 12 to be named.

PUBLIC RELATIONS—District 1, Millard P. Stanton, WORC Worcester, Mass.; District 2, Michael R. Hanna, WHUC Ithaca, N. Y.; District 3, George D. Coleman, WGBI Scranton; District 4, James H. Moore, WSLS Roanoke, Va.; District 5, W. Walter Tison, WFLA Tampa; District 6, Wiley P. Harris, WJDX Jackson, Miss.; District 7, John F. Patt, WGAR Cleveland; District 8, Milton L. Greenebaum, WSAM Saginaw, Mich.; District 9, Edward E. Lindsay, WSOY Decatur, Ill.; District 10, Phil Hoffman, KRNT Des Moines; District 12, Ralph Nimmons, WFAA Dallas; District 14, Walter E. Wagstaff, KIDO Boise, Id District 15, C. L. McCarthy, KQW S Francisco; District 16, Patrick Campb KHJ Hollywood; District 17, Wallace B zeal, KFPY Spokane, Wash.; Districts 12 to be named.

SALES MANAGERS—District 1, Kingsley Horton, WEEI Boston; District 2, John Bacon, WGR Buffalo; District 3, Thom B. Price, WWSW Pittsburgh; District Roland Weeks, WCSC Charleston, S. District 5, Frank Crowther (Red Cros WMAZ Macon, Ga.; District 6, F. Sowell Jr., WLAC Nashville; District E. Y. Flanigan, WSPD Toledo; District Owen F. Uridge, WJR Detroit; District Edwin C. Allen, WIBA Madison, Wi District 10, Hale Bondurant, WHO D Moines; District 13, C. K. Beaver, WO San Antonio; District 14, William Grove, KFBC, Cheyenne, Wyo.; District Ray Baker, KPO San Francisco; Distri 16, William J. Beaton, KWKW Pasaden Cal.; District 17, Chet Wheeler, KW Albany, Ore.; Districts 11, 12 to be name

PROGRAM DIRECTORS—District 1, Way Henry Latham, WSPR Springfield, Mas District 2, Elliott Stewart, WIBX Utic N. Y.; District 3, J. C. Tully, WJA Johnstown, Pa.; District 4, Irvin G. Ab loff, WRVA Richmond, Va.; District Robert L. Fidlar, WIOD Miami; District Robert Atherton, WMC Memphis; Distri 7, Edgar T. Wolfe, WBNS Columbus, C District 8, Eldon Campbell, WOWO Fo Wayne; District 9, Maurice P. Owen WROK Rockford, Ill.; District 10, Haro Fair, WHO Des Moines; District 13, J Lally, WBAP Fort Worth; District 1 Ralph W. Hardy, KLS Salt Lake Cit District 15, Robert H. Wesson, KGO Sa Francisco; District 17, Homer Welch, KE Portland, Ore.; Districts 11, 12, 16 to named.

Historic Virginia

FIRST of a series of WRVA advertisements depicting historic Virginia scenes appears in this issue of BROADCASTING. The advertisements are based on linoleum block prints by Charles Smith. Opening print shows the U. of Virginia Rotunda at Charlottesville. Antique type is used. The series represents a departure in broadcast advertising. It will appear only in BROADCASTING magazine. Mr. Smith, renowned artist, has exhibited his works in museums all over the world.



Drawn for BROADCASTING by Sid Hix

JOHN HYMES QUITS OWI RADIO BUREA

JOHN D. HYMES, deputy ch of the OWI Domestic Radio Bur in charge of station relations, resigned effective Dec. 22. Geo P. Ludlam, reau chief, s Mr. Hymes, came to the O in June 19 from Foote, C & Belding, N York, "has d a brilliant jo Mr. Hymes signed because illness in h family. His l ter to the regional chiefs of t radio bureau said in part, "I sure you know I am resigning o because I feel it absolutely nec sary. We still have a big job do at OWI and I deeply reg leaving at this time. I have f the necessity of my decision several months now, but Geo Ludlam has persuaded me to c tinue for as long as I possi could. I now find that I can't c tinue in Washington beyond t end of the year."


Mr. Hymes

Willett Kempton, assistant ch of station relations, will take o direction of the division as acti chief. Mr. Hymes did not a nounce his plans. He was a tim buyer and station relations ch with FC&B for eight years a also has done radio productio contact work, and script writing

Nusbaum to Agency

MORT NUSBAUM with WSA Rochester and commercial manag of that outlet for several yea has been appointed account exec tive of Kayton-Spiero, New Yo He will serve as radio advertisi consultant for Twentieth-Centur Fox Film Corp. supervising produ tion of radio advertising and tim purchases.



This Ad* SHOCKED A Market Into The Open!

Some time ago when women started to smoke, Chesterfield took public cognizance of the fact that *nice* women may smoke. This ad, and other cigarette campaigns shocked many people, but by forcing the facts into the open, made possible the frank merchandising of cigarettes to a vast feminine market.

**Prepared by Newell-Emmett Co.*



In the *Distribution Decade,*

ADVERTISING

Must Open Many New Markets!

MONEY, men, materials, manufacturing facilities —there'll be plenty of all these after Victory. The problem will be to *move* the products of Industry into millions of consumer homes quickly, cheaply and efficiently—in the Distribution Decade after V-Day.

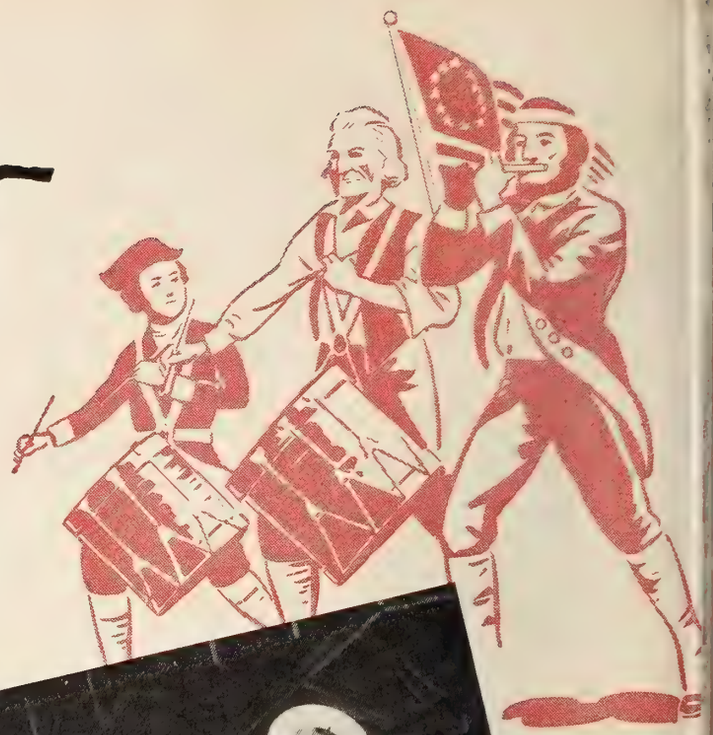
Advertising's responsibilities—and opportunities—in the Distribution Decade will be tremendous. For on Advertising and the men who create and administer Advertising must rest a large part of the burden of accelerating distribution and improving distribution techniques, so that we, as a Nation, can readily absorb the 40% increase in production necessary to achieve a high post-war standard of living.

Alert agency men are intensively studying these problems. So is the Nation's Station, as they apply to the great 4-State market that is WLW-land.

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION

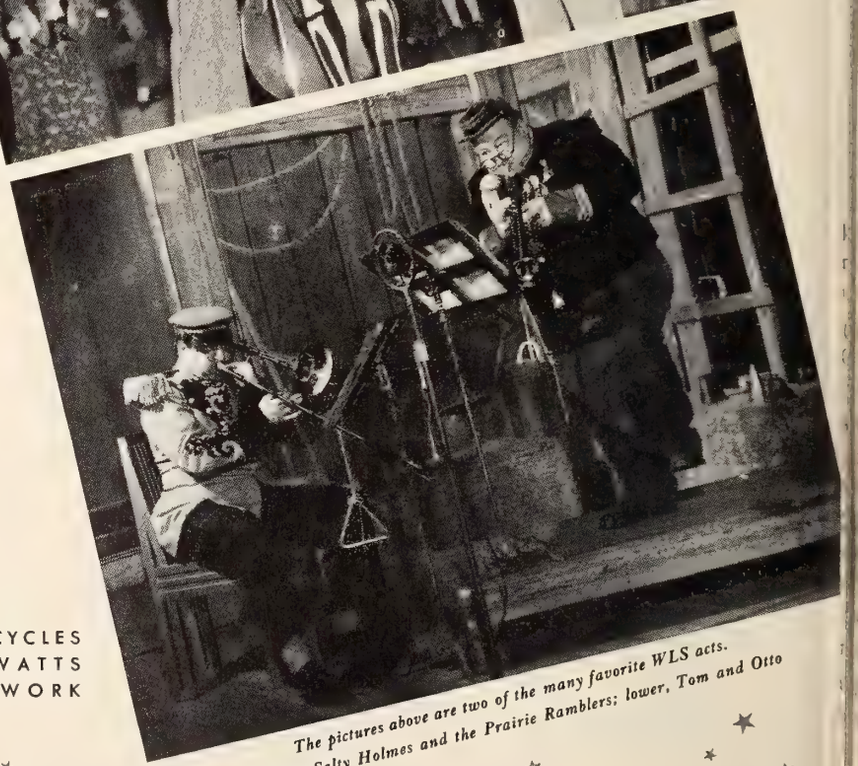
"The SPIRIT of '76"



EARLY in the Sixth War Loan, WLS Program Director Harold Safford, counted up. "We have booked SEVENTY-SIX special war bond shows for WLS talent," he said. "One, two, up to ten acts. Seventy-six performances and the drive has just begun!"

That's what we mean by "The Spirit of '76". These seventy-six WLS war bond shows exemplify the "Spirit of '76" in the Radio Industry of 1944. We're glad to serve this way. And besides, we're proud that WLS is so much "One of the family in Midwest America" that, whenever our people want help, they call on us. In war bond or salvage drives, in community efforts of every kind IN CHICAGO and all our four-state area, WLS is the first thought of millions of Americans who, in 1944, are working and fighting with "The Spirit of '76".





The pictures above are two of the many favorite WLS acts. Upper, Salty Holmes and the Prairie Ramblers; lower, Tom and Otto

If you want help in selling a product or service in Midwest America, call WLS or see a John Blair man. Our million letters a year are proof of what we can and will do.

WLS CHICAGO 7

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLA

THIS CAN ONLY BE PORTLAND, OREGON



A Typical American City . . . but its horizon makes it different.
KOIN is a Typical American Radio Station . . . whose new horizons in Public Service make it different.

KOIN RADIO TEACHERS INSTITUTE

Three weeks course in real, roll-up-the-sleeves radio utilization for 300 teachers. Said one: "you've jarred me out of the old classroom rut!"

SONG OF THE COLUMBIA. Stories of Oregon history dramatized in words and inspiring music . . . in biggest single station production on Pacific Coast. Over 50 in the cast.

UNITED WAR CHEST. Opening chest campaign with "Portland, Oregon to Portland, Maine" phone challenge plus "Fifth Freedom" drama, KOIN helps in attaining largest Portland quota in history.

WARTIME WOMEN. Daily program conducted by Clare Hays, named by *Variety* as most outstanding in women's war activities in the nation. Now in its fourth year, and for the duration.

GARDENING WITH BOUQUET. KOIN dialers heard the Northwest's leading crops expert twice a week, then grabbed their hoes for bigger 'n' better Victory Gardens.

PARK CONCERTS. Outdoor concerts provided by City of Portland and KOIN are enjoyed by weekly crowds of 5,000 in summer series.

SAFETY. Two separate weekly series of safety programs help to shine the stop light on mounting problem of wartime accidents.

MILLION DOLLAR CLUB. Called by Ted Gamble, National Director, War Finance Division of U.S. Treasury "one of the finest War Bond shows on the air in this country".

KID CRITICS. Award-winning weekly discussion by four "primer professors" of books they read . . . presented in cooperation with Portland Public Schools and Library.

RED'S GANG. KOIN's popular "western" group entertains war workers on the job, makes war bond personal appearances . . . plus five "topnotch" radio shows a week.

CALLING PISTOL BUTTE. Our own network origination of tribute to U.S. Forest Service and "the men who serve their country in forest green". Another KOIN fire prevention program.

SPELL'N TELL. This weekly spelling-bee and current events quiz is the vehicle used to air the story of Portland Public Schools in wartime.

PROBLEM CLINIC. This weekly series helps to solve the problems peculiar to a war-swollen area.

KOIN PORTLAND OREGON

CBS

FREE & PETERS, Inc.
National
Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



"The People's

IN TURNTABLE EQUIPMENT

Elections come and go, but the broadcasters' favorite is always...RCA Turntable Equipment. Here is sturdy, dependable construction; equipment particularly designed for broadcast station needs.

In the RCA 70-C1 Turntable with its combination head, the broadcaster will find equipment of great flexibility. These turntables will be available for delivery on rated orders early in 1945. Inquire now!

For broadcasters interested in postwar reservations of turntables, new AM, FM or Television equipment, speech input equipment, etc.—write the Broadcast Equipment Section for information on the RCA Broadcast Equipment Priority Plan.

FEATURES OF THE RCA 70-C1 TRANSCRIPTION TURNTABLE

- Combination pickup for vertical and lateral transcriptions.
- Counter balanced tone arm, free of noise and vibration. Six-position switch for control of compensation.
- Excellent speed regulation. High torque for quick starting.
- Turntable operation within proximity of microphone possible. (Silent type power switch; low motor noise.)
- Isolation of motor noise from cabinet. Filters securely mounted and arranged for minimum hum pickup.
- Modern cabinet design, attractive trim. Umber gray cabinet finish.

Choice"...



The RCA 70-C1
(combination head)
Turntable

BUY MORE WAR BONDS

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal



BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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SOL TAISHOFF
Editor and Publisher

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CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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NEW YORK: S. J. Paul, *New York Advertising Manager;* Patricia Ann Foley.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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Now! At All Times*

~~Between 8 A.M. and 6 P.M.~~

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station – including all 50,000 watters!



**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

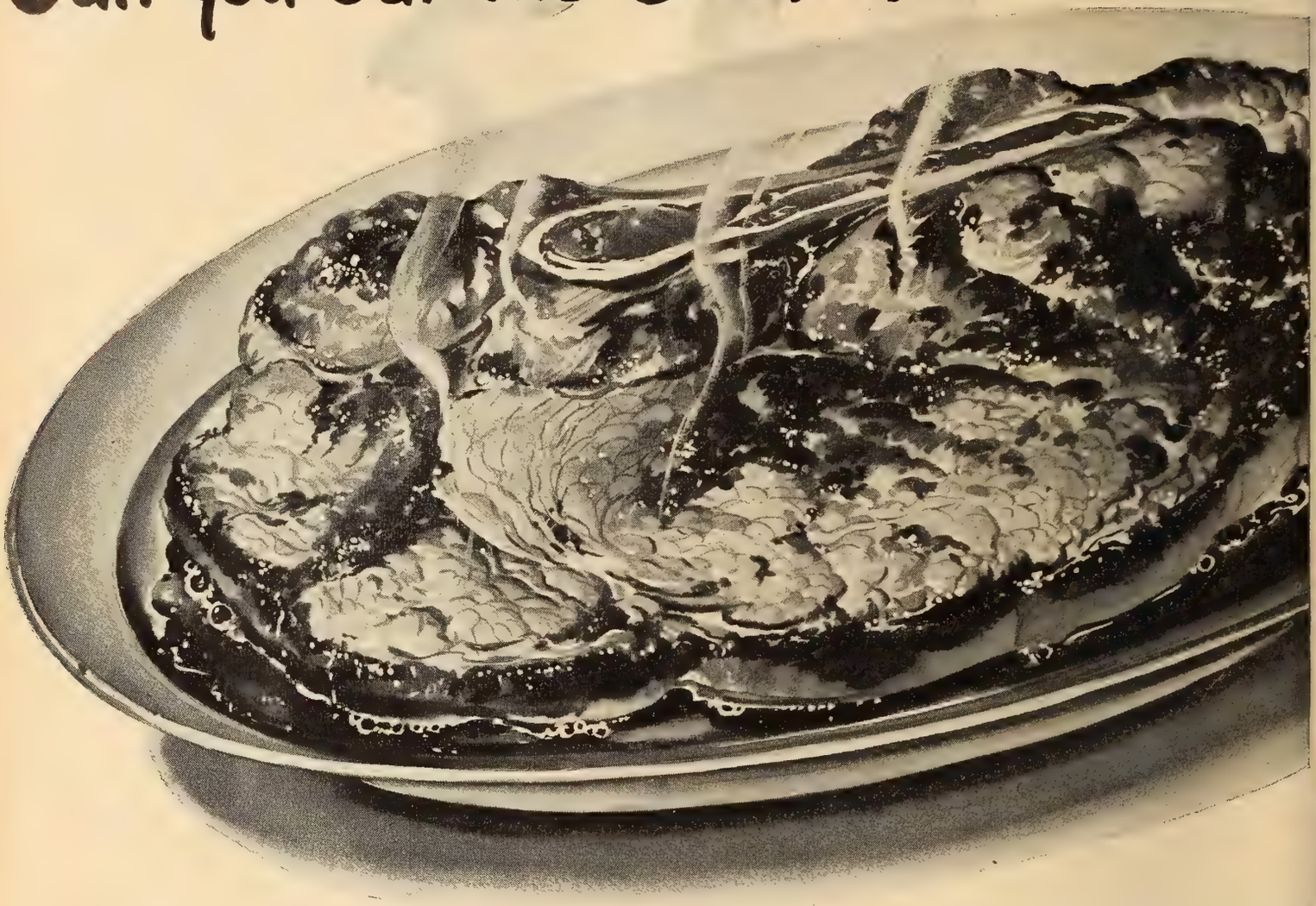
WAAT

970 KC
NEWARK, N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

Can you eat the Sizzle?



ADVERTISING PSYCHOLOGIST Elmer Wheeler had a neat way of summing up the strategy of sales appeal. Said he: "Sell the *sizzle*, not the steak."

BUT...don't *buy* that way, brother. The sizzle adds atmosphere, but it's the steak that has to fill you up.

A sprinkling of big names in a transcribed library may *look* very impressive, but it's as clear as a 50,000 watt signal that a few "peaks" in a library can't make up for a bulk of run-of-the-mill material.

Compare! Break down the number of playing hours into *paying* hours—hours of the kind of big-time showmanship that's known to get listeners and clients—and you'll find ASSOCIATED your best bet.

For the word is getting around: ASSOCIATED offers *most* hours of the best *radio* music!

That's why, in the past few months, ASSOCIATED has gained more new subscribers than in any comparable period in its history. It will pay you to find out what the rush is all about.

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc.

Completely Covers the KHQ Vast Inland Empire





Winners—Ready for the Picking. Famous Washington State Apples ready for world markets; and these are just one of the many choice crops that keep the Buying Income of the Inland Empire second highest in the nation —$2,252 per capita.

Picking the Winner among Media, too, is easy here in the Inland Empire. One rich market completely covered at the cost of just one medium .... no other single medium in this area except KHQ can make this claim. It's a Winner every time.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

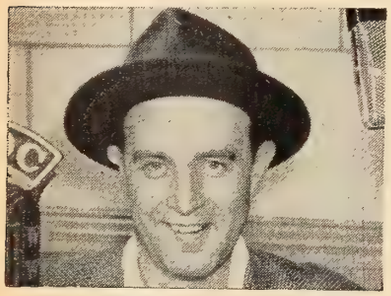
National Representatives; EDWARD PETRY & CO., INC.

BRIGHT SPOTS

in Washington, D. C.



Meet Alice Lane, the Washington "Good Neighbor," 10:35 to 11:30 A.M.



Mike Hunnicutt . . . he's the fellow who wakes Washington up with a laugh . . . 7 to 10 A.M.



Sports the way sports fans like them by Tony Wakeman, 1 to 5 P.M., and all-sports review at 6:45 P.M.



The "1450 Club" . . . as run by that popular music picker Jackson Lowe . . . 8:30 to 10:30 P.M.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by
WEED & COMPANY

At Deadline . . .

PROCTER & GAMBLE Co., Cincinnati, Jan. 1 starts Bob Sweeney and Hal March, comedians, on 13 CBS West Coast and midwest stations for Oxydol and Ivory Soap Monday through Friday, 7-7:15 p.m., replacing *I Love a Mystery*. Jack Kirkwood's program replaces the mystery series on the remaining P & G network of 60 CBS stations at 7 p.m., moving from 8-8:15 p.m. (PWT) on 13 stations. Compton Adv., New York, handles advertising for both products, but the Sweeney-March show will be handled by Dancer-Fitzgerald-Sample, New York.

ACME White Lead & Color Works, Detroit (Lin-X Wax and Polish), effective Jan. 1 renews sponsorship of two Sunday mystery shows, *The Shadow* on 33 Mutual stations and *Nick Carter* on 14. Contracts for 13 weeks were placed by Henri, Hurst and McDonald Inc., Chicago.

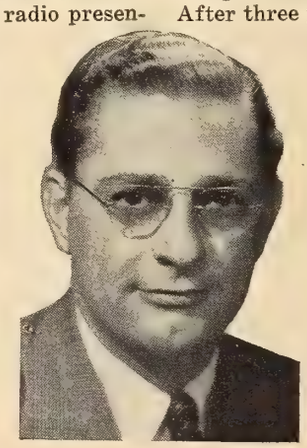
COWLES newspaper and radio interests have leased substantial space at 711 Fifth Ave., New York City, former NBC headquarters, for occupancy about April 1. Probably to be known as Look Bldg. Quarters also will house New York studios of WHOM Jersey City-New York. World Broadcasting System will continue to occupy substantial space in the building.

ARTHUR GODFREY, early-morning programmer of WABC New York and WTOP Washington, returned last Friday from a tour of the Pacific with a series of recordings on the use of blood plasma in the fighting areas. G. Richard Swift, WABC program director, accompanied Mr. Godfrey.

SELLERS of SALES

"AN ADVERTISER should not use radio sporadically, but should, after making an investment, protect that investment by continuing his radio activities over a long period of time, in fact almost indefinitely. Major users of radio today have been on the air for a number of years."

This axiom of radio which could be the preface of any radio presentation, is given added weight by its source—Roland Van Nostrand, chief timebuyer of Benton & Bowles who purchases portions of time for such major users of radio as General Foods, Procter & Gamble, Prudential Life Insurance, Florida Citrus Commission, Best Foods and others.



VAN

While all media have done an outstanding job for the advertiser, Van says that radio properly used, offers larger potentials than other forms of media. Although time is scarce under present conditions, when the war is won, radio, he feels, will still retain a large portion of its sponsored time. Van's observations are supported by ten years of front-line experience in media.

Born in Sag Harbor, New York in 1910, Van was prominent in high-school athletics, and following graduation became an athletic instructor. He then opened his own business in the filling station field. His genuine ambition lay, however, in advertising and soon he was employed by Lord & Thomas where he began in the research department, but after several months shifted to media. He remained at L&T for five years before going to the Joseph Katz Co. in Baltimore. After three years with Joseph Katz Co. as space and timebuyer and account executive, he moved to Ivey & Ellington as media director. He joined Benton & Bowles the first part of this year.

Van looks forward to the day when restrictions on production of television receivers and equipment will be lifted, giving television the opportunity to advance. He feels that the fine standard of radio entertainment will be reflected in television programming and consequently television will not have to go through that phase of growing pains which radio had to endure in its beginning.

Van's interests outside are the theatre, music and sports. The latter is his forte, among which are swimming, riding, tennis, hunting, fishing and golf. He shoots golf in the 70s.

NBC BASIC STATION

WDEL

1150 KC
Wilmington, Delaware

5000 WATTS DAY & NIGHT

REPRESENTED BY
RAYMER



LISTENERS in thirty-five thousand homes reached in their mail boxes last month and drew out a colorful folder listing all WLAC programs . . . complete with pictures of network personalities.

Not only home owners in Nashville but those in Clarksville, Goodlettsville, Murfreesboro, McMinnville, Cookeville, Tullahoma, Lawrenceburg, Lewisburg, Gallatin, Lebanon, Shelbyville, Franklin and Springfield received this mailing piece. The Nashville listening area was saturated with the story of WLAC program offerings.

And that's not all. Every morning, for one week, Nashville business executives were mailed a bulletin inviting listening to that night's top programs. Over 600 grocers and over 300 druggists in the Nashville area received regular mailings from this station.

Is it any wonder that WLAC has made a reputation as a "promotion-minded" station? Let WLAC, with its 50,000 watts, beam your sales story to an audience that is loyal and receptive.



50,000 Watts **WLAC** Nashville, Tenn.

Represented by Paul H. Raymer Company



"We wanted results, Thistlewaite, you chump, and you ask for only one F&P station!"

- Stand up, Thistlewaite, and defend yourself! You can easily cite cases in which *one* F&P station has proved the equivalent of an entire *list* of stations . . . others in which such satisfactory results have been obtained from just a few F&P stations that whole campaigns have been switched over to spot broadcasting.

  Whether it's one station or twenty – let's *start.* Soon?



EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932



CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bld* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 24 WASHINGTON, D. C., DECEMBER 11, 1944 $5.00 A YEAR—15c A COPY

Blue-NBC Face Double Strike Threat

Petrillo May Pull AFM If Nets Sign NABET

By JACK LEVY

A DOUBLE strike by musicians and technicians faced the NBC and Blue networks last week as James C. Petrillo reportedly threatened to defy the National Labor Relations Board decision of Nov. 24 awarding jurisdiction over platter-turning in all but the Chicago stations of the networks to the National Assn. of Broadcast Engineers and Technicians.

BROADCASTING learned from reliable sources that Mr. Petrillo met with network officials last Tuesday, the day on which negotiations started between NABET and the nets for renewal of contracts, and served notice in unmistakable terms that if contracts are signed covering platter-turner jurisdiction he would call out his musicians. Several days earlier his action had threatened, obviously as a show of strength, to pull musicians from the NBC *Jack Benny Show* if "non-union engineers" were employed. The program, however, went on the air as usual.

Petrillo Letter

Following the Benny incident and the commencement of negotiations with the networks, Allen T. Powley, NABET president, issued a formal statement calling upon Mr. Petrillo to prove a charge that NABET is a "company dominated union" or subject himself to a libel suit by the officers and members of the technicians' union (see text of statement on page 66). Mr. Powley said the networks advised him they received a letter from Mr. Petrillo containing this charge. Mr. Powley also accused the networks of attempting to coerce NABET into joining the AFL in order to satisfy Mr. Petrillo. "This tribute collecting gentleman", he declared, "seems to have thoroughly scared the large networks into the point where they are willing to do anything he asks, even to the point of asking us to relinquish our rights under the NLRB ruling and join Mr. Petrillo's gang, in order that Petrillo's unjust wrath is not brought down on their heads.

Charging "behind the scenes" action between Mr. Petrillo and the networks which, he said, makes it appear that the "company dominated union" in the broadcasting picture is Mr. Petrillo's organization, Mr. Powley asserted that NABET was at a loss to determine whether Mr. Petrillo's sanction must be obtained in order to make an agreement with the companies. "In fact," he asserted, "we are becoming so confused that we hardly know who is president of NBC, Mr. James Trammell or Mr. Niles Petrillo."

NAB May Act

Apprised of Mr. Powley's statement, an NBC spokesman admitted that a letter to the nets from Mr. Petrillo had been read during negotiations with NABET but denied that the networks on their own had made any request that NABET join the International Brotherhood of Electrical Workers (AFL). Mr. Petrillo has an agreement with the IBEW which gives him platter-turner jurisdiction at CBS owned stations.

A spokesman for the Blue stated Friday: "The Blue network is involved in a jurisdictional dispute between two unions. We are hopeful that this dispute will be satisfactorily solved."

A possibility that the NAB would urge the networks to resist pressure from Petrillo was seen late Friday in an announcement by President J. Harold Ryan that telegrams were being sent to members of the Labor Executive Committee for an expression of their views. Responses from the members will determine whether a meting of the Committee will be called to take action.

Members of the Committee are Harry LePoidevin, WRJN Racine, Wis., chairman; W. E. Hutchinson, WAAF Chicago; John H. MacDonald, NBC New York; Stephen R. Rintoul, WSRR Stamford, Conn.; Calvin J. Smith, KFAC Los Angeles; and Frank K. Smith, CBS New York.

Nets Given Two Weeks

Negotiations between NABET and the NBC and Blue networks were recessed Thursday because of a prior commitment of John H. MacDonald, NBC vice-president in charge of labor relations, to make a short inspection tour. They were to be resumed Tuesday morning.

In the meantime, it was reported, Mr. Petrillo would make no move against the networks for two weeks although he is understood to have warned them that signing with NABET would result in musicians' strikes. Mr. Powley suggested that the two weeks respite might be Mr. Petrillo's strategy "to lay low until Congress is out of the way". Congress is expected to adjourn *sine die* next week. A new Congress takes office Jan. 3.

NABET is now weighing its next move, foregoing any immediate action until the resumption of negotiations Tuesday when the readiness of the networks to renew contracts can be better determined. Should the networks refuse to renew, NABET may employ one of two procedures or both. It may (1) file with NLRB an unfair labor practice charge against the networks for refusing to bargain in accordance with its jurisdictional rights as certified in the recent NLRB ruling. In that event, the Board would go to the Circuit Court of Appeals which would in all likelihood issue a court order requiring the networks to enter into contracts with NABET. Refusal to comply with such an order is punishable by fine or imprisonment.

NABET might (2) go before the War Labor Board, which took jurisdiction in the case last May [BROADCASTING, June 5] to prevent a strike at 12 NBC, Blue and Mutual stations when Mr. Petrillo attempted to take over turntable operations, serving notice that unless the WLB took action it would call a strike of its technicians at NBC and Blue. Such a notice probably would result in the WLB issuing an order holding the status quo and subsequently directing the networks to renew their contracts within a specified time. Failure on the part of the companies to comply could result in the Government seizing the networks.

NABET also may take both actions simultaneously.

NABET has no disposition to strike, a spokesman declared, but if the companies bargain with Mr. Petrillo in complete disregard of the NLRB certification of NABET's jurisdiction over turntables it is entirely probable that the technicians will call a strike at all network owned and independent stations served by the union—an aggregate of approximately 40 stations as well as the Hollywood studios of Blue and NBC. It would take this action on the ground that

(*Continued on Page 66*)

Senate May Consider Porter FCC Nomination This Week

A PUBLIC HEARING into the qualifications of Paul A. Porter, nominated by President Roosevelt to fill the unexpired term of James Lawrence Fly on the FCC, probably will be held by the Senate Interstate Commerce Committee this week, Chairman Burton K. Wheeler (D-Mont.) indicated Friday. Mr. Porter, now sojourning in Miami Beach, wired Sen. Wheeler he would return to Washington Dec. 12.

Mr. Porter, upon confirmation, will be named chairman by President Roosevelt. Confirmation is expected prior to adjournment of Congress before the Christmas holidays.

Sen. Wheeler said only one protest was filed against Mr. Porter's nomination. On Nov. 17 the Socialist Party National Executive Committee protested on the grounds that the appointment appeared to be a reward for Mr. Porter's work as publicity director of the Democratic National Committee. Mr. Porter's previous affiliation with CBS as Washington counsel also was mentioned by the Socialists or objectionable.

Chairman Wheeler declined comment on Mr. Porter's nomination, other than to say he would hold a public hearing upon the nominee's return. Sen. Wallace H. White Jr. (R-Me.), ranking minority member of the Interstate Commerce Committee and Minority Leader, said he had no objections to Mr. Porter's nomination.

TBA Prepares for Television Debut

Enrollment in Excess Of 750 at N. Y. Convention

By BRUCE ROBERTSON

ANTICIPATING a new allocation plan which will authorize television operations in both the lower portion of the spectrum and "upstairs" in the higher frequencies, the first annual conference of the Television Broadcasters Assn. convenes in New York today (Dec. 11) for a two-day session. Advance registrations had passed the 500 mark by the weekend and Will Baltin, TBA secretary, predicted the total enrollment would reach 750, with possibly 1,000 attending the banquet Monday evening.

As the first conference convened, the FCC was whipping into shape its spectrum-wide allocations, looking toward adequate space for postwar development of television and FM, as well as other non-broadcast radio and communications services.

In Lower Band

While no concrete data were available, it was generally felt that provision for more than a dozen 6 mc channels would be made for television in the higher frequencies the spectrum—below 200 mc—with virtually unlimited opportunities for development of high-definition television in the higher frequencies above 400 mc. This would constitute a compromise of the positions taken by the proponents of immediate postwar television in the lower bands and those who propose only high-definition television.

The FCC, however, was losing no time in seeking to perfect the spectrum-wide allocations, and last Thursday met with the Interdepartment Radio Advisory Committee in another effort to reconcile differences in recommendations made to the overall allocations hearing last November. The FCC would prefer to project an overall allocation, rather than on piecemeal basis but to meet the State Dept. deadline on frequencies having international aspects it first will complete proposed allocations below 30 mc.

While some partial determination of assignments may be effected by latter December, it was hardly expected the integrated plan would be available before the first of the year. Thus, allocations covering television, FM, facsimile probably will not be conclusively known until some time in January. On the international phases, an inter-American radio conference is to be held June 2 in Rio de Janeiro.

Touches All Phases

Every phase of the video art will come before the convention, including manufacture, distribution, exploitation, price ranges of transmitters and receivers, and prospective network operations, along with large-screen theatre television. Discussion as to price range is centered around a table model at about $150, but with the bulk buying expected to be in the range $200-$400.

The advance registration indicates that a substantial number of broadcasters will be on hand to browse about to determine if and when they should enter the video field. Theatrical interests likewise will be prominently represented, along with program and syndicate observers.

At dinner Monday evening Dr. Allen B. DuMont, TBA president, will present the organization's awards of merit to a number of individuals who have been largely responsible for the developments that have brought television to its present status. Following the presentation the recipients of the awards will participate in a symposium on future developments which they anticipate for the medium. Entertainment of the evening will come completely by television, with studio, remote and film programs originated by WNBT, NBC station, and WABD, DuMont station, and received on some 30 sets provided for the occasion by RCA, DuMont, General Electric, Philco and Fada. Program will include newsreel shots of delegates arriving at the conference and the first commercial movie short to be made expressly for television.

LIST of TBA registrations on page 24; late registrations on page 59.

Opening with an address of welcome by Dr. DuMont at 10 a.m. this morning, the morning session will include discussions of the technical, program and network outlook for television, speakers being Dr. W. R. G. Baker, General Electric Co.; E. W. Engstrom, RCA Labs; John F. Royal, NBC; Robert L. Gibson, GE; Thomas H. Hutchinson, RKO Television Corp.; Harold S. Osborne, AT&T.

Lewis Allen Weiss, Don Lee Broadcasting System, will address Monday's luncheon meeting on "Television and the Broadcaster." The afternoon will be devoted to panel meetings of broadcasters, manufacturers, program producers, advertising agencies, publications, talent and theatres. On Tuesday morning an address on the Navy's electronic training program by Comdr. William C. Eddy, on leave from his regular post as manager of WBKB, Chicago video station of Balaban & Katz, will be followed by a technical roundtable. Annual TBA business meeting will be held Tuesday afternoon, at which time the three New York television stations, WCBW of CBS as well as WABD and WNBT, will hold open house for conference visitors.

Bolling Denounces Usual Timebuying

Blames Station Housecleanin On Careless Spot Buying

FORMULA timebuying, with sta tions pre-selected on a basis o power or network affiliation c Hooper ratings, was soundly d nounced last Thursday by Georg Bolling, vice-president, John Blai & Co., in an address on "Wh Time Selling Is Hell", given befor the radio-in-wartime luncheon c the New York chapter of th American Marketing Assn.

In his talk, a companion piec to one on timebuying made la spring to the same audience b Linnea Nelson, chief timebuyer c J. Walter Thompson Co. [BROA CASTING, May 15], Mr. Bollin stressed the fact that in the "ma whirl of spot buying, buyers ca not be figureheads"; they must b able to recognize a good buy whe they see it and they must have th authority to buy it when it's avai able.

Stating that much of the criticis which has started a wave of hous cleaning among radio stations wa evoked by the limitations of fo mula buying, Mr. Bolling said th while the housecleaning objectiv of these stations are admirab some of the methods used to rea these objectives are faulty. " blanket indictment against all r corded announcements is like sayi all doctors are quacks or all ban ers crooks because there are son black sheep among them," he sai

He pointed out that such blank pronouncements might give t "professional reformers who a clamoring for government contr the very arguments they have be looking for. They could use radi argument against transcribed a nouncements to prove that all a nouncements are bad . . . then, th all commercials are bad . . . a finally that all commercial rad is bad."

PROGRAM FOR FIRST ANNUAL CONFERENCE OF TBA

Hotel Commodore, New York, Dec. 11-12

MONDAY, DEC. 11

M.—Registration.
.M.——Address of Welcome by Dr. en B. Du Mont, president TBA.
eport on Arrangements by J. R. Poppele, Chairman, First Annual Conference of Television Broadcasters Assn.
"New Horizons in Television", by Dr. W. R. G. Baker, vice-president, General Electric Co., Chairman, Radio Technical Planning Board; E. W. Engstrom, Director of Research, RCA Laboratories, Princeton, N. J.
"Television Programming", John F. Royal, vice-president in charge of Television, NBC; Robert L. Gibson, assistant to vice-president in charge of advertising and publicity, General Electric Co.; Thomas H. Hutchinson, in charge of production, RKO Television Corp.
"Establishing Television Networks", Harold S. Osborne, Chief Engineer, AT&T.

12:30 P.M.—Luncheon: "Television and the Broadcaster", address by Lewis Allen Weiss, executive vice-president, Don Lee Broadcasting System, vice-president, Television Broadcasters Assn.

2 P.M.—Panel Meetings: Dorman D. Israel, executive vice-president in charge of engineering, Emerson Radio & Phonograph Corp., presiding.
1. Broadcasters: Samuel Cuff, Chairman, Du Mont Television; Comdr. William C. Eddy, U. S. Navy; John T. Williams, NBC; Harry R. Lubcke, Don Lee; Paul Knight, Philco; Robert L. Gibson, GE; Klaus Landsberg, Television Production Inc.
2. Manufacturers: C. A. Priest, GE, Chairman; Charles Robbins, Emerson; Paul Chamberlain, GE; Merrill A. Trainer, RCA; Dr. Peter Goldmark, CBS; J. E. Keister, GE; Walter S. Lemmon, International Business Machines; David B. Smith, Philco.
3. Program Producers: Thomas H. Hutchinson, RKO, chairman; Raymond E. Nelson, Charles M. Storm Agency; Irving Shane, Television Workshop; Herbert Graf, NBC; Robert Emery, WOR; Hoyland Bettinger, GE; Edward Sobol, NBC; Lee Cooley, Ruthrauff & Ryan; R. B. Gamble, Television Producers Assn.
4. Advertising Agencies: Harry Trenner, William H. Weintraub & Co., chairman; Herbert Leder, Benton & Bowles; Frank Silvernail, Ted Long, BBDO; Jack Wyatt, Buchanan & Co.; Don McClure, N. W. Ayer & Son; William E. Forbes, Young & Rubicam; Theo Gannon, Wm. H. Weintraub Co.
5. Publications: Clifford Denton, *N. Y. Daily News*, chairman; Fred I. Archibald, *Albany Times-Union;* Dr. O. H. Caldwell, Caldwell-Clements Publications: William Kosta, *Look* magazine.
6. Talent: William Morris, Morris Agency, chairman; Ed Wynn, Garson Kanin, Larry Brooks, Richard Manville, Walter O'Keefe, Jessica Dragonette, Leo Horowitz, Hope Bunin, Ilka Chase, Selma Lee.
7. Theatres: Paul J. Larson, SMPE, chairman; Dr. B. W. Epstein, RCA Laboratories; Ralph B. Austrian, RKO Television; Paul Raibourn, Paramount Pictures Inc.; Ralph Beal, RCA Laboratories.

3:45 P.M. General Session: Summary of Panel Meetings—Presented by chairman of each panel.

5 P.M. Cocktail Party and Social Hour, sponsored by the First Television Network—NBC, GE, Philco.

7 P.M. First Annual Conference Banquet, prominent speaker, presentation of Awards of Merit and entertainment te vised to ballroom of Hotel Commod by New York television stations.

TUESDAY, DEC. 12

10 A.M. "The U. S. Navy's Electro Training Program and Its Relation Postwar Television", Comdr. Eddy.

10:45 P.M. Technical Roundtable Disc sion and Question and Answer peri Dr. Alfred N. Goldsmith, vice-chairm Radio Technical Planning Board, m erator.
Participants: O. B. Hanson, NBC; J. Keister, GE; Dr. Allen B. Du Mo Du Mont Laboratories; Dr. C. B. J liffe, RCA; F. J. Bingley, Philco; Ha Lubcke, Don Lee; A. H. Brolly, Ba ban & Katz; Klaus Landsberg, Te vision Productions Inc.; J. R. Popp WOR.

12:30 P.M. Luncheon: Entertainment stars of television, radio, stage and scre

2 P.M. Annual Meeting of the Televisi Broadcasters Assn., open only to membe

3:30 to 8 P.M. Visits to television stud at NBC, 30 Rockefeller Plaza; Du M Television, 515 Madison Ave.; CBS, Vanderbilt Ave.

Let's Get Together, Pleads Video Pioneer

Wrangling Detrimental to Public; Veteran Urges Compromise

By Lt. NOREN E. KERSTA, USMCR
Manager, NBC Television Dept., on Leave

THERE IS a place for analysis of the motives of the various interests in television in presenting their various positions. However, further comment along this line would only be an amplification of the accusations, the intrigue and the suspicions which already make up most of the history of television. The issue can be better served by discussion and planning tending toward dissolving some of this unfortunate background and healing some of the industry's festering.

As we know, the aspect of the television situation which has possibility of disastrous effects is: if broadcasters invest large sums of money in the business, they know they will only begin to get meager return some four or five years from the starting date. At just about this time present engineering thinking indicates the higher frequencies will be opened up successfully for television broadcasting. This reveals the possibilities of a superior service perhaps as a satisfactory color system.

Unity of Action Needed

Further it means that the receivers in the hands of the public would have to be either converted, or most likely completely replaced. The case of the public at this time becomes most difficult to face even on paper. The broadcaster's circulation will become split and he will be facing the job of conducting two costly services just as the one might be beginning to show some reasonable progress.

There never has been an embryonic art or pursuit in which unity of action is more essential. The only hesitancy which the industry —broadcasters and manufacturers alike—can afford to tolerate must have its roots in technical limitations and prospects. If there are other differences, which will frustrate the movement forward as a phalanx, then the art becomes limited and public and industry suffer.

The engineering approach on a new product or a new service can only go so far. In the end it is the businessman who is faced with the task of making the venture commercially successful. Such a major responsibility in the scheme of things deserves a major voice in the establishment of the final specifications under which the businessman is willing to go ahead. In the case at hand, before you can pass judgment on whether or not to invest a greater portion of the company's resources in television you are obligated to have definite specifications in mind regarding criteria under which you are willing to go ahead. It is not difficult to surmise what these broad specifications have to be. They have to include:

1. As a broad overall industry policy, it is important to every phase of the industry and the public to have television go ahead as soon as possible and be as perfect as possible and in as good a color representation as possible when color eventually is developed commercially.

2. The service should have the strongest possible promise of never rendering the receivers in the hands of the public completely useless during a contemplated future technical transition in the industry.

3. The service must have indications of offering flexibility so that steady improvement can be made from year to year as the science develops.

4. The service should be conducted in regions of the radio spectrum where there is a possibility of obtaining enough band width to encompass color television as it becomes commercially practicable.

5. The receivers sold during the early stages of television service should be capable of receiving a black and white version of the color transmissions which are in mind for the future date, and when color receivers are made available regular black and white transmissions as well.

It would be difficult for anyone to be hesitant about going into television if the five broad specifications laid down above are met. The facts of the situation, as they are presented in the industry, are such that these broad specifications cannot be met. On the other hand, there seems to be much jockeying, political pressure, claims and counter-claims, and considerable hesitancy on the part of businessmen to go fully out for the industry. The main issues that offer awkward realization of the five specifications listed above are:

1. It is generally agreed that going ahead with the technical standards on the frequencies recommended by the industry's technical committee will provide a commercially successful television service at the earliest possible moment in reference to the present war situation.

2. There is also general recognition of the fact that, in terms of approximately five years, the higher frequencies will likely be found to provide means of conducting a satisfactory television service, thus opening the way for a practical color television system.

3. The higher frequencies will make it possible to conduct a higher definition black and white service in the order of over 700 lines, instead of 525.

4. The period of approximately four or five years seems to be the time recognized before a black figure can be realized in the operation of a television broadcasting business without consideration of return on the initial investment.

Offers Solution

This analysis has now arrived at the point of suggesting the way to adjust and interpret the four awkward issues above in such a way that they may be reconciled with the five necessary specifications for a successful industry, as laid down heretofore. The following moves, if taken by the industry, would reconcile the facts as they stand and the requirements as laid down in the specifications:

1. Establish the definition for black and white television as 525 lines, both on the color frequencies and on the higher frequencies. This is the first compromise.

2. Provide channels broad enough in the higher frequencies to accommodate 525-line color television. Establish the policy among receiver manufacturers that black and white receivers be capable of receiving a black and white version of color television and the future color receivers be capable of receiving black and white transmissions.

3. Manufacture receivers for the lower frequencies of black and white transmissions in a way that the tuning sections can be replaced with tuning sections capable of eventually receiving transmissions in the higher frequencies (or be adaptable for use with converters).

4. As an improvement, it should be realized throughout the industry that the higher frequencies "situation" breaks down into two main categories: that pertaining to getting a broadcasting service functioning on these frequencies (color or not), and that of developing a satisfactory color system. The first must be achieved before the second.

5. There is probably a year's time left before much can be done toward the manufacture of equipment; so why not do as much of the necessary research in the higher frequencies in the interim? There is equipment available to operate on high frequencies, while not necessarily immediately adaptable to television broadcasting. This equipment can be used to study the broadcasting service possibilities of the various frequencies. The industry, the military, and the FCC should offer encouragement and cooperation in such a study.

In reference to the dual black and white and color reception design for receivers naturally some compromises in transmission may be necessary for a while. There are those who may call the necessary compromises unsatisfactory, yet will acknowledge at the same time that black and white transmissions will always have a place for certain types of programs even after color is feasible.

Fluid Plans

Why not solve this parodox as set forth above? Then, besides clearing up engineering dilemma and cutting through some of the industry camouflage, the individual consumer could use his own judgment, and guided by his pocketbook could get the kind of television he preferred. Likewise broadcasters would be in a position to move flexibly as the situation warranted at the time. The broadcasting industry could flourish more rapidly, and the equipment manufacturers could have maximum protection against the very strong sales block which would be established if the public feels there is a chance of rapid obsolescence of their receivers.

With such a fluid plan, the destructive competition now existing in the industry would turn to constructive competition. The result would be better and better service with less and less need for the present conflict between factors in the industry.

BACK FROM nine months in the Pacific, where he did shootin' aplenty, the writer swings into his peacetime battle—television. He arrived in Washington a week ago, but kept abreast of things while island-hopping. For years "Nick" Kersta pounded pavements to interest advertisers, agencies and broadcasters in radio's new dimension. Engineer, editor, producer and salesman, he was "Mr. Television" to his erstwhile NBC associates. His firsts: first television time sold (Adam Hat, Bulova, P & G, Lever Bros., etc.) in 1941; first television consumer study, first rate card. Biography: New Jersey native; age 33; began television study at 16, while in high school; Bell Labs. research school, Georgia Tech, New York U., MIT—joined NBC 1932, aide to Lenox R. Lohr, president; manager, NBC television department, 1942. In Marine Corps Reserve for past 19 months; now at headquarters, on leave from NBC. The opinions or assertions continued herein are the private ones of the writer and are not to be construed as official or reflecting the views of the Marine Corps.

Cities Service Spots

CITIES SERVICE Co., New York (gas and oil), in February starts a spot radio test campaign on four eastern and four mid-west stations, using 30-second spots about ten times weekly. Firm continues *Highways in Melody* on 68 NBC stations Fri., 8-8:30 p.m. Agency is Foote, Cone & Belding, New York.

Ryan Calls for Anniversary Observance

Stations Urged to Build Programs Around Victory Theme

STATION MANAGERS last week were called upon by President J. Harold Ryan of the NAB to observe radio's 25th anniversary beginning on Jan. 1 "in a manner befitting the position of broadcasting in American public life."

In a special message to all broadcasters, Mr. Ryan called upon station managers to confer with department heads in planning a year-long anniversary observance. "We are not celebrating our anniversary, we are observing it in the midst of a tragic world conflict," said the NAB head. "We are observing the 25th anniversary of broadcasting for a specific wartime purpose—to give renewed and vigorous expression to the American principles which made this miracle of communication possible in the short space of 25 years."

Two-Fold Purpose

Mr. Ryan directed attention of broadcasters to two phases of the 1945 anniversary observance: (1) The story of a quarter century of broadcasting in America, (2) The story of your own station, how, why and when it came to the community it serves."

Networks were urged to build special New Year's Eve programs to start immediately after the stroke of midnight Dec. 31. Independents likewise were called upon to create special local programs.

"The story of radio is the chronical of American life and times during the past quarter century," said President Ryan. "Where radio has gone, what it has reported, the personalities and events it has brought to the people are the popular history of a great America era. The reenactment, and in many cases the actual rebroadcast of these stirring episodes will stand without equal as an appeal to the patriotism of all Americans. These anniversary broadcasts, as a basis for wartime messages, Bond drives and the general plea for a revitalized war effort, offer an opportunity for public service without parallel in the 25-year history of broadcasting."

Mr. Ryan suggested that all stations, at the stroke of midnight Dec. 31, usher in the new year with the anniversary slogan: "1945! Radio's 25th Anniversary! Pledged to Victory!" He suggested that each show be climaxed with radio's war theme, whether with drama, music of the times or a news parade. He urged special programs for New Year's Day and called for a nation-wide promotion campaign.

Newspaper and periodical advertising, direct mail, outdoor and all printed material scheduled for January and thereafter should "strike the 25th anniversary note, always with the dedication, 'Pledged to Victory'," said President Ryan. Broadcasters are asked to have the anniversary symbol reproduced in advertising and promotion. Radio set manufacturers have been invited to join broadcasting in the 25th anniversary observance.

Fair Offers Suggestions

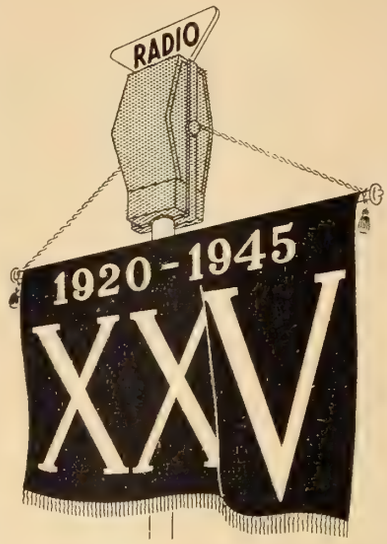
Harold Fair, program director of WHO Des Moines and chairman of the NAB Program Managers' Executive Committee, declared that radio's 25th anniversary "is a challenge to every program manager in America". He called upon program managers to "dig out' the history of their respective stations, and bring it to the fore. He suggested dramatization of radio's public service, parade of music, sports parade, summary of radio news reporting, recreation of special events, report on radio in emergencies, disasters, the war, etc., all on a 25-year basis.

Performers who made early-day history should be featured. Many of them still are in radio; others have gone to other fields or retired. If they can't appear personally, President Ryan suggested they send transcribed greetings to the stations where they started.

Throughout next year NAB will maintain an exchange of ideas through special 25th anniversary bulletins. Broadcasters are urged to use the musical signature "XXV", in the Continental code, in which X is dash dot dot dash and V is three dots and dash.

Lusk to Benton and Bowles

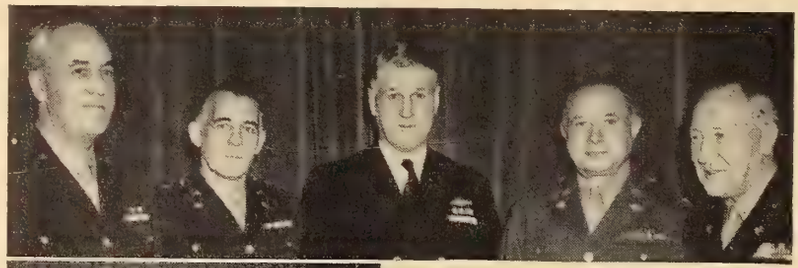
ROBERT E. LUSK, formerly a partner of Pedlar, Ryan & Lusk, New York and prior to that, vice-president in charge of advertising and merchandising of Colgate-Palmolive-Peet Co., Jersey City, on Dec. 15 will join Benton & Bowles, New York, as a vice-president and account executive.

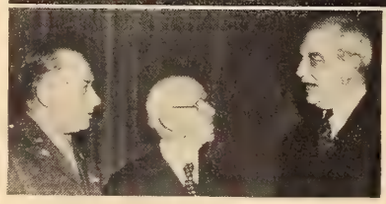


THIS ILLUSTRATION, symbolizing radio's 25th anniversary, has been issued to broadcasters by the NAB. By employing the Roman XX for 20 and the V for 5, it combines the motif "V for Victory" with the message that American radio in 1945 celebrates a quarter-century of operation. Released simultaneously by NAB was a musical signature, based on the victory phrase from Beethoven's Fifth, but incorporating rhythmically the mood suggested by the double X.

Gum Products Expands

GUM PRODUCTS Inc., Boston, expanding distribution of Cough-Lins double action chewing gum cough drops, a new product, to cover the eastern region, on Jan. 1 starts Bill Cunningham on a locally sponsored basis on six MBS stations (WGN WHK WKRC CKLW WEBR WFBR) Sun., 2:30-2:45 p.m. Product will be promoted on sports events, news commentaries and other programs, including thrice-weekly sports reviews by Stan Lomax on WOR New York, on individual stations, in key cities, and in spots on WEEI WNAC. Agency is Bennett, Walther & Menadier, Boston.





TOP COMMUNICATIONS officers of the Army and Navy paying tribute to radio at the 25th anniversary dinner of RCA held in New York were (top l to r): Maj. Gen. Frank E. Stoner, Chief, Army Communications; Maj. Gen. James A. Code, Assistant Chief Signal Officer of the Army; Rear Adm. Joseph R. Redman, Director of Naval Communications; Brig. Gen. David Sarnoff, RCA president, attached to the Signal Corps; Maj. Gen. H. C. Ingles, Chief Signal Officer, U. S. Army. At left (l to r) are the "Three Musketeers of RCA", Brig. Gen. Sarnoff; Edward J. Nally, first RCA president; Owen D. Young, founder and first chairman of the RCA Board. Gen. Sarnoff, whose promotion from colonel was confirmed last week, was praised in a letter from President Roosevelt for his achievements.

Bannister Explains WWJ Disc Policy

Chicago Club Told of Plans To Avert Censorship

NOT PURITY and altruism, but a desire for bigger, better and more business inspired WWJ's ownership in banning all transcribed spot announcements from its schedule, Harry Bannister, manager of the Detroit outlet, told members of the Radio Management Club in Chicago last Wednesday.

Mr. Bannister notified all advertisers using transcribed spot announcements on WWJ that effective Feb. 1, 1945, only live copy announcements would be accepted [BROADCASTING, Nov. 27]. Explaining this unprecedented policy to the Management Club audience, which included timebuyers from most major Chicago advertising agencies, Mr. Bannister predicted that WWJ would dominate the Detroit market. "No one will be able to overlook us," he said.

Spot Evolution

Mr. Bannister based this prediction on audience reaction to the WWJ announcement, which he described as "overwhelmingly approving". Tracing the development of the spot announcement, he added "Radio came out of the woods in 1926. Stations found it profitable to set aside announcement periods. Then came network chainbreaks supplementing regular revenue. In about 1941, national advertising announcement business was discovered, and the national agencies undertook plans to highlight spot announcements—their own, of course."

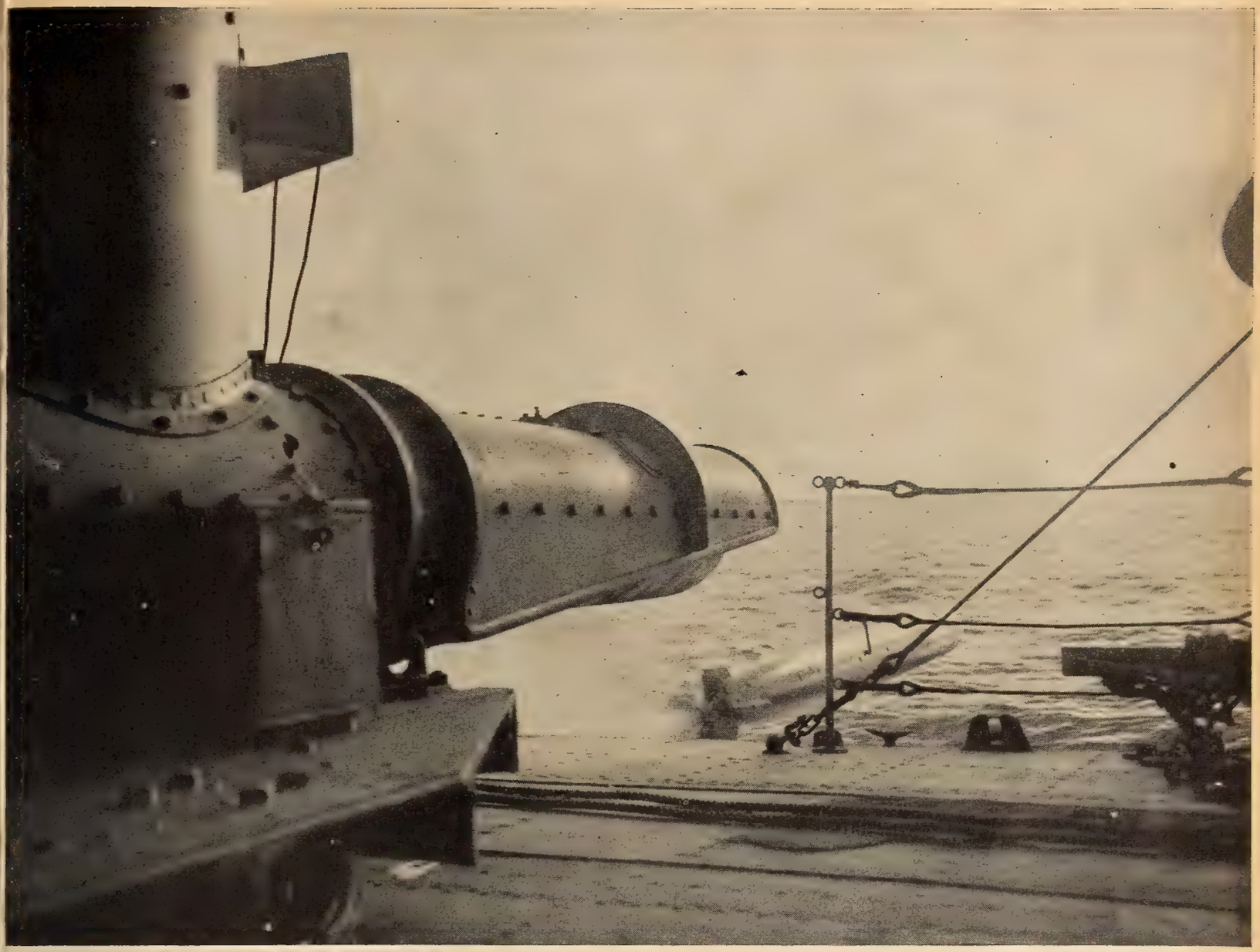
Out of this competitive situation grew transcribed spot announcements, first featuring straight copy then sound effects and finally emerging as singing commercials.

"Stations could either take these or leave them," Mr. Bannister said. "Most stations chose to take them. I don't want any basic changes in the American system of broadcasting, and nothing remotely resembling the British plan. If we don't want outright government operation, we must ourselves impose censorship and controls sufficient to thwart those who are ever ready to pounce upon us. The history of spot announcements reflects no credit on any of us."

In an open discussion following his address, Mr. Bannister said that WWJ expects that about 15% of its dollar-volume will be canceled at the beginning of its new policy.

Sears Roebuck Spots

SEARS ROEBUCK & Co., Chicago Dec. 2 began special one-minute live Christmas spots to run until Dec. 25 on WMAQ WIND WLS WTMV WJPF WEBQ WKRC WLDS WAOV WBNS WMRN WHIZ WBOW WIZE WGBF. Agency is Roche Williams & Cleary, Chicago.



Fire One!

Radio and torpedoes have one thing in common. If they're aimed right . . . they hit the target.

If you've been firing a lot of sales talk into the Baltimore, Maryland air . . . but haven't connected the way you think you should . . . we suggest you switch to the radio station that goes straight to the target.

The station is W-I-T-H . . . the successful independent that delivers more sales results per dollar spent, than any other station in town.

But don't just take our word from this ad for it. There are some hard-boiled sales facts available. It will pay every advertiser, who has a stake in the country's 6th largest market, to read those facts. A note on your letterhead is enough to bring them to your desk.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed



"A CLOSE-UP"

Of a Top Industrial Market . . . .THE TRI-STATE!

Please focus your "sales eye" for a minute or two on this rich industrial market which is composed of ASHLAND, KENTUCKY, HUNTINGTON, WEST VIRGINIA AND IRONTON, OHIO. A glance will show you that this is truly a compact market. A Tri-State buy at one cost. Yes, WCMI can send your sales message effectively and economically throughout the Tri-State area, where 228,500 people live within WCMI's primary coverage.

LOCAL ACCEPTANCE!

The many renewals which WCMI receives year after year from a comprehensive list of firms in Huntington, West Virginia, Ashland, Kentucky and Ironton, Ohio, spell one word—RESULTS!

WCMI

A NUNN STATION
Mutual Affiliate
L. D. Newman, Manager

—STUDIOS—
—Ashland, Kentucky
—Huntington, West Virginia

—NUNN STATIONS—
WCMI, Ashland, Ky. Huntington W. Va.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

Schedule for NAB District Meetings Starts Jan. 15, Concludes March 22

THE 1945 cycle of NAB district meetings will get under way Jan. 15 and continue through March 22 in two separate time and geographical segments, according to a schedule approved last week by NAB President J. Harold Ryan.

Because of the NBC War Clinics in February [BROADCASTING, Dec. 4], it was necessary to revise the NAB schedule, leaving a gap between Feb. 16-March 5. It is tentatively planned to call a Board of Directors meeting and possibly a session of the Labor Executive Committee in Washington following the District 3 meeting in Pittsburgh Feb. 15-16.

Record Attendance Expected

With a wartime crop of radio management problems to be thrashed out and the newly approved Broadcast Measurement Bureau to be sold to stations at large, the district meetings are expected to draw record attendance. President Ryan plans to make the tour, Washington conditions permitting. C. E. Arney Jr., secretary-treasurer, also plans to be on hand for most of the swing. Lewis H. Avery, NAB Director of Broadcast Advertising, will attend all the meetings and plans are under way to have John Morgan Davis, NAB Labor Relations Counsel, appear at as many as possible. Yet to be named is an executive for BMB, whose task it will be to project the measurement bureau plan in detail to NAB members and nonmembers alike.

District directors, to take office at the next NAB annual meeting, tentatively scheduled for between April 15 and May 15, will be elected in eight of the nine odd-numbered districts. District directors are elected for two-year terms, with the even and odd-numbered districts voting in alternate years. One such election already has been held, with James D. Shouse, WLW Cincinnati, elected to succeed Nathan Lord, WAVE Louisville, for District 7 (Kentucky, Ohio).

Other district directors whose terms expire with the next annual meeting are District 1, Paul W. Morency, WTIC Hartford; District 3, Roy F. Thompson, WFBG Altoona; District 5, John C. Bell, WBRC Birmingham; District 9, Leslie C. Johnson, WHBF Rock Island; District 11, E. L. Hayek, KATE Albert Lea, Minn.; District 13, Hugh A. L. Halff, WOAI San Antonio; District 15, Arthur Westlund, KRE Berkeley, Cal.; District 17, Harry R. Spence, KXRO Aberdeen, Wash.

Tentative agenda for the sessions now is being prepared, with two-day meetings for each district. Combined meetings will be held in Kansas City of Districts 10 and 11 and in Chicago of Districts 8 and 9. Following is the complete schedule:

District	*Place*	*Date*
6	Memphis	Jan. 15-1
13	Dallas	Jan. 17-1
16	Los Angeles	Jan. 22-2
15	San Francisco	Jan. 25-2
17	Portland, Ore.	Jan. 29-3
14	Salt Lake City	Feb. 1-2
10–12	Kansas City	Feb. 7-8
11	Minneapolis	Feb. 12-1
3	Pittsburgh	Feb. 15-1
1	Boston	March 5-6
2	New York	March 8-9
5	Jacksonville, Fla.	March 12-1
4	Hot Springs, Va.	March 16-1
7	Cincinnati	March 19-2
8-9	Chicago	March 21-2

NAB Committees

THREE additional district chairmen for the NAB standing committees were announced last week. Paul Buenning, KOMA Oklahoma City and W. L. Gleeson, KPRO Riverside, Cal., were appointed to District 12 and 16 respectively of the Program Directors Committee. Robert D. Enoch, KTOK Oklahoma City, was named to District 12 of the Public Relations Committee.

Muzak Expands Survey On Subscriber Reaction

SURVEY to determine consumer reaction to Muzak Corp.'s proposa to establish advertising-free subscription radio, conducted for the company by Dr. Paul Lazarsfeld Director, Bureau of Applied Socia Research, Columbia U, is nearing completion and results are expected to be known in a few weeks. Survey is far more extensive than Muzak's initial study [BROADCASTING, Oct. 16], which was limited to polling 110 families in a housing development then served by Muzak on whether they would pay five cents a day to get radio music without advertising, with 57% replying affirmatively.

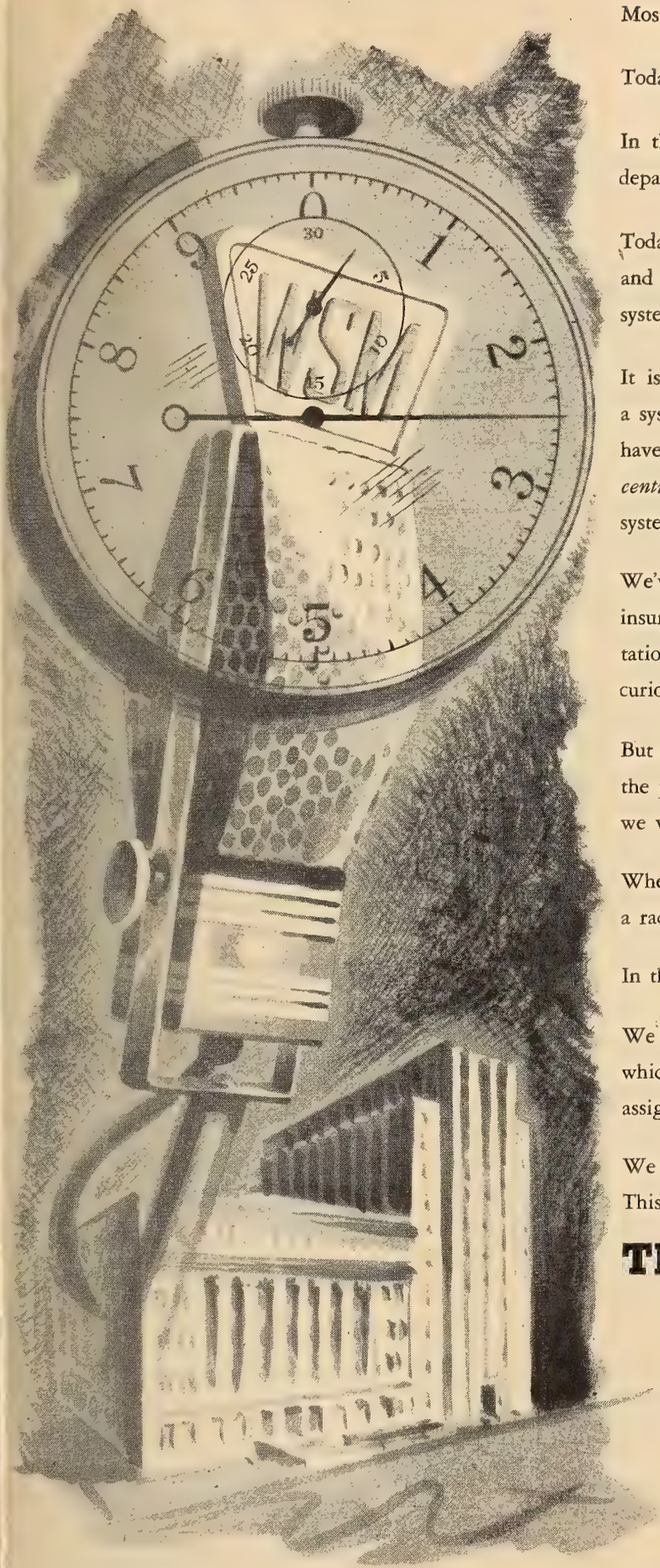
In the current survey, conducted in New York among a selected cross-section group of people "who would be buying FM radios," Muzak's three-channel program service is summarized and the question asked: "Would you be willing to pay five cents a day?" for such service. Questionnaire used, also probed for reactions to present radio programs, with queries as to program likes and dislikes, with a view to using these findings in building Muzak programs.

KTUC Control to Butler

BURRIDGE D. BUTLER, operator of WLS Chicago and president of KTUC Tucson, Ariz., requests FCC approval of acquisition of control of the Tucson outlet through purchase of 23 shares treasury stock for $100 per share in an application filed with the Commission last week on behalf of the Tucson Broadcasting Co., licensee of KTUC. Shares represent 7.6% of the outstanding stock. Mr Butler now holds 138 shares representing 49.8% interest. Purpose of transaction is to reduce indebtedness of KTUC, says petition.

CBS has redesignated division operations engineers in the eastern, central, and western divisions as managers of technical operations, the change in title covering Robert G Thompson, New York; James J. Beloungy, Chicago, and Lester H. Bowman, Los Angeles. Announcement was made by Henry Grossman, newly named CBS director of technical operations.

In Our Time . . .



We go back to the days when few people in radio had ever seen a stop-watch. Most of us thought it was something needed only by race horse starters.

Today, radio lives and sometimes dies, with a stop-watch in its hand.

In the early twenties and thirties, time hung heavily on the hands of the sales department, and rather violently on the wrists of the production department.

Today, radio time is separated into program categories which have been developed and proven. Out of our trial and error period, we have developed the greatest radio system in the world.

It is great because one hundred thirty million Americans *want* to listen. It is a system, because the orderly assignment of facilities into stations and networks, have permitted their *competitive* development. It is improving, because the *incentive to improve* has not been denied it. This is what we call the American system of broadcasting.

We've come a long way from the screech of a cat's whisker set. The idea of an insurance institution, a newspaper, or a business man risking capital and reputation in such a noisy gadget was regarded in the twenties as the least bit curious.

But this diversity of venture, of ownership and operation, like the diversity of the people it serves, has made possible American radio as we know it today, as we will know it tomorrow.

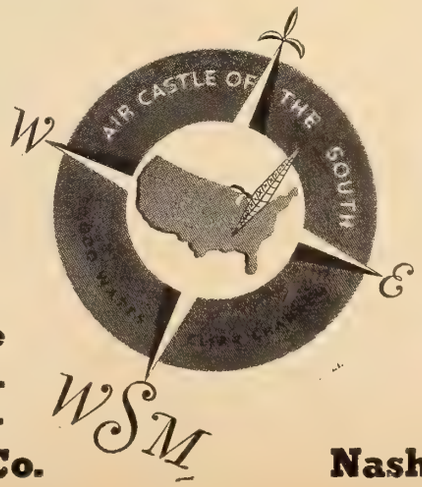
When we began operations in 1925, we weren't especially equipped to operate a radio station, more than was anyone else at the time.

In the intervening years, we, like others, have learned how.

We have learned to serve the farmer and the country dweller with a radio service which can come to him through no means, other than through the clear channel assigned us for this purpose.

We have given him the right to listen; we have given him the right to be heard. This is the essence of American radio in our time.

This is WSM.



650 KILOCYCLES **NBC Affiliate**

Edwin W. Craig, Pres. **Harry Stone, Gen. Mgr.**

National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance Co. **Nashville, Tenn.**

'TOWN and

KXOK's Charley Stookey sells your product

Listeners like KXOK's Farm Editor, Charley Stookey. His broadcasting record proves that.

Stookey has a large rural following as a result of fifteen years of farm broadcasting. In "TOWN AND COUNTRY," he appeals to urban as well as rural listeners.

It's easy to understand why "TOWN AND COUNTRY," with its two and a half hour variety show, commands attention. Few programs offer such diversified entertainment and information. The program includes live and recorded music, news broadcasts, news of rural neighbors, the weather, market reports, interviews, and a period devoted to "The Trading Post."

Stookey, a nationally known agricultural specialist and a veteran of farm broadcasting, has been in practically every state, gathering farm news during the past several years. For three years he produced a coast-to-coast half-hour farm program on a major network.

Participation on "TOWN AND COUNTRY" brings results. Ask a KXOK or JOHN BLAIR Representative for complete details.

REPRESENTED BY JOHN BLAIR & COMPANY • OFFICES IN NEW

COUNTRY



KXOK

SAINT LOUIS—1, MISSOURI

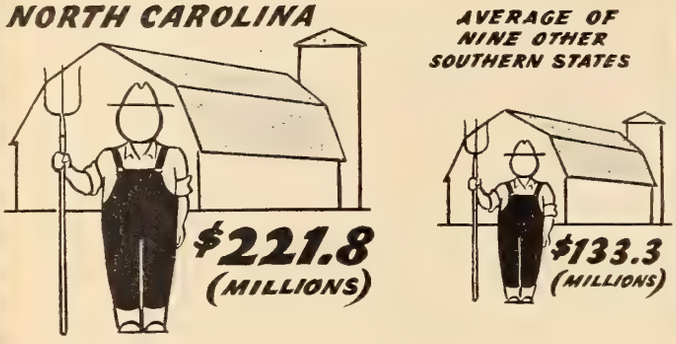
630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KFRU, COLUMBIA, MISSOURI

YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

NORTH CAROLINA
IS THE SOUTH'S
No.1 AGRICULTURAL STATE



WPTF
(CARRYING N. B. C. WITH 50,000 WATTS AT 680 KC)
IS NORTH CAROLINA'S No.1 SALESMAN

WPTF • RALEIGH



FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

OWI PACKET, WEEK JAN. 1

Check the list below to find the war message announcements you will broadcast during t week beginning Jan. 1 OWI transcriptions contains six 50-second announcemer suitable for sponsorship and three 20-second chain breaks on each side of disc Tell your clients about them. Plan schedules for best timing of these important wa messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Tran
Car Pooling	X	--	--	--	--	--	--
Jan. 15 Taxes	X	--	--	--	--	--	--
V-Mail	X	--	--	--	--	--	--
Careless Talk	--	X	--	X	--	--	--
Planned Saving	--	X	--	X	--	--	--
War Bonds	--	--	X	--	X	--	--
Don't Travel	--	--	--	--	--	X	X

See OWI Schedule of War Message 141 for names and time of programs carr ing war messages under National Spot and Network Allocation Plans.

Hope Again Wins Top Comedian Award Blue-CBS Chosen for Daytime Honor

BOB HOPE has been re-elected "Champion of Champions" for the fourth consecutive year, and he has again been chosen as the best comedian and his program as the best radio comedy in the ninth annual *Motion Picture Daily-Fame* poll. More than 600 newspaper radio editors, critics and columnists in the United States and Canada were canvassed for this year's poll to determine journalists' favorites in radio fare.

Last year's list of 34 classifications [BROADCASTING, Dec. 13, 1943] has been reduced to 25, the result of consolidation which has made competition much keener in some instances. Daytime serials dropped out of the picture completely with the merger of the serial and morning program categories into a single listing "Daytime Programs", with the Blue's two "Breakfast" programs and CBS' American School of the Air emerging as the sole winners.

Results in all classifications follow:

CHAMPION OF CHAMPIONS—Bob Hope (NBC), Bing Crosby (NBC), Lux Radio Theatre (CBS), Radio Hall of Fame (Blue), Jack Benny (NBC).

THE MOST PROMISING STAR OF TOMORROW—Alan Young (Blue), Jack Carson (CBS), Dick Brown (Mutual).

BEST NEWS SERVICE TO EDITORS IN NETWORK PUBLICITY DEPARTMENT NBC, CBS; best in publicity office, Earle Ferris, Tom Fizdale

COMEDIANS—Bob Hope (NBC), Jack Benny (NBC), Fred Allen (CBS—now guest appearances).

COMEDIENNES—Joan Davis (NBC), Fanny Brice (CBS), Gracie Allen (CBS).

COMEDY TEAMS—Fibber McGee and Molly (NBC), George Burns and Gracie Allen (CBS), Bud Abbott and Lou Costello (NBC).

MASTER OF CEREMONIES—Bing Crosby (NBC), Clifton Fadiman (NBC), Phil Baker (CBS).

FILM PLAYER ON AIR—Lionel Barrymore (CBS), Orson Welles (guest appearances), Herbert Marshall (guest appearances).

MALE VOCALIST (Popular)—Bing Crosby (NBC), Frank Sinatra (CBS), Dick Haymes (NBC).

FEMALE VOCALIST (Popular)—Dinah Shore (NBC), Ginny Simms (NBC), Kate Smith (CBS).

MALE VOCALIST (Classical)—John Charles Thomas (NBC), Richard Crooks (NBC), Nelson Eddy (CBS).

FEMALE VOCALIST (Classical)—Gladys Swarthout (CBS—now guest appearances), Lily Pons (guest appearances), Marian Anderson (guest appearances).

STUDIO ANNOUNCERS—Milton J. Cross (Blue), Don Wilson (NBC), Harry von Zell (NBC).

COMMENTATORS — Raymond Gram Swing (Blue), Lowell Thomas (NBC H. V. Kaltenborn (NBC).

SPORTS ANNOUNCERS—Bill Ster (NBC), Ted Husing (CBS), Harry Wi mer (Blue).

SYMPHONIC CONDUCTORS—Artu Toscanini (NBC), Serge Koussevitzk (Blue), Artur Rodzinski (CBS).

SYMPHONIC ORCHESTRAS — Ne York Philharmonic Symphony (CBS) Boston Symphony (Blue), NBC Sym phony (NBC).

DANCE BANDS—Guy Lombardo (Blue Harry James (CBS), Tommy Dorse (NBC).

DAYTIME PROGRAMS—Breakfast a Sardi's (Blue), Breakfast Club (Blue American School of the Air (CBS).

DRAMATIC PROGRAMS—Lux Rad Theatre (CBS), Screen Guild Playe (CBS), Cavalcade of America (NBC).

PROGRAMS FOR CHILDREN—Let Pretend (CBS), Lone Ranger (Blue American School of the Air (CBS).

MUSICAL SHOWS—Pause That R freshes on the Air (CBS), The Fr Waring Program (Blue), The Telephor Hour (NBC).

COMEDY SHOWS—Bob Hope (NBC Jack Benny (NBC), Ed Gardner (NBC

QUIZ SHOWS—Information Plea (NBC), Take It or Leave It (CBS), D I. Q. (NBC).

WAR PROGRAMS—The Army Hou (NBC), Words At War (NBC), Me Your Navy (Blue).

BEST NEWS JOB BY RADIO IN 194 —Network—Columbia Broadcasting Sy tem; Individual—George Hicks, Blue Ne work, for D-Day Coverage from the in vasion beachhead.

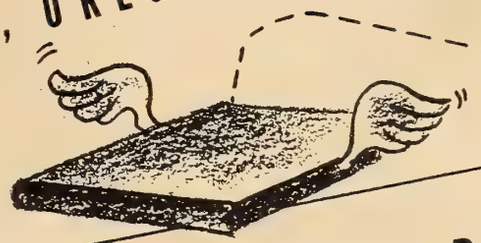
Religious Discs

HEBREW Evangelization Society Los Angeles (religious), in a re vision of schedule, on Jan. 1 start for 52 weeks, sponsoring the week ly quarter-hour transcribed *He brew-Christian Hour* on WKS Newcastle, WCED Duboise, WER Erie, WBAR Bangor. Weekl transcribed half and quarter-hou versions are also used on WHN WELL WGES KHSL WCP WFIN WSAR KMMJ WIB WJAG KOCY WPEN KXL WRJ KTRI KSAN KFNF KFIO KV KWLM. Tom Westwood Adv., Lo Angeles, has the account.

New Magazine

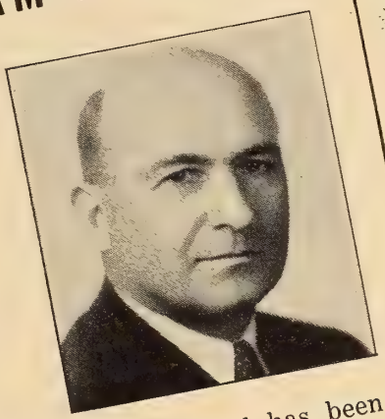
DEVOTED to radio amateurs an experimenters, *CQ*, a technica monthly, will be published startin the first of the year by Radio Mag zines Inc., New York. Paper restric tions will limit the magazine's cir culation to 10,000 monthly at th outset. Practically all available ad vertising space already has bee contracted for, it was announce

WHY PORTLAND, OREGON PEOPLE PREFER KGW

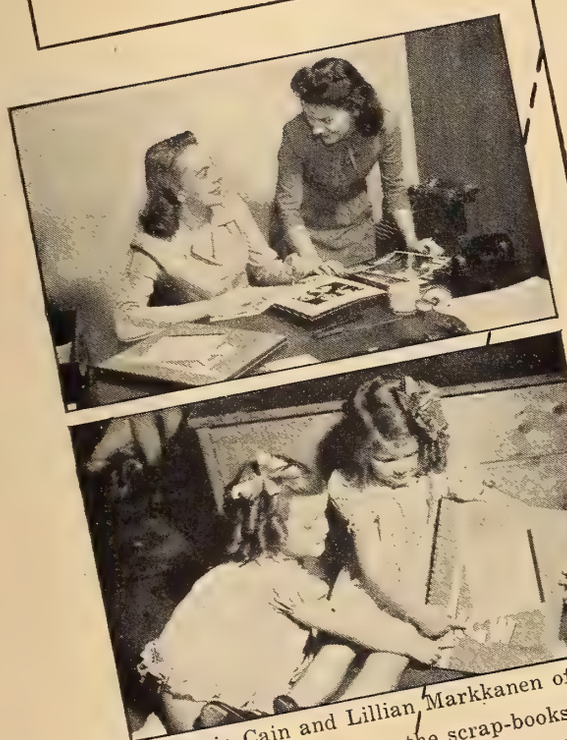




CITY COMMISSIONER WILLIAM A. BOWES



SAYS . . . "Portland has been planning for the future, and we are confident of extending the big gains of wartime prosperity into the post-war period. Carrying the news of Portland's business and civic enterprise to the rest of the country is a large factor in any future plan. As I see it, the attractive scrap-books that KGW is sending to New York City carry a real message—telling the East what can be done in our City of Roses."



Virginia Cain and Lillian Markkanen of the KGW staff at work on the scrap-books that contain samples of one month's KGW programs, national and local. Below, tiny Beth DeLaschmitt and Joan Olson, the youngest performers on "Stars of Tomorrow", the KGW program that gives talented Portland youngsters their first opportunity at the microphone, examine the scrap-book.



THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.



PIGS IS PIGS!

Oh yeah? Well, don't try to tell that to Iowa farmers who raise more pigs than anyone else in the world. You might just as well tell them to dress in top-hat, cane and gloves like the farmer illustrated above!

Come to think of it, this must be what some of the self-styled "farm editors" out here really think a farmer looks like! With their nightclub gags and jive records they are about as far off the beam as it's possible to get.

But that's O.K. with us. It simply proves that KMA, the No. 1 Farm Station, more than ever is your logical buy to reach the farm market. KMA has always made a specialty of the farmer—doesn't have one, but *many*, important farm programs every day—has long pulled *twice* as much audience mail as its highest-ranking competitor!

Rural people make 80% of this No. 1 Farm Market. Ergo—reach and sell that 80% most effectively through KMA. Now don't be too late, please. Call Free & Peters today, won't you?

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

TBA CONVENTION DELEGATES

LIST of delegates registered for the First Annual Conference of the Television Broadcasters Assn. at the Hotel Commodore, New York, Dec. 11-12, follows:

Abel, Jeffrey A. Henry J. Kaufman Adv. Agency.
Abramovich, M. Electronics Service & Supply.
Ackerman, Harry Young & Rubicam.
Acton, H. W. Co.
Adams, Ernest L. WHIO.
Adams, L. Herman Boston.
Adler, Ben Blue Network.
Albin, Fred G. RCA Victor Div.
Alexandroff, Norman Columbia College.
Alicoaty, Charles A. Advance Television Picture Serv.
Allen, J. M. Bristol-Myers Co.
Allen, John R. Assn. of National Advertisers.
Allen, Shannon Radio-Television Section, Dept. of Interior.
Alley, Paul NBC.
Anton, Evan J. Fotosound Studios.
Arbid, Solita R. H. Macy & Co.
Arnson, Ludwig Radio Receptor Co.
Pahn, Chester B. Film Daily.
Balaban, John Balaban & Katz Corp.
Baltimore, A. C. WBRE
Baltimore, L G WBRE
Barnett, W. N. Philco Distributors.
Bender, Irene Associated Merchandising Corp.
Bennett, Martin F. Warner Bros. Theatres.
Bentley, S. Emory WNBH.
Berk, S. Bernard WAKR
Berkeley, K. H. WMAL.
Bettinger, Hoyland General Electric Co.
Bingley, F. J. Philco Distributors.
Bliven, Harry Bay State Film Prod.
Bloom, Aaron S. Kasper-Gordon Studios.
Bockovah, L. F. Western Electric Co.
Bogdanowicz, Mitchell J. Cinetronics Corp.
Boise. E. National Union Radio Corp.
Bowditch, F. T. National Carbon Co.
Bown, Ralph Bell Telephone Labs.
Boyer, M. R., E. I. du Pont, Photo Products Dept
Boyle, H. G. North American Philips Co.
Boynton, Stanley G. National Radio Advertising.
Bradbury, H. D. RCA.
Bramley, Dr. A. National Union Radio Corp.
Branch, Ray Allied Theatres of Mich.
Bremer, Frank V. Bremer Broadcasting Corp.
Brennen, Charles W. Wage Inc.
Briggs, M. R. Westinghouse.
Brociner, Victor Philharmonic Radio Corp.
Brolly, Arch Balaban & Katz Corp.
Brown, J. E. Zenith Radio Corp.
Bryant, S. W. Jr. March of Time Cinema.
Bub, Garry Stewart-Jordon Co.
Burke, Harold C. WBAL.
Burlingame, Bruce O. Burlingame Assn.
Buttner, H. H. Federal Telephone & Radio Corp.
Cabot, Harold & Co.
Cahill, Frank E. Jr. Warner Bros. Pictures.
Callahan, T. J. W. L. Douglas Shoe Co.
Campbell, Chesser M. WGN.
Campbell, Mary E. Conde Nast Publications.
Carlton, Leonard WLIB.
Carpenter, H. K. WHK.
Carson, Helen Balaban & Katz Corp.
Carter, Hervey WMUR.
Case, Winslow H. Campbell-Ewald Co.
Cates, Gordon Young & Rubicam.
Chamberlain, Paul L. General Electric Co., Schenectady.
Chandler, Vincent WMUR.
Church, Arthur B. KMBC.
Church, Kenneth W. WKRC.
Clapp, Roy A. Film Productions Co.
Cocker, Henry N. WTEL.
Colling, Ernest NBC.
Collins, Donald W. Warner Bros. Theatres.
Conto, Armanda Raytheon Mfg. Co.
Cooley, Leland F. Ruthrauff & Ryan.
Coon, Richard E. Speidel Newspapers.
Cooper, Wyllis Compton Adv. Co.
Copps, Joe Steve Hannagan.
Cowgill, Harold G. Segal, Smith & Hennessey.
Croghan, Arthur H. WJBK.
Craig, Palmer Philco Distributors.
Crans, Richard WGNY.
David, William R. Sr. General Electric Co.
Davis, Don WHB.
Day, Douglas Buchanan & Co.
Delaney, C. Glover Hartford Times.
Dengler, Herbert F. Radio-Television- Section, Dept. of Interior.
Dezendorf, Burton
Diamond, Sampson Diamond Sales Corp.
Dichter, Morris Cinetronics Corp.
diDonato, Jose E. Compton Adv. Co.
Donley, H. B. Westinghouse E & M Co.
Doolittle, Franklin M. WDRC.
Dubinin, Alexi V. Govt. Purchasing Commission of Soviet Union.
Eagen, J. Stewart Simpson. Optical Mfg. Co.
Ecker, Elmo Campbell-Ewald.
Eddy, Com. W. C. Balaban & Katz Corp.
Elbroch, Rae Franklin Bruck Adv.
Emery, Bob WOR.
Emmert, Mert WEAF.
Ernst, Gale. Bernays, Falk & Eisner.
Evans, R. S. General Screen.
Falk, Edwin A. N. Y.
Fay, William Stromberg-Carlson Co.
Fidler, Fred H. Cine-Television Studios.
Finkle, A. M. Joseph Maxfield Co.
Finley, Barney R. H. Macy & Co.
Fischer, F. W. Westinghouse.
Fisher, Avery R. Philharmonic Radio Corp.
Flory, John Grant, Flory & Williams.
Forbes, William E. Young & Rubicam.
Ford, C. D. E. I. duPont deNemours & Co.
Foster, A. E. Ruthrauff & Ryan.
Fraim, Joseph Raytheon Mfg. Co.
Frank, Jr., James National Simplex Bludworth.
Frank, Yasha Cine-Television Studios.
Frazier, Howard S. NAB.
Freedman, A. DeLuxe Labs.
Frishling, Nat Stuart Machine & Tool Co.
Fuller, R. B. Loucks & Norling & Cox & Fuller.
Gaines, Harlow D. General Precision Equipment Corp.
Gamerov, Irving J. Stuart Machine & Tool Co.
Gardner, Kenneth J. WHAM-WHFM,
Gates, Howard A. Warwick Mfg. Corp.
Genock, E. P. Paramount News.
Gibson, Henry Clay Springer Pictures.
Gibson, Robert L. General Electric Co.
Gilbert, Lester H. WNBF.
Gimbel, Jr., Benedict WIP.
Girard, E. J. Federal Telephone & Radio Corp.
Gladden, George J. Walter Thompson.
Godfsky, Elias WLIB.
Gostyn, Ernest F. W. Sickles Co.
Graf, Herbert NBC.
Grebe, August W. WBAX.
Greenbaum, Walter J. Federal Telephone & Radio Corp.
Grimson, S. B. Color Research Corp.
Hackett, Cecil H. Abbott Kimball Co.
Hall, Ernest L. Pilot Radio Corp.
Halpern, David H. Henry Souvaine Inc.
Hammer Advertising Agency Hartford.
Hammond, Lawrence Committee for Economic Development.
Harcher, A. National Union Radio Corp.
Harmon, Ralph N. Westinghouse.
Hatch, Jr., Arthur J. Strong Electric Corp.
Hawkinson, F. G. Remler Co.
Hayes, E. A. Hughes Productions.
Hector, Dr. L. G. National Union Radio Corp.
Heibel, J. D. Erie Register Corp.
Hennessey, P. J. Jr. Segal, Smith & Hennessey.
Herr, Bob Philco Distributors.
Herr, Ted Philco Distributors.
Hertz, Pierre Bell Telephone Labs.
Herzog, L. W. WTMJ.
Hibbs, E. Douglas WTEL.
Hill, E. E. WTAG.
Hobbs, Marvin E. H. Scott Radio Labs.
Hoge, John U. S. Television Mfg. Corp.
Hogg, J. E. Television Equipment Sales, General Electric Co.
Hopkins, James F. WJBK.
Hopwood, A. Philco Distributors.
Howard, Hampton W. Instructional Films.
Howard, William H. R. H. Macy & Co.
Hubbell, Richard Crosley Corp.
Hughes, Wallace M. Barlow Adv. Agency.
Hull, Earl C. WHLB.
Humphrey, Henry B. H. B. Humphrey Co.
Hutchinson Adv. Co.
Hyndman, Donald E. Eastman Kodak Co.
Jackson, Robert C. American Assn. of Adv. Agencies.
Jackson, Robert C. American Assn. of Adv. Agencies.
Jammer, J. S. Federal Telephone & Radio Corp.
Jansky, C. M. Jansky & Bailey.
Jensen, Axel G. Bell Telephone Labs.
Joffe, Constantin WRC.
Johnson, J. L. Westinghouse.
Jones, Lt. Col. C. R. Wortman, Barton & Goold.
Jones, Martin Vanderbilt Theatre.
Jonker, William E. Western Electric Co
Joy, David B. National Carbon Co.
Jurin, M. I. Franklin Bruck Adv.
Kahn, Morton B. Transmitter Equipment Mfg. Co.
Kasper, Edwin H. Kasper-Gordon Studios
Katz, Frank Mahool Adv. Agency.
Kaye, Gerald O. Bruno-New York.
Keith, C. L. Western Electric Co.
Keller, F. General Time Instruments Corp.
Kelley, George F. Jr. WCSH-WLBZ.
Kelly, Ray NBC.

(*Continued on Page 26*)



WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E

(*Continued From Page 24*)

Kennelly, Ed New York Post.
Kerkow, Herbert
King, A. Lewis A. Lewis King, Radio Adv.
Kleinman, Carles H. American Television Society.
Knapp, C. N. National Film.
Knight, Earle. Chicago Transformer Div., Essex Wire Corp.
Knight, Paul Philco Distributors.
Knotts, Warren Raytheon Mfg. Co.
Knox, Gordon Princeton Film Center.
Kolisch, Paul Rauland Corp.
Koster, H. William WAAB.
Krelstein, H. R. WMPS.
Kulesza, Chester W. BBDO.
Labin, E. Federal Telephone & Radio Corp.
Lack, Frederick R. Western Eelctric Co.
Lamb, Hal S. KYW.
Laney, H. Leach Editor & Publisher.
Lang, Joseph WIBG.
Langley, R. H. Hazeltine Electronics Corp.
Larsen, Paul J. Society of Motion Picture Engineers.
Larson, G. C. Hazeltine Electronics Corp.
Laub, J. H. Ph. D.
Laux, John WSTV.
Lawrence, Craig WHOM.
Leaman, James Cine-Television Studios.
Lee, Rohama Cine-Television Studios.
Leder, Herb Benton & Bowles.
Leedom, F. Benson LaPorte & Austin.
Leonard, A. A. North American Philips Co.
LeRoy, Doris Cine-Television Studios.
Levine, Jack Stuart Machine & Tool Co.
Levinson, H. Y. WCAR.
Lewis, Geo. Federal Telephone & Radio Corp.
Lightcap, M. W. North American Phillips Co.
Long, Frederick A. BBDO.
Loughlin, B. D. Hazeltine Electronics Corp.
Loveman, E. B. Philco Distributors.
Luckenbill, Thomas D. William Esty & Co.
Ludy, Ben WIBW.
Lytle, A. Y. AETNA Life Affiliated Companies.
McClung, Mary New York Post.
McClure, Don N. W. Ayer & Son.
McFerran, Doris Macfadden Publications.
McKee, W. L. WIBW.
McKenzie, E. T. WJBK.
McLean, James D. General Electric Co., Schenectady.
McMillan, G. S. Bristol-Myers Co.
McMinn, S. P. Radio & Television Retailing.
McNaught, Margaret Peel Sales Engineering Co.
Macdonald, A. S. Westinghouse.
MacFarland, F. R. AT&T.
MacGregor, Kenneth William Esty & Co.
MacWilliams, Thomas J. Smith, Taylor & Jenkins.
Mafash, William G. National Theatre Supply Co.
Malinoski, J. Philco Distributors.
Mallison, Clare WRC.
Mang, Laura B. Moser & Cotins.
Manilla, James N. Compton Adv. Co.
Mapes, H. P. Philco Distributors.
Marcy, R. J. Guardian Electric Mfg. Co.
Marquardt, K. G. WIBW.
Marshall, Armina Theatre Guild.
Marsten, Jesse International Resistance Co.
Martin, S. R. Newsreel Theatres.
Martinek, Anthony McKay Research Labs.
Martini, R. Gardner Adv. Co.
Marty, Joe Radio News.
Marx, Frank Blue Network.
Mason, Curtis W. KFI.
Mastin, Cecil D. WNBF.
Mayo, Philip R.
Merkle, Walter Philco Distributors.
Mersereau, Don M. Film Daily.
Miles, Dr. Lester F. Maxon Inc.
Miller, Dave Philco Distributors.
Mills, Gordon E. Arthur Kudner Inc.
Milne, G. O. Blue Network.
Montague, Henry B. U. S. Army Motion Picture Serv.
Moody, Robert H. WHIO.
Moore, Bob Philco Distributors.
Morgan, Reggie Ruthrauff & Ryan.
Morris, H. S. Altic Service Corp.
Moulic, W. E. Radio & Television Retailing.
Mowrey, Paul Blue Network.
Musselman, B. Bryan WSAN.
Musselman, Ruel H. WSAN.
Myer, Dwight A. Westinghouse Radio Stations.
Nagel, E. A. General Screen.
Neely, Frank H. Rich's InIc.
Neff, Russell E. Knox Reeves Adv.
Nelson, F. P. Westinghouse Radio Stations.
Nelson, Raymond E. Charles M. Storm Co.
Nelson, Wayne E. WEGO.
Nevins, D. L. Corning Glass Works.
Noel, S. Q. Universal Television System.
Norman, Hugh R. WNBH.
Norris, S. Amperex Electronic Corp.
Norton, Frank R. Curtiss-Wright Corp.
Novick, S. J. Electronic Corp. of America.
Ogden, William B. Cine-Television Studios.
Oschmann, A. W. WARM.
Otter, Jack Philco Distributors.
Oxford, Ronald C. NBC.
Paiste, Henry Philco Distributors.
Patton, J. J. Altec Service Corp.
Pestrecov, Dr. K. Bausch & Lomb Optical Co.
Phillips, C. F. WFBL.
Phillips, Willis Raytheon Mfg. Co.
Pierson, E. F. Vendo Co.
Pierson, Joseph Raytheon Mfg. Co.
Pitt, Courtney Philco Distributors.
Platt, Murray Raytheon Mfg. Co.
Poole, R. E. Bell Telephone Labs.
Ports, E. G. Federal Telephone & Radio Corp.
Powell, Ralph C. Presto Recording Corp.
Powers, Haven M. LeLand Powers School.
Pozgay, Stephen J. General Electric Co.
Preisman, Albert Capitol Radio Engineering Institute.
Prell, John F. KOWH.
Price, Sherman Filmedia Corp.
Priest, C. A. General Electric Co.
Pryor, Arthur Jr. BBDO.
Purcell, W. J. General Electric Co.
Quad, John K. Home News Publishing Co.
Racine, Lawrence S. Chicago Transformer Div., Essex Wire Corp.
Rasmussen, J. H. Crosley Corp.
Rathkamp, Herman Wortman, Barton & Gould.
Rauland, E. N. Rauland Corp.
Reinee, Ted Philco Distributors.
Reoch, Alex E. RKO Television Corp.
Rickenbach, Paul A. Foote, Cone & Belding .
Rhea, Henry E. RCA Victor.
Rhinow, A. W. Federal Telephone & Radio Corp.
Richards, E. V. Paramount-Richards Theatres.
Rietzke, E. H. Capitol Radio Engineering Institute.
Rines, William H. WCSH-WLBZ.
Roberts, William A.
Robertson, I. B. Yankee Network.
Robinson, J. E. Spencer Lens Co.
Robinson, Ray Philco Distributors.
Rockwell, R. J. Crosley Corp.
Roger, Henry Rolab Labs.
Rollinson, Reg Cine-Television Studios.
Rosehaus, I. R. Bremer Broadcasting Corp.
Rosen, Harry New York Post.
Rowan, B. J. WRGB General Electric Co.
Rutman, Lawrence United Feature Syndicates.
Sagall, S. Pan American Television Corp.
Salt, John British Broadcasting Corp.
Scarr, Henry F. Western Electric Co.
Schaefer, H. W. Westinghouse E & M Co.
Schloss, Pete Blue Network.
Schmidt, C. E.
Schmidt, Harry A. International Resistance Co.
Schmitt, F. Edwin Chicago Transormer Div., Essex Wire Corp.
Schoder, Erich G. Circle Film Labs.
Schwab, Lawrence J. Walter Thompson.
Schwennesen, Donald Chicago Transformer D v., Essex Wire Corp.
Shaw, George S. Maguire Industries.
Seiden, Joseph Cinetronics Corp.
Shepard, John Yankee Network.
Seitz, Frank A. WFAS.
Shane, Irwin A. Television Workshop.
Shears, Harold Espey Mfg. Co.
Shelby, Robert E. NBC.
Sherman, Jr., Lawrence Caravel Films.
Shortt. Hubert L. Airadio Inc.
Shumberger, J. C. Sr. WSAN.
Sigmund, William F. Henry J. Kaufman Adv. Agency.
Singer, Charles H.
Slesinger, Stephen Stephen Slesinger, Inc.
Smith, Carleton D. WRC.
Smith, D. B. Philco Distributors.
Smith, Edward G. General Mills.
Smith, Gail Procter & Gamble.
Smith, George S. Segal, Smith & Hennessey.
Smith, J. Porter WGRC.
Smith, N. F. Philco Distributors.
Sobol, Edward NBC.
Solomon, Irwin W. E. L. Brown Adv.
Southwell, John Young & Rubicam.
Spain, Joe M. Packard Ball Co.
Speilman. S. E. Philco Distributors.
Spence, John L. Spence Engineers Products.
Sponable, Earl I. Twentieth Century-Fox Films Corp.
Sprague, Barbara R. Yankee Network.
Sprague, Robert Raytheon Mfg. Co.
Stanton, Carl M. Dancer-Fitzgerald-Sample.
Stellner, W. H. Galvin Mfg. Corp.
Stenger, John H. Jr. WBAX.
Stetson, Albert Eden Theatre Co.
Stevenson, Howard R. Detroit Edison Co.
Storer, Douglas F. General Amusement Corp.
Storm, A. E. Charles M. Storm Co.
Stowell, Thomas C. New York State Dept. of Health.
Strauss, Irving Bruno-New York.
Streibert, T. C. WOR.
Strong, Jay New York.
Tannenbaum, Louis R. H. Macy & Co.
Taylor, G. L. KMBC.

(*Continued on Page 28*)

Resources for Industry

A constant flow of spendable wealth comes from industrial activity in this tri-state area. For here are the materials and resources in sufficient quantities to support not one but many industries. Petroleum and natural gas coupled with lumber mills, iron and steel foundries, glass and chemical plants have long yielded substantial and steady incomes to thousands. Now adding to the wealth of this region are ordnance and munition plants and butadiene refineries. Plan now to include this prosperous market in your sales program. Cover it completely and effectively with 50,000-watt KWKH.



KWKH

The Shreveport Times Station

SHREVEPORT, LOUISIANA

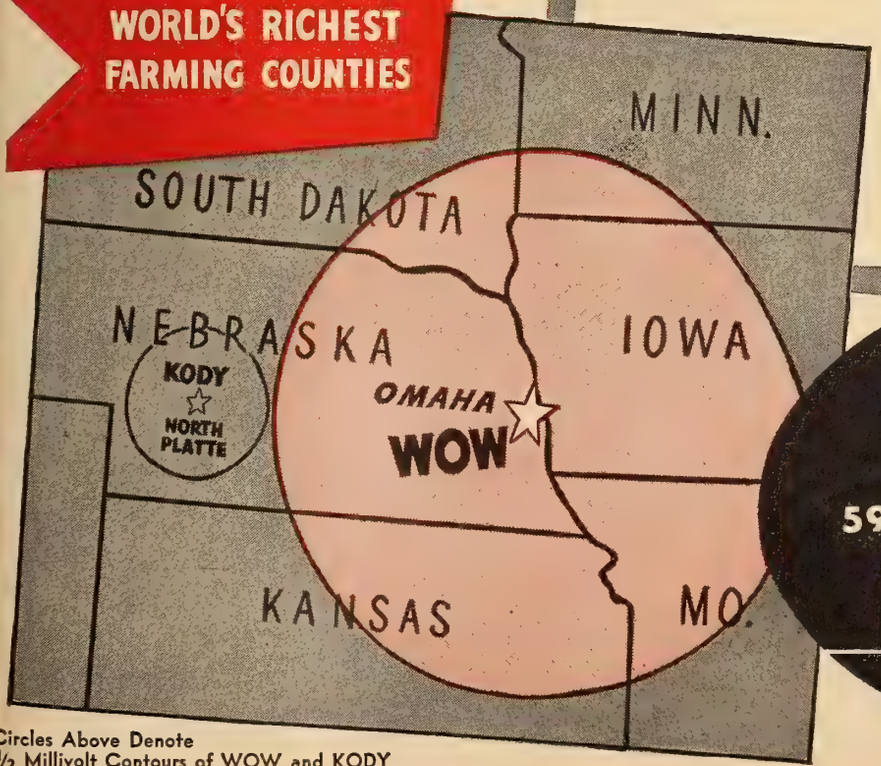
CBS ★ 50,000 WATTS

Represented by The Branham Co.

If YOUR SALES STORY SHOULD REACH The World's Richest Farmer USE WOW



WOW COVERS 306 OF THE WORLD'S RICHEST FARMING COUNTIES



Circles Above Denote
½ Millivolt Contours of WOW and KODY

Some of the Regular Farm Accounts on WOW

NAME	A REGULAR WOW ADVERTISER SINCE:
Omar	April, 1934
Skelly Oil	October, 1934
Paxton & Gallagher	July, 1935
People's Store	September, 1935
Standard Oil Co.	September, 1935
Studebaker	November, 1935
Kellogg Feed	October, 1936
Pinex	May, 1937
Gooch Milling	January, 1938
Cook Paint & Varnish	March, 1938
Byron Reed—Farm Real Estate	January, 1939
Yager Seed & Nursery	January, 1939
Iowa Master Breeders	February, 1939
Fair Store—Work Clothes	January, 1940
Cornhusker Hybrid	July, 1940
Carey Salt	September, 1940
Robinson Seed	September, 1940
Nutrena Mills	October, 1940
Parker's Store	December, 1940
Hulman Clabber Girl	March, 1941
A. E. Staley	May, 1941
Marlin Firearms	August, 1941
Douglas County Fair	September, 1941
Nebraska State Fair	September, 1941
Mid-Continent Oil	November, 1941
Morton Smoke Salt	October, 1942
Staley Milling Co.	October, 1942
Flex-O-Glass	August, 1943
Prest-O-Lite	May, 1944
Gland-O-Lac	July, 1944
Pollock Overalls	July, 1944
Crow's Hybrid Corn	August, 1944
Chimney Sweep	October, 1944

Note: Since most farm accounts are seasonable, all of the above do not use radio continuously, but all of them have used WOW at some time during each year.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

(*Continued From Page 26*)

Thayer, Edwin F. Tide.
Thoman, Clarence Philco Distributors.
Thomas, Eugene S. WOR.
Thompson, M. L. Philco Distributors.
Thron, Blair K. WFPG.
Toalson, M. K. Atlanta Journal Co.
Tobey, William Abraham & Strauss.
Trukenbrod, W. K. Montgomery Ward & Co.
Turner, Donald L. Altec Service Corp.
Upton, Elmer C. Balanban & Katz Corp.
Uskali, William Jam Handy Organization.
Valence, William Stuart Machine & Tool Co.
VanTubergen, E. D. Federal Telephone & Radio Corp.
Vickers, Mr. John H. National Film.
Vogel, Ernest H. Farnsworth Television & Radio Corp.
Wadsworth, Ralph K. Wadsworth & Waller.
Waller, Fred.
Ward, Alan Arthur Kudner Inc.
Ward, S. I. Crystal Research Labs.
Waters, Norman D. Norman D. Waters & Assn.
Watters, M. C. Scripps-Howard.
Weatherly, Tom J. Walter Thompson
Weil, Paul S. Bryan Davis Pub. Co.
Weil, Ralph N. WOV.
Weintz, Jacob F. Tide.
Weiss, Lewis Allen Don Lee Broadcasting System.
Welman, Victor A. Cleveland Moving Picture Operators.
Westerman, H. Willard Pictures.
Whitney, Will A. Jay Emanuel Publications.
Wickre, Paul D. Capitol Radio Engineering Institute.
Widlund, Donald E. Jam Handy Organization.
Wilkie, David A. NBC.
Willets, H. N. Western Electric Co.
Williams, C. H. Cowles Magazines.
Williams, J. T. NBC.
Williams, Nathan Oshkosh, Wis.
Williford, E. A. National Carbon Co.
Wilmotte, Raymond M. Washington.
Wisleder, Dean E. Westinghouse E & M Co.
Withe, S. F. AETNA Life Affiliated Companies.
Woodin, M. L. Stuart Machine & Tool Co.
Woodworth, S. W. WFBL.
Wortman, E. B. M. Wortman, Barton & Goold.

Drug Co. Shifts

M. J. BREITENBACH Co., New York, through its recently appointed agency Roche, Williams & Cleary, Dec. 4 started *Answer Man* thrice-weekly for 52 weeks on WOR New York for Gude's Pepto-Mangan, having shifted over from news on the same station. Current schedule includes programs and participations on WPEN Philadelphia and WGY Schenectady, both launched in October.

Joins Research Staff

CWO JOSEPH E. McCORMACK, USNR, who has been stationed at the radio section, Office of Public Relations, Navy Dept., as assistant engineer, has been assigned to the Naval Research Laboratory at Anacostia, D. C., in the engineering department. Mr. McCormack was formerly assistant radio materiel officer of the 10th Naval District at San Juan, Puerto Rico. He installed the Navy radio station at Curacao, Netherlands West Indies. Before entering the Navy, Mr. McCormack was with WLAP Lexington, Ky.; WFTL Fort Lauderdale; WJBY Gadsden, Ala.; WMFD Wilmington, N. C., and for a year was engineer with the National Defense Operation of the FCC in Atlanta.



Mr. McCormack

CAB TO GIVE SPOT NATIONAL RATINGS

NATIONAL ratings on spot as well as network programs will be provided by the Cooperative Analysis of Broadcasting beginning with its November-December 81-city report, the CAB reported last week, announcing that "this will be the first time in the history of national spot radio advertising that nationwide spot program schedules will receive a regular network standard of research service."

Coverage of 81 cities, giving a cross section of all cities of 50,000 or more population, makes this spot rating service possible, the CAB stated, adding that in addition to its twice-monthly program rating reports, Brand Identification and Composition of Audience data also will be provided to members with such rated programs.

Sgt. Wood Decorated

SGT. ROBERT C. (Bob) WOOD, account executive in the Chicago office of WOR New York before entering the Army, has received the Infantry Combat Medal for exceptional gallantry in action with General Patton's Third Army. A Purple Heart holder, he is in a Paris hospital recovering from wounds, according to letters received by his family. Sgt. Wood was promoted from Private to the rank of Sergeant, having entered the Army last January. He went overseas, to France, only last August. On the occasion of his small son's second birthday, Sgt. Wood sent him word of a unique gift—he and his squad had captured 57 Germans.



Sgt. Wood

Five Seek FM CPs

NEW FM station for Washington, D. C., is requested by Marcus Loew Booking Agency on 47,500 kc with 3,993 sq. mi. coverage and an estimated cost of $31,000. Loew's also has filed for three television outlets [BROADCASTING, Nov. 27]. Orville W. Lyerla, licensee of WJPF Herrin, Ill., seeks a new FM station on 49,100 kc to have coverage of 3,960 sq. mi. and to cost approximately $14,700. KFBI Wichita, Kan., through The Farmers & Bankers Broadcasting Co., licensee of the station, plans to invest $67,000 in the FM station for which it has filed application. Outlet would use 47,300 kc with coverage of 15,600 sq. mi. Blue Network Co., licensee of KGO San Francisco, asks 44,300 kc and 27,500 sq. mi. coverage for its proposed San Francisco FM outlet. Estimated cost is $98,750. KFSD San Diego, through FM Radio Corp., files for a new FM outlet on 44,700 kc with coverage of 950 sq. mi. Estimated cost is $22,200.

CHICAGO DAILY NEWS reinstated its daily radio column as of Dec. 4. New radio editor is Carl Guldager who formerly edited the movie section.

Hey, Joe—

LISTEN WHAT THE RETAILERS THINK ABOUT KABC!



Here's something which will interest Joe, as a time buyer. Down in San Antonio the largest drug chain advertises EXCLUSIVELY on KABC among the five radio stations. Another EXCLUSIVE KABC radio advertiser is the city's second largest grocery chain. And that's only the beginning!

Drug and food chains are hard-boiled advertising buyers. They put their money only where it will bring the best results. A record of producing these results is another reason for KABC's reputation as "The Fastest Growing Radio Station in San Antonio!"

Kabc

SAN ANTONIO'S BLUE NETWORK STATION

WEED & COMPANY, National Representatives

Today's BEST BUYS

AUDIENCE TESTED FOR BUSY TIME BUYERS

EAST

WHN—New York
50,000 Watts

DICK GILBERT

1:30-3:30 P.M.—5:00-6:00 P.M.
Mon. thru Sat.
The singing disc jockey. Versatile vocalist, master salesman, (You can say that again).
Tuneful, different, gets results.
¼ hr. participation
3 days—$300.00. 6 days—$500.00.

WFCI—Providence-Pawtucket
1,000 Watts—Blue

BETTY GUNNING SAYS

1:15—1:30 P.M.
Mon. thru Fri.
An attractive, charming, well known personality conducts this easy-to-buy participator.
Spots—$10.00

WNBH—New Bedford, Mass.
250 Watts—Blue

LOCAL NEWS

8:30 A.M., 12:45 P.M.
6:15 P.M., 10:30 P.M.
Fifteen years of telling the local folks what happens locally. Participation—$4.00 day time—$8.00 evening.

WHEB—Portsmouth, N. H.
1,000 Watts—Mutual

750 CLUB

9:30—11:00 A.M.
Mon. thru Fri.
Mrs. Spencers' charming personality has enrolled thousands of loyal members in the Club.
It's yours for $22.50 per Wk.

WATR—Waterbury
1,000 Watts—Blue

SHOPPERS GUIDE

8:15—9:00 A.M.
Mon. thru Sat.
Helen Morris has been doing this one for eight years.
Participation—$37.80 per Wk.

WJEJ—Hagerstown, Md.
250 Watts—Mutual

SADDLE PALS

11:15-11:45 A.M.—2:15-2:30 P.M.
Mon. thru Sat.
That old time music show that gets mail and sells merchandise.
Participation—
3 per week—$15.98. 6 per week—$30.24.

WRAW—Reading, Pa.
250 Watts—NBC

IT'S IN THE BAG
(Meaning the grocery bag)
10:00—11:00 A.M.
Mon. thru Fri.
Yessir! this one rings cash registers in grocery stores.
Participation—$25.00 per Wk.

WJAS—Pittsburgh
5,000 Watts—CBS

RHYTHM SECTION

8:45—9:00 A.M.
Mon. thru Sat.
Some smooth listenin' for the busy housewife. It's recorded and participating.
One minute—$22.50 base rate.

WNAB—Bridgeport
250 Watts—Blue

1450 CLUB

7:00—8:00 A.M.
8:20—9:00 A.M.
2:30—3:00 P.M.
Mon. thru Sat.
A sparkling M.C. makes this one more than just another platter program.
Daily participation—$32.40 Wk.

WNHC—New Haven
250 Watts

ALARM KLOK KLUB

7:00-8:00 A.M.
Mon. thru Sat.
An hour of breakfast music on New Haven's newest station.
Daily participation—$20.00 Wk.

WOCB—Cape Cod, Mass.
250 Watts—Blue

WORLD NEWS

7:30 A.M., 12:30 P.M.,
6:00 P.M., 11:00 P.M.
Mon. thru Sat.
Hot from the four corners of the earth by Associated Press Wire.
Spot participation—$18.00 Wk.

WJTN—Jamestown, N. Y.
250 Watts—Blue

MEMORY MATINEE

3:30—3:55 P.M.
Mon. thru Sat.
An ideal time for those old familiar melodies.
Participation—$25.50 Wk.

WEST

KBUR—Burlington, Ia.
250 Watts—Blue

THE BURLINGTON BUGGY RIDE

11:00—11:30 A.M.
Mon. thru Sat.
It's homey, and the home folks love it.
Participation—$35.00 Wk.

WCLO—Janesville, Wisc.
250 Watts—Mutual

THE HOMEMAKERS

9:05—9:30 A.M.
Mon. thru Sat.
AUNT EM has been telling 'em how to keep house for fourteen years and they love it.
Participation—$27.00 Wk.

WDGY—Minneapolis-St. Paul
5,000 Watts

YOU ASKED FOR IT

2:30—5:00 P.M.
Mon. thru Fri.
The money give away program that keeps them tuned to WDGY. Minutes or ¼ hours at Card Rate.

KMYR—Denver
250 Watts

UNINTERRUPTED NEWS

Ten minutes on the hour every hour everyday—on the News and Music Station of Denver.
7 days per week—$300 per month.

KBON—Omaha
250 Watts—Mutual

SUNRISE SERENADE

7:00—8:00 A.M.
Mon. thru Sat.
Don Perazzo M.C.'s this one and he's good. News, music, and free theatre tickets win a lot of listeners.
Daily participation—$27.00 Wk.

WIL—St. Louis
250 Watts

THE BREAKFAST CLUB

7:00—8:00 A.M.
Mon. thru Sat.
Twenty years of audience build up plus an easy-to-listen-to M.C. makes this one outstanding.
Minutes or ¼ hours at Card Rate.

WDSM—Duluth-Superior
250 Watts—Blue

TWILIGHT TIME

5:15—5:30 P.M.
Mon. thru Fri.
Timely tunes for Twin Port tea time.
Spot Participation—Base Rate $4.00.

KBIZ—Ottumwa, Ia.
250 Watts—Mutual

FARM & HOME PROGRAM

11:30-12:00 Noon
Mon. thru Sat.
A newsy farm program in the State where the tall corn grows.
Daily participation—$19.20 Wk.

KFUN—Las Vegas, N. M.
250 Watts

THE SPANISH HOUR

2:00-3:00 P.M.—7:00-8:00 P.M.
Mon. thru Sat.
Two whole hours of New Mexico's favorite music.
Daily participation—$16.20 Wk.

PACIFIC COAST

KFWB—Los Angeles
5,000 Watts

CHEF MILANI

10:00—10:30 A.M.
Mon. thru Fri.
A real Chef, a master showman with a great merchandising hook-up.
Daily participation—$100.00 Wk.

KJBS—San Francisco
500 Watts

ALARM KLOCK KLUB

6:30-8:00 A.M.
Mon. thru Sat.
Surveys prove its the best dollar buy in the Bay area.
Spot participation—$9.50 base rate.

KFMB—San Diego
250 Watts—Blue

MORNING MELODIES

8:00—8:15 A.M.
Mon. thru Fri.
A good time to catch the whole family.
Participation—Base Rate $9.00.

KTKC—Fresno-Visalia
5,000 Watts—Blue

ALL STAR DANCE PROGRAM

2:45—3:30 P.M.
Mon. thru Fri.
Everybody likes a dance tune. Here's forty-five minutes of it. Minute or ¼ hour—Card Rate.

KEVR—Seattle
250 Watts

BREAKFAST PLATTERS

7:00—8:00 A.M.
Mon. thru Sat.
If they want music with breakfast (and they do) this is where they get it.
Participations—$3.25 each.

SOUTH

WHBQ—Memphis
250 Watts—Mutual

NEWS—5 minutes on the hour

Mon. thru Sat.
Some excellent news periods on the News and Music Station of Memphis.
Base Rate—$12.50 each.

WTAW—College Station, Texas
1,000 Watts—Blue

FARM FAIR

12:30 to 12:45 P.M.
Mon. thru Sat.
The Texas Aggies Station with farm news for Texas Farmers.
Spot Participation—Base Rate $6.40

WTSP—St. Petersburg-Tampa
1,000 Watts—Mutual

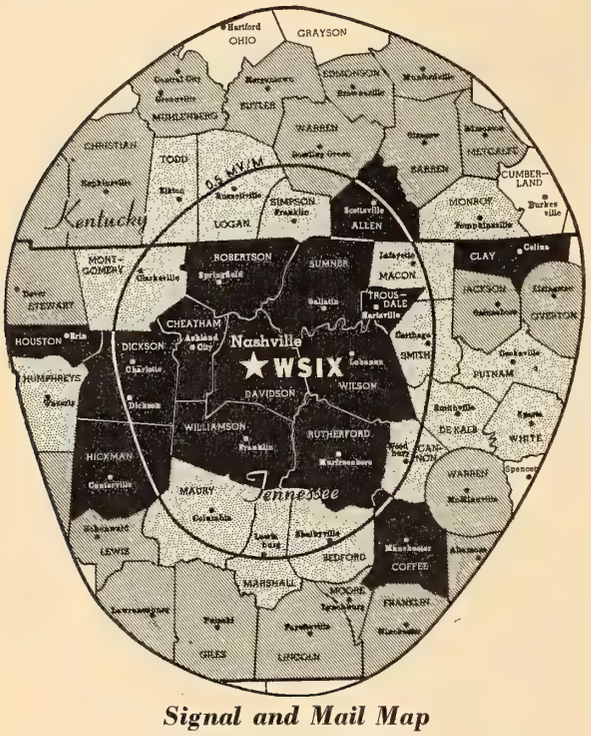
WOMEN IN THE NEWS

10:30 to 10:45 A.M.
Mon. thru Sat.
Mostly news about women, of especial interest to women.
Daily participation—$21.00 Wk.

REPRESENTED BY RAMBEAU

CHICAGO • NEW YORK • HOLLYWOOD

WSIX CAN TOTE THE LOAD IN THE NASHVILLE TRADING AREA



Signal and Mail Map

Your advertising message will go out in good company with programs that attract and hold a large and prosperous audience. 5,000 Watts and 980 K. C., carrying both Blue and Mutual networks, cover the Nashville area more than adequately. WSIX is well liked and advertisers benefit through good response to their sales talks. If you've got a product for this market, WSIX can sell it. Write or wire us for information. We'd like to give it to you.

THE KATZ AGENCY, INC., *National Representatives*
BLUE and MUTUAL Networks

5000 WATTS — 980 K.C.

WSIX "The Voice of Nashville" NASHVILLE, TENN.

Rosenberg Letter Holds Spots More A Problem of Quantity Than Quality

EDITOR BROADCASTING:

As an advertising man I have long been interested in the efficiency of radio spot announcements and as an amateur astronomer, I am happy to see that one of our leaders, Professor Shapley, has interested himself in a situation which cries for change.

It is not a question of transcriptions versus live announcements although in this direction, I feel that the advertising profession has acted like a flock of sheep. Following the appearance of the very clever Pepsi-Cola rhythm, everybody decided it was time to sing their commercials. The result has been that the air is full of confusing melody and out of the resulting discord the listener is supposed to pick the advertising message. In a few cases, it is easy; in most of them it is not.

Infant Industry

Radio is still young and station owners have much to learn. In the publishing world, experience has taught the art of makeup and balance. Successful publishers have found it pays to enforce restrictions of a type which tend to give us better looking magazines and newspapers by relegating the smaller advertisements to positions that do not offend the eye. The spot announcement is like the small advertisement. Unfortunately, however, in radio they can be best placed at station breaks. Tempted by much additional easy income, the stations which at one time carried only one announcement in the station break now line them up on both sides. The result is that the listening audience is protesting—protesting too frequently by dialing out the station.

Perhaps the least offensive station break has been the time signal. Nobody objects to it. Now we find them usually incidental to a collection of odds and ends which too frequently are completely out of place as regards the program which they follow or precede. Frankly, I believe the great majority of radio listeners are not sensitive enough to feel this abuse. The rub lies in the fact that it is the small but very influential group of which Mr. Shapley is a shining example, who will make their objections heard, and then the masses will follow.

A simile is found in the trailers shown between features at the motion picture houses. Frequently they are overdone, but basically they are informative and essential. They are surely less disturbing than the strange interludes of jammed-together commercials with which the listener is attacked just as he has finished enjoying some good and costly program, or is anticipating one which is to follow.

From the advertiser's standpoint, these crowded-in commercials are not bad. They usually command large audiences. From the standpoint of programming, however, they are atrocious and are bound to create a growing reaction to which the stations will have to respond.

I repeat, it is not a question of whether the announcements are transcribed or alive. It is more a question of quantity than of quality (although as to quality, it is easier to control the quality of a transcription than it is to control the live announcement where one must deal with the various personalities of announcers). Here again, it is a question of the creative ability of the advertising profession, illustrated not only by the fact that when one advertiser took up singing, they all decided they had voices, but frequently illustrated in publication advertising where it also seems to be an easier job to follow someone else's lead than to do something new and original.

ARTHUR ROSENBERG,
President,
Arthur Rosenberg Co.,
New York.

STORM SERVICES
WSYR Carries Headlines, Airs School Messages

WHEN a 30-inch snowstorm bogged down the circulation staff of the Syracuse *Post-Standard*, Col. Harry C. Wilder, president of WSYR Syracuse, offered the services of his station to broadcast the highlights and headlines of that day's edition. In return for this voluntary gesture, the paper carried a two-column front page box in praise of the station which is normally its competitor.

WSYR also carried messages from more than 125 rural and Central schools in the area, notifying pupils not to leave their homes and assuring parents of children who already were in school that they were being housed and cared for. Congratulations have been pouring in by telephone and mail in appreciation of the station's services.

Florence Warner to WHOM

FLORENCE WARNER, now midwestern director of educational broadcasts for CBS at WBBM Chicago, joins WHOM Jersey City Jan. 1 as public service director, handling educational, religious and certain types of civic broadcasts. Her appointment is part of a general expansion and reorganization of the WHOM staff and programming effected when the station was bought by Cowles Broadcasting Co. Before joining CBS she was feature writer for the *Des Moines Register & Tribune*, and assistant program director of KRNT Des Moines, both Cowles properties.

DAN THOMPSON, radio director for the National Safety Council, Chicago, has been named assistant manager of the department of public information, replacing James W. Grayhon who joined the public relations staff of Standard Oil Co., New York.



Where is the Pot of Gold?

WSPD

THE NORTHWEST OHIO-SOUTHERN MICHIGAN "POT OF GOLD" is covered by WSPD. This area includes the world's greatest glass industry, ports, railroad centers, trucking, farming, factories, fruit growers—a million and a half prosperous prospects for a WSPD-advertised product.

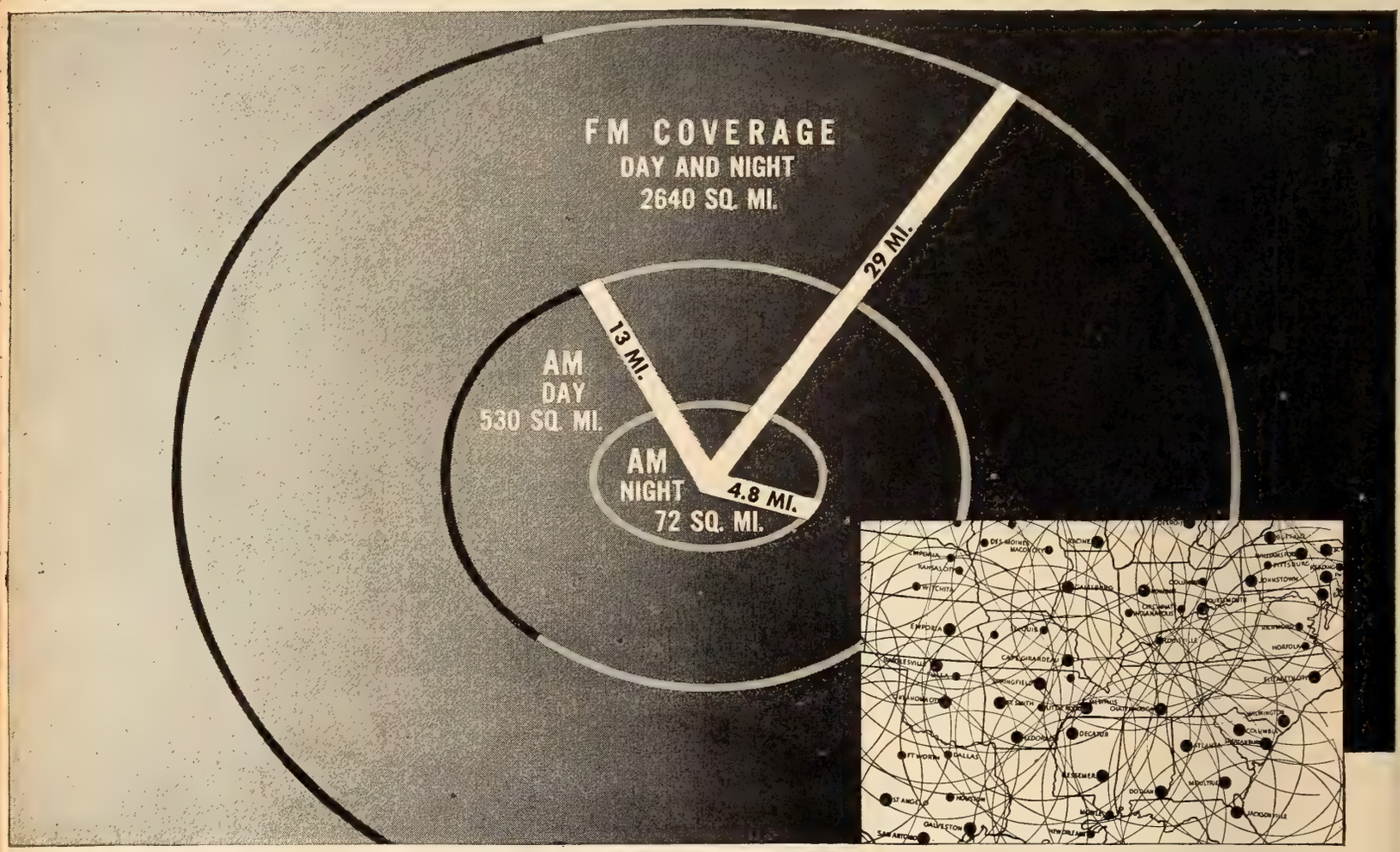
THAT'S WHAT EVERYBODY WANTS TO KNOW

In fact, they've been looking for that fabulous pot for centuries. Radio has the answer . . . and in Northwest Ohio - Southern Michigan, WSPD points the way via NBC programming, top local shows, 5000 watts and 23 years of service.

Just Ask KATZ

WSPD
5,000 WATTS
TOLEDO, OHIO
IF IT'S A FORT INDUSTRY STATION *YOU CAN BANK ON IT*
A FORT INDUSTRY STATION

FM does it....



Effective signal-coverage comparison of an FM station and a 1400-kc AM station. Most AM stations could enjoy better coverage by switching to FM. Moreover, their FM signals would neither cause interference with other stations nor be affected by interference from other stations.

Station interference pattern produced by AM stations on the 1400-kc channel. Dots indicate location of stations. Large circles indicate possible 400-mile interference range. At night, areas in which the circles overlap usually are subject to serious heterodyne interference. This pattern is typical of many crowded regional and local channels.

PLAN YOUR FM STATION NOW—50 FM BROADCAST STATIONS ARE ON THE AIR AND OVER 300 APPLICATIONS ARE PENDING. Write for the General Electric booklets covering FM station planning, equipment description, and general station operation. These publications describe G-E transmitters, antennas, associated equipment, and contain operating data from FM station records.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

160-C11—6916

...day and night

5 times the coverage by day

35 times the coverage by night



THE PRE-WAR G-E 1-kw FM TRANSMITTER

General Electric's post-war FM equipment will include significant developments in circuits, components, and layout that will contribute directly to the quality and economy of your broadcasting system.

ESTABLISH A POST-WAR PRIORITY ON DELIVERY OF YOUR FM EQUIPMENT. In order to enable you to obtain a post-war priority on delivery of transmitters and associated equipment, General Electric offers you the "G-E Equipment Reservation Plan." This plan will assure you of prompt post-war delivery of your transmitting equipment. Write for your copy of "The G-E Equipment Reservation Plan." *Electronics Department, General Electric, Schenectady, N. Y.*

Regardless of your present power, if you face a coverage problem, if you share a crowded channel, consider FM. In nearly every case FM will provide better coverage of the *same* area at *less* cost, or better coverage of *more* area at the *same* cost.

Wherever station interference presents a problem, look to FM for better coverage. Consider, for example, the case of the 1400-kc channel in the broadcast band. Here, eighty-five AM stations share the same frequency. Eighty-one of them are rated at 250 watts and at night are capable of causing serious heterodyne interference up to 400 miles. This interference greatly reduces nighttime coverage. Engineering data indicate that under conditions of average ground conductivity (3×10^{-14} EMU) and with an antenna height of 331 feet, the effective range of these stations over flat country would be:

AM Service	*Range*	*Coverage*
Day	13 miles	530 square miles
Night	4.8 miles	72 square miles

Compare this with the coverage of a 250-watt FM station using a single-bay antenna 331 feet high broadcasting over the same terrain:

FM Service	*Range*	*Coverage*
Day *and* Night	29 miles	2640 square miles

Thus, FM gives five times the coverage by day; *thirty-five times the coverage by night!* To your audience this means improved service. To you, this means a larger audience and better service to advertisers.

When you plan your FM station, make full use of General Electric's vast background of experience in the FM field. G.E. is the one manufacturer with experience in designing and building complete FM systems—from transmitters to receivers. G.E. has designed and built more FM broadcast transmitters than any other manufacturer. G.E. has furnished a large percentage of today's half-million FM home receivers. G.E. has supplied six complete studio-transmitter FM relay links with thousands of hours of regular operation to their record. General Electric's experience in the FM broadcasting field includes more than three years of programming through its own FM proving-ground station WGFM at Schenectady, where every transmitter development is tested before it is offered to the industry.

Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM *See G.E. for all three!*



THE Business OF BROADCASTING

Brewers Sponsor Symphony

UNDER sponsorship of Missouri Brewers Assn., the St. Louis Symphony Orchestra has begun its second annual series on KXOK St. Louis and KFRU Columbia, Mo., owned by the St. Louis *Star-Times* (1-1:30 p.m. CWT Sundays). Transcriptions are aired over nine other stations throughout Missouri. Commercial copy is institutional. Sponsoring brewers include Anheuser-Busch, Columbia, Flastaff, Griesedieck Bros., Hyde Park Breweries Assn., St. Louis; George Muehlbach Brewing Co., Kansas City; M. K. Goetz Brewing Co., St. Joseph. C. L. Thomas, KXOK manager, and V. N. Springgate, station sales manager, handled the deal with Irwin Olian of Olian Adv. Agency, representing brewers.

Reynolds for Campbell

QUENTIN REYNOLDS, author and correspondent now on special assignment with the Navy Dept. in the Pacific, will serve as "editor" and m.c. of Campbell Soup Co.'s *Radio Reader's Digest* on CBS beginning Dec. 31, replacing Conrad Nagel. William N. Robson of CBS now serves as producer-director of the program for Ward Wheelock Co., New York.

WOW House Organ

FOR the fourth year in a row, WOW Omaha has won the major awards at the annual convention for the Southwestern Assn. of Industrial Editors, this year winning the prizes for public service, editorial content and appearance of its house organ, WOW News Tower, which has a 15,000 circulation.

WNEW Commentary

WNEW New York, through arrangements with Colston Leigh, New York will draw from a list of 20 commentators handled by the lecture bureau, in presenting *Around the World in 30 Minutes*, Sunday program which started Dec. 10. Sponsored by Howard Clothes, New York, three personalities will broadcast each week as the "Howard Board of Commentators." Commentaries will be followed by a period reserved for questions from listeners. Agency is Redfield-Johnstone, New York.

NBC Aid

WHITE CARSON, cowboy singer and guitarist, was the first to get a radio assignment through NBC's "Welcome Home Auditions," a network project designed to help servicemen and discharged veterans show what they can do in radio.



WIBW has been lifting sales and keeping them lifted for almost 20 years. We can do it for you! We have the dominating signal in this area. We have the confidence and good-will of almost five million listeners . . . simply because we've never let them down. And renewals prove that we've never let an advertiser down either. Let us prove it for YOU!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

Anthony Off

JOHN J. ANTHONY and his *Original Good Will Hour* are off the air temporarily while the family relations adviser attends to various non-radio commitments, including a tour of Army Camps and personal appearances for the Sixth War Loan Drive. Mr. Anthony also is completing his second book, *Your Problem and Mine* to be published in February by Reader Service Co., New York, and will write a syndicated column for Press Alliance after the first of the year. Program has been heard on WMCA New York continuously since 1936, and was sponsored for a time until Nov. 27 on Mutual by Clark Bros. Chewing Gum.

Ante Up

THROUGH his *Crossroads* program, aired from Cincinnati's Union Station, Jerry Belcher, public events director of WCKY Cincinnati, has given more than 1,700 decks of playing cards to the USO for men in the service. Interviewing soldiers, sailors and marines as they pass through Cincinnati, Jerry occasionally suggests that listeners send in their used cards "for the boys". Cards still are pouring in. Each serviceman interviewed on *Crossroads* gets a carton of cigarettes with compliments of L. B. Wilson, owner of WCKY.

New Market Firm

ANSON BOND Productions and Leslie Charteris, author, have formed the firm of Bond-Charteris Inc. to market the latter's fictional character, The Saint, on a broad scale in radio, motion pictures and publication fields. Radio series on NBC starts in early January with Emerson Drug Co. (Bromo Seltzer) as sponsor, replacing Ellery Queen program.

Model KMOX

STORY of the KMOX St. Louis *Globe Democrat* "Mile O' Dimes" stand is being used as a model by the National Foundation for Infantile Paralysis in a memorandum sent out to all cities of 25,000 population or over. Campaign, which raised $50,000 in 1944, is described by Jerry Hoekstra, KMOX War Program Manager, who has directed "Mile O' Dimes" for the past four years.

KBS Xmas Features

KEYSTONE BROADCASTING System has prepared eight quarter-hour and four half-hour programs directed to men in army camps for daily presentation during Christmas and New Year's week. Keystone programs, *Tea Time Tunes, Melodic Moods, Sundown Serenade, Songs of the Week*, and *Sunrise Salute* are built around Yuletide format.

SESAC List

SESAC has added two publishers of gospel music to its list—Quartet Publishing Co., Ft. Worth, and Revival Music Co., Searcy, Ark., The catalog of American Music Inc., and its subsidiaries Cross & Winge, and Westmore Music Corp., will be dropped from the SESAC list of affiliated publishers effective midnight, Dec. 31.

KTHT Fetes Buyers

NEW YORK agency timebuyers were guests at a luncheon given by KTHT Houston last Tuesday at the Park Lane. Judge Roy Hofheinz, president of the station, described the transmitter site and antenna construction and site, the signal strength of the station in the market, and outlined program and sales operation.

Hope Wins Award

BOB HOPE, radio and film comedian, will receive the 1944 gold medal for achievement awarded annually by the Poor Richard Club of Philadelphia, advertising organization covering the agency, press and radio fields. Medal will be presented at the club's annual dinner, to be held in January.

Xmas Concerts

FOR THE 15th consecutive year, James P. Begley, program manager of KYW Philadelphia, has arranged to broadcast the annual Christmas concerts by the inmates of Eastern Pennsylvania Penitentiary and the Philadelphia County Prison.

ASCAP Adds

WLAP KOIL KFAB have signed new agreements with ASCAP and the following stations have renewed their ASCAP contracts: KTEM WHAS WBCM WALB WABY KJBS KFOX KDTH WKRC WHDH WJAR WDNC.

Waters Named

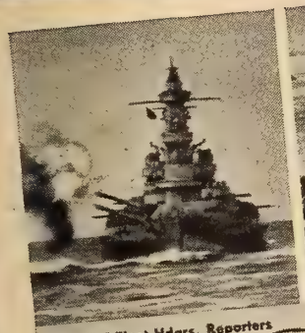
AMERICAN SOAP Powder Works, Brooklyn, has appointed Norman D. Waters & Assoc., New York, to handle advertising for Tish, a water-softener. Radio will be used.

KOBH Now KOTA

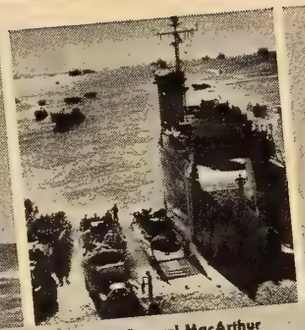
CALL LETTERS of KOBH Rapid City, S. D., were changed to KOTA on Nov. 22.

HALF-A-MILLION BUSINESSMEN WILL READ THIS BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:

- Women's Wear Daily
- Men's Wear
- Retailing Home Furnishings
- The Jewelers' Circular-Keystone
- Chain Store Age (Druggists)
- Chain Store Age (Grocers)
- Modern Brewery Age
- Bakers' Weekly
- Bakers' Helper
- National Carbonator & Bottler
- The Milk Dealer
- Ice Cream Review
- Radio Daily
- Broadcasting



Nimitz' Fleet Hdqrs. Reporters Ewing, Baldwin, Eckland



With General MacArthur Clete Roberts, Arthur Feldman



France, with Gen. Eisenhower Harold Peters, Robert Massell



U. S. 1st Army Headquarters Fraser reports German front

NOW BLUE 14 Overseas Reporters Broadcast Locally–for YOU!



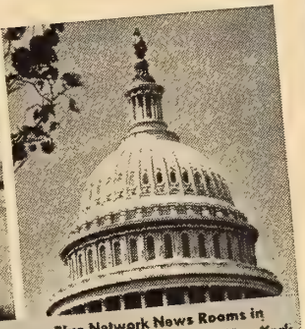
With Chenault in Chungking Fred. B. Opper, Charles Miner



Rome . . . Allied Headquarters Reports by Donald Coe



London . . . Reports on British Isles by Herbert M. Clark



Blue Network News Rooms in Washington, San Francisco, New York

BLUE NETWORK CO-OPERATIVE RADIO PROGRAMS CAN SELL FOR YOU — AND YOU PAY ONLY FOR YOUR OWN AREA

Coming direct from all the history-making hot spots pictured above, the Blue Network's newest coast-to-coast Co-operative Radio Program, "Correspondents Around the World," can be your *local* radio program to sell *your* products or services *right in your own territory.*

Commercials during the programs by *your own local Blue Station announcer* identify the program as *yours,* sell *your* products to *your* own audience! By switching the program to whatever Blue correspondents are nearest the day's action, your audience gets its news right from where it happens—*your* selling story takes on added authority!

The cost of Blue Network Co-operative Program is low, since you pay only your share. Hundreds of prominent local advertisers (names on request) have already found how well this *new* kind of radio advertising pays off! Now *you* can make it pay with the thrilling *new* Network Co-operative Program, "Correspondents Around the World," available mornings, Sundays through Fridays.

QUICK FACTS ABOUT OTHER BLUE NETWORK CO-OPERATIVE PROGRAMS

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it—the White House, Cabinet Members, congressional leaders. Midday, Monday through Friday, 15 minutes.

KIERNAN'S NEWS CORNER: Direct from New York. One of the outstanding human interest reporters of our time. Early afternoon. Monday through Friday, 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous News Analyst, who has broadcast from all over the world. Early morning, Monday through Saturday, 15 minutes.

THE MYSTERY CHEF: Direct from New York. Largest audience of any cooking expert. Daytime, Monday through Friday, 15 minutes.

DICK TRACY: Famous juvenile adventure series. Late afternoon. Monday through Friday, 15 minutes.

For all information ask any Blue Network Station, or the Co-operative Program Division of

The Blue Network

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

AMERICAN BROADCASTING COMPANY, INC.



When You Fish the Same "Hole" Year After Year

the *fishing* must be good!

When the advertisers on WIP—100% of 'em—renewed at the start of 1944, it was proof positive of their sales "fishing" being good.

Before the War . . . *During* the War . . . *After* the War the most profitable per dollar station for advertisers!

Yes, there are a *few* availabilities!

Represented Nationally by

GEO. P. HOLLINGBERY COMPANY

•

Philadelphia's MUTUAL Affiliate

PHILADELPHIA'S PIONEER VOICE

WIP

24 HOURS EVERY DAY

5000 WATTS

Merchandising & Promotion

Mail Plugs—Success Story—WNEW Swap
Rosemary—Sample Record

WESTERN ELECTRIC Co., New York, is distributing to its 90,000 employes an oversize illustrated 40-page booklet projecting the success of modern communications equipment in war against the company's experience in the manufacture of telephone and communications equipment in peace and war. Occasion is the 75th anniversary of the company, in peacetime source of supply for the Bell System, and now manufacturing electronic and communications devices for the Armed Forces. Features of the booklet include a pictorial chart showing the primary channels of military communications linking the U. S. fighting forces throughout the world. Other illustrated features include four-color reproductions of dramatic events in telephone history.

* * *

WHN Mail Plugs

PROMOTION copy for WHN New York is now stamped on all envelopes mailed from the New York headquarters of Loews Inc., the parent company, covering Metro-Goldwyn-Mayer as well as Loews and WHN letters. Ad appears on approximately 4,000 pieces of mail daily, current copy being devoted to the Sixth War Loan. Automatic postage-meter mailing machine is used. Paragon Oil Co., Brooklyn uses its machine to stamp 2,000 pieces of mail daily with promotion copy for their WHN weather reports.

* * *

WPAT Promotion

WPAT Paterson, N. J. promotes its *Luncheon with Helen* program in an illustrated booklet, the cover bearing a realistic partially-attached formal "Invitation to Luncheon with Helen." Fan-letters, sponsor eulogies, newspaper and billboard ads are reproduced. Another promotion piece, an easel back desk calendar with Varga girl illustrations, is being distributed by the station as a Christmas greeting.

* * *

WBNS Brochure

"FROM Plumbing to Potato Chips" is the title of a brochure issued by WBNS Columbus, O. which serves to explain the effectiveness of Irwin Johnson's *Early Worm*, early morning show. Copy of the brochure, done in buff and black, explains the program's public service aids such as blood donor service, safety campaigns, etc.

* * *

WLW Trade Ads

DISTRIBUTION'S part in the postwar economic era is the theme of a series of new trade paper advertisements of WLW Cincinnati. Each ad will be a reproduction of a famous advertisement of past years, with copy of the WLW series built around the idea that the next ten years will be the "Distribution Decade."

* * *

Success Story

WBT Charlotte, N. C. tells how it obtained 450 harmonicas for children stricken with infantile paralysis in a folder titled ". . . that a child might speak again". The mouth organs were needed to help polio victims exercise their throat muscles.

* * *

WOWO Gives 'Thanks'

TO GIVE thanks to its friends in the business and advertising world, WOWO Ft. Wayne last week issued a brochure titled "Thanksgiving", consisting of reproductions of various awards the station has won.

Movie-Spot Swap

A 30-SECOND movie trailer promoting Paula Stone's *Hollywood Digest* program on WNEW New York is being displayed four-times daily in 28 Century Circuit Theatres in New York, the station's musical call letters forming the background for the film. In return WNEW New York gives Century Theatres several mentions daily, explaining how War Bonds may be purchased there. Current deal covers the Sixth War Loan Drive period only, but may be followed by another promotional tie-in.

* * *

Rosemary

TWO JARS of Rosemary seasoning for holiday fowl and other dishes, plus a cellophane-wrapped sprig, which is supposed to insure faithfulness or serve as an amulet against the Evil Eye according to the accompanying booklet of history and recipes, are contained in packages being sent to radio editors by Benton & Bowles, New York, as a reminder to listen to B & B's new daytime drama, *Rosemary*, sponsored by Procter & Gamble on NBC five mornings weekly.

* * *

Program Bulletin

RADIO PROGRAM bulletin of educational broadcasts aired on WNYC, New York's municipal station, and WNYE, the Board of Education FM station, has been distributed to all New York City schools and Parent-Teacher Assns. as an aid to planning listening for the 3,000,000 school children in the Metropolitan area.

* * *

WGN Promotion

WGN Chicago has issued a 10"x14" promotion piece titled *WGN The Leader in Local Chicago Radio*, pictorially promoting their sound effects equipment, master control board, studios, shows and commentators. Piece contains full page map illustrating WGN coverage area.

* * *

WEAF Cards

WEAF New York, Nov. 1 started a car-card campaign, estimated to reach more than 110,000,000 riders of New York's subway system. Scheduled to continue through December, campaign promotes program features of the NBC station. Approximately 5,500 car-cards are expected to be used.

* * *

Sample Record

SAMPLE recording of *Places in the News*, a daily feature of United Press news wire, is included in a promotion brochure released by the news agency covering the various radio programs and services it has to offer to stations. Brochure is printed on glossy paper and illustrated.

Albuquerque Petition

APPLICATION for a new local in Albuquerque, to operate with 250 w fulltime on 1450 kc, was filed with the FCC last week by Rio Grande Broadcasting Co., a partnership of Albert E. Buck, owner of the Rio Grande Steel Products Co., of Albuquerque, and prominent in civic affairs, and Merle Tucker, assistant manager and commercial manager of KOB Albuquerque. Mr. Tucker simultaneously announced his resignation from KOB, NBC outlet. KGGM, only other station in Albuquerque, is on CBS, leaving both the Blue and Mutual networks available.

what makes a . . .



EXCLUSIVE

LONGEST LEAPER of the animal kingdom, the Kangaroo is EXCLUSIVE because of its pugilistic ability . . . and because of the way it transports its young. A vegetarian, inhabiting grassy plains of Australia and Tasmania, it reaches height of five feet, weight of 200 and easily clears 25 feet in one jump. The mother Kangaroo carries her brood handily in a snug abdomen pouch.

EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING is the key to K-O-Z-Y preference in the Kansas City Area, where its Pioneer Voice has been popular with particular people since prewar days. Yes, KOZY is EXCLUSIVE because it "sticks to specialized service" which can only bring extra dimensions with postwar FM expansion. You Should Have Rate Card 3!

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

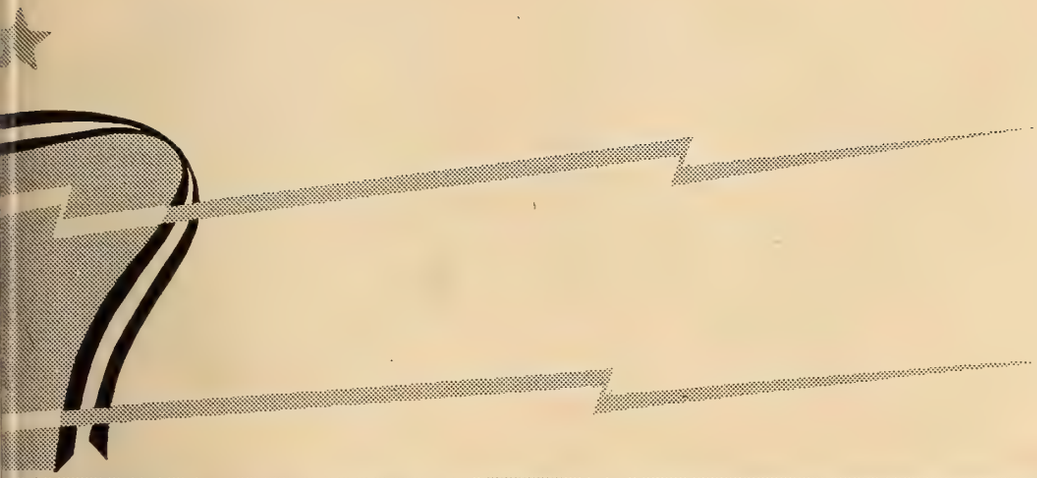
FM Radio Station

PORTER BUILDING • KANSAS CITY, MISSOURI

KOZY

FM Pioneer in the Kansas City Area

W
HISTO
...ANE
TISER
FIFTY



CKY IS MAKING BROADCASTING
Y FOR PUBLIC SERVICE TO LISTENER
DOING THE REAL JOB FOR THE ADVER-
N THE GREAT CINCINNATI MARKET—

L. B. Wilson

THOUSAND WATTS

CBS

Editorial

25 Years of Minutes

WHEN WORLD WAR I ended radiobroadcasting was unknown. "Wireless" had been employed in that globe-enguifing conflict, but radiotelephony, precursor of broadcasting, was only on the threshold of its development. Few had the vision to gauge the future.

On Jan. 1, radiobroadcasting goes into its 25th year in these United States, where it was conceived, born and nurtured. In 1920 broadcast service began on regular schedule. Those hardy pioneers could not have envisioned the development that was to come. If they had, they didn't venture their opinions. Since then, radio has become an indispensable phase of the American standard, as American as the Statue of Liberty, cowboy yodels and the hot dog.

It could only have happened that way here. In other nations, which caught the impact of this invention years later, Governments grasped control. Private initiative and free enterprise were blacked out; radio was too potent to be left in the hands of citizens or subjects in the American way.

Even in this country radio had its lean days. It was a reckless youngster in those early 20's, when it took an adventuresome spirit and a disdain for red ink to stay in the field. There were those who scoffed, because radio to them was a brazen upstart, or a novelty which would go the way of miniature golf. But radio survived. From such meagre beginnings, when men were in it for the fun of it, radio first entertained, then enlightened and informed. It made folks laugh and cry. It conveyed news. Politicians learned to use it. So radio won (and lost) elections. Today it carries greater impact than any other medium disseminating information. Americans believe in their American radio.

In a scant 25 years, radio has achieved what other arts or industries have taken generations to accomplish. It sprang up from the ruin and desolation of war. In the wake of another war, a hundredfold more deadly, will come new and miraculous attainments of radio—inventions mothered by the great necessity of these times.

Those electronic swords will be fashioned into ploughshares in the era ahead, to provide new vistas of service and enlightenment and pleasure in the next quarter century of the *Radio Age*. All that is ordained only under Radio by the American Plan.

Trail Setters

TWO OF America's leading broadcasting stations have made New Year's resolutions, the fruits of which will be watched keenly by their colleagues and by advertisers and agencies.

No sooner had WWJ Detroit revealed that it no longer would accept transcribed spot announcements after Feb. 1, 1945 than WJZ New York banned all chainbreak announcements, excepting time signals, from its nighttime schedule.

The new policies were announced by Harry Bannister, the pioneer Detroit station's manager, and John J. McNeil, manager of the Blue Network key outlet in New York.

When two such distinguished stations undertake to clean up the commercials on their outlets, regardless of the methods employed, fellow-broadcasters can only applaud—even if they do it with their hands behind their backs.

There is no question that great harm can be done radio as a medium through the broadcast of poor commercials, or for that matter through the broadcast of GOOD ones, if there are too many of them. That Messrs. Bannister and McNeil and their respective principals felt compelled to take bold pioneer steps toward better commercial broadcasting challenges the reckless charges, heard recently in such influential environs as the halls of Congress, that broadcasters are "dollar-hungry".

There is evident here, too, an additional forward step which should carry radio toward a broader and more useful future. The licensee of a station alone is accountable for the material he broadcasts. This is not a responsibility he can transfer to another without due legal action. And inasmuch as he cannot pass voluntarily the responsibility to another, one questions whether he should assign the authority for programming his outlet.

Should a broadcaster accept programs, sustaining or commercial, if in his best judgment they are not "good radio"?

Should he not reject commercials if they fail to meet a set of comparable standards?

We feel that the best solution to the problem of inferior commercials is one that is in effect now in evaluating programs. Most broadcasters have been in the business sufficiently long to employ their own judgment, weighing each scheduled broadcast on its merits.

This is not to differ, but to agree, with the principles laid down by WJZ and WWJ. Both have shown admirable courage and initiative.

Tomorrow—The World

RUMBLINGS in Washington leave little doubt that the complexion of international broadcasting, as underwritten by Uncle Sam, is about to undergo a change. It is reasonably certain, most agree, that the duties of the Office of the Coordinator of Inter-American Affairs will be modified, and that its broadcasting functions and those of the OWI's international division will be shifted to the State Dept.

If true, this can portend only that the USA is intent upon continuing in the pattern of propagandizing on a worldwide scale, in peace as in war. Certainly in these times one cannot attack the wisdom of such a plan. Our world's neighbors are next door now, not down the road a piece, and they must be told of our way of life as we must, in all reasonableness, hear of theirs.

But broadcasters should watch these proceedings with keen attention. The Government's interest in broadcasting has been noted before, and it is not a ghost that has been laid. The Government's disposition to perpetuate its policy of leasing private facilities to spread its good word—when and if the switch to the State Dept. is made—may betide the trend of things to come. However, any move to purchase those facilities, and operate them exclusively as Government entities, should be resisted.

Our Respects To —



ALLEN BALCOM DuMONT

AN ATTACK of infantile paralysis is not the present one would choose for an 11-year-old boy, and yet without it, it is doubtful that Allen Balcolm DuMont would today be so pre-eminent in the field of television: pioneer in its development, enthusiast for its future and wielding the gavel as charter president of the Television Broadcasters Assn., now convening in New York.

While ill as a boy, Allen constantly monitored the Brooklyn Navy Yard broadcasts and became so proficient at code that he spent subsequent school vacations as a ship's operator. Thus started his career in radio.

Born in Brooklyn Jan. 29, 1901, Allen learned his three Rs at the Brooklyn Training School for Teachers. After high school at Montclair, N. J., he entered Rensselaer Polytechnic Institute, from which he received the degree of Electrical Engineer in 1924 and, 20 years later, the honorary degree of Doctor of Engineering.

Following college, young DuMont went to work for the Westinghouse Lamp Co. in Bloomfield, N. J., first as an engineer in the development laboratory and then as engineer in charge of production of various types of tubes for radio receivers which were then just coming into general use. One part of this position was supervision of 150 girls who tested the tubes, a task that so discouraged him that he invented a machine which did the job automatically at the rate of 5,000 tubes an hour. For this achievement he was presented, in 1927, with the first award of $500 for the most outstanding accomplishment of any employe of the company.

During his school days, when he was the proud operator of amateur station W2AYR, Allen had purchased a DeForest audion tube directly from the famed radio pioneer himself. The meeting so impressed the youth that he swore that some day he would be associated with DeForest. The opportunity came in 1928, when the DeForest radio company was being reorganized and he was offered the post of chief engineer. From a shutdown plant with obsolete equipment and no employes, DuMont created a factory producing more than 30,000 receiving tubes of new design a day less than a year later. Transmission tubes, complete transmitters, guided radio systems for hotels and other large buildings, SA simple facsimile sending and receiving system also were developed under his direction. Looking for new markets, DuMont hit upon the idea of radio for police communications and in 1929 the DeForest company installed the first state police radio system at Lansing, Mich.

The DeForest interests had taken over the

(*Continued on page 54*)



another reason why Wisconsin listens to WMFM

KEEPING A FINGER ON THE LISTENER'S PULSE

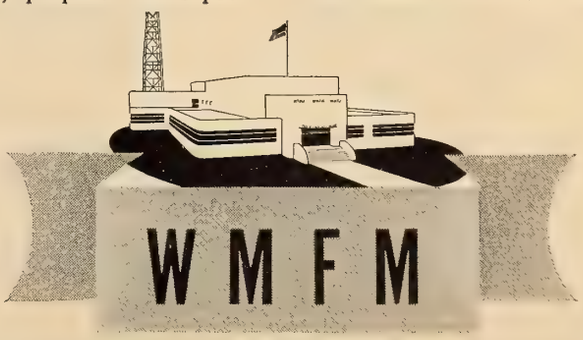
It is through careful planning that WMFM gives Wisconsin listeners programs they prefer. Wisconsin listeners, in turn, stay tuned to WMFM.

Programming on WMFM springs from a policy of *distinctive, quality programs, keyed to the wants and needs of the community.*

Throughout the broadcasting day, WMFM listeners hear a balanced schedule of dramatic programs, musical shows and productions, outstanding artists, and carefully prepared news programs. These programs have a distinct warmth and depth, thanks to the miracle of crystal-clear, static-free FM reception.

The WMFM schedule is attuned to the pulse of the listeners. That is why WMFM programs are doing an outstanding prestige-building, sales-promoting job for an impressive list of local and national advertisers.

To know the full story of Wisconsin radio, you must know the facts about WMFM. Get the complete story.



THE MILWAUKEE JOURNAL FM STATION



NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

●

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Personal NOTES

MAJ. H. M. BEVILLE, NBC research manager before the war, has been promoted to the rank of lieutenant colonel, being advanced past 40 senior majors, according to information received in New York last week. Col. Beville is attached to headquarters of the First Army.

DR. MAX JORDAN, NBC director of religious broadcasts, has been nominated to the executive board of the Catholic Institute of the Press.

BENEDICT GIMBEL Jr., president of WIP Philadelphia, has donated to the Philadelphia Chapter of the Assn. for Education by Radio, two scholarships to the newly formed course in radio at the U. of Pennsylvania. Group is comprised of teachers of Philadelphia's private, parochial and public schools who are interested in developing radio as a educational medium.

E. R. YONKERS, previously Graybar Electric Co. salesman in Wichita, has been named manager of the company's Omaha office, replacing **T. W. CONRAD,** retired. Mr. Yonkers is from Kansas City.

WILLIAM WILLIS WILDER, former personnel manager of the Southern States Iron Roofing Co., has joined WSAV Savannah, Ga., as account executive.

ROBERT E. DUNVILLE, general manager of WLW Cincinnati and vice-president of Crosley Corp., is the new commander of Division 2 in the Ninth Naval District, Coast Guard Auxiliary.

LARRY COMPTON, former domestic advertising manager of Knox Co., Hollywood (pharmaceutical products), has joined KECA Los Angeles as account executive.

GEORGE S. SMITH, partner in the Washington law firm of Segal, Smith & Hennessey, and Mrs. Smith, on Nov. 30 became the parents of their first child, a 7½-lb. boy.

KWBU Names Hogan

HOMER HOGAN, national representative of KWBU Corpus Christi since that station started operations last February, has been appointed manager, effective Jan. 1, Carr P. Collins, president of Century Broadcasting Co., announced last week. Mr. Hogan has been active in radio for 18 years as manager of WJJD Chicago, manager of KYW Philadelphia and midwest manager of Hearst Radio.



Mr. Hogan

LEE OWEN, formerly of KJBS San Francisco, has joined the sales staff of KGO San Francisco.

PHILIP G. LASKY, vice-president and general manager of KROW Oakland, has been appointed to the advertising relations committee of the Oakland Better Business Bureau.

IVOR SHARP, general manager of KSL Salt Lake City, is in New Orleans undergoing treatment for a gastric ailment.

HUBERT FINLEY, one-time account executive of KFVD Los Angeles, has joined KWKW Pasadena, Cal.

ROBERT RUSSELL, of Joseph Hershey McGillvra Co., station representative, Chicago, resigns Dec. 15.

SIDNEY GAYNOR, general sales manager of Don Lee Broadcasting System, Hollywood, is the father of a boy born Nov. 27.

HAL SIMMONDS, salesman of WFIL Philadelphia, is in Hahneman Hospital recuperating from a major operation.

ALLAN HUGHES, former sales promotion manager of KOA Denver, has joined NBC spot sales to handle sales promotion. **ETHEL GILCHRIST** has been named assistant to **JAMES H. NELSON,** manager of NBC network sales promotion.

NEWSPAPER GROUPS SEEK FM LICENSES

FOUR more FM applications have been filed with the FCC by newspaper interests while another three FM outlets are requested by licensees of standard stations.

The Claremont Eagle Inc., Claremont, N. H. requests a new FM station on 48,900 kc with 5,100 sq mi. coverage and estimated cost of $26,750. Also requested is an ST broadcast station to use 337 mc Reno Newspapers Inc. seeks a new FM station on 43,700 kc with coverage of 35,558.7 sq. mi. Approximate cost is $51,935. Facilities of 46,000 kc and 7,633 sq. mi. coverage is asked by The Patriot Co., Harrisburg, Pa. for a proposed FM outlet to cost an estimated $48,260 The News-Journal Corp., Daytona Beach, Fla., requests FM facilities of 49,100 kc and 3,000 sq. mi. coverage. Estimated cost is $65,250.

KIDO Boise plans to invest $11,680 in the FM station which it has requested on 48,500 kc. Coverage asked is 1,148 sq. mi. WATR Waterbury, Conn. has applied for 43,500 kc and 14,300 sq. mi. coverage for its new FM outlet to cost an estimated $55,050. KLUF Galveston, Tex. seeks a new FM outlet on 44,500 kc with 940 sq. mi. coverage. Estimated cost is $25,000.

JOANNA SCOTT, former traffic manager of Joseph Hersey McGillvra Inc., New York, is the first staff addition to be announced for the new station representative firm now being organized in New York and Chicago by **ADAM J. YOUNG Jr.** [BROADCASTING, Dec. 4]. Miss Scott's specific duties have not been assigned.

T. A. M. CRAVEN, executive vice-president of Cowles Broadcasting Co., and **MERLE S. JONES,** recently appointed general manager of WOL Washington Cowles station, were honor guests and speakers at a luncheon tendered them last Tuesday by the Washington Advertising Club.

THOMAS MALONE, member of the construction and building operations department of CBS for several years, has joined the sales staff of WABC, CBS New York outlet, as account executive. For the past two years he has been night manager of theatre operations.

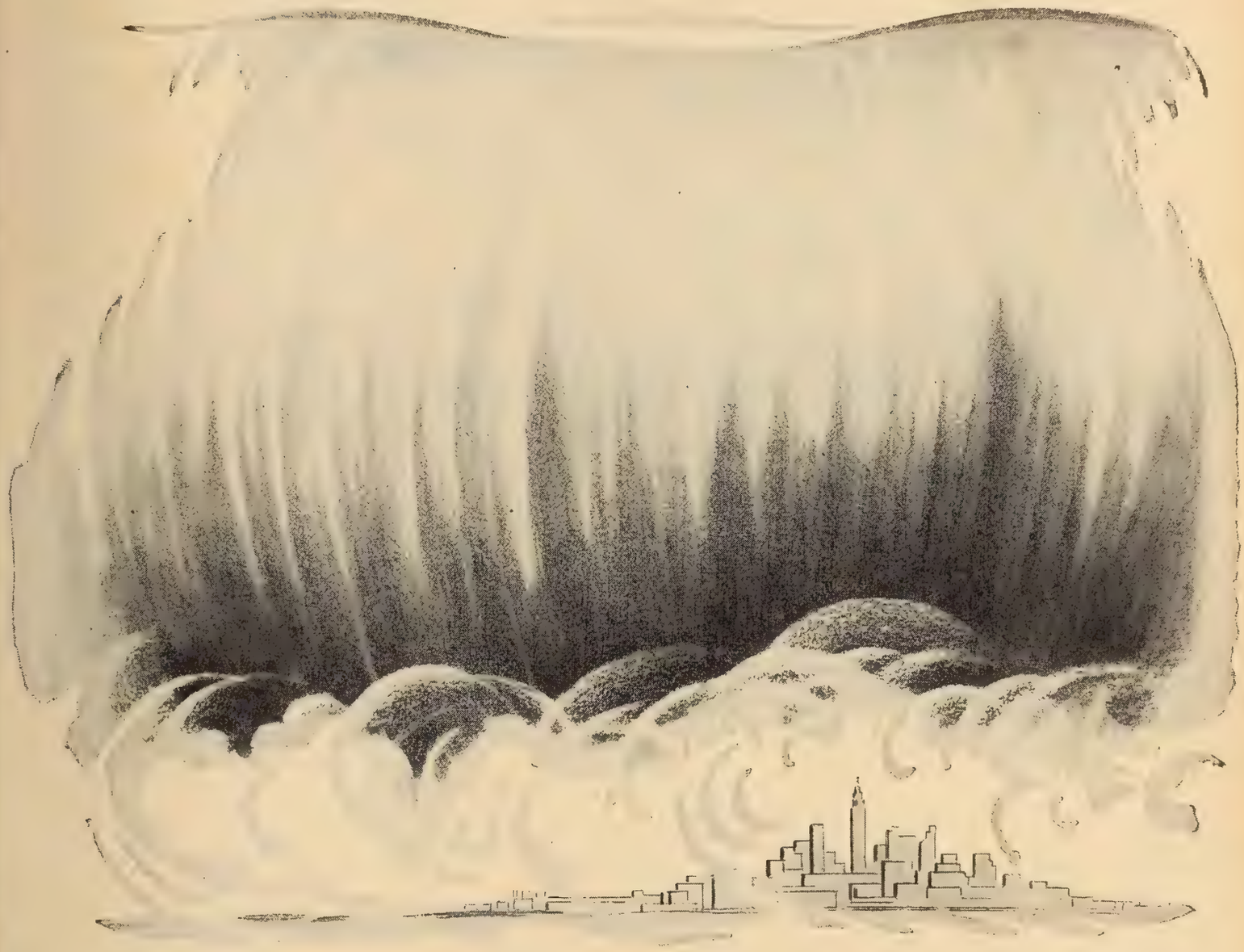
JOHN B. SOELL, salesman of KXOK St. Louis for four years, recently released from the U. S. Maritime Service, has joined the sales department of the Blue's New York outlet, WJZ. Mr. Soell has been public relations officer with the USMS in New York.

LT. (jg) MAX CULBERTSON BEE USNR, former assistant advertising manager of BROADCASTING, has been promoted to that rank from chief petty officer. He is stationed in the Press Section, Office of Public Relations, Navy Dept.



NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY - REED CO.

WCAU



50,000 "Free Watts" Surge Out in a Great Tidal Wave of Power in all Directions over a Clear National Channel giving "Umbrella Coverage"

WCAU's 50,000 Watts are not "directed" into a specific pattern. Instead they flow out in a vast umbrella shape, not only sweeping the whole Philadelphia area with Power, but covering many adjoining states.

PHILADELPHIA'S LEADING RADIO INSTITUTION

BEHIND the MIKE

JAMES STEVENSON, Lt. Col., AUS, inactive, a former Detroit commentator, has been assigned to NBC's *World News Roundup*, 8 a.m. Monday through Saturday, taking over from **W. W. CHAPLIN**, effective Dec. 11. Mr. Chaplin after a vacation will assume Mr. Stevenson's Saturday 11:15 p.m. news analysis period on NBC. Mr. Stevenson joined the network nearly two months ago, having been placed on the Army's inactive list as the result of an injury.

AL STEIN, WGKV Charleston staff announcer, is now musical director of the station.

RUSS GUNDERSON, WBBM Chicago newsroom staff, is convalescing from an appendectomy.

PAUL HAVENS, formerly of WIRE Indianapolis, has joined the announcing staff of WGKV Charleston.

RAY CARTMELL, formerly of KSRO Santa Rosa, has joined the announcing staff of KFRC San Francisco.

SHIRL BLACK, program director at KOVO Provo, Utah, has been named operations director, effective Jan. 1 when **WAYNE KEARL**, KOVO assistant manager, goes to Salt Lake City. **MEL STANDAGE**, released by the Army, has been named production assistant at KOVO. **TOM LEE**, Brigham Young U. student, is a new addition to the KOVO announcing staff.

ANGELUS AXIOTES of Woonsocket, R. I. is new assistant newsman at WICC Bridgeport.

ANN HIRYAK has been apponted program director of KWFC Hot Springs, Ark.

MAC BENOFF, writer on CBS *Post Toasties Time*, is the father of a girl.

LOU PLACE, former announcer of KOY Phoenix, has rejoined KGFJ Los Angeles.

GEORGE KAPEL news editor of KMJ Fresno, Cal., has entered the armed forces. **ROBERT WHITE**, former announcer of KFWB Hollywood, has joined KMJ.

J. RICHARDSON LOUGHRIN, former KWSN Mankato, Minn. program director, joins the WGN Chicago production department replacing **LOU JACOBSON**, who has moved to J. Walter Thompson Co., Chicago.

SUE KERNS, new to radio has joined the KIRO Seattle music department.

JOHNNY WHITE, continuity chief of KWFT Wichita Falls, Tex., is the father of a girl.

Mannings Named

JACK MANNING and his wife, Betty Manning, have been appointed radio director and associate radio director respectively of Hirshon-Garfield, New York. Mr. Manning replaces Jerry Law, resigned. For three years in charge of public relations and radio for the Army Signal Corps in New England, Mr. Manning previously headed the announcing and programming staff of WBZ Boston. Mrs. Manning was formerly radio director of the First Service Command in New England and prior to that directed radio activities for the Commonwealth of Massachusetts.

GEORGE SANDEFER, member of the announcing staff of WRC, Washington NBC outlet, has been made night manager of the station, succeeding **DON FISCHER**, who returns to fulltime announcing.

HOWARD BLAKE, former West Coast radio director of Franklin Bruck Adv. Corp., has joined CBS Hollywood as producer.

KEITH BROWN, formerly of the NBC production staff in Hollywood and assistant producer of *Blind Date*, sponsored on the Blue by Lehn & Fink Products Corp. for Hinds lotions, has joined the electrical transcription staff of the Blue Network production department in New York. Prior to his NBC affiliation, Mr. Brown was in the armed forces.

JANE TIFFANY WAGNER, NBC director of home economics, has been named national chairman of radio for the United Council of Church Women, an interdenominational group.

JACK DAVIS, formerly of WCOL Columbus, is now on the announcing staff of WCAU Philadelphia.

OTIS MORSE, released by the Army, has returned to WSBA York, Pa. as program director. In the Army Mr. Morse was director of the GI station. PBS Staunton, Va. **ROY BAXTER**, acting program director, has been appointed production and publicity manager.

MILT BERKOWITZ, news editor of WHT Hartford for nine years, has been named director of news and special events.

VANCE CARRUTH and DAVE WOOLEY, recently with KDNT Denton, Tex. and **BILL LOWERY** from KTHS Hot Springs, Ark. are new additions to the KWFT Wichita Falls, Tex. announcing staff. **JERRY WRIGHT**, formerly of WBAP Fort Worth, is now handling women's program and **BILL SHARPE** is doing newscasts.

NEAL MOYLAN, WFBL Syracuse special events newscaster stationed at Lincoln, Neb. with the Army Air Corps, has been promoted to first lieutenant.

GEORGE KENT, WRLD West Point, Ga. announcer, is a new addition to WAGA Atlanta.

BEVERLY BROWN, program director of WNOE New Orelans, this month is to marry **HAZEL FLORENCE DOELL**, radio actress and author of six plays which in 1936 won auditions for the star role in a program produced by him.

THOMAS L. GARNER, new WGH Newport News, Va. announcer, has married **MARION REED** of Akron.

RAY OVIATT, formerly of WLOK Lima, O., is now announcer and news editor of WMRN Marion, O.

BERT WINN, program director of KROW Oakland, has resigned to join the overseas branch of OWI.

GILBERT THOMAS, formerly associated with Allied Agencies, Los Angeles, has joined the continuity staff of KQW San Francisco.

ROY REBER, formerly of CJOC Lethbridge, has joined CKBI Prince Albert, Sask., as announcer and producer.

JOHN W. BARNES, producer of CBR Vancouver, and **JANET ROE**, Vancouver Red Cross worker, have announced their engagement.

JOE DILLON, stricken and partially paralyzed some months ago, has recovered sufficiently to resume his programs on WPEN Philadelphia.

S/SGT. ANTHONY PATRICELLI, WTIC Hartford script writer now on Leyte in the Philippines, has been awarded the first prize in the *Chicago Tribune's* Mid-Western Writers' Conference open to all. **LEONARD J. PATRICELLI**, program director of WTIC is his brother.

HERBERT C. PLUMMER, general news editor, has been appointed assistant chief of the OWI News Bureau to fill vacancy created when **NEIL DALTON** was promoted to directorship of the Domestic Branch. Mr. Plummer has been with the OWI since its creation June 13, 1942 and was with AP for 16 years.

ELEANOR WALLACE, former editorial assistant to **JOHN B. HUGHES**, newscaster, previously writer of *Faces and Places* on the Don Lee network and associated with KSFO San Francisco, has joined the women's department of WAR New York as writer on the *Margaret Arlen Show*.

JEAN WRIGHT, picture editor and production chief of *Click* magazine, previously with *Life* magazine, has joined NBC as picture editor. **DICK SPENCER**, who she succeeds, has assumed special work in the press department. **PAUL H. GILBERT**, formerly with Radio Reports Inc., New York, who has been active in industrial writing and syndcation, has been added to the press department as staff writer.

DON KELLEY, assistant to **JACK VAN VOLKENBERG**, assistant manager in charge of CBS western division, will take over the special events and publicity directorshp of WBBM Chicago on Jan. 1, succeeding **SHEP CHARTOC** who will leave at that date to join MCA Chicago as radio director.

HARRY R. LUBCKE, Don Lee Broadcasting System television director, is the father of a girl.



These are but a few of the BMI-licensed titles which Dorsey has recorded. See the new BMI Record Index (by artists) for the complete listing from which to build all-Dorsey programs.

Jimmy Dorsey

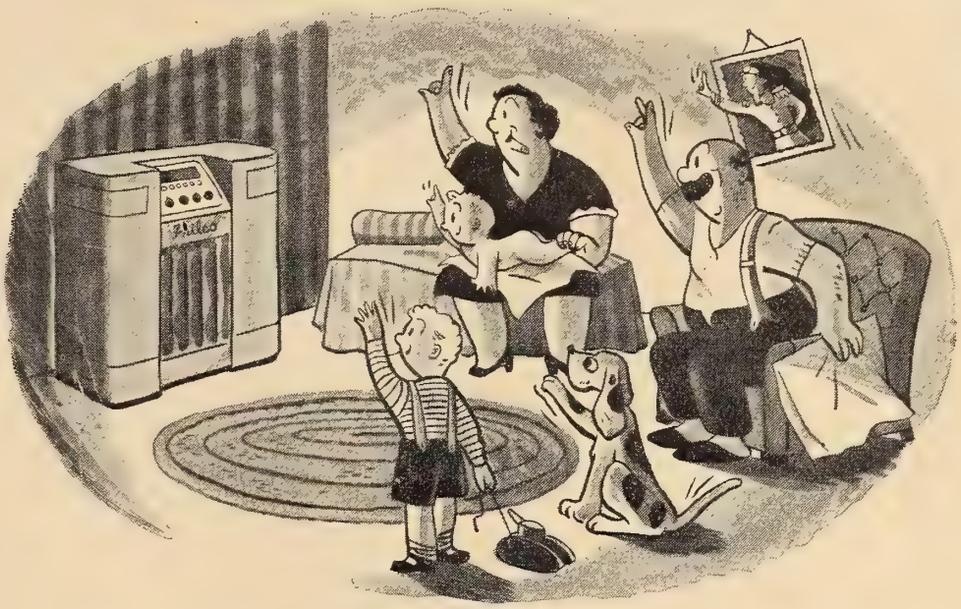
We are proud to salute this young maestro whose band ranks in the nation's top ten.

Proficient on cornet, alto and tenor saxaphones and clarinet, Jimmy's alto and clarinet are featured on many of the best-selling, BMI-licensed tunes he has recorded for Decca.

I'M IN LOVE WITH SOMEONE	Dec. 18611
BESAME MUCHO	Dec. 18574
BRAZIL	Dec. 18460
MARIA ELENA / GREEN EYES	Dec. 3698
AMAPOLA	Dec. 3629
YOURS	Dec. 3657
I HEAR A RHAPSODY	Dec. 3570
ON ECHO HILL	Dec. 18362

BMI

NEW YORK CHICAGO HOLLYWOOD



Everybody wants to get into the Act!

[THAT'S ONE REASON BLUE LEADS ALL NETWORKS ON WEEKDAY MORNINGS.]

LAST July, Chicago was hotter than the hinges of hell. So what happens? At 8 o'clock one July morning, 1,250 females, steaming with excitement, storm a 450-capacity Blue studio to hear the magic voice, to ponder the fetching features of Don McNeill, MC of Blue's "Breakfast Club."

The "Breakfast Club" zooms across the U. S., goes into Canada, on a bigger network than any other current program in radio: 188 U. S. stations on the Blue, and 39 CBC stations. But unhappily for Blue's fact-finders, this happens before many Hooper Commandos are up and doing. In the CWT zone, Don McNeill is the signal for Hooper investigators to roll out of bed and get to the telephone. In the EWT area they have had an hour to get into the swing of things. When we include all zones the results are gratifying: 31% of the audience, a rating of 4.2. McNeill outpulls such lovelies as NBC's "David Harum," the "Star Playhouse"; CBS's "Valiant Lady," "Bachelor's Children," and "Bright Horizon,"—to name a few.

O.K. Now, at 11:00 A.M., EWT, up pops Tom Breneman, speaking from Sardi's in Hollywood: "Good morning, ladies!"

Back comes a roomful of dames' voices, "Good morning, Tom!" And if *all* the *Good Morning Toms* from all over the country could be recorded, it would sound like the Anvil Chorus. For CAB has just discovered (November, 1944) that the second half* of "Breakfast at Sardi's" *leads all daytime programs on all networks. It is the top daytime show.* It rates 6.8, snares 44.3% of a substantial daytime audience which records show that the Blue, with "Breakfast at Sardi's," helped build. Housewives who had switched off the tear-jerkers went back to listening when word of Sardi's got around.

* * *

Here are a couple of things about these programs we want you to know:

1. In March, 1944, Don McNeill mentioned that it might be a good idea to form a National Breakfast Club: 5,000 listeners promptly shouted "Yea!" So one Friday, McNeill says: "We will." Saturday he repeats: "We will." On Monday telegrams, telephone calls and a ton of mail arrive—100,000 applications. Fibber McGee and Molly, J. Edgar Hoover, and the mayors of twenty cities want in, among others. Two months later applications are still flooding in. More than a million by then.
2. The sponsor, an old-timer in radio, and pretty calloused to large returns, makes an offer on Sardi's requiring the investment of a dime and two box tops. Dimes and box tops come back, in a torrent. We can quote him as saying it was probably the most fantastic return in the history of radio business. And he ought to know. We can't tell you how many, but the dimes would make a pile higher than the Empire State Building. Really. Research says so.
3. In eighty-four cities, Blue has the only station in town. In these cities, the "Breakfast Club" has a Hooper of 13.8; Sardi's rates 23.8.
4. These are two of the programs that help Blue get a *bigger listening audience than any other network on weekday mornings*—a record Blue has maintained *every month this year.*

MORAL—IF BLUE CAN GET PEAK LISTENING EVERY WEEKDAY MORNING—CAN GET IT WITH WINCHELL—CAN GET AGAIN AND AGAIN—AND WITH PROVED SALES RESULTS—AND FOR *LESS MONEY*... WHAT ARE YOU WAITING FOR?

*The first half is No. 10 show.

THIS IS THE ***Blue*** *NETWORK*

AMERICAN BROADCASTING COMPANY, INC.

HERE'S WHAT
HOOPER
SAYS
about
AUGUSTA
(Ga.)

STATION	Morn.	Aft.	Eve.
WGAC	62.3	57.3	54.8
"A"	37.3	42.4	44.3
OTHER	0.4	0.3	0.9

BLUE NET
WGAC
AUGUSTA • GA.
J. B. FUQUA, VICE-PRES. & GEN. MGR.
HEADLEY-REED CO.
National Representatives

Many AM Applications Filed With FCC in Last Fortnight

Spearman Seeks a CP in Jackson, Miss.; Dyers Apply for New Ft. Lauderdale Station

MORE than a score of applications for new standard stations have been filed with the FCC during the past fortnight. Three of the applicants request power of 1,000 w while majority of petitioners request local outlets.

Spearman Files

Paul D. P. Spearman, former FCC general counsel who now is associated with the Washington law firm of Spearman, Sykes & Roberson, has 50% interest and is president of Jackson Broadcasting Co., Jackson, Miss., applicant for a new standard station on 620 kc with 1000 w and unlimited hours of operation, using directional antenna at night. His brother, John, also associated with the Washington firm, is secretary of the new company. Other half interest is held by A. B. Campbell, treasurer, affiliated with Mississippi School Supplies Co. and other office and stationer supply firms.

Gene T. Dyer and Evelyn Dyer, affiliated with operation of WAIT-WGES Chicago, stations now awaiting Commission approval of management severance [BROADCASTING, July 10] so that the Dyers would hold major interest in WAIT, control substantial interest (175 sh of total 250 sh) in Fort Lauderdale Broadcasting Co. which seeks a new standard station on 1400 kc with 250 w and unlimited time for Fort Lauderdale, Fla. Remaining interest is equally divided between attorney Dwight L. Rogers, president, and Reginold B. Martin, vice-president, who has local business interests in several Ohio towns.

O. L. (Ted) Taylor, operator of KTOK Oklahoma City and half owner of KFMB San Diego, Cal., is principal interest holder (96%) in Taylor Radio & Television Corp., San Diego, applicant for a new standard station on 1000 kc with 250 w and unlimited time. Capitol Broadcasting Corp., Charleston, W. Va., seeks 1240 kc with 250 w and unlimited time for its new standard station. Half-owner of the new company is Diamond Inc., operator of local department store, certain members of whose management own the majority of the remaining interest.

Smoky Mountain Broadcasting Co., Knoxville, Tenn., composed of local businessmen and Gary Marable, vice-president and third owner, who was to resign Dec. 9 as salesman for WBIR Knoxville, files for standard facilities of 1340 kc, 250 w, unlimited hours.

Assignment of 250 w and unlimited hours on 1240 kc is requested by Jackson Broadcasting Co., Jackson, Tenn., composed of local businessmen. President and 20% owner is P. H. Russell, major owner of Coca-Cola Bottling Works of Jackson. W. Culver White (10%), assistant to the president of the Gulf, Mobile & Ohio Railroad, is vice-president and director. General manager, and also a vice-president, is Belton O. Sullivan (12%), member of *New York Daily News* advertising department. Frank B. Caldwell (24%), president of the Jackson Second National Bank, is secretary-treasurer. Isaac B. Tigrett (10%), president of the Gulf, Mobile & Ohio Railroad, is a director. Glen Dillon (20%), director, is 49% owner of the Jackson Pepsi-Cola Bottling Co. and also has other local business interests.

Ask Albuquerque CP

Albert E. Buck and Merle H. Tucker, a partnership doing business as Rio Grande Broadcasting Co., is applicant for a new local station on 1450 kc with 250 w and unlimited time to be located at Albuquerque, N. M. Mr. Buck, special partner who will contribute $50,000, is owner and operator of the Rio Grande Steel Products Co. and president and major interest holder in Sandia Lumber Co. Mr. Tucker, for three years commercial manager of KOB Albuquerque, would be managing director of the new station.

Valley Broadcasting Assn., McAllen, Tex., composed of a score of local businessmen, files for 910 kc at McAllen with 1000 w unlimited time. Outlet would use directional antenna both day and night. Associated with the group as general manager is M. S. Niles, who is to supervise operation of the station and who was responsible for the establishing of KRGV Weslaco, Tex., which he operated until 1937.

Independent Broadcasting Co.

(*Continued on page 52*)

WJLS
BECKLEY, WEST VIRGINIA
Expands its market...*
*Daytime coverage increases 1,390 square miles...with 110,741 additional potential listeners (FCC survey).
now at 560
on the dial
CBS NETWORK
Represented by Burn-Smith



Represented Nationally by HEADLEY-REED CO

ALERT AND AGGRESSIVE BIG AGGIE SCORES AGAIN



Others fumble Nebraska-Minnesota Game, but WNAX is "on the ball" for a touchdown.

As the Omaha World-Herald reported it:

"Foreign" Station Airs Husker Tilt

World-Herald Lincoln Bureau

For the first time in more than 15 years, Nebraska fans Saturday had to dial outside their home state to obtain a broadcast of their Cornhusker football team.

KFAB according to representatives of the station had carried the Cornhusker broadcast for 15 or 16 years without a miss, although some of the foreign contests were (staged from telegraphic reports). WOW at Omaha had broadcast Husker games intermittently.

Both stations carried other games Saturday giving the Minnesota-Nebraska Game silent treatment. The game was carried over Station WNAX, 570 kilocycles at Yankton.

How football coaches prize them . . . these dependable performers who consistently crash through, where others falter or fumble.

Listeners prize that same dependability in a radio station . . . a big reason why WNAX is "our station" to thousands of families in Nebraska, Iowa, Minnesota, North and South Dakota.

Yes, five million folks in five states regard WNAX as one of the family . . . a friend on whose service and whose advertisers they can depend.

570 on the dial **WNAX** *The Billion Dollar Market*

SIOUX CITY · YANKTON

A Cowles Station · Affiliated with Columbia · Represented by the Katz Agency

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

HENRY R. TURNBULL, chairman of the planning committee and account executive of Duane Jones Co., New York, recently on loan to the Republican National Committee as radio director, has resumed his duties at the agency following a two-week vacation in Florida. Mark Larkin, who was loaned by the agency to the RNC as radio publicity director, has also taken up his post at the agency as publicity director after vacationing two weeks in New England.

JOHN M. WILLEM has joined the Leo Burnett Co., Chicago, as research director.

THOMAS B. SINGLETON, former vice-president in charge of sales and advertising for Murine Co., Chicago, on Jan. 1 joins Sherman & Marquette, Chicago, as vice-president.

ROBERT L. YOUNG, formerly with the Buda Co. and Albert Kircher Co., Chicago, has joined the sales staff of Tempo Inc., Chicago.

FRANK A. FORTESCUE, formerly of the Lavenson Bureau, has joined the copy division of Geare-Marston, Philadelphia.

GRANVILLE WORRELL II, has joined Gray & Rogers, Philadelphia advertising agency, as head of the research department.

EARL SHAW Jr. has joined Barnes Chase Co., Los Angeles, as production manager.

FRANKLIN BRUCK Adv. Corp. has discontinued its Hollywood production offices.

JIM McCLEERY, former account executive of Raymond R. Morgan Co., Hollywood, has joined Ken McNeill & Staff, new Los Angeles firm with headquarters at 448 South Hill St., as radio director-account executive. Edith Sweazy joins the agency as time-buyer.

KAY C. JONES, space and timebuyer as well as production manager of Glasser-Gailey & Co., Los Angeles agency, has resigned.

HUGH DAVIS, account executive and vice-president of Foote, Cone & Belding, Chicago, is the father of a boy.



QUARTERLY CONVENTION of clan closely connected with the *40 Hour*, sponsored by the Chicago & Northwestern Railway, finds thi group toasting the broadcasts, now in their eighth year. Standing (l t r): Jules Herbuveaux, NBC central division program manager; M. I Tennerstedt, NBC account executive; Donald Powers, copywriter c Caples Co., agency. Seated are: Pat Gallicchio, commentator on the earl morning WMAQ show; W. E. Lawrence, NBC producer; J. E. Erickso vice-president of the Caples Co.; and Harry Frier, advertising manage of the Chicago & Northwestern Railway.

MORGAN RYAN has resigned from Sherman & Marquette, New York, where he served as account executive on the Colgate-Palmolive-Peet account.

JOHN L. ROGERS, former product advertising manager of Vick Chemical Co., New York, and previous copy chief of Cecil & Presbrey, New York, and H. W. Kastor & Sons Adv. Co., Chicago, has joined the creative staff of Dancer-Fitzgerald-Sample, New York.

EDWIN DUERR, a radio director for Young & Rubicam, New York, has been appointed production supervisor of that agency. In the newly created position Mr. Duerr will supervise production of the *Aldrich Family*, *Molle Mystery Theatre* and *My Best Girl*. He was formerly drama instructor at Carnegie Institute of Technology, Western Reserve, and Nevada U.

KEN HODGES, producer for Ken Dolan Co., Hollywood talent service, on NB *Johnny Mercer's Music Shop*, has join Ruthrauff & Ryan and is assigned to NB *Amos 'n' Andy Show*. He replaces Da Clark who resigned to join BBDO as Holl wood production supervisor.

RUTH JOHNSON, in charge of comme cial continuity, has been made assista time and spacebuyer of Raymond Morgan Co., Hollywood agency.

THE CUNNINGHAM Co., Chicago adve tising agency, has merged with Hamilt Adv. Agency, Chicago, under the latte name. New address is 221 North LaSal St. Telephone is Randolph 7060.

E. J. (Jack) REESER, former accou executive of Ruthrauff & Ryan, Detro has been appointed assistant advertisi promotion director of the Detroit office J. Walter Thompson Co.

JAMES C. RESOR, a graduate of Pen sylvania U, has joined the radio depa ment of McCann-Erickson, N. Y.

HAROLD J. RUDOLPH, a director Standard Brands, previously research e ecutive of Colgate-Palmolive-Peet Co., Je sey City, has been appointed assistant the vice-president in charge of resear of William Esty & Co., New York.

WILLIAM H. SCHNEIDER, art direct of Donahue & Coe., New York, has be named vice-president and director of creative activities.

Crayon Co. Sponsors

AMERICAN CRAYON Co., Sa dusky, effective Jan. 6 will beg sponsorship of a quarter-hour pr gram of children's stories, featu ing Malcolm Claire, on WEN Chicago. Contract for 52 wee was placed by Triangle Ad Agency, Chicago.

THE SUNSHINE BOYS
SPONSORED BY Colonial Stores
WAGA PRODUCED FOR 14 STATIONS
8 COWBOYS
SPONSORED BY THE SPEARMAN BREWING CO.
WAGA PRODUCED FOR 8 STATIONS
LEW CHILDRE
SPONSORED BY THE IGLEHEART DIVISION OF GENERAL FOODS
WAGA PRODUCED FOR 23 STATIONS
LIGHTCRUST DOUGHBOYS
SPONSORED BY THE BURRUS MILL AND ELEVATOR COMPANY
WAGA PRODUCED FOR 6 STATIONS
OUTSTANDING PRODUCTION
WAGA
ATLANTA
OUTSTANDING PROGRAMS
5000 WATTS ON 590 KILOCYCLES. REPRESENTED BY HEADLEY-REED CO.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA
5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C.
CBS
Represented by Hollingbery

Blue Coordinates Program Section

Creative Operations Groups Integrated to Work as Team

HUBBELL ROBINSON Jr., Blue vice-president in charge of programs and production, last week announced a realignment of duties and responsibilities of the network's program department "to correlate and integrate more closely the work of all groups in the network that are responsible for creative operations." Various program divisions, except news and special features, will be moved to one floor to enable the units to work together as a team.

Executives working directly under Mr. Robinson are Adrian Samish, national director of programs and production; Stanley Josseloff, national director of talent and program development, and Charles Barry, national director of program operations. Mr. Josseloff is responsible for the development of new personalities, acts and programs either sustaining or for offer to advertising agencies, and will serve as liaison between the Blue and the agencies on projected shows. Mr. Barry is responsible for booking procedure and for the correlation of network operations and program department plans.

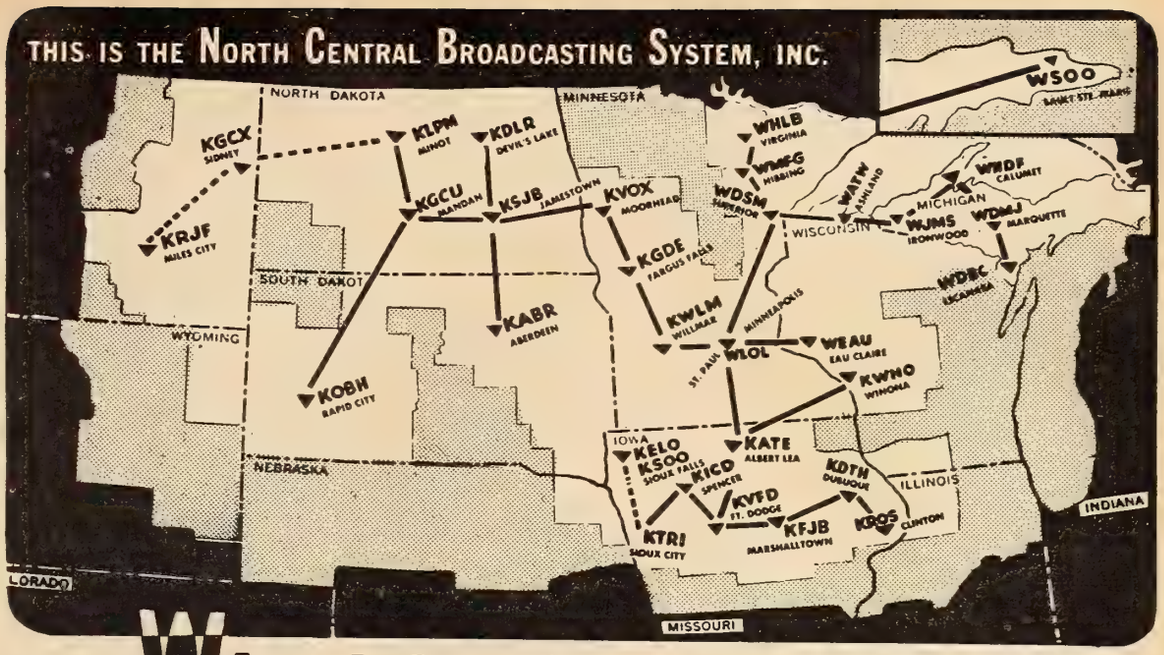
The news and special features division under G. W. (Johnny) Johnstone, the public service division under Dr. Harrison B. Summers, sports operations under Harry Wismer and the music department under Paul Whiteman will "function in the direct sphere of the programs and production departments," according to the announcement.

The continuity department under Dorothy Kemble and television under Paul B. Mowrey also come under the regrouping. Lindsay MacHarrie, eastern production chief, will act as an assistant to Mr. Samish under the new set-up, with the script division under Stuart Buchanan and the announcing division under Ray Diaz also correlated into the program and production plan.

Ben Bodec, of the radio department of J. Walter Thompson Co., New York, and formerly with Columbia Pictures and *Variety*, will join the Blue Dec. 18 as an assistant to Mr. Josseloff.

IBS Disc Library

RCA Victor Division, Camden, N. J., is supplying 11 stations affiliated with the Intercollegiate Broadcasting System with a basic library of 600 Victor Red Seal and 275 Blue Bird recordings for use in a radio advertising campaign to start the first of the year. New Victor records will be included as they are released, for broadcast in a twice-weekly, three quarter-hour spot purchased by RCA Victor on 11 IBS stations under terms of IBS postwar option plan [BROADCASTING, Nov. 13].



Wired for Sound RESULTS

NCBS is a wired network . . . with the above stations available in ANY combination or group to fit your particular needs. Your needs are sales results. And results are just what NCBS stations offer you. These stations—each one also affiliated with one or another of the national coast-to-coast networks—have proven by mail results that they can deliver MORE thorough blanket coverage of this rich area (both rural and metropolitan, combined) at LESS cost.

● **Bringing home the bacon is easy for the participating sponsors of Willette Bacon's program for women. An exclusive NCBS feature, exceedingly well-produced, this program has an extremely high audience rating. Scheduled on 18 NCBS affiliates, participation may be purchased on a 2, 3, or 5 times weekly basis. Rates on request.**

● Available for sponsorship soon . . . quarter-hour newscast at 12.15 noon CWT. The commentator featured on this series of broadcasts is a well-known columnist in the north central states. Cost of sponsorship submitted on request.

NORTHWEST'S MOST COMPLETE MERCHANDISING SERVICE

- **Guaranteed distribution and display for your products in at least 1000 retail stores.**
- **Publicity in newspapers, leading farm magazines, newsletters, etc.**
- **Jobber and retail good will and confidence . . . achieved by years of NCBS cooperation.**

At no charge . . . and with no minimum time expenditure involved . . . we offer this invaluable merchandising cooperation to solve your wartime sales manpower and travel shortage problems.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

New York
8 East 41st Street
Lexington 2-6892

St. Paul, Minnesota
First National Bank Bldg.
Cedar 8579

Chicago, Illinois
360 North Michigan Avenue
State 0361

THE VIOLIN



. . . the "singing voice" of the symphony

Did you know the name violin was applied originally to not *one* instrument, but to a family of *four* instruments corresponding to the four human voice parts? Of this violin family, the oldest member is the viola.

Because of their special fitness for singing melodiously, violins have long been used in orchestras to carry the all-important "voice" parts.

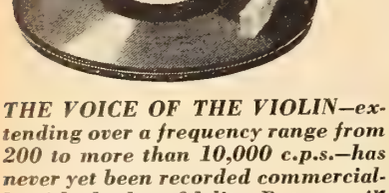
How old is the violin?

It is difficult to say—for the violin is the result of extremely slow evolution. Ancient instruments contributing to its development include the Egyptian lyre and kithera, the medieval rebec and the fiddle of 13th Century Europe. By the early 16th Century, the true violin had emerged —and the Italian town of Cremona became famous for fine violins.

"Four and twenty fiddlers"

During the reign of Louis XIII of France, the "band of 24 violins of the King's chamber" was formed to play at court. Imitated in England in the "King's Music," the 24 violins became the "four and twenty fiddlers" of the familiar nursery rhyme.

In early symphonies, the violins were almost always playing—and you will find them still the "singing voice" of the symphony today.



THE VOICE OF THE VIOLIN—extending over a frequency range from 200 to more than 10,000 c.p.s.—has never yet been recorded commercially with absolute fidelity. But you will find that the most nearly perfect transcriptions now available are:
VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
195 BROADWAY, NEW YORK, N. Y.

Radio Advertisers

WHITEHALL PHARMACAL Co., a division of American Home Products Corp., has named Chester C. Willard merchandising manager, with headquarters at 22 E. 40th St., New York.

BROWNING KING & Co., New York clothing dealers, has appointed E. T. Howard Co., New York, to handle advertising. Radio may be used, although media plans have not been completed.

DR. A. W. CHASE MEDICINE Co., Oakville, Ont., has started transcribed musical programs, newscasts and spot announcements on a number of Canadian stations. Account is placed by Ardiel Adv. Agency, Oakville, Ont.

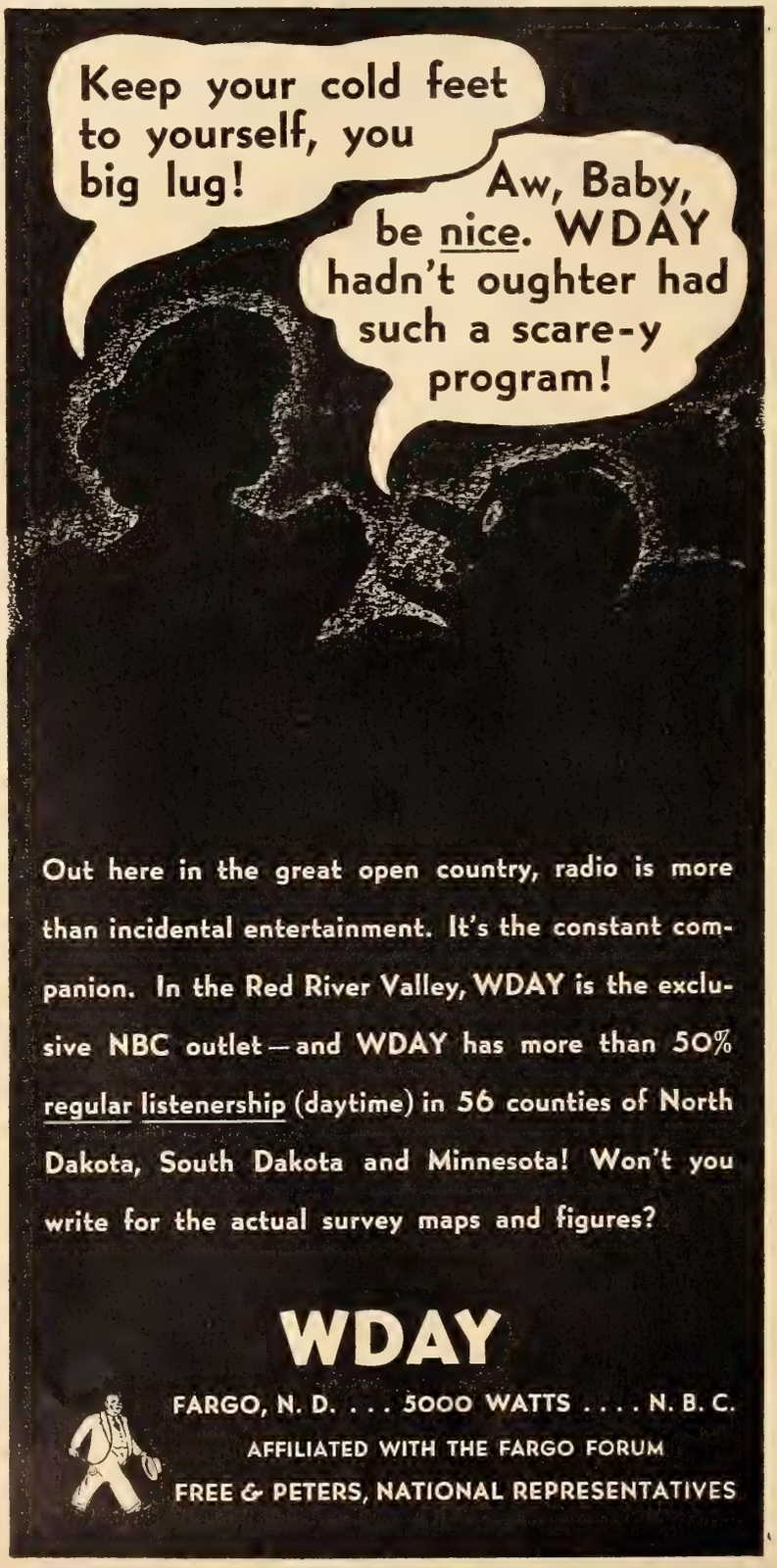
O'ROURKE OF CALIFORNIA, San Francisco (Castle hats), using radio for the first time, on Dec. 6 started sponsorship of Wednesday night hockey games at Winterland, San Francisco, on KROW Oakland (Cal.). Contract for season is expected to run 15 weeks. Agency is Garfield & Guild, San Francisco.

WESTMINSTER CANNERS Ltd., Vancouver, has started spot announcement campaign on Canadian Pacific coast stations. Account is placed by Cockfield Brown & Co., Vancouver.

IMPERIAL OPTICAL Co., Toronto, has started weekly quarter-hour transcribed talks on a number of stations in eastern Canada and Newfoundland. Agency is Locke, Johnson & Co., Toronto.

CROSSE & BLACKWELL Ltd., Toronto (foods), has started transcribed spots six times weekly on a number of Canadian stations. Account was placed by A. McKim Ltd., Toronto.

VIAU Ltd., Montreal (biscuits), has started twice-weekly musical quarter-hour on three French-language stations. Account was placed by Canadian Adv. Agency, Montreal.



Elgin Xmas Show

ELGIN NATIONAL WATCH Co., Elgin, Ill. will sponsor a two-hou Christmas Day show, 4-6 p.m. on the full CBS network. Program talent will include Bob Hope, Jacl Benny and Rochester, Bing Crosby Carmen Miranda, the Don Cossack Choir, Joseph Szigetti, with Dor Ameche as m.c. Tony Stanford wil handle production. Elgin agency is J. Walter Thompson Co.

AMERICAN SCHOOL, Chicago (hom study courses), through Culp Adv., Lo Angeles, in a West Coast campaign, i sponsoring daily quarter-hour recorde musical program on KFVD Los Angele and KROW Oakland. Weekly 30-minut program of music and news is used o KRKD Los Angeles. Other stations will b added.

M. WEINSTEIN, Los Angeles (jewelers) adding to local schedule on Dec. 2 ex panded five-weekly *Gems of Music* to si times per week on KECA Los Angeles Agency is Adolph Wenland Adv., Lo Angeles.

PACKARD BELL Co., Los Angeles (radios equipment), has appointed Dan B. Mine Co., Los Angeles, to handle advertisin effective Jan. 1. Radio will continue t be used along with other media.

YOUTH FOR CHRIST Inc., Los Angele (religious), in addition to weekly half hour live broadcast *Challenge to Youth* o KMPC Hollywood, has started transcribe version of program on KGA Spokane an KTKN Ketchikan. Other stations will b added. Agency is Tom Westwood Adv., Lo Angeles.

PETROL CORP., Los Angeles (petroleum products), has appointed Ken McNeill & Staff, Los Angeles, to handle advertising Firm will continue to use radio and cur rently has daily spot announcement sched ule on KNX KECA KFI KHJ KFWI KPRO KFXM KTMS KGB KFSD KMPC with one per week on KFAC.

LOS ANGELES EXAMINER, Los Angele (newspaper), has appointed Dan B Miner Co., Los Angeles, to handle adver tising. Radio will be used.

P. DUFF & SONS, Pittsburgh, Pa. (cak mix), on Jan. 1 starts thrice-weekly quar ter-hour participation in *Meet the Missu* on eight CBS Pacific stations, Mon. Wed Fri. 2:30-3 p.m. (PWT). Contract is for 5 weeks. Participation show originates fror Earl Carroll Theatre-Restaurant, Holly wood. Agency is W. Earl Bothwell Adv. Pittsburgh. Seal-Cote Co., Hollywoo (fingernail polish preserver), through Buchanan & Co., Los Angeles, on Nov 28 started participation twice-weekly i that program utilizing Tuesday an Thursday time. Contract is for 13 weeks

CHICAGO UNITARIAN Council, Chicago has begun sponsorship of a quarter-hou show Sunday for 13 weeks on WAIT Chi cago. Account was placed direct.

GABY Co., Philadelphia, has announced the appointment of Al Paul Lefton Co. Philadelphia, as advertising agency. Plan are being formulated for the extensiv advertising of Gaby Sun Tan Lotion, Gaby Anti-Chap, Gaby Hand Lotion, and othe Gaby products in radio, newspapers, na tional magazines, outdoor, car cards an trade journals.

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Employe Shifting Is Adjudged Unfair

WAYS Cited for Interfering With Collective Bargaining

UNILATERAL action on the part of a radio station in shifting employes and changing working conditions to avoid collective bargaining constitutes an unfair labor practice, according to the recommendations of a trial examiner of the National Labor Relations Board in a dispute between WAYS Charlotte, N. C., and transmitter technicians of the International Brotherhood of Electric Workers.

The examiner, Charles E. Persons, in an intermediate report dated Nov. 29 (Case No. 5-C-1794), found that the station, after receiving an order by the NLRB certifying the IBEW as the appropriate bargaining unit, rearranged its operations and its personnel with the result that the majority representation formerly enjoyed by the union was lost.

In support of his findings, the examiner cited a decision of the U. S. Supreme Court upholding Board rulings that in the absence of special circumstances a certification of representatives must be honored for a reasonable period (Franks Bros. Co. v. NLRB, 321 U. S. 702, 704). In this decision the Court said:

> The Board might well think, that were . . . (to) order elections upon every claim that a shift in union membership had occurred during proceedings occasioned by an employer's wrongful refusal to bargain, recalcitrant employers might be able by continued opposition to union membership indefinitely to postpone performance of their statutory obligation. That the Board was within its statutory authority in adopting the remedy which it has adopted to foreclose the probability of such frustrations of the Act seems too plain for anything but statement.

In his conclusions, the examiner found that the IBEW local became the exclusive representative on May 3 of the employes at the station's transmitter and has continued to be such; that by refusing to bargain since that time with the local and by interfering with its employes in the exercise of their rights under the National Labor Relations Act, the station has engaged in unfair labor practices.

The examiner recommended that WAYS be directed to cease and desist from refusing to bargain with the union and that it take affirmative actions to recognize the union and upon request, negotiate with it. The parties were given 15 days for filing briefs and opportunity for requesting oral argument before the Board before the final ruling is made.

ANPA Plan Endorsed

IN LESS than four weeks after the American Newspaper Publishers Assn., Bureau of Advertising, asked its members to approve an expanded schedule of activities and a budget increase from $400,000 to $1,000,000 a year, the Bureau reports that more than 40% of its members had replied and of that number 93% had accepted the plan without qualification. Establishment of a retail advertising department is one of the major features of the plan.

Hayes Named by OWI

ARTHUR HULL HAYES, general manager of WABC New York, has been named Office of War Information regional consultant for New York by John D. Hymes, associate chief, OWI Domestic Radio Bureau. He succeeds Herbert L. Pettey, director of WHN New York.

WING

Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio

Dayton, Ohio

EED & CO. National Representatives

WHAM

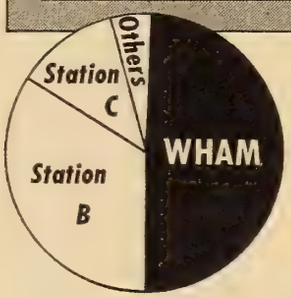
Your Western New York Salesman

REPORT BY CROSSLEY, INC., FOR ROCHESTER, N. Y.

THE RADIO AUDIENCE BY STATIONS

AUGUST 5—OCTOBER 27

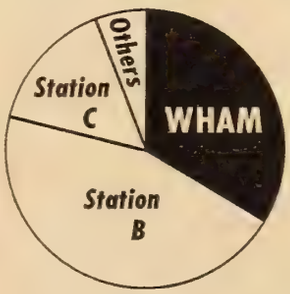
TECHNIQUE TELEPHONE COINCIDENTAL



Morning

8:00 A.M.—12 NOON
MONDAY-FRIDAY

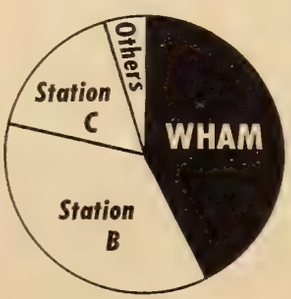
WHAM	49%
Station B	34.7%
Station C	11.7%
Others	4.6%



Afternoon

12 NOON—6:00 P.M.
MONDAY-FRIDAY

WHAM	32.8%
Station B	45.7%
Station C	15.7%
Others	5.8%



Evening

6:00 P.M.—10:30 P.M.
MONDAY-SUNDAY

WHAM	42.7%
Station B	36.3%
Station C	16.5%
Others	4.5%

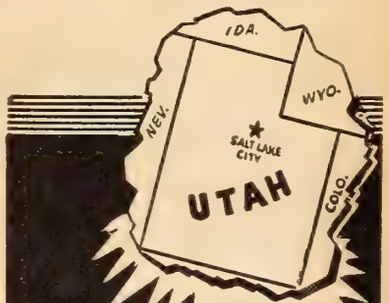
Plus Coverage of all of Western New York

50,000 Watts . . . Clear Channel . . . 1180 On The Dial . . . Basic NBC

National Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

Reach the ACTIVE SALT LAKE MARKET



KDYL

Through UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

National Representative
JOHN BLAIR & CO.

PRIZE WINNERS*

in

ARTHUR B. CHURCH PRODUCTIONS

Transcribed Library Name Contest!

FIRST PRIZE

$500.00 WAR BOND

Bayliss Corbett
Radio Station WNAX
Sioux City, Iowa
For the name "Tune Chasers"

RUNNERS-UP

$25.00 WAR BONDS

Pfc. Maurice Glickman
San Diego 40, California
and
Harriet M. BeLille
Compton Advertising Co.
New York City
For the name "Merry Music Makers"

★

Donald B. Harter
Lever Brothers Company
Cambridge, Mass.
For the name "Novelty Minstrels"

★

Louis H. Roth
National Contest Bulletin
New York City
For the name "Music Venders"

★

Rae Ellbroch
Franklin Bruck Adv. Agency
New York City
and
W. F. Ludgate
Radio Station KWK
Ferguson, Missouri
For the name "Rondoleers"

ALSO-RANS

$25.00 WAR BONDS

Joe Leonard, WNOX, Knoxville, Tenn.
Gus K. Bowman, Byers & Bowman Adv. Agency, Columbus, Ohio
Helen M. Caulfield, Dancer-Fitzgerald-Sample, New York City
Eleanor Butler, Columbia Broadcasting System, New York City
Herbert C. Rice, National Broadcasting Company, New York City
Roy Murray Schwartz, Waterbury, Conn.
Saul Reiss, Brooklyn, N. Y.
C. J. Woodworth, United Broadcasting Co., Cleveland, Ohio
Philip C. Kolb, Levy Brothers & Adler Rochester, Rochester, N. Y.
R. Bruce, Waltham Watch Co., Waltham, Mass.
William A. Arter, Jaeger Machine Co., Columbus, Ohio
J. B. Milgram, John F. Toomer, Inc. Brooklyn, N. Y.
Miss M. E. Lucas, Citrus Products Co., Chicago, Illinois
H. S. Kelliker, Cleveland, Ohio
H. R. Fisher, the Piso Co., Warren, Pa.
G. M. McCulloch, Caples Co., Omaha, Neb.

FINAL JUDGES

B. L. Hupp, Chairman of Board
Loose-Wiles Biscuit Co.

W. J. Krebs, President
Potts-Turnbull Advertising Co.

Murrell Crump, President
Kansas City Advertising & Sales Club

ANNOUNCEMENT

to be made in January of name to be used by library, along with information as to its availabilty—by

ARTHUR B. CHURCH PRODUCTIONS
Pickwick Hotel, Kansas City 6, Mo.

* Prize Winners increased to 23 because of many fine suggestions received.

Many Applications

(*Continued from page 46*)

has filed for a new station in Des Moines on 940 kc, to operate unlimited time with 1,000 w day and 250 w night. John W. Boler, major owner of North Central Broadcasting System and president and part-owner of KVOX Moorhead, Minn., as well as treasurer and part-owner of KSJB Jamestown, N. D., has option to purchase a minor interest in the new company. John Ruan, operator of Ruan Transportation Co., is vice-president and 23½% owner. Edwin F. Buckley, treasurer and holder of 23½% interest, is president of the Central National Bank of Des Moines. Joseph F. Rosenfield, attorney, is secretary and also holds 23½% interest as does Kenneth L. Durham, president of Rollins Hosiery Mills. Robert W. Root, associated with Ruan Transportation, is 6% owner. Option to purchase 5% interest is held by John Urice.

J. E. Rodman, operator of KFRE Fresno, Cal., seeks new local outlet at Bakersfield, Cal. on 1340 kc with 250 w and unlimited time. He has also requested permission to shift KFRE from 1340 kc to 1060 kc, increasing power from 250 w to 1000 w. Eastern Radio Co., Reading, Pa., requests local facilities on 1240 kc with 250 w and unlimited time. President of company is Murray Carpenter. J. A. Grieg is secretary-treasurer and Betty W. Landon is vice-president. Each holds a third interest. Frequency of 1400 kc is sought by Arkansas Democrat Co., publisher of the *Arkansas Democrat*, in its petition for a new local at Little Rock. Power of 250 w and unlimited hours are asked.

Maj. Reynolds Files

The Times-Publishing Co., Erie, Pa., is applicant for a new local on 1490 kc with 250 w and unlimited time. Donald W. Reynolds, now a major in the Army in charge of *Yank* magazine in the Southwest Pacific, requests a new outlet for Fort Smith, Ark., on 1230 kc with unlimited time and 250 w. Prior to entering the service he was in the newspaper publishing field. A 100 w outlet with unlimited hours on 1490 kc is requested by Southside Virginia Broadcasting Corp., Peters, Va. Company is controlled by Louis H. Peterson, president (48%), owner and operator of the Bowman Co., advertising agency and Jonas Weiland, vice-president (48%), operator of WFTC Kinston, N. C.

John M. Spottswood, Key West Fla., former Naval purchasing agent and recently discharged from the Army Quartermaster Corps, seeks standard facilities of 250 w on 1340 kc with unlimited hours of operation. Daytime hours on 730 kc with 250 w are requested by Western Carolina Radio Corp for a proposed outlet at Shelby N. C. Lee B. Weathers, president (17%), is associated with operation of Star Publishing Co., which publishes the *Shelby Daily Star*. Jean W. Schenck, vice-president (3%) is major owner of Lilly Mills Co. thread and yarn manufacturer Holt McPherson, also associated with Star Publishing, is secretary treasurer (17%). Star Publishing holds 15% interest and Henry Lee Weathers, now in the Navy, 11%.

Air Capital Broadcasting Co. Wichita, Kan., has filed for a new local outlet on 730 kc with 250 w and unlimited time. President and 22½% owner is Vernon Walling farmer and general manager of a local lumber concern. Lynn R Broderick, vice-president (55%), is a collector of internal revenue and is associated with publishing of *Marysville Advocate Democrat* Remaining interest is held by H M. Jones, also local businessman.

Wayne M. Nelson, operator of WEGO Concord, N. C., requests a new standard station for Charlotte N. C., to use frequency of 1410 kc WEGO present channel, with 250 w and unlimited hours. In accompanying application Mr. Nelson requests construction permit to change frequency of WEGO from 1410 kc to 1200 kc.

WKIP Assignment

WKIP Poughkeepsie, N. Y., has filed with the FCC an application for assignment of license from Poughkeepsie Broadcasting Corp. now controlled 100% by Poughkeepsie Newspapers Inc., to the newspaper concern. No money is involved in the shift, which eliminates the subsidiary corporation.



No. 1 Station in a No. 1 Market

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS • National Representative

In planning your radio or facsimile "newspaper" avail yourself of the FINCH PATENT STRUCTURE

Anyone planning a radio or facsimile edition of a newspaper is invited to study the opportunities given by patents issued to Finch relating to radio communication, especially those here shown.

Study These Patents on Finch Facsimile

1,932,579
Re. 19,575
of
1,985,654
2,008,389
2,032,558
2,034,015
2,036,128
2,047,863
2,048,604
2,049,169
2,051,511
2,051,693
2,057,773
2,060,778
2,063,870
2,066,261
2,066,262
2,066,463
2,067,181
2,069,061
2,071,227
2,075,604
2,082,692
2,083,160
2,089,846
2,095,929
2,097,392
2,098,802
2,100,161
2,106,245
Des. 108,281
Des. 108,282
2,108,983
2,109,109
2,109,627
2,110,548
2,118,917
Re. 20,767
of
2,061,457
2,123,721
2,133,811
2,136,209
2,136,789
2,141,973
2,141,974
2,141,975
2,145,717
2,149,136
2,152,348

Finch Facsimile broadcasting licenses have been issued to the following:

WLW	Cincinnati, Ohio	Crosley Radio Corp.
WOR	Newark, New Jersey	Bamberger Broadcasting
WGN	Chicago, Illinois	WGN Inc., Chicago Tribune
WHO	Des Moines, Iowa	Central Broadcasting
WSM	Nashville, Tenn.	National Life & Ins. Co.
KSTP	St. Paul, Minn.	National Batteries Broadcasting
WWJ	Detroit, Mich.	Detroit News
WSAI	Cincinnati, Ohio	Crosley Radio Corp
WCLE	Cleveland, Ohio	Cleveland Plain Dealer
WHK	Cleveland, Ohio	Cleveland Plain Dealer
WOKO	Albany, New York	WOKO Inc.
W8XAL	Cleveland, Ohio	Crosley Radio Corp.
W8XAN	Jackson, Mich.	Sparks Withington Co.
W8XIR	Cleveland, Ohio	Crosley Radio Corp.
WGHF (FM)	New York, New York	W. G. H. Finch
W2XUP	New York, New York	Bamberger Broadcasting
W8XNU	Cincinnati, Ohio	Crosley Radio Corp.
W8XNT	Cleveland, Ohio	Cleveland Plain Dealer
W8XWJ	Detroit, Mich.	Detroit News



Manufacturing Licenses

Non-exclusive licenses to make, use and sell Facsimile equipment under Finch patents have been granted to certain concerns in The United States and many foreign countries, including:

ENGLAND
FRANCE
AUSTRALIA
SOUTH AFRICA
PORTUGAL
ITALY
BRAZIL
INDIA
TURKEY
CHILE
RUSSIA
CHINA
SWEDEN
SPAIN

BROADCASTERS:

You are cordially invited to use the services of our advisory committee on Facsimile Publishing, George Henry Payne, chairman.

FINCH TELECOMMUNICATIONS, INC.
PASSAIC, N. J.

Automatically synchronizing

finch facsimile

First
✓listeners
✓advertisers
✓results
BUT, THAT IS THE USUAL STORY FOR WRC
FIRST, CONTINUOUSLY SINCE 1923
WRC
Represented by NBC Spot Sales
Washington

Our Respects to

(*Continued from page 40*)

assets of C. Francis Jenkins, whose Washington video transmitter in 1925 had made the first successful telecast in the United States. In 1929 DuMont was given the task of erecting television stations at Jersey City and Passaic. The Passaic station, W2XCD, was the first to broadcast sight and sound together, a pioneering step which brought DuMont a prompt reprimand from the FCC for his unauthorized use of an experimental sound channel for picture accompaniment. Also at Passaic the first direct camera pickup was developed by mounting a lens in front of the rotating disc then used for scanning, permitting the transmission of outdoor as well as studio subjects.

When the DeForest company went out of business in 1931, DuMont decided the time had come to go into business for himself. Using the basement of his home in Upper Montclair, N. J., as a workshop, he launched Allen B. DuMont Laboratories Inc. to develop and manufacture cathode ray tubes for use in television receivers. This market proving too limited at that time, he experimented with other uses, developing oscillographs for testing electrical apparatus, as well as tubes for radio compasses, direction finders, depth measuring instruments and a wide variety of industrial uses.

The cathode ray tube which young DuMont developed is fundamental in visual radio, and is playing an important part in such services as television and the miraculous radar. He relates that when he sought to patent his "radar" system in 1933 military officials persuaded him not to disclose information of such military importance by placing it on public record at the Patent Office. In 1939 when radar developments had become generally known to radio scientists, DuMont decided to file the application prepared in 1933, only to find that a French patent, filed in 1937, covered enough of the same ground to render his own application useless.

Outgrowing his home plant, he took a store in town, expanded into a chain of five adjoining stores and then moved the organization into its own building at Passaic, the first of a dozen or more buildings it now occupies at Passaic and Clifton. The company's growth as pictured by sales figures goes from $70 in 1931 to $176,200 in 1940. Defense orders pushed sales to $648,028 in 1941 and war orders, with which it is now exclusively engaged, to $4,648,300 last year and an anticipated $10,000,000 this year.

Meanwhile, television was not forgotten. Experiments with video circuits and tubes were under way almost constantly from 1931. Against the opposition of larger broadcasting interests which attacked his financial status and his lack of broadcasting experience, DuMont secured a license for an experimental video transmitter at Passaic in 1938. That same year he brought out his first line of home television receivers, beating the first cathode ray tube set to the market. A European trip in 1937, during which he saw what the British were doing, had strengthened his belief in the future of television broadcasting and his determination to play a part in it.

Enter Paramount

In August of 1938 Paramount Pictures acquired a sizable stock interest in the company. In 1940 a second experimental television station, W2XWV in New York was built. This station now operates under a commercial license, with the call letters WABD, telecasting regular programs each Sunday, Tuesday and Wednesday evenings, and has recently opened its second studio, permitting a greater flexibility of operation.

WABD's outstanding contribution to the development of television broadcasting lies in its policy of placing its facilities at the disposal of program producers and advertising agencies wishing to experiment with the production of commercial programs. During the past year more than a score of organizations have gained valuable television experience through the cooperation of the DuMont station. For this contribution, DuMont was presented with the 1944 award of the American Television Society.

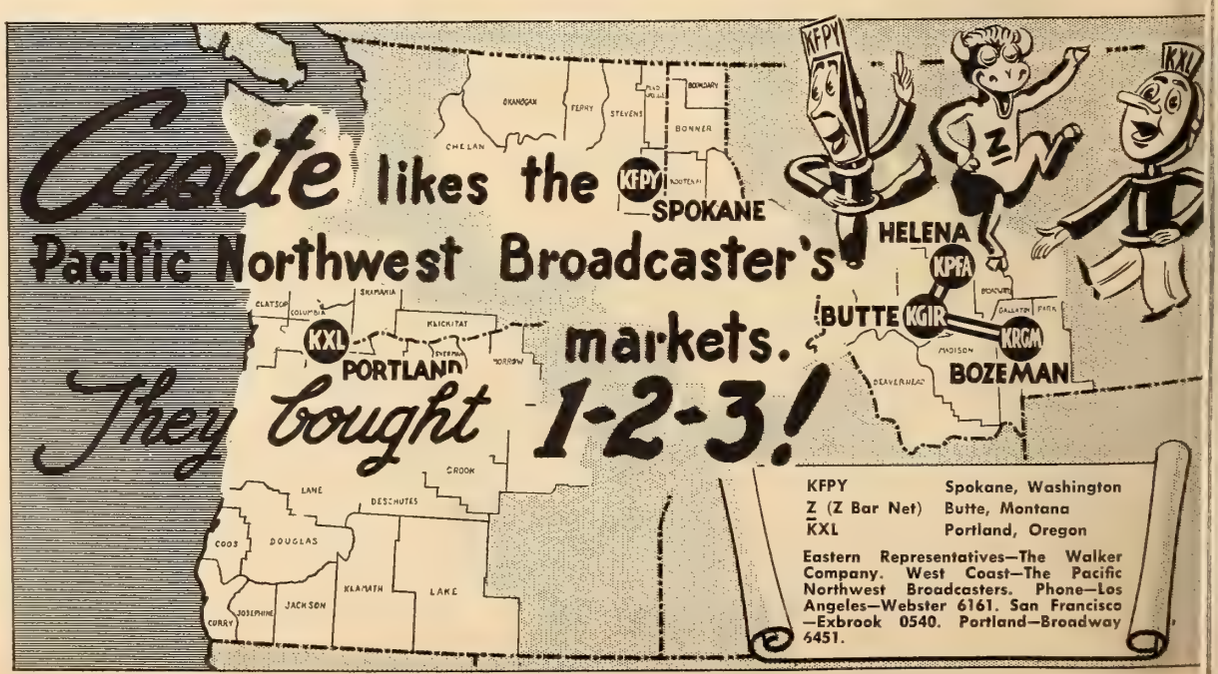
DuMont engineers have also done their share of postwar planning both on transmitting and receiving equipment which will go into production as conditions permit.

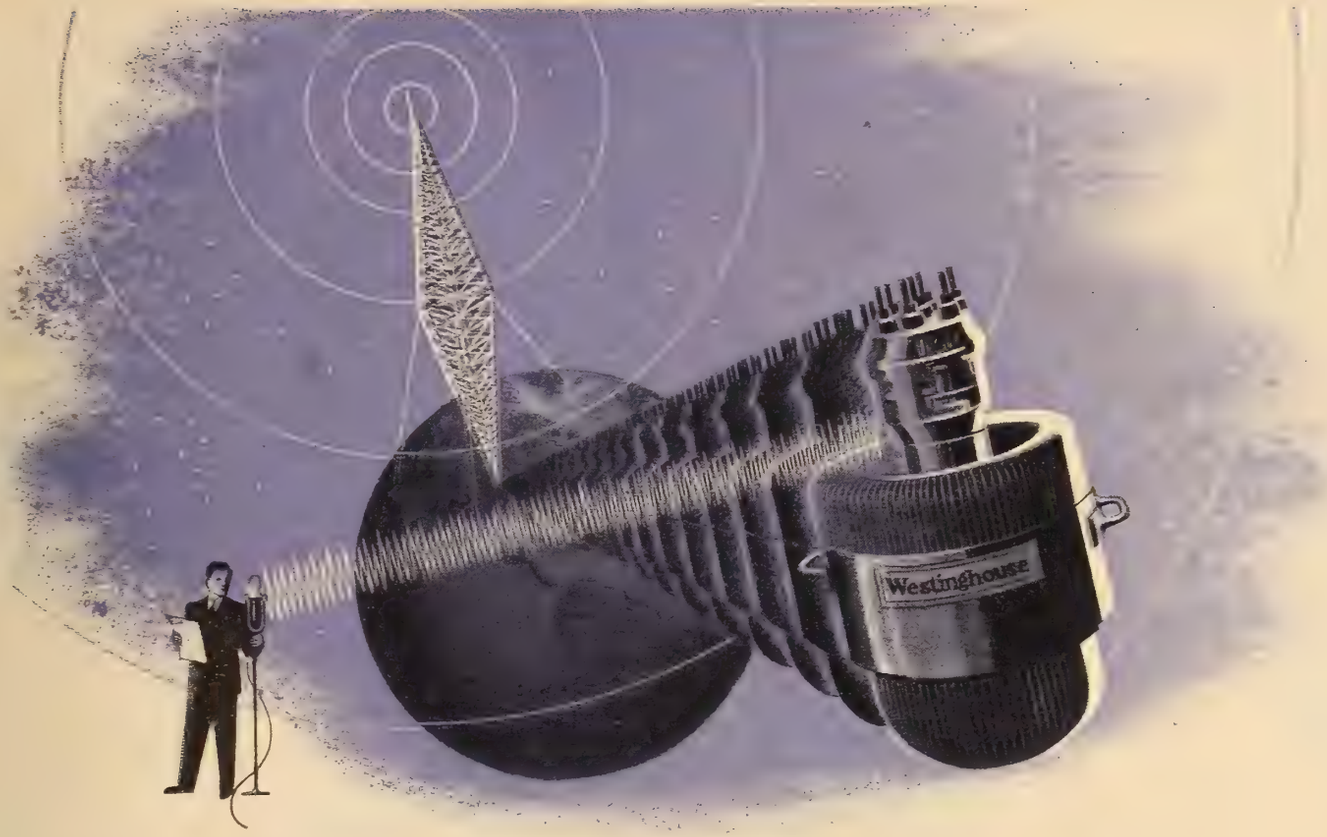
Married in 1926 to Ethel Steaman, DuMont is the father of two children, 15-year-old Allen B. DuMont Jr. and 7-year-old Yvonne. An enthusiastic golfer until the war deprived himself of the time he now spends most of his leisure hours aboard his cruiser, the world's first television-equipped boat. This also enables him to go in a lot of swimming, a sport at which he won a number of medals during his school days when he was a member of the swimming team.

DuMont is a fellow of the Institute of Radio Engineers, American Institute of Electrical Engineers, Radio Club of America, Television Society of London, and Sigma X

L&M Replacement

LIGGETT & MYERS Tobacco Co. New York this week starts *Chesterfield Supper Club*, musical variety program as a replacement for *Chesterfield Music Shop* with Johnny Mercer on 137 NBC stations Monday through Friday, 7-7:15 p.m. Martin Block leaves his announcing duties on Chesterfield's *Music That Satisfies* on CBS, to serve as m.c. on the new show, but will continue to produce the latter program, Bill Slater taking over as announcer. Regular artists on *Supper Club* will be Ted Steele's orchestra, Mary Ashworth and Perry Como, vocalists. There will be guest stars each week starting with Jimmy Savo. Agency is Newell-Emmett Co., New York.





CONSIDER *Signal Fidelity*

WHEN YOU SELECT A NEW TRANSMITTER

In selecting your new transmitter, consider clarity, tone, high fidelity—all basic essentials for good broadcasting. The radio audience can't possibly hear your signal any "sharper" than you send it.

The new Westinghouse Transmitters have been designed for faithful reproduction of any type of program over the entire range of frequency and percentage of modulation. Specifically:

1. *Equalized Audio Feedback System* helps to strengthen the inherent high fidelity of the audio and modulation circuits.
2. Simplified Class C circuits permit easy adjustment of transmitter for continuous, high-fidelity output.
3. Low carrier noise by use of generous filtering of rectifier supplies proper shielding.
4. Conservative design and operation permits wide range of loading and modulation at high fidelity.

Supporting data on all these features will be furnished gladly, along with detailed facts on other Westinghouse advantages, such as: ***Low Operating Cost, Simplicity of Control, Continuity of Operation, Ease of Maintenance.***

PLACE YOUR ORDER NOW
FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse Transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pennsylvania.

J-08077

Westinghouse RADIO DIVISION

PLANTS IN 25 CITIES... OFFICES EVERYWHERE

A M • E L E C T R O N I C S • F M

MODERN RADIO IN THE FAR NORTH

Dave Driscoll Tells How Jazz-Happy GIs Miss Commercials on AFRS Programs

By DAVE DRISCOLL

Director of the War Services and News Division, WOR New York. Mr. Driscoll, as a correspondent for Mutual, has just returned from an Air Transport Command trip to the Far North.

TO THE GI and the civilian alike, radio is all important in the far north. A recent tour of the bases of the North Atlantic Division of the Air Transport Command gave us an opportunity to see at first hand what modern communications mean to those living in isolated sections of the world.

At Army installations and ATC bases in Newfoundland, Labrador, Greenland and Iceland, radios supplied by Special Services were found in every barrack. Generally they were tuned to a broadcasting station operated on the base for the entertainment of the GI. Many of them, however, were found with their dials set on shortwave stations of the U. S. and Great Britain. The local GI station and the transmitter of the Iceland State Broadcast Service at Reykjavik were the most reliable, for in the north, the Aurora Borealis plays havoc with shortwave signals.

Programs by AFRS

Army transmitters are programmed by Armed Forces Radio Service and by the local station staff. BROADCASTING readers are familiar with the type of material contributed by Armed Forces Radio Service—basically popular American commercial shows with commercials deleted. The boys are jazz-happy even though there were less than a dozen girls—Red Cross workers and Army nurses—to dance with. At that particular base, designated as BW-1 on the southern tip of Greenland, the transmitter of WXLS was programmed by Sgt. Donald Arnold, former announcer at WGNY Newburgh, New York. Interviewed one night, the sergeant had this to say about his station which operates with 1,000 w power.

"Greenland with its 750,000 sq. mi. of rock and ice and a native population of something like 18,000 has two Army stations, the other is located at a base farther north. Both operate to serve the GIs on the bases and in the remote weather outposts where the only communication with the world at large is through the radio.

"The majority of our programs are composed of the Armed Forces Radio Service material, but we are trying to present as much local talent as we possibly can. And this is something that should be of great interest back home—the GIs around here miss the commercial plugs in our shows!"



INTERVIEWING Sgt. Don Arnold (r) at an ATC Base BW-1 on the southern tip of Greenland is Mutual correspondent Dave Driscoll, also WOR New York director of war activities, author of this article.

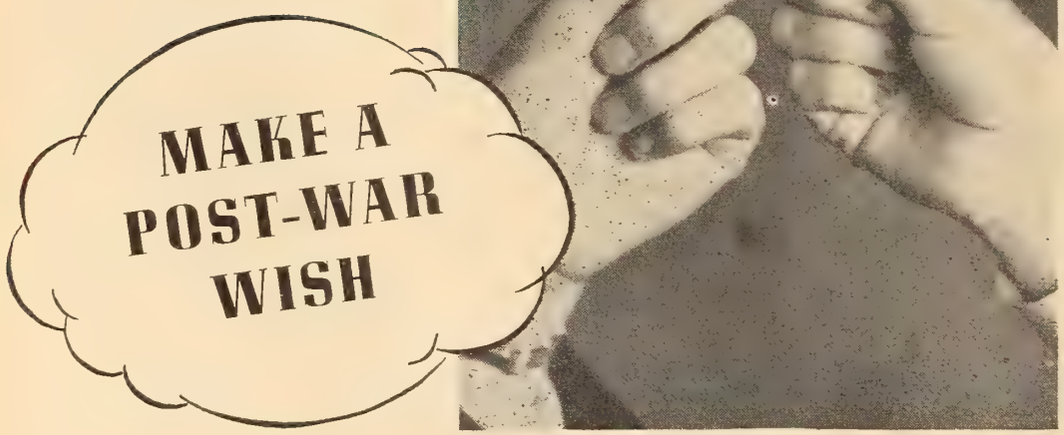
Visitors to Iceland are dumbfounded by the complete radio facilities, both long and shortwave, to be found there. The shortwave transmitter has beams to New York, London, Germany and the Scandanavian countries. However, it is the longwave transmitter that is most astounding.

All radio in Iceland is under the direction of the Iceland State Broadcast Service, Jonas Thorbergsson, general director. The longwave station operates on 100,000 w in peacetime, although its power has been cut during the war for security and operational reasons. Few people in the world are more dependent on radio than the Icelanders. The country is large and the settlements are scattered around the coasts and cut off from one another by mountains, which often are impassable during the winter months. Since there are no railroads in Iceland, winter transportation is extremely difficult. With the introduction of broadcasting, every remote valley has thus been brought into the high tide of civilization. A large proportion of the Icelandic nation depends upon the sea for sustenance both in merchant ships and fishing vessels. Radio has been instrumental in keeping those at sea in close touch with land.

When the broadcast service was established in 1930, there were practically no radio receivers in Iceland. But on July 1, 1943, there was roughly one set for every five persons. The annual license fee is 50 kronur, or about $4.50 a year. Unlike the BBC and certain other government operated systems, the Iceland station is permitted by law to sell commercial time. Spot announcements are the most popular buys.

The Iceland Station annually transmits about 2400 hours of program material. Content is similar in character to the programs on the other Scandanavian countries. Special emphasis is put on rendering an efficient and reliable news schedule. The station organized its own news gathering service.

Icelanders are one of the most well educated people on earth, and therefore it is only natural to find that they emphasize education by radio. Four languages, for example, are being taught via the airwaves.



Wish for a market about twice as good* as the rest of the country, *in peacetime as well as wartime.*

Wish for a medium that will cover this market, completely and economically, at the same low rate for national, regional and local advertisers.

Then stop wishing and start planning to use WDRC in the rich Hartford market.

Here postwar wishing becomes a reality, with a made-to-order market and medium for your advertising efforts.

Connect in Connecticut by using WDRC!

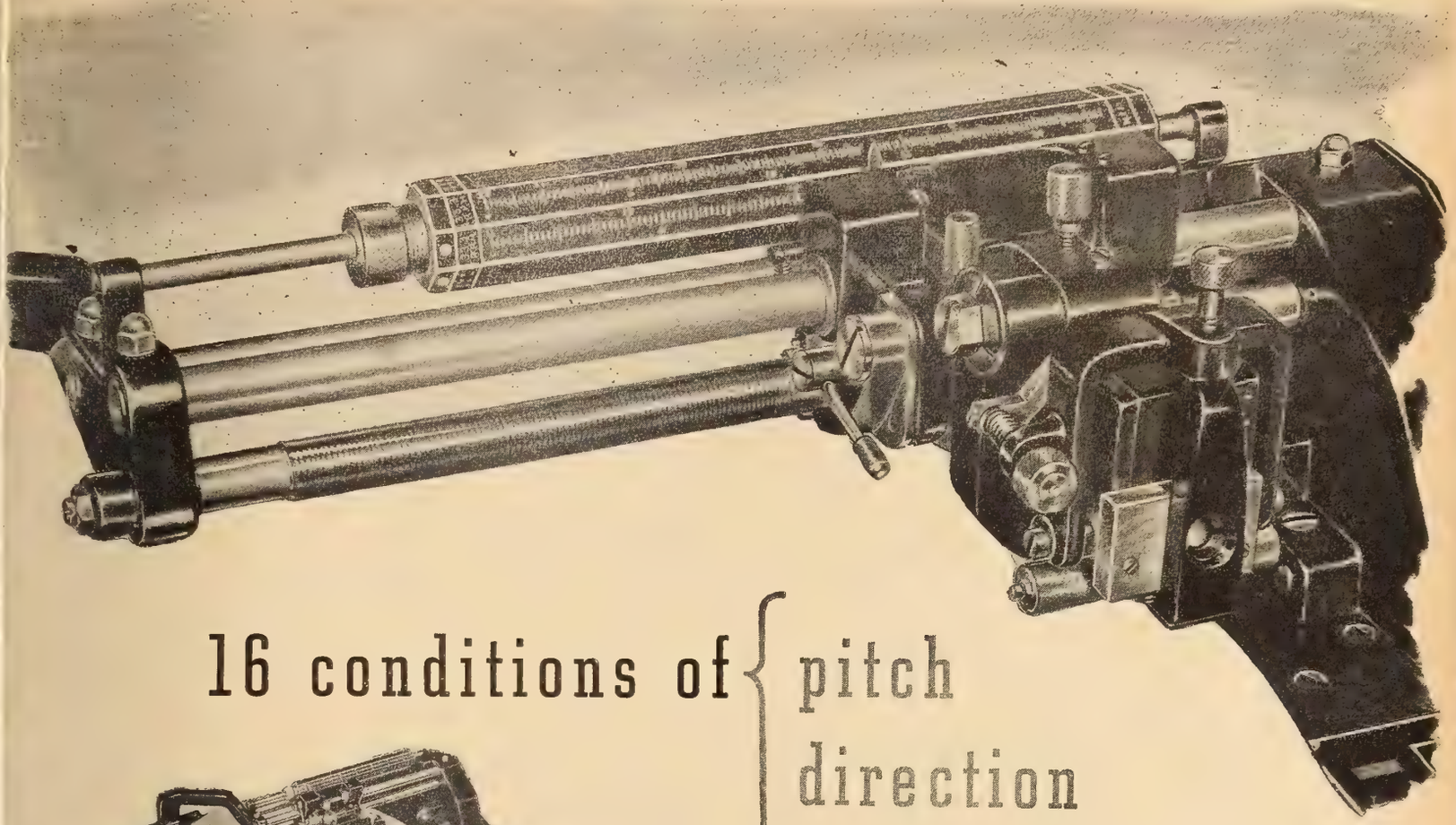
★ Pre-war and in war, Hartford has about doubled the average Effective Buying Income per family in the U. S. A. Send for WDRC Market Study.



WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

BASIC CBS
CONNECTICUT'S PIONEER BROADCASTER
Represented by Raymer

SOUND EQUIPMENT—*precisionized*—**mechanically and electronically**—*for finer performance*



16 conditions of { pitch / direction / speed

...with one lead screw



Fairchild No. 539
Portable Recorder

You have a choice of four pitches: 98, 118, 141 and 161 lines per inch; either of two directions: In or Out; and either of two speeds: 33.3 rpm or 78 rpm. Sixteen conditions in all provided by *one* lead screw and its simple related mechanism on a Fairchild No. 539 Portable Recorder.

Other recorders require *eight* separate feed screws to obtain equal flexibility.

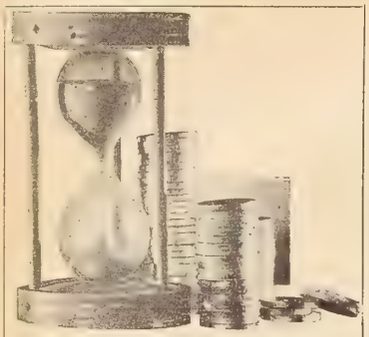
The Fairchild recording head mechanism is easily operated. The octagonal reading scale is mounted directly in back of the carriage mechanism. It is calibrated in minutes for each pitch, speed, direction. It shows the minutes of recording completed; the minutes remaining. It is set by rotating the scale until the required conditions appear at the top.

Pitch is selected by snapping one of four gears into place. Direction is controlled by the movement of a lever. All without the use of a single tool.

The Fairchild No. 539 Portable Recorder is built with long practiced precision skill to meet the exacting demands of radio and communications for studio-quality recording in the field. Descriptive and priority data are available. Address *New York Office:* 475 - 10th Avenue, New York 18; *Plant:* 88 - 06 Van Wyck Boulevard, Jamaica 1, N. Y.

Fairchild CAMERA AND INSTRUMENT CORPORATION





Time is *money,*

IF

Radio Broadcasting has given a new and dramatic meaning to the familiar admonition, "Time Is Money." And we don't mean "money" to the broadcasters only.

Time is money to advertisers IF a station will make it so. At WMMN that is our Ace job—making time worth money to a host of local and national advertisers. We do it by programming to the folks we know and who make us one of America's Finest Direct Response Audiences.

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

A FORT INDUSTRY STATION

WMMN

FAIRMONT, W. VA.

There are more broadcasts of a political nature, such as discussions direct from the Althing, or Parliament, than in any of the other Scanadanavian countries. Incidentally, the programs are supervised by a program council, consisting of 5 members chosen by none other than the Althing itself. The Minister of Education appoints one of them chairman.

The station has all manner of modern equipment including portable recorders, which can be rushed to any point for documentary broadcasts and interviews. Your correspondent had a good example offered of the Icelandic radio efficiency when he had a portable recorder delivered and set up in the American Minister's home in Reykjavik, for an interview with the Icelandic Prime Minister, in less than 30 minutes.

A conversation we had with the Icelandic Director of Information, Bjarni Gudmundsson, about the dubbing of recordings would have astounded the best dubbers in the United States.

Speaking of radio in the far north, let's really give a bow to the men of the Army Airways Communications Service without whom there would be no Army transport flying or ferrying of tactical planes over the tremendous expanses of water, ice and mountains.

KWBU Corpus Christi, Tex. has appointed The Branham Co. as national representative effective Jan. 1.

Edgar Bell Seeks Station in Peoria

Applies for 1 kw Unlimited Directional on 1350 kc.

EDGAR T. BELL, veteran newspaper and radio executive of Oklahoma City last week applied to the FCC for a new station in Peoria, Ill., which he would operate as a personal enterprise. Mr. Bell is business manager and secretary-treasurer of the Oklahoma Publishing Co. and is the managing head of WKY Oklahoma City, KLZ Denver, affiliated with the Oklahoma Publishing Co. ownership, and KVOR Colorado Springs, in which he is a one-third owner.

The Peoria facility sought is 1350 kc, with 1,000 w unlimited time using a directional. The application was filed by Mr. Bell as an individual, rather than through a company. Since 1915 Mr. Bell has been identified with Oklahoma Publishing Co. and in 1928 WKY was acquired as the first of the radio properties.

Mr. Bell is well-known in both radio and newspaper circles. While Peoria has only one station—WMBD—there are two other applications pending for facilities. Head of WMBD is Edgar L. Bill. WMBD is a CBS outlet, and the new Bell application states that conversations have been had with NBC regarding affiliation.

Toothpowder Promotion Is Revamped by Colgate

COLGATE - PALMOLIVE-PEET Co., Jersey City, which starts the hour-long Kay Kyser program on 138 NBC stations 10 p.m. Dec. 2 for Palmolive Soap and Colgate Dental Cream, is readjusting its radio advertising for another product—Colgate Toothpowder—on the same date, with the discontinuation of *Inner Sanctum* on 123 CBS stations Wed., 9-9:30 p.m. Nationwide spot campaign for toothpowder starts this week, augmenting promotion on *Colgate Theatre of Romance* on CBS Tues., 8:30-8:55 p.m.

Less than a week before the Kay Kyser sponsorship was announced C-P-P had shifted *Sanctum* from Palmolive Shave Cream through Ted Bates Inc. to Colgate Toothpowder through Sherman & Marquette, moving to Wednesday from Saturday 8:30-8:55 p.m., Nov. 22 the last minute change in plans to drop the show evidently dictated by the taking on of the big-budget musical show. The previously scheduled spot radio drive for toothpowder starts Dec. 14, including transcribed spots from five to six times weekly on 193 stations. Agency is Sherman & Marquette, New York.

Sues Jergens

ANOTHER suit charging slander was filed last week in Circuit Court in Chicago against the Andrew Jergens Co., Cincinnati, sponsors of Walter Winchell on the Blue Network, by George Washington Robnett, executive secretary of the Church League of America.

DICK DAVIS TO WELI, NEW HAVEN

Appointed General Manager

New Haven, Conn., Dec. 11—H. C. Wilder and Associates, owners and operators of radio stations WSYR, Syracuse, WTRY (Albany-Troy-Schenectady), WKNE, Keene (N. H.-Vt.) and WELI, New Haven, announce the appointment of Richard W. Davis, formerly General Manager of WNBC, Hartford, Connecticut, as General Manager of Station WELI effective immediately.

Born in Springfield, Massachusetts, thirty-three years ago, Mr. Davis attended the schools of that city and the University of Alabama.

Although young in years he is a veteran radio man. His start in the industry came when he was yet in his teens by participating in a public service program over WBZ. His entire management experience and business background have been built in Connecticut, and he is an authority on Connecticut markets.

He said later: "I have never lost interest in public service broadcasting and this has been one of my major sources of pride."

For three years Mr. Davis was program director of WMAS, Springfield, and in 1935 became General Manager of WNBC, New Britain, Connecticut, which went on the air as a 250 watt daytime independent outlet. Under Davis' direction the station became one of the most progressive in New England.



Mr. Davis is a director of the Hartford Chamber of Commerce and has been active in civic affairs. His chief hobby is his wife and two lovely blonde daughters, 5 and 8—the pride and joy of the Davis household.

Dick Davis is taking over his new duties immediately. He is receiving a flood of congratulations from the whole radio industry.

Late Registrations

LAST minute registrations for the TBA convention Dec. 11-12 at the Commodore Hotel, New York, in addition to the list on pages 24-28 follow:

Paul C. Harper, Leo Burnett Co.
H. Beard, Radnar, Pa.
Arthur E. Newlon, Stromberg-Carlson Co.
Bud Gamble, Television Producers Assn.
W. Johnson, Motion Picture Advertising Service.
L. G. Pacent, Pacent Engineering Corp.
Louis E. Schecter, Times Theatre, Baltimore.
C. H. Bell, General Electric Co.
Edward C. Cole, Yale U., drama dept.
D. F. Schmidt, T. F. Joyce, Dan Halpin, RCA Victor.
W. J. Mosby, KGVO.
U. S. Sanabria, American Television Labs.
Roger W. Clipp, E. B. Obrist, L. E. Littlejohn, WFIL.
Gregory L. Irsky, Michael Z. Wysotzky, Soviet Government Purchasing Commission.
Norman E. Kal, Kal Adv. Inc.
Frederic Ullman Jr., Ralph B. Austrian, Thomas H. Hutchinson, RKO Television Corp.
W. A. Wynne, WEED.
Charlotte B. Chadwick, R. T. O'Connell Co.
Dorman D. Israel, Emerson Radio & Phonograph Corp.
G. L. Best, T. T. Cook, J. M. Shaw, W. M. Reynolds, F. M. Ryan, P. C. Mabon, J. O. Perrine, F. A. Cowan, A T & T Co.
A. B. Clark, D. A. Quarles, Ralph Bown, Washington Institute of Technology.
David Wald, S. Weinberg, Mark Glaser, Dewald Radio Mfg. Corp.
Dean E. Wooldridge, Bell Telephone Labs.
Olga Lee, NYC.
Josephine Lyons, BBDO.
J. A. Scheick, Bausch-Lomb Optical Co.
Roger M. Wise, Dr. R. M. Bowie, Sylvania Products.
Karl Knipe, Anderson, Davis & Platte.
Chester MacCracken, John A. Mullen, Doherty, Clifford & Shenfield.
E. G. Sisson, Pedlar & Ryan.
A. D. Chiquoine Jr., BBDO.
George P. Slockbower, L. Bamberger & Co.
R. M. Daugherty, International Detrola Corp.
H. Edward White, Eastman Kodak Co.
Bert Hanauer, WFBR.
John F. Royal, NBC.

Still on 100 w

EDITOR BROADCASTING:

On Page 68 of your Nov. 20th issue, reference is made to CJCH "being one of the three new Canadian stations to go on the air during the first half of November, with a power output of 1 kw."

While we do have authorization to operate at 1 kw, we are temporarily operating at 100 w pending receipt of equipment, which we hope will be in the very near future. It may not be necessary to correct the reference, but we wish to bring it to your attention and thus avoid possible misrepresentation.

M. J. HUMPHREYS, *Manager*
CJCH Halifax, N. S.

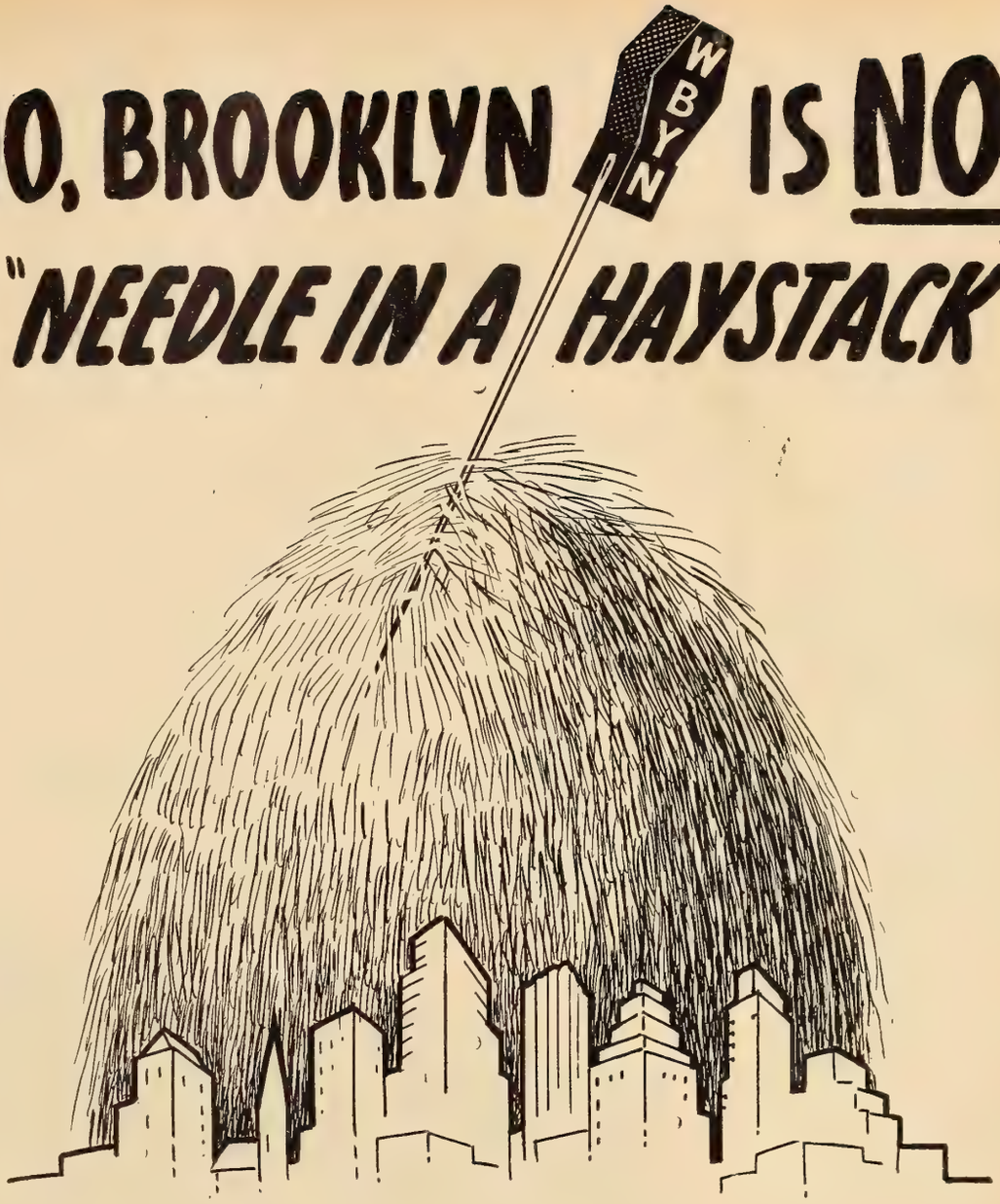
Wilson to Sponsor

WILSON Sporting Goods Co., Chicago, will sponsor on the Blue Network the national professional football championship game between the Green Bay Packers and the winner of the eastern title. Harry Wismer, Blue sports head, will broadcast the game on either Dec. 17 or Dec. 24, depending on the results of the Dec. 10 game which will decide the eastern title winner. Agency is J. S. Adv. Co., Chicago.

KOH to Join NBC

KOH Reno, Nev., owned by McClatchy Broadcasting Co., and operating on 630 kc with 1000 w, joins NBC as supplementary outlet effective May 15, 1945, bringing the network total to 150 stations.

NO, BROOKLYN IS NOT A "NEEDLE IN A HAYSTACK"!



Any coverage map of greater New York will show that Brooklyn with its 3 million population represents THE major city within greater New York. Brooklyn is a city of homes and family living and as such deserves special consideration. WBYN makes it easy for you to be "sure". To reach its thousands of apartments and homes trust to the only full-time Brooklyn Radio Station . . . WBYN.

Its "Minute Programming" idea is getting more popular every day. An elaborate ad program tells the story daily in leading newspapers. Every minute . . . News, Sports, Racing Results and Continuous Music. WBYN reaches out to Queens, Bronx, and Manhattan, too . . . much added coverage of importance in this great market. Send today for our latest brochure. It'll give you a surprise in the coverage per dollar.

For Availabilities: WILLIAM NORINS, Gen. Mgr. *Station WBYN, 1 Nevins Street, Brooklyn, N. Y.*

THE MINUTE STATION WBYN 1430 ON THE DIAL

DECEMBER 15, 1944

20TH ANNIVERSARY

KOA

Inaugurated December 15, 1924

GOING STRONGER
GROWING GREATER
than
EVER BEFORE

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities.
**Ross Federal Survey.

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
Owned and Operated by NBC
America's No. 1 Network

Pepsodent Names R&R

PEPSODENT Division of Lever Bros., Montreal, has appointed Ruthrauff & Ryan, New York, as agency for toothpaste and tooth powder advertising in Canada, effective Jan. 1. When Lever acquired Pepsodent Co. it was believed the entire account might be shifted from Foote, Cone & Belding, Chicago to R&R, which handles a large share of Lever advertising. Present appointment, however, covers Canadian advertising only, with R&R handling from both Toronto and New York, the routine servicing and screening for Pepsodent's NBC-Bob Hope program on two NBC-CBC Canadian stations and the full Dominion Network.

Bayliss Corbett, of WNAX News Staff, Wins Arthur B. Church $500 Award

FIRST prize, a $500 War Bond, went to Bayliss Corbett, member of the news staff of WNAX Yankton, S. D., for his entry, "The Tune Chasers", in the $1,000 contest staged by Arthur B. Church Productions to name a new transcribed library soon to be offered for commercial sponsorship.

According to E. P. J. Shurick, sales promotion and publicity director of KMBC Kansas City, there were so many good suggestions that it was necessary to stage a poll among a select list of more than 100 advertising experts to assist in determining final winners. Judges making the final decisions included B. L. Hupp, chairman of the board, Loose-Wiles Biscuit Co.; W. J. Krebs, president of Potts-Turnbull Adv. Co.; Murrel Crump, president of the Kansas City Advertising & Sales Club.

Diverse Titles

Entries which ran the winning title a close race included: "Merry Music Makers", a suggestion of Pfc. Maurice Glickman of San Diego and Harriett M. BeLille of Compton Adv. Co., New York; "Novelty Minstrels", sent in by Donald B. Harter of Lever Bros. Cambridge; "Music Venders", submitted by Louis H. Roth, National Contest Bulletin, New York; "Rondoleers", suggested by both Rae Ellbroch of Franklin Bruck Adv Agency, New York and W. F. Ludgate of KWK St. Louis.

Other $25 War Bond winners were:

Joe Leonard, WNOX Knoxville; Gus K Bowman, Byer & Bowman Adv., Columbus; Helen M. Caulfield, Dancer-Fitzgerald Sample, New York; Herbert C. Rice, NBC New York; Roy M. Schwartz, Waterbury Conn.; Saul Reiss, Brooklyn; E. J. Woodworth, United Broadcasting Co., Cleveland; Philip C. Kolb, Levy Bros. & Adler Rochester; R. Bruce, Waltham Watch Co. Waltham; William A. Arter, Jaeger Machine Co., Columbus; J. B. Milgram, John F. Toomer Inc., Brooklyn; Miss M. E Lucas, Citrus Products Co., Chicago; H. S Kelliker, Cleveland; H. R. Fisher, Pisc Co., Warren, Pa.; G. M. McCulloch, Caple Co., Omaha.

The actual library title and details as to availability for sponsorship will be revealed in January it was stated by Mr. Shurick.

Express Co. Discs

AMERICAN EXPRESS Co., New York, through J. M. Mathes Inc., New York, newly appointed agency handling its Travelers Cheques, starting January will test a five-minute disc *Traveling Reporters* on KWK WFIL KOMO and probably on a Los Angeles station. Program draws from company files to present in drama form money difficulties encountered in traveling. Firm previously used another recorded feature, *Cheque Your Music.*

EVERY HOUR OF EVERY DAY—
MONTH IN AND MONTH OUT—

WSBT DOMINATES SOUTH BEND

TIME	WSBT	STATION "A"	STATION "B"	STATION "C"	STATION "D"	OTHERS
MORNING MON. THRU FRI. 8:00-12:00 A.M.	49.8	12.9	17.0	8.6	7.8	3.9
AFTERNOON MON. THRU FRI. 12:00-6:00 P.M.	41.4	22.0	12.3	10.0	7.5	6.8
EVENING SUN. THRU SAT. 6:00-10:00 P.M.	47.1	24.4	3.9	9.9	12.8	1.9

HOOPER
STATION LISTENING INDEX
May through September, 1944

The Hooper Index conclusively proves that South Bend listens to WSBT all the time. It also proves that the listening ratio is powerfully high...Here is nation-wide proof. The election night audience broke all records for a sustained period of time—the average for three hours being 51.3 percent for the entire nation...In South Bend, though, WSBT's audience ALL of the time is nearly that great. That's why you *must* use WSBT if you want to cover South Bend.

COLUMBIA NETWORK

WSBT
SOUTH BEND

PAUL H. RAYMER CO.
National Representatives

WINN
LOUISVILLE

Canadian RTPB Elects Officers, Forms Panels

AT THE SECOND meeting of the Canadian Radio Technical Planning Board (CRTPB) held recently at the Ritz-Carlton Hotel, Montreal, officers were elected and six study panels were organized. Meeting officially formed the CRTPB, drew up its constitution and set fees for contributing sponsors. Reg M. Brophy, Canadian Marconi Co., Montreal, and one-time executive, was elected president with R. A. Hackbush, Stromberg-Carlson Co., Toronto, vice-president. W. W. Richardson, secretary-treasurer of the Radio Manufacturers Assn. of Canada, Toronto, was elected to the same post with CRTPB. Alan B. Oxley, RCA-Victor, Montreal, was named general co-ordinator, with Gordon Olive, chief engineer of CBC, Ottawa, and G. E. Irwin, Philco Co. of Canada, Toronto, as co-ordinators. Headquarters is at Room 703, 159 Bay St., Toronto.

It was decided to set up only six panels in Canada instead of 13 panels as set up by the RTPB in the U. S. The Canadian body will study (a) spectrum utilization and frequency allocation; (b) standard broadcasting and international short wave broadcasting; (c) radio communication including point-to-point, portable, mobile and emergency service communications other than broadcasting; (d) FM broadcasting, facsimile, relay systems and television; (e) aeronautical radio and radio aids to navigation; and (f) industrial, scientific and medical radio.

Two More Seek FM

KWK St. Louis in an application filed with the FCC late last week requests a new FM outlet on 47,700 kc with coverage of 7,480 sq. mi. Estimated cost for the station is $106,846. Quincy Newspapers Inc., Quincy, Ill. seeks a new FM station on 47,300 kc with coverage of 16,760 sq. mi. Approximate cost is $72,050.

Cosby to N. W. Ayer

CLARENCE COLBY, formerly general manager of WINS New York, previously manager of KWK and KXOK St. Louis, joins N. W. Ayer & Son, New York as timebuyer.

Maj. Wasmer Inactive

MAJ. LOUIS WASMER, owner of KHQ and KGA Spokane, for two years with Army Air Forces communications and Office of Strategic Services, will go on inactive status in February upon completion of accumulated leave. He left Washington for Spokane last Friday, to complete pending negotiations for sale of KHQ under the FCC's duopoly regulations.

WNHC Formal Opening

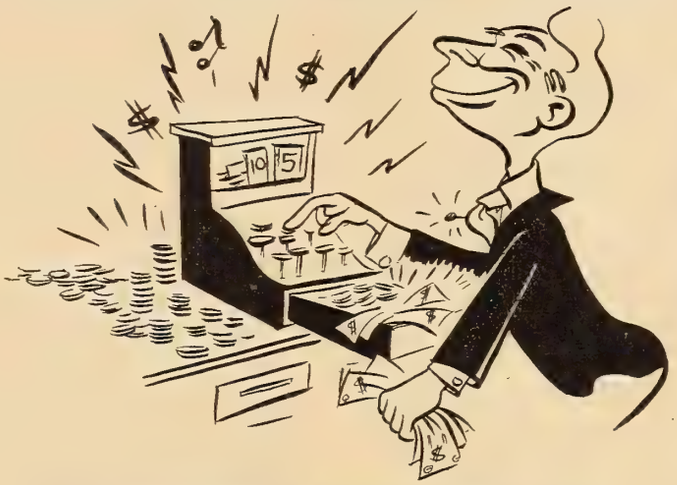
WNHC New Haven is holding its official opening ceremonies this evening (Dec. 11) at its new studios at 1110 Chapel St. Operating with 250 w on 1340 kc, station began actual broadcasting Dec. 2.

Kemp to Agency

THUR J. KEMP, CBS executive for a decade joins McCann-Erickson, New York Jan. 1, in an executive capacity, Lloyd C. Coulter, vice-president in charge of radio announced Friday. CBS Detroit manager for over a year, Mr. Kemp previously was eastern representative in New York of the Columbia Pacific network. He had served also as sales promotion manager of KNX, Los Angeles, and sales manager of KHJ and KFRC San Francisco.



Mr. Kemp



HE KNOWS EVERY DOLLAR BY ITS FIRST NAME

Because he sees it so often. Local money circulates locally, just as California valley families, nearly cut off from outside stations, listen locally. The *Beeline,* with its primary coverage of 41 adjacent counties serves Central California and Western Nevada from *within.*

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.



Robert A. STREET National Sales Manager

Paul H. RAYMER CO. National Representative

McClatchy Broadcasting Company
Sacramento, California

AP
W&CA, Schenectady, N. Y.

. . . your Telescript sales presentations have been most helpful . . . think these sales helps the most constructive sales aids we have received from any source.

Leonard L. Asch, President

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

More YEARS

The Bool Tree lays claim to being the oldest and largest living thing on earth.



More YEARS

We have the oldest continuous radio advertiser in Memphis. MORE years continuously on WHBQ than any other advertiser on any other Memphis station.

Memphis is the South's center for rail, river and highway transportation.

SOUTH'S 24-Hour Station

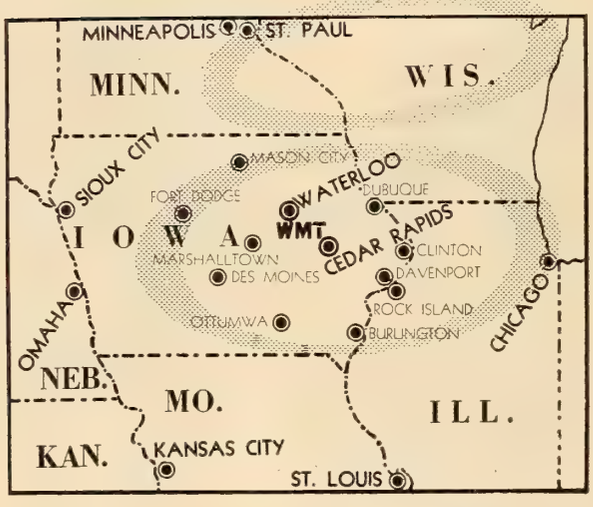
WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

the magic circle that means

SALES...SALES...SALES



...in "Buying" Iowa

The WMT listening area reaches 160 miles from the transmitters . . . in every direction. A circle of listeners 320 miles in diameter . . . an area of 126,500 square miles . . . and every inch of ground contains potential buyers of your product.

Iowa's buying multitudes are waiting to hear from you . . . reach them, today, on WMT.



Represented by
The Katz Agency

SPOT TEASER PROBLEM SOLVED

KECA 'Word Cartoons' Use Five-Second Station Breaks; Prove More Effective

By CLYDE SCOTT
General Manager
KECA Los Angeles

"YES Mr. Advertiser, we know you have a new million dollar talent program and we're sorry we have no spots available to publicize your new show on our station. Yeah, we know you've spent several thousand dollars in producing those clever one-minute promotion transcriptions, but we simply haven't a one-minute availability for sale or for free. Yes, it's tough, but what can we do?"

Sounds familiar doesn't it?

What's the answer? KECA, the Blue Network station of Los Angeles, thinks it has solved the problem. For they release as many as 1500 program promotion announcements per month despite a "sold out" schedule. Practically every station break carries a spot teaser of 10 to 12 words and these are scheduled as often as 50 or 60 times per day during the 18-hour broadcast day.

Word Cartoons

Everyone at KECA has a hand in preparing these "five-second word cartoons" as they call them. The "word cartoon" idea developed from the outstanding attention-getting value of small space in newspapers when humorous cartoon style copy is used. Instead of employing "Be sure to listen in tonight at 9 for Joe Blow and His Buffoons", lots of attention compelling value is packed into these five-second messages. And after the listener hears 10 or 15 a day he will tune to the program out of curiosity if nothing else.

The announcers are given free rein to give the written copy their own oral interpretation. Contributed by the staff under the direction of Bud Edwards, program director, and Bill Davidson, production manager, they are usually written to fit the style of the program.

Let's say it's the Dunninger show that gets the break this Wednesday. Announcements may total 10 or more in number, given in this style:

(Confidential) Who knows more about you, dear lady, than your husband? Dunninger might, tonight at 9.

or

Don't you believe that he doesn't know what you're thinking about. Who? Who? Dunninger, tonight at 9.

Many announcements are written in swing style, such as:

Don't be a mamby-pamby, get into the game of Scramby Amby, KECA tonight at 7:30.

Mystery thriller with cop and killer—Two Bell Theatre tonight at 9:45.

He doesn't really croon, but still the ladies swoon, everyday at noon—Morton Downey! KECA.

Even Burma Shave style copy gets the break with:

Blind Date!
Can't Wait!
9 tonite!
Don't be late!
KECA!

For a comedy show such as Alan Young's program announcements are usually of this nature:

(Sound of sawing) Aw, warden don't stop me now—I got to get out of here and hear Alan Young tonight at 8:30 KECA.

The juvenile audience is not overlooked either. Along about 5 o'clock in the evening when the Blue lineup of kid shows hits the air the six quarter-hour programs are punctuated with reminders of this nature:

Even Hop Harrigan, Dick Tracy and Jack Armstrong combined have no idea what Counterspy will do tonite at 8:30.

Around dinner time they are deluged with:

Aw kids—let dad stay up 'til 8:30 tonight so *he* can hear Counterspy too!

Early morning programs receive very late "evening before" promotion with:

Hey, milkman keep those bottles quiet if you want to hear Don McNeil in the morning at 8 o'clock, KECA.

Morning listeners are urged to stay tuned to midmorning programs with such suggestions as:

What's cookin' good lookin'? The Mystery Chef knows at 11:15.

And where does KECA find the time to release 50 or more such announcements each day? It seems that the KECA commercial station breaks are of the 20-second variety. The Blue Network gives the station 30-second station breaks—30 less 20 leaves 10 good seconds for such "quickie" program promotion and it clicks.



FCC GRANTS THREE STATION TRANSFERS

THREE more station transfers were granted by the FCC last week, two of which involved no monetary consideration.

KWLK Longview, Wash. was granted transfer of control from Marjory McClung, executrix of the estate of Ray McClung, deceased, and Hugh McClung, to the general manager of the station, C. O. Chatterton. Transfer involves sale of 140 shares common stock, 85 shares held by Marjory and 55 shares held by Hugh McClung, for the consideration of $10,000. Mr. Chatterton is assistant business manager of the *Portland Oregonian*, operating KGW Portland.

Involuntary transfer of control of WINN Louisville, Ky., was granted from D. E. (Plug) Kendrick, deceased, to his wife, Nelle M. Kendrick, as executrix of his estate. Voluntary transfer of control of KVSO Ardmore, Okla. was granted from the Ardmoreite Publishing Co., publisher of the *Ardmoreite*, to John F. Easley, editor of the paper and holder of all the outstanding capital stock of the present licensee corporation.

Swift Food Account

McCANN-ERICKSON Inc. has been appointed advertising and merchandising counsel for Swift & Co., Brookfield butter, eggs and cheese. The account will be serviced by the food group of the agency's Chicago office headed by Albert W. Sherer, vice-president.



Day Local on 730 Given Alexandria

FCC Action Involves Havana Treaty; Walker Dissents

INTERNATIONAL aspects entered in the grant last week by the FCC of a construction permit to the Potomac Broadcasting Corp. for a new local in Alexandria, Va., to operate with 250 w daytime only only on 730 kc. Under the Havana Treaty 730 kc is a I-A channel assigned to Mexico.

Construction work on the Alexandria station is expected to begin shortly, inasmuch as necessary equipment already has been procured, the Commission was advised. The transmitter site is yet to be determined.

Commissioner Paul A. Walker voted for a hearing in view of the international aspects and of a pending application of WWDC Washington for 50 kw on the 730 kc channel [BROADCASTING, Nov. 27]. It was pointed out, however, that under the Havana Treaty the U. S. cannot assign a station with 50 kw power to the Mexican I-A channel. Only two stations on the North American continent operate on 730 kc, XEQ Mexico City, with 150 kw, and CKAC Montreal, Can,. with 5,000 w. Potomac Broadcasting Corp. must protect the Mexican and Canadian stations at the borders.

Officers of the Potomac corporation are: Howard S. Hayes, WTOP Washington engineer, director and president, 84 shares (49.4%); his wife, Inez C. Hayes, director and first vice-president, 1 share (.6%); Carl L. Lindberg, also a WTOP engineer, director and secretary-treasurer, 85 shares (50%).

Tulare, Cal., CP Granted For New Local on 1240

NEW STANDARD local station for Tulare, Cal., to operate on 1240 kc with 250 w and unlimited hours, was granted by the FCC last week to Herman Anderson, local farmer and businessman. Action was taken on a petition filed by Mr. Anderson for (1) amendment of original application filed in April of this year on behalf of a partnership including himself and Robert Franklin, associated with KTKC Visalia, Cal., and public relations counsel for local farm associations and related industries, so as to omit Mr. Franklin's relationship, and (2) for reconsideration and grant of the application as amended.

The grant is made subject to the Jan. 26, 1944, FCC-WPB Policy relating to the use of critical materials for construction. According to the application, all of the necessary equipment and construction materials are on hand or immediately available. Stanley S. Stimson, account executive of KJBS San Francisco, is proposed in the application as general manager.

FIRST half-hour of Blue Network's *Breakfast Club* (Mon.-Sat. 8-9 a.m. CWT) is now broadcast via the United Network to civilians and servicemen stationed in Mexico. Central America, South America and the Caribbean area.

PHILCO CORP., at its Board of Directors meeting last week, declared a year-end dividend of 40c per share on common stock payable Dec. 27 to stockholders of record Dec. 15, bringing the total payments this year to $1.20 per share, as compared with $1 in 1943.

A COMPLAINT charging misrepresentation of prices, origin of manufacture and quality of product was issued last week by the Federal Trade Commission against Harold Hirschbaum, trading as Luxor Radio Mfg. Co. and Consolidated Radio & Television Co., New York.



Meet WHB's *Dick Smith*—

Director, Special Events . . . War Programs . . . Newscasts

Coming from a long line of Smiths, this one took to radio back in 1928. Since then he has announced, written or produced more than 30,000 *programs*—special events, newscasts and musical shows. That's figuring six-a-day for 16 years, not counting Sundays! We call him our "Miraculous Mister Smith"—and his *"know how"* is part of the many skills you employ when you advertise on WHB. This Smith, after serving as a "shavetail" in World War 1, graduated from the University of Iowa; then did a bit of banking, school teaching and accounting before he landed in front of a mike. He has two sons: one, a promising south-paw on a high-school freshman football team . . . the other, co-pilot on a Flying Fortress. Dick's pride in them is equalled only by his pride in WHB —"the-station-with-agency-point-of-view", where advertisers are *clients* who must get their money's worth in *results*. If you want to sell the Kansas City market, WHB is your *happy* medium!

WHB KANSAS CITY This is Mutual 1000 WATTS 880 KC.

For WHB Availabilities, 'Phone DON DAVIS

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

HOOPER MORNING INDEX SEPT. — OCT. MON. THRU FRI. 8-12 A. M.	Station A	Station B	Station C	Station D	WHB	Station E
	10.6	9.6	31.9	18.9	20.3	7.0

HOOPER AFTERNOON INDEX SEPT. — OCT. MON. THRU FRI. 12-6 P. M.	Station A	Station B	Station C	Station D	WHB	Station E
	14.4	6.2	21.1	30.2	22.5	4.1



...ANOTHER OF THE NATION'S LEADERS USING THE BLUE NETWORK!

Coca Cola—a global invitation for "The Pause That Refreshes"... an American Hall Mark of Quality to the BLUE six days a week, Monday through Saturday with "Spotlight Bands."

HOW YOU CAN JOIN THE "BLUE BOOK" OF RADIO ON THE PACIFIC COAST

Twenty new Pacific Coast advertisers in 1944 joined the fast moving, volume sales crowd listed in the "BLUE BOOK." There are still hot times available on the Pacific BLUE from San Diego to Seattle. Let us help you plan sales success in this vast market. See us in

NEW YORK, • CHICAGO
HOLLYWOOD • SAN FRANCISCO
DETROIT • PITTSBURGH

PACIFIC BLUE NETWORK

Probe of 'Terrorism' Asked By Woodruff; Assails FCC

DECLARING that the FCC has "too much power", Rep. Roy O. Woodruff (R-Mich.) in the House last Wednesday demanded a Congressional investigation of "terrorism on the radio and of persecution of writers and commentators, both press and radio".

He lashed out at Government bureaus which, he charged, keep news from reporters who happen to incur the wrath of the Administration or "somebody in the Administration". He denounced "union racketeers", emphasizing that he did not mean "legitimate patriotic union leaders" and declared that "Mr. Caesar Petrillo does control the music that goes out over the airways, and he has defied both the President of the United States and the War Labor Board".

Assails FCC

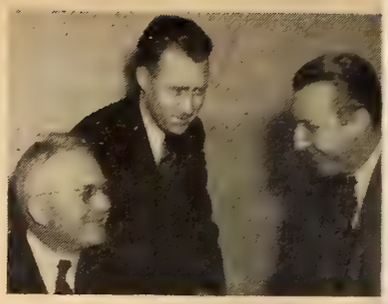
"The very evidence that such a terrorism is in effect over the air waves of America is to be found in the fact that every broadcasting company, big and little, in this nation must go back to the FCC every six months, hat in hand, humbly to seek a renewal of its license," the Congressman continued. [The license term is now three years.] "This means that this arbitrary—and there is no question but that the FCC has been arbitrary—(*sic*) could deny any broadcasting company in this nation its license and in two weeks' time ruin it by putting it off the air even temporarily.

"This is altogether too much power. It is too dangerous a power to be vested in any board which has shown the disposition toward an independent radio that the present FCC has shown". He referred to the House Select Committee to Investigate the FCC and of its sudden decision to terminate public hearings into the 1940 sale of WMCA New York [BROADCASTING, Dec. 4] and move behind closed doors, declaring:

"It is indeed a powerful hand that can reach out and squelch investigations which appear leading directly toward administrative unfaithfulness or something infinitely worse—suppression of the proper functioning of the Congress itself. It is a historical fact, so thoroughly established that no one even attempts to refute it or deny it, that the very first step toward the enslavement of any nation is the suppression of free speech, free press and, in this modern day, free radio."

Rep. Woodruff touched on the late Boake Carter who, he said, "was driven off the air" because the "Administration or somebody in the Administration did not like his broadcasts". He mentioned the recent Upton Close contract cancellation by NBC and asserted if "pressure groups" could "drive men like Upton Close from the airways, we are, indeed, in the midst of totalitarianism".

"I believe it is time for the Congress of the United States to investigate this whole question of terrorism on the radio, and of persecution of writers and commentators, both press and radio, who will not bend the knee to the Administration," concluded Rep. Woodruff. "I believe it is the duty of this Congress to see to it that free speech and free press are not destroyed in this great country."



BUSINESS RIVALRY was forgotten as Birmingham's three stations got together to broadcast commercially a Thanksgiving Day game between Birmingham's West End High School and Ramsey High for the benefit of the Crippled Children's Clinic. Broadcasters, who sold the game broadcasts for $3,000 and turned it over to the Clinic are (l to r): Ed Norton, chairman of WAPI; John Bell, president of WBRC; Henry Johnston, vice-president of WSGN. WAPI handled pregame color, WSGN carried first portion of the play-by-play and WBRC finished it, all three stations sharing expenses. Crowd of 27,000 paid $130,000 to see the game, which had been promoted by radio and newspapers.

Shoe, Hosiery Concerns Expand Spot Programs

RADIO advertising has proved so successful for Commonwealth & Leather Co., Whitman, Mass., which started distribution of transcribed spots to a few dealers for local placement several years ago, that discs supplied by the company are being used on some 200 stations throughout the country, according to the agency, Fuller & Smith & Ross Inc., New York. One-minute and 30-second spots and jingles promote Bostonian and Footsaver shoes. List is being gradually expanded. Basch Radio Productions, New York, cuts the discs.

Another company which is making extensive use of locally placed discs is Westminister Ltd., New York, hosiery manufacturers, now using one-minute music spots on nearly 100 stations through its local dealers. Next spring Westminister will distribute a new series featuring a musical trio and the Westminister chimes, which will be carried on well over 100 outlets. Records are also cut by Basch and the agency is Fuller & Smith & Ross.

It's a Habit in Baltimore



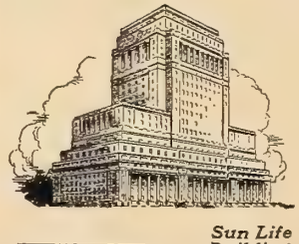
WCBM

BALTIMORE'S LISTENING HABIT

The Blue Network Station

JOHN ELMER, President
GEO. H. ROEDER, Gen. Manager

FREE & PETERS, Inc.
Exclusive National Representatives



Sun Life Building, Montreal

Sun Life Building, Montreal, is a symbol of the industry and activity of Quebec Province. Here is a specialized market of 3½ million people—eager listeners to their radios—and loyal to the products and programs they enjoy. We can cooperate with you by planning and producing the type of radio program—in either French or English—which brings *results*, because we *know* Quebec, its people, preferences and psychology.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

Lea Committee Report May Show Need For Passage of New Radio Legislation

NEED for radio legislation is expected to be reflected in the report of the House Select Committee to Investigate the FCC, now being formulated by the Committee staff. Chairman Clarence F. Lea (D-Cal.) said last week he would ask permission to file the report with the House clerk in the absence of Congress, inasmuch as it cannot be completed until after Congress adjourns. Tentative date for adjournment *sine die* is set for next Saturday (Dec. 16).

Meanwhile the Committee has agreed to expedite its investigation into the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, Chairman Lea disclosed. Still sitting behind closed doors, the Committee last week heard 14 witnesses, including the six men who were members of the Commission when the WMCA transfer was approved Dec. 17, 1940.

Need for Law Seen

Chairman Lea said he felt the Committee, of which he has been chairman since October 1943, had brought the need for some definitive legislation. Although he declined further comment, the chairman stated some months ago that one of his first objectives in the 79th Congress would be a new radio bill.

Last week's executive sessions brought from Colin Campbell Ives, law partner of Philip Handelman and counsel for Mr. Flamm, a statement urging the Committee to open the doors of its hearings and reveal the "Corcoran system". Referring to Thomas G. (Tommy the Cork) Corcoran, former White House confidant whose name has figured prominently in the WMCA transaction, Mr. Ives said, after leaving the Committee chambers last Tuesday:

"I have never had any sympathy for Mr. Corcoran's system and have today revealed how it functions. I cannot understand why the Congressional Committee should want to keep the system a secret by excluding the public, since so many lawyers and businessmen throughout the country have had first hand experience with the Corcoran system that it is now a matter of public knowledge." His statement charged that Mr. Corcoran threatened Mr. Flamm with "income tax troubles" if "I, in Mr. Flamm's behalf, would dare to take any steps in the matter".

Witnesses, in addition to Mr. Ives, who was a Harvard Law School classmate of both Mr. Corcoran and James Lawrence Fly, former FCC chairman, included: George H. Payne and T. A. M. Craven, former Commissioners; C. J. Durr, Paul A. Walker, Norman S. Case, present Commissioners; Mr. Fly; Col. Telford Taylor, former FCC general counsel; Mrs. Mary Donahue, his former secretary; David H. Diebler, FCC principal attorney.

Mark Ethridge, publisher of the *Louisville Courier-Journal*, licensee of WHAS, and former NAB president; Lowell Mellett, former executive assistant to the President, now a newspaper columnist; Libbye Schneider, commercial traffic manager of WMCA and former secretary to Donald S. Shaw, WMCA general manager under Mr. Flamm; William C. Koplovitz of Dempsey & Koplovitz, Washington law firm which represented Mr. Noble in the transaction.

Murrow Feted

WHAT the British have heard of our radio programs since the war has increased their respect for American radio entertainment, according to Edward R. Murrow, chief of the CBS European staff, who spoke before a group of 200 radio, press and advertising people at a luncheon given in his honor last Tuesday at the Hotel Ambassador, New York. Mr. Murrow told BROADCASTING that it would be difficult to say what effect has been made on the British attitude toward commercial radio, since the commercials are not heard, but that he doubted seriously whether there will be postwar commercial radio in Britain.

N. Y. Bank Program

A FORUM conducted by the New York Newspaper Guild will be sponsored on WMCA New York as part of a total of 3½ hours weekly purchased by Modern Industrial Bank, New York. Guild programs, beginning Dec. 12, as a weekly 42-minute feature, will present discussions of public issues by newpapermen, with John T. McManus, New York Guild president, as moderator. The bank's 52-week contract also calls for a thrice-weekly commentary by Leon Pearson from Washington; a five-times weekly newscast; and a Sunday news review, all quarter-hours. Metropolitan Adv., New York, is agency.



Before the show could go on, a sponsor was required. Weed & Company located a prospect with a budget and a problem—and a Weed man was there first.

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

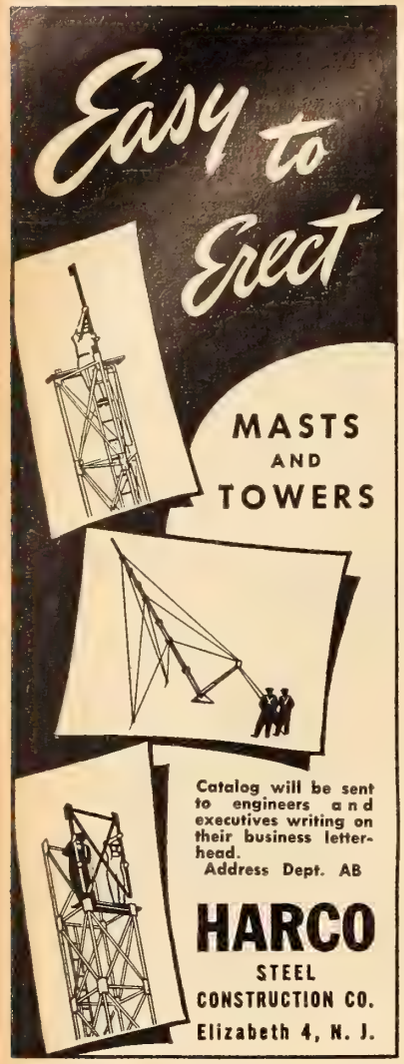
28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta San Francisco

ITCHING FOR RESULTS IN DOG SCRATCH (Ky.)?

Frankly, *we're* not! We think we'd be wasting our time and your money—because little towns like Dog Scratch just obviously can't produce very much. The Louisville Trading Area—a market with *twice* the number of income-tax payers found in the remaining 93 Kentucky counties combined—is the surface to gouge in Kentucky! Over a million people live here. They account for 57.5% of all Kentucky's sales. *WAVE gives you complete coverage at lowest cost.* Scratch where it'll do the most good, pardner—with WAVE!

LOUISVILLE'S
WAVE
5000 WATTS . 970 KC
N. B. C.
NATIONAL REPRESENTATIVES
FREE & PETERS, INC.,





Where You'll Find
FATTER POCKETBOOKS!

Even in normal times, families in TRI-CITIES spent 23% more than the U. S. average (1940 Census). This means your advertising talks to 23% more buying power in TRI-CITIES . . . at no extra cost! That's why dozens of national advertisers use WHBF to blanket this prosperous market of 200,000. Let WHBF capture this market for your sales product. Write . . .

WHBF
ROCK ISLAND-MOLINE, ILL., DAVENPORT, IA.
1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

Nets Face Double Strike Threat

(*Continued from Page 13*)

it could get no protection from a decision of a Government tribunal in which all sides had opportunity to be heard.

NABET already has on file a 30-day strike notice which it submitted May 10 when Mr. Petrillo threatened to take over turntable functions at all network owned stations on June 1 under his agreements with the nets. It will exercise its right to strike under this notice whenever any move is made in violation of its jurisdiction, the spokesman declared.

While the current dispute over turntable functions directly applies only to NABET, members of IBEW, which has jurisdiction at CBS and several hundred independent stations, also are concerned. When details of Mr. Petrillo's plan to take over platter-turning operations at all radio stations throughout the country and provide jobs for 2,000 musicians were revealed last spring, IBEW locals at approximately 50 stations protested or served notice of strike intentions if the plan were carried out. Some of the locals have since left IBEW and have joined NABET [BROADCASTING, Oct. 30].

Text of the NABET release follows:

Over the last weekend the nation was treated to another of the despotic communiques which Petrillo of the AFM is wont to issue frequently. This was in connection with the Jack Benny show and was a direct outcropping of the recent ruling of the NLRB. In this ruling the NLRB gave NABET jurisdiction over the playback of the recordings as used in broadcasting.

The threatened withdrawal of musicians from the Jack Benny show was intended as a threat to the broadcasting companies; an attempt to coerce NABET into joining the ranks of the AFL, whereas its members desire that it remain independent, and to prove to the NLRB, and the nation as a whole, that Petrillo is above the law, and will only abide by the decisions of lawmaking bodies where those decisions are favorable to him.

The strange part of it is that this tribute collecting gentleman seems to have thoroughly scared the large networks to the point where they are willing to do anything he asks, even to the point of asking us to relinquish our rights under the NLRB ruling and join Mr. Petrillo's gang, in order that Petrillo's unjust wrath is not brought down on their heads.

Strong rumor from New York indicates that Petrillo has agreed not to "start anything" in connection with network broadcasting for two weeks. It so happens that Congress intends to and probably will adjourn for Christmas about Dec. 16, 1944. Could it be that Mr. Petrillo intends to lay low until Congress is out of the way?

During the course of bargaining negotiations Tuesday morning with NBC and the Blue Network, the bargaining committee from NABET were advised by the networks that they had received a letter from James C. Petrillo advising the networks that the musicians union, on the orders of Mr. Petrillo, would not recognize the decision of the NLRB certifying NABET as the bargaining representative for NBC and Blue network on the grounds that NABET was a "company dominated union".

Mr. Petrillo has retained the able and eminent labor lawyer, Joseph C. Padway, as his attorney. Mr. Padway has been representing Mr. Petrillo for the last eight months with respect to the NBC and Blue network cases. Mr. Padway has been given the Constitution of NABET and all collective bargaining agreements. Mr. Petrillo's attorney stated before the NLRB in Washington that his client would abide and carry out whatever decision or order the National Labor Relations Board would issue.

If Mr. Padway, as the outstanding labor lawyer in the United States, believes that NABET is a "company dominated union", it is Mr. Padway's immediate duty to file such a charge with the NLRB, and if, at any time during the last eight months, either Mr. Petrillo or Mr. Padway believed or had reasonable grounds to believe, or even the slightest suspicion that NABET is a "company dominated union", then Messrs. Petrillo and Padway should file such a charge with the NLRB and should not have wasted eight months of valuable time of the entire staff of the NLRB in going through the representation hearing during this period of time.

If there is a "company dominated union" in the present radio broadcasting picture, it is Mr. Petrillo's union. In the past there has been much "behind the scenes" action between Mr. Petrillo and the NBC and the Blue network. It makes the issue very confusing. It is hard to tell, when you are dealing with these companies, whether or not the sanction of Mr. Petrillo must be obtained in order to make an agreement valid. In fact, we are becoming so confused that we hardly know who is president of NBC, Mr. James Trammell or Mr. Niles Petrillo.

NABET filed an unfair labor practice charge against the NBC and Blue network in March of 1944 with the regional NLRB in New York. This unfair labor practice charge was based on a secret agreement that the NBC and Blue network made with Mr. Petrillo in January of 1944. By the terms of this agreement, the networks agreed to hire members of Mr. Petrillo's musicians union as platter turners. At the time that this agreement was made by the networks and Petrillo, all of the operation of turntables and platter turning in the NBC and Blue network studios was performed by members of NABET under a closed shop contract.

In violation of the terms of this contract, that did not expire until June 1, 1944, the networks and Petrillo made this secret deal. The agreement between the networks and Petrillo was a secret commitment that the networks made to Mr. Petrillo without any notice to NABET. In fact, the first public disclosure of this secret agreement was the printed editorial that Mr. Petrillo published in the April issue of the musicians magazine when he stated that over 2,000 musicians would be employed by the networks as platter-turners in studios throughout the country.

Since Mr. Petrillo has hurled the accusation of NABET being a "company dominated union", Mr. Petrillo must either prove this charge or subject himself to a libel suit by the officers and members of the NABET.

New C-P-P Show

COLGATE - PALMOLIVE - PEET Co., Jersey City, on Jan. 6 will replace *Palmolive Party*, variety show on 128 NBC stations, with program starring Judy Canova, continuing for Palmolive Soap and Halo Shampoo Saturday 10-10:30 p.m. Agency is Ted Bates Inc., New York.

A DINNER was held last week in honor of Col. A. R. Marcy, chief engineer of WFBL Syracuse, N. Y.; Lt. Neal L. Moylan, former newscaster-special events man; Lt. Donald F. Langham and Lt. Joseph Lamprecht, former engineers, all of WFBL. Oscar F. Soule, WFBL secretary-treasurer, was toastmaster.

WPEN Transfer Approval Is Slated

FCC Action in $620,000 Sale To 'Bulletin' Foreseen

AFTER a six-month pendency, during which it made a far-reaching investigation, the FCC last week was to have approved sale of WPEN Philadelphia and its FM adjunct by Arde Bulova, New York broadcaster and watch manufacturer, to the *Philadelphia Bulletin* for $620,000, exclusive of dollar-for-dollar payment of cash reserve not to exceed $50,000 additional.

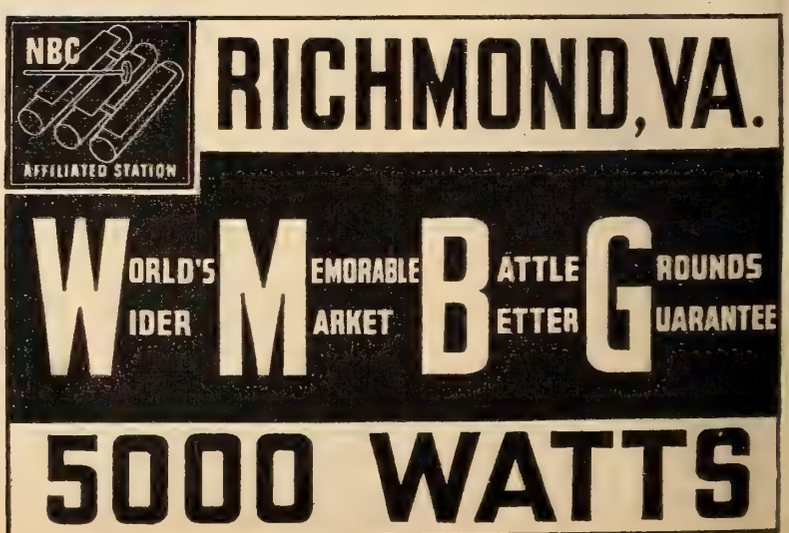
If approved by the FCC Dec. 9, as scheduled when BROADCASTING went to press, the action would have come a day before the purchase option was to expire, which would have permitted Mr. Bulova to cancel the transaction. Last July the Catholic Truth Society, through Rev. Edward Lodge Curran, its president, had written the FCC protesting purported trafficking by Mr. Bulova and alleging certain misrepresentations regarding ownership. No complaint, however, was made against the *Bulletin*.

WOV Incomplete

The station would be turned over to the *Bulletin* in 15 days after FCC approval, or by about Dec. 24. The contract carried a provision whereby Mr. Bulova could cancel after six months, if the FCC did not approve, and the *Bulletin* could cancel after a year.

With the approval of the WPEN transaction, Mr. Bulova will have completed the sale of four stations within the last year, with sale of WOV New York to Mester Bros. for approximately $300,000 still pending. Other sales completed are WCOP Boston, for $225,000 to the Cowles brothers; WNBC Hartford, for $220,000, to W. O'Neil, president of the General Tire & Rubber Co.; WELI New Haven to Col. Harry C. Wilder for $225,000.

The *Bulletin* is headed by Robert McLean, president of the Associated Press; Richard W. Slocum is general manager and H. W. Stodghill, business manager.



More Than 300 FM Requests Filed

Five New Applications; Five Others Seek AM Facilities

MORE THAN 300 applications for new FM stations are in the FCC pending file, with five more applicants seeking facilities last week, along with five who seek new standard facilities. Two petitions were filed for change of present assignments.

New FM applicants are: WJHP Jacksonville, Fla.; KVOR Colorado Springs; Union Tribune Publishing Co., San Diego; WEBO Harrisburg, Ill., and Washtenaw Broadcasting Co., Ann Arbor, Mich. [Facilities asked and estimated costs listed on page 70]. Washtenaw Broadcasting Co. also has on file an application for a new standard outlet in Ann Arbor.

KPHO Phoenix seeks a construction permit to change frequency from 1230 kc to 790 kc, increase power from 250 to 5,000 w and to install a directional antenna for fulltime use. The request is contingent upon a shift of KECA Los Angeles from the 790 frequency to 770 kc [BROADCASTING, Dec. 4].

Also seeking a change in frequency is KTBI Tacoma, Wash., which asks for the 870 kc assignment to operate limited to WWL New Orleans. Station now operates on 1400 kc with 250 w. No power increase is asked.

Liberty Broadcasting Co., a partnership composed of John J. Laux, Robert and Alex Teitlebaum, Myer Wiesenthal, Louis and Jack N. Berkman, Charles C. Swaringen (each 14% interest), Joseph Troesch and John L. Merdian (each 1% interest), requests a new standard outlet for Pittsburgh to operate daytime on 730 kc with 1,000 w. All partners are affiliated in the management of WSTV Steubenville, O.; WJPA Washington, Pa.; WKNY Kingston, N. Y., and WFPG Atlantic City.

A new standard station operating daytime with 1,000 w on 960 kc is sought for Lubbock, Tex. by Lubbock Broadcasting Co., a new partnership composed of Clyde H. Smith (32½%), previously associated with KONO San Antonio and former salesman for KABC San Antonio; C. O. Baldwin (22½%), local businessman; Hoyt Houck (22½%), half-owner of KASA Elk City, Okla., and Walter G. Russel (22½%), attorney, who has 25% interest in KASA.

James A. Noe, operator of WNOE New Orleans and KNOE Monroe, La., is applicant for a new standard station in Shreveport, on 1550 kc with 250 w and unlimited time. McClatchy Broadcasting Co., which operates KFBK Sacramento, KERN Bakersfield, KMJ Fresno, KWG Stockton and KOH Reno, has applied for a new local outlet in Modesto, Cal. on 1600 kc with 250 w and unlimited hours.

John L. Plummer, trading as John L. Plummer Enterprises, requests a new local station for Bogalusa, La. to operate on 1490 kc with 250 w and unlimited time. Mr. Plummer has 50% interest in the firm of Plummer & Kershaw, optical engineering consultant. Camden Radio Inc., Camden, Ark. has petitioned for reinstatement of its application for a new standard station on 1450 kc, 250 w, unlimited time.



STAR of brigadier general is pinned on David Sarnoff's shoulder by Maj. Gen. H. C. Ingles, Chief Signal Officer. Promotion of the RCA president on leave was approved by Congress last week simultaneously with confirmation of the appointment of Brig. Gen. Frank E. Stoner, who is Assistant Chief of Army Signal Corps, to the rank of major general.

WLIB New York has started building a library of recordings of people in the news, making a special point of obtaining on-the-scene recordings of national and local events, and talks by prominent persons.

BMB MAY APPOINT HEAD THIS WEEK

APPOINTMENT of a general manager of the Bureau of Broadcast Measurement and formal adoption of articles of incorporation and bylaws are on the agenda of the first meeting of the BMB negotiating committee and temporary board, called for 10:30 a.m. next Friday at the offices of the American Assn. of Advertising Agencies, New York.

At a meeting in New York last Wednesday, representatives of the AAAA and ANA informally approved corporate articles and bylaws, submitted by J. Harold Ryan, NAB president. Copies are to be placed in the hands of each of the 15 board members for study before final adoption.

Selected to represent the AAAA in the organization stages until permanent directors are elected for three-year terms, are: Frederic Gamble, AAAA president; Leonard T. Bush, vice-president of Compton Adv.; Carlos Franco, supervisor of station relations, Young & Rubicam; Linnea Nelson, chief timebuyer, J. Walter Thompson Co.; D. E. Robinson, director of research, Pedlar & Ryan.

Although the ANA has tentatively selected its five board members, all had not accepted as BROADCASTING went to press and Paul West, ANA president, withheld announcement of his group until next Friday's meeting.

Board members to represent the NAB, chosen at a Board meeting in Chicago Nov. 14-15 [BROADCASTING, Nov. 20], are: President Ryan; Dr. Frank Stanton, CBS New York vice-president; Frank M. Russell, NBC Washington vice-president; Roger W. Clipp, WFIL Philadelphia; Hugh Feltis, KFAB Lincoln-Omaha.

Attending last week's conference were all members of the NAB group except Mr. Feltis; Mr. Gamble, Mr. West and Paul F. Peter, NAB Director of Research.

St. Louisans Get News Despite Paper Strike

WHEN A strike Dec. 7 at the plants of the two St. Louis afternoon dailies, the *Post-Dispatch* and the *Star-Times*, threatened St. Louisans with a dearth of news on the third anniversary of Pearl Harbor, KSD and KXOK, the papers' respective stations, broadcast headline news, as well as comic features, market reports, stock quotations, sports, editorials and even obituary notices.

KSD, the *Post-Dispatch* station, began airing the contents of the paper at 12:15 p.m., shortly after the first edition failed to appear, canceling all regular programs throughout the afternoon and evening. At 12:35 p.m. KXOK carried an Army casualty list from the unprinted *Star-Times* city edition. The *Star-Times* purchased an hour of time on each of two other local stations, WTMV and WIL, to read the unpublished edition. KXOK too canceled all scheduled sustaining and commercial programs as a public service.

Papers failed to appear when members of Local 16, AFL Paper Handlers' Union, an auxiliary of the International Printing Pressmen's Union, went on strike.

Miss Ann Wright
J. Walter Thompson Co.
New York, N. Y.
Dear Ann:

Cartons of cigarettes, plenty of gas, nylons by the dozen! No, I don't know where you can get them, but down here in West Virginny we know where to buy War Bonds, and believe me, the folks around this station are sure tellin' everyone where! Special programs, spots, too, of course, but there's something else really special . . . and I'll tell you about it next week. We're going all-out on the Sixth Bond drive. As long as our lads keep fighting for us, we'll keep fighting to back them up with our own pay-roll deductions and urge our listeners to buy bonds, too.



Yours,
Algy

WCHS
Charleston, W. Va.



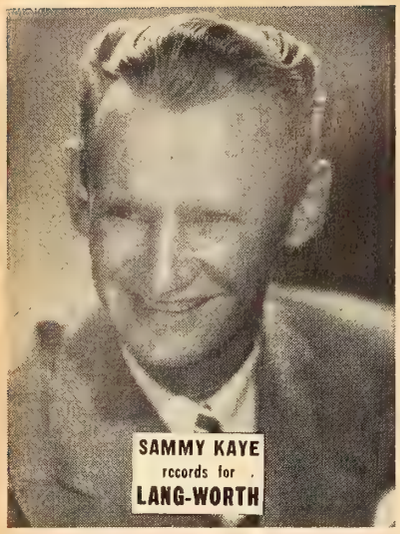
√ **24 HOUR SERVICE** on direct cut copies of your recordings

√ **AIR CHECK SERVICE** "as others hear it"

√ **COMPLETE FACILITIES** for spot announcements, remote pickups, service on all recording problems. *For further information, write . . .*

U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.





In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

WSLI
JACKSON
MISSISSIPPI

JACKSON GOES AHEAD

Jackson, "cross-roads of the South" has a year-round market that is growing every year. Leading economists have predicted that Mississippi's Capitol City (Jackson) will hold its wartime growth and continue to grow after the war. Here is a market you want to include in your future sales plans. And WSLI offers you effective coverage of this "double-return" market—at less cost.

BLUE NETWORK

WEED & COMPANY
NATIONAL REPRESENTATIVES

FOR SALE!
Bargain Price For
Live Stock Reports!

Fifteen minutes of live stock reports and farm news direct from Cincinnati Union Stock Yards — 12:15 to 12:30 P.M. Monday thru Friday—$125.00 per week, talent and line charges included.

WMOH
Hamilton, Ohio

BBC Given Scroll By New York Club

Cooperation With American Networks to Continue

A PLEDGE that the BBC's cooperation with American networks and stations will "go on until the final entry into Berlin and Tokyo" was given by William J. Haley, director general of the BBC, last Wednesday in accepting the scroll presented to the BBC by the Radio Executives Club of New York. Acceptance was shortwaved from London to the luncheon, attended by nearly 900 REC members and guests.

Warren Jennings, REC president, presented the scholl to the BBC "in appreciation of its unstinting cooperation with American broadcasters, networks and independent stations to make complete the coverage of the war, and for inspiring radio throughout the world to become a powerful voice which will declare ever loudly for all the people their desire for everlasting peace."

Postwar Plans

Discussing the BBC's postwar plans for providing three-network program service to the whole United Kingdom [BROADCASTING, Dec. 4], Mr. Haley said that while the networks will "carry entertainment, news, talks, discussions, above all we look forward to being able to mingle with the best that we can give the best we can draw from other countries by way of collaboration and exchange."

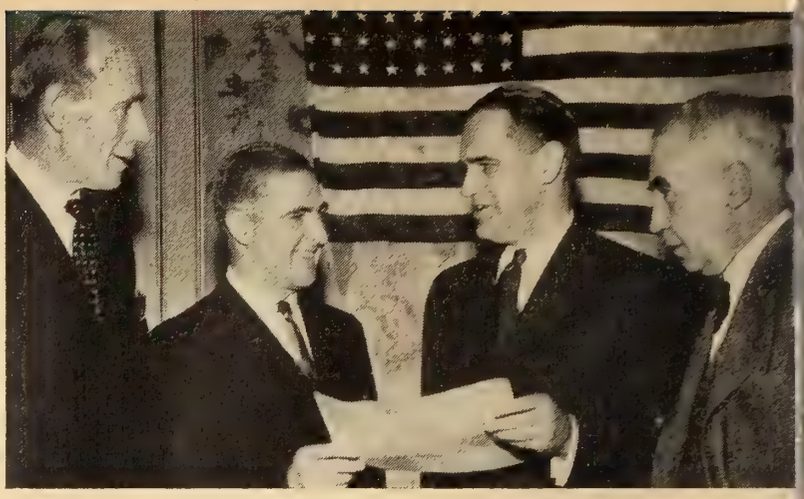
John Salt, North American director of the BBC, reviewed briefly the familiar BBC exchange programs broadcast in the United States by networks and stations.

Declaring it would be hard to over-estimate the work that radio has done to educate British and American public opinion on the issues and progress of the war, the Earl of Halifax, British Ambassador to the United States, stated that it would be equally hard to overestimate "the value of the work which radio may do, in both our countries, to educate public opinion in the tasks of peace."

Elmer Davis, director of the Office of War Information, in introducing Lord Halifax, paid tribute to the BBC for its cooperation with the OWI. In addition to giving time, the BBC has also given engineers to handle American programs, he said, adding that "anyone who gives you an engineer these days is giving you his right eye and a slice of his liver besides."

At the speaker's table were:

Francis E. Evans, British Consul General of New York; Niles Trammell, president of NBC; Mark Woods, president of the Blue; Edgar Kobak, president of MBS; Frank Stanton, vice-president of CBS; J. Harold Ryan, president of the NAB; Lloyd Stratton, president, AP Ltd.; Robert Peare, vice-president, General Electric Co.; Walter Evans, vice-president, Westinghouse Electric & Mfg. Co.; James D. Shouse, vice-president, Crosley Corp.; Walter Lemmon, president, World Wide Broadcasting Foundation; Edward R. Murrow, chief of CBS European staff; Wythe Williams, president, Overseas Press Club. Sol Taishoff, editor and publisher, BROADCASTING; Frank Burke, editor, *Radio Daily;* Joe Koehler, managing editor, *Billboard.*



TO HONOR the British Broadcasting Corp., more than 1,000 persons met at a luncheon Dec. 6 at the Hotel Ambassador, New York, under auspices of the Radio Executives Club of New York. Highlight of the occasion was presentation of a citation to the BBC for its "unstinting cooperation with American broadcasters, networks and independent stations." Participants in the presentation ceremony were (l to r): Lord Halifax, British ambassador; Warren Jennings, president, Radio Executives Club of New York; John Salt, North American Director of BBC, who received the citation on behalf of the British network; Elmer Davis, OWI Director.

KOBAK SEES RADIO AS MASS EDUCATOR

DECLARING that radio has proved its ability to "inculcate ideas and promote ideals" and its capacity "to enlighten and inspire," Edgar Kobak, Mutual president, in an address prepared for delivery Sunday night (Dec. 10) at the Fourth American Nobel Anniversary Dinner at the Hotel Astor, New York, said that "what radio is doing in the war effort it can do to aid education for peace."

But, he pointed out, "Radio as the vehicle cannot be expected to write the blueprint." To handle the job of outlining this educational effort, he envisaged a "national educational committee, composed of leaders in religion, education, politics, economics and industry," with independent scientists, thinkers and writers also represented.

"This curriculum would then be turned over to radio to carry to the people," Mr. Kobak said, adding, "I believe that were such an undertaking started, you can count on radio to help. Radio has never yet hesitated a moment to do whatever was necessary for the good of our country."

Mr. Kobak's address, as well as those of Kent Cooper, AP managing director, and Darryl Zanuck, vice-president, 20th Century Fox, each outlining how his medium can aid education for peace, were broadcast on MBS, 10:30-11 p.m.

Advisory Group Resignations

RESIGNATION of three U. of Chicago professors as members of the Advisory Committee on Radio, which handles policy for U. of Chicago's radio shows *University of Chicago Roundtable* and *The Human Adventure,* was recently announced. The three men whose appointment to the committee expired on Oct. 1 and who refused to be reappointed are: Richard P. McKeon, dean of the Humanities division; Avery O. Craven, professor of American history, and Bernard M. Loomer, professor of theology. Five other members remained on the committee.

KOIN HAD ONE
BBC Wanted a Launching, And Got It

EXPRESSIONS of surprise, interest and pride followed one another in rapid succession across the face of C. W. Myers, owner of KOIN Portland, Ore., at the BBC luncheon of the Radio Executives Club of New York last Wednesday when John Salt, North American director of the BBC, told of a request from London for a recording of the launching of a Liberty ship in one of the Kaiser shipyards with Henry J. Kaiser speaking.

"We took a chance and sent a telegram to station KOIN in Portland," Mr. Salt said, "and it so happened they had just done a program which was exactly what we wanted. A recording was shipped to New York by air and we forwarded it by bomber to London. It is being used in a school program tomorrow."

STEWART-WARNER Corp. has announced that it will be producing and shipping civilian radios within 60 days after Government war restrictions are lifted, from what is reputedly the largest privately owned shell fuze plant in the United States.

KROD

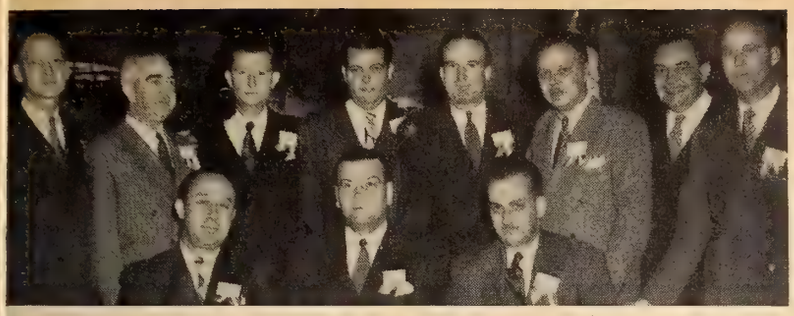
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Southwest

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KROD — a CBS Station
600 kc — 1,000 Watts

Dorrance Roderick, Owner — Val Lawrence, Manager

Howard H. Wilson Co.
National Representatives



HOSTS TO SOME 300 New York radio executives at a cocktail party at the Ambassador Hotel, Dec. 1, was this group of Taylor-Howe-Snowden station executives. Standing (l to r) are C. B. Locke, KFDM Beaumont; G. W. Johnson, KTSA San Antonio; Raymond Hollingsworth, KGNC Amarillo; Archie J. Taylor, KRGV Weslaco; E. B. Landsford, KRMD Shreveport; Robert Enoch, KTOK Oklahoma City; L. Lutz, KTSA; DeWitt Landis, KFYO Lubbock. Seated (l to r) are Jack Keasler, T-H-S radio sales office in New York; O. L. (Ted) Taylor, KGNC; Alex Keese, who is general sales manager for T.-H-S.

IS RADIO EXPENSIVE?

Hormel Analysis Reveals Cost of Contacts

ANSWER to the argument that radio time and talent costs are too high is found in an analysis last week by BBDO under the title, "How Much Does Spam Advertising Cost." The analysis is based on a clinic held by George A. Hormel & Co., Albert Lea, Minn., at which various media and techniques were reviewed.

Dissecting the cost of printed media advertising per delivered copy, the analysis covers a "stupendous $28,000 a night radio show".

"That's enough dough to buy 20 fairly good cars at wartime prices or build four or five pre-war homes," it is explained. "Let's look at the cost per person reached. Surveys prove that that show was reaching 10,000,000 radio homes each Sunday night. And research shows that in each home from 2½ to 2⅓ people were listening at each radio. Let's be conservative and take the low figure—with 2½ listeners per set that program was reaching 25,000,000 people at a cost of 1/10 of a cent per person. Which should we buy . . . a half-hour of goodwill building entertainment . . . a cast with millions of friends . . . two or three commercial messages . . . or a 'penny' postcard at actually 15 times the cost."



Asks WOI Delay

CHARGING that farmers of Iowa and adjoining states are deprived of early morning agricultural market reports because WOI Ames, Iowa State College station, is not operating until local sunrise, James G. Patton, president of the National Farmers Union, has asked the FCC to defer its decision in the WOI application for special authorization to begin operations at 6 a.m. until Paul Porter becomes Commission Chairman. WOI, which operates on 640 kc with 5 kw, was granted permission on Aug. 3, 1943 to begin broadcasting at 6 a.m. KFI Los Angeles, dominant station of the 640 kc clear channel, protested, the FCC set aside its grant, held a hearing and again gave WOI permission for early morning operation. KFI opposed and asked for oral argument, which was held Nov. 29. FCC decision is pending.

Austin Uses Spots

AUSTIN STUDIOS, Los Angeles (portrait photographers), in a 26 week campaign which started Dec. 1, is using a varied live spot announcement schedule on 20 California and Utah stations. Transcribed announcements will be substituted after Jan. 1. Station List includes KECA KMPC KIEV KFVD KFOX KGO KQW KLX KFMB KARM KTKC KFRE KTMS KPRO KFXM KVOE KDB KERN KQW KUTA. Glasser-Gailey & Co., Los Angeles, is agency. Mariane Graham is account executive.

Snacks Spots

CONFECTION Inc., Chicago (Snacks), starts sponsorship Dec. 11 of a spot announcement campaign 7 to 14 times weekly for 52 weeks through Paul Grant Adv., Chicago, on WMAQ WGN WOW WBAL WJR KPO KIRO WHO WCKY KYW WCCO WTCN KDKD KNX KSD WBZ KOA WRVA.

Free Time Plan

PROPOSAL to set up a local allocations plan in New York to handle requests for free time from private charities, and eventually from government agencies when the OWI allocations system is ended after the war, has been advanced by Ted Cotts, program director of WNEW New York.

V-E Day to Bring Surplus Equipment

Creutz Expects Transmitters Will Be Made Available

A SUBSTANTIAL number of broadcast transmitters, ranging from 1 kw to 50 kw power, will become available to present and prospective station owners upon the conclusion of the war in Europe, according to John Creutz, chief of the Domestic & Foreign Branch, Radio & Radar Division, WPB. Most of the equipment will be sold on the market as surplus property but some of it, including high-power transmitters, which will still be in process of manufacture, will be completed to fill long-standing non-military orders.

Mr. Creutz expects that an appreciable number of transmitters of various types, some of which can be used for broadcasting will be turned over after V-E Day to the Defense Supplies Corp. for surplus disposal. The bulk of broadcast equipment in use by the military is unsuitable for commercial broadcast operations, although a considerable part of it will likely be utilized for Federal, state and local government needs.

Some May Be Sold

In the immediate future there may be a small number of 1, 5 and 10 kw transmitters available to broadcasters. Some of them will not be finished for several months, but others are nearly complete. With WPB permission, manufacturers may be allowed to sell the equipment direct to broadcasters but WPB will grant no preference ratings to broadcasters for purchase.

These transmitters, about ten in all, are what remain of about 35 transmitters of various sizes which were recently canceled by OWI, Army, Navy and other agencies as the result of changes in requirements occasioned by developments in the European theatre. About half of the total was to be used for other than broadcasting purposes. Most of the equipment, which included a 50 kw broadcast transmitter, was taken up by Government agencies for operations in the other theatres.

Meanwhile, WPB issued a revision of its amendment of Nov. 22 to PR 13 to permit certain tube manufacturers to buy tubes out of idle or excess inventory for resale for civilian or military requirements. The revision merely removes an unintended restriction in the previous amendment.

Burlington Spots

BURLINGTON MILLS Corp., New York, manufacturers of crepes, satins and various materials for lingerie, Dec. 15 starts a spot radio institutional campaign of participations in women's programs on seven stations. Additional markets will be added as time clearance are obtained. Agency is J. M. Mathes Inc., New York.

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BUY
WAR BONDS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 2 TO DECEMBER 8 INCLUSIVE

Decisions . . .

DECEMBER 4

John Kennedy Radio Corp., Chicago—Placed in pending file application new commercial television station.

1400 kc-KWLK Longvew, Wash.—Granted transfer of control from Hugh McClung and Marjory McClung, executrix of estate of Ray McClung, deceased, to C. O. Chatterton for $10,000.

1450 kc NEW-Marshall Broadcasting Co., Marshall, Tex.—Designated for hearing application new station 250 w unlimited.

1450 kc NEW-KVOM Inc., Marshall, Tex.—Designated for consolidated hearing with application of Marshall Broadcasting Co., application new station 250 w unlimted.

1240 kc NEW-Herman Anderson, Tulare, Cal.—Granted petition to amend application new station by removing Robert Franklin as co-applicant, and reconsidered and granted application as amended for CP 1240 kc 250 w unlimited.

DECEMBER 5

KXA Seattle, Wash.—Passed over petition for leave to amend application without prejudice.

KHQ, KGA, Spokane, Wash.—Granted petition for continuance of hearing on application for renewal of licenses now set 12-14, and continued same to 2-15-45.

KMBC Kansas City—Granted motion for indefinite postponement hearing on application for CP set 12-12, and postponed same until after final action of FCC on Docket 6651, at which time a further date for said hearing will be fixed.

730 kc-Potomac Broadcasting Corp., Alexandria, Va.—Granted CP new station 250 w D, transmitter site to be determined.

1240 kc-KVSO Ardmore, Okla.—Granted vol. assgn. license from Ardmoreite Pub. Co. to John F. Easley. No money involved.

1240 kc-WINN Louisville—Granted invol. transfer control from Estate of D. E. Kendrick, deceased, to Nelle M. Kendrick, executrix of estate.

1400 kc-Hazelwood Inc., Deland, Fla.—Designated for hearing application new station 250 w unlimited.

1400 kc-A. Frank Katzentine, Orlando, Fla.—Designated for consolidated hearing with application of Hazelwood Inc., application new station 250 w unlimited.

Applications . . .

DECEMBER 5

1240 kc NEW-Jackson Broadcasting Co., Jackson, Tenn.—CP new standard station 250 w unlimited.

47,300 kc NEW—KFBI Wichita, Kan.—CP new FM station, 15,600 sq. mi., $67,000 estimated cost.

1110 kc-KPAS Pasadena, Cal.—Acquisition of control by Wesley I. Dumm, Loyal K. King, Thomas L. Bailey, Clarence A. Nisson, John K. Evans, Emer D. Bates, Maurice Enderle and John A. Smith through purchase 1116½ sh (43.78%) from J. Frank Burke Sr., J. Frank Burke Jr., W. M. Burke.

1400 kc-KTUC Tucson, Ariz.—Acquisition of control by Burridge D. Butler through purchase 23 sh treasury stock (7.6%).

44,300 kc NEW-KGO San Francisco—CP new FM station, 27,500 sq. mi., $98,750 estimated cost.

DECEMBER 6

47,500 kc NEW-Marcus Loew Booking Agency, Washington, D. C.—CP new FM station, 3,993 sq. mi., $31,000 estimated cost.

NEW-Western Illinois State Teachers College, Macomb, Ill.—CP new noncommercial educational station, 42,100, 42,300, 42,500, 42,700 or 42,900 kc, 1 kw, FM emission.

1240 kc-KIUL Garden City Kan.—License to cover CP authorizing increase power and make changes in equipment.

1340 kc-KSUB Cedar City, Utah—License to cover CP authorizing increase power and changes in equipment.

1450 kc NEW-Rio Grande Broadcasting Co., Albuquerque, N. M.—CP new standard station, 250 w unlimited.

49.100 kc NEW-WJPF Herrin, Ill.—CP new FM station, 3,960 sq. mi., $14,700 estimated cost.

46,500 kc NEW-Truth Publishing Co., Elkhart, Ind.—CP new FM station, 9,757 sq. mi. (Incomplete).

DECEMBER 7

580 kc-WIAC Hato Rey, P. R.—Transfer control from Enrique Abarca Sanfeliz, to Mrs. Enrique Abarca Sanfeliz, executrix of Estate of Enrique Abarca Sanfeliz, deceased.

46,300 kc NEW-Washtenaw Broadcasting Co., Ann Arbor, Mich—CP new FM station, 3,472 sq. mi.

1550 kc NEW-James A. Noe, Shreveport, La.—CP new standard station, 250 w unlimited.

46,500 kc NEW-WJHP Jacksonville, Fla.—CP new FM station, 10,981 sq. mi., $63,500 estimated cost.

1260 kc-WFBM Indianapolis—CP makes changes in transmitting equipment.

870 kc-KTBI Tacoma, Wash.—CP changes 1490 kc to 870 kc, change hours from unlimited to limited, install new vertical antenna and changes in ground system.

47,700 kc NEW-KVOR Colorado Springs, Col.—CP new FM station, 2,950 sq. mi., $32,000 estimated cost.

45,500 kc NEW-Union Tribune Pub. Co., San Diego, Cal.—CP new FM station, 5,000 sq. mi., $51,250 estimated cost.

Columbia Broadcasting System, Delano, Cal.—Licenses to cover CPs new international broadcast stations (KCBF, KCBA).

DECEMBER 8

1340 kc NEW-The Elm City Broadcasting Corp. (WNHC), New Haven, Conn.—License to cover CP new standard station.

730 kc NEW-Liberty Broadcasting Co., Pittsburgh—CP new standard station 1 kw D.

960 kc NEW-Lubbock Broadcasting Co., Lubbock, Tex.—CP new standard station kw D.

1490 kc NEW-John L. Plummer Enterprises, Bogalusa, La.—CP new standard station 250 w unlimited.

1230 kc NEW-Georgia Broadcasting Co., Savannah, Ga.—CP new standard station 1400 kc 250 w unlimited amended to change requested frequency to 1230 kc.

790 kc-KPHO Phoenix, Ariz.—CP change 1230 kc to 790 kc, increase 250 w to 5 kw, install new trans., DA-DN, change transmitter location (contingent on grant of 770 kc to KECA).

1450 kc NEW-Camden Radio Inc., Camden, Ark.—CP new standard station 250 w unlimited—facilities of KCMC, contingent on change KCMC to 1230 kc, amended to change type transmitter, changes in antenna, and to omit request for facilities of KCMC (petition to reinstate).

43,500 kc NEW-WEBQ Harrisburg, Ill.—CP new FM station, 11,548 sq. mi., $29,400 estimated cost.

Network Accounts

All time Eastern Wartime unless indicated

New Business

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive Soap, Colgate dental cream) on Dec. 27 starts *Kay Kyser's College of Musical Knowledge* on 138 NBC stations, Wed. 10-11 p.m. Agency: Ted Bates Inc., N. Y.

PARKER WATCH Co., New York, on Dec. 2 for 12 weeks started *These Are Our Men* on 34 NBC stations, Sat. 2-2:30 p.m. Agency: Sterling Adv., N. Y.

GILLETTE SAFETY RAZOR Corp., Boston (blades, shave products), on Jan. 1 will sponsor Sugar Bowl Game, New Orleans, on 191 Blue stations 2:45 p.m. Orange Bowl Game, Miami, 1:42 CBS stations, 1:45 p.m.; Cotton Bowl Game, Dallas, on over 200 MBS stations 2 p.m. and East-West College All-Star Game, San Francisco on over 200 MBS stations 4:45 p.m. Agency: Maxon Inc., N. Y.

RUST CRAFT PUBLISHER Co., Boston (cards), on Dec. 24 will sponsor Dickens' "Christmas Carol" on over 200 MBS stations, 5-5:30 p.m. Agency: H. B. Humphrey Co., Boston.

ROBIN HOOD Flour Mills, Montreal (Robin Hood products), has started *Tommy Duchesne et ses Chevaliers du Folklor* on 8 CBC French stations, Tues. and Thurs. 7:30-7:45 p.m. Agency: Young & Rubicam, Montreal.

GENERAL FOODS, Toronto (General Foods products), on Jan. 7 starts *Kate Smith Hour* on 28 CBC Dominion network stations, Sun. 7-8 p.m. Agency: Baker Adv. Agency, Toronto.

S. & W. FINE FOODS, San Francisco (food products), on Dec. 4 for 52 weeks started *Sam Hayes & the News* on 38 Don Lee Pacific stations, Mon. thru Fri. 5-5:15 p.m. (PWT). Agency: Brisacher, Van Norden & Staff, San Francisco.

R. B. SEMLER Inc., New York (Kreml Hair Tonic, Shampoo), on Dec. 4 started *News and Gabriel Heatter*, with William Lang on 170 MBS stations, Mon. thru Fri. 12 Noon-12:15 p.m. and on Dec. 5 starts Paula Stone and Phil Brito on 170 MBS stations, Tues. and Thurs. 1:30-1:45 p.m. Agency: Erwin Wasey Co., N. Y.

PETER PAUL Inc., Naugatuck, Conn. (Choclettos), on Dec. 31 starts for 52 weeks *Sam Hayes-News* on 16 Blue Pacific stations, Sun. 9-9:15 p.m. (PWT). Agency: Brisacher, Van Norden & Staff, San Francisco.

GARRETT & CO., Inc., Brooklyn, N. Y. (wines), on Dec. 21 will sponsor half-hour Christmas show, a dramatization of the carol "Silent Night", on approximately 110 Blue Network stations.

SEAL-COTE Co., Hollywood (finger nail polish preserver), on Nov. 28 for 13 weeks started participation in *Meet the Missus* on 8 CBS Pacific stations, Tues. Thurs. 2:45-3 p.m. (PWT). Agency: Buchanan & Co., Los Angeles.

HUNT BROS. PACKING Co., Los Angeles (canned food products), on Dec. 7 for 52 weeks, started *I Was There* on 8 CBS Pacific stations, Sun. 3:30-4 p.m. (PWT). Agency: The Biow Co., Hollywood.

Renewal Accounts

CONTINENTAL Baking Co., New York (Wonder Bread, Hostess Cakes), has renewed for 52 weeks *Bachelor's Children* on 47 CBS stations, Mon. thru Fri. 10:45-11 a.m. (rebroadcast 3:45 p.m.). Agency: Ted Bates Inc., N. Y.

JOHNS MANVILLE Corp., New York (insulating material), on Dec. 25 renews for 52 weeks *Bill Henry and the News*, Mon. thru Fri. 8:55-9 p.m. on 63 CBS stations. Agency: J. Walter Thompson Co., N. Y.

SEALTEST Inc., New York (milk, ice cream), on Jan. 4 for 52 weeks renews *Joan Davis Show* on 75 NBC stations, Thurs. 9:30-10 p.m. Agency: McKee & Albright, Philadelphia.

SERUTAN Co., Jersey City, N. J. (Serutan, Nutrex), on Dec. 31 for 52 weeks renews *A. L. Alexander's Mediation Board* on Mutual, Sun. 8-8:45 p.m. dropping 37 stations to make a total of 12 MBS stations. Agency: Raymond L. Spector Co., N. Y.

AMERICAN MEAT INSTITUTE, Chicago, renews the *Life of Riley*, Sun. 10-10:30 p.m. for 52 weeks on 185 Blue stations. Agency: Leo Burnett Co., Chicago.

ESQUIRE Inc., Chicago, on Jan. 22 renews *Coronet Storyteller*, Mon. thru Fri. 9:55-10 p.m., and *Coronet Quick Quiz*, Sat. 9:55-10 p.m. (CWT) on 136 Blue stations for 52 weeks. Agency: Schwimmer & Scott, Chicago.

PHILCO Corp. of Canada, Toronto (Philco receivers), on Dec. 3 renewed for one year *Philco Hall of Fame* on 23 CBC Dominion stations, Sun. 6-7 p.m. Agency: Hutchins Adv. Co. of Canada, Philadelphia.

DeMILLE IS GRANTED RESTRAINING ORDER

TEMPORARY restraining order was granted Cecil B. DeMille last Thursday by Los Angeles Superior Court Judge Emmet Wilson on his plea for an injunction against AFRA to prevent that union from suspending his membership and removing him from the air because he refused to pay a $1 union political assessment. Court set hearing for Dec. 15. Not only does the temporary order stop AFRA from suspending and keeping DeMille off the air, but it also forbids union from effecting a situation where other organization members might not cooperate by appearing on the weekly CBS *Lux Radio Theatre* of which he is director-producer-mc.

DeMille argued that he is not opposed to unionism nor has he violated any union rules. DeMille asked and was granted a provision in the court order that he be kept on AFRA's good standing list until the court can pass on the issue. Suit was directed against AFRA; Ken Carpenter, Los Angeles chapter president; National Secretary Emily Holt and George Heller and 20 others, all directors. DeMille told court he is paid $98,200 yearly on *Lux Radio Theatre*.

HARVEL WATCH Co., New York on Dec. 17 for 52 weeks renews John B. Kennedy on 60 Blue stations, Sun. 1-1:15 p.m. Agency: A. W. Lewin Co., Newark, N. J.

SKELLY OIL Co., Kansas City, Dec. 11 for 52 weeks renews Alex Dreier commentary, five weekly, *Lloyd Burlingham* and *W. G. Skelly Award*, Saturday 7-7:15 p.m. (CWT) on 25 NBC stations. Agency: Henri, Hurst & McDonald, Chicago.

JOHN MORRELL Co., Ottumwa (Red Heart Dog Food), Dec. 31 for 13 weeks renews *Alex Dreier's Weekly News Analysis*, 9:45-10 a.m. (CWT) and 11-11:15 a.m. (CWT) on full NBC network. Agency: Henri, Hurst & McDonald, Chicago.

ANDREW JERGENS Co., Cincinnati (Woodbury Face Cream, Face Powder), on Dec. 27 renews *Mr. and Mrs. North* on 128 NBC stations, Wed. 8-8:30 p.m. Agency: Lennen & Mitchell, N. Y.

CARNATION Co., Milwaukee (evaporated milk), on Jan. 1 for 52 weeks renews *Carnation Contented Hour* on NBC, Mon. 9-9:30 p.m. (CWT). Agency: Erwin Wasey & Co., Chicago.

ASSOCIATED Dental Supply Co., San Francisco (Painless Parker toothpowder, paste), on Dec. 3 for 52 weeks, renewed *Band Music* on 7 Don Lee Pacific stations, Sun. 11-11:30 p.m. (PWT). Agency: McCann-Erickson, San Francisco.

Network Changes

H. J. HEINZ Co., Pittsburgh (food products) on Feb. 5 discontinues *Information Please* on 138 NBC stations, Mon. 9:30-10 p.m. Agency: Maxon Inc., Detroit.

LEWIS-HOWE Co., St. Louis (Tums), on Dec. 2 discontinued *Correction Please* on 53 CBS stations, Sat. 10:15-10:30 p.m. and on Dec. 9 starts *Here Comes Elmer*, same time, same stations. Agency: Roche, Williams & Cleary, N. Y.

ELECTRIC Companies Advertising Program, New York (institutional), on Dec. 12 shifts *The Electric Hour* on 137 CBS stations from Wed. 10:30-11 p.m. to Sun. 4:30-5 p.m. Agency: N. W. Ayer & Son, N. Y.

SOCONY VACUUM OIL Co., New York (petroleum products), on Dec. 28 discontinues Raymond Gram Swing on 139 Blue stations, Mon. thru Thurs. 10-10:15 p.m., and on Feb. 12 starts *Information Please* on about 138 NBC stations, Mon. 9:30-10 p.m. Agency: Compton Adv., N. Y.

EVERSHARP Inc., Chicago, on Jan. 3 shifts *Let Yourself Go* on 164 Blue stations, Tues. 10:30-11 p.m. to 141 CBS stations, Wed. 10:30-11 p.m. Agency: Biow Co., N. Y.

ELECTRIC AUTO-LITE Ltd., Sarnia, Ont. (batteries), has added 6 CBC Dominion network stations to *Everything for the Boys* on 10 CBC Dominion network stations, a total of 16 stations, Tues. 7:30-8 p.m. Agency: Ruthrauff & Ryan, Toronto.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Dec. 20 discontinues *Kay Kyser's Kollege of Musical Knowledge* on 138 NBC stations, Wed., 10-11 p.m. Agency: Foote, Cone & Belding, N. Y.

FORD Motor Co., Dearborn, Mich., on Dec. 8 started *Stars of the Future* on 183 Blue stations, Fri. 8-8:30 p.m., discontinuing Dec. 7 *Watch the World Go By* on 165 Blue stations, Mon.-Fri. 8-8:15 p.m. Agency: J. Walter Thompson Co., Chicago.

LEVER BROS. Co., Cambridge (Vimms), on Dec. 26 discontinues *The Frank Sinatra Show* on 143 CBS stations, Mon. 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

LEVER BROS. Co., Cambridge (Swan soap), on Jan. 1 shifts *Burns and Allen* from 140 CBS stations, Tues. 9-9:30 p.m., to undetermined number of CBS stations, Mon. 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

LADY ESTHER Ltd., Chicago (cosmetics), has added 19 CBS stations to *Screen Guild Players*, making a total of 140 CBS stations plus two CBS Canadian stations, Mon. 10-10:30 p.m. Agency: Biow Co., N. Y.

WESTINGHOUSE ELEC. & Mfg. Co., Pittsburgh (institutional), on Dec. 11 shifts *Top of the Evening* from 10:15-10:30 p.m. Mon. Wed. Fri. to 8-8:15 p.m. Mon. Tues. Wed. Agency: McCann-Erickson, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on Dec. 11 replaces *Chesterfield Music Shop* with *Chesterfield Supper Club* on 137 NBC stations, Mon. thru Fri. 7-7:15 p.m. (repeat 11 p.m.). Agency: Newell-Emmett Co., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap, Oxydol), on Dec. 29 discontinues *I Love a Mystery* on 73 CBS stations Mon. thru Fri. 7-7:15 p.m. (rebroadcast 11-11:15 p.m.) and on Jan. 1 replaces it on 60 CBS stations with Jack Kirkwood, now heard on eight CBS West Coast stations 8-8:15 p.m. (PWT). Agency: Compton Adv., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive Soap, Halo Shampoo), on Jan. 6 replaces *Palmolive Party* on 128 NBC stations, Sat. 10-10:30 p.m. Agency: Ted Bates Inc., N. Y.

KELLOGG Co., Battle Creek, Mich. (cereals), on Dec. 29 discontinues *Breakfast Club* on 213 Blue and CBC stations Mon. thru Fri., 9:45-10 a.m., and Jack Berch on 178 Blue stations, Mon. thru Fri. 11:45-12 Noon. Agency: Kenyon & Eckhardt, N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn. (institutional), expanded *Adventures of Ozzie & Harriet* on 62 CBS to 141 CBS stations, Sun. 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

BORDEN Co., New York (Hemo), on Dec. 30 discontinues *Fanny Hurst Presents* on 192 Blue stations, Sat. 10-10:30 a.m. (repeat: 12-12:30 p.m.). Agency: Young & Rubicam, N. Y.

Durham

North Carolina's third largest city (1940 U. S. Census). City and county are compact and easily sold as one unit. Present estimated Durham County population is . . .

100,000

busy, high earning people. For example, famed Duke University is in Durham. Also, Durham makes 25% of the nation's entire cigarettes. Best of all this . . .

market

can be air-dominated at 250 watt rates over the station which surveys repeatedly prove has more listeners in the area than all other stations combined.

WDNC

OWNED BY
DURHAM HERALD-SUN
PAPERS

CBS

Represented by Howard H. Wilson Co.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

MORE RF KILOWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

ADVERTISING AGENCIES
Without Canadian Connections
USE
RECORDINGS REG'D
633 Dominion Sq. Bldg., Montreal, Canada
FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
Write Us

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

Accurate Concise Dramatic
LYN PEL
and
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

AMERICA'S MOST POWERFUL INDEPENDENT STATION • 50,000 WATTS
50,000 WATTS • AMERICA'S MOST POWERFUL INDEPENDENT STATION
SEASON'S GREETINGS
from
WHN
1050 KILOCYCLES
NEW YORK
STATION
OF
SPORTS • MUSIC • NEWS
50,000 WATTS • AMERICA'S MOST POWERFUL INDEPENDENT STATION

UP YOUR SALES IN THE Boston MARKET!



National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

Fisher's Blend Becomes Sole Owner Of KOMO; B. F. Fisher Acquires KJR

A TRANSACTION whereby Fisher's Blend Station Inc. becomes sole owner of KOMO Seattle and Birt F. Fisher acquires KJR has been consummated, it was disclosed last week with filing of a petition by Fisher & Wayland, Washington law firm, with the FCC. No immediate cash was involved.

Under the agreement Birt F. Fisher (no relation to the principle officers of Fisher's Blend corporation) transfers his one-third interest in the corporation to the organization and in turn receives KJR. One of the last remaining duopoly cases to be settled since the FCC adopted Sec. 3.35 banning multiple ownership, the KOMO-KJR transaction presents several unusual aspects.

Facilities Swapped

A switch of call letters, approved last April 18, was the first step in the procedure. KOMO formerly operated with 5 kw on 950 kc and KJR operated with 5 kw on 1,000 kc. In the agreement KOMO gets the original KJR facilities and vice versa [BROADCASTING, April 24].

Use of the same studios, offices, transmitter site and antenna also are involved. Although the offices have been partitioned off and two separate organizations have been set up, both stations must necessarily share certain facilities, due to the wartime equipment freeze.

Fisher's Blend Station Inc. began operation of KOMO in 1926 and in 1933 acquired KJR from NBC. Officers are: O. W. Fisher, president; Dan R. Fisher, vice-president and treasurer; Donald G. Graham, vice-president; Birt F. Fisher, secretary and general manager; W. W. Warren and Bennett I. Fisher, assistants secretary and assistants treasurer. Directors are Messrs. O. W., Dan R. and Birt F. Fisher. Birt F. Fisher agrees to resign as director of the corporation upon approval of the transfer by the Commission.

In the petition the FCC was asked to authorize use of a common antenna pending acquisition of new equipment for KOMO, which has placed order with RCA for a 50 kw transmitter. An application for 50 w on 1,000 kc is pending before the FCC. Joint use of the transmitter site also is asked, until such time as a new site, already acquired by Fisher's Blend, can be used. Transmitter site is leased under a 10-year pact to Birt F. Fisher, who has an option to purchase at $56,250, but the transmitter is transferred to KJR.

Agree on Taxes

Each party agrees to assume its proportionate share of taxes for 1944, Fisher's Blend to pay two-thirds and Birt F. Fisher one-third. Fisher's Blend agrees to lend Birt F. Fisher $52,000 at 1½% interest on a 10-year note.

KOMO is to be affiliated with NBC and KJR with the Blue. Before the change in call letters wa approved, KOMO, on 950 kc, wa the NBC outlet and KJR on 1,00 kc the Blue. Ownership of 52 shares of BMI stock is to be divide Fisher's Blend to retain 315 share and Birt F. Fisher to receive 21 shares.

Fisher's Blend Station Inc. ha 1,500 outstanding shares of com mon stock, 1,000 or 66⅔% owne by Fisher Flouring Mills Co. o which O. D. Fisher is presiden and O. W. Fisher executive vice president and the other 500 share (33 1/3%) by Birt F. Fisher.

In another duopoly action, th FCC last Thursday continued t Feb. 15, 1945, hearings for renewa of licenses of KHQ and KGA Spo kane, Wash., owned by Maj. Loui Wasmer. Hearings originally wer set for Dec. 14. Maj. Wasmer, wh has been on active Army duty i Washington, requested a postpone ment to continue negotiations fo disposing of one of his station under the duopoly regulation.

Ivey Accounts

ACCOUNTS which Neal D. Ivey i expected to take with him in re signing as president of Ivey & E lington, New York, to set up th Neal D. Ivey Co. in Philadelphi [BROADCASTING, Dec. 4] may ir clude Bayuk Cigars Inc., Philade phia; General Baking Co., Ne York (Bond bread); and Philade phia Transportation Co., Philade phia, all radio advertisers. I&E re tains its other radio advertise McKesson & Robbins, New Yor (Bax), it is understood. Jesse T Ellington, executive vice-presiden of I&E in New York, has been elect ed president of the agency, succeed ing Mr. Ivey who has announced h will remain a director of the Ne York agency and retain his finan cial interest in it. In addition to th accounts, the following personne resigned from Ivey & Ellington t join Neal D. Ivey: Paul A. Dorn treasurer; William F. Fitzpatrick production manager; John J. Mc Laughlin, manager of public rela tions; Stella M. Kilcullen, medi buyer.

Zippo Plans Spots

ZIPPO MFG. Co., Bradford, Pa plans to start a spot radio can paign for Zippo Cigarette Ligh ers as soon as the Governmer permits a certain amount of cor sumer sales, the size of the driv depending upon the quantity c lighters released for civilian us Setting the sights for such a can paign for sometime after the firs of the year with a possible radi budget of $20,000, Lee-Stockma Inc., New York agency, is prepa ing recorded spots which will b tested shortly in the East. Wit no product to sell, there are n commercials in the test spots– 30- and 60-second records featurin a "barber-shop" musical quartet.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Continuity-writer—Good paying, permanent position for capable continuity-writer, with 1000 watt midwest regional network station. Box 929, BROADCASTING.

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

Progressive daytime southern station needs chief engineer and announcer. The chief must be technically on his toes. The announcer? Just a good average man for newscasts and commercials. If you can double and handle both jobs, we'll up the ante. Send full information, transcription first letter. No drifters. Box 950, BROADCASTING.

What ever became of all those good old dependable announcers? You know, the steady, reliable kind that you could count on and compliment for their good work? We need two of them. We offer steady employment, compatible surroundings and good salary to this type of man. Are there any? KTFI, Twin Falls, Idaho.

WGAC, Augusta, Ga., Blue, wishes add one man to its announcing staff. No control operating, no copy work, 2 men all shifts. Excellent opportunity to join large congenial staff.

Fine opportunity in southern network affiliate for good announcer. No operating or continuity. Permanent. Man with some record, MC or personality work experience preferred. Salary $45 weekly. Box 941, BROADCASTING.

Men to organize and develop radio department upstate New York agency. Splendid opportunity for good salesman with sound radio sense. Give complete details including salary. Box 943, BROADCASTING.

Engineer with first class ticket wanted by regional in pleasant southeastern city. $40 for 40 hours. Details first letter, please. Box 958, BROADCASTING.

Announcer—Any class operator license. Experienced capable handling news and recording shows. Excellent opportunity for dependable man as chief announcer. Straight salary, 40 hour week, no overtime. 250 watts, small town, non-defense area, Rocky Mountain west. Box 966, BROADCASTING.

Salesman, copywriter, contact man. Liberal salary-commission for dependable man with car. Good deal for reliable plugger. No high pressure or fly-by-nights. After January first. KIUP, Durango, Colorado.

News writer, by divisional headquarters of major network. Must be experienced in radio news writing or have full background of newspaper or press association rewrite experience. Either with or without news announcing experience. Box Box 967, BROADCASTING.

If you are a salesman with a record of a job well done, there is an interesting opportunity for you at WHOT, South Bend's new station. Blue affiliation, capable program department, excellent news and transcription services, fine prospect list, and a pleasant city in which to live are part of the new picture for the one who can show he has what it takes. Write to Harry Burdick, WHOT, South Bend 4, Ind.

Help Wanted (Cont'd)

Announcer—Experienced, versatile, general routine, news, deferred. 5 kw network affiliate, major midwestern market. The man we want must be worth $65 or more per week to start and must be looking for a permanent position. Include references, phone number, snapshot and all other pertinent data in first letter. For personal interview in New York December 11th to 15th inclusive, communicate with Weed and Company, 350 Madison Avenue, or write Box 968, BROADCASTING.

Chief engineer for 250 watt network station in good midwestern market. Excellent future. Send complete information, education and experience. Box 971, BROADCASTING.

KTRI, Sioux City, Iowa, has an opening for an announcer. Send audition and full particulars.

Advertising manager for network station. Permanent position. KFRO, Longview, Texas.

A good opportunity for man now holding straight announcing position, to become program director with progressive 250 local station, with post war plans. Must have confidence in self that you are qualified. Permanent, not a wartime job. Must carry regular announcing schedule and be able to edit news. Salary $45.00-$50 per week. Write, wire, or call Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Wanted—Engineer with first or second class license, salary $40 to $50 per week depending on skill at control work. Write Thomas Phillips, Jr., 121 W. 10th St., Erie, Penna.

Announcer—Southern NBC affiliate has immediate opening experienced announcer to become permanent part fast-growing organization. Must be sound, sober and above average. Give detailed outline qualifications, references and expected earnings first letter. Box 978, BROADCASTING.

Wanted—Good all-round announcer, also transmitter engineer. Can use salesman with continuity experience. Blue Network station. Give all details and best salary in first letter. Answer to station WOLS, Florence, S. C.

Wanted—Radio telephone operator, first class. 250 watt Blue outlet. Good opportunity for permanent position with progressive organization. WBIR, Knoxville, Tennessee.

Help Wanted (Cont'd)

Wanted! Operator-announcer with 1st class license or 3rd class license. $50 for first class, $40 for 3rd class for 48-hour week. Send voice transcription. WRLC, Toccoa, Georgia.

ENGINEER WANTED. $50 FORTY HOURS PER WEEK. WREN, LAWRENCE, KANSAS.

Control operator—Studio, recording and remote experience required. Give experience, salary and draft status in first letter. WFBL, Syracuse, N. Y.

Wanted—Combination first class operator announcer. Pay above average, excellent climate, permanent position. KSUN, Bisbee, Arizona.

Wanted—Transmitter operator with 1st class license, also an experienced announcer-operator for a 1 kw. CBS affiliated and regional network key station, KOY, Phoenix, Arizona.

Operator-announcer with first ticket. Central Florida non-defense town. Give full particulars by airmail. Advise by collect wire if interested. WTMC, Ocala.

We are looking for an experienced announcer. Write details, salary expected. Send audition platter. Douglas Davies, Production Manager, WTCN, Wesley Temple Bldg., Minneapolis, Minn.

Wanted—First or second class operator—1 kw Blue station. Excellent opportunity. Pleasant working conditions. State salary. WTJS, Jackson, Tennessee.

Situations Wanted

Advertising-public relations man. 18 years newspaper experience. 37 years of age, married, honorably discharged from army. No physical defects. Wants promotion manager position. Box 965, BROADCASTING.

Top flight newscast writer available January 1. New York, midwestern experience. 35. Capable organizing, directing large station news dept. Reliable. Lone job-change past twelve years. Write Box 970, BROADCASTING.

Station executives: Ambitious young lady desires position in production department of modern growing station, 6 years radio and dramatic study, 3 years actual radio experience. Some script and commercial writing. Ready, willing and able! Box 972, BROADCASTING.

Copy writer. Woman experienced all types commercial copy, musical continuity, woman's participation show. Metropolitan and regional network experience. Will travel any where, but interested in connection promising future. Box 960, BROADCASTING.

Situations Wanted (Cont'd)

YOU CAN'T MISS WITH THIS MISS. ANNOUNCING AND SCRIPTWRITING THAT SELLS. PROGRAMMING EXPERIENCE WITH NBC BACKGROUND. WIRE BOX 974, BROADCASTING.

Station promotion director thoroughly experienced in publicity, advertising and production. Box 879, BROADCASTING.

Sports commentator. Five years experience. Play-by-play baseball, football, boxing, wrestling, hockey. Draft exempt. Transcriptions available. Box 959, BROADCASTING.

Merchandising, market research director. Capable of organizing and directing complete merchandising and research organization. Excellent references and qualifications to offer. Box 963, BROADCASTING.

Available about January 15. Chief Engineer. Can handle personnel. 14 years broadcast experience with 50 kw. Hold first class license. Station size no object. Box 969, BROADCASTING.

Program director. Thoroughly experienced, conscientious veteran wants permanent program or production manager's berth. Thirteen years local and network announcing, programming, production in east and midwest. Draft exempt. Box 964, BROADCASTING.

Experienced transmitter-studio technician. Midwest preferred. Permanent. Box 975, BROADCASTING.

Wanted to Buy

Tower—about 150 feet, ground wire, turntables, all other equipment for 250 station. Box 933, BROADCASTING.

Wanted to buy—Two Weston 425 R. F. meters 0-3 amps. New or used. Box 961, BROADCASTING.

Wanted to buy—One type 72-C recording attachment complete with cutting head and feeding mechanism. Wire or write WISR, Butler, Pa.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

For Sale

For sale—Mobile equipment in 1937 Buick Century Eight as follows: Collins model 32G-40 watt transmitter, Gates-G70 speech amplifier complete, two channel mixer, Permax Telescoping antenna with mount, Onan model 10 LS-1000 watt power plant, transceiver laboratories pack transmitter. Sell as unit or separately. Make us an offer. WPAD, Paducah, Kentucky.

Miscellaneous

Want Friday morning availabilities for thirty minute religious program. William F. Holland, Sinton Hotel, Cincinnati.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

6 Weeks' Day Course
JANUARY 8

8 Weeks' Evening Course
JANUARY 9

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

SALESMEN

An Opportunity

A radio station in a major New England market with great plans for the future, needs two salesmen who are sober, industrious and dependable; men with an eye to their future, men who are already successful in their present positions but who feel that they are ready to work in a larger field.

To such men this station offers an opportunity!

Commission basis with a satisfactory drawing account.

Address: Box 976, BROADCASTING

WILL BUY

250
WATT
RADIO STATION

I HAVE: One wife, two boys
Enough money to buy
Ten years in RADIO

I WANT: A good little station
A swell town to live in
A reasonable income

I WILL: Take over any time
Answer all replies
Hold yours in confidence

BOX 977, BROADCASTING

KMBC Hearing May Presage Extension of Standard Band

FCC Defers Action on Application for 50 kw On 540 kc Until Allocations Are Decided

INDICATIONS that the FCC may have reached a decision to extend the standard broadcast band below 550 kc was seen last week when Commissioner Ray C. Wakefield, motions chairman, granted a motion for indefinite postponement of a hearing in the application of KMBC Kansas City for a construction permit to change frequency to 540 kc and to increase power to 50 kw.

Originally set for Tuesday (Dec. 12), the hearing was postponed "until after final action of the Commission in Docket 6651 (allocations), at which time a further date for said hearing will be fixed," said the FCC public notice. That gave rise to speculation that the Commission looks favorably upon extension of the standard broadcast band. Otherwise the hearing would have gone ahead and the application would have been denied, it was pointed out.

Early Petition Denied

Both the Interdepartment Radio Advisory Committee and the Radio Technical Planning Board have recommended that the standard broadcast band be extended. IRAC suggested inclusion of an additional channel at 540 kc, while committees of RTPB Panel 4 recommended even further expansion. The allocation committee of Panel 4 recommended extension to 520 kc, while the receiver committee has stuck to its original suggestion that the standard band be extended only to 530 kc. Panel 4, of which Howard S. Frazier, NAB Director of Engineering is chairman, is attempting to resolve the conflict.

An earlier petition of the Midland Broadcasting Co., licensee of KMBC, requesting the FCC to amend Sec. 2.71 and to take steps designating 540 kc for standard broadcast, was denied [BROADCASTING, Sept. 25]. At that time the Commission designated the application for hearing. Allocation hearings did not begin, however, until Sept. 28.

Designation of the hearing date as Dec. 12 led to the speculation that the Commission had agreed to extend the standard band, inasmuch as the FCC a fortnight ago notified the State Dept. it had tentatively approved an allocation plan pertaining to frequencies below 30 mc [BROADCASTING, Dec. 4]. Recommendations will not be made to the State Dept., however, until after the Commission has completed with IRAC conferences which are under way.

The allocation committee of Panel 4, of which Andrew W. Ring, former FCC assistant chief engineer in charge of the broadcast division, is chairman, recommended that the 540 kc channel be used for regional stations with 1-5 kw power, while the 530 and 520 kc channels be allocated to local stations of 250 w power [BROADCASTING, Nov. 13].

At a meeting last month the Panel 4 allocation committee recommended that the FCC set aside 10 clear channels, each 10 kc wide, in the 200-400 kc band for stations of 500 kw or greater power to provide adequately for rural coverage [BROADCASTING, Nov. 20]. Whether the Commission will be guided by the committee recommendations could not be learned, although Mr. Frazier said Panel 4 had not yet filed its formal recommendations with the Commission, pending outcome of the conflict between the allocation and receiver committees.

New Graphical Standard For Radio Issued by ASA

A REVISED American Standard for graphical symbols for radio, telephone and telegraph use has been approved by the American Standards Assn., 70 E. 45th St., New York, giving new symbols for new types of apparatus and reconciling conflicts in previous standards. Work on the new standards was carried out under the technical leadership of the American Institute of Electrical Engineers and the American Society of Mechanical Engineers, with the Signal Corps Standards Agency, the Aeronautical Board and the Bureau of Ships cooperating as well as the industries concerned.

Copies of the new standard (Z32.5-1944) may be obtained for 30c from ASA. The standard is a revision of and supersedes the American Standard Symbols published in 1942.

AID TO FCC MAIN IRE MEETING TOPIC

WORK of the Interdepartment Radio Advisory Committee and the Radio Technical Planning Board, Government and industry groups which prepared and presented data to the FCC to assist it in the task of allocating frequencies to the various radio services for the postwar period, will be discussed by Capt. E. M. Webster, IRAC vice-chairman, and Alfred N. Goldsmith, RTPB vice-chairman, at the 1945 winter technical meeting of the Institute of Radio Engineers.

More than 40 papers, covering technical developments in all phases of radio, will be presented during the four-day meeting to be held at the Hotel Commodore, New York, Jan. 24-27.

PRF Formed to Operate FM Community Station

FORMATION of a People's Radio Foundation for the specific purpose of operating a community-type FM station in New York, supported and directed by various progressive groups, was announced last week by Joseph Brodsky, attorney, and a member of the board of directors *pro tem.* At the same time it was disclosed that plans to establish FM stations along the lines of the "PRF Plan" are in progress among similar union, labor and education and civic groups in ten or more cities throughout the country.

Motivating force behind the Foundation and the general movements is the International Workers Order, New York, which is both a fraternal insurance benefit society, and a federation of 15 nationality, or foreign language groups. The IWO's membership is drawn from the trade unions—both the AFL and the CIO, with the latter predominant. The "PRF Plan" is a sequel to the "IWO Plan of FM" which has been developed by the IWO under the direction of Eugene Konecky, publicity director, and a former radio man.

CKAC Montreal has named Adam J. Young Jr. as representative, effective Jan. 1.



Drawn for BROADCASTING by Sid Hix

"Corporal, You Are the First to Use the New Coordinated Communications Equipment—and Be Sure to Hold It Above the Surf!"

Blue's Committee Electing Officers

Four Districts of Planning Advisory Group Involved

MEMBERS of the Blue networ Stations Planning & Advisory Con mittee are electing representative to head four districts including newly-created unit comprising th southeastern and Florida grou Election is being conducted by ma under the direction of Ernst Ernst, New York.

The new unit—District 8—being formed out of District 4 a move to cut down size. Distri 4, which has had twice as ma stations as any other unit, wi now include only the south centr group. Minor revisions are al being effected in District 1, 2 ar 3, representing some 90 outlet to bring stations in the same se tion and with mutual interests in the same district.

Districts involved in the curre election in addition to District and their present representativ are as follows: District 2, All Campbell, WXYZ Detroit; Distri 4, Henry P. Johnston, WSGN Bi mingham; and District 6, Haro Hough, KGKO Fort Worth.

EDGAR KOBAK MUM ON MBS MEETIN

FIRST meetings of the Mutu executive committee and board directors since Edgar Kobak b came president of the network, he over the weekend at the Amba sador Hotel, New York were e pected to be largely "get-a quainted" affairs for the directo and the new president, routi business and an informal discu sion of network operations ma ing up the agenda.

Executive committee, which co vened Saturday, included: Chess M. Campbell, WGN Chicago; H. Carpenter, WHK Cleveland; Edg Kobak, MBS president; John She ard 3d, Yankee Network, Bosto Theodore C. Streibert, WOR Ne York; Lewis Allen Weiss, D Lee, Hollywood.

Directors and shareholders, wh met Sunday and today include Alfred J. McCosker, chairman; M. Antrim, WGN Chicago; Ho E. Barroll Jr., WFBR Baltimor Chesser M. Campbell; J. E. Car peau, CKLW Detroit-Windsor; K. Carpenter; Benedict Gimbel Jr WIP Philadelphia; Leonard Ka ner, WCAE Pittsburgh; Edg Kobak; John Shepard 3d; Theodo C. Streibert, Lewis Allen Weiss.

Tangerines on Nine

FLORIDA CITRUS Commissio Lakeland, Fla., is promoting ta gerines this season on WHO WAAT WPAT WTTM WGN WKIP WFAS WSRR WBRY. Or series started Nov. 27 and co tinues through Jan. 13, using ave age of ten one-minute transcribe spots weekly with frequency r duced to seven spots weekly. Th second cycle runs for five mo weeks beginning Jan. 15. Agenc is Benton & Bowles, New York.



H. ROE BARTLE, Scout Executive

...Kansas City Area, Boy Scouts of America, says of radio, "The youth of today enjoy benefits of science unknown to us oldsters in our younger days. Radio, but a fantasy two decades ago, has now become the marvel of the age and a most powerful influence in the lives of oncoming Americans. Not only is selective entertainment of the highest order available, but programs designed for character building and citizenship training are of paramount importance and indicate that radio is highly youth-conscious and a powerful ally of our democracy. Much of the thinking, doing, and idealism of youth are caught from the radio programs which are theirs to enjoy."

Yes — KMBC is youth-conscious! Programming built for entertainment and as a constructive influence has always been a prominent part of KMBC's daily schedule. Its "Big Brother Club" makes *Distinguished Service Citations* weekly to youth for extraordinary attainment in living up to the fundamental ideals for which American Youth is recognized the world over. Membership card, microphone pin and creed of virtuous living are given to all youth in the Heart of America without cost or premium. Sorry—the project is not offered for sponsorship!

DEDICATED
IN BEHALF OF
AMERICAN
BROADCASTING
TO THE HOME AND THE COMMUNITY

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

Of course KMBC-FM—an extra service at no extra cost.

SINCE 1928 — BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS

How to get yourself out of a PROGRAM PICKLE





This Study Is a "Range Finder" For Radio Program Aimers!

THE statewide survey of radio listening conducted in Oklahoma by Dr. F. L. Whan of the University of Wichita gives an accurate p'cture of the program preferences of listeners of different age groups, by sex, by economic status and educational background, and by place of residence.

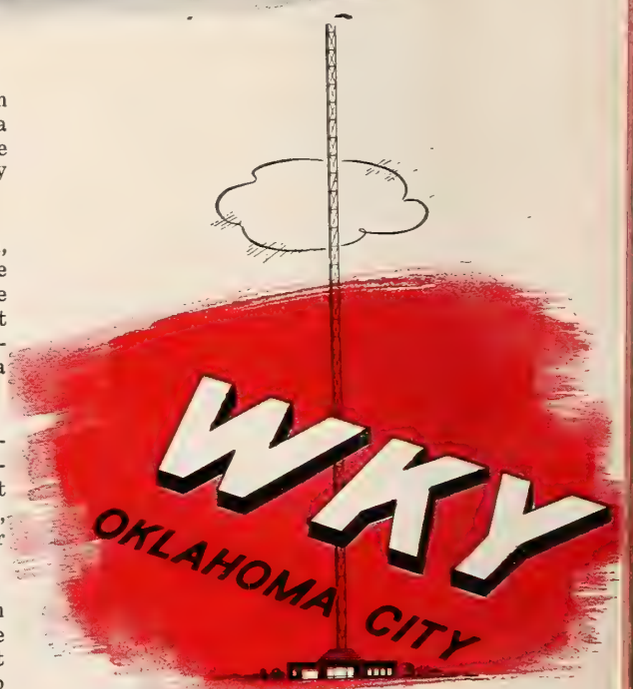
Thus, if you wish to aim a program at a certain type of listener, the data supplied by this study will tell you the type of program which will most nearly hit the target.

No amount of "experience", intuition, or random guesswork can determine the type of program which will reach the maximum number of listeners you want to reach as accurately as can be determined from the facts in "The Oklahoma Radio Audience of 1944".

After you've chosen the type of program you need to reach your type of customer, the study will further prove that you can reach more of them morning, afternoon and night over WKY than over any other station.

Any program over WKY will reach more Oklahoma listeners than can be reached by any other station. The right program over the right station will do your selling job right in Oklahoma.

WKY will send you a copy of the study upon request.



OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC

PRINTED IN U.S.A.

DECEMBER 18, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION!

WORTH REPEATING!

KLZ
Delivers the
DENVER
MARKET

Represented by THE KATZ AGENCY

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City





Over-Sunday

SENDOFF

DO *you* ever rush out late Saturday night or early Sunday to mail a letter? Perhaps, if it is a life-or-death matter. And to 1,786 WLS listeners, getting a picture of our WLS National Barn Dance cast is *that important*. We didn't tell them to rush. We didn't say their letters had to be "postmarked by midnight". We simply said: "All who write in will receive a picture of the entire WLS National Barn Dance cast of stars."

We made this offer Saturday night, October 28, 1944. *First delivery* to our office *Monday morning* brought *1,786 requests* for the picture. (First week's total was 24,978). That's RESPONSE . . . IMMEDIATE response! Typical of the vast WLS audience, in Chicago itself and throughout four Midwest states. When WLS speaks, these folks listen! They hear! They ACT! . . . If you have a product to sell or a story to tell, let us give it an "Over Sunday Sendoff" any day of the week. And be ready for RESULTS!

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGL



CHRISTMAS IS MANY THINGS . . .

The joy of homecoming . . .

The pungent odor of pine . . .

The magic of unwrapped gifts . . .

The taste of mince . . .

The splendor of a snow-filled night . . .





IT IS ALSO . . .

The indescribable coldness of frozen fox-holes . . .

The discarded ration can . . .

The hurting blankness of exhaustion . . .

The noise of gunfire — the silence of stealth . . .

The killing of an enemy . . .



5000 WATTS **WPEN** 950 ON THE DIAL
PHILADELPHIA, PENNA.



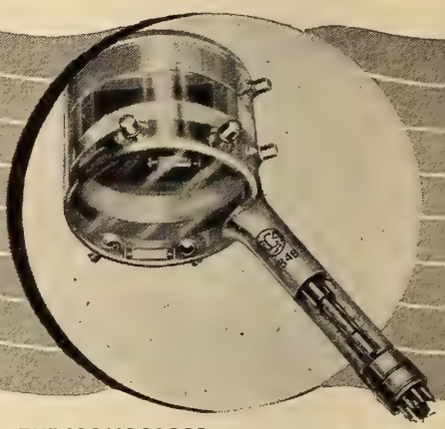
Electronic Television

This is a story of leadership—as clean-cut, unassailable and complete as any industry can show.

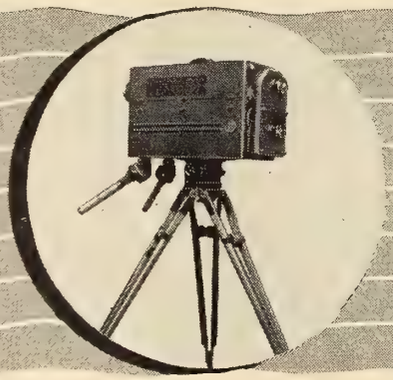
It's the story of RCA's development, in all of its basic essentials, of the electronic television system in use today. For RCA engineers contributed ALL of the essential elements of this system—including *tubes and circuits.*

RCA factories built the first transmitters and the first receivers of the type now almost universally used. The Radio Corporation of America through its broadcasting service—the National Broadcasting Company—installed the *first commercial television station*—a station whose operating and programming technique has set a standard of performance in the television broadcasting field.

ELEMENTS OF THE TELEVISION SYSTEM



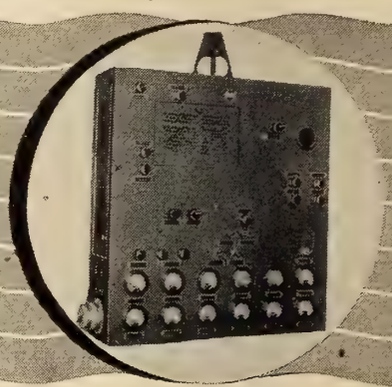
1. *THE ICONOSCOPE*—The "electric eye" of the television camera. Developed by Dr. V. K. Zworykin, RCA scientist, and brought to a high degree of perfection by RCA engineers.



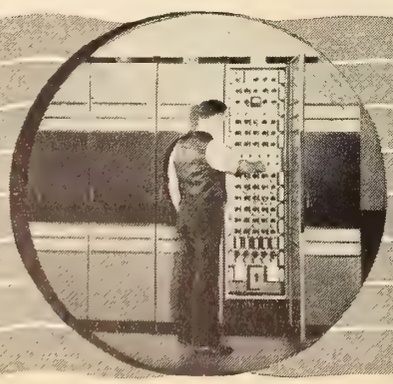
5. *THE FIELD CAMERA* — The RCA field pickup camera shown here is the first camera to use the "orthicon" pickup tube—by far the most satisfactory for "outside" pickups.



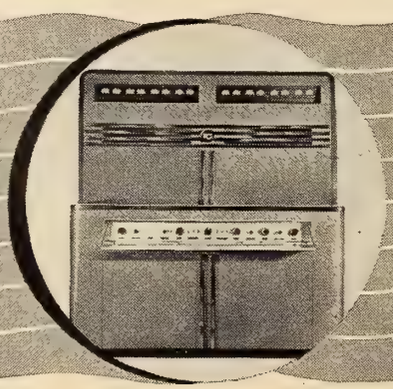
6. *REMOTE PICKUP EQUIPMENT* — RCA engineers built the first television equipment for field pickups—and the first such equipment (shown here) for use with the "orthicon" camera.



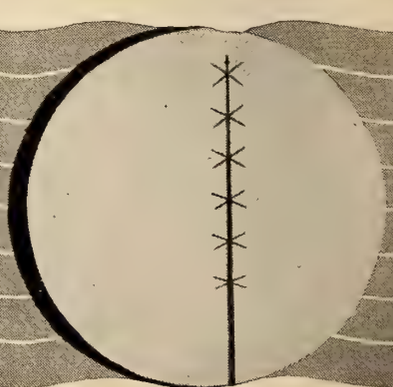
7. *THE RELAY TRANSMITTER* — The first transmitters to be used for television relaying were built by RCA engineers—the one shown here is for relaying from a remote pickup point.



11. *THE SYNCHRONIZING GENERATOR*— Furnishes the signals that key transmitter and receiver together. This type of synchronizing, now almost universally used, was developed by RCA.



12. *THE VIDEO TRANSMITTER* — The first commercially produced video transmitter, the 4 KW model shown here, was designed and manufactured before the war by RCA.



13. *THE TELEVISION ANTENNA*—RCA engineers have designed a large number of antennas for television. The turnstile antenna, shown here, was developed by Dr. G. H. Brown of RCA Laboratories.

is an RCA Development

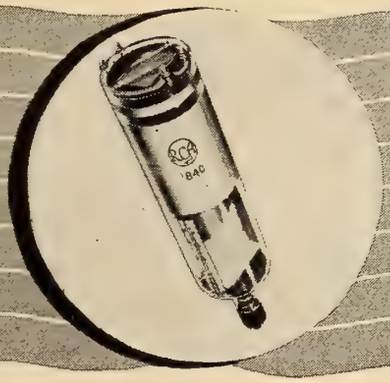
RCA and NBC engineers, working together, established the *first television relay system*, put on the first outdoor program, the first "theatre" television, the first Broadway play, the first baseball game, the first television from an airplane.

Consider, for instance, the elements of the television system as presented on these pages. Note that RCA engineers played a big part in developing *every one of them*. Add to this the fact that these same engineers have been working *100% of their time* on radio, radar and other electronic equipment of the *most advanced types* for the Army and Navy, and you can well understand the basis for RCA television leadership.

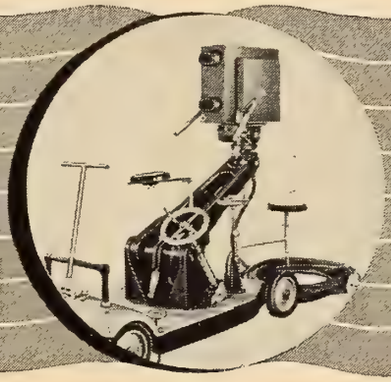
You can expect the best of all kinds of television transmitting and receiving equipment from RCA—the leader from start to finish.



2. *THE KINESCOPE* — The reproducing tube used in all present-day receivers. Developed by Dr. V. K. Zworykin of RCA Laboratories as part of his "all-electronic" television system.



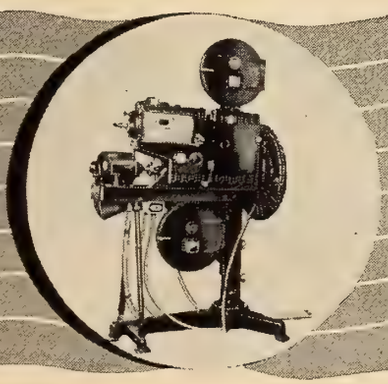
3. *THE "ORTHICON"* — The high-sensitivity pickup tube, which requires much less light and hence makes outside pick-ups practical. Developed by Dr. Rose and Dr. Iams of RCA Laboratories.



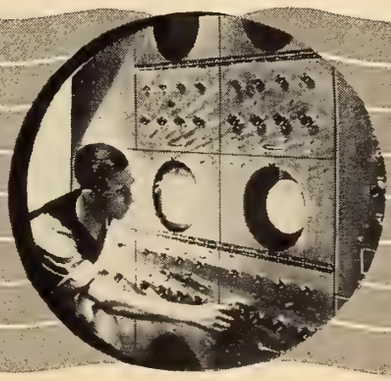
4. *THE STUDIO CAMERA* — Deluxe-type studio cameras shown here were first designed and built by RCA. Cameras of generally similar design are now used in nearly every television studio.



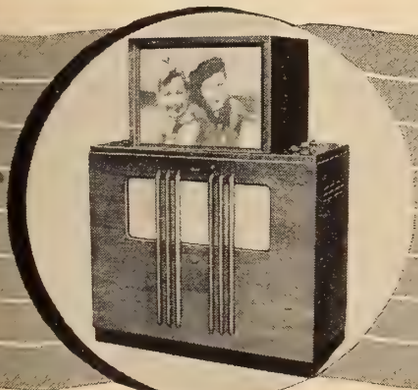
8. *BEAM ANTENNAS* — Beam antennas such as the one shown here, which may be used with the relay transmitter shown at left, are largely based on original RCA research.



9. *THE FILM SCANNER* — The arrangement which allows standard motion picture films (24 frames) to be televised over a 30-frame, interlaced system was devised by RCA engineers.



10. *THE MONITOR EQUIPMENT* — The system of monitoring several video channels by means of a picture tube and an oscilloscope for each channel was first used by RCA engineers.



14. *"BIG SCREEN" RECEIVERS* — RCA engineers designed and RCA factories built the first home television receivers. Their newest contribution, shown here, is the home receiver with a built-in, large-size screen for comfortable viewing from any point in an average-sized living room. Picture is unretouched.

BUY MORE WAR BONDS

For Everything in Television

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.



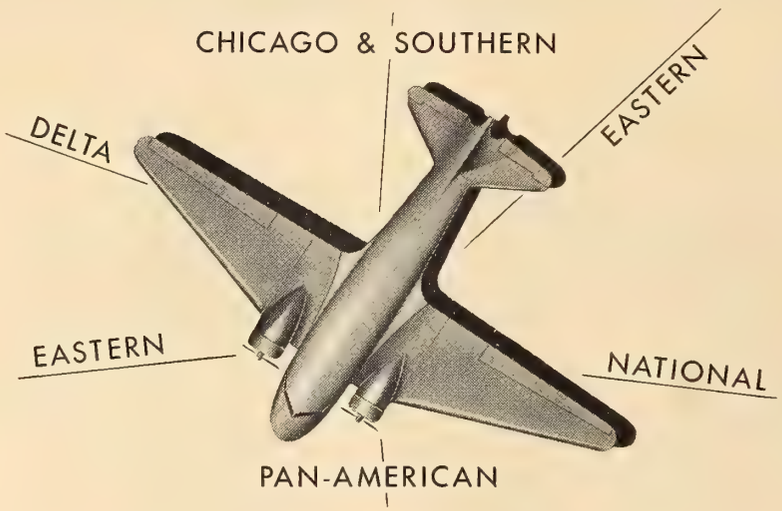
WWL Advt.
Oct. 1940

Today—

When You Think of NEW ORLEANS

. . . You Think of

The Air Capital of the South



. . . AND WWL NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL



WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

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The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

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A GOOD POINT

WSIX, "The Voice of Nashville", goes straight to the people in the Middle Tennessee, Southern Kentucky area who have money to spend for your product. You get direct and adequate coverage for the least expenditure. Top interest local and network programs selected from Blue Network and Mutual Broadcasting Systems prove their listening audience through enthusiastic sales response. Let WSIX point sales for you in this section.

5000 WATTS
980 K. C.
BLUE MUTUAL

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

THE KATZ AGENCY, INC.
National Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
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Announcing

The Opening of

New and Larger Quarters

at

Suite 809-812, International Building

1319 F Street, N.W.

Washington, D. C.

Telephone: DIstrict 1319

This office will engage in the following expanded business activities of the Company:

- ★ **War Contract negotiations with Army and Navy**
- ★ **Washington engineering representation on Standard, FM and Television applications.**
- ★ **Eastern representative of the Company's Pioneer FM Station K O Z Y in Kansas City, Missouri**
- ★ **Conduct the Engineering Research program of its two recently authorized Washington, D. C. Developmental FM Stations, W3XL, (Main Station), and W3XLA, (Satellite Station), 49.9 Megs.**

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

1584 Crossroads of the World
HOLLYWOOD,
CALIF.

WASHINGTON, D. C.
1319 F ST., N. W.

6th Floor, Porter Bldg.
KANSAS CITY
MO.

(Mfg. Plant: 319-321 East Gregory Blvd. Kansas City, Mo.)

★ ★ ★ ★ ★ ★ ★ ★ BUY MORE WAR BONDS ★ ★ ★ ★ ★ ★ ★ ★

Inaugurated 1924: GOING STRONGER... GROWING GREATER THAN EVER BEFORE!



HERE'S THE CAKE YOU HELPED TO BAKE

* *Time Sale, Dollar Volume*

Since the cat whisker and crystal set days, KOA's rise to its present high place—FIRST IN DENVER—has been one of breath-taking progress and growth. Every year, for the past 20, more advertisers and agencies have bought more time, in dollar-volume, on KOA than on any other Denver station. Your long term use of KOA, coupled with its ability to produce has helped this famed NBC station to observe this important milestone.

- You need **KOA** to sell the Denver Market and Mountain and Plains States Region.

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**
Sales Results

*NBC Tale of 412 Cities
**Ross Federal Survey

FEW STATIONS IN THE NATION CAN EQUAL KOA's DOMINANCE

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales

To Our Advertisers and Friends

We Wish A White Christmas and A Very, Very Merry and Happy Holiday Season

KFOR

"Nebraska's Capital City Station" LINCOLN Nebraska

Blue and Mutual Networks

At Deadline . . .

CHICAGO Regional War Labor Board denied AFRA demand for assigned fees for commercials at seven Chicago "B" stations but granted flat 15% increase retroactive to Nov. 1, 1943.

THOMAS H. LYNCH, director of media for Grant Adv., New York, about Jan. 1 joins Donahue & Co., New York, as chief timebuyer, replacing Joseph Lincoln, who resigned to join Lennen & Mitchell, New York, as business manager of the radio department. Edward H. Benedict, formerly in the New York office of Free & Peters, succeeds Mr. Lynch.

GENERAL Cigar Co., New York, Jan. 7 starts White Owl on 249 MBS stations, Sundays 10-10:15 p.m. with Earl Wilson, N. Y. *Post* columnist, interviewing paid guest stars. Jan. 4, General Cigar discontinues Raymond Clapper replacement Henry Gladstone on 67 Mutual stations twice weekly. Agency is J. Walter Thompson Co., New York.

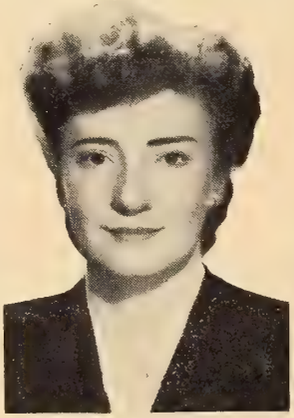
SINCLAIR Refining Co., New York, renewing on Jan. 2 the Monday, Tuesday, Thursday and Saturday 8-8:15 p.m. period on 148 MBS stations for 52 weeks, will replace Arthur Hale's *Confidentially Yours* with Frank Singiser's *Sinclair Headlines*. Agency is Hixson-O'Donnell, N. Y.

RESOLUTION passed by the American Farm Bureau Federation at its convention in Chicago stated, "Clear channel broadcasting, free from interference, is invaluable to rural America as a source of news, information and entertainment. We urge no reduction in the number of clear-channel stations and no limitation of clear-channel broadcasting."

NEW FCC applications at deadline: *St. Louis Star-Times* (operating KXOK) commercial television station channel 2; KTHS Hot Springs, move main studios to Memphis, increase from 1,000 w night, 10,000 w day to 25,000 w night and 50,000 w day on 1090 kc; KXA Seattle, power increase from 1,000 w to 10,000 w and hours from limited to unlimited on 770 kc clear channel of WJZ New York; Mid-State Broadcasting Co., Peoria, 1560 kc with 1,000 w—fifth applicant for that city.

SELLERS of SALES

FROM a potential pedagogue to an active timebuyer in three meditated moves might be a capsule biography of Helen Wilbur, timebuyer of Doherty, Clifford & Shenfield, New York. Helen trained at Brooklyn College and Columbia U. with aspirations of becoming one of the best teachers in the New York City Public School System. Before starting her teaching career, however, she accepted a position with the *New York Times* in the display classified advertising department. Fascinated by the dynamic, ever-moving business of publishing, Helen became convinced that advertising was her metier.



HELEN

After two years with the *Times* Helen joined the media department of Pedlar & Ryan and eventually transferred to radio. At Pedlar & Ryan she bought time for Procter & Gamble, Bristol-Meyers, Lady Esther and others. With five-and-a-half years of extensive media experience at Pedlar & Ryan, Helen, early this fall, became one of the original members of the firm of Doherty, Clifford & Shenfield, formed by Lawrence Shenfield, Donald Clifford and Francis Doherty, former executives of Pedlar & Ryan.

All the timebuying activities of Doherty, Clifford & Shenfield are supervised by this tall, attractive, svelte, titian-haired, capable young executive. This includes such major accounts as Ipana, Mum, Ingram's Shaving Cream, Vitalis — all products of Bristol-Myers, and Reid's Ice Cream, product of the Borden Milk Company. The programs for Bristol-Myers products are NBC: *Mr. District Attorney*; and Blue: *Gracie Fields*; and for Reid's Ice Cream: *H. V. Kaltenborn Edits the News* on WEAF New York.

Helen is single and spends her free time reading best sellers and sketching caricatures of her friends.

IN PENNSYLVANIA THE TRI-PENN MARKET

WGAL LANCASTER

WKBO HARRISBURG

WORK YORK

produces sales for you

● The Tri-Penn primary area is a rich region in the heart of Pennsylvania—which is not covered by any other station.

Write main office—8 West King St., Lancaster, Penna., or

Sales Representative RAYMER

NBC MUTUAL



FIRST IN THE WEST WITH

- ★ ALL-TELEVISION STATION
- ★ TELEVISION BROADCASTING
- ★ ALL-TELEVISION BUILDING
- ★ FREQUENCY MODULATION
- ★ ALL-FM BUILDING

FIRST ON THE PACIFIC COAST WITH

- ★ NETWORK RADIO BROADCASTING
- ★ COMPLETE RADIO COVERAGE (38 *Stations*)

And now—First in the West actually to buy a television site of the height considered most advantageous for Frequency Modulation and Television Broadcasting. Don Lee's purchase of a site atop Mt. Wilson, home of the famous Mount Wilson Observatory, will give KHJFM and W6XAO a transmitter height of 5,900 feet for Frequency Modulation and Television Broadcasting. No finer site in Southern California could be obtained.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
5515 Melrose Ave., Hollywood 38, California
Represented Nationally by JOHN BLAIR & CO.

Mutual
DON LEE

The Nation's Greatest Regional Network

LEADS THE WEST IN ALL THREE TYPES OF BROADCASTING



"Dear F&P: In behalf of Blunk and Blunk, Inc., we wish to express . . ."

● Since it's almost Christmas-time, we're sure you won't mind our getting just a little sentimental. One of the things that makes us feel pretty darned good at Christmas is the knowledge that we've made a lot of swell friends during our twelve-and-a-half years in this business—that we've earned a small place in your confidence and esteem—that so many of you have been so generous in acknowledging whatever good work we've been able to do for you.

So thanks—and thanks—and Merry Christmas!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932



CHICAGO: 188 N. Michigan, Franklin 6373 · NEW YORK: 444 Madison Ave., Plaza 5-4130 · SAN FRANCISCO: 111 Sutter, Sutter 4353 · HOLLYWOOD: 6331 Hollywood, Hollywood 2151 · ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 25 WASHINGTON, D. C., DECEMBER 18, 1944 $5.00 A YEAR—15c A COPY

Blue Additions Presage Network Scramble

3 Cowles Stations Among 6 Added June 15

By ROBERT K. RICHARDS

SIX major market stations—among them three of the Cowles' group—have signed as affiliates of the Blue Network effective June 15, 1945, in a move that probably presages other important network shifts.

New Blue affiliates, as announced by Chester J. LaRoche, vice-chairman of the network, are: KRNT Des Moines, 5,000 w on 1350 kc, now affiliated with CBS; WNAX Yankton, 5,000 w on 570 kc, now CBS; WCOP Boston, 500 w on 1150 kc, independent; WPDQ Jacksonville, 5,000 w on 1270 kc, now MBS; WFTL Miami, 10,000 w on 710 kc, now MBS; and WLAW Lawrence, Mass., 5,000 w on 680 kc, now CBS.

Quick Action

Contracts were signed Dec. 15, first date permitting such negotiations under the network rules put into effect by the FCC June 15, 1943. Those rules limit network contracts to two years and limit advance options to six months.

That other station shifts are in the offing, aside from those necessitated by the new Blue tie-ups, is a foregone certainty. Conversations looking toward station changes were begun weeks ago, in anticipation of expirations. A number of top-flight stations are being courted by the Blue, but certain Blue affiliates also are said to be casting about.

CBS last week announced five new affiliates, bringing its total to 152. Herbert V. Akerberg, vice-president in charge of station relations, announced KOTA Rapid City, S. D., KGKY Scottsbluff, Neb., and KTYW Yakima, Wash., will join the network Jan. 1. WJEF Grand Rapids, Mich., owned by John E. Fetzer, operator of WKZO Kalamazoo, and Assistant Director of Censorship, becomes a CBS affiliate Jan. 15, and KERN Bakersfield, Cal., joins the network May 15.

NBC last week announced one additional affiliate—WMAM Marinette, Wis.—which joins the network as a supplementary station after Jan. 1. The station operates with 250 w daytime and 1,000 w nighttime on 570 kc.

Blue last week announced reduction of 2½% in the complete network discount schedule, as projected on rate card No. 32 dated Jan. 1, 1945. Mark Woods, Blue president, explained that three years ago when the Blue struck out on its own, it offered a price inducement to advertisers sacrificing "a substantial portion of what might be called normal operating income" and that now "it is essential that we get on a basis which is more nearly adequate and more in line with general network practices."

Blue also announced appointment of Humboldt Greig, of its sales staff, to the new post of director of business development. Mr. Greig, founder of Greig, Blair & Spight, which became John Blair & Co., has been with Blue two years and has handled such accounts as Procter & Gamble, Kellogg and General Foods. Before that he was eastern representative of the McClatchy stations.

Cincinnati affiliation changes likewise are scheduled. WKRC leaves Mutual June 15 to rejoin CBS. WSAI, recently sold by Crosley Corp. to Marshall Field, has renewed its affiliation with the Blue. Mutual will go either to WCKY, 50,000-watter which relinquishes CBS, or WCPO, Scripps-Howard owned 250-watter. Conversations are reported in progress.

Blue Now Has 193

With the addition of these new outlets, Blue affiliates now total 193. Commenting on the move, Mr. LaRoche, who signed the contracts for the network, said: "We are naturally gratified that the owners and operators of these six key stations have decided to affiliate themselves with the Blue Network. These new stations will enable us to bring Blue programs to thousands of additional radio homes and through their affiliation will give to the Blue the benefit of the advice and cooperation of some of the outstanding and most forward-thinking business and radio executives."

Three of the stations—WNAX KRNT and WCOP—are owned and operated by the Cowles Broadcasting Co., also licensees of WHOM Jersey City and WOL Washington. Gardner (Mike) Cowles, president of the company, who signed contracts affiliating his three outlets with the Blue, ascribed the move to his admiration for the Blue method of doing business.

"We think the Blue has a great future," he said "and we are delighted to bring to the listeners of three of our stations the high quality Blue program service."

KSCJ, formerly a CBS affiliate in Sioux City and currently a Blue outlet, probably will return to CBS,

(*Continued on page 79*)

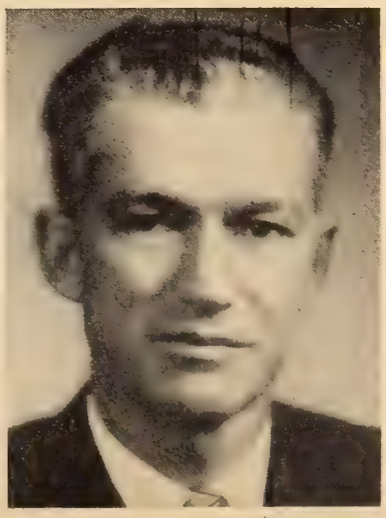
Rosel Hyde Slated to Take FCC Post

Quick Action Necessary To Confirm Porter This Session

AFTER THE Senate confirms the nomination of Paul A. Porter as the successor to James Lawrence Fly as chairman of the FCC, President Roosevelt is expected to name to the Commission Rosel H. Hyde, veteran assistant general counsel in charge of broadcasting, to succeed Comdr. T. A. M. Craven.

That was the authoritative word in Washington last week. Confirmation of Mr. Porter, popular New Deal official, former radio attorney and latterly the publicity director of the Democratic National Committee in the successful Fourth Term campaign, may not come this week — before *sine die* adjournment of this session. Mr. Hyde's nomination—assuming there is no switch in White House sentiment —would probably come after the first of the year, and after Mr. Porter takes over the FCC helm. Mr. Hyde is an Idaho Republican, and was considered for the vacancy filled last February when E. K. Jett, an independent, was elevated to a commissionership from chief engineer.

Mr. Porter returned to Washington last Tuesday after a fortnight rest in Florida following the gruelling political campaign. He conferred privately last Friday with Senator Wheeler (D-Mont.) Chairman of the Interstate Commerce Committee, and last word was that a public hearing on his nomination might be held this week—Thursday or Friday. It will be a race against time to get Senate confirmation prior to adjournment, expected late in the week, but there appeared to be no concerted opposition and his Senatorial sponsors felt it could be accomplished.



MR. HYDE

Should Congress adjourn before confirmation, the President would be required to submit his nomination anew to the next session of Congress which convenes Jan. 3. Then the Senate Committee would consider his nomination again. This might conceivably delay assumption by Mr. Porter of his FCC post until mid-January.

The Hyde nomination appeared to crystallize last week following lengthy consideration. The Craven post has been vacant since July 1. Conceivably either a Republican or Democrat could be named to it since the law simply provides that there shall not be more than four of the seven members of the FCC

(*Continued on page 77*)

TBA Calls for United Television Effort

Out of Laboratory, Convention Agrees

By BRUCE ROBERTSON

IN A PARLEY which attracted a large number of equipment manufacturers and representatives of the motion picture industry, as well as broadcasters and advertisers, Television Broadcasters Assn. Inc. conducted its first annual convention in New York last week, calling for united effort to give the new art form to the public.

The convention was a sell-out, with a capacity registration of 750 and, by best estimates, over 1,000 attending major sessions. Of the registrants, about 20% were broadcasters, but the vast majority of this group included delegates from equipment-manufacturing concerns which also operate radio stations.

Out of Laboratory

Relatively few standard broadcasting station delegates were present. At least 10% of the registrants were from the motion picture industry, and another 10% from allied industries. Approximately 25% registered as representing directly manufacturers of equipment. Remainder was made up of advertising agency representatives and miscellaneous delegates.

Dominant theme of the convention, as expressed by most who spoke on general advances in the art, was the belief that the meeting marked a transition, with television passing now from the laboratories into the hands of business.

John F. Royal, vice-president of NBC in charge of television, asked members of the TBA to join in adopting a code which would set standards of performance to be observed by all telecasters.



ALLEN B. DuMONT, president of TBA and of DuMont Research Labs., at the speakers table as J. R. Poppele, chief engineer of WOR New York and chairman of the convention, opened the first annual banquet proceedings at New York's Commodore Hotel last Monday. Mr. Poppele was elected TBA president for 1945, succeeding Mr. DuMont.

"We must control this phase of the business from within, thus prevent attacks from without," he said. Mr. Royal also suggested that TBA at some future date make a "suitable expression of policy on public service programs, including education and religion." Although Mr. Royal advocated network television broadcasting, he said such an undertaking need not imply that there would not be successfully operated non-network video stations. He pointed out that the control of program balance was lost by sound radio in its early days, and never regained, and that television-minded broadcasters should plan now to avoid such a pitfall. Mr. Royal appeared before the opening general session Monday.

Only cautious note sounded against the rosy picture of progress painted in bold strokes by a majority of the most distinguished speakers came from a broadcaster —Lewis Allen Weiss, vice-president of the Don Lee Network, of MBS and of the TBA. Speaking before the first luncheon assemblage of 1,000 Monday, Mr. Weiss warned that television receivers would be expensive in the early days of distribution—$300 to $350 each, estimated—and that they would have to compete for the American dollar with refrigerators, stoves and other essential household appliances which have been denied Americans during wartime.

Industry United

"Television is not colossal," Mr. Weiss said in part. "Television is here to stay and the public is ready to receive it when the producers deliver it . . . my own concept is that (at this time) no city can support one television station unless it has a population of at least 500,000 people. I further believe that not more than 10% of the people in the foreseeable future are going to be eligible to receive television receivers."

Mr. Weiss' comments had been preceded with a welcoming address to the convention by Allen B. DuMont, president of TBA and head of the Passaic, N. J., laboratories bearing his name. He was introduced by J. R. Poppele, secretary of TBA, chairman of the conference and chief engineer of WOR New York. Dr. DuMont expressed the hope that the war would be over in a year and the conviction that, if such were true, television would enter an era of expansion.

Keynoting the convention, E. W. Engstrom, research director of RCA Labs., stated his emphatic belief that television was ready for the public. He scoffed at those who would wait until further developments could be realized before expanding the field.

"Now, as at earlier times," he commented, "there are those who raise their voices in opposition, but today the industry in regard to television is as nearly united in its recommendations as it is practical to expect."

Similar opinions were expressed by Dr. W. R. G. Baker, vice-president of GE and chairman of the RTPB, who spoke also before the first session of the convention. Mr. Baker stressed the need for expanding television that it might progress through experimentation, and that the new industry might supply jobs for returning veterans. He pointed out that 21 advertising agencies recently had added television directors as an index to business thinking.

For additional news and photos of TBA convention see pages 18, 20, 22, 24, 26, 28.

"Television will not take the country by storm the day the war is over," Dr. Baker said. He did predict, however, that at least 100 television stations would be in operation in this country five years after the war is concluded.

Broad band systems for chain relay of television programs and multiplex telephone transmission, combining both the coaxial cable principle and radio relay, will be a reality in a few years, TBA delegates were told by Harold S. Osborne, chief engineer, AT&T.

Mr. Osborne pointed out that telephone circuits now used for intra-city transmission of television programs from remote locations to transmitters will be employed in the future, but that much work has to be done to provide additional facilities.

Mr. Osborne said that within five years after programs now developing in Bell Labs. would be launched, a basic coaxial cable loop will stretch along the Eastern seaboard, and west to California, and from the East Coast through Chicago to the northwest.

Many Predictions

Prediction that the manager who undertakes to operate a television outlet on a shoestring would find himself without an audience was made to the first general session by Thomas H. Hutchinson, director of production, RKO Television.

Mr. Hutchinson amended this prediction by stating, however, that it will be possible to program a station simply and economically by the use of programs on film. He emphasized that the time unit in television probably will differ markedly from the current basic 15 minute unit. During his experience, he related, programs of one-hour duration were much more popular than shorter productions.

No basic commercial rate cards have been worked out for video, Mr. Hutchinson observed. He said that the methods to be employed in presenting commercials could not, in his opinion, be patterned after present day procedures in standard broadcasting, and that entire new exploration into this problem would be required before television could be commercially effective.

Robert L. Gibson, assistant to the vice-president in charge of publicity and advertising of GE, discussed his company's experience in presenting over 900 different television programs during the last



JUST TWO WEEKS ago a star was pinned on the shoulder of Brig. Gen. David Sarnoff. Here he gets a medal—top award from the TBA for his "initial vision of television as a social force". The award is made by Paul Raibourn, television chief, Paramount Pictures.

At the speaker's table during the TBA banquet: Edgar Kobak, president of MBS, and Dr. W. R. G. Baker, vice-president of General Electric. Dr. Baker was awarded a citation on behalf of TBA.

International interest in television was evidenced at the convention as Gregory Irsky, chief engineer of the motion picture industry of the USSR and now with the Soviet Purchasing Commission in this country and T. Y. Lo of the Chinese Supply Commission looked in on proceedings.

Also participating as discussion leaders in the Broadcasters' Panel were Managers Robert L. Gibson, WRGB Schenectady, and Klaus Landsberg, W2XYZ, Los Angeles.

five years. Employing lantern slides to illustrate his lecture, Mr. Gibson described the various types of programs which appealed especially to video audiences, according to GE surveys.

The first three types of programs in popularity, are sports, quizzes and games—all of them, he noted, having an element of spontaneity. The audience, he said, likes a show where "anything can happen", where the climax is not pre-determined, as in a play.

Panel Groups Meet

Seven panel meetings were held simultaneously Monday afternoon, followed by a summary session at which the panel chairmen gave reports. Dorman D. Israel, executive vice-president in charge of engineering, Emerson Radio & Phonograph Corp., was general chairman.

Panel 1, broadcasters, chairmaned by Sam Cuff, manager of WABD New York, who posed some problems confronting television broadcasters such as union jurisdiction, building and storage of props and other administrative matters heard reports from the managers of other television stations: Comdr. William C. Eddy, USN, on leave from WBKB Chicago, told of the use of gadgets to obtain effects in limited studio space. John T. Williams, WNBT New York, discussed difficulties in obtaining suitable film programs, new or old, from major movie producers who refuse to release their wares to television. Paul Knight, WPTZ Philadelphia, related the problems of remote pickups from spots where a station must generate its own power and news breaks occuring when there is no audience.

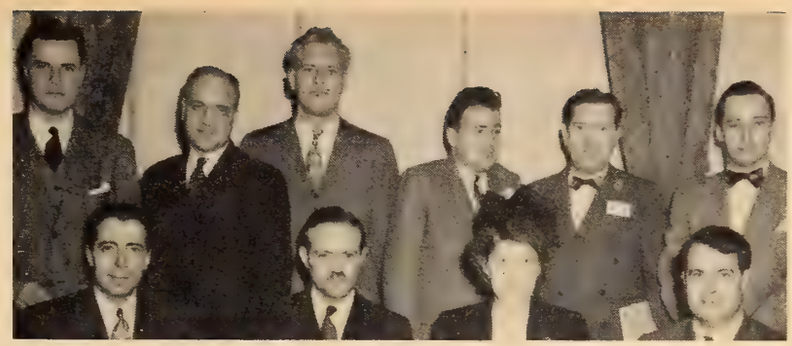
Cinema Adaptation

Klaus Landsberg, W6XYZ Hollywood, described adaptation of motion picture sets to television and the use of projected mobile and stationery backgrounds. He also discussed the shortcomings of movie actors, accustomed to frequent makeups, to retakes if a scene goes badly, to pauses to re-learn forgotten lines and to other privileges not possible in a continuous video performance.

Manufacturers' panel was conducted by C. A. Priest, GE. David B. Smith, Philco, outlined the deliberations of RTPB Panel 6 on television, of which he was chairman. Merrill A. Trainer, RCA, reviewed camera and picture tube developments which will provide better pictures with less light.

Walter S. Lemmon, International Business Machines, described a two-directional video radio relay system which IBM and GE will install between Washington and New York and New York and Schenectady, designed to carry not only the audio and video signals, but also a "pay load" of several FM channels, several facsimile chan-

(*Continued on page 20*)



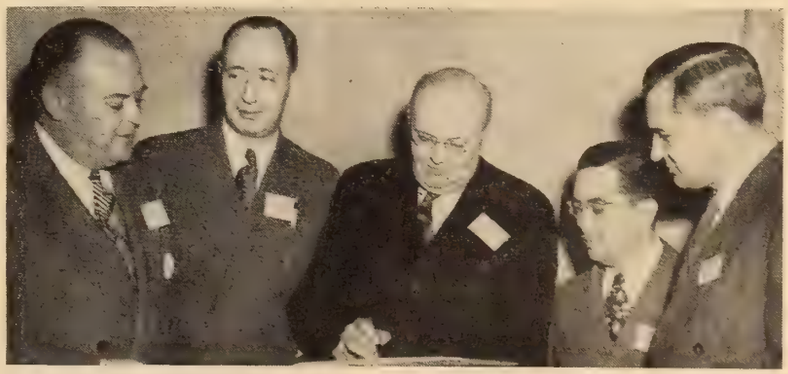
THEY LED PANEL discussions among advertising agencies during the TBA parley. First row (l to r): Ted Long, BBD&O; Harry Trenner, William Weintraub & Co. (presiding); Beth Black, Joseph Katz Co.; Don McClure, N. W. Ayer. Second row, William Forbes, Young & Rubicam; Frank Silvernail, BBDO; Ted Fisher, Ruthrauff & Ryan; Herb Leder, Benton & Bowles; Leo Gannon, William Weintraub & Co. Jack Wyatt, Buchanan & Co.



FILM, possible medium to mass television in the future, is examined by these agency leaders (l to r): Frank Silvernail and Ted Long of BBDO; Herb Leder, Benton & Bowles; Harry Trenner, William Weintraub & Co.; Don McClure, N. W. Ayer.



LEADING DISCUSSION in the TBA Broadcasters' Panel were these video station managers (l to r): Samuel Cuff, WABD New York; Paul Knight, WPTZ Philadelphia; John T. Williams, WNBT New York; Comdr. William C. Eddy, attached to the Great Lakes Naval Training station, on leave from WBKB Chicago.



SOME PROMINENT in standard broadcasting convened with video enthusiasts at the TBA parley. Here are (l to r): C. H. Cottington, Erwin, Wasey & Co.; Ralph Weil, manager, WOV New York; C. M. Jansky of Jansky & Bailey, Washington; Arthur Simon, manager, WPEN Philadelphia; Gordon Mills of Arthur Kudner, New York.

Timebuyer Video Silence Is Broken

Silvernail of BBDO Poses Questions at TBA Meeting

Producers, copywriters, account executives and other advertising agency men have said their say about television on many occasions. But the timebuyer, who will certainly be as important in the television picture as he is in radio, had remained silent until the TBA conference last week when Frank Silvernail of BBDO tossed a few pointed and pertinent questions out for discussion. Among the questions posed were:

IN SPOT will we need as much frequency as we do today? Will shorter periods once a week or a half-hour or hour show once a month do as good a job at as reasonable a cost as present radio?

If prior to networks, stations depend on film, road companies and local stock companies for video programs, how will these affect timebuying? Assuming high program costs, what about second or third runs? A spot program to spread out the initial cost? And should they be re-run on the same station or will second and third run stations appear in principal cities as today we have second and third run movie houses?

How closely will video coverage coincide with marketing areas? And how many stations will it take to cover what percentage of television homes without passing the economic cost-per-thousand fence? Will a station be heard clearly wherever its pictures are seen? Will storms or nearby FM stations blank out one signal without affecting the other? What will affidavits of performance look like, and what will constitute a satisfactory broadcast?

Perhaps handling network commercials for television will be no different from handling present network shows. But how will individual stations record for delayed broadcasts, and how much of a picnic will it be to work out regional commercial cut-ins, and what will happen to the first program producer who sets up a program with a lot of trick remote pick-ups, without first checking the timebuyer on the feasibility of setting up lines and facilities for television?

WE Video Plans

WESTERN ELECTRIC Co. will manufacture transmitting equipment for television as well as for AM and FM broadcasting in the postwar era, according to an announcement made last week by F. R. Lack, vice-president in charge of the radio division. Indicating that an active program of video development will be undertaken as soon as conditions permit, Mr. Lack said that the transmitting equipment will be distributed through Graybar Electric Co.

NBC, Blue Given Ultimatum by NABET

Contract Renewal Demanded by Technicians

By JACK LEVY

AN ULTIMATUM was served last Friday on NBC and Blue networks by the National Assn. of Broadcast Engineers & Technicians (NABET) that unless contracts are signed immediately granting the technicians jurisdiction over turntable operations NABET will strike at both networks.

Upon resumption of contract negotiations Friday morning in New York with the two nets, Allen T. Powley, NABET president, served notice that unless the companies bargain "in good faith" the technicians would walk out of the network studios and their owned and operated stations in 72 hours. NABET stated that, with the cooperation of the networks, the contracts could be negotiated in two or three days.

Affected by the NABET edict are NBC-owned stations WEAF New York, WRC Washington, WMAQ Chicago, WTAM Cleveland, KPO San Francisco, and KOA Denver; Blue-owned stations WJZ New York, WENR Chicago, and KGO San Francisco; Hollywood studios of NBC and Blue; also 143 NBC and 189 Blue non-owned affiliates.

Nets May Appeal

It was expected that the networks would meet NABET's terms or take the case to the War Labor Board in order to prevent the strike. WLB took jurisdiction in the case last May when NABET threatened a strike to prevent the musicians from taking over the turntables. The Board at that time ordered the jurisdictional dispute in status quo pending determination of jurisdiction by the National Labor Relations Board.

It appeared likely, as BROADCASTING went to press late Friday, that any suspension of negotiations which might occur over the weekend would result in WLB calling the parties to a hearing. Negotiations continued all day Friday and were to be resumed Saturday.

Earlier, Mark Woods, Blue president, issued a statement to the network affiliates in which he explained that Mr. Petrillo has warned the Blue that if it does not keep a previous agreement awarding platter-turning functions to AFM "he will order a series of wildcat strikes, by withdrawing musicians from our programs at sporadic intervals" (see statement on page 78).

Declaring the Blue is caught "in the middle of a jurisdictional fight" between the AFM and NABET, Mr. Woods said the network is "helpless" in the situation as it cannot bring the issue to the courts. "We are faced with interference or stoppage of broadcasting by one union or the other," Mr. Woods asserted, "and until the courts decide the case, we will continue to be faced with this threat."

Immediately prior to resumption of negotiations Friday morning Mr. Powley told BROADCASTING he took issue with Mr. Woods' statement that the network is "in the middle" of a union dispute. "This dispute which he refers to," Mr. Powley said, "was settled Nov. 26 by the NLRB. NABET is asking the networks to abide by this decision and continue negotiations in good faith."

'Will Not Surrender'

In an earlier statement, Mr. Powley declared NABET will not surrender in the dispute. "If the musicians pull wildcat strikes," he said, "the companies should bring this to the attention of the WLB and not be asking NABET to capitulate" (see statement on page 78).

Capitulation by NABET, Mr. Powley continued, would penalize every radio station in the country, particularly some small independent stations which rely largely on records for their programming. "Faced with the prospect of paying $90 a week for a 25-hour week, the small stations would be forced out of business," he asserted.

Strong resistance to the Petrillo threat against the networks was evidenced in replies received by J. Harold Ryan, NAB president, to telegrams sent to members of the Labor Executive Committee soliciting their views on the controversy. The suggestion was advanced that the networks call together their advisory committees of representatives of affiliate stations which were formed several years ago precisely to deal with such a situation as now confronts the networks.

Calvin J. Smith, manager of KFAC Los Angeles and a member of the NAB committee, in response to Mr. Ryan's message sent the following telegram to all station managers: "Believe Petrillo platter turning issue most vital since ASCAP. Believe same fumbling will result unless immediate stand taken by entire industry. Please wire Harold Ryan immediately expressing willingness to fight issue through and urging NAB and networks take stand upholding NLRB. Station wires can decide this issue."

Mr. Smith's telegram to the stations was sent as a night letter on Thursday. By Friday afternoon, the NAB had already received wires from 87 stations, all urging opposition by the industry to Mr. Petrillo's threats.

Meanwhile, the Vandenburg Bill (S-1957) to prohibit the AFM from interfering with the broadcasting of noncommercial cultural programs by educational institutions passed the Senate Thursday by voice vote. Sen. Vandenburg (R-

(*Continued on page 78*)

BMB Board at First Meeting Approves Corporate Articles

WITH ADOPTION of articles of incorporation and bylaws, the Broadcast Measurement Bureau officially got under way Friday at the first board meeting at headquarters of the American Assn. of Advertising Agencies in New York. Attorneys were instructed to file the necessary papers for incorporation either in New York or Delaware, depending on their judgment.

Although several names were discussed in connection with executive personnel, no decision was reached. The Board plans to meet again shortly in an effort to complete organization arrangements by Jan. 1.

ANA Members Named

Heads of the NAB, AAAA and Assn. of National Advertisers will be incorporators of BMB, with five members from each organization serving on the board. ANA board members, announced Friday, are: Donald B. Stettler, advertising director, Standard Brands; Joseph M. Allen, asistant vice-president and advertising manager, Bristol-Myers Co.; A. N. Halverstadt, director of media, Procter & Gamble; Robert F. Elder, director of market research, Lever Bros. Co.; J. A. Miller, advertising director and sales promotion manager, Standard Oil Co. of New Jersey.

Legal counsel for the BMB is composed of John Morgan Davis, NAB; George Link, AAAA, and Isaac W. Diggs, ANA.

Representing the NAB are: President J. Harold Ryan, Dr. Frank Stanton, CBS New York; Frank M. Russell, NBC Washington; Roger W. Clipp, WFIL Philadelphia; Mr. Feltis. AAA board members are: President Frederic Gamble, Leonard T. Bush, Compton Adv.; Carlos Franco, Young & Rubicam; Linnea Nelson, J. Walter Thompson Co.; D. E. Robinson, Pedlar & Ryan.

Attending Friday's session in addition to the BMB board and counsel were Harold Beck Jordan, AAAA staff member; Paul West, ANA president, and Paul F. Peter, NAB research director.

Sgt. Spadea Discharged

SGT. JOSEPH R. SPADEA, former Detroit manager of Edward Petry & Co. and afterward with Joseph H. McGillvra, station representatives, has received his discharge from the Army Air Forces after nearly two years of service. Sgt. Spadea has been in radio work at Patterson Field, Dayton, after having enlisted. He plans to return to radio but has not announced his connection.

WQXR Recalls Its Spot Restrictions; WABC Long Has Limited Chain Breaks

EDITOR BROADCASTING:

WJZ has been getting a lot of deserved credit—your recent editorial being a good example—for having banned station-break announcements between the hours of 8 and 10 p.m.

But when WJZ is singled out as a pioneer for abandoning commercial station-break announcements for only two hours each day, I want to call your attention to the long-established practice regarding station-break announcements at WABC.

The fact is that WABC has never, with the exception of limited time-signal service announcements, sold station-breaks at any hour of the day or night. Currently, these time signals which are sold to Bulova count for 12.7% of our total station-breaks. In view of this history, I think the record should be clear on the question of leadership in this area of station operation.

ARTHUR HULL HAYES
General Manager
WABC New York

EDITOR BROADCASTING:

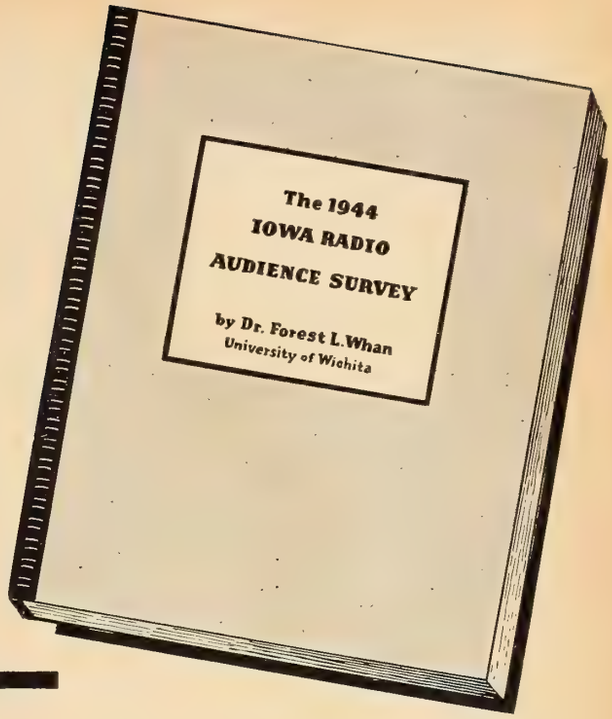
I liked your editorial, "Trail Setters", in this week's BROADCASTING. But haven't you forgotten something? What about the fellow who puts the notches on the trees ahead of the "Trail Setters"?

Memories are so short that we want to point out that WQXR really started to improve the spot announcement situation when in March of this year we banned all singing commercials from the station. And at the same time we said that we would accept other transcriptions only if they were in keeping with the station's policy.

At that time there were some people who said that we could never enforce such a policy. Well, we have, and we are constantly striving to make our advertisers' messages more acceptable (and therefore more productive) to our listeners.

ELLIOTT M. SANGER
Executive Vice-President
WQXR New York

Is your type of program popular with your type of consumer in Iowa?



This Book TELLS You— Plus a LOT MORE!

We've said — and now repeat — that many an agency would willingly pay thousands of dollars for the exclusive use of the 1944 Iowa Radio Audience Survey.

Why? Because, if for nothing else, this Survey tells you what kinds of programs your best *prospects* prefer—gives *the relative popularity of all types of programs in Iowa*—gives the comparative figures for men and women, by age groups, by place of residence (urban, village, farm), and even by educational status!

DOZENS OF VITAL FACTS

The study on popularity of program material is only a *fraction* of the new, up-to-date, authentic information contained in the 1944 Survey. It also gives charts and maps showing the relative popularity and intensity of coverage of every *station* in Iowa . . . maps showing counties in which each Iowa station is "heard regularly" and "listened-to-most" . . . breakdowns showing the *hours* at which men and women listen most to radio, in cities, villages and on farms. . . . And much, much more!

Conducted by Dr. Forest L. Whan of the University of Wichita, this Survey is worthy of *every* radio merchandiser's intensive study. Get your order in NOW. Your copy is FREE. No obligation, of course.

GET YOUR FREE COPY!

Station WHO
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1944 Iowa Radio Audience Survey.

Name .....

Company .....

Street .....

City .....

State .....

WHO
+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Paramount Plans Relay Nets For Nationwide Video Service

TWO NATIONWIDE experimental television relay networks are proposed in applications filed last week with the FCC by Television Productions Inc., subsidiary of Paramount Pictures. Although the applications state that operations proposed would permit television stations throughout the country to offer far better and more interesting service to the public, they also presage a network of large-screen theatre television stations.

Applicant corporation, of which Paul Raibourn, economist and director of Paramount's television interests, is president, proposes ultimately to establish and maintain transmitter stations to be operated on present video channels as portable mobile units, forming two television radio-linked networks connecting two groups of cities from New York to Los Angeles and from Chicago to New Orleans.

Experiments Planned

In the first group are New York, Buffalo, Chicago, Des Moines, Kansas City, Albuquerque, Los Angeles. The second group embraces Los Angeles, El Paso, Fort Worth, Dallas, Houston, New Orleans, Birmingham, Atlanta, Charlotte, Richmond, Washington, Philadelphia, New York.

Mr. Raibourn, also treasurer and director of the Allen B. DuMont Labs., in which Paramount owns substantial interest, testifying last October during the FCC allocation hearings [BROADCASTING, Oct. 30], said that one of the economic problems facing television was that of linking stations by network. He urged experiments with relay stations in the lower portion of the spectrum.

Eight Applications

Research and experimental work with the proposed relays will be conducted under Mr. Raibourn's supervision, assisted by Klaus Landsburg and George Shupert. Equipment will be provided by the DuMont Labs. Programs carried will not be for direct reception by the public, the applications specified.

Expressing belief that such features as important news events can be brought to motion picture theatre audiences at the time they occur through a television network, the applicant indicated that experiments may be carried on in that direction.

To permit a thorough investigation of costs involved, as well as the feasibility of a relay service, Television Productions plans to begin operation immediately upon grant by the Commission, between the following points: New York-Peru Mountain, Vt.; Peru Mountain-Buffalo; Buffalo-Detroit; Chicago-Detroit; Chicago-Des Moines; Los Angeles-El Paso. Two relay stations are planned for each point to conduct two-way transmission.

Applications were filed for the following facilities:

Peru Mountain, 230-242 mc, channels 13-14; 258-270 mc, channels 15-16.
New York, 230-242 mc, channels 13-14; 258-270 mc, channels 15-16.
Buffalo, 230-242 mc, channels 13-14; 258-270 mc, channels 15-16.
Detroit, 230-242 mc, channels 13-14; 258-270 mc, channels 15-16.
El Paso, 180-192 mc, channels 9-10; 204-216 mc, channels 11-12.
Des Moines, 180-192 mc, channels 9-10; 204-216 mc, channels 11-12.
Chicago, 180-192 mc, channels 9-10; 204-216 mc, channels 11-12.
Los Angeles, 180-192 mc, channels 9-10.

Each unit will consist of a visual and an aural transmitter to be operated with a maximum power of 100 w, A5 and special emission (FM for aural), unlimited time.

Television Productions already operates W6XYZ and W6XIA Los Angeles.

Clarence Cosby Named Chief Ayer Timebuyer

CLARENCE COSBY, formerly general manager of WINS New York, who last week joined N. W. Ayer & Son, New York, has been named chief timebuyer, according to an announcement by H. L. McClinton, vice-president in charge of radio. Mr. Cosby will work directly under Robert Collins, radio department manager, and Tom McDermott, business head of the radio department. Mr. McDermott, who bore the title of chief timebuyer at one time, had been directing timebuying in addition to his other tasks.



Mr. Cosby

Mr. Cosby entered radio in 1939 as general manager of KWK St. Louis, a post he retained until 1939, when he became commercial manager of KXOK, in the same city. He remained at KXOK until joining WINS in December, 1943. He left the New York station in October of this year. Prior to entering radio, Mr. Cosby had been in charge of advertising and art production for Baldwin Piano Co.

Canadian Union

MONTREAL stations are to meet with representatives of the newly-organized CIO Radio Stations Employes' Union Dec. 19 but no definite commitments or demands have been made, it is understood, although the union supposedly plans negotiations with all stations in Quebec province. Contracts with Canadian Broadcasting Corp. stations are not likely since they are government operated and cannot make union contracts. All CBC employes are paid standardized rates applicable in all parts of Canada. This is the first time that all employes of Canadian stations are being unionized or that stations are being asked to sign contracts covering all employes, technical and non-technical. Union plans to expand into Ontario are uncertain.

TELEQUOTES AT TBA

BRIG. GEN. DAVID SARNOFF
On Leave as President of RCA

"With all the genius that has been exhibited before you tonight, I still believe that the sum total of their imaginations will, five years or 10 years, or 20 years from tonight, be regarded as having fallen far short of the realities. . . . I am thrilled to find on an occasion such as this such perfect unanimity, such harmony within the industry that I have not known for 25 or 35 years. . . . I have not heard anybody here argue about frequencies or colors or dimensions or lines, and I submit that this is a good place and this is good time to bury those arguments. . . . We all know that television is not a finished art; we hope it will never be finished, for when an art is finished, the industry is finished too. . . . Let us not lose sight of the fact that however great is the discovery that electromagnetic waves can travel through space with the speed of light, 186,000 miles a second, let us not forget that the same speed is given to a lie over the radio wave as is given to the truth."

LEWIS ALLEN WEISS
Vice-President, Don Lee Broadcasting Corp.; Vice-President, MBS; Vice-President, TBA

"If the FCC accepted the recommendations of CBS, we may wake up some morning and find that the FCC has reversed everything we know about television. . . . Another factor that must be considered is that we are hoping there will be a change in the trend of the last 12 years to substitute government edicts for the experienced judgment of business. . . . Any time a research expert decides that '6 out of 10 homes will have television sets', my honest soul must reject the statement."

DR. W. R. G. BAKER
Vice-President, General Electric Co.; Chairman, RTPB

"The mass audience for non-visual radio entertainment is not too critical. The fixing of attention upon a television screen demands an extra amount of concentration which keeps the audience conscious of what is going on and, therefore, makes them much more critical of the quality of the program being presented. . . . Only last year, radio broadcasters had more listeners than ever before and the newspapers who were fearful of radio had more circulations . . . commercial television will develop gradually with the coming of the peace. . . .We believe that television program service can be brought to these smaller cities by the use of 'satellite' television stations. . . . Certainly the entrepreneur is taking no more risk in obtaining a return on his investment in the television industry than he did in starting hundreds of other industries on which this country has been founded."

E. W. ENGSTROM
Research Director, RCA Laboratories

"Radio sound broadcasting started because of the foresight and enterprising spirit of pioneers. We have yet to demonstrate that we can plan television into a public service. Progress to date has been good but at times troubled and faltering. Now, for certain, the time for major decisions is upon us. . . . Analysis of television broadcasting problems strongly supports the need for joining stations together in regional and national networks . . . standards for television transmission are needed in order that receivers may be built suitable for reception from any one or all transmitters."

JOHN F. ROYAL
Vice-President in Charge of Television, NBC

"Television must be based on clean, wholesome amusement, because we are sending it into the American home. There can be no compromise with decency. . . . Television programming is now, and will continue to be, expensive. It is not at all a cheap game, and will require many blue chips at the start. . . . As far as possible, programs should be booked as complete shows to fill definite periods through one booker."

ROBERT L. GIBSON
General Electric Co., Schenectady

"We found the afternoon audience to be about one-fifth the evening audience. . . . Because many humorous situations depend upon sight as well as sound, there will likely be much more humor on television than on radio. . . . With but few exceptions, radio shows do not make the best television shows. . . . It might be possible to change a show only twice a week as is done in motion picture theatres."

THOMAS H. HUTCHINSON
Director of Production, RKO Television Corp.

"It seems only reasonable to suppose that, either by government order or by station policy, every station will plan a program schedule of at least six hours per day, seven days per week. . . . It will take six hours of studio rehearsal to produce one hour of good television programs . . . with a complete studio crew working 40 hours a week, I found it was possible to put on somewhere between six and eight hours of live programs per week from one studio. . . . We are going to have many hours of television on film and many hours of mobile unit pickup. We may safely say that a television schedule of six hours a day, seven days a week is going to involve at least four fully equipped television studios, a film projection booth with two projectors and a mobile unit . . . your operating personnel will be somewhere between 90 and 100 men.



"Dumb as a fox"

As little time as two years ago . . . it took a lot of nerve for a time buyer to put the independent station on a schedule for Baltimore.

It was so much easier to pick out the big name call letters. Less fighting to keep them on the list.

Then came the dawn when "cost-per-listener" figures were figured. Those time buyers who are known to be "dumb as a fox" earned their title to shrewdness when they stuck to the independent in Baltimore, W-I-T-H!

W-I-T-H's record for years shows biggest results for lowest costs in this, the country's sixth largest market.

Facts to back up the judgment of shrewd time buyers are available for those who like upward sales curves and downward sales costs.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

TBA Urges United Television Effort

Delegates Told Art Now Ready for Public; 1,000 Attend

(*Continued from page 15*)

nels and a number of channels for business machines, which will support the relay system until network television is established on a paying basis. He displayed a model of a relay tower which will be 125 ft. high, to house delicate equipment in all kinds of weather, automatic in operation and which will probably serve as a guide station for air traffic in addition to its other functions.

Keister on Satellites

James Keister, GE, discussed satellite stations which will take programs from the relay system and broadcast them in communities too small to provide local program service, explaining how the local manager can supplement this network service with movies of local events. Charles Robbins, Emerson Radio & Phonograph Corp., proposed that television broadcasters, manufacturers and dealers cooperate in surveying each market to determine the circulation necessary to interest advertisers; then the set makers and dealers market sets on a liberal purchase plan while the broadcasters supply a high quality sustaining program service which will help to sell more sets and attract the advertising support necessary for station maintenance.

Paul Chamberlain, GE, predicted that television will provide home demonstrations of all types of merchandise on a scale never attained by the Fuller Brush man in all his travels. Describing television as a "natural" for department stores, he discussed both "intratel" setups within stores to show merchandise to shoppers in other departments and actual telecasting to prospects at home.

Dr. Peter Goldmark, CBS, expressed the need for 735 line black-and-white and 525 color, requiring 10-mc bands and necessitating a step up in the spectrum to give adequate service. If the FCC approves the RTPB television panels proposal and allocates 460-960 mc. for experimental television, he predicted that soon after the war engineers will be able to utilize that full frequency range.

Agency's Video Position

Harry Trenner, William H. Weintraub & Co., was chairman of the advertising agency panel. Frederick A. (Ted) Long, BBDO, expressed the view that the agency's place in television will be "just about what should be expected—a normal agency function in a new and potentially important advertising medium." Pointing out that a large part of the country's 2,000 agencies are engaged in some form of radio advertising for their clients and that about 60 agencies produce most of the major radio programs, he stated:

"These programs are successful because the agency staffs which produce them are at once good showmen and good advertising men. Agencies are specialists in all kinds of advertising media. Television to be successful must be basically an advertising medium—an additional medium. It will not supplant the motion picture, radio or anything else—it will complement and augment. And it would seem clear that advertising agencies will have a most important part—a most responsible part—in the future of successful television."

Commercials in sports telecasting were discussed by Don McClure, N. W. Ayer & Son, who told how the simple slide with the word "Atlantic" that opened the early football telecasts of Atlantic Refining Co. on WPTZ Philadelphia, was replaced by a sweater girl holding a football on which the names of the opposing teams were lettered. From a close-up of the ball the camera dollied back and the girl threw a short pass to the studio announcer who gave the welcome and the opening commercial.

Frank Silvernail, BBDO, posed a number of questions a timebuyer would like answered about television, pointing out that there is a lot more to know than the basic questions of how many people will tune to what stations, how many hours a day, when they will tune in most, and what will it cost?

Declaring that agencies think they can make an easy transition from radio to television because they are basically the same and deluding themselves, Herbert Leder, Benton & Bowles, said "Radio is far different from television and the radio director must make a basic mental adjustment. He must realize that television is similar to films in effect upon an audience and that in films the dialogue is subordinated to the visual."

Clifford Denton, *New York Daily News*, chairman of the publications panel, pointed out that the basic differences between printed media and television should make them supplementary, rather than competitive. William Kostka, *Look* magazine, said that television, like radio, will furnish publications with editorial matter and also with advertising. As a competitive advertising medium television may at first take some advertising from other media, he said, but eventually it will create additional advertising that will benefit them all. Dr. O. H. Caldwell, Caldwell-Clements Publications, pointed out that television might have an adverse

(*Continued on page 22*)



THESE MEN, who led the panel discussion of the manufacturers at the TBA, examine an experimental model of an automatic relay tower, cooperatively designed by GE and IBM to carry three channels—television, FM and business machine impulses. Standing are (l to r): Dave Smith, Philco Corp., and Dr. Peter Goldmark, CBS; seated, Charles Robbins, Emerson Radio Corp.; C. A. Priest, J. E. Keister (presiding) and Paul Chamberlain, all of GE. Demonstrating the model is Walter S. Lemmon (lower right), of International Business Machines Corp.

Poppele Is Elected President of TBA; Gibson, Baltin and Hanson Get Posts

J. R. POPPELE, secretary and chief engineer of WOR New York, was elected president of Television Broadcasters Assn. for the coming year at a meeting of the TBA board of directors last Tuesday afternoon following the conclusion of the first annual conference of the association, held at the Hotel Commodore, New York. Mr. Poppele succeeds Allen B. DuMont, president of the Allen B. DuMont Labs., operator of video station WABD New York, who served for the past year as the first TBA president.

Robert L. Gibson, assistant to the vice-president in charge of advertising and publicity of General Electric Co., operator of WRGB Schenectady, GE television station, was elected vice-president of TBA, succeeding Lewis Allen Weiss, executive vice-president, Don Lee Broadcasting System. Will Baltin was reelected secretary-treasurer and O. B. Hanson, vice-president and chief engineer, NBC, was elected assistant secretary-treasurer, a post held last year by Mr. Poppele.

At the annual membership meeting preceding the board meeting, Curtis W. Mason of Earle C. Anthony Inc., Los Angeles; F. J. Bingley, chief television engineer, Philco Radio & Television Corp., Philadelphia, and Mr. Dumont were reelected directors for three-year terms. Mr. Poppele was elected a director to fill the vacancy created by the resignation of Worthington Miner, television program director of CBS, and will serve for the two remaining years of that term.

An educational type of membership in TBA was inaugurated by a resolution stating that in addition to active members (operators of or applicants for video stations who pay dues of $1,000 annually) and affiliate members (those interested in television who pay dues of $500 a year), a new class of educational members be added. These members would pay no dues at present, but the "Board has the right to determine which, if any, of the educational members shall be required to pay dues and the amount thereof."

Meeting approved the addition of Farnsworth Television & Radio Corp., Fort Wayne; Breme Broadcasting Corp., Newark, operator of WAAT, and the Yanke Network as active members, an of five new affiliate members: 20t Century-Fox Film Corp., Lo Angeles; Rauland Corp., Chicag (holder of the Baird patents fo projection television for the Unite States, American Television Labs Chicago; Pan-American Televisio Corp., New York; Federal Tele phone & Radio Corp., Newark.

Two former affiliate member have automatically become activ members by filing applications fo television stations: RCA Victo Division of RCA, Camden, an Raytheon Mfg. Co., Newton, Mas TBA now has 20 active and 1 affiliate members.



ONE BACKS THE OTHER.....

THE teamwork between a brace of bird dogs is a beautiful thing to see. One backs the other. Both point the game. In the case of WOV, two great listening audiences team up and complement each other to give this important station a constant selling power . . . night and day. In the daytime, WOV overwhelmingly dominates New York's vast Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers *the largest average metropolitan audiences of any New York independent station* . . . at less than half the cost of the next ranking station.

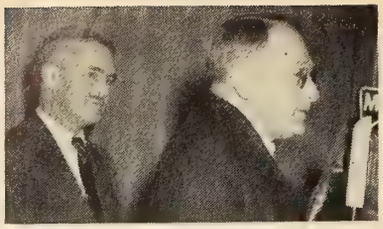
RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

effect on theatre and movie attendance because pure laziness will aid it in keeping people at home.

In the program producers panel, conducted by Thomas H. Hutchinson, Herbert Graf, NBC, discussed problems of televising opera, expressing the belief that as radio has popularized concerts, so television will popularize opera, forcing it "to take off its top hat and speak the language of the people." Irwin Shane, Television Workshop, talked of the sources of talent, pointing out that it will develop as the demand for it develops and citing circus acts during the winter layoff as a good potential talent field.

Lee Cooley, Ruthrauff & Ryan, stressed the need for self-censorship to keep television entertainment in good taste and suitable for viewing by a family group. Hoyland Bettinger, GE, spoke of the importance of lighting and camera techniques. R. B. Gamble,



WINNER OF THE FIRST award in engineering at the TBA—cited for developing the iconoscope and the storage principle of picture pickup, Dr. Vladimir K. Zworykin of RCA Labs. greets delegates as Paul Raibourn, director of television activities for Paramount Pictures, who made the awards, looks on.

Farnsworth, demonstrated some of his slide effects. Edward Sobol, NBC, said that television requires good acting which radio and movie talent seem unable to deliver. He suggested that video stations might take a tip from baseball teams and send out scouts to find good talent.

Raymond E. Nelson, Charles M. Storm Co., said that television is only radio all over again, declaring that if the producers know good programs and how to put them over, the programs will sell goods. Robert Emory, WOR, gave a practical example of video production by outlining the procedure he was using in a program being presented by WOR on WABD the following evening. Comdr. William C. Eddy, demonstrated his projection kaleidoscope to the panel.

William Morris Jr., William Morris Agency, chairman of the talent panel, stressed the responsibility placed on the artist by the unprecedented scope of television, which he called the "consummation of the dramatic arts." Hope Bunin, puppeteer, discussed the important part puppets can play in television. Richard Manville, research consultant, reporting on a survey of 500 televiewers, said that audiences want *good* entertainment, live or film, contrasty backgrounds, easy-to-read title cards and maps, more closeups of performers, visual identification of performers in advance.

Dell Sharbutt, announcer, said that "foresight, study and intelligent planning will help the announcer avoid the fate that overtook so many stars of silent pictures when talkies arrived." Frieda Altman, actress, described her experiments with makeup for television. Larry Brooks, actor and singer, contrasted television's opportunities and problems with those of other entertainment fields. Selma Lee of the Morris Agency asked for open mindedness in the selection of video performers. Jessica Dragonette, singer, talked on televised operettas. Hilda Simms, actress, discussed pantomime on television. Leo Hurwitz, CBS staff video director, said one must not become pessimistic over failures in the present "grouping for technique" stage of television production.

Paul J. Larsen, Society of Motion Picture Engineers, chairman of the panel on theatre television, discussed the willingness of theatre operators to bring the public the best in television as in other forms of entertainment. Paul Raibourn, Paramount Pictures, pointed to the theatre's ability to outbid broadcasters for big programs if necessary and discussed film pickups of program material for relayed showing. Dr. B. W. Epstein, RCA, described optical systems for projection television in theatre and home. Ralph Austrian, RKO, spoke on the use of film for video programming. Ralph Beal, RCA, said that television can give theatres spontaneous features instead of the "canned" features of the motion pictures.

100,000 Postwar Technicians

The two main prewar problems blocking television's expansion on a national scale—lack of mass production techniques to produce receivers at a cost within reach of the average consumer, and lack of engineers to serve stations and sets are being solved by the war, Comdr. Eddy told the Tuesday morning meeting of the conference.

Discussing at some length the Navy electronic training program which he said in ten months of intensive education turns out engineers as good as the prewar average, Comdr. Eddy pointed out that at the end of the war between 50,000 and 100,000 men experienced in handling radar and other electronic equipment at least as complex as any used in television will be available. He urged the industry in its postwar planning to be ready to absorb them.

Questions ranging from: "How soon will color television be practical?" to "Who is going to do the research in makeup, costuming, etc?" and including economic, social and engineering aspects of television were discussed by a panel

(*Continued on page 24*)

DIVERSIFIED INDUSTRY

The wealth of this tri-state area, fortunately, is not vested in any single industry. Vast quantities of materials and resources have long supported such industries as petroleum, natural gas, lumber, glass, plastics and chemical plants. Wartime demands for greater production of the same basic resources have brought about an increased industrial activity, creating new industries which will become important factors in postwar prosperity. Providing the only effective coverage of this substantial and consistently prosperous market is KWKH. Use it to sell more now . . . build sales for the future.



KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.



An Old-Fashioned Christmas For Modern KFAB Listeners!

Every year...at Christmas...up-to-date folks in the vast KFAB area go "old-fashioned."

Christmas out here is filled with tradition ...tradition that makes this greatest of all anniversaries a day of simple rejoicing by God-fearing people. Christmas out here means a renewing of the principles of good will to all men. Yes...an old-fashioned Christmas is a part of the lives of Mid-western folks.

There's another tradition, too, that most folks observe out here. For twenty years these families have depended on KFAB for livestock reports, better-farming programs, news, and entertainment. In this way, KFAB has become a welcomed member of the "family circle."

If you have a message for these 340,000 listening families, we invite you to join the "family circle" with KFAB, THE BIG FARMER STATION.

"The **BIG** *Farmer of the Central States"*



KFAB



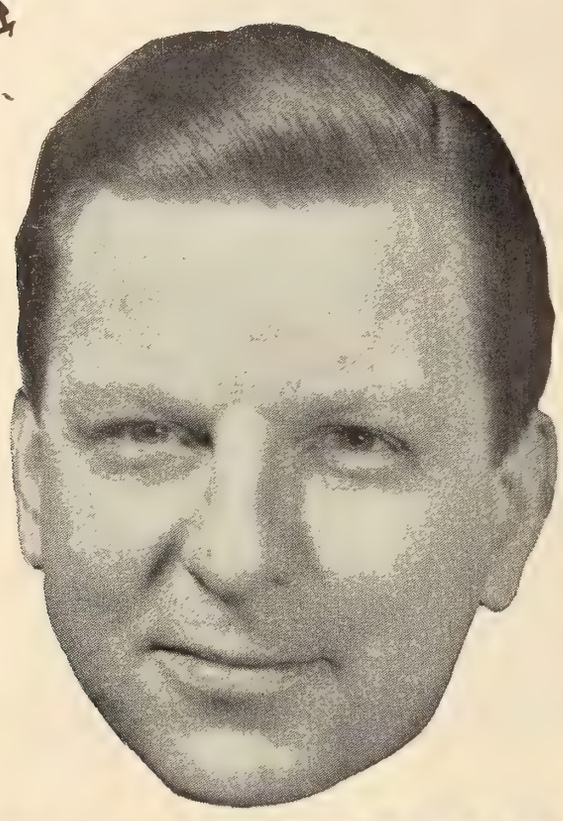
LINCOLN, OMAHA

1110 KC-10,000 WATTS BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY





Fulton Lewis, jr.

is heard on more stations, by more people, with more sponsors than any other News Reporter

. . . Lewis is currently heard on 240 Mutual stations with more than 130 sponsors. For sponsorship in your city call, wire or write: WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.

ORGINATING FROM **WOL** WASHINGTON, D. C.

Affilated with the **MUTUAL BROADCASTING SYSTEM**

comprising O. B. Hanson, NBC; J. E. Keister, GE; Allen B. DuMont, DuMont Labs.; C. B. Jolliffe, RCA; F. J. Bingley, Philco; Curtis Mason, Earle Anthony stations; A. H. Brolley, Balaban & Katz; and Klaus Landsberg, Television Productions, and chairmaned by A. N. Goldsmith, engineering consultant and vice-chairman, RTPB. Any market that can support a sound broadcasting station can support a television station, Mr. Hanson declared in answer to one question.

A question about experiments with broadcast pictures of more than 525-line definition, present standard, disclosed that both DuMont and RCA have conducted such experiments. Dr. DuMont said the additional transmission difficulties encountered were much greater than would be justified by the slight improvement in picture quality. Dr. Jolliffe said that the present standard is a compromise between picture quality and frequency availability, but he added that increasing definition by no means solves all the problems.

Broadcasters desiring to build or acquire new studios with an eye to future use for television were told that the simplest process is to start with the high ceilinged ground floor location, within line of sight of the transmitter, unless coaxial cable connection is available. It could be adapted to sound until video comes along. Questions about network television evoked comments that the time differences will be more important than in sound broadcasts, with probably many delayed broadcasts; that satellite stations in small markets will want practically fulltime network program service, whereas the economic situation will probably limit such service to four or six hours daily at first; that it may be eight to ten years before facilities will be developed capable of networking color television.

Asked if AM, FM, television and facsimile broadcasting operations could or should all be carried on by a single operator, Dr. Jolliffe said that if a company has licenses for all those services they certainly should be coordinated. He emphasized that a broadcaster has no preference with the FCC for receiving a license for any other service except that his record of public service in sound broadcasting might be an admissible consideration.

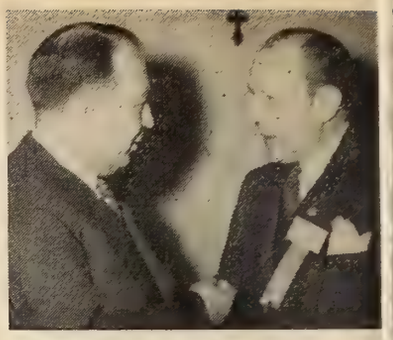
Sarnoff Views Future

Sounding a note of warning to the television broadcasters that industry differences must be resolved if America is to lead in developing the new art, Brig. Gen. David Sarnoff, on leave as president of RCA, asserted before the delegates attending the annual banquet that America excels the rest of the world technically in the field.

"In the matter of planning for the use of television, however," Gen. Sarnoff added, "I believe that England is far ahead of the United States. Unless such remaining differences as may exist within the industry are composed, and unless the United States procedes with its planning for a public service of television as soon as the war is over and as soon as materials and the necessary frequencies are made available, I believe that England will once more take the lead in the establishment of television as a public service."

Gen. Sarnoff said that interest in television is worldwide and that the country which pioneers in its development will be the one to establish its designs, its patterns and its standards.

Comparing television to broadcasting, Gen. Sarnoff said that he believed the former to be a greater art. "But I do not believe the two are mutually competitive or mutually exclusive," he added. He reviewed briefly his personal relationship to the art of broadcasting, beginning after the last war and appealed to the delegates to devote all their efforts to the early conclusion of this conflict.



CHESSER M. CAMPBELL, recently elected to the MBS Board succeeding the late W. E. Macfarlane, and vice-president of WGN Chicago, talks with Lewis Allen Weiss, vice-president and general manager of Don Lee, executive vice-president of Mutual, and vice-president of TBA.



THEY CAME from all walks of radio life to attend the TBA sessions (l to r): Ken Berkeley, manager, WMAL Washington; Charles Brown RCA Camden; Charles Hammond, NBC New York; Ted Streibert, vice-president of WOR New York, and executive vice-president of Mutual.

WMAL Grid Exclusive

TWO-YEAR contract for exclusive broadcast privileges, both at home and abroad, on football games of the Washington Redskins pro team has been signed by WMAL Blue Washington outlet, it was announced last Wednesday by K. F. Berkeley, general manager of the station. Harry Wismer, Blue sports director, will handle play-by-play. WMAL has aired the pro games during the past two years.



"WILD AND SWEET - THE WORDS REPEAT"

Then pealed the Bells more loud and deep:
"God is not dead, nor does He sleep!
The wrong shall fail, the right prevail,
With Peace on earth, good will to men."

H. W. LONGFELLOW

A Clear Channel — 1070 Kilocycles — 5000 Watts
National Representatives: **John Blair & Company**

A Mutual Station **WIBC**

INDIANAPOLIS, INDIANA
Owned and Operated by *The Indianapolis News*

FRENCHMEN CAN BE WRONG

John Royal Says It Isn't Quite True What They Say About French Video

LATEST chapter in the can-you-see-stuff-in-French-television intrigue, co-sponsored by NBC and CBS, was written by John F. Royal, television vice-president of the latter network during the TBA convention in New York last week.

Varied Opinions

To relate this in its sequence, and arrive at the royal kick in the pants with a proper respect for radio dramatic technique, one must recall first that NBC and CBS do not see eye-to-eye about television. They have, one might say, iconoscopia, a dreadful optic affliction induced by looking through the wrong end of a cathode ray tube.

CBS, it is generally known, wants television to go upstairs in the spectrum, convinced that further experimentation in the higher frequencies is necessary before television is ready for presentation to the public. NBC, willing to work its way upstairs eventually, wants to start downstairs and give the people a look now.

Of recent date, Edward R. Murrow, CBS representative in London, planed over to Paris and returned with glowing stories that television a la Francaise made our video look like a dull Saturday night with the old stereoscope. In France, he reported, engineers were working with 1000-line reproductions in the higher frequencies and would be ready to go full tilt as soon as the war was over.

Anyone who knows networks can deduce that this was inflammatory stuff over at NBC, especially around the photography shop. NBC has been experimenting in both upper and lower strata of the spectrum but wants to start below, reproducing with something between 400 and 500 lines. Most televising now in the U. S. casts an image of 525-line dimension.

Well, it seems John Royal has a boy over in Paris, too. He's John MacVane, and Mr. Royal hastily cabled John to get the low-down on the high frequencies. MacVane's response was read at the TBA convention by Mr. Royal, not without a certain amount of smugness.

It reported, in summary, that Mr. MacVane had talked with one Jean Guignebert, director general of French radio, and that Mr. Guignebert had denied emphatically that French television had made tremendous forward strides during the occupation. In fact, he implied that it was moving at a dogtrot. Mr. MacVane quoted him as saying, "I believe it will take us at least four and probably more years of experimentation with 1000-line high frequency television before it will be practicable for the public." And also: "At the moment France is not ready even to go ahead with 450-line television on a minor experimental scale."

IT TAKES KNOW-HOW AND PRESTIGE



TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. **WBIG** CBS

GREENSBORO, N. C.

Represented by Hollingberry

TBA AWARDS

FOLLOWING are the awards made by TBA to individuals and organizations for outstanding acnievements in the science of television. The awards were presented at the first TBA annual banquet, Commodore Hotel, New York, Dec. 11, by Paul Raibourn, Paramount Pictures Inc.:

ENGINNERING

First award to **Vladimir K. Zworykin**, RCA Laboratories, for development of the iconoscope and the storage principle of picture pickup, resulting in the first practical television pickup equipment. Coordinate awards to **Philo T. Farnsworth**, Farnsworth Radio and Television Corp., Ft. Wayne, for work on television scanning methods and the electron multiplier; **Lloyd Espenscheid**, Bell Telephone Laboratories, for adapting the coaxial cable to transmitting wide bands of radio frequency suitable for modern television; **Dr. Peter Goldmark**, CBS New York, for work in the development of motion picture pickup equipment and electronic analysis and control of equipment for color television; **F. J. Bingley**, Philco Radio and Television Corp., for improvement in contrast of television pictures through flat face tubes and experiments on link operations, particularly as regards outdoor events; **Dr. Allen B. DuMont**, Allen B. DuMont Laboratories, for the development of the cathode ray tube to a satisfactory commercial instrument of television control and reproduction.

PROGRAMS

First award to **WABD New York**, Allen B. DuMont Laboratories, for making its facilities available to all for study of the correlation of economic and artistic problems of television production, received by Sam Cuff, manager: to Stations **WNRT New York, WRGB Schenectady** and **WPTZ Philadelphia**, owned respectively by NBC, GE and Philco, for the first examples in the world of network operation and resulting division of program cost. Awards received by John Williams for WNBT; Robert Gibson for WRGB and Paul Knight for WPTZ. To **WCBW New York**, CBS, for successful lifting of a radio broadcasting program usually heard in sound only, to the field of visual and sound entertainment. The program, *The Missus Goes a-Shopping*, award received by Worthington Miner. To **W6XYZ Hollywood** for the introduction of motion picture techniques to television programming, received by Klaus Landsberg.

GENERAL CONTRIBUTION TO TELEVISION

First award to **Brig. Gen. David Sarnoff**, on leave as president of RCA, for his initial vision of television as a social force and the steadfastness of his leadership in the face of natural and human obstacles in bringing television to its present state of perfection.

OTHER AWARDS

To **Dr. W. R. G. Baker**, vice-president, GE, for his leadership in standardizing television through the National Television Systems Committee and through the Radio Technical Planning Board; **David B. Smith**, Philco, for his work on the NTSC and his planning of television future as panel chairman with the RTPB; **Dr. A. N. Goldsmith**, consulting engineer, New York City, for his work on the NTSC and the RTPB and his vision of the relationship of the motion picture and television.

Members of the Committee on Awards were Mr. Raibourn; Fred R. Lack, vice-president, Western Electric Co.; Eric Hodgins, vice-president, Time Inc.; Orestes Caldwell, editor, *Electronic Industries;* C. E. Butterfield, Science Editor, Associated Press; Bruce Robertson, New York Editor BROADCASTING.



"TO MARKET, TO MARKET, TO SELL A FAT PIG!"..

AMERICA, as never before, is geared for mass-production. The extent to which we achieve mass-consumption will be the measure of our prosperity. The greatest replacement-market the world has ever known must be supplied with efficiency and dispatch. New brands, new kinds of products, the output of new industries, must flow smoothly, in volume, through retail outlets.

Radio is a major, and indispensable, factor in the cycle of present-day distribution. The stations of Westinghouse are alerted to the challenge of our expanding economy. Ready with new ideas, new program and selling techniques, which will move your product from factory to consumer with maximum speed, minimum cost.

Make no mistake about it, competition is alive and stirring. NBC Spot Sales will help you to get a head-start in coping with it — by effectively beaming your selling to the 18,000,000 thriving, commodity-hungry, but discriminating citizens in Westinghouse primary areas.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • WGL

REPRESENTED NATIONALLY BY NBC SPOT SALES

Chinese, Soviet Postwar Video Plans Charted by Representatives to TBA

TELEVISION for the masses, to be employed mainly as an educational implement, is foreseen in Russia and China by representatives of those two nations attending the TBA conference.

Gregory L. Irsky, chief engineer of the motion picture industry of the USSR and now visiting the U. S. as a member of the Soviet Government Purchasing Commission, believes that the first use of video in his nation will find thousands of villagers throughout the great nation viewing images cast upon huge screens erected in population centers.

Crowds a Problem

"We have always had a problem in handling crowds at our great pageants and parades," Mr. Irsky pointed out. "For example, when we have the great celebrations honoring Lenin in Red Square, thousands visit Moscow for the spectacle. With television screens erected in the squares of Russian villages, we hope to bring such spectacles, which do much to anneal national unity, to the people."

Mr. Irsky said he visualizes the development of the art in his nation as threefold, with motion pictures, radio and television representing three distinctly different media. "I do not agree," he stated, "that the three shall be moulded into one, or that one shall smother the other."

He pointed out that his mission in the U. S. now is to purchase equipment for further research in the field. He said emphatically that he believed television should be "given to the people as quickly as possible". Commenting on the theory that television should wait until further technical advances had been made, he quoted a Russian proverb which, translated, means: "The best is always an enemy of the better."

Representing China at the TBA sessions was T. Y. Lo, of the China Motion Picture Corp. Mr. Lo said that the resources of his people were, as a result of the war, so depleted now that television could not develop immediately in China as a mass instrument.

"There will be nine or ten years of rehabilitation in China," he pointed out. "Until that time has passed, and until the national living standards have been improved, the average Chinese could not buy an expensive receiver. Consequently we see television developing first in our country as an educational instrument, with screens placed in libraries and other places of assembly. It will not, in that stage, carry entertainment as such, but be utilized totally for rehabilitation and education."

The war has arrested the forward movement of the art in China, Mr. Lo emphasized, and at this time China actually has no television. He added, however, that he and others, on assignment, are following closely the progress of the industry in this country, and are hopeful that they can rely upon American markets for the purchase of the equipment they will need for postwar construction.

Two regional engineers of the Canadian Broadcasting Corp. asserted that Canada, at present, has no television and looks to the U. S. and other powers of the world for leadership. One of the Canadian delegates, Norman R. Olding, CBC regional engineer in Vancouver, B. C., said that the his Canadian colleagues believed the time had come to make television available to the public, and that such a move should be made with all the speed that equipment shortages would permit. He was accompanied to the TBA convention by L. L'Allier, CBC regional engineer for the French-Canadian section in the province of Quebec.

John F. Shaughnessy

JOHN F. SHAUGHNESSY, 55, designer of some of Adm. Byrd's wireless equipment, died Dec. 9 at his home Hollis, Long Island. Mr. Shaughnessy, a radio research expert, served in the Navy during World War I as a radio technician. A native of Canada, Mr. Shaughnessy came to the United States as a child. In 1926 he moved to Richmond Hill to operate WAGH, now WABC, and in 1928 he formed an association with Maj. Edwin H. Armstrong in experimental work at Columbia University. Since Pearl Harbor he had conducted classes for young people at Hollis in radio code and transmission.

Deletes Plugs

LOCAL Chicago advertiser, Peter Hand Brewery, in cooperation with the OWI went all out to help the drive for 17,000 more war workers by deleting all commercial messages from its four shows last week. The firm also built the plots of *The Crime Files of Flamond*, 9:30-10 p.m. Tuesday and *Mystery House*, Sunday 9:30-10 p.m., both on WGN, around the subject. A new song, "Fire Power to Eisenhower" with music and lyrics by Harry Frohman, Richard Platt and Fred Levings, all of the WGN staff, was introduced on *Say It With Music* 6:45-7 p.m. Thursdays.

Barbasol Expands

BARBASOL Co., Indianapolis, in a gradually expanding spot campaign for shaving cream which started Nov. 8 in 30 markets, is using quarter-hour, 10-minute and five-minute musical programs, sports and news programs and one-minute and chain break live and transcribed announcements on about 60 stations. Campaign is in addition to the Gabriel Heatter program on Sundays, 8:45-9 p.m. on 170 MBS stations. Agency is Erwin, Wasey & Co., New York.

CONFIDENTIALLY- The Fact Is

KFNF

"The Friendly Farmer Station"

SHENANDOAH — IOWA

Iowa's Pioneer Farm Station (Est. 1924) has, in the past 41 months
November, 1944 against June, 1941

Increased Net Time Sales

764.5%

An increase of this amazing proportion, sustained over such a prolonged period, is final proof of a known fact—KFNF's drive to dominance of the farm market around Shenandoah is soundly based on a policy of exceptional service to both listener & sponsor. We believe this explains why, for the farm market around Shenandoah, INFORMED sponsors choose . . .

KFNF

1000 Watts "The Friendly Farmer Station" 920 KC.

For availabilities write or wire direct to Frank Stubbs, Mgr.,
KFNF Inc., Shenandoah, Iowa

Completely Covers the KHQ Vast Inland Empire





Reflecting Prosperity. Here, one of the 104 sawmills, in an area containing the world's largest mills, casts its reflection in the still waters of the Spokane. Lumber production for the first 9 months of 1944 totaled 2,935,166M board feet.

Your sales, too, reflect the prosperity of the Inland Empire when KHQ carries your message. It covers completely this Empire by the Lakes — all at the cost of just one medium. No other single medium in this entire area can make this claim.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.


SEASON'S
GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	BLU
KARM	Fresno	CBS
WJR	Detroit	CBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFAB	Lincoln	CBS
KFOR	Lincoln	BLU
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	CBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	BLU
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KHQ	Spokane	NBC
KGA	Spokane	BLU
WMAS	Springfield	CBS
WAGE	Syracuse	BLU
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

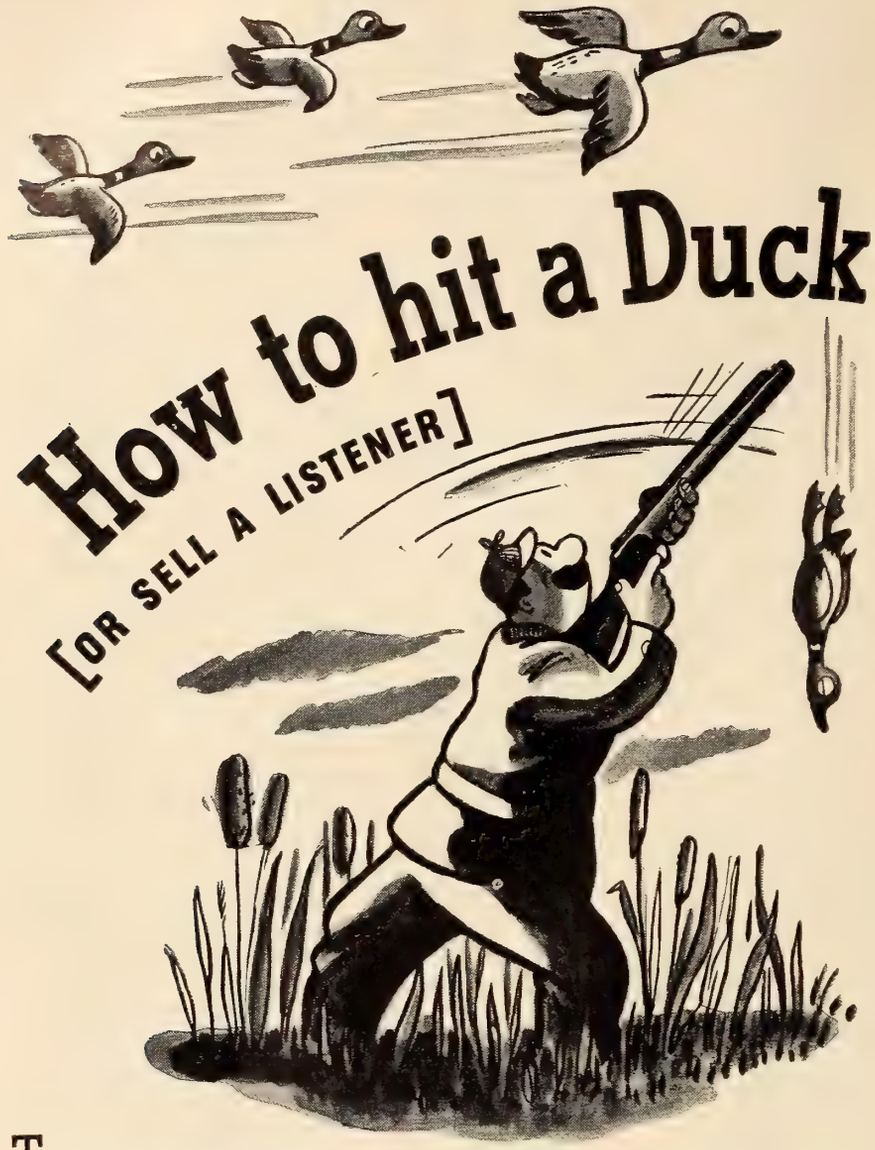
THE TEXAS QUALITY AND YANKEE NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO.

INCORPORATED

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO



How to hit a Duck

[OR SELL A LISTENER]

To hunt duck successfully, first find your duck. And when you shoot, aim—like our expert above—not where the duck *was* but where he's *going to be*.

In radio advertising, too, find your listener first—and when you shoot, aim where that listener is going to be.

There's a big flock of radio listeners waiting for you in the Middle West—and you can shoot where they're going to be by aiming your selling message over WENR.

For this clear-channel station's powerful 50,000-watt voice reaches more listeners than any other major Chicago station—3,524,000 families — 13,000,000 individuals —One Tenth of a Nation!

We've got slews of facts and figures, graphs and charts, case histories and sales records to show you how other advertisers are using WENR to build sales *economically* in the Middle West. Any Blue Spot salesman will be happy to demonstrate how *you* can do the same.

WENR

SELLING ONE TENTH OF THE NATION!

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • WASHINGTON • PITTSBURGH • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT

Radio's Bond Aid Lauded by Ludlam

OWI Bureau Chief Tells of Industry Contribution

PRELIMINARY estimates of radio's support of the Sixth War Loan drive show it to be the greatest campaign contribution to date according to figures compiled last week by the OWI Domestic Radio Bureau whose chief, George P. Ludlam, highly praised not only the quantity of time donated and the person involved, but mentioned particularly the high calibre of the material aired.

Commenting on the figures which show 20% more circulation than in any previous campaign, Mr. Ludlam said, "We are tremendously gratified at radio's wholehearted cooperation in the War Loan drive—particularly at the high calibre of that cooperation, as revealed in our monitory reports. All here feel—and I know that the Treasury shares this view—that all connected with the radio industry, advertisers, networks, stations, talent, writers, directors, producers, all who have had a part in getting the Sixth War Loan on the air, are entitled to view their contribution with the pride that comes from a big job well done,"

Only a Part

Radio's actual part in the campaign is greater than the figures reveal, since, Mr. Ludlam emphasized, they do not represent the entire contribution but only that portion contributed through the regular OWI radio allocation plans. More than 50% of the regular allocation facilities were devoted to the War Loan, producing over 1,675,000,000 listener impressions, the Radio Bureau's index of circulation.

The specific OWI allocations were, 393 network programs during the four-week period under the Network Allocation Plan, an additional 221 network shows under the Special Assignment Plan, 203 programs under the National Spot Allocation Plan and 75,012 transcribed announcements under the Station Announcement Plan.

As to the quality of the messages, the Bureau's monitoring reports for the first two weeks of the drive rate 45% of the messages "excellent", 33% "good", 17% "fair" and only 5% "poor".

FM Primer

TO HELP educators interested in establishing FM stations, a primer of facts, figures and ideas about the educational uses of FM broadcasting, "FM for Education", has been published by the U. S. Office of Education, Federal Security Agency. The primer was written by William D. Boutwell, until recently director of the information and radio services of the Office of Education, assisted by Ronald R. Lowdermilk and Gertrude G. Broderick. It may be purchased from the Superintendent of Documents, Government Printing Office, Washington, for 20c.

YOU MIGHT WIN EVERY TIME, AT DICE*—



BUT—YOU CAN'T "ROLL" INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the figures for 3:00 P.M. to 6:00 P.M., Monday through Friday:

3:00 P.M.—6:00 P.M.

WKZO	50.5%
STATION B	17.1%
SIX OTHERS	25.7%
MISC.	6.1%

No, nobody expects any form of advertising to be a "sure thing", or even wants it to be — because sure things *never* have spectacular returns even for unusual skill or good fortune.

But there's no use betting your dough against *certain loss*—and that's what you do if you "gamble" on covering Western Michigan with any station or combination of stations in Chicago or Detroit. It just can't be done, and we can prove it to you. The *only* good bet in Western Michigan radio is to buy coverage right here in the territory.

Once an advertiser realizes *that*, the next logical step is to use WKZO. We'd be mighty happy to tell you *why*—with true facts, and no bologna. *May we?*

* Though the odds are actually 351 to 244 against the man rolling the dice!



WKZO

5,000 Watts
590 KC
CBS

KALAMAZOO

strongest selling force in Western Michigan
Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Supreme Court Will Review WOW State Tribunal Reversal

Writ of Certiorari Granted; Gillin, Woodmen Contend Decision Contrary to Federal Law

ONE OF THE most unique cases in radio history, transfer of WOW Omaha by the Woodmen of the World Life Insurance Society to Radio Station WOW Inc., headed by John J. Gillin Jr., will be reviewed by the U. S. Supreme Court. Involved is the question of a state court setting aside a grant of the FCC.

In granting the writ of certiorari, the Supreme Court requested counsel to discuss in their briefs and oral arguments the questions: (1) whether the judgment is final within the meaning of Sec. 237 (b) of the Judicial Code (relating to writs of certiorari) and (2) whether the Federal questions raised by the petition for certiorari were properly presented in the record. The Solicitor General was invited to file a brief *amicus curiae* if he were so advised.

Drew Wide Attention

Transfer of WOW, approved Dec. 15, 1942, by the FCC, drew nationwide attention because of its unusual lease-arrangement and because a certificate holder in the Woodmen of the World, Dr. Homer H. Johnson of Lincoln, Neb., filed suit to enjoin the transfer.

On Oct. 3, 1942, the Society and Radio Station WOW Inc., of which Mr. Gillin is president and general manager, entered into a 15-year lease whereby WOW Inc. was to pay the Woodmen $8,100 per month rental for the first three years and $5,600 per month for the next 12 years. There was no recapture or reversionary clause in the lease.

Application for consent to assignment of license to the new corporation was filed with the FCC on Oct. 7, 1942 and on the following Nov. 23 Dr. Johnson filed his suit in Douglas County District Court, charging the rental income was inadequate. On Dec. 15, 1942 the transfer was granted by a 4-3 vote, Chairman Fly and Commissioners Craven, Case and Payne voting for the transfer and Commissioners Durr, Walker and Wakefield dissenting.

On Jan. 5, 1943 the Society and WOW Inc. filed a joint petition with the Commission, asking that the effective date of the transfer be extended, pending outcome of the state court litigation, but on Jan. 12 the FCC denied the extension, thereby making the assignment of license effective.

The Douglas County District Court dismissed the suit, holding there was no evidence of fraud as charged by Dr. Johnson. On appeal, the Nebraska Supreme Court last March reversed the lower court, holding that the lease be set aside and that license to operate WOW be returned to the Woodmen of the World [BROADCASTING, March 20]. Motions for rehearing were denied in a decision handed down on May 26.

Petition for a writ of certiorari pointed out that the Supreme Court of Nebraska, in a 4-3 decision, found no actual fraud by the officers and directors of the company, but held that the transaction should be set aside because of certain features of the arrangement which the Court regarded as constituting "legal or constructive fraud". Grounds for the action as set forth by petitions were:

(a) Lease was not "a good deal for the Society, because only $74,000 a year was being received from the assignees of the radio license"; (b) that assignor's president "because of his close friendship for Gillin", admittedly responsible for its success, "prompted the organization" of the assignees corporation by Gillin and his friends; (c) that "Gillin obtained a one-fourth interest in this 15-year lease for a nominal investment and in addition thereto, in effect, a $25,000 bonus . . ."; (d) that the Society in return "obtained an extremely excessive reduction in its income . . . and a lease, the terms of which are grossly inadequate to protect it . . ." and (e) that there was "little security back of" the lease and assignment because of the capital stock structure of the assignees corporation.

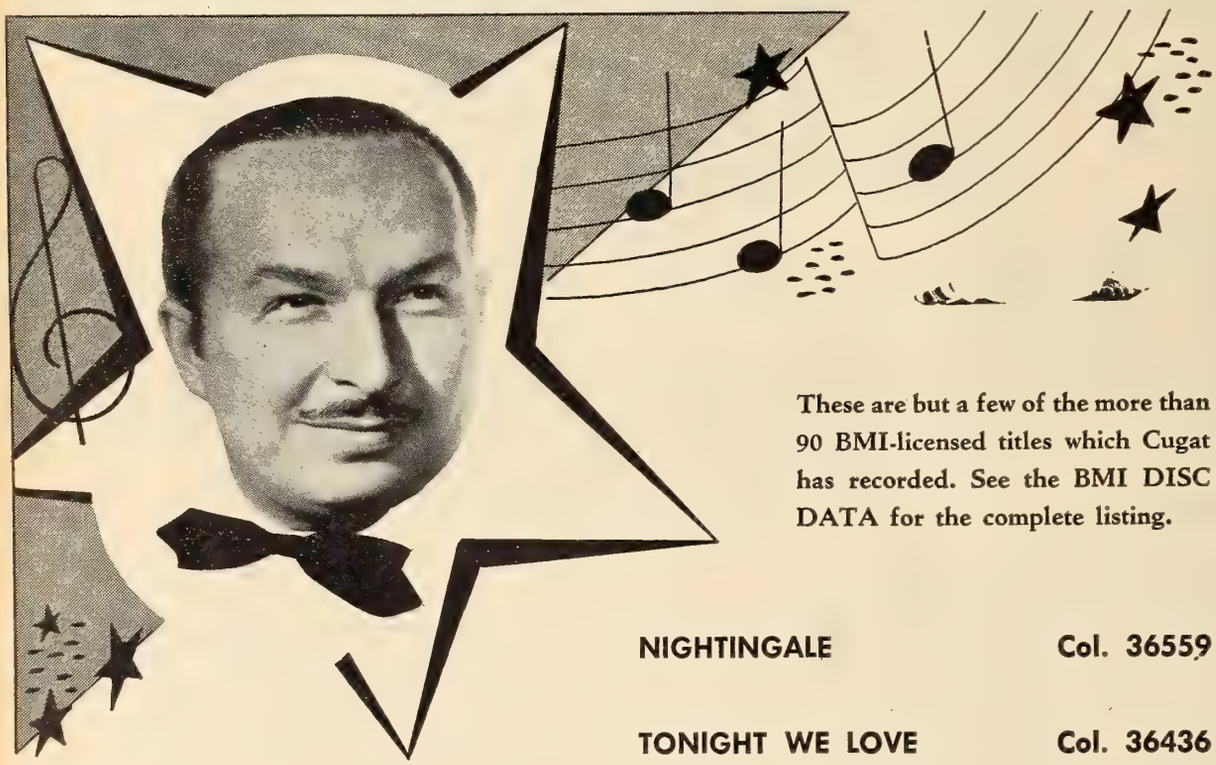
Reasons Cited

Reasons for a writ were listed as follows:

(1) Court below canceled radio station lease which had been found unobjectionable by the FCC. (2) Under guise of a finding of constructive fraud, decided issues of public as well as private concern, over which the Communications Commission was vested by Congress with primary jurisdiction. (3) Respondent's remedy was to intervene before the FCC, and if dissatisfied, institute action before three-judge Federal Court, under Sec. 402(a).

"The questions are of importance and substance," said the petition. "They involve nothing less than the power of the FCC effectively to control the transfer of radio stations. The rulings below, if allowed to stand, will encourage a multiplicity of suits and result in conflicting court decisions in a field where the public interest demands uniformity of administration through a single Federal commission. The danger of such litigation is accentuated by the keen competition caused by wartime restrictions on new equipment, as well as by the newly developed techniques of FM and television."

Should the Nebraska Supreme Court decision be permitted to stand, petitioners pointed out, the Society gets back all its physical equipment but has no license to operate, whereas WOW Inc. will have a license but no physical equipment and no way of obtaining any for the duration of the war.



Xavier Cugat

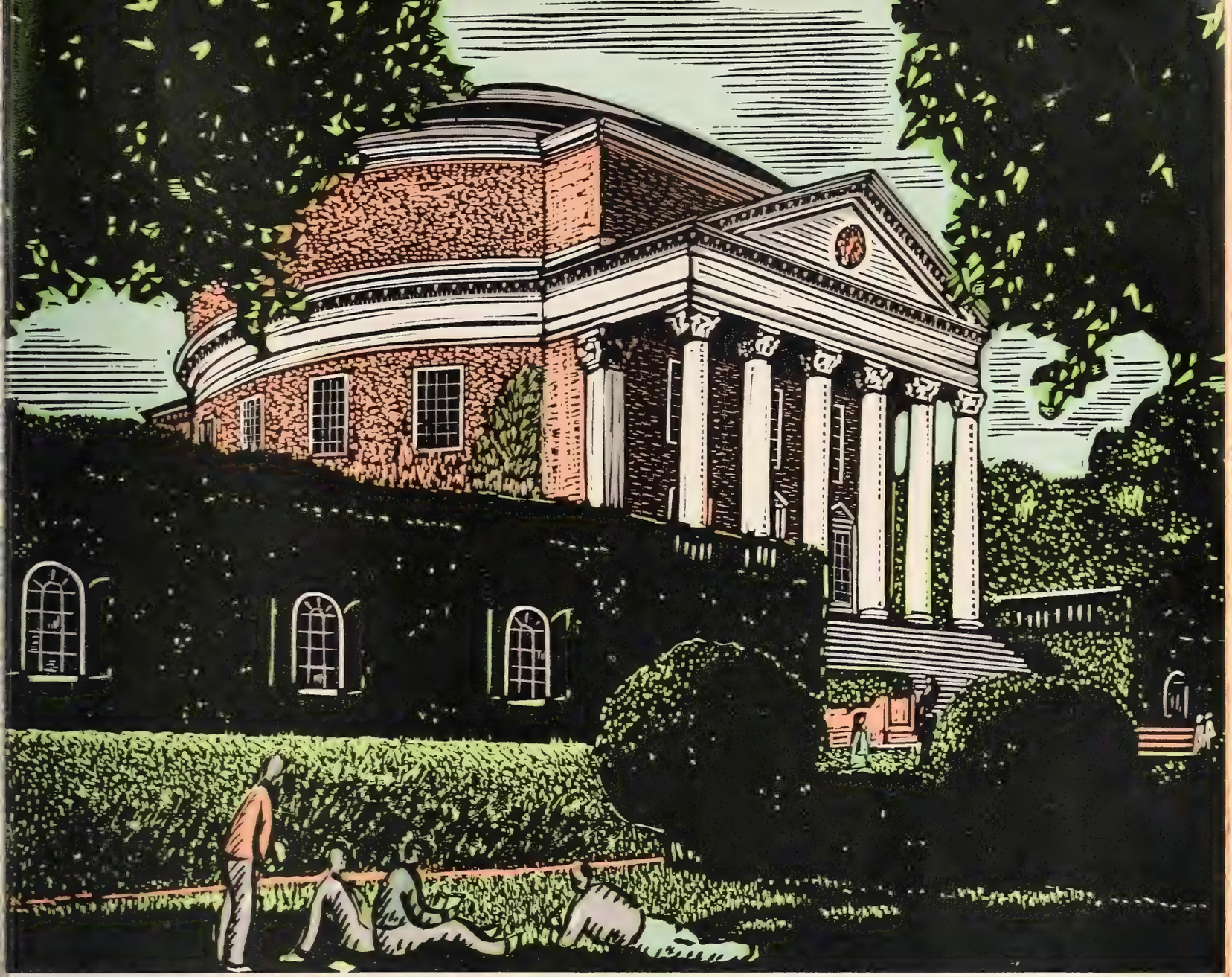
Smiling, good-natured Coogie has been largely instrumental in popularizing the rumba and conga in America. Today the name of Cugat is synonymous with the sultry rhythms from below the border.

These are but a few of the more than 90 BMI-licensed titles which Cugat has recorded. See the BMI DISC DATA for the complete listing.

NIGHTINGALE	Col. 36559
TONIGHT WE LOVE	Col. 36436
PEANUT VENDOR	Col. 35799
ADIOS	Vic. 26794
NOCHE DE RONDA	Vic. 27465

BMI

NEW YORK CHICAGO HOLLYWOOD



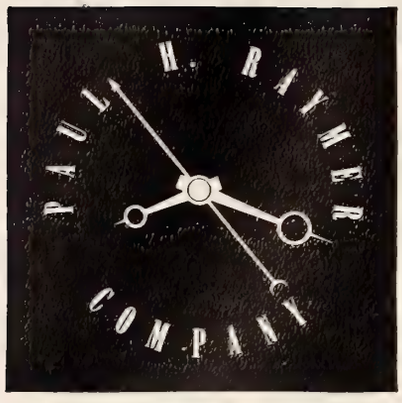
ROTUNDA, UNIVERSITY OF VIRGINIA AT CHARLOTTESVILLE
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

"I AM CLOSING THE LAST SCENE OF MY LIFE...

. . . by fashioning and fostering
an establishment for the instruction of those who come after us." Thus spoke Thomas Jefferson,
father, founder, and architect of the University of Virginia . . . the famous Rotunda of which is illustrated.
He also endowed this beautiful temple of learning with the flame of "illimitable freedom of the human mind"
. . . and it is interesting to note that for thirteen years after its inception WRVA
broadcast regular educational programs from this famous old institution of learning.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK

WRVA



A Decade with

WRVA

Our association with WRVA, Richmond,
extends over a ten-year period. We are proud to have played
a part, as National representatives, in the deserved growth
and success of WRVA which today is one of the
most outstanding and effective
stations of the South.

PAUL H. RAYMER COMPANY · RADIO STATION REPRESENTATIVES

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO · LOS ANGELES

ACCOUNTING IS HUB OF RADIO

Importance of Coordinating Income, Expenses Told by Auditor of WOC, WHO

AROUND the accounting department revolves the life blood of radio according to an article titled "Radio Broadcasting Station Accounting" by William D. Wagner, auditor of Tri-City Broadcasting Co., licensee of WOC Davenport, Ia., and its affiliate, Central Broadcasting Co., licensee of WHO Des Moines, appearing in the July 15 *Bulletin*, publication of the National Assn. of Cost Accountants.



Mr. Wagner

In his article, copies of which are available from the NACA or Mr. Wagner, who headquarters in Davenport, the author gives a comprehensive picture of the important part auditing plays in the success of radio.

Little Thought to Problems

"A radio broadcasting station has cost, production, advertising, selling, sales promotion and other problems the same as other business establishments," wrote Mr. Wagner. "It also has an accounting department through which all these problems must eventually pass." He briefly traced the history of radio, told how little thought was given to accounting, and added: "Then dawned a new era, the beginning of what has developed into one of the nation's largest industries—advertising via air waves through the medium of commercial radio broadcasting stations."

In its accounting procedure a station must consider two factors, he pointed out: (1) what it should know, that operations can be successful and profitable, and (2) information regarding operations which must be furnished annually to the FCC. From those two factors "has evolved a somewhat standard system of accounting," he added.

Income is broken down by type, such as sale of time, talent, news service, wire facilities, etc. Time sales are divided into network and local and into programs and spot announcements, the latter being classified as live talent or transcription. Mr. Wagner suggested a further breakdown of time sales to include (1) national, (2) regional, (3) local.

Expenses generally are departmentalized, he explained, with four basic departments: technical, production or program, sales and administrative or general. All expenses, he added, are fairly stable except talent, copyright fees and program promotion.

"Most individuals would think that because of the determinable amount of cost of sales that a cost per unit of time of operation could be determined and selling rates predicated on such costs," wrote Mr. Wagner. "However, this would not be practical as a basis for establishing rates."

Mr. Wagner asserted that rates "at which a station sells its time must be based on other factors, and cost of sales, and selling and administrative expenses must be governed by income." He listed as factors the station's power and frequency, population and potential listening audience both in the primary and secondary areas, type of audience (urban or rural), whether station is a network affiliate, potential listening audience at different times of the day and night, on week days and Sundays.

Sales, technical and program departments each owe a responsibility to the accounting department, according to Mr. Wagner. When a contract is signed it should be in quadruplicate (if station contract is used), the original being retained by the sales department, one copy by the agency, a third copy to go into the station's correspondence file under the advertiser's name and the fourth to the accounting department.

"One important element must be kept in mind throughout this whole system," cautioned Mr. Wagner, "and that is that records are maintained in the name of the advertiser and not in the name of the advertising agency until the billings are completed and then the account receivable is maintained in the name of the advertising agency to whom the station looks for payment for the services rendered."

The sales department next makes out copies of "Schehule Information" with rate and time information. Copies go to continuity, publicity, program, transcription and to a clerk in the sales office. From that record the sales department clerk maintains daily card records of commercial shows.

Copies of the program schedules, issued daily by the program department, go to announcers and engineers. The technical department must keep daily logs (required by the FCC) in duplicate, the original being retained in the

(*Continued on page 56*)



Introducing Four Stations in Four States under the management of "The Friendly Group". Extending you a friendly hand for more business from these thriving communities.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.

THE FRIENDLY GROUP

WSTV STEUBENVILLE, O. JOHN LAUX, MGR. MUTUAL

WFPG ATLANTIC CITY, N. J. EDDIE KOHN, MGR. BLUE NETWORK

WJPA WASHINGTON, PA. JOHNNY CROFT, MGR. INDEPENDENT

WKNY KINGSTON, N. Y. LOU STEKETEE, MGR. MUTUAL

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

OUT-FLANKED

Your product IS out-flanked in the Hartford Market — unless you cover the entire trading area. WDRC — the basic Columbia station for Connecticut — gives you complete coverage of Connecticut's Major Market.

USE WDRC TO CONNECT IN CONNECTICUT

CBS

Powerful Popular WCAO The Voice of Baltimore

★ America's 6th City in Population.
★ Maryland's Oldest Broadcast Station.
★ Columbia Basic Outlet, Since 1927.
★ 5,000 Watts, 600 KC, Day and Night.

PAUL H. RAYMER CO.
National Sales Representatives
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

THERE MUST BE *Something Special* ABOUT OREGON

THESE FAMOUS FIRSTS CAN'T ALL BE ACCIDENTS



KEX is proud of these records . . . and proud to serve a market whose citizens are alert to every patriotic appeal.

"VOICE OF THE OREGON COUNTRY"

KEX

THE BLUE NETWORK
PORTLAND, OREGON

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER CO.

Jett Charges FCC Violates Own Rule In WOI Early Morning Special Grant

EARLY MORNING operation of WOI Ames, Ia., with power reduced to 1 kw, effective when granted Dec. 9 by the FCC by a 3-2 vote, is a violation of the Commission's own regulations, Chairman E. K. Jett pointed out in a dissenting opinion, in which Commissioner Norman S. Case concurred.

Concurring in the majority opinion that farm news and market information proposed to be broadcast by WOI "would be of special value", Chairman Jett wrote that the opinion disclosed "a number of other stations" in Iowa broadcast such information in the early morning hours. "Furthermore, the application may not be granted under the provisions of Sec. 3.87," wrote the chairman.

Sees Many Requests Ahead

"It is my opinion that a deviation from this rule will result in the flow of a large number of applications requesting similar treatment, which, if granted, would result in serious interference with broadcasting and the piecemeal repealing of this rule," he concluded.

Under the finding WOI, operated by Iowa State College, may broadcast from 6 a.m. to 8 a.m. during December, January and February and from 6 a.m. to local sunrise at all other times. KFI protested on the grounds that early morning operation would interfere with the KFI signal. Both stations operate on 640 kc with KFI the dominant 50 kw outlet and WOI a daytime station of 5 kw.

In its opinion the FCC said, the "service which this applicant proposes to render is shown to be of special value and of public interest". Operation of WOI at 6 a.m. on 5 kw would cause "substantial interference" with KFI, the conclusion stated, adding "a substantial service may be provided" without interference at 1 kw power.

Commissioners Durr and Walker, in a special concurring opinion, said they felt WOI's application should have been allowed in full and a special service authorization issued for operation at 5 kw from 6 a.m. to local sunset. The decision means, the opinion said, that WOI must go off the air from 8-8:30 a.m. in December, 8-8:45 during January and 8-8:15 a.m. in February.

Contending that the early morning programs of KFI "consist mainly of recorded and transcribed musical entertainment and advertisements, except for a news program carried at 6:15 a.m., and a national network program known as the *National Farm & Home Hour*," Commissioners Durr and Walker held, on the other hand, that the early morning market news proposed by WOI "may well decide for the farmer the very practical question as to whether he will spend the day hauling his produce to market or working on his farm."

Commissioners Durr and Walker wrote they were "not impressed with the testimony offered as to the general listener audience of WHO Des Moines, or with the fact that WHO also carries an early morning farm program." They pointed to a Commission general order adopted June 7, 1940, permitting all daytime and limited time stations to begin operation at 4 a.m., local standard time, and to revocation of the order by adoption of Sec. 3.87.

"We feel that in any case where a rule which we ourselves have adopted serves to defeat the public interest, such rule should be modified or amended, or repealed if necessary, to the end that public interest will be paramount," concluded the concurring opinion.

On Aug. 3, 1943, the Commission granted WOI special authorization to operate with 5 kw from 6 a.m. to local sunrise, but on protest of KFI the grant was set aside and application designated for hearing. Again the FCC granted the special authorization and on protest from KFI designated the case for oral argument, which was held last Nov. 29.

James G. Patton, president of the National Farmers Union, had written the Commission, urging that the WOI application be granted but that the FCC take no action until after the arrival of Paul A. Porter, nominated by President Roosevelt to succeed James Lawrence Fly, who resigned Nov. 15 as chairman [BROADCASTING, Dec. 11].

CBC Terms Expire

TERMS of three governors of the Canadian Broadcasting Corp., have expired, but new appointments have not yet been announced. Those whose terms are up are J. Wilfred Godfrey, K. C., Halifax lawyer; Very Rev. W. Eastland Fuller, Saskatoon; and Dean Adrien Pouliot, Montreal educator. Appointments for renewal of their three year terms or of replacements are made by the Canadian government.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

Wichita KFH



WICHITA IS DIRECTLY IN THE CENTER of the intersection of global over-land routes recommended as main arteries for postwar transport . . . for maximum economy, safety and favorable operating conditions.

With its four major airplane factories . . . its strategically located aircraft equipment plants . . . its conveniently based petroleum production and refineries . . . Wichita offers unlimited opportunity for expansion, with the already planned cooperation of city and state.

Wichita is looking forward to a great future in aviation; and forward looking advertisers are looking to Wichita and KFH for greater peacetime opportunities. Hooperated, too . . . See any Petry Office for details

KFH
WICHITA

CBS 5000 WATTS DAY & NITE CALL A PETRY OFFICE

WINN

LOUISVILLE



Basic Blue Network

Represented by
PEGGY STONE, New York
GEORGE ROESLER, Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

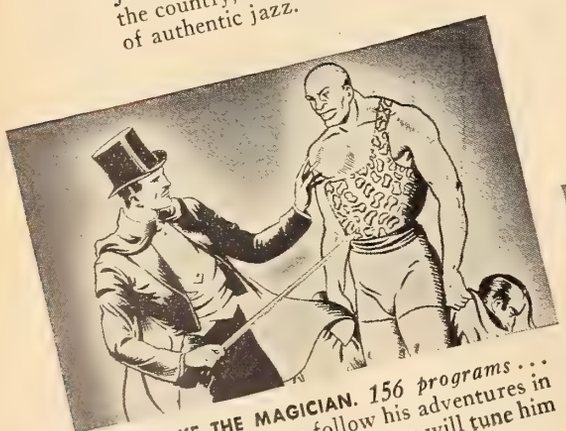
World's services to



CASA CUGAT. *156 programs . . . 15 minutes.* Cugat and his orchestra, chorus and vocalists in a high-style program of Latin rhythms.



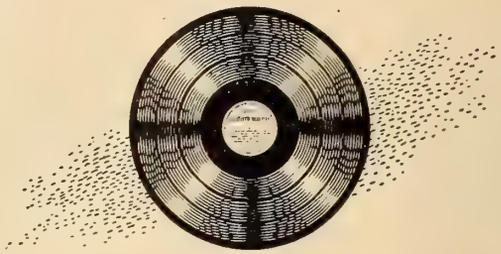
JAM SESSION. *156 programs . . . 15 minutes.* Jazz musicians, picked from bands all over the country, make this an "all star" program of authentic jazz.



MANDRAKE THE MAGICIAN. *156 programs . . . 15 minutes.* Millions follow his adventures in newspapers. Now millions more will tune him in on this fast-moving show.



SONGS OF PRAISE. *156 programs . . . 15 minutes.* Devotional music of distinction and dignity by the Hamilton Quartet, accompanied on the organ by George Broadbent.



The new WORLD FEATURES . . .

headliner radio shows at budget prices

Whatever the type of transcribed radio show you require – World has it available, or can "custom-build" it for you. World's unexcelled facilities, its resources of skilled writers, directors and producers and its years of experience are at your service. World, also, has top talent to offer you. As a subsidiary of Decca Records, Inc., World has access to many outstanding stars of stage, screen and radio.

The new WORLD FEATURES, only four of which are illustrated here, have met with wide approval. They are high calibre shows, built to fit all budgets, large or small. It will pay you to check with World FIRST when you are seeking a transcribed show. Not only is there a varied group of excellent World Features now ready to go on the air, but new Features are continuously in production. WORLD HAS THE FEATURE YOU WANT – OR CAN BUILD IT FOR YOU!

Special open-end shows on a syndicated basis

★ ★ ★

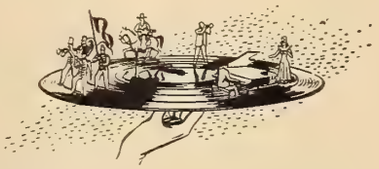
World is in a position to produce special open-end shows to meet your individual requirements and designed for specific markets or radio stations. Through syndication of these shows in all other markets World absorbs part of the costs. In this way are combined the advantages of your own open-end shows with the economy of the syndicated feature. We will be happy to give you further details of this plan.

★ ★ ★

Radio Broadcasters

World Program Service Library . . . an invaluable aid to stations in good programming

Keeping radio audiences continuously interested calls for resources far beyond the reach of most individual stations. That's why 300 leading stations use the famous World Library, giving them what they need to attract and hold audiences — as well as sponsors!



3700 SELECTIONS of the basic World Library cover every program requirement, from fanfares to complete shows. At least fifty new selections are added each month to keep programming up to the minute.



FAMOUS ARTISTS and big-name orchestras are featured on World Library transcriptions. Through affiliation with Decca Records, Inc., World has access to some of the most brilliant talent in the entertainment world.



CONTINUITY SERVICE. To help stations arrange interesting programs, World sends them carefully planned continuities — seventy-eight programs each week. These complete shows are ready to go on the air, as sustaining or sponsored productions.



FAITHFUL REPRODUCTION. World's Vertical-Cut Wide-Range transcriptions, developed by Bell Laboratories and Western Electric, are famous throughout the radio world for fidelity and clarity.

* * *

Full details on World's services will be sent upon request. Just write to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y. or to any World branch office in the cities listed below.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON

FIRST

with NATIONAL SPOT and LOCAL TIME BUYERS

Not just this year— But, every year, Continuously

WRC

Represented by NBC Spot Sales

Washington

WIP EXCLUSIVE
Servicemen Interviews Shortwaved Via BBC

UNDER an exclusive arrangement with the BBC, WIP Philadelphia interviews local servicemen and women now stationed on the western front, and shortwaves the programs via a special transmission channel, to its home studios which reairs them for regular transmitter pickup. WIP has the only shortwave length in Philadelphia for such work.

The 15-minute broadcasts, called *Transatlantic Salute*, are held every other Sunday at 3:15 p.m. To make sure that the families of those being interviewed are tuned in, WIP notifies them a few days in advance and also sends them recordings of the broadcast.

Paulsen Is Producer

Producer and announcer for the show is S/Sgt. Varner Paulsen, a WIP production man now in London with the Army Special Services. The equipment was bought about a year and a half ago at a cost of about $4,000. Then the studio began unwinding the necessary red tape and in two months the details were arranged, the program cleared, and the show went on the air. Though most of the broadcasts originate in London, the show has, on occasion, moved into France and down into Italy, via a special wire recorder flown into the field. At least once the wire recorder was flown hastily into France to "pick up" a participant who was shipped out between rehearsal time and the day he was scheduled to go on the air.

Hopper Case Retired

REVERSING a decision of the Los Angeles Federal Court in the $500,000 damage suit filed by Hedda Hopper, Hollywood radio-movie commenator, against Lennen & Mitchell Inc., and the Andrew Jergens Co. for alleged repudiation of contract, Circuit Court of Appeals in San Francisco last week ordered the case retried. Suit was instituted in the fall of 1942 and was the outgrowth of an alleged breach of two contracts by the agency.

Purely PROGRAMS

AT Midnight Dec. 24 WLW Cincinnati will air the traditional Christmas Mass, carried each Christmas Eve from the Cathedral of St. Peter and St. Paul in neighboring Norwood, O. From 11:30-12 Midnight station will present a program built around the theme, "Christmas, Past, Present and Future," with highlights including a Little Children's Choir in Chungking; an English choir singing traditional English carols; and the presentation of future holiday seasons when servicemen are home again. James Cassidy, WLW war correspondent on the Continent, has arranged a special broadcast for the occasion with servicemen in Europe singing "White Christmas".

* * *

WKY Xmas Shows

ON CHRISTMAS Eve, for 14th consecutive year, WKY Oklahoma City will broadcast the celebration of Midnight Mass from the Cathedral of Our Lady of Perpetual Help. *Women Commandos*, for second year, will be aired from the Crippled Children's Hospital and will feature a chorus of WAVES from local training station.

* * *

Ziv Christmas Series

FOR the pre-Christmas week of Dec. 17-23 Frederic W. Ziv Co., Cincinnati, has prepared a special Christmas program of the *Calling All Girls* transcribed series, consisting of Christmas music built around a special Yuletide party program.

* * *

WSPD Yuletide Show

WSPD Toledo will broadcast a musical and dramatic program at 10:30 p.m. Christmas Eve, featuring a 68-voice choir, a vocal trio and interpolations by members of the staff.

* * *

WFBL Special Event

WFBL Syracuse on Dec. 17 broadcast a quarter-hour portion of the two-hour exercises dedicating the municipal Christmas tree.

KYA Air Editorials

EDITORIALS on the air are given by Don Fedderson, manager of KYA San Francisco, as a public service to acquaint citizens and civic authorities with their public duty to make the city as attractive as possible to visitors. The first one-minute editorials, which are presented separately from the station's regular newscasts, stress importance of citizens inviting servicemen and women to their homes as guests for Christmas dinner.

* * *

KMPC Quiz

VIGNETTE of a city or state is clue for *Know Your America*, daily cash telephone quiz show started on KMPC Hollywood. Answer is given on the air, then five telephone numbers in Los Angeles area are called, with bonus of $10 in War Stamps, if person's answer is correct. Incorrect answer brings $1 in War Stamps.

* * *

WSBA Opera Notes

EACH Friday during the Metropolitan Opera season, Louis Vyner, executive director of WSBA York, Pa., conductor of the York Symphony and director of York's New School of Fine Arts, will air a program of notes and highlights of each opera, with stories about various Metropolitan artists he has known during his many years in the music world.

* * *

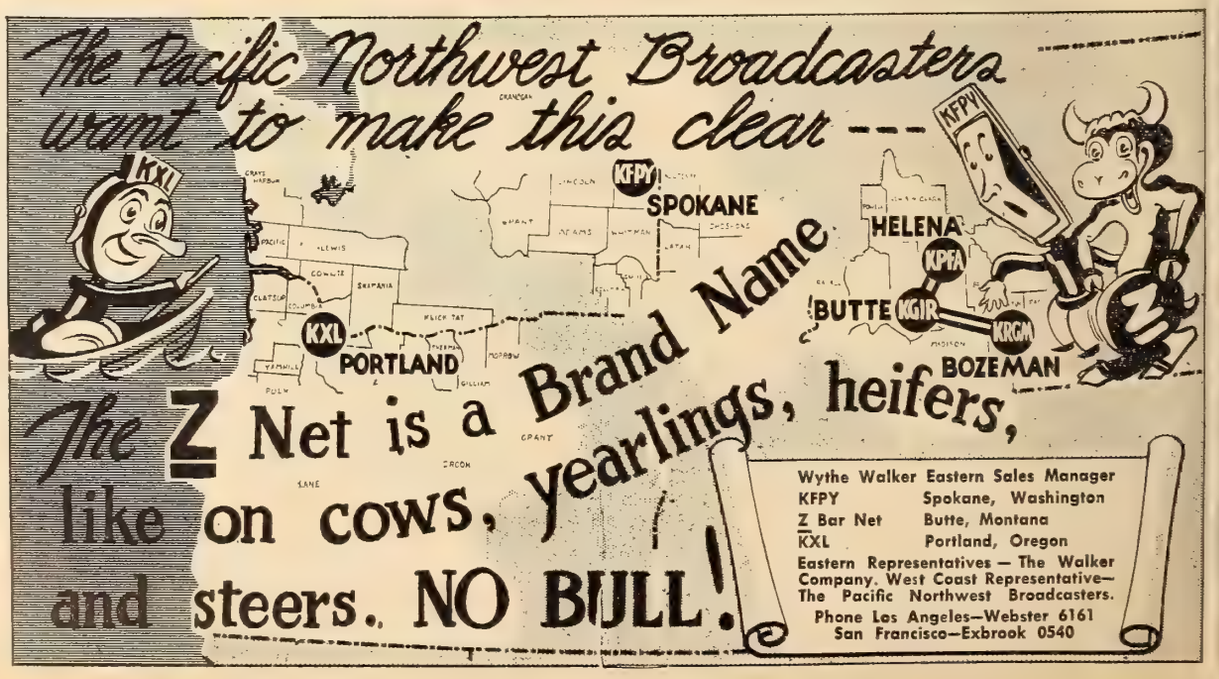
Education Show

COOPERATING with the Cleveland and Suburban Boards of Education, WJW Cleveland on Dec. 3 presented the first in a series of panel discussions from high school assemblies between outstanding educators. Dorothy Fuldheim, WJW news analyst and lecturer, is moderator. Programs are recorded several days in advance for the Sunday playback.

* * *

KSD Professors' Show

PRODUCED entirely by professors of Principia College, St. Louis, *Faces & Places in the News*, sponsored on KSD St. Louis by Florsheim Shoe Co., 9:45-10 p.m., features account of a place in the news and associated personality.





How to Have Fun with a Hooper

[ESPECIALLY IF YOU ARE THE BLUE NETWORK]

RIP open the envelope, and there it is: The Hooper daytime report for November.

You sit down and figure what it means. Research peers over your shoulder to make sure you don't get fancy with the figures. Research is a cold fish about figures. No imagination. If you're not careful, some one says: "That's not what the figures prove," and you're right back where you started.

However, go through the new daytime Hooper, and you come out with a scoreboard that even Research will go along with.

SCOREBOARD: QUARTER HOURS DAYTIME
DURING NOVEMBER

Blue gained listeners with 32, lost listeners or stood pat with 8.

CBS gained listeners for 26, lost or stood pat with 14.

NBC gained listeners for 24, lost or stood pat with 16.

Mutual gained with 14, lost or stood pat with 26.

This adds up to the inescapable conclusion that *Blue gained more headway on daytime shows during November than any other network.* It proves again that only a switch of the dial separates the three great networks.

Now go back to the front page of the Hooper and see what you missed: A note that Sardi's second quarter hour with an 8.5 (last November it was 5.9) is the Number 1 daytime show. CAB discovered that last week, now Hooper corroborates it. And Sardi's is the *only* daytime show among the first ten with commercial competition on the other two major networks.

So you can see why we have such fun with the Hoopers these days. Almost every Hooper that comes along gives us a lift because it indicates how soundly and steadily we are growing—getting a stronger and stronger hold on listeners. And our clients are being shown added reasons for cuddling up to their franchises. To put it bluntly, gentlemen, the Blue is *good business,* for it gives you the opportunity to sell goods at a lower cost of distribution:

1. Hooper puts us far out ahead of NBC or CBS or MBS on weekday mornings, and from 9:00 to 10:00 P.M.* Sunday night, and in other slots during the week when we have top shows.
2. In 561 U. S. counties where 81% of drugs are sold, and 77% of food; where 74% of the radio families reside; wherein are virtually all of the nation's big city areas, Blue has 90.4% coverage. NBC beats us with 98.3% coverage. But CBS is third with 89.9% coverage (all primary).

Now look at this: a nighttime half hour on the three networks bills so:

NBC	**$11,996.00**
CBS	**$10,886.00**
Blue	**$ 7,412.00**

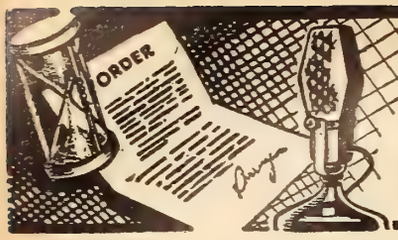
See what we mean about the Blue being good business?

MORAL: IT IS SOUND POSTWAR PLANNING TO HAVE A FRANCHISE ON THE BLUE, AND A TOP-NOTCH SHOW TO PUT INTO IT. YOU GET A GOOD BUY, AND YOU GET THE STILL MORE IMPORTANT ADVANTAGE OF BEING ON DECK WITH *THE NETWORK THAT IS GOING PLACES.*

*Except in the last report when Fidler's time went to James F. Byrnes

THIS IS THE Blue NETWORK

AMERICAN BROADCASTING COMPANY, INC



THE Business OF BROADCASTING

T-H-S PARTY

TAYLOR-HOWE-SNOWDEN Radio Sales were hosts at a cocktail party held at the Drake Hotel Dec. 8, which all of Chicago radioland attended. Jane Finegan of Sherman K. Ellis and Jack Willem of Leo Burnett & Co., were recipients of genuine Texas boots at the drawing. Guests were served tequila as well as tortillas, chili con carne and hot tamales, plus bags of citrus fruits to be taken home.

Banks on WHYN

HADLEY Falls Trust Co., Holyoke and Chicopee, Mass., Dec. 11 began sponsorship of Walter Compton, MBS commentator, on WHYN Holyoke. Commercials will alternate between promotion for the pay-as-you-go checking account, and institutional copy. A second bank, the Holyoke Savings Bank, has signed for sponsorship of *Music in the Air*, Monday through Friday 7:15 p.m.



A YEAR 'ROUND SANTA CLAUS

Not only at Christmas, but on the other 364 days, as well, WOAI consistently gives its vast listening audience the finest of NBC, TQN and local programs . . . and, as a result, gives its advertisers the most listeners—at the lowest cost—of any station in Central and South Texas.

To listeners and advertisers alike, a merry "year 'round Christmas!"

50,000 WATTS • CLEAR CHANNEL • NBC AFFILIATE • MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

KOA Hill-Billies

A NEW hill-billy show, *The Texas Valley Folks*, is being aired at 6-6:30 a.m. Monday through Friday and 10:45-11 a.m. Monday, Wednesday and Friday on KOA Denver. The group is now playing one night stands at theatres of the Fox-Intermountain chain.

Wright-Sonovox Shift

SHIFTING headquarters from Chicago to Hollywood, Wright-Sonovox Inc., producers of Sonovox (singing and talking sound), has expanded offices at 6331 Hollywood Blvd., Hollywood, and appointed Tracy Moore as western sales manager. Telephone is Hollywood 2151. Firm will continue to maintain Chicago and New York offices with Ward Hickock, vice-president and general manager, dividing his time between those cities and the coast. Mr. Moore, before making his new affiliation, was for more than three years western division sales manager of the Blue Network.

WFBL Employe Bonds

ON Dec. 7—third anniversary of Pearl Harbor—WFBL Syracuse sent each former employe now in the Armed Forces a V-mail letter announcing that a $25 War Bond had been purchased for him that day and would be given to him on his next visit home. There are 28 former WFBL employes now in the service.

Adventure Series

OMAR BAKING Co. is sponsoring *The Adventures of Omar*, half-hour juvenile transcription feature of Charles Michelson Radio Transcriptions, New York, on 20 stations in the Midwest, starting Jan. 1.

Havrilla Signed

ALBERT TURNER Factory Lofts, Jersey City, N. J., manufacturer of men's and women's clothing, has signed a 52-week contract with WHOM Jersey City for Alois Havrilla's five-weekly quarter-hour news commentary, the day after the start of the program under the station's new plan for increased English-language fare. Agency is Sawdon Adv., New York.

WBZ Home Forum

B. S. PEARSALL BUTTER Co., Elgin, Ill., on Dec. 12 began participation in *Mildred Carlson's Home Forum*, quarter-hour show on WBZ Boston. Contract for 52 weeks was placed by Schwimmer & Scott, Chicago.

Mail Order Santa

MONTGOMERY WARD & Co., Missoula, Mont., is sponsoring "Santa Claus" each afternoon at 5:15 on KGVO Missoula as part of its pre-Christmas promotion during December.

Grove on WISH

GROVE LABS., St. Louis, has signed for sponsorship of *Old Corral*, transcribed western musical series produced by Frederic W. Ziv Co., Cincinnati, on WISH Indianapolis. Agency is Donahue & Coe, New York.

Paper Co. Plans

NATIONAL PAPER PRODUCTS Co., a division of Crown Zellerbach Corp., New York, reportedly is planning to use radio for Nata-Pax, Nata-Pants, Nata-Clens disposable tissues. Wortman, Barton & Goold, New York, is the agency.

Maxwell Dane Named

HYGRADE Food Products Corp., New York, has appointed Maxwell Dane Inc., New York, new agency, to handle advertising. Meat products are promoted on a weekly participating program on WMCA New York, with show being piped to WEBR WXYZ WJW and WFMJ. Other stations with similar programs may be added in the near future.

Pied Piper

SAF-KIL RAT POISON Co., Benton Harbor, Mich., has started a campaign for Saf-Kil rat bait. O'Neil, Larson & McMahon, Chicago, is agency. Radio is said to be considered.

Jake Latham Is Named To Head WKRC Sales

WITH THE assumption of the general managership of WKRC Cincinnati, Herman Fast last week announced appointment of Jake Latham, veteran member of the sales staff, as sales manager. Mr. Fast previously had been promoted to succeed Kenneth W. Church who resigned a fortnight ago to become executive vice-president of WCKY Cincinnati.

Messrs. Fast and Latham have worked as a team since 1935, both



Mr. Fast



Mr. Latham

having joined WKRC the same year. In that year both were selling time and divided the Cincinnati market between them. During that decade, they saw many changes in the WKRC management, including shift from CBS, when the *Times Star* bought the station in 1939 from the network. WKRC then became a Mutual outlet. In June 1945 WKRC again joins CBS as a basic affiliate. The shift will be from WCKY, which has not yet announced its new network affiliation.

Besides this parallel radio history, both men are natives of Cincinnati and worked in sales before coming to WKRC. Mr. Fast was with Charles W. Breneman Co. of Cincinnati, the Berkey & Gay Co. of Chicago and General Outdoor Adv. Co. of New York prior to 1935. Mr. Latham sold automobiles and got a start with WKRC when he sold the then general manager a Cord.

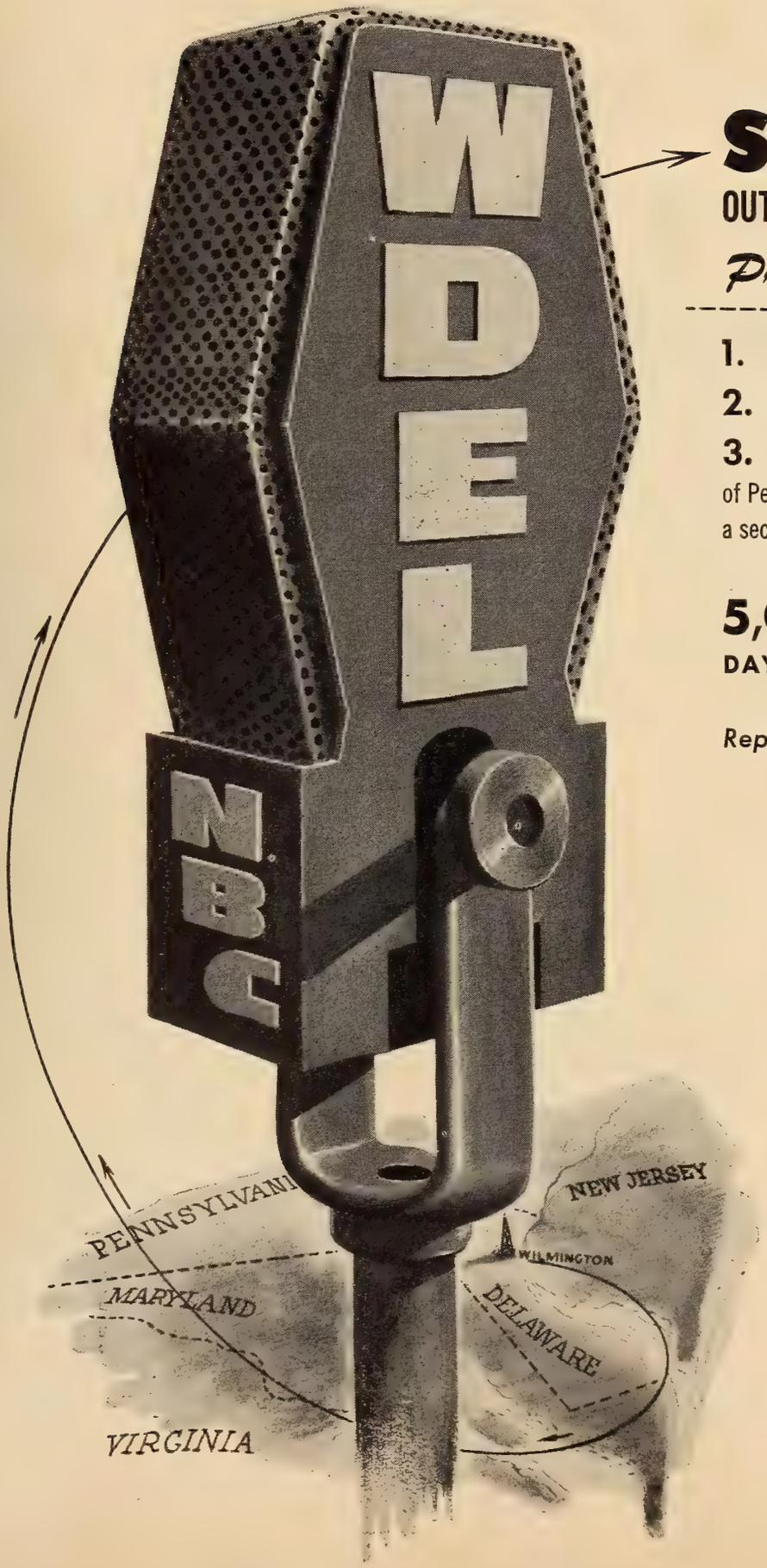
Swift Regional

SWIFT & Co., Chicago (Bland Lard), on Nov. 20 began sponsorship of a quarter-hour show, *Food, Fashion & Fiction*, featuring Willette Bacon, Monday through Friday on 16 North Central Broadcasting System stations. Contract for 4 weeks was placed by J. Walter Thompson Co., Chicago.

KWJJ 1000 WATTS 1080 KC
FULL TIME STATION
PORTLAND, OREGON
ABC NETWORK

STATION TIME
SPOT ANNOUNCEMENTS
CONTACT
Burn-Smith Company, Incorp.
551 Fifth Avenue
New York 17, N. Y.
307 N. Michigan Ave.
Chicago 1, Illinois
368 Chamber of Commerce Bldg.
Los Angeles 15, California

Wilmington, Delaware



SELLS BECAUSE OF ITS OUTSTANDING LISTENER LOYALTY

Proof

1. **NBC** Basic Network
2. Recognized for its leadership in NEWS
3. Covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia— a section rich in industry and agriculture.

5,000 Watts
DAY and NIGHT

Represented by **RAYMER**



BULGING BA

Baltimoreans Await An Opp
With $419,000,000 Of Sav



AMONG THE NATION'S LEADERS IN WAR BOND PURCHASE

In every War Loan Drive, Baltimore has been one of the first cities to go "over the top" and one of the leaders in percentage of over-subscription.

Purchases of "E" Bonds alone in Baltimore are estimated at more than $291,000,000—in addition to huge purchases of other types of "individual" bonds.

.TIMORE BANKROLLS

ortunity To Buy Your Product
ngs Accumulated Since 1940

SINCE JAN. 1, 1940 BALTIMOREANS HAVE SAVED:

"E" Bonds . . . $291,000,000
Savings Accounts . 89,029,000
Building Ass'ns. . . 39,355,000

TOTAL $419,384,000

Baltimoreans look toward "reconversion" with anticipation - - not apprehension! For, not only are there 116 different types of peace time industries looking for workers, but thrifty Baltimoreans have built up a backlog of over *419,000,000 dollars* in savings *since 1940!*

Baltimore is a great and growing market - - and for 25 years its growth has outstripped other Eastern seaboard cities.

For today and tomorrow - - it's a great place to invest your advertising dollars. And, of course, Baltimore's great advertising medium is WBAL.

★ **BASIC NBC NETWORK** ★

NBC

WBAL means business in Baltimore

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

Stand Up and Fight: II

IT'S STILL the same old refrain from James Caesar Petrillo—threats, intimidation, coercion and defiance of Uncle Sam. He has crushed the opposition from the President down in the recording fight. Now he starts the routine all over again by telling NBC and Blue that unless they hire AFM members as platter-turners, he will call a series of wild-cat strikes. The fact that the National Labor Relations Board has given NABET jurisdiction over platter-turners, except in Chicago, makes no difference to Jimmy—play his way or else.

Thus, the networks involved face a two-edged strike threat—from AFM if they don't go along with Jimmy, and from NABET, which has a Government ruling in its favor. Jimmy, to use the words of Blue President Mark Woods, will order "a series of wildcat strikes by withdrawing musicians from our programs at sporadic intervals."

There's no law to protect industry or public against labor monopolies, however highhanded they may be. That's because public opinion has not demanded it, and Congress is loath to act unless it knows the public's mind.

There's but one answer now, since all others have failed. Arouse public opinion! Let Jimmy do his worst. Let Jack Benny put on his program without music and tell the public why. Let Coca Cola fill in its Spotlight Band program with an explanation of why the words and no music. Let radio itself carry its case to the public. Let NBC and Blue call in their advisory committees of station executives.

Again we plead: Stand up and fight. It's high time to call Petrillo's bluff—before he essays to take over the combined operations of all stations and networks. Jimmy can defy the President and the courts. But can he defy the supreme court of public opinion?

Video Vision

TELEVISION had its debut as an entity last week. Some 1,000 interested people looked in on the Television Broadcasters Assn. first annual conference. They didn't see new or startling things. But they had plenty. Relatively few standard broadcasters were there. There were many delegates from motion pictures, equipment manufacturing, and, significantly, from advertising agencies. The vast majority were New Yorkers.

The standard broadcaster has a rightful heritage in the new developments which spring from the soil he has cultivated, but it will not come as a bequest. He must assert his purpose and stake his claim with the same courage which gave him leadership in aural radio.

Broadcasters have seen this year two conventions—FMBI and TBA—which, if they do not divide the ranks of leaders in this art, serve to divide its purpose. It would seem to be time that they, speaking through NAB take more than casual interest in tomorrow, even at the expense of today. Broadcasters cannot turn their backs on new developments. To do so is to turn their backs on destiny.

BBC's Kept Radio

FROM TIGHT little Britain the other day came a discordant radio voice. W. J. Haley, director general of the BBC, sought to put the quietus on reports that the BBC or any part of it would go commercial upon expiration of its charter next year.

But in so doing Mr. Haley, late of the *Manchester Guardian*, disparaged American radio. There is a conception of broadcasting, he said, that envisages it "as something to be exploited, something to make money out of". Then, he commented, "In our British wisdom, we have decided the other way * * * " [BROADCASTING, Dec. 4]. He said the BBC postwar three-ply service would put Britain ahead of any other listeners in the world, but in the next breath lamented that until Britain "has its Hollywood it is no use blaming the BBC for not finding stars that are non-existent."

This is a wail of despair. Practically every returning observer bemoans the mediocrity of British programming. British papers as well as British visitors say England's favorite indoor sport is kicking the BBC around. The prewar success of the commercial Normandie and Luxembourg stations, performing American transcriptions and recordings has been laid at BBC's doorstep.

Came the war and the introduction of current American programming through the American Forces Network. AFN picked up some 5,000,000 British listeners who, to BBC's chagrin, eavesdropped on the military.

Without attempting to turn the Haley brand of rhetorical handspring, we wonder whom he thinks he's kidding when he berates commercial radio as something foreign to the British dominions. Canada, Australia, New Zealand and South Africa all have commercial radio. For years they have been buying up our transcriptions, records and off-the-line recordings. Canadian stations carry our network service.

American radio is great and is emulated by practically every nation in the world save the dictatorships and England, because there is the competitive spirit and the incentive to excel. How England can harbor a free press and a kept radio is hard to fathom. It's one or the other. England's theatres are competitive and therefore good. The same for its press.

It is not for us to tell Britain what to do when the BBC charter expires next year. Nor should Mr. Haley tell us what to do with ours.

Based on prewar trends and what has happened in the British dominions, it appears a distinct disservice will be done the British people if the "American Plan" isn't adopted. It may well force listening elsewhere—to many Normandies and Luxembourgs—or to American shortwave. We hear, too, that commercial franchises will be authorized in South Ireland, within easy earshot of England.

With touching restraint, Mr. Haley also promises big things in television in which he modestly observes: "BBC led the world before the war". But he didn't say that BBC used American patents under license. Geographically small, England introduced limited television first, using RCA patents, because of the 1939 miscarriage of television regulation, well-known in this country.

A final word: In America listeners are given what they want, not what career bureaucrats think they should have.

Our Respects To —



PHILIP RANDOLPH HOFFMAN

IT MIGHT be said that Phil Hoffman, newly elected vice-president of the Cowles Broadcasting Co. and supervisor of operations of KRNT Des Moines and WNAX Yankton-Sioux City, has traveled in circles.

Back in 1937 he was the top salesman for KRNT-KSO Des Moines, when he left for the national sales managership of the Harry Wilder group, WSYR Syracuse, WJTN Jamestown, N. Y. and WNBX Springfield, Vt.

After that hitch with the Wilder stations he returned to WNAX, another Cowles owned station, as commercial manager. When Robert Tincher, now a major in France, joined the Army, Phil was named station manager by Col. Luther L. Hill, then general manager of KRNT and WNAX. Col. Hill is now serving with the Army Air Forces and stationed in Miami, Fla.

It was during Phil's regime at WNAX that the 927 foot radio tower, tallest in the Americas, was constructed, and the WNAX Midwest Farmer's day was inaugurated. Several national advertising agency directors claim the latter is the biggest individual station promotion to be staged in the world. In 1943, 35,000 people attended the affair, which was held in Yankton, a town of 6,000 population, and in 1944 the attendance swelled to 60,000. A typical midwest farmer is named from the five agricultural states, Iowa, Minnesota, Nebraska, North and South Dakota. Governors of the five states, leading military figures, name entertainers are present.

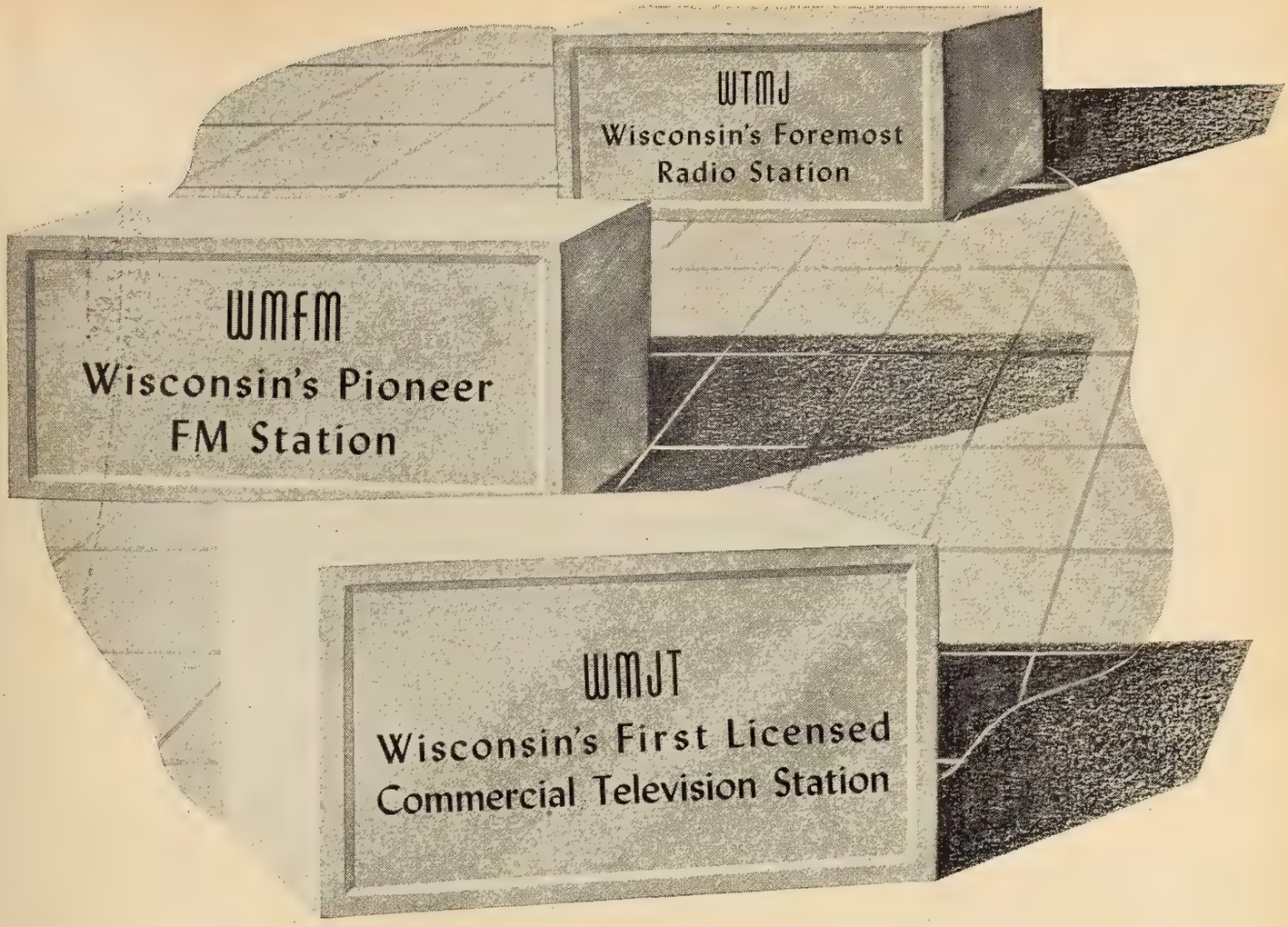
It was also during Phil's reign that the WNAX studios in Sioux City, Ia., were developed until they now have a complete staff, including newsmen, salesmen, entertainers and a resident station manager.

Phil, in his new post, succeeds Craig Lawrence, who is a Cowles vice-president and directing supervisor of WHOM New York-Jersey City and WCOP Boston, with headquarters in New York.

The story of Phil Hoffman in radio reaches back to 1927 when he first worked as a traffic man for a mail order house in Muscatine, Ia. It was one of those companies which owned its own broadcasting station and sold its own merchandise over the air. On days when an announcer didn't show up, Phil was pulled from his books to broadcast . . . from then on as others on the staff left, young Hoffman acquired their jobs. What his title would be depended on the whim of the moment and it was everything from station manager to program director. The station, now passed on, was KTNT.

From Muscatine he went to KFJB Marshall-

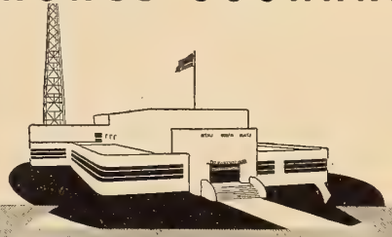
(*Continued on Page 50*)



CORNERSTONES IN WISCONSIN'S RADIO HISTORY

Milwaukee Journal radio stations are pledged to bring Wisconsin the finest in radio. Today WTMJ and WMFM are serving the people of Wisconsin with both AM and FM broadcasting that is among the nation's finest. Tomorrow television will add another link to this service. In the future, as in the past, look to Milwaukee Journal radio stations for leadership in their fields.

THE MILWAUKEE JOURNAL STATIONS



WMFM FM

WTMJ AM Basic-N.B.C.

WMJT TELEVISION

HOGGING IT



Odd as it seems, some self-styled "farm editors" are apparently forgetting to put market reports—latest farm news—new requirements—new developments, and the like—into their solitary "farm program" a day. Instead they are using nightclub gags, general nonsense, and jive records!

The results: Pathetic! If farmers liked that sort of thing, they'd probably go "whole hog" and putter around in their fields with top-hat, gloves, and cane.

Bluntly, the farmer isn't that way and you don't sell him that way. KMA knows, for the farmer has always been its specialty. That's why KMA pulls *twice* as much audience mail as its highest-ranking competitor. That's why KMA is noted and respected as the No. 1 Farm Station in the No. 1 Farm Market.

But to reach and sell in this market, act now, please. Good program time is like all other good things—scarce! Make it easier for yourself and harder on your oposition by calling Free & Peters today about your KMA availabilities.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA

FREE & PETERS, INC.
Exclusive National Representatives

Our Respects to

(Continued from page 48)

town, Ia., where he sold advertising. It was then a 100 watter, but he was prohibited from making sales in the town proper so everything sold usually was Des Moines sponsored. Phil later became manager of the station. He succeeded the late Merle Easter, who was electrocuted while repairing some studio equipment.

When the late Harry Shaw, past president of NAB, owned and operated WMT in Waterloo, Hoffman joined his organization as commercial manager. Not too long after that Gardner Cowles Jr. was testing his radio ambitions on WIAS Ottumwa and Hoffman was invited to become station manager.

Later WIAS was merged with another Cowles owned station, KWCR Cedar Rapids, which, with the acquisition of WMT Waterloo, was destined to become WMT with studios in Waterloo and Cedar Rapids. When WIAS and KWCR were merged, Phil went to KSO which by this time was broadcasting from Des Moines. He worked as a salesman for KSO until March 1935, when KRNT was organized, then added the duties of selling for KSO and KRNT until 1937, when he headed east.

Phil, who is just 40, married his school girl sweetheart, Jean McRoberts, and they have a 6-foot-3 son, William, 17, who is a senior at Pillsbury Military Academy in Owatonna, Minn.

Personal NOTES

MAJ. PURNELL GOULD, former commercial manager of WFBR Baltimore, now with the Armed Forces Radio Service, has returned from the Pacific where he was theatre radio officer in the South Pacific and more recently the Central Pacific. He was instrumental in setting up both the Mosquito Network and the Pacific Ocean Network for the AFRS.

RUSSELL O. HUDSON, sales service manager of the Blue's western division, has been named to the network's Hollywood sales staff to supervise the sales service department.

HOWARD BUCKNELL Jr., former Minister Counselor of the American Embassy in London and Minister since Jan. 1944, has been named special assistant to **SOSTHENES BEHN**, president of International Telephone & Telegraph Corp. Mr. Bucknell was in the diplomatic service more than 25 years.

COL. JAMES E. HUFFMAN, former chief of the New York accounting office of the FCC, is now inspector general of a U. S. Army Corps in the Netherlands East Indies. He previously had been assistant inspector general on the staff of Gen. Douglas MacArthur in the Far East.

McLaughlin Promoted

ROY McLAUGHLIN, sales manager of WENR Chicago and national spot sales manager of Blue central division, has been appointed general manager of WENR, it was announced last week by E. R. Borroff, vice-president of the Blue central division. Mr. McLaughlin was formerly a network salesman in the central division and prior to joining the station spent several years in the local and national advertising departments of the Hearst Publications, Chicago. Mr. McLaughlin will retain his duties as sales manager and national spot sales manager.

WILFRID EGGLESTON, director of censorship for Canada, and chief press censor since September 1939 when Canada declared war, has resigned effective Dec. 31 to return to newspaper work.

GEORGE MOORE and **LEO E. SPAETH**, both of the WCKY Cincinnati sales staff, were elected second vice-president and member of the board of directors, respectively, of the Cincinnati, Assn. of Manufacturers' Representatives.

DR. AUGUSTIN FRIGON and **DONALD MANSON**, general manager and assistant general manager respectively of the Canadian Broadcasting Corp., Ottawa, are in Mexico, presumably in connection with the next meeting of the Havana Treaty convention.

J. REG. BEATTIE, commercial manager of CHML Hamilton, Ont., has opened an office at 217 Bay St., Toronto, as exclusive representative of CHML. He was formerly with Toronto offices of Northern Broadcasting & Publishing and All-Canada Radio Facilities.

HUMBOLT J. GRIEG of the Blue Network sales staff has been made manager of the sales development division of the promotion and advertising department. **PHILIP FRANK** of the promotion division has been transferred to the sales development division to work with **MR. GREIG.**

CLARENCE L. MENSER, NBC vice-president in charge of programs, for his cooperation with the motion picture industry in the promotion of War Bond sales, has received a gold medal, conferred by the MPI's War Activities Committee.

FRANK ROEHRENBECK, general manager of WHN New York, has taken on additional duties as program director. **FRED RAPHAEL** held the post until last Friday when he resigned to move to Los Angeles, where he will represent Shapiro Bernstein & Co. and eastern music companies to sell synchronization rights to tunes. **LOUIS CARINO** shifts from WHN's night operations department to assist **MR. ROEHRENBECK** and to serve as program supervisor.

M. G. COOKE, former assistant general manager of Press Wireless, New York, has been appointed manager of the Latin-American Division of the company, a new position. **MR. COOKE** joined the staff of Press Wireless in 1932 as an operator in the San Francisco office. Since then he has served the company in various capacities in Tokyo, Shanghai, Manila, London and in South America.

POSTWAR PLANS SURVEY* SHOWS . . .



Count on Worcester's home owners and renters for postwar buying action.

This survey indicates plans for modernizing or repair by 51%, with painting, redecoration, new roofs, oil burners, kitchen units, and bathroom units most frequently mentioned.

Half of the present tenant group hope to buy or build.

Eight out of ten want a conventional house design.

62% prefer the suburbs to the city.

71% will demand square footage in excess of the customary house lot.

These are the wants of the WTAG audience, the high industrial wage level group which establishes the importance of Central New England as a major market, and which gives WTAG such consistently high Hoopers. This is the huge audience you can reach complete, in one way only—through WTAG—from the INSIDE.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM **WORCESTER**

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC
5000 Watts

YOUR MARKETS ARE MOVING *South!*

We sell the new Savannah Seaboard Market—at the *lowest per-person cost of any medium.*

NBC

WSAV
SAVANNAH

GEORGE P. HOLLINGBERY CO.



Neatest trick of the week?

Ever walk into two rooms at once? Nothing to it! It happens every time you step into an NBC studio. And it's done by walls . . . not mirrors.

For every studio *is* two rooms—one room floating inside another room—an engineering achievement to assure the highest degree of soundproofing.

NBC has 32 of these four-sided rooms with eight walls . . . each studio fortified with double ceilings, double walls, double floors . . . the inner one being completely suspended and isolated from the outer one so that there's no metal to metal, no masonry to masonry.

That's why you could say of each of NBC's Radio City studios—"It floats—and it's 99$^{44}/_{100}$ per cent pure quiet."

Result? Freedom from vibration while transient sound waves meet sudden death the moment they approach. In this way a symphony in one studio hasn't a chance of intruding upon a drama in the one next door.

* * *

Of course, it might be possible to get by with less . . . but NBC likes to make sure. This is just another example of how NBC strives for perfection in every field of radio. It is the grand total of many things . . . large and small . . . done well which helps to make NBC "*The Network Most People Listen to Most.*"

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

Network of

NBC leads the field

BOB HOPE—Pepsodent
Champion of Champions
Best Comedian
Best Comedy Show



INFORMATION PLEASE—Heinz
Best Quiz Show



BING CROSBY—Kraft
Best Master of Ceremonies
Best Male Vocalist (Popular)



JOHN CHARLES THOMAS—Westinghouse
Best Male Vocalist (Classical)



JOAN DAVIS—Sealtest
Best Comedienne



BILL STERN—Colgate
Best Sports Announcer



DINAH SHORE—General Foods
Best Feminine Vocalist (Popular)



FIBBER McGEE & MOLLY—Johnson's Wax
Best Comedy Team



THE ARMY HOUR—NBC
Best War Program



ARTURO TOSCANINI—General Motors
Best Symphony Conductor



Champions

in Fame-Motion Picture Daily Poll

• For the past nine years, or ever since the Fame-Motion Picture Daily Poll began, the highest honor—"Champion of Champions"—has gone to an NBC star. This year it's Bob Hope for the fourth successive time. Other NBC programs and personalities are champions, too, taking a grand total of 13 first places . . . more than all other networks combined. And once again NBC's Press service was rated the best in the business.

CHAMPION OF CHAMPIONS
3 out of 5 on NBC
Bob Hope (Pepsodent)
Bing Crosby (Kraft Cheese)
Jack Benny (Lucky Strike)

BEST COMEDY SHOW
3 out of 3 on NBC
Bob Hope (Pepsodent)
Jack Benny (Lucky Strike)
Duffy's Tavern (Bristol-Myers)

BEST COMEDIAN
Top 2 out of 3 on NBC
Bob Hope (Pepsodent)
Jack Benny (Lucky Strike)

BEST COMEDY TEAM
2 out of 3 on NBC
Fibber McGee & Molly (Johnson's Wax)
Abbott & Costello (R. J. Reynolds)

BEST WAR PROGRAM
Top 2 out of 3 on NBC
The Army Hour
Words at War

BEST FEMININE VOCALIST (Popular)
Top 2 out of 3 on NBC
Dinah Shore (General Foods)
Ginny Simms (Philip Morris)

BEST MALE VOCALIST (Popular)
Two out of 3 on NBC
Bing Crosby (Kraft Cheese)
Dick Haymes (Electric Auto-Lite)

BEST MALE VOCALIST (Classical)
Top 2 out of 3 on NBC
John Charles Thomas (Westinghouse)
Richard Crooks (Firestone)

BEST MASTER OF CEREMONIES
Top 2 out of 3 on NBC
Bing Crosby (Kraft Cheese)
Clifton Fadiman (Heinz)

BEST QUIZ PROGRAM
2 out of 3 on NBC
Information Please (Heinz)
Dr. I. Q. (Mars)

BEST NEWS COMMENTATOR
2 out of 3 on NBC
Lowell Thomas (Sun Oil)
H. V. Kaltenborn (Pure Oil)

BEST STUDIO ANNOUNCER
2 out of 3 on NBC
Don Wilson (Lucky Strike)
Harry Von Zell* (General Foods)
**also heard on another network*

National Broadcasting Company

America's Number 1 Network

A Service of Radio Corporation of America

BEHIND the MIKE

FRANCIS C. McCALL, manager of operations of NBC's news and special events department, has been assigned to San Francisco to supervise overseas operations in the Pacific theatre, a function which has been handled by the staff of the NBC-San Francisco newsroom.

ROY PORTER, for seven months NBC's reporter in Chungking, has returned to New York for hospital treatment following an attack of dengue fever. Mr. Porter, a war correspondent since the Spanish Civil War, joined NBC last year and went to India before taking the Chungking assignment.

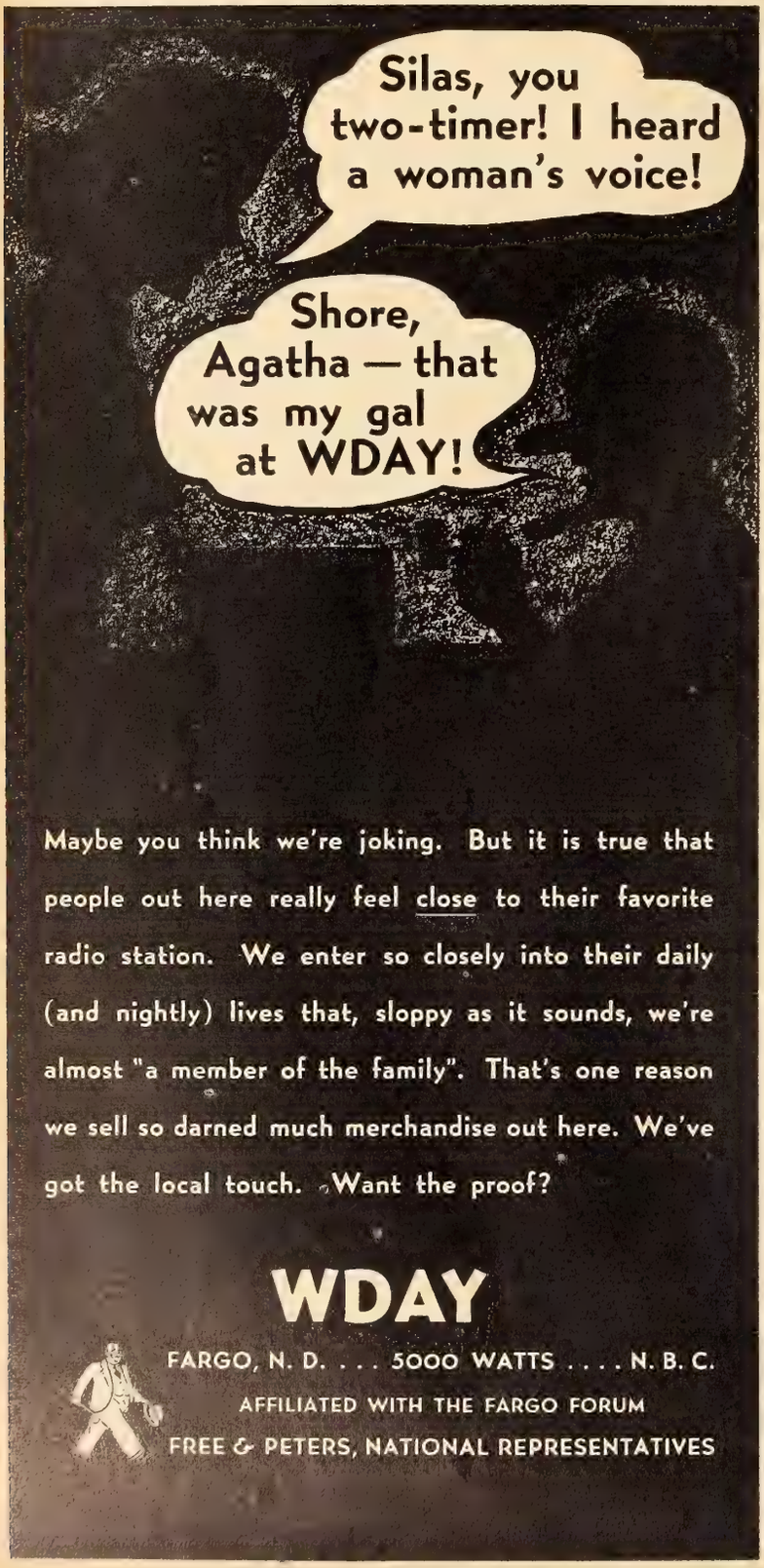
ELAINE N. GONDA last week shifted from the station relations department of Keystone Broadcasting System in New York to KBS Hollywood offices, to serve as program director of all West Coast activities. **IRENE DOUGLAS**, formerly in the statistical division of General Motors Corp., has been appointed head of the Keystone research-statistics department.

ROBERT R. HANSEN, former publicity director of WIND Chicago, has joined WGN Chicago as sales promotion manager filling the vacancy left by **BEN BERENTSON**, now a salesman for WGN Chicago.

JIM REEVES, formerly of WSMB New Orleans and WIND Chicago, has joined the announcing staff of WCAU Philadelphia, replacing **HAL BARKAS**, who resigned to freelance in television.

KATHARINE CLARK, news analyst of WCAU Philadelphia, has joined the faculty of Philadelphia's Penn Charter School for Boys.

DALE O'BRIEN, publicity director of WGN Chicago, is resigning to join Encyclopedia Britannica, Chicago, on Jan. 1.



Sgt. Jay Baumann

SGT. JAY BAUMANN, 21, former announcer at WJAG Norfolk, Neb., died of wounds Nov. 23 in Holland. Sgt. Baumann joined WJAG Jan. 26, 1942 and left March 1, 1943. He conducted the *Children Only* program while at WJAG.

STAN KILARR, of KFJI Klamath Falls, Ore., is now on the announcing staff of KID Idaho Falls.

BILL MAGNER, sportscaster and staff announcer on WEAU Eau Claire, Wis., has been added to the WCCO Minneapolis announcing staff.

WILLIAM WEST, released from the Royal Canadian Air Force after service overseas, and **RALPH BOWDEN**, released from the Royal Canadian Navy, have joined H. N. Stovin Co., Toronto. Mr. Bowden was formerly with the Stovin organization and Mr. West was with radio stations in the United States before joining the RCAF.

STEWART GRIFFITH of the press and information office of the Canadian Broadcasting Corp., Toronto, has been appointed in charge of the press and information office of the new CBC international shortwave station at Sackville, N. B. He will headquarter in Montreal, where the CBC international shortwave programs will be produced.

NORMAN McBAIN, formerly with CHAB Moose Jaw, has joined CKCK Regina as an announcer.

KEN CAMPBELL, formerly with National Broadcast Sales, Toronto representative, has joined the announcing staff of CHEX Peterborough, Ont.

TOM HARGIS, NBC Hollywood production supervisor, has resigned that post and is in New York to present a new half-hour variety show for sponsor consideration.

HAROLD HANCOCK, formerly with WHLD Niagara Falls, is now an announcer with WRRN Warren, O.

ROBERT L. REDEEN, former news editor of KYSM Mankato, Minn., has been appointed to news editor of WOC Davenport, Ia. **BOB ELENZ**, formerly with WIND Chicago, and **JACK DAVIS**, formerly with WEAU Eau Claire, Wis., are new additions to the announcing staff of WOC.

LT. DON L. KEARNEY, in civilian life with WHAM Rochester, WFAS White Plains, N. Y., WAGE Syracuse, WKNY Kingston, and for the past 10 months PRO at the Infantry School, Ft. Benning, Ga., has been transferred to the Infantry Replacement Training Center, Camp Croft, S. C.

REG HARDEN, formerly of WJDX Jackson, Miss., is the newest addition to the announcing staff of WWL New Orleans.

NORBERT F. STAMMER, production man for the Blue central division on all Coca Cola *Victory Parade of Spotlight Band* programs, has been transferred to New York to undertake similar duties for the program in that division. **PHIL BATTON**, former production manager of WOC Davenport, succeeds him in Chicago.

ALVIN STEINKOPF, commentator for WBBM Chicago, leaves the station sometime after the first of the year for overseas work with Associated Press.

ROBERT O. JOHNSON, formerly with stations and newspapers in New England, has joined the announcing staff of WISN Milwaukee.

TOM CARSON, sports announcer, has rejoined WJIM Lansing, Mich., following 15 months service in the Merchant Marine. **MARY SEYFFERT**, formerly of WBBM Chicago, has joined WJIM as assistant to **BOB INNES**, continuity chief.

JACK PARKER, news editor of WJIM Lansing, Mich., has arrived in the European Theatre of Operations as war correspondent, it has been announced by the station. While overseas he plans to record interviews with Lansing area servicemen.

BERT WINN, program director of KROW Oakland, Cal., has resigned to assume overseas duties as OWI war correspondent. **R. W. WASSENBERG**, assistant program director, is his successor.

JESSE THOMPSON, for four years on the sales promotion and advertising staff of the Blue, has taken on additional duties as promotion manager of the cooperative program department, a new post, working directly with **STANLEY FLORSHEIM**, manager.

TOMMY ROGERS, announcer on KQV Pittsburgh recently discharged from the Navy, has rejoined the station as special events director. He also will be heard on a weekly program designed to help men in the transitional period from military to civilian life.

Radio Correspondents To Hold Dinner Jan. 13

ANNUAL DINNER of the Radio Correspondents Assn., postponed from last spring, will be held Jan. 13 in the Presidential Room of the Statler Hotel, Washington, Earl Godwin, Blue commentator and association president, announced last week following a meeting of the dinner committee.

Although plans still are in the formative stage, an invitation has been issued to President Roosevelt, Mr. Godwin said, and entertainment is being planned by the major networks. Notices of the annual dinner went out last week to the association's 160 members and associates. Serving on the dinner committee are Bill Costello, CBS commentator, chairman; Richard Harkness, NBC; Charter Heslep, Mutual's Washington director, and Mr. Godwin.

Radio Correspondents Assn. is composed of 80 active radio news men and women on duty in Washington and 80 associate members on stations in cities other than the capital.

Des Moines Hearing

APPLICATIONS of Capital City Broadcasting Co. and Capitol Radio Corp. for new standard stations in Des Moines on 1600 kc were designated for consolidated hearing by the FCC last week. Requesting 250 w unlimited time, Capital City Broadcasting is owned by George O'Dea, president, chairman of the board of Iowa State Bank and local businessman; Sidney J. Pearlman, vice-president, owner-operator of Pearltone Transcription Studios, Des Moines; and Hugh Gallagher, secretary-treasurer, local businessman. Each holds a third interest in the company. Capitol Radio, which requests 1,000 w and unlimited hours, is owned by Charles K. Schwartz, president (50%), and William J. Friedman, secretary (50%). Both are partners in the Chicago law firm of Gottlieb & Schwartz. Ralph L. Atlass, 27% owner of WIND Chicago and 56% owner of WLOL Minneapolis, is treasurer.

BETTY HILL, former office manager of the Chicago office of *Ida Bailey Allen and the World Homemakers* program and producer of the program, last week became manager of the New York office of Ray-Tele. She also will handle production and direction of *Charm School of the Air*, a new Ray-Tele package show.

FOUR TOP MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky. Huntington, W. Va.*

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.



JOHN BLAIR & COMPANY

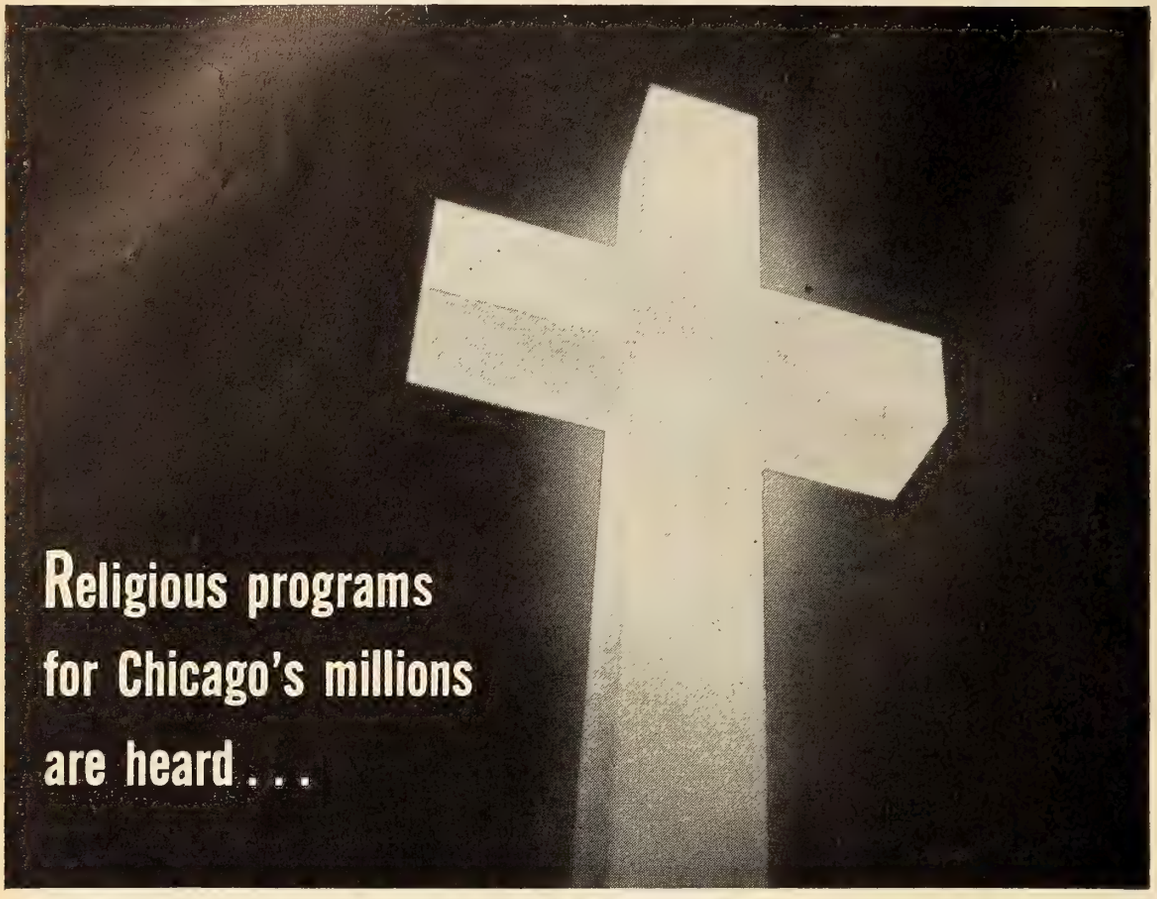
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago · New York · St. Louis · Los Angeles · San Francisco

REPRESENTING LEADING RADIO STATIONS

Maybe you're interested in sponsoring a fifteen minute newscast —or an hour long musical. Whichever it is, *you'll be way ahead when you buy spot programs that are already well established on the air.* For these programs have built large listening audiences and are usually headed by well-known personalities who have demonstrated their selling ability.

There are many such good spot programs available, ready to go to work for your product tomorrow. A John Blair Man can tell you about the best of them, in markets that interest you. Call him in today – he's a good man to know!



...via WMAQ

The need for Religion has never been greater during any period of our country's history. America's millions today are seeking the comfort and stability that only Religion provides.

Religious programs, the finest for all faiths, have been a regular policy of WMAQ, NBC's key midwest outlet. This far-reaching policy, in fact, includes every branch of the cultural and educational fields—Drama, Education, News, Book Reviews, Music . . . they're all an integral part of WMAQ programming.

To this policy belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

This is yet another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers know that their campaigns on this station do reach and influence Chicago's millions . . . that increased sales and profits are the result.

In Chicago it's WMAQ.

WMAQ
CHICAGO

NBC's key midwest station
670 on your dial – 50,000 watts

REPRESENTED BY NBC SPOT SALES

A Service of Radio Corporation of America

Accounting Is Hub

(*Continued from page 37*)

control room and the copy sent to accounting.

With all the records, accounting department co-ordinates them, prepares them, prepares billings and keeps an eye on the station's operating costs, as against income. Affidavits of performance must be made by the bookkeeping department from the accounting department's advertiser's individual journal sheets.

In Mr. Wagner's article are charts showing various forms used by Central and Tri-Cities.

"There is a possible criticism of duplication of work between the sales department and accounting department, but most radio stations are operated as a part of some other enterprise and not as an independent unit," concluded Mr. Wagner. "If a radio station is a lone enterprise, this system is recommended for closer internal audit control."

A native Iowan, Mr. Wagner was educated in the Davenport public schools and at Iowa State College. His career began as accountant and auditor with the First National Bank of Davenport (1925-29). The next four years he was a public accountant with Ernst & Ernst and in 1933 joined the Central Broadcasting Co. and Tri-City firm as auditor. He is president of the Tri-Cities Chapter, NACA.

New Nash Series

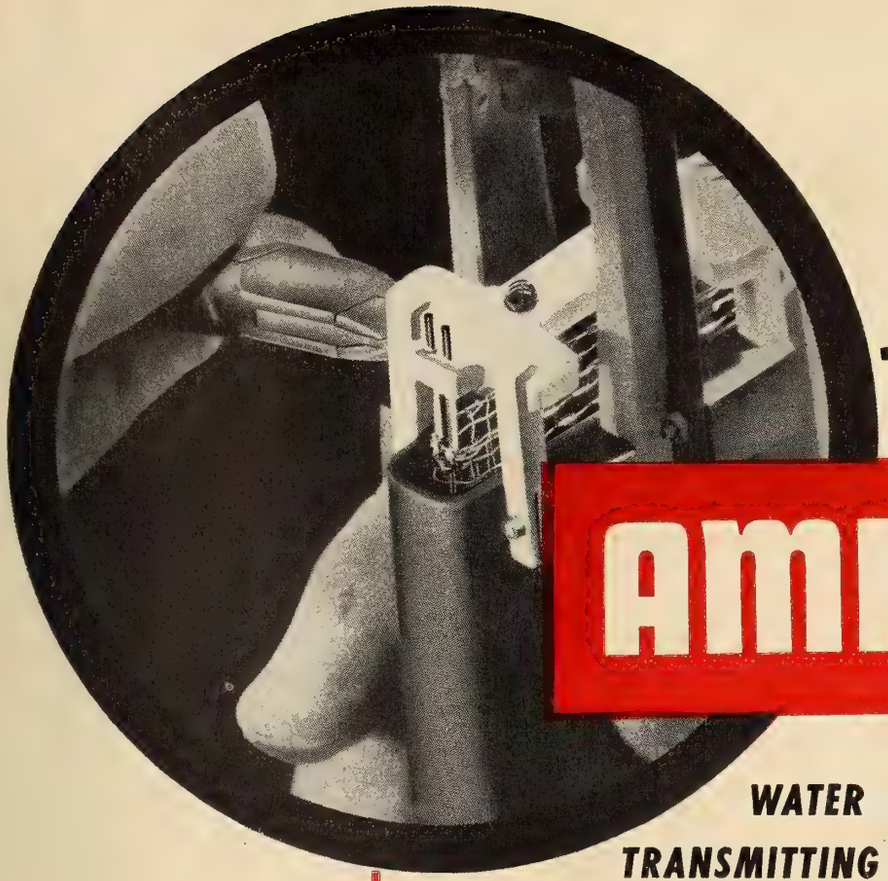
NASH-KELVINATOR Corp., Detroit, returning to national network after an absence of six years, on Dec. 31 starts a musical-variety program, *Eight to the Bar Ranch*, on Blue stations, Sunday, 4:30-5 p.m. (EWT). A package deal by Lou Levy, show stars the Andrew Sisters, vocal trio, with Gabby Hayes, featured comedian. Victor Schoen is musical director. Bing Crosby has been scheduled as guest star on the initial broadcast. Mannie Manheim will produce and head the writing staff comprising Stanley Davis, Elon Packard and Cottonseed Clark. Institutional copy with only brief mention of postwar Nash motor cars and Kelvinator refrigerators will be used. Geyer, Cornell & Newell, New York, is agency.

Al Pearce on CBS

LEWIS-HOWE Co., St. Louis (Tums), on Dec. 9 started sponsoring comedy program, *Here Comes Elmer*, on CBS stations, Saturday, 10:15-10:45 p.m. (EWT). Built around Al Pearce in his Elmer Blurt characterization, series also features Arleen Harris, commedienne. Mickey Gillette is musical director. Jack Hasty writes the show, with Wendell Niles, announcer. Harold J. Kemp, radio director for Roche, Williams & Cunnyngham, Chicago agency servicing account, is producer.

Kastor Names Daly

ART DALY, one-time radio director of William H. Weintraub & Co., New York agency, and more recently radio field representative in Argentina for the Coordinator of Inter-American Affairs, has been appointed West Coast radio director of H. W. Kastor & Sons Adv. Co., and is headquartered at 6331 Hollywood Blvd., Hollywood.



...WHY AMPEREX

WATER and AIR COOLED TRANSMITTING and RECTIFYING TUBES



AMPEREX

...the high performance tube

Amperex engineers have made many important contributions to the refinement of electron tubes. One **"Amperextra"** of note is the development of a means of assuring positive contact between the plate and wire support. Varying and unreliable high resistance contacts have been eliminated by **clinching and riveting.** And it is this method of joining the plate and its supports that makes for a steady, constant flow of plate current.

The sum total of all **"Amperextras"** adds up to cost efficiency in broadcasting, industrial, electro-medical and amateur radio applications. An **Amperex** engineer is available for consultation on your present or postwar problems.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET, BROOKLYN 1, NEW YORK

Export Division: 13 E. 40th St., New York 16, N. Y. Cables: "ARLAB"

IN THIS WAR, YOU GIVE WHAT YOU'VE GOT...DONATE A PINT OF BLOOD TO THE RED CROSS TODAY

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE -
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

ROBERT E. LUSK, who was with Benton & Bowles for eight years preceding 1941, was to return to the agency Dec. 15 as vice-president and account executive. A former partner in Pedlar, Ryan & Lusk, he also has been vice-president in charge of advertising and merchandising of the Colgate-Palmolive-Peet Co.

W. J. JOST, formerly of Dancer, Fitzgerald, Sample, Canada Dry Ginger Ale and Owens-Illinois Glass Co., Jan. 2 will take up duties at Sherman & Marquette, New York, as account executive on the Colgate-Palmolive-Peet Co. account. W. R. Denning has been promoted to media director, while also continuing to serve in a supervisory capacity on production.

WILLIAM LIVINGSTON, radio program director of Warwick & Legler, New York, will leave Dec. 26 for the agency's Hollywood office where he will be permanently stationed.

JOHN O. ELLINGTON Jr., former copy man and account executive of Roy S. Durstine Inc., New York, has joined Badger & Browning & Hershey, New York, as a copy executive.

ALLEN D. CONVERSE Jr., formerly of Griswold-Eshleman, Cleveland, has joined the copy staff of Gray & Rogers, Philadelphia agency.

RITA WRIGHT STACKHOUSE has joined MacWilkins, Cole & Weber, Portland and Seattle agency, as writer. New addition to the production department is Eileen Casey. Mrs. Stackhouse has been active in retail advertising. Miss Casey was formerly with the Portland *Oregonian*.

ANNIE MARY LAWLER, who conducted poetry and book review programs on Philadelphia radio stations, has joined the writing staff of N. W. Ayer & Co., Philadelphia.

MANNING BROWN, formerly of Federal Adv. and Ruthrauff & Ryan, New York, has joined J. M. Mathes Inc., New York, as a junior account executive.

FLORENCE GRAUMAN MURDOCK, formerly with Aubrey Moore & Wallace, Chicago, is now with Earle Ludgin & Co., Chicago, as copywriter.

RICHARD F. LINSERT, account executive with Needham, Louis & Brorby, Chicago, has resigned to become advertising manager of the Golden Peacock Co., Paris, Tenn., manufacturers of cosmetics.

FREDERICK W. COLE, former program manager of WFEA Manchester, N. H., has joined Daniel F. Sullivan Co., Boston. Edward A. Poor, formerly with Vincent Edwards & Co., is also a new member of the Sullivan agency.

MARION E. WELBORN & Assoc., new Los Angeles advertising agency, has been established at 610 S. Broadway. Telephone is Vandike 1812. Firm is headed by Marion E. Welborn, for 20 years with *Los Angeles Times* as advertising counselor.

ELLIS ADV. Co., Buffalo and Toronto, has opened a New York office at 33 W. 42nd St. to handle activities of current accounts in this area and several new clients, to be announced probably sometime in January. Jack Culiner, co-manager of the Toronto office, has been placed in charge of the new branch, and other reassignments are in process within the agency. Michael F. Ellis, partner with Jerome R. Ellis with headquarters in Buffalo, will spend a good portion of his time in New York office, and will supervise whatever radio activities there may be. It is expected that the office will have a radio executive at a later date.

BERNARD M. DOUGLAS, with Foote Cone & Belding since the agency was founded, and with its predecessor Lord & Thomas for 12 years, has been elected a vice-president. Mr. Douglas is in charge of the Bourjois account, radio advertiser.

JOHN LO BUONO, account executive of Grant Adv., on Dec. 11 transferred from Chicago to the New York office of the agency.

CARY-AINSWORTH, Des Moines agency, effective Jan. 1 will change its firm name to R. H. Cary Inc. R. H. Cary, president, announces there will be no change in the management and control of the company.

ALBERT L. GALE, vice-president of J. R. Hamilton Adv. Agency, Chicago, has joined Agency Service Corp., Chicago, as vice-president, taking two radio accounts, Old Ben Coal Corp. and Committee for National Human Relations.

FRANCIS J. O'BRIEN, former director of sales promotion for Franklin Life Insurance Co., Springfield, Ill., has joined Roche, Williams & Cleary, Chicago, as copywriter.

ROBERT F. SMITH, formerly on the *Ladies Home Journal* advertising staff, Chicago, has joined U. S. Adv. Corp., Chicago, as account executive.

RAYMOND BROWNE, former sponsorship staff manager of the War Advertising Council, has joined the New York office of Foote, Cone & Belding as account executive on Cities Service Co., a radio advertiser. Before his association with the Council, Mr. Browne was advertising manager of Axton-Fisher Tobacco Co., and of the Texas Co. Mr. Browne has been elected a member of the council by resolution of the Board of Directors.

MAXWELL DANE Inc., New York, advertising agency, opened two weeks ago with Maxwell Dane as president. Former account executive of WMCA New York, Mr. Dane also served as advertising promotion manager of *Look* magazine, and has been with Dorland International Inc., New York. Mr. Dane's accounts include Hygrade Food Products Corp. and Vitarine Co., New York. New agency is at 113 W. 57th st. Telephone is Columbus 5-4990.

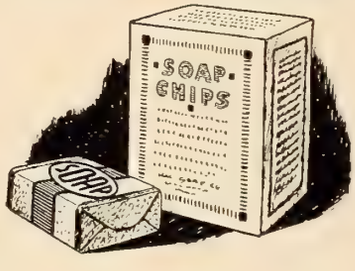
DAVID HILLMAN, president of Hillman-Shane-Breyer, Los Angeles, is the father of a boy.

JACK SCANLON, formerly with Stevenson & Scott, Montreal, has been appointed production manager of Kenyon & Eckhardt, Montreal.

NOLIN TRUDEAU, for four years with the publicity department of the Dept. of Munitions and Supply, Ottawa, has been appointed production manager and radio director of the Montreal office of MacLaren Adv. Co.

WALTER ENGER, for four years with Stovin & Wright, Toronto station representative, has joined McKim Adv., Toronto, as account executive.

HORACE BROWN has resigned from McKim Adv., Toronto, to return to free-lance script writing.

IF YOU SELL
SOAP


(OR SEEDS OR STOKERS)
ASK YOUR DISTRIBUTOR ABOUT
KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how many carloads of soap and scrubbing compound that means!

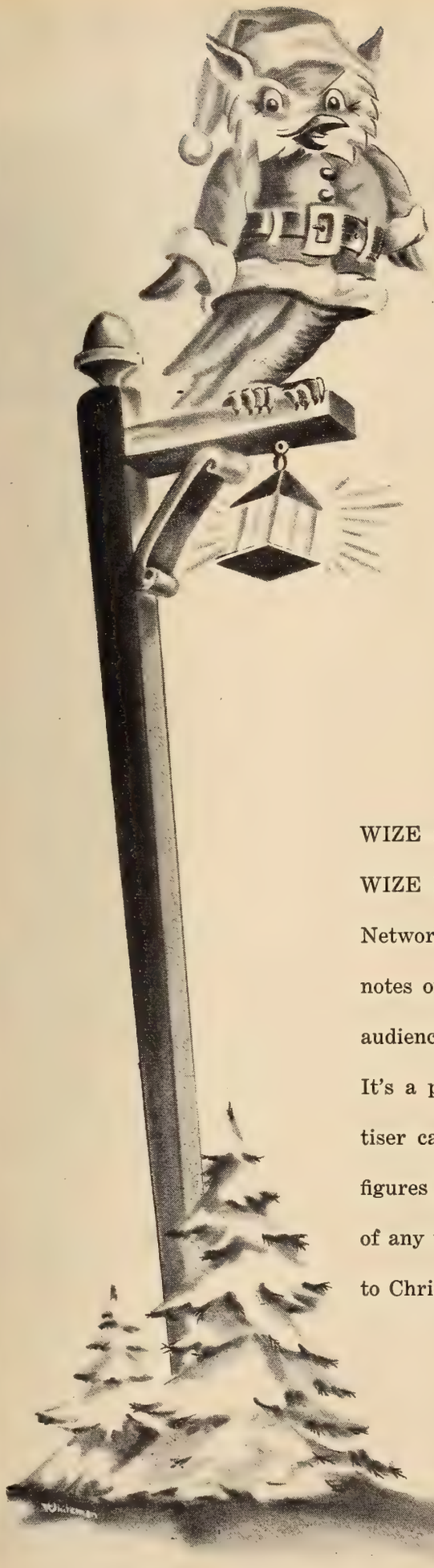
Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows*—and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS
FREE & PETERS, INC., Exclusive Representatives

OUT IN FRONT

CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA · MONTANA



Santy Claus

IS A WIZE GUY!

No disrespect intended you understand, but if you're a time buyer who's used to using WIZE, you know what we mean, and if you've never availed yourself of this lucrative medium, we're here to tell you that Santa Claus really *is* a WIZE guy! And if you have any account stockings you want to fill with sales, prepare your radio schedules with WIZE in mind! The listeners in the fertile Springfield area have the WIZE habit. They acquired it dialing WIZE for those topnotch Blue Network shows . . . and it's the kind of habit that can ring sweet notes on the cash drawer if you give it half a chance. The Springfield audience is a receptive audience, that's been proved again and again. It's a progressive, eager audience as many a national and local advertiser can tell you. And since it's the results that count, and facts and figures are readily available to you, of the type to warm the cockles of any would-be sponsor's heart, play Santa Claus to yourself Christmas to Christmas. It's a WIZE advertiser who does.

WIZE
Springfield, Ohio

WEED & CO., NATIONAL REPRESENTATIVES

Dad blast it, are we out of these things again!

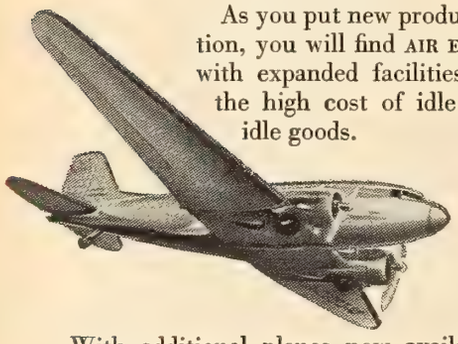


Specify Air Express

Millions of dollars are lost annually by the ordinary slow-downs of business and industry due to the constantly recurring need for tools and materials and *waiting for delivery!*

AIR EXPRESS can close many of those gaps between planning and performance, save many of those dollars!

As you put new production plans into operation, you will find AIR EXPRESS at your service with expanded facilities for helping you cut the high cost of idle machines, idle labor, idle goods.



A Money-Saving, High-Speed Tool for Every Business

With additional planes now available for all important types of traffic, 3-mile-a-minute Air Express directly serves hundreds of U.S. cities and scores of foreign countries. Thousands of shippers are saving substantial sums through Air Express, employing its economy and efficiency in an ever-increasing number of ways.

WRITE TODAY for "Quizzical Quiz"— a booklet packed with facts that will help you solve many a shipping problem. Dept. PR-13, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

SAGA OF STATION 25
Transmitter in Front Lines —Has Lively Career—

RADIO STATION 25, an airborne broadcasting unit attached to Lt. Gen. George S. Patton's Third Army, has been traveling with the fast moving Third and transmitting direct to a receiver in this country. The story of the transmitter, now mounted in an Army truck, was told last week at a news conference in New York of the Mackay Radio & Telegraph Co.

LeRoy F. Spangenberg, assistant vice-president, returned from the European theatre, said that the unit has had to move 13 times and over 400 miles to keep up with the Third Army. The transmitter has been sending about 40,000 words daily, according to Mr. Spangenberg. He added that the Army had ordered from Mackay an airborne unit for voice and code transmission light enough to "be set down in some large German city." Two other broadcasting units have been requested for France and another is being sent to the Third Army to relieve "Radio Station 25" which has been operating since the Normandy D-Day, he said.

NBC WESTERN AREA HOLDS WAR CLINIC

CHARTING a course of action to meet problems related to an intensified war effort in the Pacific, NBC western division executives and station managers of that area met for a two-day war clinic at the Biltmore Hotel, Los Angeles, Dec. 6-7. Called by Sidney N. Strotz, western division vice-president, conference was addressed by William S. Hedges, New York vice-president in charge of stations, who discussed future network problems. NBC station owners and managers in attendance included:

Arden X. Pangborn, KGW; William Stuht, KOMO; O. W. Fisher, KOMO; Walter Wagstaff, KIDO; Keith Collins, KMJ; Henry Fletcher, KSEI; O. P. Soule, KTFI; Mrs. Florence Gardner, KTFI; Mrs. O. P. Soule, KTFI; Ed Craney, KGIR; Franz Robischon, KGHL; Ray Smucker and Mrs. Smucker, KYUM; R. B. Williams, KVOA; Richard Lewis, KTAR; Eleanor McClatchey, KMJ; Harold Ritter, KYCA; Tom Sharp, KFSD; Marian Harris, KFSD; S. S. Fox, Myron Fox, KDYL; John Elwood, KPO; William B. Ryan, Don McNamara, George Whitney, KFI.

Besides Mr. Strotz and Mr. Hedges, western division network executives included: L. S. Frost, program manager; Frank Berend, sales manager; Jennings Pierce, station relations manager; Harold J. Bock, press department manager; Joe Alvin, news and special events manager; Henry Maas, program and sales traffic manager; Paul Gale, traffic manager; Don Tatum, NBC attorney.

Video Restrictions

BECAUSE of the additional expense and extra hours of rehearsal involved, television after the war probably will be broadcast only a few hours a day and by the larger networks, Raymond F. Guy, radio facilities engineer of NBC, told the Institute of Radio Engineers in Philadelphia. Speaking at the Franklin Institute, Mr. Guy said first-rate television programs would be more difficult to produce than movies because each scene would have to be made right the first time. Other speakers were Allen B. DuMont, president of Allen B. DuMont Labs. and David B. Smith, director of research, Philco Corp.



BELIEVED TO BE the largest in world, this KWK war map is mounted on the "Times Square" of St. Louis. It measures 54 feet in length by 31 in height and is topped by eight-foot-high call letters. The European theatre is the present subject, with changes on the front being painted in frequently. After the collapse on that front, it is planned to show the South Pacific battle zones.

Bendix Surveys

CONSUMERS are being asked to state preferences in reception quality, design and other features in radio receivers through nationwide surveys now being undertaken by the Bendix Aviation Corp. which is planning a complete line of popular-priced sets for the postwar market, according to Leonard C. Truesdell, general sales manager of the Bendix home radio division.

KBS Appointments

TWO new appointments have been made by the Keystone Broadcasting System in an expansion of its New York and Hollywood program and statistical staffs Michael M Sillerman, president, announced Elaine N. Gonda moved Dec. 1 from the station relations department in New York to program director in charge of west coast activities. Irene Douglas, formerly in the statistical division of General Motors, has been appointed head of the KBS research-statistics department.

ROME MELTS MORE IRON ORE THAN ANY OTHER CITY IN GEORGIA.

WRGA
Rome, Georgia
MUTUAL

November, 1944

REPORT TO THE RADIO INDUSTRY

The time situation in Chicago

FOR 19 STRAIGHT YEARS WBBM HAS LED ALL STATIONS IN TOTAL SPONSORED TIME IN CHICAGO.

Nearly half the radio advertising in the Chicago market is directed to selling grocery products.

FOR THE PAST SEVEN YEARS—AS FAR AS OUR RECORDS GO—WBBM HAS CARRIED AN AVERAGE OF 24% MORE SPONSORED TIME DEVOTED TO SELLING GROCERY PRODUCTS THAN ANY OTHER CHICAGO STATION.

The following classifications account for nearly 4/5 of the radio time sold in Chicago (seven year average):

Grocery products . . . Tobacco . . . Drugs and Cosmetics* . . . Automobiles and Related Products . . . Household Products.

WBBM HAS CARRIED AN AVERAGE OF 12% MORE SPONSORED TIME DEVOTED TO SELLING THE ABOVE PRODUCTS FOR THE PAST SEVEN YEARS THAN ANY OTHER CHICAGO STATION.

How, during October, did WBBM stand in sponsored time in those classifications?

GROCERY PRODUCTS . . . WBBM 27% more than next station
TOBACCO . . . . . WBBM 4% more than next station
DRUGS-COSMETICS . . . . WBBM 11% more than next station
AUTOMOTIVE . . . . . WBBM 5% more than next station
HOUSEHOLD PRODUCTS . . WBBM 69% more than next station

How will WBBM stand in future months?

SCHEDULES FOR 1945 INDICATE THAT WBBM WILL CONTINUE TO LEAD THE FIELD AS IT HAS DONE FOR THE PAST 19 YEARS.

WBBM, Chicago

Midwest key station of the
Columbia Broadcasting System

*Only non-medical products included in this tabulation.

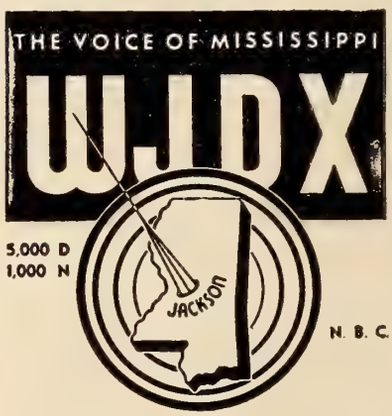


Radio Advertisers

BLUE RIBBON Ice Cream Co., New York, through its newly appointed agency, Lester Harrison Assn., New York, now sponsors transcribed 30-second spot announcements 10 to 15 times per week on WNEW WHN and WMCA New York. Started early in December schedule will gradually be extended to other stations in the New York market.

BEATRICE CREAMERY Co., Chicago (Chox), effective Jan 1 will begin sponsorship of a quarter hour test program *Streamlined Fairy Tales* thrice-weekly on WINN Louisville, Ky. Contract for 26 weeks was placed by Foote, Cone & Belding, Chicago.

FARM Crops Processing Corp (industrial alcohol plant), began sponsorship Dec. 17 of *Your Home Town*, produced by Foster May, Omaha, on WOW. Consisting of a narrative history of a community with an interview with the oldest inhabitant, half-hour show is heard 10:30 a.m. Sunday. Agency is Caples Co., Chicago.



MISSISSIPPI'S GREEN CHRISTMAS

Mississippi's Christmas, sans snow, will be "green" instead of "white," but the old-fashioned Yuletide spirit will reign nevertheless.

And a "green" Christmas here in the heart of the deep South is entirely appropriate this year—because business is alive and growing the year-round.

Reviewing the past year and looking to the future, here are a few reasons why the Mississippi market is growing and should get the "green" light on your 1945 sales program:

—four new oil fields discovered in 1944.
—industrial development brisk.
—farm income biggest in history.
—livestock sales up.
—buying income highest ever.

WJDX—"the Voice of Mississippi"—DOMINATES this stable, growing, able-to-buy market. Let WJDX carry your message to this field where business is always "green with new life."

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

PEPSODENT Co. of Canada, Toronto (toothpaste), has appointed Ruthrauff & Ryan, Toronto, as agency, effective Jan. 1. No immediate change in radio advertising is planned.

METROPOLITAN LIFE INSURANCE Co., Ottawa, has appointed MacLaren Adv. Co., Toronto, as agency.

PERSONNA BLADE Co., New York (razor blades), has started *Radio Sports Reel* Monday through Friday on CBM Montreal. Account was placed by J. Walter Thompson Co., Montreal.

O'CEDAR Co. of Canada, Toronto (floor polish), has started *House of Melody*, half-hour Sunday afternoon program, on CJBC Toronto. Account was placed by MacLaren Adv. Co., Toronto.

HOLLERS CONCENTRATED Beverages, Los Angeles, on Jan. 1 starts daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX Hollywood. Contract is for 52 weeks. Firm in mid-January will also start participation in *Home Makers Club* on KMPC Hollywood. Agency is Davis & Beaven Adv., Los Angeles.

FOREMAN & CLARK, Los Angeles (clothiers), adding to its Pacific Coast spot schedule on Dec. 12 started a five-weekly quarter-hour after midnight swing-shift program on KNX Hollywood. Contract is for 52 weeks. Agency is Botsford, Constantine & Gardner, Los Angeles.

ENTZ & RUCKER Hardware Co., Los Angeles, on Dec. 14 started *Hubby's Hobby* on KMPC Hollywood. Program is a weekly 25-minute comedy-drama. Contract is for 52 weeks. Agency is Henry W. Welsh Adv., Los Angeles.

CAPITOL RECORDS Inc., Hollywood, Cal., has placed its account with Foote, Cone & Belding, Los Angeles. Plans for radio are said to be included.

CHRISTIAN & Co., Pittsburgh (foods), has named Earl W. Bothwell Adv., Pittsburgh, as agency. Radio is said to be considered.

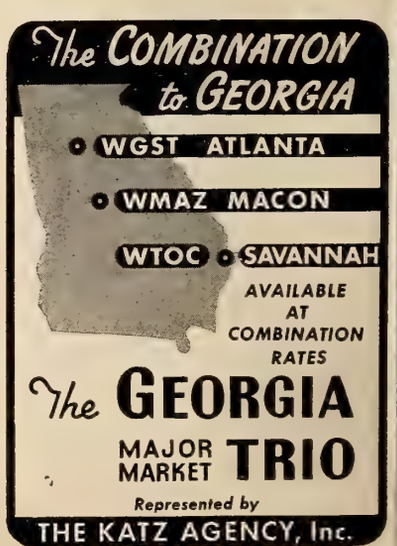
HARRY P. RITCHIE Co., Los Angeles (packaged salted nuts), on Dec. 10 started using five transcribed announcements per week on KPHO Phoenix, with a thrice-weekly schedule on KECA Los Angeles. Contracts are for 13 weeks. Agency is Marion E. Welborn & Assoc., Los Angeles.

JAMES F. BALLARD Inc., St. Louis, Mo. (Campho-Phenique), will begin sponsorship of spot announcements and chain breaks in 32 markets Jan 1 and 15 for 48 weeks. Contract was placed by Sherman & Marquette, Chicago.

CLINTON WATCH Co., Chicago, has started sponsorship of five announcements weekly for 52 weeks on WENR Chicago. Agency is Malcolm Howard Adv., Chicago.

MARY DUNHILL Inc, New York, has appointed Dorland International-Pettingell & Fenton, New York, newly merged agency, to handle advertising for its cosmetics. Firm will concentrate on publications for the present, but radio is being considered.

REGINALD L. JOHNSON, former assistant sales promotion manager of Johns-Manville Corp., New York, has been appointed senior advertising manager of the organization, a new position, acting as assistant to the vice-president on all business in the advertising and sales promotion department.




A very Merry Xmas
and a
HAPPY
NEW
YEAR
Standard Radio

(Adv.)



HER ENERGY is as inexhaustible as her generosity. Her affection for people is as sincere and warm as the morning sun. Her willingness to serve, her genuine appreciation for all that is good and clean and wholesome and her modest enthusiasm makes her one of radio's most outstanding women. Yes, it's Kate Smith. We'll send a free copy of Printers' Ink to every one who cares to paste the puzzle together and mail it back to us.

SPEAKING of Kate Smith reminds us of Ted Collins, Kate's business manager, producer, coworker and loyal supporter, and of the grand job he and Kate have been doing for the General Foods people. Mr. Collins has contributed a lot of the "know-how" to that job. His ideas on war condition copy are still important more than a year after he mentioned them in Printers' Ink. The success of this team is no puzzle, even to the most casual observer.





PRODUCT SUCCESS isn't always as easy to understand. In 1928 when the Postum Company, forerunner of General Foods, purchased Calumet for some $32 million, many marketing people wondered why they paid so much for a trademark. At that time P. I. readers learned a lot about the worth of popularity achieved through the judicious advertising of a sound product. General Foods continue to apply the "good product well advertised" axiom.

Among the 14,985 Printers' Ink subscribers are 14 at General Foods and 36 in the advertising agencies who place the different phases of the General Foods advertising.

P. I. wrote the story of Calumet's transfer in several different forms. P. I. readers read it first as news. Later it was interpreted and used as a demonstration. So it is with most important marketing news. In Printers' Ink the reader discovers how each important item affects him, or how he can use the experience of others. This basic quality is one of the reasons for the reader loyalty Printers' Ink enjoys. It is one of the reasons why media promotion men who reach the advertising and marketing fields best, **buy P. I. first!**



OWI PACKET, WEEK JAN. 8

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 8 OWI transcriptions contains six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group O1 Aff.	Group O1 Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Paper Salvage	X	--	--	--	--	--	--
Hold Prices Down	X	--	--	--	--	--	--
V-Mail	X	--	--	--	--	--	--
Stop Wartime Accidents	--	X	--	X	--	--	--
Planned Saving	--	--	X	--	X	--	--
War Bonds	--	X	--	X	--	--	--
Don't Travel	--	--	--	--	--	X	X

See OWI Schedule of War Message 142 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

CBC Centralizes Toronto Offices in New Building

CENTRALIZATION of all Canadian Broadcasting Corp. offices and studios at Toronto into one building finally has been accomplished with the purchase of the former Havergal College, girls' boarding school, on Jarvis Street. The CBC will move into the building early in the new year, engineers having been at work on plans for some months. Purchase price has not been revealed.

The move will center under one roof all CBC national offices, except the executive offices which are at Ottawa and the engineering offices at Montreal. Commercial, program and station relations departments, network headquarters, and Toronto stations all will be in the building which will also house ten studios for the Trans-Canada and Dominion networks and for CBL and CJBC, Toronto CBC outlets. The largest studio will be in the building's former chapel which seats about 300 persons. The CBC will retain two nearby studios, the CBC playhouse and the CBC concert hall, both within a few blocks of the new headquarters. All of the CBC's 350 employees in Toronto will be housed in the new broadcasting center.

Since the CBC has long planned a broadcasting center for Toronto, delayed by the war, the new headquarters only will be used by the CBC for about the next five years. By that time it is expected that the Toronto Town Planning Commission will have its plans accepted, and the CBC will build a modern center adjoining the University of Toronto, destined in the plan to be the cultural center of the city.

KOTA Towers

CONSTRUCTION of three new transmitter towers is under way at KOTA Rapid City, S. D. The concrete bases for the towers were completed a few weeks ago and building materials, including 35 tons of steel, antenna, cables, lighting equipments and beacon flashers, already have been delivered. Only the center tower will be used during the daytime, but at night all three will be operated on a directional beam.

CJEM Opens

CJEM Edmunston, N. B., has started operation with 250 w on 1240 kc. The station is a supplementary on the Canadian Broadcasting Corp. French network, using programs in both French and English. J. D. Boudreau is station manager, J. G. Cartier commercial manager and J. R. McGough chief engineer. CJEM is represented exclusively by H. N. Stovin, Toronto and Montreal.

Ken-Rad Tubes to GE

NEGOTIATIONS are now in progress for purchase by General Electric Co. of the Ken-Rad Corp. radio tube branches in Owensboro, Ky. and four other locations, it has been announced by Roy Burlew, Ken-Rad president, and Dr. W. R. G. Baker, GE vice-president in charge of the electronic department. The prospective sale does not include the electric lamp manufacturing operations of Ken-Rad.

Rats Again

INTERRUPTING *Black Flame of the Amazon* at 9:05 p.m. on KFAR Fairbanks, Alaska one night not long ago, a foolish rat lost his life by tangling with the 1500 v transmitting equipment. The cheese eating interloper was found by chief engineer Augie Hiebert, who, with the aid of his spaniel puppy, Sparky, were investigating the cause of the disturbance.



WE ARE NOT
Crystal Gazing
WHEN WE PREDICT
THAT...



REL

F.M. TRANSMITTERS Will Blanket The Country!!

REL collaborated with Major Armstrong in building the first F M Transmitter to be put into service... At Alpine, N.J.... now W2XMN. This was followed by some of the most difficult installations ever made in the entire history of radio . . . Station WMTW, (Yankee Network) atop Mt. Washington, where the weather is "the worst in the world". . . Station WENA (Evening News Association) on Detroit's highest skyscraper.

In back of REL is as fine a record of performance as any in the world! REL Engineers have unique experience! Their reputation for reliability and "know-how"...their vast resources and store of knowledge...these things put REL in the lead for postwar FM expansion!

Yes, REL transmitters will soon mushroom throughout the country . . . we're ready to move ahead!

Sales Representatives

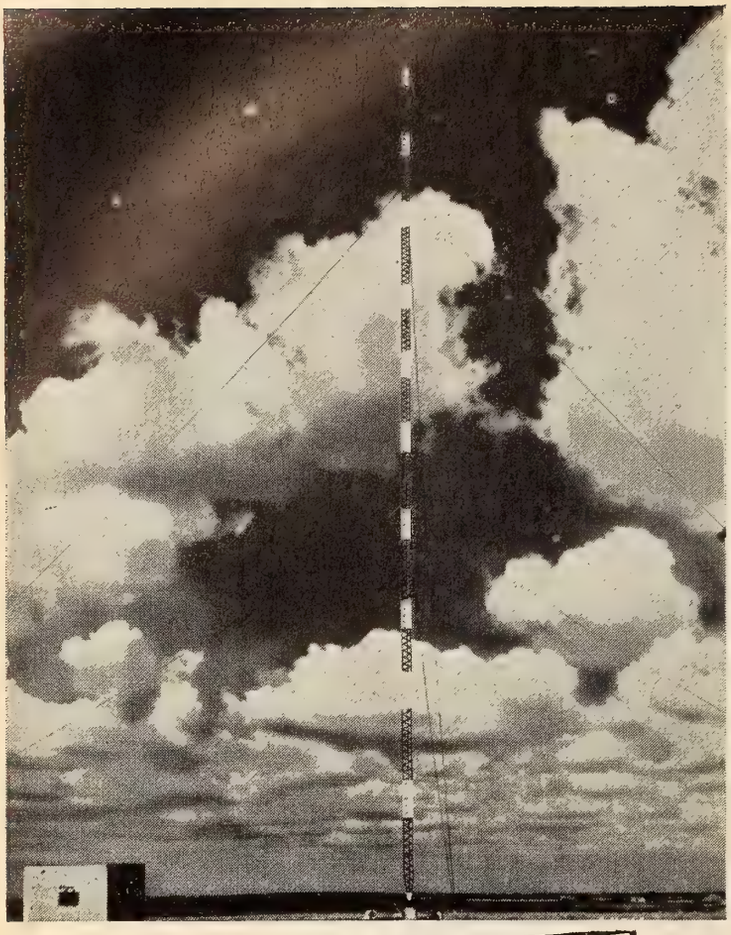
MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

MID WEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
N. B. Neeley
5334 Hollywood Blvd.
Hollywood, Cal.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.



Number ONE

... IN VOLUME OF RADIO ADVERTISING

Broadcasters are regular users of general advertising publications. They are the media which cover editorially all phases of advertising and marketing. In covering all factors concerned with sales and advertising among advertisers and agencies, they perform a valuable service.

Among general advertising publications, ADVERTISING AGE has been the *number one* medium for radio station advertising for many years. ADVERTISING AGE carries more radio station advertising than any other general advertising publication.

This leadership among general advertising publications is based on total lineage, number of accounts, number of insertions and number of exclusive accounts.

Send for tabulation showing how broadcasters distribute their promotion effort in the general advertising publications.

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago • 330 W. 42nd St., New York

High Praise From Treasury Officials To Radio, NAB, OWI for Bond Drive

"CERTAINLY the voluntary contributions of the radio industry for the Sixth War Loan have far exceeded our expectations", Ted R. Gamble, national director of the Treasury War Finance Division, said last week in a statement to BROADCASTING praising the part of broadcasters in the Bond campaign.

"I would like to take this opportunity", he said, "to thank the NAB, the OWI, the four networks, the individual stations, the advertisers and advertising agencies and the War Advertising Council for their enthusiastic support. In prospect the Sixth War Loan presented one of the most difficult problems we had to face. We have called upon everyone in radio broadcasting to participate. . . . to shoulder some of the responsiblity for this Drive. They are to be congratulated for assuming this responsibility and working in such close harmony to produce truly inspiring results."

In like praise of radio, Thomas H. Lane, WFD director of radio, press and advertising, commented "The difficulties we have faced in the promotion of the Sixth War Loan made it necessary to coordinate every force within the radio industry and to call on everyone for help. The organizations and committees with which we have worked from the policy stage through to the last radio broadcast on the last day of the Drive are to be congratulated for their untiring devotion to the task and the effectiveness of their efforts."

These effective results of radio's voluntary offerings toward solution of many problems of the Sixth Loan were expressed in a report by Robert J. Smith, chief of the WFD Radio Section, who said "Specifically, the Radio Section has placed itself at the disposal of the networks and agencies in the planning of 450 network shows plus hundreds of live local shows, in addition to the recorded programs built up by the Treasury which were requested by 883 stations. The actual time devoted to the campaign for these transcriptions is estimated to be 20% higher than any previous Drive." (OWI report is on page 32.)

The Treasury theory— that if people were allowed to participate in the early planning and execution of ideas and activities they would have a greater understanding of the objectives to be obtained and policies to be followed—was displayed during the Sixth Loan in the Station Advisory Committee, composed of advisors drawn from individual stations; Network Bond Committee, composed of network representatives; and the Music Advisory Committee, with top persons from that field. Close relationships also have been maintained with War Activities Committee, War Adv. Council, OWI, Army, Navy and other agencies.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Washington, D. C. Kansas City, Mo Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

SOUND EFFECTS
One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions—Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

YOUR CANADIAN DISTRIBUTION
is assured thru
WALTER P. DOWNS Ltd.
633 Dominion Sq. Bldg., Montreal, Can.
Present Lines:
PRESTO RECORDING CORP.
FONDA CORP. AMPEREX TUBES
AUDIO DEVELOPMENT CO.

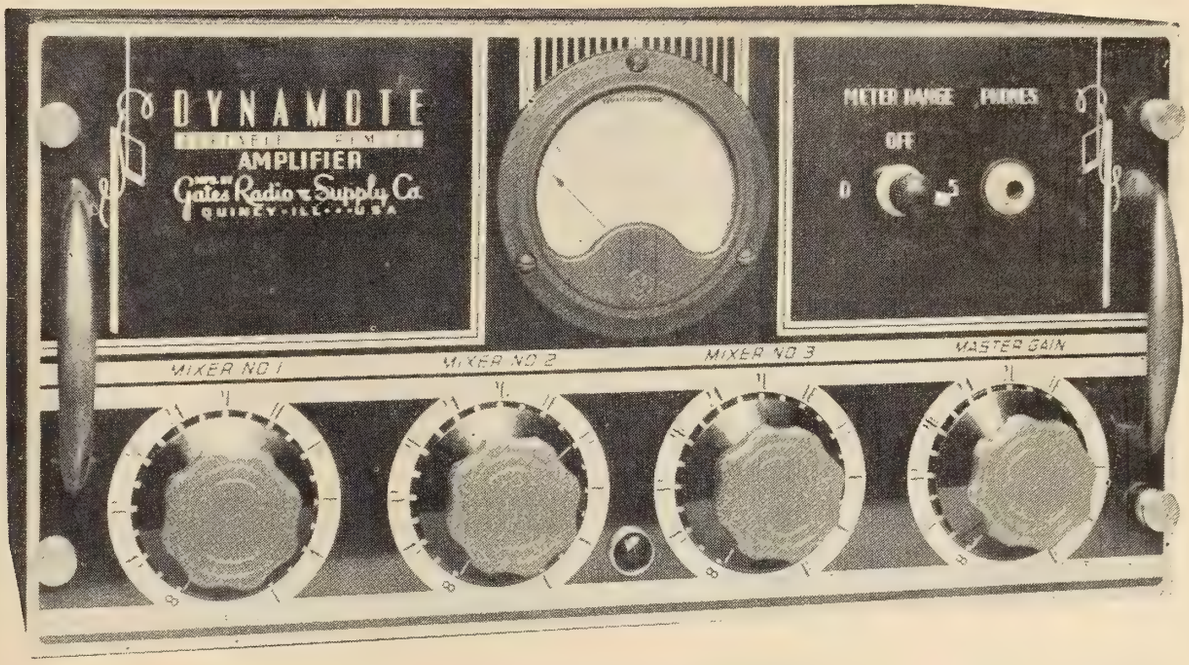
Accurate Concise Dramatic
LYN PEL
and
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

BUY WAR BONDS

Beauty and Performance Now Go Hand in Hand—



Here's The Famous Gates DYNAMOTE

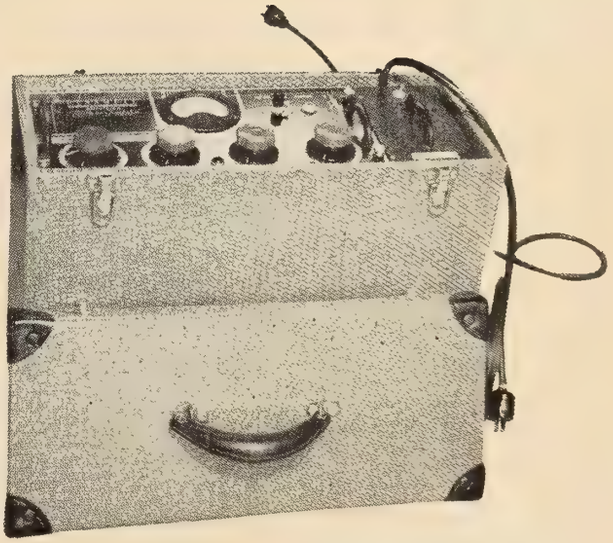
PORTABLE REMOTE AMPLIFIER

that provides perfect response and flexibility to meet every need

The Gates Dynamote is the most popular, deluxe remote multi-channel unit in use. No wonder, too, when you consider the hundreds of stations that have found complete satisfaction in the versatility of the Gates Dynamote to go anywhere and offer top performance every time. Small in size, light in weight, rugged in design, smart in appearance, the Dynamote and its small Power Supply Unit are carried compactly as one, in a sturdy carrying case, to go anywhere and pick up anything. The dependable, brilliant-performing Dynamote is adaptable to 99% of the remote uses—from football games to symphonies . . . and with its *three inputs*, mixing three microphones, and type of remote set-up comes within its scope. Available either in V.U. or Db. meter.

The Gates "Dynamote" deserves a place in your post-war plans. Ask for details of our Post-War Priority Plan that assures you prompt delivery when normal production is resumed.

Wartime restrictions do not allow the sale of new broadcasting equipment without priority. This equipment is presented merely to acquaint you with Gates' developments.



Note the new and compact, modern airplane-luggage type carrying case that is completely weather resistant. Additional space in bottom for microphones and other accessories.

Gates

RADIO COMPANY, Quincy, Illinois, U.S.A.

MANUFACTURERS OF RADIO BROADCAST TRANSMITTERS, SPEECH EQUIPMENT, RECORDING APPARATUS AND ALLIED EQUIPMENT IN THE ELECTRONICS FIELD

AIR POWER IN AIR FORCE

Servicemen Who Put the AAF on the Airwaves Represent a Fortune in Radio Names

A FORTUNE in radio industry names is represented in the servicemen serving with the two Army Air Forces Radio Units now engaged in telling the story of American air power to the estimated 15,000,000 people who listen weekly to the programs and scripts they prepare. Ex-radiomen from all branches of the industry staff the units which currently are stationed at Santa Ana and New Haven.

Heading the unit now at New Haven and scheduled to go to New York by Jan. 1 is Capt. Robert G. Jennings, former WLW Cincinnati executive and later radio director of H. W. Kastor & Sons, Chicago. Maj. Glenn Miller, orchestra conductor, now is overseas as head of a band from the New Haven Unit. He first directed the band there, now under the direction of Sgt. Harry Bluestone. A veteran of some 20 years as musical director in radio is the commanding officer of the Santa Ana Unit, Lt. Col. E. J. Dunstedter.

Starting early in 1942, first with recruiting, then combat reporting, and now rehabilitation, the AAF has used radio through 200 local broadcast series, seven official programs and personal appearances of its men on the air.

The first unit was established at Santa Ana a few months after Pearl Harbor, at the request of Gen. H. H. Arnold, Commanding General of the AAF. Its mission was to provide broadcasts to the networks. In November 1943 two additional units were established, one at Ft. Worth, another at New Haven. The Ft. Worth Unit has now moved to New Haven to replace the original Yale Unit now overseas.

Programs for local stations are produced by the more than 200 AAF installations throughout the U. S. They have formed a valuable link in the relationship between the post and the nearby civilian community.

The net shows produced at Santa Ana and New Haven are: *AAF Symphonic Flight* on Blue, *Roosty of the AAF* on Mutual, *First in the Air* on CBS, *Army Air Forces Band* on NBC, *Hello Mom* on Mutual, *Soldiers with Wings* on Blue, *I Sustain the Wings* on NBC. In addition, William Wrigley Jr. Co. provides the AAF with the CBS *America in the Air* program.

Among ex-industry men staffing the AAF Units in addition to Col. Dunstedter, Capt. Jennings and Maj. Miller are: Maj. Emmett D. Giffen, net musical director; Capt. Richard B. Macauley, radio writer; 1st Lt. Samuel S. Zagon, legal counsel to Mutual-Don Lee.

Sgt. Hal. Gibney, NBC announcer; Sgt. Warren Lewis, NBC writer; Sgt. Clark T. Casey, chief sound engineer, RCA, Hollywood and CBS Hollywood; Sgt. Richard S. Conway, writer on Bing Crosby, Bob Burns shows; Sgt. Edward D. Haldeman, freelance radio writer; Sgt. Rubin Raksin, staff arranger WFIL Philadelphia; Sgt. Abe Robyn, sound engineer, Bell Tele. Labs.; Sgt. Scott Farnworth, writer, actor CBS; Sgt. William L. Robinson, engineer, WOR WGN WREN-WDAF KELW KHJ; Sgt. Stanley T. Spigelman, musical director KOMO KJR; Sgt. Clifford N. Thorness, sound engineer CBS Hollywood; Sgt. George Voutsas, NBC producer; Sgt. Tom Hudson, net announcer; Sgt. Ben Gage, NBC announcer.

Cpl. Thomas Adair, writer on NBC, Blue, MBS; Cpl. Lawrence Marcus, writer for *Inner Sanctum, Grand Central Station,* other net shows; Cpl. Marshall Sosson, assistant conductor CBS orchestra; Pvt. Robbins K. Fowler, writer Chase & Sanborn show, Burns & Allen, other net shows; Pvt. Henry Morgan, writer-producer-actor *Here's Morgan* show on MBS, writer Fred Allen show, program director WEBC Duluth.

Coordinating AAF radio activities at the War Dept. Bureau of Public Relations are Lt. Col. Hal Rorke, former publicity director of CBS West Coast, later assistant publicity director of CBS New York; Maj. Ted Steele, who was account executive with Benton & Bowles; Capt. Edmund Abbott, formerly with WCCO Minneapolis and WBBM Chicago; Capt. Curt Peterson, former radio director of Marschalk & Pratt.



BUFFALO BILL didn't get "all of 'em" as indicated by the future trophy Bob Dean (1) owner and manager of KOTA Rapid City, S. D., and Wythe Walker, station representative bagged on a South Dakota buffalo hunt, short time ago.

VETS' XMAS DISCS

WFBC Gives GIs Chance to Send Word Home

GI PATIENTS at the Greenville, S. C. Army Air Base Hospital can send home Yuletide greetings via recordings provided by WFBC Greenville, which set up recording apparatus and sent chief engineer Hubert Brown to make the discs which were played back to the boys so they could hear what they said. Similar arrangements were made for the 1,000 wounded veterans at Moore General Hospital, Asheville.

Recordings, which are packaged and stamped for mailing, can be made by the men while they are flat on their backs at the station hospital. According to Bevo Whitmire, WFBC manager, the boys enthusiastically took to the idea of making the recordings.

Arrangements to make the discs at Greenville Army Air base were handled by Capt. Robert Burger, PRO and at Moore General Hospital by Lt. Marvin Golden, assistant reconditioning officer.

Let's Take "JOE and RALPH" . . .

in the DETROIT AREA

Many a sponsor with a network show uses Joe and Ralph ("The Early Morning Frolic") for *plus-programming.* He uses his national hookup for institutional advertising and gets right down to bedrock product selling with dramatized spots on this great CKLW show (6:00 to 9:30 A.M. daily) slanted straight for Detroit Area listeners. It's a comedy show, as much an institution in this market as coffee-for-breakfast!

A spot on "The Early Morning Frolic" is a powerful piece of time. It covers a primary market of over 8,000,000 people. It will increase your sales . . . do "point of purchase" advertising . . . test the "pull" of a new product in this, America's Third Market. The price? $15.00 per spot, imagine that! All in all, it's a buy! Sure, all radio time is "tough" right now . . . but a deal this good is worth waiting in line for.

Union Guardian Bldg., Detroit, 26

J. H. McGillvra, Inc.
Representative

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

CRYSTALS

HOLLISTER CRYSTAL CO.
Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927



WE'VE SEEN 'EM GOING UP AND COMING DOWN

STATIONS come and stations go. In a little over two decades, Toronto has watched eight of them appear and disappear. But for more than seventeen years, CFRB has broadcast its schedules without interruption and will continue to do so.

We have contributed to the progress of this lately grown-up industry in the past, and are in a position to further its development in the future. We're proud of our record . . . proud of our tremendous following of loyal and consistent listeners . . . proud of our standing with the agencies and their clients.

These are the benefits we offer to those who listen and to those who use our facilities to broadcast their sales messages.

CFRB

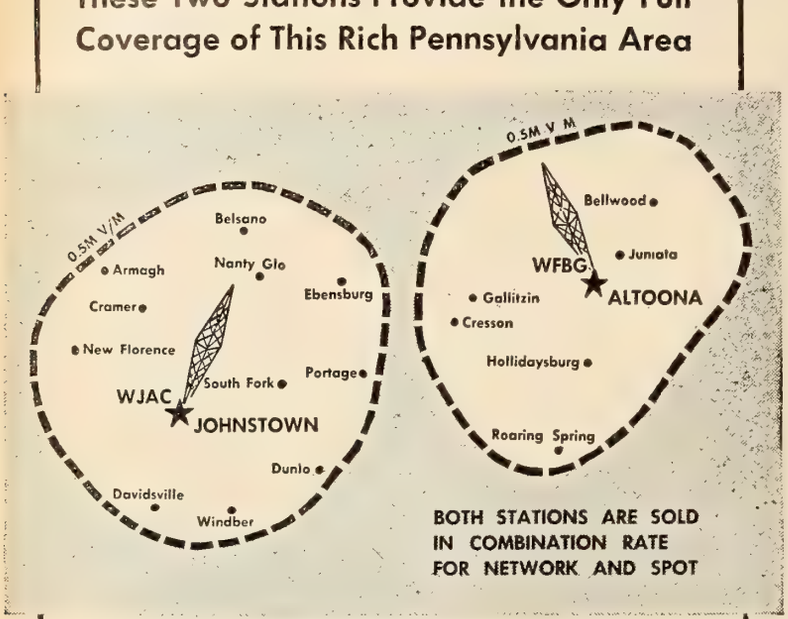
10,000 WATTS OF SELLING POWER — 860 KC TORONTO

WJAC
JOHNSTOWN

NBC

WFBG
ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

WJLS

BECKLEY, WEST VIRGINIA

Expands its market...*

*Daytime coverage increases 1,390 square miles...with 110,741 additional potential listeners (FCC survey).

now at 560 *on the dial*

CBS NETWORK

Represented by Burn-Smith

FCC Denies Blue Pleas for KECA

Sets Aside Tulare, Cal. Grant Pending Futher Probe

PETITION of the Blue Network Co. for a grant without hearing of its aplication to change frequency of KECA Los Angeles from 709 to 770 kc and increase power from 5 to 50 kw was denied last Tuesday by the FCC [BROADCASTING, Dec 4].

At the same time the Commission denied Blue's petition to consolidate its hearing with that of KOB Albuquerque for modification of construction permit and license to cover permit as modified to change frequency from 1180 to 770 kc and with a hearing of KXA Seattle on application for modification of license to change hours of operation from limited to WJZ to unlimited on 700 kc. KOB's application is designated for hearing.

Motion of KXA for leave to amend application was granted Wednesday by motions of Commissioner Wakefield Jan. 2, and the application, as amended, was removed from the hearing docket.

An alternative request of the Blue to intervene in the KOB and KXA applications also was denied.

Proposed KECA move would reduce the status of the 700 kc channel from a I-A (clear at night) to a I-B (duplicated) frequency with both KECA and WJZ using 50 kw. Operation of KECA on 770 kc with 50 kw would preclude operation of KOB, which has been broadcasting under a special service authorization on 770 kc and prior to that on 1030 kc with a special service authorization.

Denials of the Blue's petitions mean that the application to change frequency from 790 to 770 kc, increase power, install new transmitter with directional antennas for day and night use, and move transmitter and studios still is pending.

In another action Tuesday the Commission set aside its grant of Dec. 5 to Herman Anderson, farmer and businessman, for a new station at Tulare, Cal., to operate on 1240 kc with 250 w unlimited [BROADCASTING, Dec. 11]. Mr. Anderson and Robert Franklin, associated with KTKC Visalia, Cal., originally filed the application but Mr. Anderson filed an amended petition, requesting withdrawal of Mr. Franklin as a party to the application. In announcing its recision, the FCC said it set aside the grant "pending further examination of the application and related matters".

Sub For Murrow

EDWARD R. MURROW'S Sunday broadcasts for American Oil Co. on CBS for the last three weeks of December are being taken over by CBS correspondents from London. Charles Collingwood speaks Dec. 24 and Larry Lesueur Dec. 31. Eric Sevareid handled last Sunday's program. Mr. Murrow is in this country for a brief visit.

WAIT-WGES SWAP APPROVED BY FCC

AN EXCHANGE of interests whereby the Gene T. Dyer family retains WAIT Chicago and his brother John A. Dyer and his associates become owners of WGES Chicago was approved by the FCC last week under its duopoly regulation, Sec. 3.35. Consideration is $100,000 for the assets of WAIT and a similar amount for the assets of WGES, in each instance including $15,000 cash working capital [BROADCASTING, July 10].

New ownership is as follows: WAIT—Gene T. Dyer, 19%; Evelyn M. Dyer, 35%; Gene T. Dyer Jr., 24%; Adele Moulds, 10%; Louis E. Moulds, 6%; Grace V. McNeill, 6%. WGES—John A. Dyer, 21%; Vivian I. Christoph, 34%; Elizabeth M. Hinzman, 30%; F. A. Ringwald, 10%: William F. Moss, 5%.

Sale of WSBC by the Dyer interests for $100,000 to the owners of the J. Miller Adv. Agency, Chicago, also because of the duopoly regulation, was approved by the FCC Sept. 26 [BROADCASTING, Oct. 2].

In another duopoly action motions Commissioner Ray C. Wakefield last Wednesday continued hearing from Dec. 18 to Feb. 29 the application of WEEU Reading, Pa. for renewal of license. Application for transfer of WEEU by Berks Broadcasting Co., Reading, to George J. Feinberg, Joseph M Nassau and Milton J. Hinlein (owner of KDRO Sedalia, Mo.) for $210,000 is pending before the Commission.

WOV Capital Office

WOV New York will open a Washington bureau Jan. 1 with Tom Morgan, WOV commentator as chief. Headquarters will be in the Mayflower Hotel. According to present plans, Mr. Morgan will spend Tuesdays in Washington covering the President's press conference and the Senate, returning to New York to give his regular news broadcasts, which will be advanced from its present spot to 10:05-10:15 p.m.

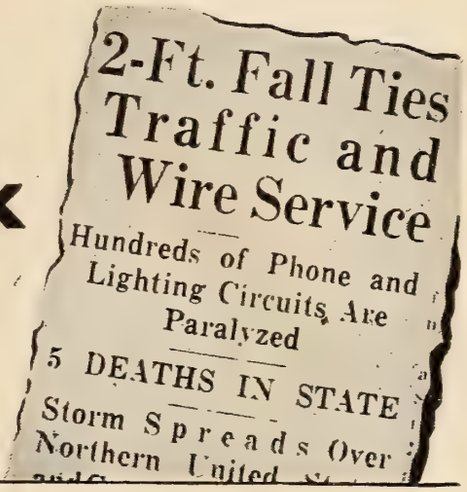
A TOTAL of 287½ hours during the first nine months of 1944 were devoted to public service programs by WLW Cincinnati. All originated by the station, the programs included problems of health, education, war activities and rationing.

"THE WORLD'S BEST COVERAGE

U.P.

OF THE WORLD'S BIGGEST NEWS"

WSYR ~~City~~ Fights to Break Storm's Grip


2-Ft. Fall Ties Traffic and Wire Service

Hundreds of Phone and Lighting Circuits Are Paralyzed

5 DEATHS IN STATE

Storm Spreads Over Northern United

During the night, the snow flew.

On the morning of December 1, Syracuse, a city of ¼-million people, was completely snowbound—paralyzed—all normal life brought to a standstill.

The streets and roads were impassable, blocked by drifted snow. Stalled buses and trucks covered the highways. Entire villages were cut off from communication with the outside world.

Long distance calls were held to an irreducible minimum; the fire departments could not function. Schools were forced to close. Civic activities were abandoned.

In this emergency—one of the worst in the city's history—officials and public alike turned for help to Station WSYR. And again, WSYR was to prove its worth to the community it serves. Was again to prove that listener confidence and loyalty which it had built all these years was well placed.

When authorities decided to close the schools, WSYR was chosen to get that message to the public.

As incoming calls from city and country school districts jammed the switchboard the announcing staff of this station relayed the vital information to uncertain homes. In many instances children had been compelled by the storm to remain at their schools the preceding night—it was WSYR which relieved the minds of worried parents regarding the safety of those children. By sticking faithfully to the job WSYR had performed a very real public service. It had been chosen for this task because school officials knew that only this station was able to reach the number of homes that had to be reached for complete effectiveness. Officials realized that WSYR had a greater home influence than any other station in their area and thus was capable of getting a vital message into the majority of homes in central New York.

Other public agencies called on WSYR for assistance. At the request of the state police instructions to motorists were broadcast; up-to-the-minute road and traffic information was secured by the staff and immediately passed on to all who might use the highways; pleas were made on behalf of the fire department, for the railroads and for help in clearing the streets.

All of these things were done at the request of state, city and county officials and interested parties—proving that under unusual circumstances officials and public alike turn first to WSYR for help.

Ever since its founding WSYR has gone quietly about the business of performing those duties which most benefit the community it serves. A storm such as that of December 1st is fortunately a rarity, but when the emergency struck listeners *knew* that WSYR was able and eager to assist them—and it was to WSYR that Syracuse turned as a "friend in need."

WSYR, Syracuse • **Associated with WTRY, WKNE, WELI**

WSYR Representatives: Paul H. Raymer Company



THERE'S NO SHORTAGE OF TOBACCO AT KINSTON, NORTH CAROLINA

Send For Your Free Sample

WFTC

WORLD'S FOREMOST TOBACCO CENTER

WFTC IS LOCATED IN THE CENTER OF THE LARGEST CIGARETTE GROWING AREA IN THE WORLD. OVER 52 MILLION POUNDS SOLD THIS YEAR IN A 10 WEEK PERIOD FOR THE FARMER FOR OVER 22 MILLION DOLLARS.

We Can Sell Your Products

Contact Burn-Smith Company

WFTC

KINSTON NORTH CAROLINA

A *Blue* AFFILIATE

ACA ASKS HIGHER NIGHT TIME RATES

NEGOTIATIONS are in progress between American Communications Assn. and WHOM Jersey City; also WNEW WHN and Muzak Transmission, New York, regarding technicians contracts, and with WLIB and WABF (FM) New York for announcers. Agreements are expected to be completed by the end of the month, according to an ACA spokesman.

The union is demanding wage increases, night differentials and minor improvements in contracts. The night differential clause, calling for higher wages for nighttime duty, established a new precedent for the union.

Union has appealed the decision of the Second Region Stabilization Division of the War Labor Board disapproving application for wage increases at WHN, but is not appealing the Division's ruling on a modified weekly rate range of $47-50 to $75 for WNEW, as against the $47-50-$75 requested, since new negotiations are already in progress.

The Third Region WLB approved application for wage increases for technicians at KYW Philadelphia retroactive to August, 1943, as filed following a joint agreement reached by both parties [BROADCASTING, Sept. 25].

Commercial Expansion

EXPANDED war and general radio engineering business have necessitated larger Washington quarters for Commercial Radio Equipment Co., which moved Dec. 18 to a suite in the International Bldg., 1319 F St. NW. Phone is District 1319. Everett L. Dillard, general manager, announces affiliation of K. M. Hollingsworth as radio engineer to assist in AM, FM and television applications. Other engineering personnel will be announced in the near future. Robert F. Wolfskill, manager of Commercial's Kansas City office, has returned after two weeks in Washington in connection with planning for the operation of the company's two new FM development stations in Washington, W3XL, main station, and W3XLA, satellite.

PA Records Highlights

PRESS ASSN. is distributing to radio clients its annual transcribed dramatization of the year's news highlights under the title *This We Have Done*, covering top events of 1944. Program embraces the landing at Anzio, capture of Rome, D-Day landings in France, capture of Paris, A-Day invasion of the Philippines and the big push along the western front. Annual feature, written by Raphael Hayes, was directed by Charles Gaines and produced by George Silvers of the PA staff. Jackson Beck is narrator. Music was provided by John Gart.

A PLAQUE certificate of appreciation commemorating the 26 GI programs to be broadcast by WISN Milwaukee from "The World's Largest Classroom" at Traux Field, Madison, Wis., has been awarded to the station by Brig. Gen. Vincent J. Meloy, commanding general of the AAF Training Command Post.

'Bulletin' to Get WPEN From Bulova by Dec. 30

OWNERSHIP OF WPEN Philadelphia will pass from Arde Bulova, New York broadcaster and watch manufacturer, to the *Philadelphia Bulletin* on Dec. 30, when $620,000 plus adjustment of accounts receivable will be paid over to Mr. Bulova for all of the capital stock of the William Penn Broadcasting Co. licensee of WPEN and its companion WPEN-FM. The FCC on Dec. 9 announced approval of the transfer—a day before the option to purchase was to terminate, [BROADCASTING, Dec. 11].

While the transaction was to be closed 15 days after FCC approval or about Dec. 24, agreement was reached by the principals to transfer on Dec. 30 as of Dec. 31. WPEN operates on 950 kc with 5,000 w full time using a directional at night. It is an independent. The FM station is on 47.3 mc, unlimited.

WAILES TO DIRECT TAKEOVER OF KEX

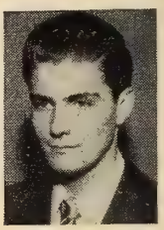
HEADED by Lee B. Wailes, a group of Westinghouse officials left Philadelphia Dec. 10 for Portland, Ore., to take over operation of KEX, purchased from the Oregonian Publishing Co. for $400,000 cash. The FCC already has approved the transfer.

Mr. Wailes, general manager of Westinghouse Radio Stations Inc., will set up offices and, with his staff, make other arrangements necessary to taking over KEX on Dec. 28. They will remain in Portland until after the first of the year.

KEX, with 5,000 w, operates on 1190 kc and is the only Blue affiliate in Oregon. It has a 50,000 w potential on the channel. Other Westinghouse stations are KDKA Pittsburgh, WBZ-WBZA Boston and Springfield, KYW Philadelphia, and WOWO Fort Wayne, plus WBOS, shortwave station in Boston.

Young Man's Field

SEVENTEEN-year-old Michael Marlow, a high school senior and regular staff announcer on WWSW and WTNT Pittsburgh, is celebrating his fourth year in radio this month. He made his debut while a freshman over WHK Cleveland as high school sportscaster and m.c. of a boy scout series. Michael then did a 40-week commercial series on WCLE Cleveland and during a summer vacation served as staff announcer on WMRN Marion, Ohio. He came to WWSW in June and, in addition to announcing and newscasting, handles the *Golden Hour of the Classics* nightly over WWSW and the *String Ensemble* nightly over WTNT, FM affiliate of WWSW.



Mr. Marlow



THE GIFT OF TELEVISION

Think of television as a gift long desired. It is — the answer to man's ageless yearning for eyes and ears to pierce the barrier of distance. It is man's oldest dream come true.

Through the screen of your postwar television receiver, the pleasures of tomorrow's peacetime world will come to you in overflowing measure. You'll see a rich, living tapestry woven from the glamor, the laughter and suspense of the theatre and the sports field. You'll enjoy a new kind of university for all the family...with magic carpet lessons...and world leaders as teachers. You'll thrill at a Twentieth-Century newspaper that mirrors events as they transpire; conferring on every man the honor of participating in things worthwhile, lifting him to new joy and new dignity in the history of the world.

But for the war, a DuMont Television-Radio Receiver might have been your most exciting gift this Christmas! We shall do our best, God willing, to bring to you and yours the gift of fine quality television before the next Christmas Season.

Copyright 1944, Allen B. DuMont Laboratories, Inc.

DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

More
RESPONSIBILITY
rests under this dome than any other building in the world.



More
RESPONSIBILITY
Having always given MORE for the money, it is our responsibility to see that sponsors continue to get MORE satisfaction than at any other Memphis Station.

Total Memphis business is valued at over $2,000,000,000.00 annually.

SOUTH'S 24-Hour Station
WHBQ
Bob Alburty, General Manager
Your MUTUAL Friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

Chicago Office

ADAM J. YOUNG Jr. Inc., recently organized station representative firm, has opened a Chicago office at 55 E. Washington St., headed by Robert Russell, formerly Chicago manager of Joseph Hershey McGillvra Inc. and previously with Blackett-Sample-Hummert. Dorothy Warner will assist Mr. Russell. Telephone is Andover 5448. CFRB Toronto has appointed Young as its representative, effective immediately, and the firm will handle CJOR Vancouver as well as the previously announced CKAC Montreal, beginning Jan. 1.

Cork Co. Adds Five

ARMSTRONG CORK Co., Lancaster, Pa. (floor coverings) on Dec. 30 adds WENT WKMO WHUB KGBS KSJB WSAU to *Armstrong Theatre of Today*, making a total of 141 CBS stations, Sat. 12-12:30 p.m. Agency: BBDO, New York.

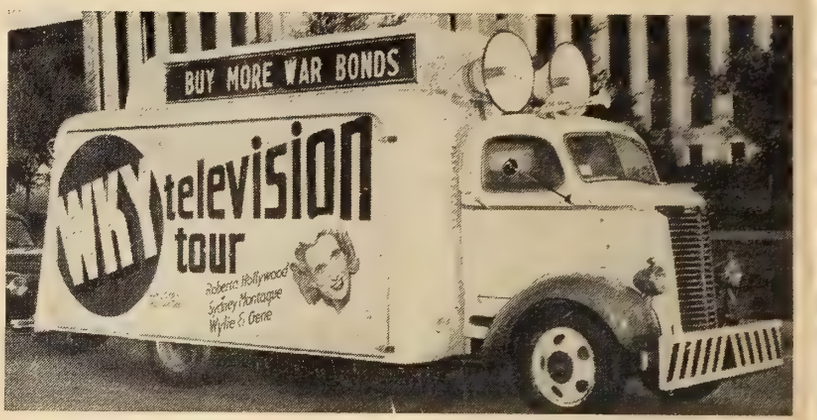
The San Francisco Radio Picture Has changed!



Look up Blue's KGO in your latest Hooper!
It's THE Bay Area Buy!

WKY'S VIDEO BOND TOUR

Television Stunt Covers 1,200 Miles, 19 Cities During 23-Day Trek



Television Truck Used for Bond Tour

TELEVISION demonstration War Bond tour of 1,200 miles, covering 19 cities in 23 days, has been completed by WKY Oklahoma City. Serving as a preview of postwar radio as well as offering opportunities for a technical experience, the tour was supported by local newspapers and stations. A total of 31 performances was given before more than 41,000 persons.

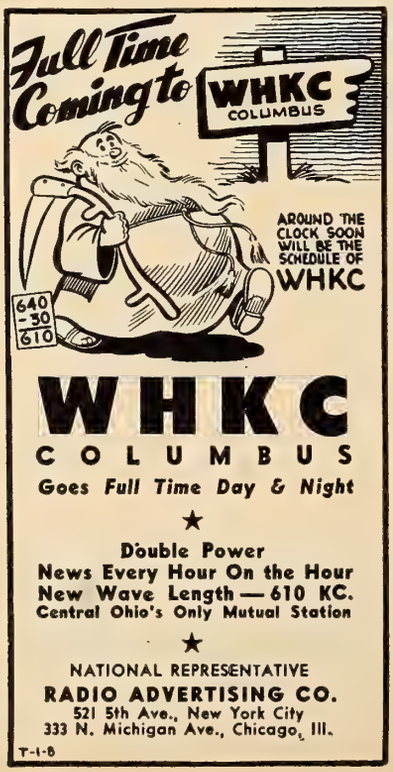
All of the expenses of the tour were borne by WKY, except for auditorium rentals, handled by local War Bond committees which also made arrangements for War Bond admissions to the performances. The standard RCA 441-line demonstration equipment used for the trip was carried in a specially fitted sound truck. Set illumination consisted of 10 kw of lights with a reflector backdrop.

Powerline variations of from 92 volts minimum to 131 volts maximum and extreme temperatures were two of the technical hardships overcome. WKY engineers rotated time with the unit so that all members of the technical staff would benefit through the actual work.

Newspapers devoted 25,000 lines of news, features and pictoral space to the television tour while local stations contributed sustaining time or received permission from sponsors for time.

Kobak to Tour

EDGAR KOBAK, Mutual president and general manager, leaves New York Dec. 22 for a cross-country tour to review the set-up of Mutual affiliates. He will combine the business trip with a visit to his son James, now stationed in a camp in California, and scheduled to go overseas shortly. Mr. Kobak will leave soon after a Christmas cocktail and luncheon party for the entire MBS staff, to be given Dec. 22 at the Hotel Astor in New York. Continuing his practice established while executive vice-president of the Blue, of holding get-together dinners for various network departments, Mr. Kobak was host last Thursday to Mutual's promotion and publicity department at the Hotel New Weston. The sales department has already been feted, and other units will be entertained in the future.



WHKC
COLUMBUS
Goes Full Time Day & Night
★
Double Power
News Every Hour On the Hour
New Wave Length — 610 KC.
Central Ohio's Only Mutual Station
★
NATIONAL REPRESENTATIVE
RADIO ADVERTISING CO.
521 5th Ave., New York City
333 N. Michigan Ave., Chicago, Ill.
T-1-B



Western Electric
The nation's largest producer of electronic and communications equipment for war.

WAR *STILL* NEEDS THE WIRES THIS CHRISTMAS



Please help keep LONG DISTANCE circuits clear for necessary calls on December 24, 25 and 26.

BELL TELEPHONE SYSTEM



1,045,717 SANTA CLAUSES



. . . do their Christmas shopping in the WGY COMMUNITY* . . . the important metropolitan area of central and eastern New York and western New England where the 1,045,717 radio families keep tuned to WGY more than to any other station.

And WGY is the ONLY way you can combine this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities of over 25,000 population; 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.



































WGY

Schenectady, N. Y.

50,000 watts—NBC—22 years of service

Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC

WGY-203



OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.



24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD

RECORDING COMPANY

221 N. LA SALLE ST. CHICAGO 1

Ten Standard, Four FM Stations Sought In Week's Applications Filed at FCC

NEW APPLICATIONS filed with the FCC last week request facilities for 10 standard outlets and four FM stations. Three of the standard applications seek 1,000 w while the others ask local assignments.

Central Broadcasting Co., licensee of WEAU Eau Claire, Wis., has applied for a new standard station at Madison, Wis., to operate on 1070 kc with 1,000 w unlimited.

Myles H. Johns, operator of WOSH Oshkosh, Wis., has filed for Milwaukee facilities of 1060 kc, 1,000 w daytime.

Assignment on 1290 kc with 1,000 w unlimited time is sought by F. F. McNaughton, Peoria, Ill., editor and publisher of the *Pekin* (Ill.) *Daily Times.*

Indianapolis Petition

Cadillac, Mich., local outlet is requested by Midwestern Broadcasting Co., licensee of WTCM Traverse City, Mich. Facilities asked are 1240 kc with 250 w unlimited.

Associated Broadcasters Inc., permitee for FM station WABW Indianapolis, has filed for a new standard local station in that city on 1550 kc with 250 w unlimited. Company is owned by M. J. McKee (about 34%), R. M. Crandall (27%), M. R. Williams (12%), all local businessmen; B. L. Tammey (14%), radio engineer, and Thomas Kurrie (14%), attorney.

The 1450 kc frequency with 250 w unlimited is asked for Ventura, Cal., by Ventura Broadcasters Inc., owned by Walter J. Fourt, president (4%), attorney; Bert Williamson, vice-president (50.5%), chief engineer of KTKC Visalia, Cal.; Lyman A. Treaster, secretary-treasurer (7.5%), assistant chief engineer of KTKC; William A. Kilpatrick (19%); Troy L. Banks (6.5%), control operator and announcer of KTKC; Gareth W. Houk (4%), attorney; Winfield V. Scott (5%), insurance man; Ward Daniels (4%), fruit packer. Mr. Williamson is proposed as manager of the station.

J. O. Emmerich, editor and publisher of the *McComb* (Miss.) *Enterprize* and the *Reville* of Centreville and Gloster, Miss., is applicant for a new standard outlet at McComb on 1490 kc, using 250 w unlimited.

Hugh G. Shurtliff, control operator for KMJ Fresno, Cal.; Charles A. Shurtliff, farmer; Mareby Cardell (Della) Shurtliff; and Cleo Agnes Center have applied for a new standard station in Santa Maria, Cal. on 1450 kc with 250 w unlimited. Hugh and Cleo are son and daughter of Charles and Mareby Shurtliff.

Norfolk Broadcasting Corp., composed of local businessmen and certain individuals with interests in WLPM Suffolk, Va. and WFNC Fayetteville, N. C., has applied for a new standard outlet in Norfolk on 1240 kc with 250 w unlimited. Fred L. Hart, president, general manager and approximately 19% owner of WLPM, is secretary and 16.4% owner of the new company. Frank E. Butler Jr., also holder of 16.4% interest, is vice-president and 4% owner of WLPM. Leo Brody, a WLPM director, holds a third interest in Norfolk Broadcasting. John G. Dawson, vice-president and quarter-owner of WFNC, holds a 20% interest.

Frequency of 1240 kc is sought by Murfreesboro Broadcasting Service for a new local outlet to operate with 250 w unlimited at Murfreesboro, Tenn. Partnership is composed of Cecil N. Elrod, Cecil N. Elrod Jr., and S. D. Wooten Jr. each holding a third interest. Mr Wooten is chief engineer of WREC Memphis.

Inland Broadcasting Co., licensee of KBOW Omaha, has applied for a new FM station on 44,500 kc with coverage of 9,950 sq. mi. Estimated cost, $37,700.

WDBJ Roanoke, Va. licensee Times-World Corp., requests FM facilities of 45,300 kc and 30,340 sq. mi. coverage. Approximate cost is $66,500.

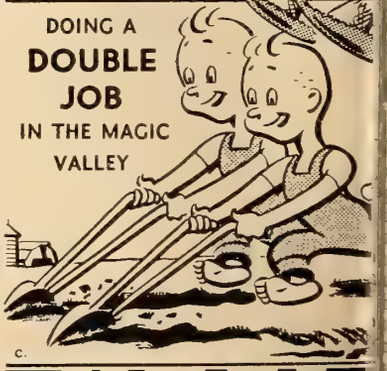
KCMC Texarkana, Tex., has filed for a new FM station on 48,100 kc and requests coverage of 7,088 sq. mi. Estimated cost is $25,000

The H. W. Greenhow Co., Hornell, N. Y., publisher of the *Hornell Evening Tribune*, seeks a new FM outlet on 49,300 kc with coverage of 5,062 sq. mi. Estimated cost, $31,160.

WPDQ Jacksonville, Fla. has filed application for a construction permit to change frequency from 1270 kc to 600 kc, installing a new ground and directional antenna for night use. Frequency 600 kc is a regional channel.

McKay Resigns

JOHN McKAY, manager of the NBC press department for three years, resigned last week to join King Features Syndicate as director of advertising, promotion and publicity. Sydney H. Eiges, assistant manager of the department has been named acting manager. In his new position, Mr. McKay succeeds Eric Brandeis.



KTFI

TWIN FALLS · IDAHO

ARMY-NAVY TO JOIN IN AFRS OPERATION

COORDINATION of the Army, Navy, Marines and Coast Guard in the operation of the Armed Forces Radio Service is announced by the War Dept. and the Navy in a joint release. As a result of a meeting in Los Angeles held under the auspices of the AFRS, an agreement was reached providing that the AFRS henceforth will be a combined operation of the Army and the Navy, under the command-ing authority of the Army."

The AFRS beams news, sports and entertainment programs from 12 shortwave transmitters on the East and West Coasts, in addition to supplementing the 440 outlets serviced in every theatre of war. These programs have been reaching men and women overseas in all the services. Under the recent agreement, professionally qualified personnel from the Navy, Marine Corps and Coast Guard will now supplement the Army men already in the AFRS.

Maj. Gen. F. H. Osborn, director of the Information and Education Division, Army Service Forces, and Rear Adm. L. E. Denfield, acting Chief of Naval Personnel, have signed the basic policy memorandum officially approving the joint operations. Col. Thomas Lewis, former vice-president of Young & Rubicam, heads the AFRS from Los Angeles.

John Hayes Is Promoted To Lieutenant Colonelcy

LT. COL. JOHN S. HAYES, for mer assistant to the vice-president of WOR New York, Mutual station, has been promoted to that rank, SHAEF announced last week. Col. Hayes is now associate director of Troop Broadcasting Services for Gen. Eisenhower, supervising all broadcasting to English-speaking Allied troops, British, Canadian and American, under Gen. Eisenhouwer's command.



Col. Hayes

A reserve officer, Col. Hayes reported for active duty in April 1941, in the Office of the Quartermaster General. He has been in ETO since June 1942, serving before his present assignment as Officer in Charge, American Forces Network. His co-director is British Lt. Col. David Niven.

WHB Names Spot Sales

WHB Kansas City has appointed Spot Sales Inc. as its national representative. Arrangement, concluded last week in New York by Don Davis, WHB president, and Loren Watson, president of Spot Sales, is unusual in that Mr. Davis, who has acted as the station's national sales representative and commercial manager, will continue traveling on behalf of WHB and in connection with other enterprises in which he and Mr. Watson are interested. Mr. Davis is expected to acquire an interest in Spot Sales shortly after the first of the year.

Hyde Slated

(*Continued from page 13*)

who are affiliated with the same political party. The Democrats, with Mr. Porter's confirmation, would be: Porter, Paul A. Walker and Clifford J. Durr. The Republicans now serving are Norman S. Case and Ray C. Wakefield, while Mr. Jett, interim chairman, is labeled an independent.

There have been other names actively advanced for the Craven vacancy. Among them are Charles R. Denny Jr., youthful general counsel who has won general acclaim for his handling of the weighty allocations hearings last fall and for his yeoman work during the House Select Committee inquiry into the FCC; Lowell Mellett, former Government official and anonymous assistant to the President who now writes a syndicated newspaper column; and Capt. E. M. Webster, director of communications of the U. S. Coast Guard and former assistant chief engineer of the FCC. Capt. Webster is an independent politically, having been virtually a life-long resident of Washington.

Mr. Hyde's nomination would win practically universal acclaim, as did that of Mr. Porter. Born on an Idaho farm in 1900, Mr. Hyde came to Washington in 1924 to attend law school. He joined the original Radio Commission in 1928—the year he was admitted to the bar—and rose from docket clerk to assistant general counsel for broadcasting. In the interim he had served as a staff attorney, and examiner. He became assistant general counsel in October, 1942. Mr. Hyde is a Mormon. He married Mary Henderson of Idaho in 1924. They have three boys, Rosel, 17, George 14, and William 9.

Now Maj. Steele

MAJ. L. T. (Ted) STEELE, now with Radio Branch, Bureau of Public Relations, War Dept., has been promoted to that rank. Maj. Steele has been in radio since 1931, when he joined Louis Glaser Inc., Boston agency. He was radio director of the firm until 1937 when he became account executive of Benton & Bowles, N. Y., handling five divisions of the General Foods account. In 1942 he joined the Army and was assigned to the Army Air Forces radio production unit at Santa Ana, in charge of four AAF network shows. He came to the AAF radio office, BPR at the War Dept. in May, 1944, and remained there until his recent transfer to the Radio Branch [BROADCASTING, Oct. 30].



Maj. Steele

PRESIDENT ROOSEVELT will deliver a Christmas message to the Nation on Christmas Eve, Dec. 24, at 5:15 p.m. over all the networks. It is expected that the President will speak for approximately 15 minutes.

FCC Time Limit Involved in Motion For Retrial of Suit to Force KVI Sale

MOTION for a new trial has been filed in the Superior Court of Tacoma, Wash., by KVI Inc. which lost its suit for specific performance of contract against Puget Sound Broadcasting Co., licensee of KVI Tacoma, on the grounds that the contract for purchase of capital stock for $125,000 plus net quick assets at time of sale, was incomplete since no time limitation for FCC decision was placed in the document.

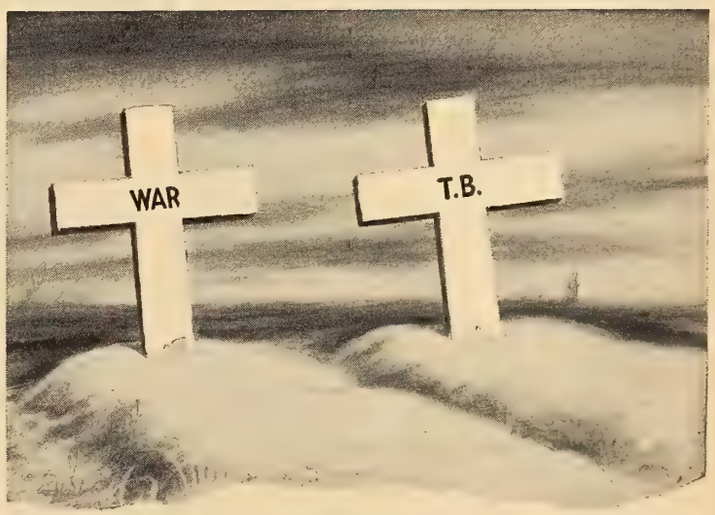
Judge E. F. Freeman, in his ruling, held that while the parties entered into a binding pact July 27, 1943, a fully completed contact had not been drawn because the time limitation on the FCC action was not included.

In the motion for new trial plaintiff's counsel set out that in the contract, parties agreed "the effective date where that term is used herein shall mean the time that the FCC will actually authorize the transfer". Substantiating its claim that time limitation of FCC consideration is not necessary, plaintiff submitted a letter dated Feb. 5, 1944, from T. J. Slowie, Commission secretary, in which he said: "It is not desirable to fix an effective date which may fall due prior to the time the Commission may normally act upon the application". Mr. Slowie's letter referred to Sec. 1.364 which provides that applications for transfer of control should be placed on file at least 60 days before the contemplated effective date of the assignment or transfer.

Rehearing motion also set forth provisions of a receipt for $40,000 given by defendant's counsel, providing for return of the initial payment only if the FCC should fail to approve the transfer, without any time limit being set.

Principal stockholder of KVI Inc., who also was principal witness for the plaintiff, is Sheldon F. Sackett, publisher of the *Coos Bay Times*, Marshfield - North Bend, Ore., and owner of KOOS Marshfield. Pending before the Commission is an application for transfer of KROW Oakland, Cal., by Wesley I. Dumm to KROW Inc., in which Mr. Sackett is 65% owner and Philip G. Lasky, vice-president and general manager of KROW the last five years, is 35% owner [BROADCASTING, Oct. 30, Dec. 4].

In the KVI case Mrs. Laura M. Doernbecker, owner of more than 90% of the shares in Puget Sound Broadcasting Co., is defendant.



TWINS OF DEATH

HAND IN HAND go War and Tuberculosis—the dread disease that since Pearl Harbor has exacted a toll of 145,000 civilians.

Wartime conditions — worry, overwork, abnormal eating and housing — are the *allies of TB.*

Yet Tuberculosis *can* be controlled. The annual sale of Christmas Seals has helped cut the death rate by 75%!

But the current death rate shows that the battle is *far from won* — that your dollars are needed now, urgently.

Please, send in your contribution today.



BUY CHRISTMAS SEALS!

The National, State and Local Tuberculosis Associations in the United States

House Probers Call Bulova in Old Sale

WLWL Transfer by Paulists Revived as WMCA Quiz Ends

CONCLUDING executive sessions in the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network chairman, last Friday the House Select Committee to Investigate the FCC was scheduled in its dying days to conduct a two-day inquiry into the 1937 sale of WLWL New York by the Paulist Fathers to Arde Bulova.

As BROADCASTING went to press the Committee was to have begun the WLWL probe in open hearing Saturday morning with Rev. Edward Lodge Curran, head of the Catholic Truth Society which petitioned the Commission last July to set aside all Bulova station sales; Mr. Bulova, Harold LaFount, general manager of the Bulova stations and Sanford Cohen, New York, Mr. Bulova's counsel, among the witnesses.

Corcoran Absolves White House

Seven witnesses were heard last week to wind up the WMCA investigation, which went "underground" after three days of open session, resulting in the resignation of John J. Sirica as general counel [BROADCASTING, Dec. 4]. Witnesses included William J. Dempsey of the Washington law firm Dempsey & Koplovitz, counsel for Mr. Noble in the transfer; Thomas G. (Tommy the Cork) Corcoran, former White House confidant; Morris L. Ernst, New York Liberal Party leader; David K. Niles, administrative assistant to the President; Mr. Noble, Mrs. Estelle Friedricks, secretary to Mr. Niles; Charles G. Cushing, associate of Marshall Field and retired New York banker.

Emerging from the executive session last Thursday Mr. Corcoran, whose name figured prominently in the WMCA transaction, told reporters he had been authorized by the Committee to say that to his knowledge Mr. Niles had nothing to do with the WMCA sale and neither did anyone else at the White House.

Mr. Corcoran is said to have testified he called the White House and suggested that an investigation of the WMCA sale ordered by President Roosevelt be called off because he felt an investigation would appear that such a "fine, just, impartial and nonpartisan commission as the FCC" had been used for political "reprisals", because Mr. Noble resigned as Undersecretary of Commerce in 1940 to to support the late Wendell L. Willkie for President.

MARK WOODS' STATEMENT

STATEMENT by Mark Woods, Blue president, to affiliated stations on the Petrillo-NABET platter-turner dispute follows:

The facts relating to the present jurisdictional dispute between NABET and the AFM, as they relate to the Blue Network, are as follows:

In negotiating a new contract with James C. Petrillo, for the AFM, last January, we agreed, effective in June, 1944, to employ platter turners who are members of the AFM. This agreement was part of a general contract, in which the AFM made a number of concessions and we in turn accepted the AFM jurisdiction over platter turners, in order that a musicians strike could be averted and the network continued in orderly operation. We were acting in good faith, and had been advised that we were within our legal rights to award this jurisdiction to the AFM.

NABET also claims jurisdiction over the employment of platter turners. NABET appealed to the National Labor Relations Board, asking that their rights to this jurisdiction be upheld. The NLRB decided that status quo should be maintained, which meant NABET would control the jurisdiction of platter turners, except in Chicago in which city platter turners have for many years been under the jurisdiction of the AFM.

The Blue Network was and is perfectly willing to accept the decision of the NLRB. However, Mr. Petrillo refuses to accept this decision and has warned our company that if we do not keep our agreement with the AFM, he will order a series of wildcat strikes, by withdrawing musicians from our programs at sporadic intervals. We would have no adequate relief from these tactics and over a period of time it would be impossible for us to broadcast our leading programs, due to the absence of musicians for temporary periods. It is our hope that the courts will settle the dispute between the AFM and NABET. Only in that way can either the AFM or NABET be forced to accept a conclusion to the jurisdictional dispute.

The Blue Network finds itself in the middle of a juri dictional fight between the AFM and the NABET. As between these two unions, we do not favor one over the other. We desire that the labor law of the country be complied with, that our employes be represented by unions of their own choosing, and that strikes against the public interest be avoided.

We are, in truth, helpless in this situation, in that it is one where we cannot bring the issue into the courts. We are faced with interference or stoppage of broadcasting by one union or the other and until the courts decide the case, we will continue to be faced with this threat.

NABET Ultimatum

(*Continued from page 16*)

Mich.), author of the bill, held little hope, however, that the measure would be enacted by the House this session. Congress will probably adjourn sine die before Christmas. The Senator plans to reintroduce the bill when the new Congress convenes Jan. 3 and is hopeful of passage.

WLB Action

On another front, the WLB announced that it has given permission to the Chicago Regional Board to take action on the KSTP-Petrillo dispute, breaking precedent of withholding procedure while a strike is on. The Board had previously departed from its usual procedure in releasing the panel recommendations on the case, which had been held up when the AFM resumed its strike at the Minneapolis studios of the station. In again breaking precedent, the Board has acted to offset Petrillo strategy to delay action which is believed to have been taken deliberately when the union learned in advance that the panel report would be unfavorable to it. The Regional Board is expected to act on the report within the next two weeks.

Powley Statement

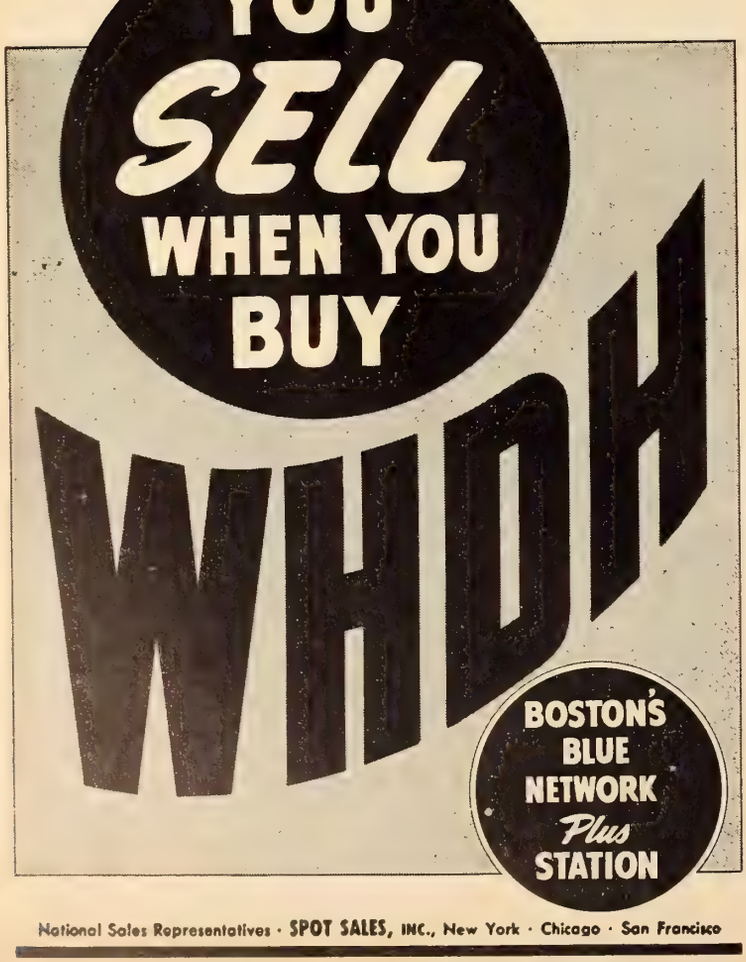
STATEMENT by Allen T. Powley, president, National Assn. of Broadcast Engineers and Technicians:

NABET will abide by the decision of the NLRB and is ready to continue negotiations for new contracts with NBC and the Blue. We have acted in good faith and will not capitulate. Petrillo's refusal to comply with the decision is an affront to the NLRB. This is not a jurisdictional dispute between the unions. The issue has been clearly defined and decided by the NLRB. The dispute is between the companies and the musicians. If the musicians pull wildcat strikes, the companies should bring this to the attention of the WLB and not be asking NABET to capitulate. It is time for the networks to decide whether they should be dominated by Petrillo or conduct a business free from hold-ups.

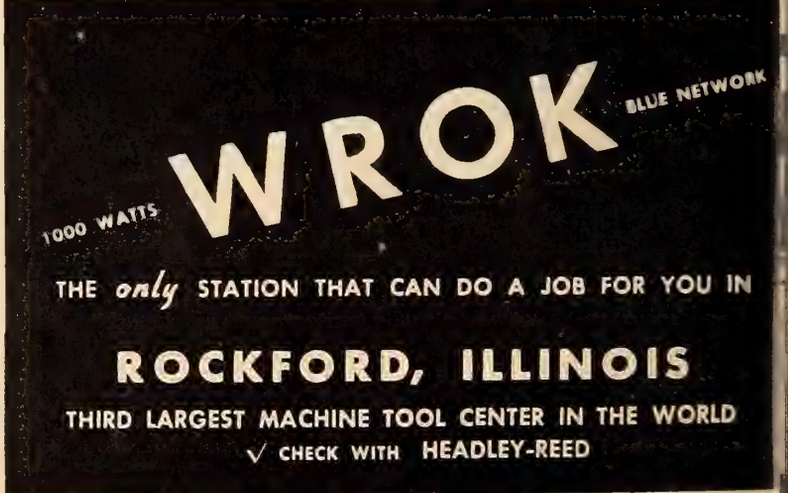
Should NABET capitulate, we would, in effect, be penalizing every radio station in the country. In fact, we would be crucifying some small independent stations which play records all day. Faced with the prospect of paying $90 per week for a 24-hour week, the small stations would be forced out of business.

Radio, with the help of the technicians, made the name bands. By the same token radio can break them.

NABET has stood alone in this fight for the past ten months. We have conducted it in an honest and straight-forward way. Our only request is that justice be served.



National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco



Network Scramble Seen

(*Continued From Page 13*)

cording to reports current in ew York.

KSO Des Moines is now a Blue filiate. It was sold by Iowa roadcasting Co., forerunner of e Cowles Broadcasting Co., to ngsley H. Murphy of Minneapis for $275,000 in observance the FCC duopoly rule [BROADSTING May 8]. Mr. Murphy owns % of the stock of WTCN Minapolis, a Blue outlet. Best guess as that CBS would make a strong tch for KSO with the expiration the latter's Blue contract in der to reach the Des Moines auence.

WHDH Boston, currently affiliat- with the Blue, was reported to ve broken with the Blue when e latter started to negotiate with LAW. Predictions are current at WCOP will be a 5,000 w fullme operation on its present frequency by the time the new Blue ntract goes into effect in June. now uses 500 w full time.

Lt. Comdr. George B. Storer, w serving in the Naval Reserve, ationed in Washington, is presdent of the Fort Industry Co., wners of WFTL Miami and signed e Blue affiliation contract for at station. Commenting on the ove, Comdr. Storer said: "The ort Industry Co. management as watched the progress of the lue network and believes in the rinciples and methods of operaon of the company and, as evience of further endorsement, we re pleased to add WFTL to its ster stations WWVA Wheeling nd WAGA Atlanta in the Blue mily." The Storer stations also clude WSPD Toledo, NBC; VLOK Lima, NBC; WHIZ Zanesille, NBC, and WMMN Fairmont, est Va., CBS.

WKAT Miami Beach currently the Blue outlet for the Florida ty, and is expected to go Mutual. he new affiliation gives the Blue e highest powered outlet in Flora. WFTL formerly was licensed Ft. Lauderdale to Ralph A. Horn, but was moved to Miami after rchase by the Fort Industry Co. VIOD in that city is an NBC ffiliate and WQAM carries CBS rograms.

WPDQ Jacksonville is owned by James R. Stockton and Linton Baggs. General manager is Robert R. Feagin. It too, is now affiliated with MBS. Present Blue outlet in Jacksonville is WJHP, operating with 250 w. WJAX Jacksonville is affiliated with NBC and the only remaining station, WMBR, is a CBS outlet.

The Lawrence station, WLAW, is operated by Hildreth & Rogers Co., headed by Irving E. Rogers. Mr. Rogers also is president and publisher of the Eagle Tribune Publishing Co., publishers of *The Morning Lawrence Eagle* and *The Evening Lawrence Tribune.*

No Holds Barred

Indication that no holds will be barred in network scrimmages to obtain new outlets was seen in the wording of the Blue announcement revealing the shifts. The announcement, for the first time in the recollection of the radio wise, mentioned in its first paragraph the networks which the stations were leaving to join the Blue. It identified three of the stations as "now affiliated with CBS" and two of the others as "currently MBS outlets."

The Blue estimated that its audience increases by 267,000 radio families as a result of the new affiliations.

Although the blow to CBS of losing three major outlets to the Blue was not to be underestimated, observers in New York especially were interested in watching the next move by MBS. The new MBS president, Edgar Kobak, former executive vice-president of the Blue, is known to be a mailed-fist fighter and the loss of two important network affiliates to his old employers coincident with his move to MBS is not an incident the industry expects him to accept without argument.

With the option-effective date, Dec. 15, for renewal of contracts dated for expiration June 15, 1945 now past, it is generally agreed that anything can happen in the network scramble for new affiliates.

Assignments of the new CBS affiliates are KOTA, 250 w on 1400 kc, but with a construction permit for 5,000 w on 1380 kc, to which it expects to switch about Feb. 15, to become a supplementary station with an evening hour rate of $75; KGKY, with 250 w on 1490 kc, bonus station available with KOTA.

KTYW, supplementary with an evening hour rate of $60, operating with 500 w on 1460 kc; WJEF, as a supplementary with 250 w on 1230 kc with an evening rate of $75; KERN, with 1,000 w on 1410 kc, supplementary, at $60 an evening hour. KTYW and KERN also will become members of the Pacific Coast CBS network, increasing it from 8 to 10 stations.

Phil Cohen Returns

PHILIP H. COHEN, director of the American Broadcasting Station in Europe (ABSIE) and formerly director of the OWI Domestic Radio Bureau, returned to the United States last week for a brief visit to consult with officials of the OWI Overseas Branch. He plans to return to England this week. A full account of radio's part in the liberation of France and the Low Countries and its contribution to the conquest of German territory, as told by Mr. Cohen in an exclusive interview, will appear in the Dec. 25 BROADCASTING.

WENR Revises Policy On Evening Commercial

STATION BREAKS on WENR Chicago will be unavailable for commercials except for time signals between 7 and 9 p.m. (CWT), effective Jan. 1, Roy McLaughlin, station manager, announced last week. At other times during the evening and daytime, commercial station breaks will be continued but in line with revised Blue Network policies aimed toward better listening.

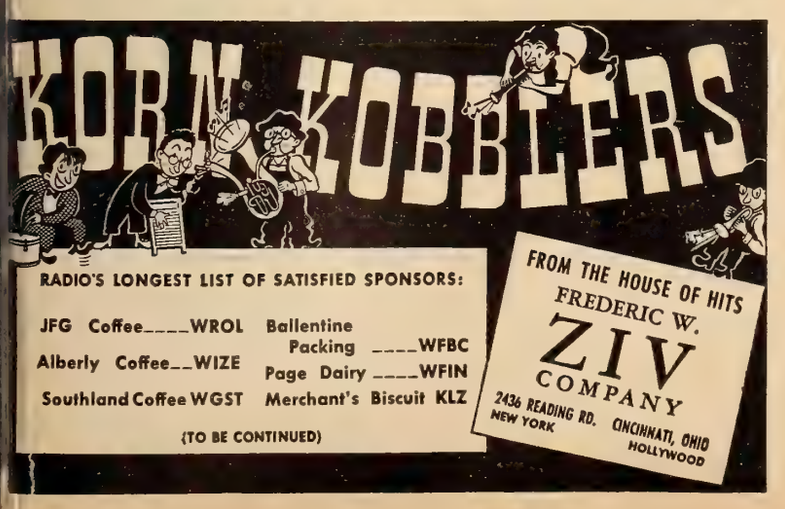
To be accepted, station breaks must be: 1, in harmony with adjacent programs; 2, pleasant to hear; 3, short; 4, subject to be moved or dropped at any time in the interest of good programming.

WNOE, KNOE Transfers

APPLICATIONS were filed with the FCC last week by WNOE New Orleans and KNOE Monroe, La. requesting assignment of license from their respective licensee corporations to James A. Noe, sole owner. No money is involved in the transfers. Reason for shift, according to applications, is to insure more efficient operation. Several shares of the totals owned by Mr. Noe, who also holds various oil interests, have been held as qualifying shares by other individuals.

Selznick Spot Drive

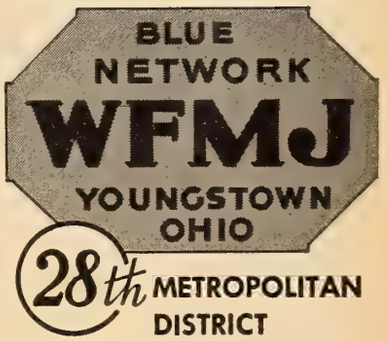
SELZNICK - INTERNATIONAL Pictures, Hollywood, which releases its pictures through United Artists Corp., New York, on Jan. 15 will launch a nationwide spot campaign in some 100 key cities where Selznick pictures are shown. Transcribed and live 15-second, 30-second and minute-spot announcements will be used on a 52-week basis to promote the pictures shown at local theatres. First of Selznick pictures to be promoted is "I'll Be Seeing You", scheduled for release in mid-January. Agency is Foote, Cone & Belding, New York.







Represented Nationally by HEADLEY-REED CO.





The SEASON'S GREETINGS from RICHMOND'S STATION WRNL

WRNL • RICHMOND • VA.



5000 WATTS NIGHT AND DAY 910 KC

• • • EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES • • •



Audax EQUIPMENT



The "Royal Family" of pickups . . . cutters . . . jewel points

HARVEY, distributor of fine radio and electronic equipment, can now fill your orders on all AUDAX recording accessories. We have in stock AUDAX cutters, jewel points, and pickups, the last of which are made with the unique "relayed-flux" principle so largely responsible for the sharp, clear-cut facsimile reproduction of Microdyne. Recording studios and radio stations, recognizing their perfection, specify AUDAX wherever the performance requirements are exacting.

•

Upon receipt of suitable priority, HARVEY can promise you reasonably prompt deliveries of all AUDAX products.

Free! PICK-UP FACTS! A valuable booklet containing the answers to most questions in the field of sound reproduction, written by Maximilian Weil, leading authority on the subject. Write to HARVEY for your copy.

hrc

HARVEY RADIO COMPANY

103 WEST 43rd ST., NEW YORK 18, N. Y.

FCC Grants Two New Local Stations

Alabama, No. Carolina Sites For AM, 250 w Outlets

TWO NEW standard local stations were granted by the FCC last week, both pursuant to the Jan. 26, 1944 FCC-WPB Policy relating to the use of critical materials for construction purposes.

Henderson Radio Corp., Henderson, N.C., was granted a construction permit for facilities of daytime operation on 890 kc with power of 250 w. Company is composed of local businessmen and Nathan Frank, manager of WCBT Roanoke Rapids, N.C. Owners are: S. S. Stevenson, president, owner of regional theatre groups; T. W. McCracken, vice-president, oil jobber and tire dealer; T. I. Gillam, secretary, auto dealer; W. J. Alston, treasurer, farmer and tobacco leaf dealer; and Mr. Frank, second vice-president and manager. Each holds a 20% interest. Equipment has been under option.

New local for Sylacauga, Ala. originally had been granted last June to Alabama Broadcasting Co., subject to certain technical conditions. Case later was designated for hearing because of delay in meeting some of the conditions and last week was reconsidered and granted without hearing. Commissioner Durr did not participate in the action. New station, WFEB, will operate on 1340 kc with 250 w and unlimited time. President of the company is Ernest E. Forbes, local businessman, who holds 51% interest. First vice-president and 24% owner is Opal E. Johnson, engineer with WAPI Birmingham. James E. Smith, radio engineer, is second vice-president and also 24% owner. J. Mallory Forbes, local businessman, holds remaining interest and is secretary-treasurer.

Manhattan Co. Expands 'Sweetheart' Soap Time

MANHATTAN SOAP Co., New York, will further expand its radio coverage for Sweetheart Soap Jan. 1 by adding more than 100 CBS stations to the present 30-station network for *The Strange Romance of Evelyn Winters*, at the same time shifting from the current Monday through Friday 5:15 p.m. period to 10:15-10:30 a.m. the same days. Latter period is to be vacated by Standard Brands' *This Changing World*. There are no plans at present for a readjustment of the company's radio advertising schedule with *Scramby Amby* continuing on 171 NBC stations Wednesday 10:30-11 p.m. and a spot radio promotion carried on 54 stations.

As Manhattan has increased network advertising, first expanding *Scramby Amby* from the NBC West Coast stations to full network and more recently starting the CBS serial, the spot station list has been reduced from its former total of 70 stations. Agency is Duane Jones Co., New York.

KONP WILL OPEN WITH WOOD TOWER

KONP Port Angeles, Cal. is endeavoring to complete construction granted last May by the FCC, i time for an opening date in Jan uary, it was announced last week An unusual feature of KONP which will operate on 1450 kc wit 250 w, is the 180-ft. Douglas fi pole which is being erected in stead of the conventional ste tower. The pole was specially se lected in the Olympic National Fo est near Port Angeles. A rein forced concrete base, built on tid land, supports the bottom of th huge pole 5 feet above high tid

Licensee of KONP is the Ev ning News Press commercial prin ing firm in Port Angeles. Office of the station are: H. J. McAlliste former chief announcer at KVI T coma, Wash., and chief announce at KHQ-KGA Spokane; J. Ernest, chief engineer, formerly KTBI Tacoma. Studios, office ar transmitter of KONP will be at 3 West First St., Port Angeles.

RWG, SAG Back AFR In L.A. Dues Disput

SUPPORTING Los Angeles Loc of AFRA in its suspension of son 400 members delinquent in pa ment of dues and special asses ment, on Dec. 11 Radio Write Guild and Screen Actors Gui have gone on record as backin union penal action.

Penalty could not be enforc on Cecil B. DeMille, produce director-m.c. of CBS *Lux Rad Theatre* due to issuance of a te porary restraining order again AFRA on Dec. 7. DeMille and oth members had refused to pay a o dollar union political assessme imposed by AFRA. When threa ened with suspension which wou keep him off the air, he appeal to Los Angeles Superior Cou Judge Emmet Wilson for a r straining order. AFRA offici filed a demurrer on Dec. 12 throu union attorney, William Berg Hearing was to have been he Dec. 15 as BROADCASTING went press.

STOCK UP WHILE OUR SUPPLY LAST!

Sacrificing SUPREME QUALITY

GIANT SIZE 26" x 26" ALBUMS

MADE FOR U. S. ARMY AIR FORCE



Gov't. Surplus! Dozens of uses in every office. Paste up advertisements, clippings, samples, etc. Heavy black leather grained covers.. Reinforced leather corners. 3 adjustable metal binding posts. 100 black loose-leaf pages. Size: 26x26 inches. Ask for No. YB-10.

Amazing Value! $15.00 each while they last

OTHER SIZES also available. Same style and quality Albums. Each with 100 loose-leaf pages..

No. YB-20 SIZE 18x26 in. $14.00
No. YB-21 SIZE 23x18¾ in. 13.00
No. YB-22 SIZE 16½x13¾ in. 10.00
No. YB-23 SIZE 13½x11 in. 6.50
No. YB-24 SIZE 10x11½ in. 5.00

Sample gladly submitted—no obligation
Please send check with order
MONEY BACK IF NOT SATISFIED

SAMUEL L. UNGER
3 EAST 14th STREET • NEW YORK 3, N. Y.

Barnes, Haverlin Named MBS V-Ps

Antrim Remains as Secretary, Wallen Elected Treasurer

J. C. BARNES, sales manager, and Carl Haverlin, station relations manager of Mutual were elected vice-presidents, and James E. Wallen comptroller, was elected treasurer of the network by the board of directors during a series of meetings of the board and the executive committee in New York Dec. 9-11. The board accepted the resignation of E. M. Antrim as treasurer but confirmed his continuation as secretary of the network.



Mr. Barnes



Mr. Haverlin

A formal expression of appreciation for the contributions of the late W. E. MacFarlane, as chairman of the executive committee of Mutual, and for eight years its president, was approved. The death of Mr. Macfarlane was an inestimable loss to the network, the statement read, paying tribute to the "magnitude of his contribution to the creation and success" of Mutual's cooperative system.

An executive in the sales department of Mutual for the past two years, Mr. Barnes is a former vice-president of Outdoor Adv. Inc., a post he had held since 1934. He has been active in advertising and selling since 1923, having been associated with Thomas A. Edison Inc. and J. M. Mathes Inc. among other organizations.

Mr. Haverlin came to Mutual in March of this year from Broadcast Music Inc., where he was vice-president. He previously had been with KFI and KECA Los Angeles for 14 years.

Marlin Promotes

MARLIN FIREARMS Co., New Haven, will start a radio campaign for its razor blades in the major markets throughout the country about Jan. 1. Five-minute news programs and one-minute transcribed and live announcements will be used on some 35 stations. Magazines and newspaper advertising will supplement the campaign. Agency is Craven & Hedrick, New York.

Cummer Co. Plans

CUMMER PRODUCTS Co., Brattleboro, Vt., may use spot radio on a national basis, supplemented by newspaper and magazine advertising, after Jan. 10 when it discontinues *My Best Girls* on the Blue network, Wednesdays, 8:30-9 p.m. for Energine. New media plans are being discussed with decision to be made by the first of the year. Agency is Young & Rubicam, New York.

WHOM CANCELS PAID RELIGIOUS PERIODS

TO BROADEN its religious service to meet the needs of a larger number of people of many faiths, WHOM Jersey City, N. J., will cancel all commercial religious programs at the expiration of current contracts, and offer free time in a specified period to all faiths. Also, from Jan. 9-12, religious radio chairmen from 48 states will convene at WHOM to work out plans for improved quality and wider acceptance of religious programs. For the present, at least one half-hour weekly will be set aside for public service religious broadcasts of all faiths. The method of allocation is still to be determined.

Explaining the action, Craig Lawrence, general manager, said, "This change in policy is no reflection in any way upon the character of the men (or their organization or their work) who have been sponsoring religious broadcasts. The station believed that they were doing a good job in their respective fields. We are convinced, however, that WHOM itself can serve more people of many faiths under this new policy.

"We institute it now with a full realization of the future responsibilities placed upon us to administer it fairly and impartially."

'Inner Sanctum' Added To Lever Net Schedule

LEVER BROS., Cambridge, effective Jan. 2 will sponsor *Inner Sanctum* for Lipton soup-mix in the spot being vacated by *Burns & Allen*, CBS, Tuesday, 9-9:30 p.m., which is shifting to the *Frank Sinatra* time on CBS [BROADCASTING, Dec. 4]. *Inner Sanctum*, a Himan Brown production, is scheduled to be discontinued by Colgate-Palmolive-Peet Co. for Palmolive Shave Cream on CBS, Saturday, 8:30-8:55 p.m.

With the new mystery show, Lever Bros. will have seven network programs on the air—*Frank Sinatra* being dropped for Vimms by Lever Bros. Dec. 26 [BROADCASTING, Dec. 4]. Lipton Co. (tea and soup-mix), acquired by Lever Bros. early this year, has not had a network show in this country since they discontinued Helen Hayes on CBS in 1942, although they sponsored a program on a number of Canadian stations last fall. The Helen Hayes show was discontinued because of uncertainty in receiving shipments of tea from the far east. Agency is Young & Rubicam, New York.

Godfrey Renews

ARTHUR GODFREY, early morning program star heard on WABC New York and WTOP Washington, last Friday renewed his personal radio drive to recruit blood donors via radio, with a special WABC broadcast from the Manhattan American Red Cross Blood Bank. On hand were members of the GAPSALS (Give a Pint—Save a Life Society), a group of 486 first-time donors organized from among the donors Mr. Godfrey recruited in his initial campaign early this fall. Mr. Godfrey returned recently from a special Navy mission to Saipan.



Do Ohio Valley folks listen to WSTV in Steubenville? That's a logical question, considering the fact that we are SURROUNDED but NOT INVADED — by some mighty powerful network competition, including two 50,000 watt stations! Here's the answer in our latest Hooper.

TIME	WSTV	A	B	C	D	E
MORNING 8:00 AM–12 N Mon. thru Fri.	39.7	24.2	2.3	3.7	5.5	23.7
AFTERNOON 12:00 N–6:00 PM Mon. thru Fri.	41.5	24.4	3.7	10.7	8.9	8.9
EVENING 6:00 PM–10:00 PM Sun. thru Sat.	25.6	36.8	5.8	3.7	5.8	17.3

HOOPER LISTENING INDEX — MID SUMMER 1944

WSTV
STEUBENVILLE, O.
JOHN LAUX, GEN. MGR.
MUTUAL
THE FRIENDLY GROUP

WSTV WFPG WJPA WKNY

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

ONE DEPARTMENT STORE
IN *CINCINNATI*
BROADCASTS
30 PROGRAMS
PER WEEK OVER
WSAI

This is just one of 4 leading department store clients scheduling top programs on WSAI.

Paul H. Raymer Co., Representatives

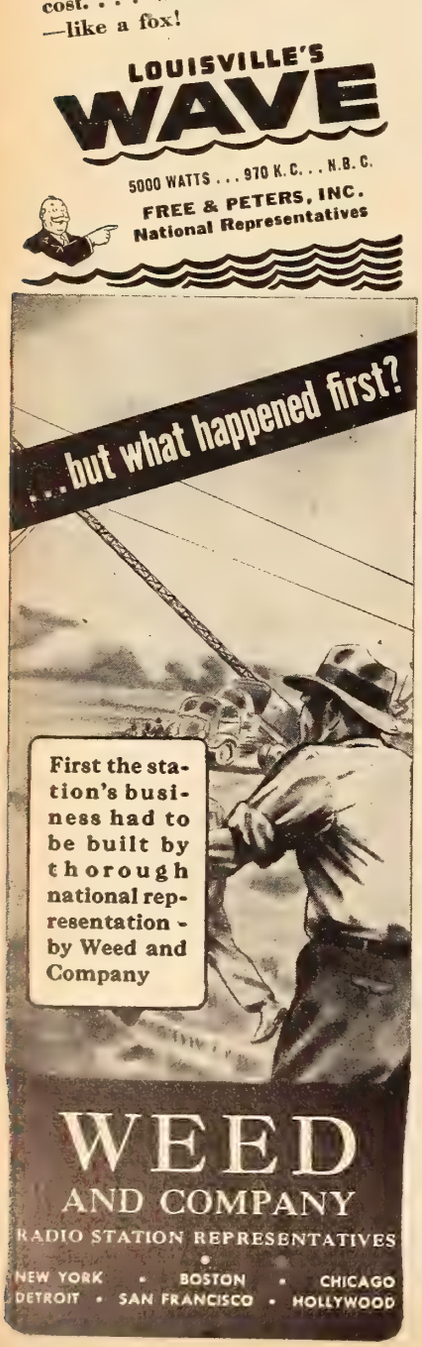
NO BATS IN OUR BELFRY (Ky.)!

Do you think we're *nuts* not to claim Belfry, Kentucky, or all the other tiny towns scattered over the rural parts of the State? We don't think so. We don't *want* 'em. We want just enough power to put a fine signal all over the Louisville Trading Area. With NBC programming, that gives us (and you) the best market in this part of the country—at the lowest possible cost. . . . We think we're batty —like a fox!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives



Far-Reaching Census Is Vital to Radio

Greatest Fact-Finding Program Projected For 1945

PLANS for the most comprehensive fact-finding program in the history of American business, designed to obtain pertinent data to guide industry in postwar production, marketing and distribution, are being formulated by the Census Bureau, Dept. of Commerce.

Part of the program will get under way Jan. 1, when the quinquennial agricultural census of approximately 6,000,000 farms begins. The remaining—and more urgent—part will be carried out if and when Congress approves appropriations requested for the work.

Five Major Projects

The program, involving an overall cost of approximately $20,000,000, provides for five major projects to develop basic statistical information for the benefit of Government and private enterprise in planning for reconversion. The projects comprise:

1. The 1945 Census of Agriculture, covering farm operations during 1944 and providing data on income, value of property, type of farming, electric, telephone and running water facilities, number of radios, etc.

2. A special War Census of Manufactures covering 1944 production, designed to provide a complete cross-section picture of American industry for a peak war year including data showing which industries and localities will be affected most severely by cessation of war activities and reconversion to peacetime operations.

3. A sample Survey of Consumer Income to be taken in April, furnishing limited population information and directed to providing data on individual earnings and on distribution of family incomes. It is proposed to make available income classifications for 30 of the larger metropolitan districts, for some of the larger states, and for broad regions.

4. A sample expanded Labor Force Survey to provide quarterly estimates of the size and characteristics of the labor force by regions, for each of the major urban production areas and for a few of the larger states, and to strengthen national estimates in all directions. By merging this survey with the sample income survey, the Bureau plans to obtain an abridged sample census of population.

5. A sample Census of Business, to be taken early in 1945, to provide information on certain types of important wholesale, retail and service trades, amount of sales or receipts, employment, inventories and cost of sales for types of establishments to which the data is appropriate. Tabulations and estimates obtained from this survey will reflect changes since 1940.

Data Important to Radio

In two weeks the agricultural census, the 14th national farm count to be made, will be started when 26,000 enumerators begin the job of visiting every one of the nation's farms to obtain information on 205 questions listed in the schedules [BROADCASTING, March 27]. Results of this census will be of especial interest to broadcasters and advertising agencies because it will provide data on the number of radios on farms in each of the 3,000 counties of the nation, with related statistics on electric and battery operated sets.

The data collected will enable the Bureau to compute the number of farm radio owners served per station, the size of farms served, income levels of farm listeners and various market potentialities. It also will make possible special Bureau studies on condition of radios, number of sets per farm and other pertinent information.

It is expected that the work of enumeration will be completed in two months and that the first preliminary county totals can be released 40 days later. State totals are to appear in about six months and national figures in about 14 months after enumeration. The entire census would be completed in approximately two years.

The availability of data collected by the enumerators, however, will depend on action at the present or the next session of Congress. The Bureau now has $7,250,000 for field work and preliminary tabulation which was previously appropriated by Congress. It has asked for a supplemental appropriation of $5,500,000 for tabulation and publication of data, $3,000,000 of which will be needed before the end of the present fiscal year.

Projects Deemed Essential

Although the House Appropriations Committee approved the supplementary request (HR-5587), the House refused, on a point of order, to grant the funds last week. Deficiency requests for the other surveys also was refused, members objecting on the grounds that the appropriation called for new legislation.

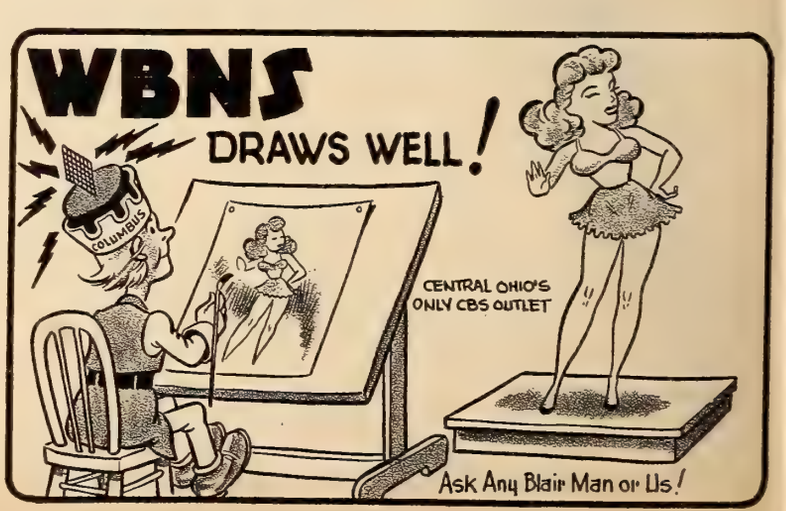
In addition to the amount asked for the agricultural census, the Bureau had requested $2,400,000 for the census of manufactures, $3,500,000 for the consumer income survey, $700,000 for the labor force survey, and $1,200,000 for the sample business census.

Following the House action, Census Director J. C. Capt and Dr. Stuart Rice, Assistant Director in Charge of Statistical Standards, appeared Tuesday before a subcommittee of the Senate Appropriations Committee to urge approval of the projects. Mr. Capt explained that the enumerators for the agricultural census already have been selected and trained for the work and that the funds appropriated for the enumeration would be largely wasted unless Congress provides the amounts needed for tabulation. He pointed out that those employed for conducting the census are not drawn from the normal labor force, that the enumerators in the main are farmers or other workers who can be spared during the winter months and that war production will not be affected by the operation.

Help to Reconversion

The other projects, Dr. Rice testified, are essential for reconversion planning and are designed to save time and manpower which would be required for the regular full-scale biennial industrial censuses which have been suspended since the war. The Bureau contemplates the resumption of the biennial Census of Manufactures in 1946, covering operations in 1945.

The Consumer Income Survey to be taken in 1945, Dr. Rice explained, would be followed by a more adequate sample census of population in 1946 and the sample Census of Business would be followed by a complete Census of Business in 1946 as well as the Census of Manufactures. In general, the 1945 censuses would be sufficient only to provide broad information urgently needed at an early date by both Government and industry for planning the transition to peacetime economy.



NAB Sales Managers Order Three-Phase Probe of Spots

Transcriptions and Chain-Breaks Are to Be Studied In View of WWJ, WJZ Precedents

A THOROUGH study of transcribed and chain-break announcements in view of the situation created by WWJ Detroit and WJZ New York and a recommendation that the NAB Board of Directors take steps to assist in training radio personnel were approved last week by the NAB Sales Managers Executive Committee, meeting in Chicago.

At the same time Chairman Arthur Hull Hayes of WABC New York appointed subcommittees to study standardization of rate cards and to probe the possibilities of revising the American Assn. of Advertising Agencies contract for NAB stations.

Three-Phase Study

A three-phase investigation of the commercial spot announcement problem will be conducted by a subcommittee to be named this week by Chairman Hayes. That group is authorized to go into: (1) the question of lack of good taste of station-break announcements from a programming standpoint; (2) whether one-minute transcribed announcements are justified, and (3) whether part of the objection to transcriptions and chain-break announcements is due to repetitive scheduling.

Research study will include audience reaction to repetitious transcriptions, scheduled several times weekly over the same stations. Following the survey the subcommittee will make recommendations for a guide for broadcasters.

Named to the subcommittee to study rate-card standardization are: James V. McConnell, WEAF New York, chairman; Kenneth Hackathorn, WHK Cleveland; J. Kelly Smith, WBBM-CBS Chicago; William Doerr Jr., WEBR Buffalo.

Subcommittee on contract revision includes: Walter Johnson, WTIC Hartford, chairman; Sam H. Bennett, KMBC Kansas City; Ben Laird, WOSH Oshkosh, Wis.; Howard Meighan, CBS New York; Frank Webb, KDKA Pittsburgh.

The Committee adopted the following resolution with reference to training radio personnel:

WHEREAS, the Sales Managers Executive Committee recognizes the lack of adequate training facilities for people interested in the field of radio broadcasting as against similar facilities available to those interested in other media and

WHEREAS the Committee feels that courses including sales should be available as a regular part of the curriculum of colleges, universities and other institutions of learning for the benefit both of students and the broadcasting industry,

NOW THEREFORE be it resolved that the Sales Managers Executive Committee suggest to the Board of Directors of the NAB that the public relations committee of the NAB or such bodies as the Board may designate to investigate the situation and take such steps as may be proper to remedy the situation.

Attending last week's meeting (Tuesday-Wednesday), in addition to Committee members, were Dietrich Dirks, KTRI Sioux City, chairman of the NAB subcommittee on sales managers liaison; Helen Cornelius, NAB and Lewis H. Avery, NAB Director of Broadcast Advertising and acting secretary of the Committee. Members include: Messrs. Hayes, Bennett, Doerr, Johnson, Laird, McConnell, Webb, Stanton P. Kettler, WMMN Fairmont, W. Va.; John M. Outler Jr., WSB Atlanta.

Small Market Stations' Group Selling Plan Endorsed at NAB Committee Meet

GROUP SELLING by small market stations was endorsed last week at a Chicago meeting of the NAB Small Market Stations Committee, which adopted measures to bring about necessary surveys to put the project into effect.

Appointment of a small market stations chairman in each of the 17 NAB districts, a complete study of group selling and how it can be applied in each locality were approved. Examples of group selling, brought out at the two-day meeting (Thursday-Friday), included the Iowa Tall Corn Network, Pacific Northwest Package and Rebel Network.

Refresher Courses Urged

Unanimous endorsement was given the Broadcast Measurement Bureau and all small market station operators were urged to attend the forthcoming NAB district meetings to inform themselves fully on BMB. They also were urged to subscribe to the BMB.

Two-weeks refresher courses in colleges and universities for returning war veterans who left radio to enter the service were recommended. The SMS Committee suggested refreshers in management, selling, programming and engineering, instructions to be given by radio personnel.

Study of transcribed and chain-break announcements, authorized earlier last week by the Sales Managers Excutive Committee (see story this page) was heartily endorsed by the SMS group.

On Friday members of the SMS Committee were hosts at a luncheon for the trustees and board of the Chicago Radio Management Club, at which time the SMS aims were outlined. Attending last week's meeting were:

Robert T. Mason, WMRN Marion, O., chairman; James R. Curtis, KFRO Longview, Tex.; William B. Smullin, KIEM Eureka, Cal.; Marshall Pengra, KRNR Roseburg, Ore.; Hugh M. Smith, WAML Laurel, Miss.; Gerald Wing, KROC Rochester, Minn.; David Rosenblum, WISR Butler, Pa., members; Dietrich Dirks, KTRI Sioux City; Lewis H. Avery, NAB Director of Broadcasting Advertising; Helen Cornelius, NAB staff.

NAB Legislative Group Discusses Proposed Law

TO CONSIDER PLANS for proposed legislation in the next session of Congress, the NBC Legislative Committee met in Washington at an all-day session last Wednesday at the call of President J. Harold Ryan and Committee Chairman Don S. Elias, WWNC Asheville.

That efforts will be made for enactment of legislation already had been agreed upon. The Committee conferred with attorneys and members of the NAB staff regarding the complexion of the next Congress and the legislative outlook.

All members of the Legislative Committee were present save G. Richard Shafto, WIS Columbia and O. L. (Ted) Taylor, KGNC Amarillo. In addition to President Ryan and Chairman Elias, those present included Claire McCollough, WGH Lancaster; Joseph H. Ream, CBS New York; J. Leonard Reinsch, WSB Atlanta; Frank M. Russell, NBC Washington; Jame D. Shouse, WLW Cincinnati and Harry R. Spence KXRO Aberdeen.

FRANK SINATRA will be on CBS next year for Max Factor's cosmetics, it was learned unofficially in New York Friday. Singer was reported enroute East with the contract. Agency is Smith & Drum, Los Angeles.

Hon. Fritz Snyder
Biow Company
New York, N. Y.

Dear Fritz:

I sure hate to brag up our own people around here, but I know you'll want to know about their latest bond promotion. They've rounded up all the good singers in town here, worked hard practicing carols, and now . . . the purchase of a hundred dollar war bond will bring the WCHS Christmas Carolers right to your door to sing for you. Pretty good idea, huh? Yessir, I'm mighty proud of this bunch.



Yours,
Algy

P.S.
They're pretty good at selling other things as well as bonds. You might ask a Branham man about that!

WCHS
Charleston, W. Va.

Serving New England's 3rd Largest Concentrated Audience

WLAW

LAWRENCE, MASS.—5000 WATTS·680 K C

NATIONAL REPRESENTATIVES: THE KATZ AGENCY, INC.

It's a Habit in Baltimore



WCBM

BALTIMORE'S LISTENING HABIT

The Blue Network Station

JOHN ELMER, President
GEO. H. ROEDER, Gen. Manager

FREE & PETERS, Inc.
Exclusive National Representatives

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
National Press Bldg. Wash. 4, D. C.
District 7362 • Glebe 5880

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
991 Broad St., Bridgeport, Conn.

BUY
WAR BONDS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 9 TO DECEMBER 15 INCLUSIVE

Decisions . . .

DECEMBER 9

950 kc-WPEN Philadelphia — Granted transfer of control from Arde Bulova to Bulletin Co. for $620,000.

47,300 kc WPEN-FM Philadelphia—Same.

DECEMBER 11

620 kc-WAGE Syracuse—Granted CP install new trans. for auxiliary, 250 w DA-N.

560 kc-WJLS Beckley, W. Va.—Granted mod. license change corporate name to American Broadcasting Stations Inc.

600 kc-WMT Cedar Rapids, Ia.—Granted mod. license change corporate name to American Broadcasting Stations Inc.

NEW-Western Radio Corp. (KPKW), Pasco, Wash.—Granted mod. CP new station for approval antenna and trans. and studio sites.

KHJ-FM Los Angeles—Placed in pending file application change 44,500 kc to 43,500 kc.

KJBS San Francisco—Retained in pending file application for CP new FM station.

Times Picayune Pub. Co., New Orleans—Same.

Reno Newspapers Inc., Reno, Nev.—Placed in pending file application for CP new FM station.

KLUF Broadcasting Co., Galveston, Tex.—Same.

Claremont Eagle Inc., Claremont, N. H.—Same.

KVOX Broadcasting Co., Fargo, N. D.—Same.

Raytheon Mfg. Co., Waltham, Mass.—Same.

Harold Thomas, Waterbury, Conn.—Same.

Scripps-Howard Radio Inc., Indianapolis—Same.

Scripps-Howard Radio Inc., Cincinnati—Same.

Kansas City Star Co., Kansas City, Mo.—Same.

Baltimore Radio Show Inc., Baltimore—Same.

Boise Broadcast Station, Boise, Ida.—Same.

WKBN Youngstown, O.—Same.

Southern Minn. Broadcasting Co., Rochester, Minn.—Same.

Associated Broadcasters Inc., San Francisco—Retained in pending file application for CP new commercial television station.

Yankee Network Inc., Providence, R. I.—Placed in pending file application for CP new commercial television station.

Raytheon Mfg. Co., Waltham, Mass.—Same.

Cincinnati Broadcasting Co., Cincinnati—Same.

Scripps-Howard Radio Inc., Washington, D. C.—Same.

Crosley Corp., Cincinnati—Same.

Metro-Goldwyn-Mayer Studios, Los Angeles—Same.

Marcus Loew Booking Agency, New York—Same.

Evening News Assn., Detroit—Same.

Penn. Broadcasting Co., Philadelphia—Same.

DECEMBER 12

890 kc-NEW-Henderson Radio Corp., Henderson, N. C.—Granted CP new standard station 250 w D.

820 kc-WAIT Chicago—Granted vol. assn. license from Gene T. Dyer, Evelyn M. Ringwald, Elizabeth M. Hinzman, Adele Moulds, Vivian Christoph and Wm. F. Moss, a partnership d/b Radio Station WAIT, to: Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer Jr., Adele Moulds, Louis E. Moulds and Grace V. McNeil d/b Radio Station WAIT.

1390 kc-WGES Chicago—Granted vol. assgn. license from Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill, William F. Moss d/b Radio Station WGES, to: John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald, and William F. Moss d/b Radio Station WGES.

1410 kc-WHTD Hartford, Conn.—Granted license renewal for period ending 11-1-47 for main and aux.

1420 kc-WOC Davenport, Ia.—Granted license renewal for period ending 11-1-47.

Tentative Calendar . . .

DECEMBER 18

850 kc-WEEU Reading, Pa.—License renewal.

Consolidated Hearing

1450 kc-NEW-Nashville Radio Corp. Nashville—CP 1450 kc 250 w unlimited.

1240 kc-NEW-Nashville Broadcasting Co., Nashville—CP 1240 kc 250 w unlimited.

1240 kc-NEW-Tennessee Broadcasters Nashville—CP 1240 kc 250 w unlimited.

1240 kc-NEW-J. W. Birdwell, Nashville—CP 1240 kc 250 w unlimited.

1450 kc-NEW-Capitol Broadcasting Co. Nashville—CP 1450 kc 250 w unlimited.

DECEMBER 20

790 kc-WMC Memphis—License renewal

DECEMBER 21

570 kc-WSYR Syracuse—CP make changes DA.

1480 kc-WRDW Augusta, Ga.—Same.

1290 kc-KVOA Tucson, Ariz.—Granted license renewal for period ending 11-1-45.

1340 kc-WALL Middletown, N. Y.—Granted transfer of control from Elsie and Martin R. Karig to John Morgan Davis representing 115 sh (60.2%), $30,015.

1340 kc NEW-Alabama Broadcasting Co (WFEB), Sylacauga, Ala.—Granted petition to remove from hearing docket, reconsider and grant without hearing, application for CP new standard station 250 w unlimited.

1450 kc NEW-Augusta Broacasting Co. Charleston, S. C.—Designated for hearing application for new station 250 w unlimited.

1290 kc NEW-Greater Peoria Broadcasters, Peoria, Ill.—Designated for consolidated hearing with application of Illinois Broadcasting Co., application for new station 1 kw unlimited.

1290 kc NEW-Illinois Broadcasting Co. Peoria, Ill.—Designated for consolidated hearing with application of Greater Peoria Broadcasters Inc., application for new station 1 kw unlimited.

1600 kc NEW-Capital City Broadcasting Co., Des Moines, Ia.—Designated for consolidated hearing with application of Capitol Radio Corp., application for new station 250 w unlimited.

1600 kc NEW-Capitol Radio Corp., Des Moines, Ia.—Designated for consolidated hearing with application of Capital City Broadcasting Co., application for CP use 1 kw unlimited.

1240 kc NEW-Petersburg Broadcasting Corp., Petersburg, Va.—Dismissed without prejudice application for CP new standard station 250 w during hours not assigned WBBL Richmond (dismissed at request of applicant).

NEW-Associated Broadcasters Inc. (WABW), Indianapolis—Granted petition for reconsideration and grant of application for mod. CP new FM station, for operation on frequency to be assigned by FCC Chief Engineer.

1240 kc NEW-Herman Anderson and Robert Franklin, Tulare, Cal.—Adopted order setting aside action of 12-5-44, pending further examination of application and related matters, concerning grant of petition of Herman Anderson requesting FCC consent to withdrawal of Robert Franklin as party to application, and that Herman Anderson be deemed to be sole party applicant and granted without hearing application for new station 250 w unlimited.

770 kc-KECA Los Angeles—Denied petition for forthwith grant without a hearing application change 790 kc to 770 kc, increase 5 kw to 50 kw, instal new trans. and DA-DN, and local move of trans. and studio, insofar as it requests immediate action on this application. Also denied petition to consolidate hearings on applications of KOB Albuquerque for mod. CP and license to cover mod. CP, for change 1180 kc to 770 kc, now set for 1-2-45 with hearing on KXA Seattle application, and dismissed request in alternative to intervene in hearing on above applications.

"FIRMAGE'S RENEWING AS USUAL"
writes ARCH MASDEN—KOVO
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

DECEMBER 13

770 kc-KXA Seattle, Wash.—Granted in part petition for leave to amend application for mod. license, and application as amended was removed from hearing docket and hearing now set 1-18-45 cancelled.

1490 kc-WOPI Bristol, Tenn.—Granted motion for continuance hearing on application for CP change frequency and increase power now set 1-3-45, continued to 1-3-45.

1130 kc-KWKH Shreveport, La.—Granted motion to intervene in hearing on application of WDGY Minneapolis for mod. license.

850 kc-WEEU Reading, Pa.—Granted in part motion for continuance hearing now set 12-18-44 on application for license renewal and continued same to 2-19-45.

770 kc-KOB Albuquerque, N. M.—Denied motion to strike issue No. 7 of designation in KOB case filed as part of KOB's opposition to various motions.

NEW-Magic City Broadcasting Co., Birmingham, Ala.—Granted authority to take depositions in consolidated hearing now set 1-10-45, re applications for new stations at Birmingham.

Applications . . .

DECEMBER 9

1230 kc-NEW-American Colonial Broadcasting Corp. (WKVM), Arecibo, P. R.—Mod. CP new station for approval antenna and trans. and studio sites.

48,900 kc-NEW-Harbenito Broadcasting Co., Harlingen, Tex.—CP new FM station. 2,400 sq. mi., amended to change coverage to 3,750 sq. mi.

47,700 kc-NEW-KWK St. Louis—CP new FM station, 17,480 sq. mi., $106,846 estimated cost.

47,300 kc-NEW-Quincy Newspapers Inc., Quincy, Ill.—CP new FM station, 16,760 sq. mi., $72,050 estimated cost.

1600 kc-NEW-McClatchy Broadcasting Co., Modesto, Cal.—CP new standard station 250 w unlimited.

DECEMBER 11

600 kc-WPDQ Jacksonville, Fla.—CP change 1270 kc to 600 kc, install DA-N and new ground system.

1240 kc-NEW-Murfreesboro Broadcasting Service, Murfreesboro, Tenn.—CP new standard station 250 w unlimited.

1490 kc-NEW-J.O. Emmerich, Bogalusa, La.—CP new standard station 250 w unlimited.

1290 kc-NEW-F. F. McNaughton, Peoria, Ill.—CP new standard station 1 kw D.

950 kc-KJR Seattle—Vol. assign. license from Fisher's Blend Station to Birt F. Fisher.

DECEMBER 12

NEW-Television Productions Inc.—CPs new experimental television relay broadcast stations: area of Peru Mt., Vt.-Channels 13 & 14, 15 & 16, A5 and special emission, 100 w; area of New York-same facilities; area of Buffalo-same facilities; area of Detroit-same facilities; area of El Paso, Tex.- Channels 9 & 10, 11 & 12, A5 and special emission, 100 w; area of Des Moines-same facilities; area of Chicago-same facilities; area of Los Angeles-same facilities.

1550 kc NEW-Associated Broadcasters Inc., Indianapolis—CP new standard station 250 w D.

1060 kc NEW-Myles H. Johns, Milwaukee—CP new standard station 1 kw D.

45,300 kc NEW-WDBJ Roanoke, Va—.CP new FM station, 30,340 sq. mi., $66,500 estimated cost.

49,300 kc NEW-W. H. Greenhow Co., Hornell, N. Y.—CP new FM station, 5,062 sq. mi., $31,160 estimated cost.

DECEMBER 13

1450 kc-KNOE Monroe, La.—Vol. assgn. license from KNOE Inc. to James A. Noe.

1450 kc-WNOE New Orleans—Vol. assgn. license from WNOE Inc. to James A. Noe.

690 kc-KGGF Coffeyville, Kan.—License to use formerly license trans. as an aux., 500 w N 1 kw D.

1450 kc NEW-Hugh G. Shurtliff, Charles A. Shurtliff, Mareby Cardella (Della) Shurtliff and Cleo Agnes Center, Santa Maria, Cal.—CP new standard station 250 w unlimited.

48,100 kc NEW-KCMC Texarkana, Tex.—CP new FM station, 7,088 sq. mi., $25,000 estimated cost.

DECEMBER 14

1240 kc NEW-Midwestern Broadcasting Co., Cadillac, Mich.—CP new standard station 250 w unlimited.

1240 kc NEW-Norfolk Broadcasting Co., Norfolk, Va.—CP new standard station 250 w unlimited.

1340 kc-NEW-York County Broadcasting Co. (WRHI), Rock Hill, S. C.—License to cover CP new standard station.

1070 kc NEW-Central Broadcasting Co., Madison, Wis.—CP new standard station 1 kw D.

Eney Promoted

IRVIN N. ENEY, radio technician for more than 25 years, and technical supervisor of KYW Philadelphia, has been appointed chief engineer, succeeding Ernest H. Gager, who died last month. Mr. Eney specialized in television and high frequency under the direction of the late Dr. Frank Conrad at the Westinghouse East Pittsburgh plant before going to WBZ Boston in 1933. He joined the KYW staff in 1934 when the station moved from Chicago to Philadelphia. William G. Ellsworth, who succeeds Mr. Eney as technical supervisor, also has been with KYW since 1934.

44,500 kc NEW-KBOW Omaha—CP new FM station, 9,950 sq. mi., $37,700 estimated cost.

1450 kc NEW-Ventura Broadcasters Inc., Venture, Cal.—CP new standard station 250 w unlimited.

1020 kc-KFVD Los Angeles—CP install new trans., increase 1 kw to 5 kw, change trans. site from Palms to Lynwood, Cal.

DECEMBER 15

1230 kc-WCOL Columbus, O.—CP install new trans. and vertical antenna and change trans. site.

1090 kc-KTHS Hot Springs, Ark.—CP increase 1 kw N 10 kw D to 25 kw N 50 kw D, install new trans. and DA-N, move trans. to near Narion, Ark. and move studio to a site to be determined in Memphis.

1560 kc NEW-Mid-State Broadcasting Co., Peoria, Ill.—CP new standard station 1 kw unlimited.

1350 kc NEW-Edgar T. Bell, Peoria, Ill.—CP new standard station 1 kw unlimited DA-DN.

Channel 2 NEW-KXOK St. Louis—CP new commercial television station.

770 kc-KXA Seattle—Mod. license change operation from limited to unlimited amended to change to a CP increase 1 kw to 10 kw, change operation from limited to unlimited, install new trans. and DA-N, move trans.



PARLEY P. RASMUSEN, with KOVO Provo, Utah for four years, has been named acting chief engineer while chief engineer **GERALD PETERSON** is on leave to the Government. **GUY VAN ALSTYNE** is a new member of the KOVO transmitter staff.

TOM BAXTER, studio-field engineer of Blue Hollywood, is the father of a boy.

JERRY CERNY of the WBBM Chicago engineering department is the father of a girl.

RUSS BUTLER, KPO San Francisco studio-field technician, and **JAN LEIGH KENYON**, women's commentator of KLS Oakland, were married November 25.

MILLIS MONTGOMERY, KWFT Wichita Falls, Tex. transmitter operator, is the father of a girl.

S/SGT. ALDEN P. CRANMER, former studio and remote control engineer of WBAB Atlantic City, N. J., has returned from duty in India to the Atlantic City Air Force Center for re-assignment.

ROBERT GRAHAM, NBC central division sound effects technician, is recuperating from scarlet fever.

CECIL WRIGHT, member of the WGN Chcago engineering staff, has resigned to join WMBD Peoria as supervisor of engineers.

LOUIS G. PACENT Jr., production manager in the electronics field, has been named head of the industrial engineering department of Emerson Radio & Phonograph Corp., New York.

D. K. DeNEUF, director of communications of Press Wireless, New York, has received a leave of absence until Feb. 1, 1945, to take a vacation. His work will be handled by **JOSEPH W. CHAPLIN**, in charge of sales for the organization and previously assistant to the general manager of Press Wireless.

HELMER ANDERSON of KNX Hollywood has been named engineer in charge of KCBA KCBF Delano, Cal., shortwave stations operated by CBS. Staff comprises **WILLIAM BETTS**, formerly of WTOP Washington, D. C.; **CHARLES JONES**, KARM, Fresno, Cal.; **DON RINALDI**, KFRE Fresno; **CHARLES GARRETT**, formerly with Douglas Aircraft Co.; **SIVERT HEGLAND**, TWA.

TOMMY DAVIS, formerly with Pan American Airways, and **NEAL ARVESCHOUGH**, formerly of WKBW Buffalo, N. Y., have been added to the technical staff of KPAS Pasadena, Cal.

VERNON C. ALSTON, formerly of WXYZ Detroit, and **J. EDWARD RUGGLES**, formerly of KNX Hollywood, have joined the engineering staff of Langevin Co., Hollywood.

ROBERT CHADWICK, with the Air Transport Command since the outbreak of war, has joined KNX Hollywood as technician.

EDGAR REED is now with the engineering staff of WOC Davenport, Ia.

JOHN PARKER, chief engineer of WORL Boston, is reported to have shot the largest deer of the season in the region of Berry, Mass., a 250 lb. 12 point buck.

JOSEPH JANOVSKY, new to radio, is the latest addition to the WSRR Stamford, Conn. engineering staff.

DONALD A. WEILER, on leave as chief engineer of WISN Milwaukee, has been promoted to major as Army communications instructor, stationed at Camp Crowder, Mo.

CHARLES L. BRADY, former chief engineer of WJIM Lansing, Mich., is now a lieutenant in the Marine Air Corps, stationed at Corpus Christi, Tex. New addition to the WJIM engineering staff is **MAYNARD CARSON.**

GEORGE MAHER, WENR Chicago engineer, has resigned to join the production department of Schwimmer & Scott, Chicago.

TOM DUNLOP, WJJD Chicago supervisor of engineers, is the father of a girl.

FREDERICK CUMMINGS, formerly engaged by the Bureau of Ships on the submarine and amphibian construction programs, Brewster Aeronautical Corp., Cherokee Ordnance Works of Heyden Chemical Co., and as chief progress and statistical engineer on the construction of the Sampson Naval Station, has joined the staff of the Cooperative Analysis of Broadcasting to work on production and special services.

KENNETH McLEOD, engineer, who has been responsible for the construction of several stations in the East and South, has joined the engineering staff of the National Union Radio Corp. to take charge of electronic quality control.

A. M. WIGGINS, formerly in the research department of RCA Mfg. Co., Camden, and RCA Labs, Princeton, has joined the Electro-Voice Corp., South Bend, as chief engineer.

GERALD D. COLEMAN, former transmitter engineer of WISR Butler, Pa., is now in Leyte, Philippine Islands, with OWI Psychological Warfare, attached to the Sixth Army.

Network Accounts

All time Eastern Wartime unless indicated

New Business

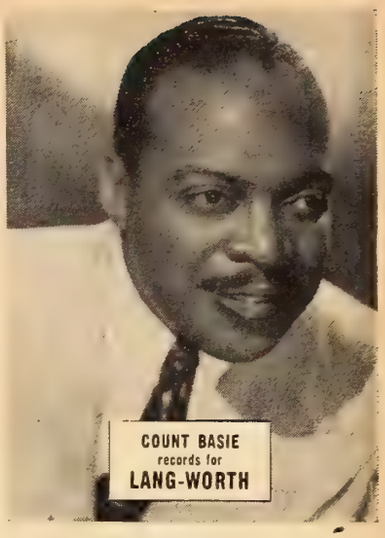
FERRY MORSE Seed Co., Detroit, on Feb. 3, 1945 starts *Garden Gate* on 81 CBS stations, Sat. 9:15-9:30 a.m. for 13 weeks. Agency: McManus, John & Adams, Detroit.

GENERAL ELECTRIC Co., Bridgeport (home appliance and merchandise dept) on Jan. 15 begins *GE House Party* on 142 CBS stations, Mon. thru Fri. 4-4:25 p.m. Agency: Young & Rubicam, N. Y.

NATIONAL LEAD Co., San Francisco (paints), on Jan. 28 for 52 weeks starts unnamed program on 8 CBS Pacific stations, Sun. 5:30-5:55 p.m. (PWT). Agency: Erwin, Wasey & Co., San Francisco.

HUNT BROS. PACKING Co., Los Angeles (canned foods), on Dec. 8 for 13 weeks started *Arthur Gaeth—News* on 36 Don Lee Pacific stations, Fri. 8-8:15 a.m. (PWT). Agency: The Biow Co., N. Y.

PERVO PAINT Co., Los Angeles (Good Neighbor paints), on Jan. 6 for 52 weeks starts *Dr. Wallace Sterling—News* on 8 CBS Pacific stations, Sat. 7:45-8 a.m. (PWT). Agency: Brisacher, Van Norden & Staff, Los Angeles.



Vocal Security

Two speakers might make the same speech; one depress—one impress. How it's said makes all the difference in how they respond. WAIR talks the language of its listeners in the manner that its listeners understand and like.

WAIR

Winston - Salem, North Carolina

Representative: The Walker Company

REACH THE *Active* SALT LAKE MARKET THROUGH KOYL

UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

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Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

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Manager

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HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK

Represented Nationally by
John BLAIR & CO.

KXOK

ST. LOUIS, MISSOURI

Swing to Become Blue Cooperative

Network to Carry Total of 10 Such Daily Programs

RAYMOND GRAM SWING'S nightly commentaries on world affairs will be added to the list of Blue cooperative programs, available for sponsorship by local or regional advertisers through individual Blue affiliates 7:15-7:30 p.m., Monday through Friday, shortly after the first of the year, Stanley Florsheim, manager of the Blue cooperative program department, announced last week. The Blue has signed a three-year contract with Mr. Swing.

Time between 6:45 and 7:30 p.m. has been reserved for cooperative programs, Mr. Florsheim said. Mr. Swing, whose broadcasts for Socony-Vacuum Oil Co. on the Blue at 10-10:15, Monday through Thursday, terminate Dec 28, will start in his new spot between Jan. 3 and Feb. 5, depending on rapidity with which the 7-7:30 period can be cleared.

The rating of 5 which Mr. Swing has achieved in competition with such programs as *Screen Guild Players, Bob Hope, Kay Kyser, Abbott & Costello,* should be radically raised in his new period, Mr. Florsheim predicted. Two other programs of high popularity will shortly be announced for preceding quarter-hours, he said, adding that Blue stations are being urged to schedule their top local newscasters in the 6:30-6:45 p.m. spot.

Another veteran commentator, John B. Kennedy, will join the cooperative line-up Jan. 15, in the 2-2:15 p.m. period, Mr. Florsheim said. Walter Kiernan, who has been on at that time, moves to 6-6:15 p.m. on Jan. 1. A comedy series, *Ethel & Albert,* will become a Blue cooperative program in March, following Mr. Kennedy in the 2:15-2:30 p m. spot. *Mystery Chief,* now heard at that time, will move up an hour to 1:15-1:30 p.m. immediately after Baukhage, another co-op feature.

Martin Agronsky's news reports, 8-8:15 a.m., and the correspondents around-the-world broadcast, 8:30-8:45 a.m., will continue in the cooperative line-up to which a non-news show will be added at 8:45-9 a.m., Mr. Florsheim said, making a total of 10 daily cooperative programs for sale by Blue stations.

Pryor to Pacific

DON PRYOR, CBS correspondent and news analyst of WTOP Washington, left last week for an assignment in the Pacific, to cover the war there for CBS. He will make his headquarters in Honolulu. Mr. Pryor, 37, joined CBS in 1941 as a member of the network's news bureau, later becoming news analyst at KQW San Francisco where he also handled special events. During the recent political campaign he rode on Gov. Dewey's train, later covering the conference of Governors in St. Louis.

High-Definition Television of French Is Called Excellent by Morrie Pierce

The battle continues over sharply defined philosophies on television—whether it shall be low or high definition. BROADCASTING *is not interested in promoting the positions of either side, but has and will continue to report any developments that can aid American television in finding its best future course. Presented herewith are the views of two trained radio engineers who report with scientific calmness and exactness on what they themselves actually saw (see also page 26).*

TWO RADIO engineers—one an American, one an Englishman—have seen laboratory demonstrations of French television, including pictures of 1050-line definition. In independent reports both engineers state the pictures were "extremely good".

The American is Morrie Pierce, recently returned to his post as engineering supervisor of the Richards-Fitzpatrick stations (WGAR WJR KMPC) after two years abroad as chief engineer for OWI in Africa and Europe. In a memorandum dated Nov. 9, 1944, he reports that he was one of a party who on Oct. 25 witnessed a television demonstration at the invitation of Rene Barthelmy, chief engineer of the Compagnie de Compteures of Paris.

Mr. Barthelmy, in an interview in Paris cabled last Friday, asserted that "thousand-line television is perfectly feasible" and predicted that all nations would go to high-definition transmission. He discounted reports in this country disparaging his system as being based on lack of information and foresaw no insurmountable problems in the immediate manufacture of both transmitting and receiving equipment.

On Small Screen

"The first demonstration was the projection of a 450-line picture onto a small screen approximately 4 x 6 feet," said Mr. Pierce. "Program material was both live and film pickup. Quality was quite good considering the quality of the same picture as viewed on a 12-inch tube. The projection tube is approximately 6-inch in diameter and operated with a current of one milliampere at 35,000 volts, the tube being air cooled. The 450-line picture as viewed on a 12-inch pickup tube appeared to be not quite as good as the 441-line picture I saw at RCA Camden, two years ago.

"A demonstration was held of the 1050-line system as viewed on a cathode ray tube of 15 inches diameter. The picture was extremely good, the definition in contrast being excellent. At a distance of six or seven feet from the cathode ray tube the quality of the picture was quite comparable with that of home movies. The 450-line was somewhat better than a newspaper picture but distorted by the stroboscopic effects, while the 1050-line picture was not quite as good as a fine-line magazine print. The same type of iconscope was used on both. All transmissions were by wire. Engineers stated the band width required for the 'high-definition' system was between 12 and 15 mc . . ."

Francis McLean, BBC engineer, in a report dated Oct. 15, 1944, describes a similar demonstration in the same laboratory. On the 450-line projection he reports, "the quality of the projection was quite good, and as nearly as I can remember, comparable with that from Alexandra Palace." The 1050-line picture, he said "was extremely good definition and contracts were very good, even up to the corners."

Segal Returns

LT. COMDR. Paul M. Segal, on leave as senior member of the Washington law firm of Segal, Smith & Hennessey, has returned to this country following nearly a year of service in the South Pacific. On active duty since March 4, 1942, Comdr. Segal last February had requested foreign duty and was assigned to the Pacific theatre, specializing in communications. He is expected to be place on inactive duty shortly after the first of the year, and will return to his law firm in Washington.



Comdr. Segal



"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
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ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:
CALIFORNIA: Long Beach; The Town House, Los Angeles
NEW MEXICO: Albuquerque
OHIO: Dayton-Biltmore in Dayton
TEXAS: Abilene, El Paso, Longview, Lubbock, Plainview
MEXICO: The Palacio Hilton in Chihuahua
C. N. Hilton, President, Hilton Hotels.

—Classified Advertisements—

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Continuity-writer—Good paying, permanent position for capable continuity-writer, with 1000 watt midwest regional network station. Box 929, BROADCASTING.

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932. BROADCASTING.

Man to organize and develop radio department upstate New York agency. Splendid opportunity for good salesman with sound radio sense. Give complete details including salary. Box 943, BROADCASTING.

Engineer with first class ticket wanted by regional in pleasant southeastern city. $40 for 40 hours. Details first letter, please. Box 958, BROADCASTING.

Announcer—Any class operator license. Experienced capable handling news and recording shows. Excellent opportunity for dependable man as chief announcer. Straight salary, 40 hour week, no overtime. 250 watts, small town, non-defense area. Rocky Mountain west. Box 966, BROADCASTING.

News writer, by divisional headquarters of major network. Must be experienced in radio news writing or have full background of newspaper or press association rewrite experience. Either with or without news announcing experience. Box 967, BROADCASTING.

HOW ABOUT YOUR FUTURE? OUR FUTURE IS BEING ONE OF AMERICA'S PRESTIGE RADIO STATIONS ALREADY IN FM WITH TELEVISION TO BE OPERATED AGAIN AFTER WAR. ORGANIZATION EXPANDING ACCORDINGLY. PROMOTION & PUBLICITY DIRECTOR WISHES TO PASS ON RESPONSIBILITY IN OPERATING DEPARTMENT OF THREE EXPERT ADVERTISING WOMEN TO YOUNG MAN WHO MUST HAVE EXECUTIVE POTENTIALITIES. IF YOU DON'T KNOW PROMOTION & PUBLICITY, BUT KNOW RADIO, THIS MAY BE YOUR STEPPING STONE TO ONE OF BROADCASTING'S MOST INTERESTING PROFESSIONS! IF YOU ARE EXPERIENCED, ALL OF YOUR ADVERTISING KNOW-HOW WILL GET WORKOUT, AND WE DON'T MEAN MAYBE! LOCATION IS IN MIDDLE-WEST GARDEN SPOT OF 600,000! WHAT KIND OF PROMOTION JOB CAN YOU DO ON YOURSELF? WRITE 979, BROADCASTING.

TOP-NOTCH ANNOUNCER FOR STAFF WORK ON PRESTIGE CBS BASIC STATION IN HEART OF AMERICA. ALREADY OPERATING FM ASSOCIATE STATION. EXPECT TO RETURN TO TELEVISION AFTER WAR. HERE IS EXTRAORDINARY OPPORTUNITY FOR DEPENDABLE EXPERIENCED MAN WITH EYE TO FUTURE. SEND COMPLETE DETAILS ABOUT SELF INCLUDING DRAFT STATUS, EDUCATION, PHOTO. WRITE BOX 980, BROADCASTING.

Wanted—By midwestern manufacturer radio transmitters and associated equipment, several junior project engineers qualified to supervise or assist development of transmitters, speech input systems, control apparatus, and similar items. Salary average $2500 per year, give full details first letter. Box 982, BROADCASTING.

Wanted—A good, dependable and capable announcer with at least two years experience in announcer-control operation. News, commercial and sustaining programs. If you want a good job with a solid Blue Network station in the east state full particulars in detailed letter. Write to Box 987, BROADCASTING.

WANTED

Salesmen, capable of filling Sales Manager's job. Salary plus override.

Blue Network Station in New England.

Box 999 BROADCASTING

Help Wanted (Cont'd)

Announcer wanted for good position on Florida station. Must be experienced and must know RCA board. Contact Jack Rathbun, Beekman Tower, New York City, Dec. 18-Dec. 21.

If you are a good, all-round announcer and familiar with RCA equipment, we can use you immediately. Excellent opportunity and good salary for the right man. Forty-eight hour week with time and a half over forty hours. This is a growing organization and a big station. If you are the man tell us about your experience and when you can join us. Address Box 3, BROADCASTING.

Wanted—Experienced announcer on 250 watt, midwest, CBS station at once. Box 4, BROADCASTING.

Wanted—First class operator for transmitter and studio maintenance. Good salary and working conditions. Permanent. Box 8, BROADCASTING.

Salesman, copywriter, contact man. Liberal salary-commission for dependable man with car. Good deal for reliable plugger. No high pressure or fly-by-nights. After January first. KIUP, Durango, Colorado.

Wanted—First or second class operator—1 kw Blue station. Excellent opportunity. Pleasant working conditions. State salary. WTJS, Jackson, Tennessee.

Control operator—Studio, recording and remote experience required. Give experience, salary and draft status in first letter. WFBL, Syracuse, N. Y.

Transmitter operator, radio telephone first required. NBC affiliate, 5,000 watts. Write complete details to Phil Hedrick, WSJS, Winston-Salem, N. C.

Experienced announcer for 1 kw station. Splendid opportunity for the right party. Give experience, references, draft status, complete story in first letter of application. G. P. Richards, WHBL, Sheboygan, Wisconsin.

If you are a salesman with a record of a job well done, there is an interesting opportunity for you at WHOT, South Bend's new station. Blue affiliation, capable program department, excellent news and transcription services, fine prospect list, and a pleasant city in which to live are part of the new picture for the one who can show he has what it takes. Write to Harry Burdick, WHOT, South Bend 4, Ind.

Immediate position available for combination man holding first class license telegraph. Telegraph collect station KFJI, Klamath Falls, Oregon.

Announcer, experienced only. 250 watt local with Mutual outlet. Capable of reading news, spinning platters and writing own continuity. Good position for the right man who can handle heavy commercial schedule. KDLR, Devils Lake, N. Dak.

Wanted—Licensed engineers for new midwest station going on air soon. Please submit full particulars in first letter. Write Box 991, BROADCASTING.

Sales Manager—Expanding transcription company with top ranking programs has exceptional opportunity in New York City for aggressive man acquainted with the advertising agencies and radio stations to sell recorded shows. Drawing account to right man. Will be in New York at the Waldorf-Astoria to Dec. 21st. Write Morton Jacobson for interview.

Wanted—News rewrite man from midwest who knows news. Radio experience desirable but not necessary. Send complete information at once to M. L. Nelsen, Acting Manager, News Department, WHO 7, Des Moines.

Situations Wanted

Thoroughly experienced announcer-newscaster. $50 minimum. Midwest. Box 990, BROADCASTING.

Woman, college graduate, background announcing, acting, writing, directing. Third class license. Interested southern station. Box 993, BROADCASTING.

Available. Third class operator and announcer. 25 years old. Draft exempt. Satisfactory service record. Experienced. Box 994, BROADCASTING.

Topnotch salesman. Here is a young man with a solid decade of selling experience with leading reps. Desires connection with future as time salesman in New York area. Box 995, BROADCASTING.

Experienced, capable station program-production director writer, 14 years network and independent stations. Been originating and broadcasting own shows. Seeks permanent affiliation on progressive station, eastern states preferred. Excellent references, married, draft exempt, non-drinker. Now available. Box 997, BROADCASTING.

Engineer, first class license, eleven years experience in all departments. Have good voice and experience as chief announcer. Box 1, BROADCASTING.

Announcer-program director. Eleven years experience in all broadcasting phases. Also have first class operator's license. Box 2, BROADCASTING.

Station manager and/or chief operator available. Age 33, 2A draft, four children. First class license, above average radio voice, enviable sales record, business background. A young family man, conscientious and versatile, will consider all offers in view of permanency of this move after 13 years. Would buy small interest in station. Prefer west or middle west. Box 6, BROADCASTING.

Executive wants to remain in radio. Limited expansion in present position prompts desire for change. Age 44, 6 ft., neat appearance. Background: successful, department store executive, auto executive (retail and factory), newspaper and radio account experience, interested in sales direction large station, management small station, is a money maker. If you have good money making proposition would consider reasonable starting salary anywhere. Box 7, BROADCASTING.

Experienced metropolitan salesman available now. Age 45, married, one child, finest references. Write or wire care Box 9, BROADCASTING.

All-round experienced announcer. Single, draft exempt, 22 years old. Available immediately. Sportsman play by play. Box 988, BROADCASTING.

Program director. Thoroughly experienced, conscientious veteran wants permanent program or production manager's berth. Thirteen years local and network announcing, programming, production in east and midwest. Draft exempt. Box 964, BROADCASTING.

Experienced transmitter-studio technician. Midwest desired. Permanent. Box 981, BROADCASTING.

Announcer—Useless as warts on a toad. Lazy, indolent, amiable, friendly, terrific liar. Just married and wife insists on eating. Offer that makes her happy gets an experience man. Box 983, BROADCASTING.

Accountant—Now heading department in large business office, desires to return to radio because of wide experience as announcer, writer, traffic manager. College trained in accounting, languages, music. Capable handling accounting, payrolls, payroll taxes, assist program director. Married, children, draft exempt. Box 985, BROADCASTING.

Desire change to large city. Presently employed as chief announcer, production manager. Nine years experience all phases live wire. 29, single, honorably discharged. Write full particulars. Box 986, BROADCASTING.

Situations Wanted (Cont'd)

Station promotion director thoroughly experienced in publicity, advertising and production. Box 879, BROADCASTING.

Wanted to Buy

Wanted to buy—Modulation and frequency monitors, turntables, speech input console. Prefer RCA equipment for 250 station. Box 984, BROADCASTING.

Vertical raditor wanted. 250 feet or higher. Cash. Box 5, BROADCASTING.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted to Buy—One type 72-C recording attachment complete with cutting head and feeding mechanism. Wire or write WISR, Butler, Pa.

For Sale

Surplus broadcasting and electronic equipment available from cancellations, warehouse stocks, and private sources. Transmitters, amplifiers, structural steel, tubes, transformers, accessory equipment and general components. Current weekly listing compiled by Research, sold to restricted clientele. $5.00 weekly, six months minimum subscription. For contract write Box 992, BROADCASTING.

Playback, Presto, model "L" with carrying case, slightly used. Box 996, BROADCASTING.

For sale—Mobile equipment in 1937 Buick Century Eight as follows: Collins model 32G—40 watt transmitter, Gates-G70 speech amplifier complete, two channel mixer, Permax Telescoping antenna with mount, Onan model 10 LS-1000 watt power plant, transceiver laboratories pack transmitter. Sell as unit or separately. Make us an offer. WPAD, Paducah, Kentucky.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course
JANUARY 8

6 Weeks' Day Course
JANUARY 9

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

VETERANS: accepted if qualified under G. I. Bill of Rights.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

WANTED

CONTROL or COMPLETE OWNERSHIP of—

250
WATT
STATION

PREFER SMALL TOWN

ALL REPLIES CONFIDENTIAL

BOX 998

BROADCASTING

FCC Adopts Sponsor Identity Rule

'Paid For' Clause Is Out Of Compromise Regulation

PRECEDENT was established when the FCC last week adopted a rule interpreting provisions of Sec. 317 of the Communications Act of 1934, with amendments, governing identity of sponsorship. The regulation (Sec. 3.409), as formally approved on Tuesday, was the result of conferences between members of the FCC Law Dept. and NAB counsel, first to be held on any pending issue in years.

Stating that the "purpose of the rule is to serve as a guide to stations of their duties and obligations to disclose to the public the fact that a program is or is not paid for and, if paid for, the source of such payment," the Commission adopted, with only minor changes, a rule agreed upon by counsel of the FCC and NAB [BROADCASTING, Nov. 20].

No Change in Commercials

In its public announcement the FCC emphasized that the new rule does not effect any change in better broadcasting practices and that it does not require any change in the form of commercial announcements now in use. It does not require the "use of any specific words to disclose the fact that a program has been paid for but merely requires some unmistakable indication that the program is sponsored and by whom."

In that connection broadcasters won a victory. Of 96 letters filed with Philip G. Loucks, special NAB counsel, and of some 15 presented to the Commission, the major complaint was a provision in the original draft, as proposed by the FCC, interpreted by many lawyers as making it mandatory to announce that a program was "paid for" [BROADCASTING, Oct. 9, Nov. 13].

Aimed at political broadcasts, source of some complaints during the last campaign, one section of the rule requires an announcement at both the beginning and end of such programs and those involving the discussion of public controversial issues. The announcement must disclose that the "program has been paid for or furnished to the station" and must "fully and fairly" disclose the "true source of such payment", according to the FCC public notice.

In the case of ordinary commercial programs only one announcement is required. The rule recognizes that mention of a product or sponsor in spot announcements is sufficient identity.

When President J. Harold Ryan of the NAB appointed Mr. Loucks special counsel [BROADCASTING, Oct. 30], broadcasters were urged to submit their recommendations. Mr. Loucks carefully sifted each of the 96 letters and began his series of conferences with members of the Commission Law Dept. Meanwhile two requests for postponement of the original deadline for filing and hearing date were granted, marking the first time in years that the Commission had given such recognition to the NAB. During the tenures of Chairman James Lawrence Fly of the FCC and President Neville Miller of the NAB, relations between the Commission and the Association were strained.

In mid-November the NAB sent copies of the proposed revision, agreed upon by the FCC and NAB counsel, to members. Because of the closely coordinated work of Mr. Loucks, and the cooperation of Rosel H. Hyde, assistant general counsel of the Commission in charge of broadcasting and Harry M. Plotkin, assistant general counsel in charge of litigation, no oral arguments were necessary. Only one broadcaster filed for an appearance and he withdrew before deadline.

Following adoption of the rule last week President Ryan issued this statement:

The adoption of the revision of 317 by the FCC is extremely gratifying. Not only do we believe that the amended rule as approved by the Commission marks a distinct improvement in the matter of program announcements, but we are deeply gratified for the opportunity which it afforded NAB to cooperate with FCC in a matter of such vital importance to the broadcasting industry's operation in the public interest. We hope that this manifestation of a cordial and understanding relationship between the Government's regulatory agency and the industry's trade association may be more fully developed.

SPONSOR IDENTITY RULE TEXT

TEXT of the FCC regulation (Sec. 3.409) governing identity of sponsorship follows:

ORDER

WHEREAS, the Commission on Sept. 26, 1944 announced a proposed rule relative to the announcement of sponsored programs as required by Sec. 317 of the Communications Act of 1934, and

WHEREAS, certain suggested revisions of the proposed rule have been filed by different broadcasters and their representatives; and

WHEREAS, after due consideration of the proposed rule and the suggested revisions, the Commission is of the opinion that public interest, convenience and necessity will be served by the adoption and promulgation of the following rule:

Section 3.409—Sponsored Programs, Announcement of:

(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

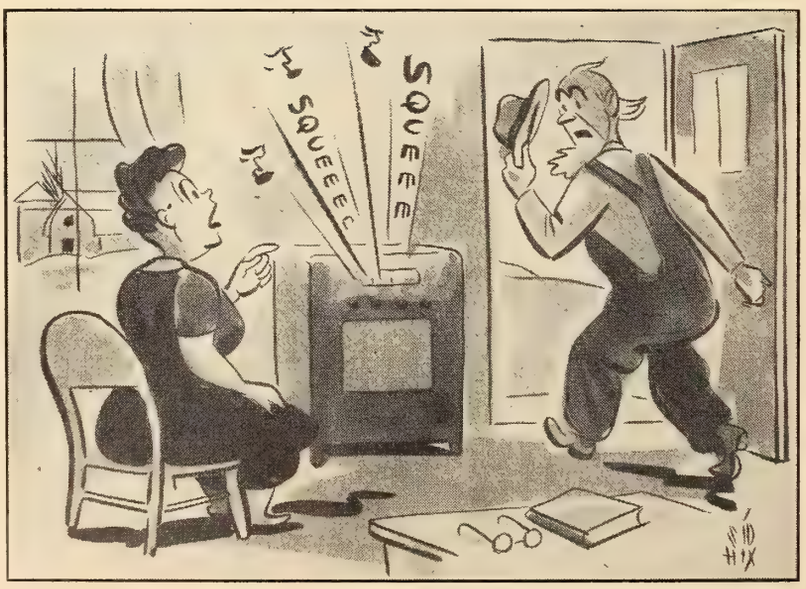
(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; *provided*, however, that only one such announcement need be made in the case of any such program of five minutes duration or less, which announcement may be made either at the beginning or conclusion of the program.

(c) The announcement required by this Section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished by a corporation, committee, association or other unincorporated group, the announcement required by this Section, shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the Board of Directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this Section and only one such announcement need be made at any time during the course of the program.

NOW, THEREFORE, IT IS HEREBY ORDERED, this 12th day of December 1944, that the foregoing rule BE, AND IT HEREBY IS, ADOPTED.



Drawn for BROADCASTING by Sid Hix

"That Squeal Ain't the Pigs, Paw! You Forgot to Drop Another Nickel in This Newfangled Subscriber Radio!"

Needs of Military Lift Radio Output

Production, Labor Factors Will Undergo Inquiry

INCREASED military electronics requirements of 12 to 18% since Oct. 1 and anticipated emergency orders calling for additional volume early next year will necessitate production at the rate of $250,000,000 a month by March 1, members of the Radio & Radar Advisory Committee have been told by WPB.

Ray Ellis, recalled as acting director of the Radio & Radar Division during illness of Director L. J. Chatten, promised the Committee, at a recent meeting with the Board, that a survey of the industry to establish a factual background covering production, manpower and other factors bearing on the electronics program would be started immediately.

Labor Shortage

The Committee had urged that WPB and WMC confer with the view to maintaining present manpower and obtaining additional workers in the near future, if a serious labor problem confronting the industry is to be averted. It was also suggested that new Army and Navy orders be filed as early as possible, at least prior to March 1.

Hiland G. Batcheller, WPB Operations vice-chairman, congratulated the industry on its past achievements in the face of complicated production and manpower problems and changes in design of equipment. He expressed the conviction that current schedules would be met.



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Put MILLIONS of Salesmen to Work!

WHEN Little Orphan Annie first went on the air for Ovaltine in 1931 (via: Blackett-Sample-Hummert), she brought with her a sales technique new to the networks. She offered premiums for box tops and dimes, and thus overnight put millions of children to work as salesmen for Ovaltine. Little Orphan Annie materially shortened the gestation period of advertising results. Her idea was- *Tops!*

ADVERTISING Must Again Speed Sales in the DISTRIBUTION DECADE!

ACTION will be the keynote of the Distribution Decade—after Victory. Products will have to move fast between factory and consumer to keep life-giving dollars flowing through the Nation's bloodstream. And on Advertising and the men who administer it will rest much of the burden of increasing the commercial tempo!

For when Peace comes, there will be an abundance of productive facilities, of manpower, of money for buying machinery and materials. The problem will be to distribute merchandise in quantities great enough to keep this vast industrial system operating. Experts estimate that this will require an increase of at least 40% in consumption over pre-War levels!

Agency men everywhere are applying themselves to the responsibilities and opportunities that will be theirs in the Distribution Decade.

So is the Nation's Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION

How Long Will a Tube Last?



No one, not even an engineer with a *complicated* formula can tell you how long a given tube will last.

But, you can extend tube life by a *simple* formula:

Faithful attention to your RCA transmitting tubes during actual operation = Added hours of Service

RCA tubes have characteristics which make application of this simple formula profitable, as witness the following records of RCA tubes in service.

At Station KYDL, for example, an RCA 891-R was still in service after 23,926 hours! At WWL, another RCA tube of the same type was going strong after 26,000 hours! Another RCA 891-R clocked 36,647 hours of life at Station WIRE . . . more than 4 years of service time.

These records indicate the long life built into RCA tubes, although they should not be expected of every tube.

Long, dependable performance has made RCA transmitting tubes the standard of comparison in the broadcasting industry.

Remember, the Magic Brain of all electronic equipment is a Tube...and the fountain-head of modern Tube development is RCA.

1919
1944

RCA

25 Years of Progress in Radio and Electronics

62-6531-21

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY . . In Radio . . Television . . Tubes . . Phonographs . . Records . . Electronics

THERE'S NO QUESTION ABOUT BUYING MORE WAR BONDS

DECEMBER 25, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

1944

1 2 3
4 5 6 7 8
9 10

Month after month during 1944 WOR has been carefully clocking the 10 most popular local shows carried by *all* New York stations.

WOR now finds that 84% of these great programs were broadcast by WOR during the entire year.

—*that power-full station* WOR

at 1440 Broadway, in New York

member of the mutual broadcasting system





WLS GETS RESULTS!



WLS

CHICAGO 7

The PRAIRIE FARMER STATION

REPRESENTED BY John Blair & Company

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK, KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-LOWELL-DOUGLAS



Yankee's "Good Neighbor" Policy Creates *ACCEPTANCE*

Another winter — more time at home for Yankee listeners.

They are the listeners all over New England who dial their local stations for more listening — hours of music, drama, news and its analysis, sports — the infinite variety of superior Yankee Network entertainment which those hometown stations can give them.

There is neighborly acceptance of the local station, a friendly response that only a local enterprise, serving hometown merchants and taking part in the hometown activities, can command.

This is The Yankee Network's "Good Neighbor" policy — getting close to the people, close to the audience in each market, linking these many community audiences and markets together to make New England's great Yankee audience of 2,055,010 radio homes.

There are twenty-one of these "Good Neighbor" stations. They give closely knit primary coverage of the entire area — the closest approximation of 100% coverage you can buy.

Acceptance is THE YANKEE NETWORK'S *Foundation*

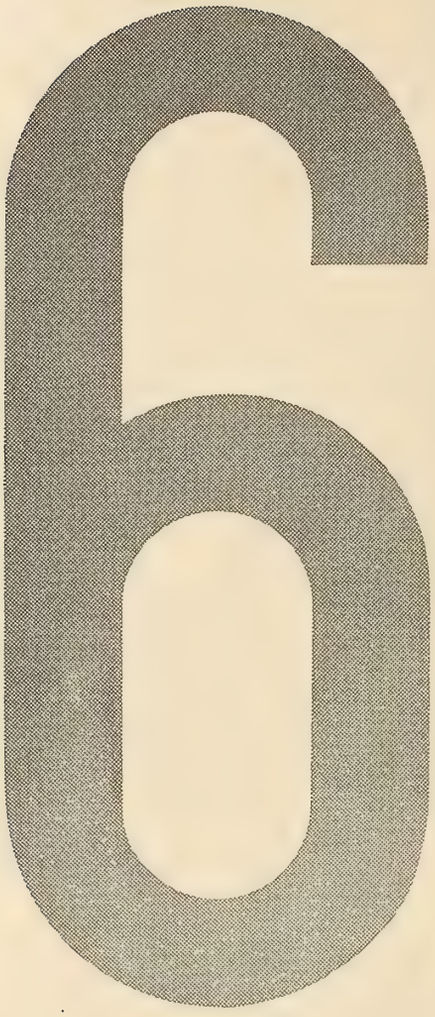
THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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WLAW
LAWRENCE
5,000 watts 680 kc

WFTL
MIAMI
10,000 watts 710 kc

WPDQ
JACKSONVILLE
5,000 watts 1270 kc

Hildreth & Rogers

A Fort Industry Station

Jacksonville Broadcasting Corp.

KRNT
DES MOINES
5,000 watts 1350 kc

WNAX
YANKTON
5,000 watts 570 kc

WCOP
BOSTON
500 watts 1150 kc
(Applying for 5,000 watts)

Cowles

6 MORE IMPORTANT STATIONS HAVE SWITCHED TO THE BLUE NETWORK

IT HAPPENED ON DECEMBER 15

Keith Kiggins, Blue's Station Relations Vice President, met with four of the nation's ablest and most experienced radio operators. They signed contracts. As a result of these contracts, six great radio stations will become part of the Blue Network on June 15, 1945.

We think this is important. We think it is important because of the *calibre of men who run these stations.* We think it is important because it *convinces us once again that the Blue Network is steadily marching ahead.* That the *trend is to the Blue.* That the idea is getting around that it is not only easy, but *smart,* to do business with the Blue.

Let's look at the stations! One has the reputation of being one of the country's great farm stations, two are affiliated with important newspapers, two are the most powerful in their section of the country, and one, with already a loyal listening audience in Boston, has plans to increase its power in the near future.

Then there is another very important consideration: Up to now, three of these stations have been part of CBS. Two were MBS. One was independent. *Now they are all Blue.*

WHAT DOES IT MEAN?



IT MEANS THAT 4 EXPERIENCED RADIO OPERATORS in the most effective way possible, *have set their stamp of approval* on the policies and ideals which are making the youngest of the 3 big Networks the fastest-growing advertising medium in the country . . . One of these men, Mr. Gardner Cowles Jr., says:

> "We are proud to affiliate three of our stations with the Blue Network. We have growing respect for and confidence in the increasingly good job being done by the new management of the Blue. We think the Blue has a great future and we are delighted to be able to bring the listeners of three of our stations the high quality Blue Program service."



IT MEANS MORE LISTENERS TO THE BLUE. Several hundred thousand more radio homes come under complete Blue coverage. For example, consider WNAX, Sioux City-Yankton, one of the greatest farm stations in the United States—in physical coverage, in mail pull, in its ability to sell goods for advertisers. A survey of 20 counties shows WNAX first in listening in 11, second in 6 and third in 3. As another example, WFTL, Miami, at 10 kw. is the most powerful station in Florida and teamed with WPDQ operates with the highest full-time power in Northern Florida.



IT MEANS MANY PLUSES FOR BLUE ADVERTISERS Aside from added coverage and loyal listening, these six stations are operated by men who know how to do a merchandising job and who get behind the selling efforts of advertisers who use their stations . . . Take KRNT, Des Moines: This station is affiliated with the Des Moines Register & Tribune, one of the nation's great newspapers. Its staff of trained merchandising men call regularly on jobbers, distributors and dealers, expediting the flow of advertisers' goods into the rich Iowa market . . . WLAW is prepared to render this same valuable merchandising service in Lawrence.



FINALLY, this switch of 6 important radio stations is further proof that NOW IS THE TIME FOR ADVERTISERS TO NAIL DOWN A FRANCHISE ON THE BLUE . . . Pointing the way are star programs which have recently started on the Blue: Alan Young, voted the most promising star by 600 radio editors, Herbert Marshall, The March of Time, Charlotte Greenwood, Gracie Fields, and Fred Waring . . . These shows join the ranks of Radio Hall of Fame with its galaxy of big name stars: Walter Winchell, Breakfast at Sardi's, The Breakfast Club, Blind Date, Life of Riley, Ed Wynn, Joe E. Brown, Hollywood Mystery Time, Drew Pearson, Quiz Kids, and those great public service programs, Boston Symphony, Metropolitan Opera, and Town Meeting of the Air. These and other national favorites prove the Blue can get high listening day and night, can get it again and again—with proved sales results for scores of satisfied advertisers.

THIS IS THE GREATER Blue *NETWORK*

AMERICAN BROADCASTING COMPANY, INC.



Merry Christmas

And A

Happy New Year!

We Hope That

1945

Brings You The

Best of Everything

KOIL

CBS in Omaha

GORDON GRAY, General Manager

5000 WATTS . . . 1290 KILOCYCLES

BROADCASTING
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HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

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NEW YORK: 250 Park Ave. PLaza 5-8355.
CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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WEALTH IN LIVESTOCK

The tri-state area of Arkansas, Louisiana and Texas served by this powerful 50,000-watt station is in itself a large and growing livestock empire. Mounting numbers of purebred stock farms are working to help supply the nation's meat for war through improved breeding and scientific feed practices. Students of animal husbandry point to a bright future for stock raisers of this prosperous region, whose buying habits are influenced by KWKH, the No. 1 medium for marketing your goods and services.



KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

IMPORTANT ANNOUNCEMENT

WCOP, The Cowles Station in Boston, is pleased to announce that effective June 15, 1945, it will become affiliated with the Blue Network and will serve as the basic Boston outlet for all Blue Network programs.

Plans are now being made to expand the physical facilities, programming and personnel to back up the Blue and to make WCOP an outstanding New England station. Emphasis is being placed also upon increased service to advertisers and agencies. One of the first steps has been to head-up the staff with experienced, top-notch executives.

We'd like to have you meet them.

A. N. ARMSTRONG, JR., *General Manager*

Mr. Armstrong, better known to the trade as "Bud", will head up the complete operations of WCOP. He has had sixteen years' experience in the newspaper, agency and radio fields.

ROLAND C. HALE, *Chief Engineer*

Mr. Hale has been affiliated with WCOP as Chief Engineer for the past nine years. Previous to joining WCOP, he was affiliated in the same capacity with Radio Station WORC, Worcester, Massachusetts.

PAUL BELAIRE, *Commercial Manager*

Mr. Belaire comes to WCOP from the Boston sales office of WOR, New York, where he handled all sales in this area for an eight-year period.

HARRY D. GOODWIN, *Promotion and Merchandising Manager*

Mr. Goodwin brings to WCOP fifteen years' experience in radio. Prior to joining the Cowles organization, he held the same position at the Westinghouse Radio Stations, WBZ & WBZA.

JOHN D. MALOY, *Program Manager*

Jack Maloy, former Assistant Director of Production for the CBS Boston outlet WEEI, is also familiar with special events and is tops as a sports announcer. Previous to moving to Boston, Maloy was affiliated with WLAW, Lawrence.

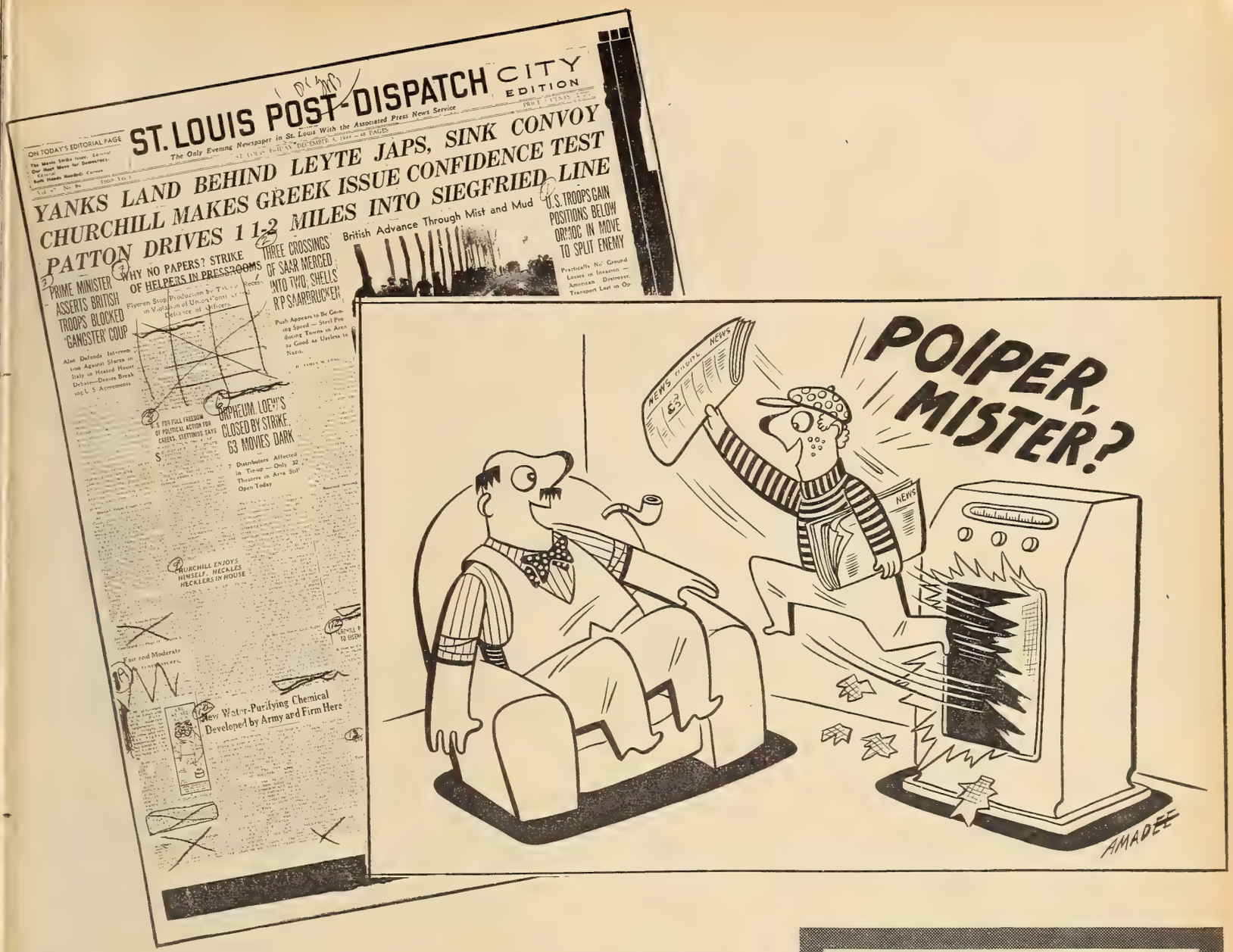
FRANK J. BRINKMANN, *Chief Accountant*

Mr. Brinkmann joins the WCOP staff after spending many years in the construction field as a cost accountant and expediter.

WCOP Boston

A Cowles Station — New to the Blue — June 15, 1945

Represented Nationally By THE KATZ AGENCY, INC.



Newspapers and Little Children

Newspapers and small children have one thing in common—they should be **seen** and not **heard.**

There are occasions, however when it is expedient for newspapers (as well as small children) to deviate from this established custom . . . especially when an emergency arises. And that is exactly what happened in the case of the St. Louis Post-Dispatch on December 7th and 8th when St. Louis was without newspapers for 40 hours because of a paper-handlers' strike.

A newspaper is an important commodity. When it cannot be seen it **deserves** to be heard. The unpublished editions of the St. Louis Post-Dispatch on December 7th and 8th **were** heard—through the voice of KSD, the Post-Dispatch station.

KSD began broadcasting from page proofs (like the page illustrated above) at approximately 12:15 p. m., December 7th, shortly after the newspaper's first edition failed to appear on the street. From then until 6 p. m., KSD continued "reading" the newspaper without interruption — cancelling 16 NBC network programs, six local shows and a full schedule of spots in the process.

Reading each edition required nearly two hours, and was performed by a battery of six announcers (plus KSD's Director of Women's Activities who read the Society news items.) They broadcast headlines, sub-heads, news, sports, editorials, a word picture of editorial cartoons, vital statistics, market reports and even the full page of comics. Then, from 6 p. m. until sign-off, KSD interrupted all scheduled nighttime shows for regular two-minute news summaries every half-hour.

On the second day of the strike, KSD again presented the first edition of the Post-Dispatch in an uninterrupted two-hour broadcast starting at 11 a. m. This was followed by special summaries each half-hour until the strike was terminated later in the afternoon in time for the newspaper to resume normal publication.

Meantime, Radio had again demonstrated its ability to function in the public interest, convenience and necessity.

KSD NBC AP

KSD

ST. LOUIS · 550 KC

Owned and Operated by
THE ST. LOUIS POST-DISPATCH

Nationally Represented by
FREE & PETERS, Inc.



WFLA
TAMPA
NBC
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

At Deadline . . .

EIGHT-IN-ONE Co., Chicago (cold tablets), on Dec. 18 began sponsorship of Fulton Lewis' participation show, thrice-weekly, on WGN Chicago. Contract for 13 weeks was placed by H. W. Kastor & Sons, Chicago.

SINCERE CONVICTION that CBS proposals concerning television, international shortwave and FM, as disclosed during the FCC allocation hearings, "represent sharp advances that must eventually be achieved" was voiced Dec. 22 by Paul W. Kesten, CBS executive vice-president.

ANNOUNCEMENT that Edwin W. Wood Jr., until six months ago Mutual sales manager, is joining M. H. Hackett Inc., New York, in an executive capacity is expected shortly, although there was no confirmation as BROADCASTING went to press.

NEW FCC applications at deadline: Commodore Broadcasting Co. (operates WSOY Decatur, Ill.) new local, Springfield, Ill., 1550 kc, 250 w, unlimited; Texoma Broadcasting Co., new daytime regional, 970 kc, 1 kw, Wichita Falls (Walter D. Cline 10%, pres.; Gene L. Cagle, 10%, v-p.; M. Bernard Hanks, 40%, sec.-treas.; Houston Harte, 40%); WGN Inc. for new FM station, Milwaukee, 46,100 kc, 7,750 sq. mi., $150,000-$200,000; Assignment of license, WSAI Cincinnati, from Marshall Field to Buckeye Broadcasting Co., fully owned by Field Enterprises Inc.; transfer control WJJD Chicago from Marshall Field to Field Enterprises Inc. (no monetary consideration).

SELLERS of SALES

SEVERAL years ago a junior in the Benton, Ill., Township High School applied for the job as advertising manager on the school paper. The statement that won her the job was simply: "The paper must pay for itself and then some, through advertising. So far our merchants buy space because they feel it's their duty. I propose to make them buy space because it's good business."

That girl was Hildred Sanders, now radio director of Mitchell-Faust Adv. Co., Chicago. She did what she proposed to do. In less than a year the school paper showed a sizeable profit.

"Hilly" determined her career when she saw what a great selling force the high school paper alone could be. Not only did she write copy and make layouts for the local merchants buying space, but she went out and met the consumer, selling "everything from Dr. Ripley's Pink Pills to refrigerators and radio time."

In 1934 "Hilly" Sanders entered the U. of Ill. in the College of Commerce, a major in advertising and selling. After graduation, "Hilly" Sanders came to Chicago as a radio copywriter for H. W. Kastor & Sons Adv. Co. She worked on the Procter & Gamble, Welch and Zonite accounts. Two years later, "Hilly" had narrowed her path in the advertising field to radio. Feeling the need for radio publicity and promotion experience, she left Kastor to work for Fred R. Levings Jr., freelance publicity man. Levings and "Hilly" were married in October 1940, and the new Mrs. Levings re-entered advertising in December as copywriter with Mitchell-Faust Adv.

Three years with Mitchell-Faust have elevated "Hilly" from copywriter to her present job of radio director. In addition to her regular duties, however, she continues to write practically all copy for Peter Hand Brewery Co., Chicago. The writing job alone includes commercial copy to be prepared for six half-hour programs, thirty-nine quarter-hour programs, and twenty-one five minute shows. "Miss" Sanders serves as secretary to the Chicago Radio Management Club.



HILLY

The active Miss Sanders in business is the active Mrs. Levings at home. She maintains a bowling average of 165, and rides horseback. In spite of the kick "Hilly" Sanders gets out of her work, her home and her activities, she says her biggest thrill is coming home to her sandy-haired daughter, 2½.

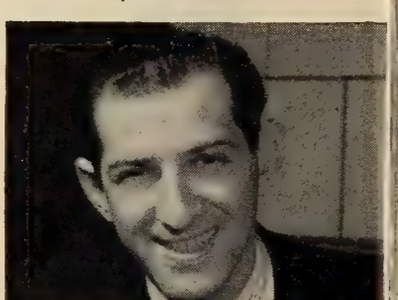
BRIGHT SPOTS
in Washington, D. C.



Mike Hunnicutt . . . he's the fellow who wakes Washington up with a laugh . . . 7 to 10 A.M.



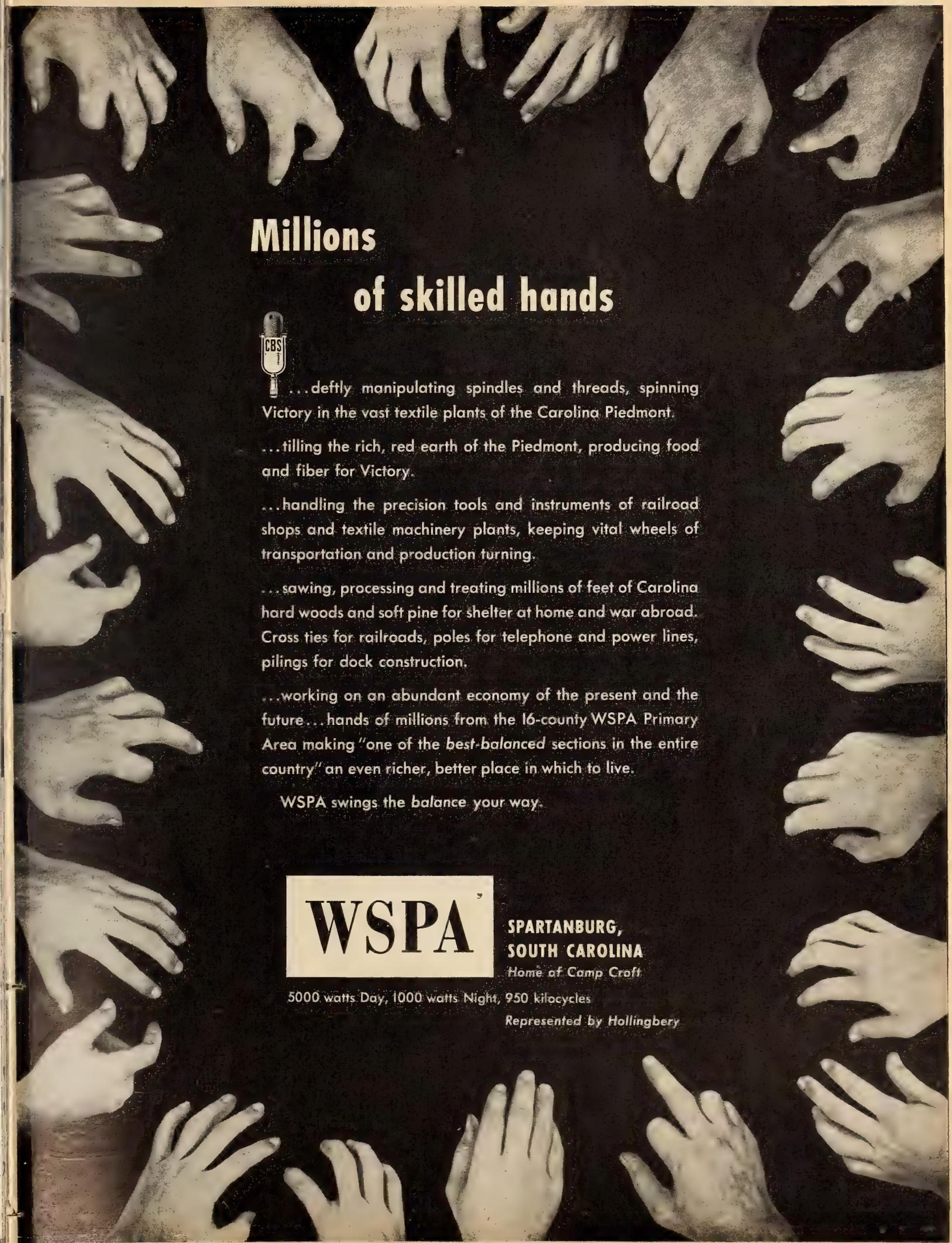
Sports the way sports fans like them by Tony Wakeman, 1 to 5 P.M., and all-sports review at 6:45 P.M.



The "1450 Club" . . . as run by that popular music picker Jackson Lowe . . . 8:30 to 10:30 P.M.

Entertainment is our job. It's the tempo of the station . . . it's what overworked and ever - serious Washington people want. Those three fellows up there are typical of the fast pace this station sets. For results in the nation's capital . . . use WWDC.

WWDC
the big sales result station in Washington, D. C.
Represented nationally by
WEED & COMPANY


Millions
of skilled hands
CBS
...deftly manipulating spindles and threads, spinning Victory in the vast textile plants of the Carolina Piedmont.
...tilling the rich, red earth of the Piedmont, producing food and fiber for Victory.
...handling the precision tools and instruments of railroad shops and textile machinery plants, keeping vital wheels of transportation and production turning.
...sawing, processing and treating millions of feet of Carolina hard woods and soft pine for shelter at home and war abroad. Cross ties for railroads, poles for telephone and power lines, pilings for dock construction.
...working on an abundant economy of the present and the future...hands of millions from the 16-county WSPA Primary Area making "one of the best-balanced sections in the entire country" an even richer, better place in which to live.
WSPA swings the balance your way.
WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night, 950 kilocycles
Represented by Hollingbery



"But, Mr. Blunk, we can't be as efficient as F&P!"

● Sure, Mr. Blunk! Here at Free & Peters, our *only* job is to keep up with what goes on in spot broadcasting. We have five offices, manned by top-notch men and women, equipped with teletypes, data libraries, and every modern office accessory—all dedicated to the one purpose of being tops at our business of radio station representation.

So why should any agency or advertiser try to duplicate our facilities, when all he need do is to use what's already here? It's yours for the asking!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . . . . . KALAMAZOO
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

IOWA

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

SOUTHEAST

WCBM . . . . . BALTIMORE
WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

SOUTHWEST

KOB . . . . . ALBUQUERQUE
KRIS . . . . . CORPUS CHRISTI
KXYZ . . . . . HOUSTON
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

PACIFIC COAST

KOIN . . . . . PORTLAND
KIRO . . . . . SEATTLE
KFAR . . . FAIRBANKS, ALASKA
and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932



CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 26 WASHINGTON, D. C., DECEMBER 25, 1944 $5.00 A YEAR—15c A COPY

Porter Assumes Chairmanship of the FCC

Renomination Will Go to Senate In January

PAUL A. PORTER, President Roosevelt's choice for the FCC chairmanship, assumed that office last Thursday under a recess appointment by the Chief Executive. He will be renominated to fill the vacancy created by the resignation last November of James Lawrence Fly when the new Congress convenes Jan. 3.

The recess appointment was announced at the White House by Stephen T. Early, Presidential secretary, just a half hour before the 11 o'clock swearing-in ceremony at the FCC. This course was decided upon because of the failure of the Senate to confirm Mr. Porter's nomination prior to its *sine die* adjournment last Tuesday. It will enable the Commission to get under way with its new organization with greatest possible speed. Mr. Early said the recess appointment would allow Mr. Porter to "get the benefit of experience" by starting the job at once.

Confirmation of the erstwhile publicity director of the Democratic National Committee by the Senate is expected by mid-January. In the interim, however, he will serve under the recess appointment. His renomination will be as a member of the Commission to fill the unexpired Fly term, which ends June 30, 1949. The President will name him chairman.

One Vacancy

Mr. Porter took over the chairmanship from Commissioner E. K. Jett, who had served as interim chairman since Mr. Fly's retirement on Nov. 15. With Mr. Porter's assumption of office, one vacancy remains on the FCC—that left when Comdr. T. A. M. Craven last July 1 joined Cowles Broadcasting Co. as executive vice-president.

Completion of the spectrumwide allocations—a herculean task that has been consuming much of the time of Mr. Jett and the law and engineering staffs—is the first order of Commission business. Mr. Porter as chairman, will be able to complete the executive organization of the Commission without slowing down the allocations processes.

Mr. Porter made no public statement upon taking over the FCC helm. He appointed Dorothy Page as his secretary. Miss Page had served with the new chairman while he was publicity director of the Democratic Committee and had been with him since his service as deputy administrator of the Office of Price Administration in charge of rent control in March 1942. He has not announced other appointments to his immediate staff.

Present at the swearing-in ceremony were his fellow members of the Commission and Secretary T. J. Slowie, General Counsel Charles R. Denny Jr., Chief Engineer George P. Adair, Richard Carlson, personnel director, and William B. Robertson, budget director. The oath was administered by Helen Marston of the FCC legal staff.

At best a race against time in the waning days of the last session, Mr. Porter's confirmation was abandoned before adjournment after he had held a lengthy conference Dec. 16 with Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, to which FCC nominations are automatically referred. Assurances were given, however, that the nomination, upon resubmission next session, will receive prompt consideration. Chairman Wheeler was cognizant of the recess appointment plan.

Hyde Mentioned

Coincident with or following the Porter nomination will be the nomination of the successor to Comdr. Craven. Still regarded as in the forefront of those mentioned is Rosel H. Hyde, veteran assistant general counsel of the Commission and an Idaho Republican. Other names also are understood to be under consideration, however.

Mr. Porter probably will not participate in the allocations plan, now in its final preparatory stages. To do so, he would have to familiarize himself with the voluminous record amassed during five weeks of technical testimony last fall. The FCC's engineering and legal staff, as well as the Commission itself, have been giving virtually continuous study to the proposed report, with the likelihood that the project will be completed early in January. Presumably there will be oral arguments on the proposed report within a reasonable time, following which the allocations will be promulgated.



PAUL A. PORTER named FCC chairman in a recess appointment by President Roosevelt, took the oath as Commissioner last Thursday. Administering the oath is Helen A. Marston, junior administrative assistant, FCC Law Dept.

Budget Testimony

In addition to the allocations task, the Commission early in January will be called upon to testify before House and Senate appropriations subcommittees on the 1946 FCC budget. That task devolves largely upon the chairman as the administrative officer. In the interim, he will be in a position to familiarize himself with the FCC operations and personnel in advance of his appearance.

Mr. Porter's appointment on the recess basis is not without precedent or even unusual. The new Congress convenes Wednesday, Jan. 3. It probably would be mid-January, it is pointed out, before the nomination could be resubmitted, considered by the Interstate Commerce Committee in public hearings, and confirmed by the Senate.

When the Senate Committee considers Mr. Porter's nomination it will be at open hearing, according to Sen. Wheeler. Several members want to interrogate the nomi-

(*Continued on page 63*)



RADIO'S FUTURE rests in the hands of these men, members of the FCC, who posed for BROADCASTING's photographer after Paul A. Porter was sworrn in as chairman following a recess appointment by President Roosevelt. Seated (l to r): Paul A. Walker, Chairman Porter, Norman S. Case. Standing (l to r): Clifford J. Durr, Ray C. Wakefield, Ewell K. Jett, who served as interim chairman following the Nov. 15 resignation of James Lawrence Fly. Retiring Chairman Jett was first to congratulate his successor. Present also were FCC department heads.

FCC Denies Easing of Net Option Rule

First Interpretation Of Regulations Issued

(*Text of letters on page 58*)

STEADFASTLY adhering to its Supreme Court-blessed network regulations, the FCC last week denied requests of NBC and the Cowles Broadcasting Co. for amendments to two of the rules. At the same time, however, the Commission in letters to the petitioners issued the first formal interpretations of its network regulations since they were upheld May 10, 1943 by the so-called Frankfurter decision.

Sec. 3.104 involving the optioning of time to networks was clarified in the NBC denial. By the same token the FCC, in the Cowles decision, made clear its intentions with reference to Sec. 3.103 covering network contract.

NBC and 86 of its affiliated stations had requested modification of Sec. 3.104 to permit the network to option an additional half-hour evening period in a trade for morning option time [BROADCASTING, Aug. 16, 1943]. The Cowles organization contended Sec. 3.103 worked a hardship both on stations desiring network changes and on new stations [BROADCASTING, Sept. 25].

Three Hours Per Segment

The Commission held, in the NBC case, that no more than three hours in any one time segment may be optioned. Those hours are 8 a.m.-1 p.m., 1-6 p.m., 6-11 p.m., 11 p.m.-8 a.m.

Contending that it utilized only two of the maximum three hours permitted as option time in the morning segment, 8 a.m.-1 p.m., NBC asked permission to option on week days the 7-7:30 p.m. period in addition to the three evening hours it now options. In return for the extra half-hour in the evening NBC proposed to continue optioning only two hours in the morning segment.

NBC, the FCC pointed out in a news release, options no time in the morning period on Sundays and sought Commission permission to option four hours, rather than the three permitted under the regulation, between 6-11 p.m. Sundays. The Commission held that "options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning for selling any or all of the time covered by the option, or other time, to other network organizations."

NBC was advised that one of the purposes of the regulations was to leave 14 of the 35 evening hours weekly free of network option to "foster the development of local programs". Should the additional half-hour be permitted, the Commission said, "practically no time in that segment" would be available for local programs, since NBC already sells some 7¾ of the 14 evening hours reserved from option.

NBC was commended for restricting its number of morning option hours to two, but "the Commission assumes that NBC will not desire to discontinue its present policy of optioning only two hours in the morning segment despite the fact that a maximum of three hours is permissible under the present regulation," the network was told.

In denying the Cowles petition the FCC pointed out that the request "was based on a misunderstanding of the present Sec. 3.103". The Commission denied Cowles' allegations that a station affiliated with one network may not enter into a contract with another network until its contract with the first has expired.

"A station affiliated with one network but desiring to change its affiliation to another network may, under the Regulations as presently drawn, enter into an affiliation contract with the second network at any time, provided that the effective date of the contract is not more than six months from the entering into of the contract," the FCC advised Cowles, explaining that the regulations do not prevent "dual affiliation".

Cowles had contended that as the rule stands hardships are worked on stations desiring to change networks as well as new stations. As for new stations the petition held that the six-month clause in the network contract regulation made it almost impossible for a licensee to plan wisely. The FCC placed a different interpretation on its regulation, however.

"An applicant for a new station can enter into a contract with a network at any time, provided only that the period covered by the contract shall not be in excess of two years, and that the contract shall not be entered into more than six months before the beginning of the period," the FCC held.

First petition by NBC to amend the option rule was filed Aug. 7, 1943 and denied a month later on the grounds that the Commission wanted to observe operations under the regulations before making changes. They went into effect June 15, 1943. In a letter filed with the FCC last Oct. 27 President Trammell urged the following amendment which was denied, be adopted:

In the event a station does not option the full three hours permissible under the regulation in the 8 a.m. to 1 p.m. segment of the broadcast day, it may, in addition to optioning three hours in the 6-11 p.m. segment, also option in that segment for network programs one-half of the difference between three hours and the total hours it options in the 8 a.m. to 1 p.m. segment; *provided*, however, the total time optioned by a station in the 6-11 p.m. segment shall not exceed 3½ hours on any weekday nor 4 hours on a Sunday.

NBC's request for modification of Sec. 3.104 was based on the following contentions:

1. The program structure of the nation has developed in such a manner that the more important national network programs are in the evening segment of the broadcast day. The program policies and the broadcasting income of the affiliated stations as well as of the network organizations are based upon that structure. Because of this fact NBC, for many years, has had under option from its affiliated stations in the eastern and central time zones the following evening hours (NYC time): Weekdays: 7-7:30 p.m. and 8-11 p.m. Sundays: 7-11 p.m.

2. To limit the networks to three hours of option time in the evening segment of the broadcast day will disrupt the national program service without corresponding benefit to the local service.

3. If the requested modification in Regulation 3.104 is made by the Commission, petitioners plan to arrange for nonexclusive options to NBC on not more than two hours in each weekday morning segment of the broadcast day and no options in the Sunday

(*Continued on page 58*)

Reichhold Expands

REICHHOLD Chemicals Inc., Detroit, manufacturers of synthetic resins, industrial chemicals and discs, Jan. 5 will expand broadcasts of the Detroit Symphony on Mutual, Saturday 8:30 p.m. from a half-hour to a full hour, carrying through 9:30 p.m. The present period has been found too short to allow presentation of many of the best symphonies, which run from 32 to 37 minutes, according to Grant Adv., New York. Expansion will also allow for the presentation of guest concert stars for the first time starting off with Larry Adler. Since the program started on 61 MBS stations Oct. 21, the commercial network has gradually expanded to under 100 stations. An additional block of 15 stations will be added Jan. 6.

The Strength of 25 Years

CHRISTMAS DAY, 1944.

Like other Christmas Days—a child's dream.

A child's dream that all is right with the world, and that all will be right; that there is but one goodness, and that's the goodness of giving; that there is but one song, and that's a song the heart sings; that there is but one sound, and that's the sound of bells in segue to the tinkling laughter of a jolly old man.

So, Christmas—a child's dream, and betimes a man's dream. A man's dream that these things he believed with his heart when he was younger he can now, even in these evil days, believe for a passing moment with his mind. A man's dream that his childhood is not gone, but has been lost to him only in a transient way and will return; that the child's ideal of peace, and fellowship, and giving, and loving, and living joyfully, is not an ideal lost to mankind, but only misplaced to be found again some day, some good and blessed day, some beautiful day that will crash upon us with ringing of bells, with singing in the streets and with tinkling laughter that might be touchingly reminiscent.

To this day, a day that marks the eve of its 25th anniversary, may radio—this art that has in its power to blend the minds of men—dedicate its purpose. May its heart beat faster in the knowledge that its hand, the strongest instrument in the communion of mankind, is helping and can help more in the battle for peace.

May it, best of all and most of all, remember that the day will dawn when the world's people must join hands again—that the day will dawn, borne on the wind that whispers the echo of marching men who were boys only yesterday.

May it remember that mankind's dream is transcendant, for it is in truth a child's dream.—R. K. R.

FOUR NEW STATIONS GET FCC APPROVAL

THREE new experimental television stations and a new developmental broadcast outlet were granted by the FCC last week, all to utilize frequencies to be assigned by the FCC chief engineer.

Zenith Radio Corp., Chicago, was granted a construction permit for a new experimental video outlet to operate with 250 w visual (1,000 w peak) and 1,000 w aural, unlimited time.

Farnsworth Television & Radio Corp., Fort Wayne, Ind. was granted experimental television facilities of 4,000 w peak visual power and 4,000-6,000 w aural power with unlimited hours. Farnsworth operates the Fort Wayne standard outlet WGL.

Licensee of KDYL Salt Lake City, Intermountain Broadcasting Corp., was granted a construction permit for a new experimental television outlet to operate unlimited time with 400 w peak visual and 200 w aural.

New developmental construction permit was granted to Evansville on the Air Inc., Glenwood, Ind., licensee of WEOA-WGBF Evansville. Facilities are unlimited hours with 1,000 w power and special emission for FM.

Continental Station Breaks

CONTINENTAL OIL Co., Ponca City, Okla., as part of its 1945 advertising program for Conoco Oil on Jan. 1 begins a series of 20 live station breaks weekly on an undetermined number of stations. Agency is Geyer, Cornell & Newell, New York.

Now Is the Time to Plan 1948 Campaign

All Good Stations Should Come to the Aid of Their Political Parties

By J. LEONARD REINSCH

Managing Director WSB Atlanta; WHIO Dayton; WIOD Miami
Radio Director, Democratic National Committee
During 1944 Presidential Campaign

TIME has cooled the heat of the political campaign and I write as a broadcaster in the interests of better broadcasting.

First, let me make it clear that I grant my direction of radio for the Democratic National Committee was not perfect, but I also like to remember that we won on Nov. 7.

We are all agreed, regardless of political leanings, that the two-party system is essential to Democracy, and we all know the two-party system means politics.

Here to Stay

Since politics and radio are here to stay, it would be well for the NAB to study political broadcasts and establish a set of standards. A review of the 1944 Presidential campaign may serve as a guide.

Sold-out stations and networks, for the most part, shuddered as political orders disrupted tight schedules. Fortunately in National Chairman Bob Hannegan, Publicity Director Paul Porter, and Treasurer Ed Pauley, we, of the Democratic National Committee, had a trio that appreciated radio's problems. At times, I wondered if radio appreciated as well our political problems. Occasionally, I wondered if radio was in the least bit interested.

Radio was generous to the political parties in broadcasting the conventions. Perhaps overly generous considering some of the program material. National political conventions should be broadcast, and broadcasting has forced improved conventions, shortened speeches, and cleared convention programs of non-essentials.

It was a fine public service, too, to broadcast the acceptance speeches of the Vice-Presidential candidates.

Then we started to buy time, or, to be correct, I should say, we tried to buy time.

An Obligation

We developed a transcribed farm series to be broadcast five days a week in early morning hours. Our agency, the Biow Co., with the careful guidance of John Hamm and Stanley Pulver, selected the stations to cover the markets we wanted to reach. Basically, the program idea was listenable, consisting, for the most part, of John Merrifield (on leave from WHAS) interviewing farmers.

The representatives got the orders and soon we were getting such alternate times as 12 midnight, 5 a.m., 4:30 p.m., etc.

Some stations did clear good time from the first, but several prominent stations refused to clear anything resembling adequate time. Two stations said they would carry no political advertising, but would donate some time to each party, possibly a half hour per week. It certainly was not our desire to interfere with their overall program, but we had a job to do with the farmers and a half-hour once a week didn't fit our strategy.

And why should any station disrupt its program schedule filled with 13, 26, and 52-week advertisers for a short campaign of political advertising? No reason at all, except that radio does have a public service obligation!

By making it impossible for the Democratic National Committee to buy early morning quarter-hours to reach the farmers, and providing no practical alternative suggestions, some stations blocked a major political party from reaching a group of listeners in their area.

Lame Excuses

A difficult position to justify.

I am not classified as a network baiter or defender, but I would like to point out that two network-owned stations did rearrange their schedules to clear for the farm series.

More grief! Several stations arbitrarily changed our broadcast time and casually notified us at the last minute. Local chairmen had to be notified; newspaper advertising changed; long distance telephone calls of explanation were required; one station adopted the view, "It's only political advertising, anyway", and decided it could not clear after the time was set and the order mailed to the station.

In all fairness, I should mention that about half the list gave mighty fine cooperation.

Radio cannot plead innocence with the statements that "all the time is sold"—"you know how difficult it is these days"—"we try to keep a balance with network programs"—"local committees are given preference"—"we don't want to give it to one party, then have to clear our schedules for another political broadcast."

During campaigns, political broadcasts represent advertising but it isn't the regular type of advertising and must be evaluated in a different way than regular commercial accounts.

Radio is a public service medium.

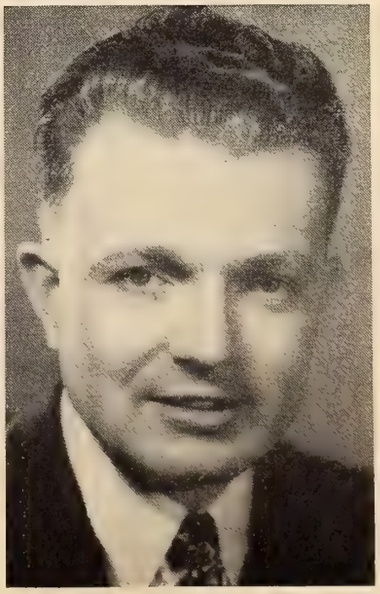
True, I do not believe that it is a public service to put on the air for 30 minutes any politician who feels he has a message for the people. Some prominent men still refuse to recognize, with a few exceptions, a 30-minute political speech is as out-moded as the torch-light parade. The exceptions are the Presidential candidates and the few who have something to say.

Which leads up to a major weakness of many political speeches. Not enough time is given to preparation of material and delivery. There must be a recognition of radio delivery as being distinctly different from the old-fashioned heavy-lunged swinging-arm oratory. To their credit many political speakers are aware of the problem and will welcome the guidance of radio personnel. Unfortunately, political leanings of some station personnel govern the degree of help, yet we don't hesitate to improve any advertised program even though we may not like the product.

The five-minute idea was developed to solve several problems. Instead, it created problems. It might be the prejudice of a fond parent, but I still like the idea and believe it will be the answer to many of our campaign difficulties.

Exposed to All

By taking the last five minutes of established programs, we minimize the possibility of losing listeners. The advertiser gets his complete sales talk, the talent remains on the air so that the continuity of the series is unbroken. Six speakers are accommodated in a total amount of time usually allotted to one. The talks are more effective, because more careful consideration must be given to the preparation of the material, and instead of members of one party hearing their own speakers, listeners are exposed to all speakers.



MR. REINSCH

While the networks cooperated in clearing five-minute spots, a number of accounts refused to cut their programs. The excuse, for the most part, being that they would be discriminating in favor of the Democrats. It should be pointed out that a five-minute spot was completely divorced from the preceding program; no credit line given unless requested, so that the broadcast was a complete program within itself.

Unable to clear all the five-minute periods desired, we were forced to buy 15 and 30-minute spots.

With the present radio operation, it is necessary for the political parties to pay the talent usually occupying the preempted program time. In other words, if we bought Thursday night at 10 o'clock from NBC, we would have to pay $18,000 for talent before we purchased the time, or, if we wanted Columbia Monday at 9 o'clock, it would be necessary to buy the full hour, and in addition to time charges, pay a $20,000 talent bill. We, therefore, selected the programs with low talent costs in fairly good spots. As a result, some network programs were hit again, again, and again.

Frankly, I don't know the answer to this problem, but it does seem that radio has placed a financial block before political parties that makes it difficult to select adequate time to present an appeal to the voters.

Danger of Bias

During the campaign there were many cries of free speech being restricted. Radio, however, has a problem with some so-called commentators who hide behind the cloak of free speech and are extremely careless about fact. Half-truths, rumor, innuendo, inflection, all are tools used by the biased commentator. While commentators should be given full freedom, care must be exercised that they stick to the truth. The commentator problem in '48 is going to be a severe one, and some group in radio should begin to study this type of program and have a few answers before the campaign starts.

Care must also be exercised in selecting topics for forum discussions.

This campaign marked the use of the special announcer. It was felt by some of the networks that since the special announcer was paid by the political party and appeared on a political program that there should be no censorship of his ma-

(*Continued on Page 56*)

State Dept. May Tighten Air Control

Reorganization Presages Merger of Shortwave Facilities

CLOSER GOVERNMENT supervision over international shortwave broadcasting, with a possible merger of international broadcast facilities in the offing, appeared imminent last week when Secretary of State Stettinius announced his reorganization of the State Dept.

William L. Clayton, Assistant Secretary in charge of economic affairs, was given supervision over the Telecommunications Division of which Francis Colt deWolf remains chief. Archibald MacLeish, Assistant Secretary in charge of the new Public and Cultural Relations Dept., will supervise the dissemination of information both abroad and domestically.

In defining the duties of the Telecommunications Division, Secretary of State Stettinius disclosed that department would have the responsibility for the formulation and coordination of policy and action in matters pertaining to "the international aspects of radio, with reference to technical as distinguished from informational phases".

Begg Heads Information

Under Assistant Secretary MacLeish's department is the International Information Division, headed by John M. Begg, which is charged with the responsibility "for the formulation and coordination of policy and programs related to the Department's participation in overseas dissemination of information through the media of films, radio and publications." Considered significant was this explanatory note: "This includes the development and furtherance of international film, radio and publications programs. . . ."

Another function of the International Information Division is: "Advising and cooperating with officials of other Government agencies, particularly emergency agencies such as the Office of War Information and the Office of the Coordinator of Inter-American Affairs, in the planning and development of overseas information programs, and on the relationship of these programs and activities to the United States foreign policy."

Reports have been heard in Washington, since Mr. MacLeish was nominated to be assistant secretary in charge of public and cultural relations, that the State Dept. eventually would absorb the OWI overseas operations and those of the CIAA. That speculation was given further impetus with the appointment of Nelson Rockefeller, director of the CIAA, as Assistant Secretary in charge of American Republic affairs.

It was pointed out, too, that Mr. MacLeish already has tasted the fruit of disseminating Government information as chief of the now defunct Office of Facts & Figures, predecessor of the OWI. It was under his guidance that what now is the OWI overseas branch, was set up. In addition, the OFF and the early-day OWI took active part in foreign language broadcasting in this country to the extent of investigating personnel employed by such stations.

Merger Favored

It has been no secret that high Administration officials favor a merger of facilities owned by the seven licensee corporations of international shortwave stations. Although all but those operated by NBC and CBS are programmed entirely by the OWI and CIAA, licenses still are in the names of the holding corporations. Under contract with the Government, the licensees sell all time to the Government agencies.

When the Government leased international broadcasting facilities at the outbreak of war, the international divisions of NBC and CBS stood firm behind their respective declarations that they would continue to program their own stations and would not discharge their program personnel to be replaced by OWI and CIAA employes. Consequently two contracts were signed by the networks, one specifying the lease arrangement, and another, known as a program contract, specifying the production relationships that would exist between the networks and the Government.

There appeared to be two schools of thought as to a merger of international facilities. Both favor a corporate structure to operate all international stations, with the stock presumably distributed on a pro rata basis among the private licensees. One school, however, proposes to have the Government maintain a close supervision over all broadcasts by leasing all the time. The stations then would be programmed under State Dept. supervision.

The other plan would depart from this pattern to the extent of having the Government buy time at regular commercial rates, and control its own programs. An advisory council would be set up, made up of representatives of the Government, the licensees and the commercial advertisers, and would formulate broad policies under State Dept. guidance.

Some licensees are reported to look with favor on a merger, viewing it from an economic standpoint. Others oppose it. Prior to the war international shortwave broadcasting was not profitable, but it was an infant, and mass distribution of receiving sets abroad had not been accomplished.

Central Committee Proposed

Looking toward a stable industry, however, the shortwave operators organized a cooperative group in 1941 and named Stanley Richardson now NBC chief in London, Coordinator of International Broadcasting with headquarters in New York. Several operators had lined up networks in South America and had sold time on a tentative basis. But the war interrupted international shortwave progress.

It is understood that both the OWI and CIAA favor pooling of shortwave facilities, although licensees are expected to object vigorously to any Government agency entering the broadcast field, either via shortwave or domestically. When Mr. MacLeish appeared before the Senate Foreign Relations Committee a fortnight ago, he asserted: "Government's responsibility is not to do the job itself—not to supplant the existing instruments of international communication. Government's responsibility is to see to it that the job gets done and to help in every way it can to do it."

Former Secretary Hull is known to have vigorously opposed State Dept. operation or even supervision of international broadcasting. He was a strong advocate, however, of close liaison between his office and the OWI and CIAA, with State Dept. guidance on matters of policy.

Assistant Secretary Clayton will succeed former Assistant Secretary Adolph Berle on the Board of War Communications and will head the State Dept.'s special committee on postwar planning. With reorganization of the State Dept., the Telecommunications Division moved to larger quarters at 1712 G St. N. W.

Virginia Grants Indicate FCC Trend; Tinsley, Others Are Given Facilities

EMBARKING UPON a new policy of allocation by consent rather than litigation, the FCC last week evolved a five-way agreement resulting in the granting of two new stations in Virginia and improved facilities for three others. New stations were authorized for Staunton and Petersburg, while improved facilities were authorized in Richmond, Charlottesville and Fredericksburg.

The almost unprecedented move resulted from a plan developed by John A. Willoughby, assistant chief engineer in charge of broadcasting, in collaboration with Rosel H. Hyde, assistant general counsel, with approval of the Commission. Discovering technical conflicts that could only result in competitive hearings, Mr. Willoughby called in each applicant and suggested modification of applications which would make possible the grants without hearing. All parties consented and the Commission at its meeting last Tuesday authorized the grants. It also paved the way for a new daytime station grant in Norfolk.

Tinsley in Richmond

Most significant grant was that for what amounts to a new station in Richmond for Thomas G. Tinsley Jr., president and operator of WITH Baltimore. He had negotiated a 10-year lease for WBBL, part-time church station, which will continue to operate at specified hours on Sunday, with the new commercial outlet, under different call letters, using the remainder of the time.

Charles P. Blackley, former general manager and minor interest holder in WSVA Harrisonburg, Va., was granted a construction permit for a new local station on 1400 kc at Staunton. Outlet will use 250 w power and unlimited hours. Mr. Blackley had relinquished his WSVA affiliations in order to devote fulltime to the development of the new station.

Southside Virginia Broadcasting Corp., which filed in November for 100 w and unlimited time on 1490 kc at Petersburg, was granted that assignment with the exception of power, which was increased to 250 w to assure more complete local coverage. Company is controlled by Louis H. Peterson, president (48%), owner and operator of the Bowman Co., advertising agency, and Jonas Weiland, vice-president (48%), operator of WFTC Kinston, N. C.

Increased power of 250 w, on 1450 kc, was also granted Mr. Tinsley for the new station at Richmond. Original request had been for 100 w on 1240 kc. Time for the new outlet is unlimited except for specified hours assigned to WBBL, owned by the Grace Covenant Presbyterian Church with whom Mr. Tinsley has contracted for lease of station facilities [BROADCASTING, June 12]. WBBL is authorized under the new order to operate with 250 w on 1450 kc from 11 a.m. to 12:15 p.m. and 8-9 p.m. Sunday only.

WCHV Charlottesville, which has been operating with 250 w and unlimited time on 1450 kc, was granted modification of license for similar assignment on 1240 kc. Likewise a modification of license was granted WFVA Fredericksburg, which has been authorized daytime operation on 1290 kc with 250 w, for new assignment of 250 w and unlimited hours on 1230 kc.

All of the grants are subject to the Jan. 26, 1944 FCC-WPB statement of policy relating to the use of critical materials for construction purposes. The Southside Virginia, Tinsley and WBBL grants are further subject to the condition that they shall file specifications of equipment for 250 w operation to be approved by the FCC chief engineer.



Nets Need Mending

There's a lesson for radio advertisers in that fisherman's chore. Little holes become big holes . . . and the fish get away.

When did you, as an advertiser, last check your radio nets?

Down here in Baltimore a careful check will show you that an independent station is the best buy in this 5-station town.

There are facts to prove that W-I-T-H delivers the greatest number of listeners at the lowest cost.

Hard-boiled facts that delight every sales-minded executive who sees them.

If the fish are getting away . . . maybe there's a hole in the 6th largest market that needs mending.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Disc-Turner Showdown Slated Next Week; NABET Unshaken

Mark Woods Pleads for Hands Off Attitude in Telegrams to Ryan and Calvin Smith

SHOWDOWN on the NABET-networks - Petrillo platter - turner dispute will come next week.

With preliminary negotiations completed last Friday between the National Assn. of Broadcast Engineers & Technicians and NBC and Blue and revised drafts of a new contract to be ready for the parties Tuesday, (Dec. 26), Martin F. O'Donoghue, NABET consel, advised network attorneys: "If we don't come out of these negotiations with a signed contract covering platter turners we will walk out of both networks."

NABET President Allen T. Powley is to submit the contract, an 18-page document carrying many changes in hours, wages, overtime pay, and working conditions, to the union's bargaining committee for consideration. Negotiations with the networks, looking to final determination, will be resumed after the New Year holiday.

United Stand Urged

Intense concern over the outcome of the negotiations was apparent in the profession as stations all over the country called for a united stand in opposing James C. Petrillo's efforts to appropriate platter-turning jurisdiction to the AFM despite a Government ruling awarding the jurisdiction to NABET at the two networks.

Although NAB received 281 telegrams representing approximately 350 stations, urging that the industry stand together in the interest of large and small stations alike, Mark Woods, Blue president, on Wednesday pleaded for a hands-off attitude on the part of the stations. In telegrams to Calvin J. Smith, manager of KFAC Los Angeles, and J. Harold Ryan, NAB president, Mr. Woods asserted:

"Believe Petrillo platter-turning issue is question for the Courts to determine in the best interest of all parties and suggest stations take no interest until this can be determined."

In addition to the messages received by NAB, Mr. Smith also received about 50 telegrams from stations in response to the wire he sent a week earlier to all stations requesting they wire Mr. Ryan urging NAB and the networks to uphold the National Labor Relations Board decision on the jurisdictional question [BROADCASTING, Dec. 18].

On Monday Mr. Ryan communicated to the networks a complete summary of the industry's views as reflected in 233 telegrams received up to that time. In advising its membership of this action, NAB declared:

"It is recognized that any concessions which NBC and Blue may make with respect to the use of AFM platter turners in the managed and owned stations will constitute a precedent upon which Mr. Petrillo will seek to extend this practice to other radio stations. This objective was clearly expressed by Mr. Petrillo's communication to his locals in an open letter in the April issue of the *International Musician.*

"There is no question in the minds of NAB officers as to the desire of the stations to vigorously resist Mr. Petrillo's demands and the networks involved have been so advised."

Liability to Penalty

NAB reported that the wires received represented a fair cross-section of all stations with respect to power, geographical location and network affiliation and were unanimous in opposition to network compliance with Mr. Petrillo's demands.

Many of the messages, NAB said, declared that surrender on the platter-turner issue would constitute a violation of a Government order and would be an unfair labor practice subjecting network officials to severe penalty under the Wagner act.

Typical of the wires received were:

From a 50 kw CBS affiliate: Our policy is always to give full recognition to the law. We abide by the decisions of Government agencies including the NLRB. We feel the broadcasting industry should support such policies to the utmost.

From a CBS regional affiliate: Platter-turner issue must be decided right now. NAB must support NLRB in this situation while matter is hot.

From a 250 w CBS affiliate: We feel the entire radio industry, including networks and stations, should uphold NLRB regarding platter spinners.

From a 50 kw NBC affiliate: We honestly think you should openly condemn any negotiations between networks and Petrillo on platter-turning issue.

From a 5 kw NBC affiliate: If we do

(*Continued on Page 66*)

FRANCISCO JOINS J-W-T IN FEBRUARY

DON FRANCISCO, assistant coordinator in the Office of Coordinator of Inter-American Affairs, resigned last week to join J. Walter Thompson Co., New York, as a vice-president and director, effective Feb. 1. His duties have not yet been determined. Mr. Francisco, who had been associated with the Coordinator's office since Nov. 1, 1940, formerly was president of Lord & Thomas, New York, previously directed advertising and trade promotion for the California Fruit Growers Exchange.



Mr. Francisco

Nelson A. Rockefeller, Coordinator, said Mr. Francisco had rendered the Government "significant wartime service" for the past four years "at great personal sacrifice." He will continue to serve the office as consultant.

NAM Commercial Rejected by NAB On Ground It Is 'Controversial' Issue

PLANS OF the National Assn. of Manufacturers to use radio in its current nationwide advertising campaign have hit a snag—the "controversial issue" clause in the NAB Code.

Original plan of the NAM was to spend $1,000,000 in newspaper space. A sum of $100,000 was earmarked for radio. About a month ago, William Rainey, Radio Director of the National Industrial Information Committee of the NAM, unit charged with conducting the promotional campaign, submitted a commercial radio announcement to the NAB for review.

The announcement was intended to promote distribution of an NAM booklet, "How Americans Can Earn More, Buy More and Have More". The sample continuity stated:

"How can we have the good things we all want for this country after the war? How can we attain them and still keep the great tradition of freedom our forefathers handed down to us? Is there a common ground on which all Americans of good will can meet and work together toward our goal of peace and sound prosperity? There is such a common ground. We can achieve in this country a level for all of our people above anything else the world can offer. If you want to know more about it—send for the free booklet, 'How Americans Can Earn More, Buy More and Have more'."

This was interpreted by officials at NAB as being controversial, inasmuch as it implied lack of harmony between labor and management and promoted the distribution of a booklet setting forth the ideals of capital only.

At the present time, it is understood that NAB has not proffered a final opinion in the matter to NAM, but the trend of thinking leaves little doubt as to the answer. Delegates to the meeting of the Sales Managers Executive Committee in Chicago two weeks ago were polled on the subject and, it is reported, rejected the NAM proposal by an overwhelming vote.

Mr. Rainey reported that the continuity had been presented to NBC for use on its owned and managed stations and that it was turned down flatly.

WPB Turns Down Two New Stations

Holds Salt Lake City Outlets Not Essential to War

IN AN UNPRECEDENTED action, the War Production Board last week refused to permit construction of two new stations in Salt Lake City, although the FCC had granted construction permits. Grants were given by the Commission to Abrelia S. Hinckley, George C. Hatch and his wife, Wilda Gene, for a fulltime 1 kw regional on 910 kc, and to the Granite District Radio Broadcasting Co. for a local on 1400 kc with 250 w unlimited.

Both stations specified to the FCC that they had all the necessary equipment on hand and the grants were made under the FCC-WPB policy of Jan. 26. Despite that fact, however, both applications for construction were rejected, WPB holding that additional facilities in the Salt Lake City area are not essential to the war.

John Creutz, chief of the Domestic & Foreign Branch, Radio & Radar Division, WPB, admitted that it was the first time any applications had been denied on the basis of essentiality to the war. WPB, he said, does not attempt to judge the need for additional services in the area, upon which basis the FCC authorized the stations.

"We have tried to take a lenient view of these applications," he said. "In this case field investigations by the WPB, WMC and other war agencies have shown that the additional facilities are not essential to the war effort. Our job is to further the war effort and where we find that the project would not do so we regard it as unnecessary."

Pending before the Commission is a petition of the Granite company, filed Dec. 4, asking that the Hinckley-Hatch grant be set aside. A reply brief has been filed but no FCC action has been taken. Mrs. Hinckley is the wife of Robert H. Hinckley, director of the Office of Contract Settlement, former Assistant Secretary of Commerce and former chairman of the Civil Aeronautics Authority.

CBC Conference

POSTWAR jobs, exchange of employes with those of other broadcasting companies, training courses for junior employes and establishment of university courses in audio and audio-visual radio, were among recommendations made at the recent Ottawa meeting of staff councils of the Canadian Broadcasting Corp. to the CBC management. Representatives of all employes of the CBC were at the session.

To Sponsor Sinatra

SALES BUILDERS, Los Angeles, starting Jan. 3 will sponsor Frank Sinatra on 142 CBS stations, Wed. 9-9:30 p.m. for Max Factor cosmetics. Agency is Smith & Drum, Los Angeles.



FEDERAL KNOWS FM

You have to *know* to design for quality . . . efficiency . . . reliability.

In FM equipment these factors are vitally important and can only result from proved ability.

You will find this ability at Federal — whose engineer-specialists *know* FM.

Federal's broadcast equipment has earned an enviable reputation . . . the end result of a long list of impressive achievements. It was Federal's engineers who contributed their knowledge to the development of the "Micro-ray", the forerunner of modern high-frequency technique.

This pool of research and development experience, working in the same tradition of perfection, is now responsible for Federal's FM equipment — the ultimate in modern engineering design.

Look to Federal for complete FM installations . . . antennas, cables, transmitters, transformers, vacuum tubes . . . all backed by Federal's name . . . the name that stands for the best in broadcast equipment.

FEDERAL TELEPHONE & RADIO — FTR

Federal Telephone and Radio Corporation

An IT&T Associate

Newark 1, N. J.



–full 50,000 watts strong–

sends you  and you 

and you  –our good thoughts

for the holiday season–and

all our hopes for a return of

Peace on earth to all men of good will



KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

KPO
SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

ROTHSCHILD NAMED MANAGER OF WTAD

APPOINTMENT of Walter J. Rothschild as general manager of WTAD Quincy, Ill., with C. Arthur Fifer as program director, was announced last week by Frank C. Eighmey, secretary-treasurer of Lee Broadcasting Inc., which took over operation of the station Dec. 9, following FCC approval last month. Mr. Eighmey is general manager of KGLO Mason City, Ia., and also will devote a large share of his time to supervision of WTAD.

Mr. Rothschild was first commercial manager and then station manager of WTAD. Mr. Fifer formerly served both as general manager and program director. George Sudermann, news analyst, and Nancy Halsor, sales promotion manager of KGLO, have been transferred to WTAD to function in similar capacities. Arleen Garrison has been promoted at KGLO to sales promotion manager.

Stock of Illinois Broadcasting Corp., WTAD licensee, was purchased from W. Emery Lancaster, attorney, and his associates, by Lee Broadcasting Inc. for $487,500, exclusive of approximately $100,000 in cash surplus. Officers of the new company, in addition to Mr. Eighmey, are Lee P. Loomis, of Mason City, president of Lee Radio Inc., president, and H. R. Duncan, of Des Moines, an attorney, vice-president.

Shortwave Transmitters Are Opened by Canada

FIRST CANADIAN international shortwave transmitter went on the air at Sackville, N. B., on Christmas Day with five hours of programs for Canadian troops overseas. The transmitter had been planned for some years, but early in the war inability to obtain equipment halted development. The two 50 kw transmitters, using RCA equipment, with directional antenna to give coverage to Europe, Latin-America and Australia, are being operated by Canadian Broadcasting Corp. for the Canadian government, with a joint committee of the CBC and Dept. of External Affairs looking after programs.

First programs are routed to Europe in English, French, German, Flemish and Dutch. Peter Aylen, formerly CBC liaison officer with government departments at Ottawa, has been named supervisor. Roy Cahoon, radio facilities engineer in charge of transmitter operations for CBC at Sackville, with Victor J. Rowe, broadcast operator of CBK Watrous, Sask., as assistant engineer. Stations were built at a cost of about $1,000,000.

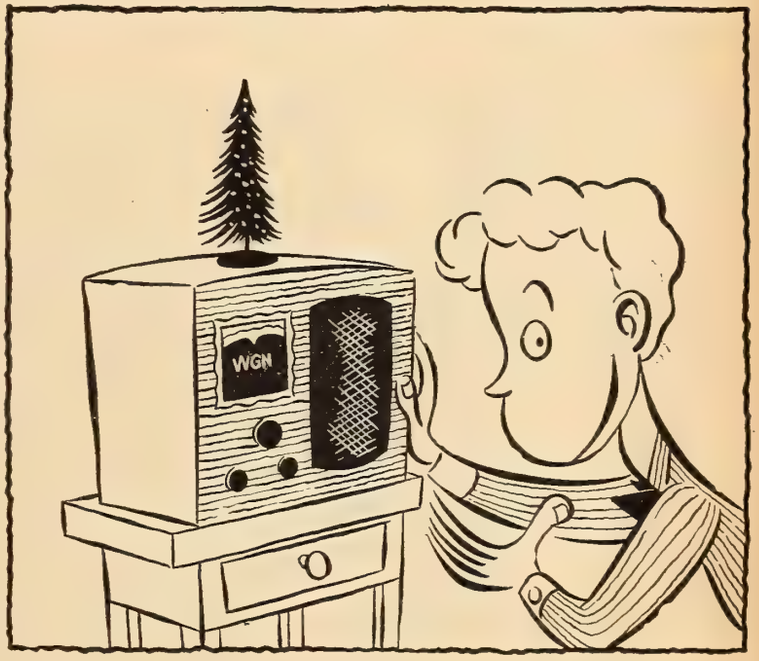
Frequencies and call letters of the two 50 kw transmitters follow: CKOB 6.09 mc; CKLO 9.36 mc; CKXA 11.705 mc; CKCX 15.19 mc; CKNC 17.82 mc; CHAC 6.16 mc. CHLS 9.61 mc; CHMD 9.64 mc; CHOL 11.72 mc; CHTA 15.22; mc; CHLA 21.71 mc.

EMIL CORWIN, formerly radio director of the CIO Political Action Committee in New York, leaves for the West Coast shortly to join Famous Artists Corp., Beverley Hills, talent agency and film producer. Mr. Corwin will work with Ruby Cowan in the radio section.









Little Elmer says: "There's no fooling about WGN's leadership in local and national spot business among the major Chicago stations."

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS *720 KILOCYCLES*

WGN



MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

Allied Radio Preparing Final Coup

Potent in Liberation, ABSIE Working on Morale Collapse

HAVING PROVED a potent weapon in liberating occupied countries, radio is now poised for its biggest job of the war—complete breakdown of German morale. Already there is sufficient evidence to demonstrate that the job can be done, according to Phil Cohen, who was in Washington last week to confer with OWI Overseas Branch officials prior to returning to London to resume direction of the American Broadcasting Station in Europe (ABSIE).



Mr. Cohen

Relentlessly hammering away with incontrovertible testimony of Allied victories, sowing distrust in Nazi internal propaganda, the Allied radio has embarked on an intensive campaign to make it clear to the Germans that "the game is up", said Mr. Cohen. The OWI, the BBC and the Psychological Warfare Division (PWD) of the Army are coordinating their radio facilities to this end.

Many Techniques

The Allied radio, he explained, is tearing away at the very vitals of the Nazi octopus—the propaganda department—until recently so effective an instrument in creating disunity among the enemy and keeping the home front in the dark. The Goebbels technique doesn't work any more, or not nearly so well. No longer do the German people accept the Goebbels line at face value, for the Allied radio, now easily heard throughout Germany, is constantly giving them:

Bona fide interviews with German soldiers in Allied prison camps, identifying names and home towns of prisoners.

Reports by German prisoners in America, contradicting Nazi propaganda of destruction of U. S. war plants.

Unmailed letters to families of German soldiers who had left them behind in hasty evacuation.

Views of distinguished and respected Germans, now living in Allied nations, on plans for the rehabilitation and reeducation of Nazified children.

And the people of Germany are listening, sometimes under the very heels of the Gestapo. They no longer have to tune in shortwave stations. The powerful transmitters captured from the Germans send in strong signals on medium wave which come in as clear as local stations.

In captured towns, Mr. Cohen reported, the inhabitants told of adjusting their listening habits to the sound of a Gestapo officer's heavy boots. When his steps were heard they quickly set the dial to a German station; when the coast was clear, they tuned in BBC or ABSIE or other Allied broadcasts.

The Allied radio gives the Germans news they anxiously await; news of their sons and brothers and husbands. It brings the voices of these men to their families. Their messages, broadcast at the microphone or through transcription, are carried continuously.

In the first conquered towns, Mr. Cohen revealed, the OWI found among the Germans an impressive credibility in the Allied radio. A survey of 600 civilians in Aachen showed 50% believing that everyone listened directly or received news indirectly from listeners. Projected for the whole of Germany, the survey indicated that 70% of the population is covered by the Allied radio. Among foreign workers, where news spreads like wildfire, the coverage is even greater. Incidentally, it is this group which, when Germany is more deeply penetrated, may produce one of the biggest radio stories of the war—the effectiveness of Allied instructions to leave the factories to prepare for the liberation.

The Aachen survey also showed a surprisingly high ratio of listeners to American broadcasts. OWI now has six listeners to BBC's 10, which considering that ABSIE is but seven months old, that BBC has more powerful transmitters and was for a long time the only Allied voice, is indeed a tribute to *The Voice of America*, Mr. Cohen pointed out.

ABSIE goes on the air from 5:30 p.m. to 2 a.m. with straight news, SHAEF communiques and instructions and rebroadcasts of American shortwave programs. The station, comprising two 50 kw medium wave and three 50 kw shortwave transmitters, serves as America's official channel in Allied psychological warfare. Its principal function is to facilitate the defeat of Germany. Its secondary role is to inform the people in the European theatre on American affairs. A rebroadcast of the election, originating in various languages from OWI offices in New York, relayed by Radio Luxembourg, was a major service provided by ABSIE.

An interesting fact about ABSIE and one little realized, Mr. Cohen brought out, is that the station is partly a British reverse lend-lease

(*Continued on page 24*)

A Merry Christmas

from

PHILIP J. MEYER

President and General Manager

FRANK E. FITZSIMONDS

Commercial and Station Manager

and the entire staff of

KFYR

Owned and operated by the

MEYER BROADCASTING COMPANY

Represented by

JOHN BLAIR AND COMPANY

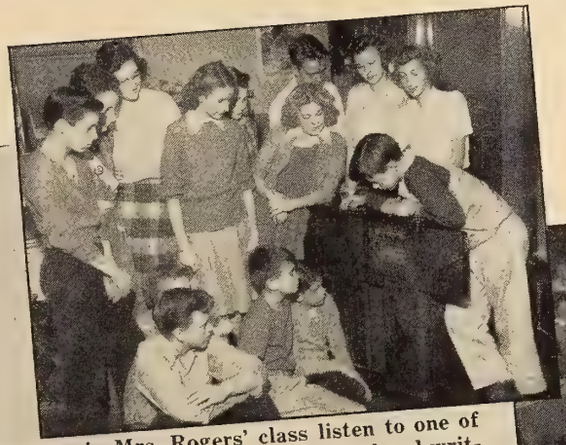
KFYR BISMARCK N.D. 5000 WATTS 550 KILOCYCLES NBC

WHY PORTLAND, OREGON, PEOPLE *PREFER* KGW

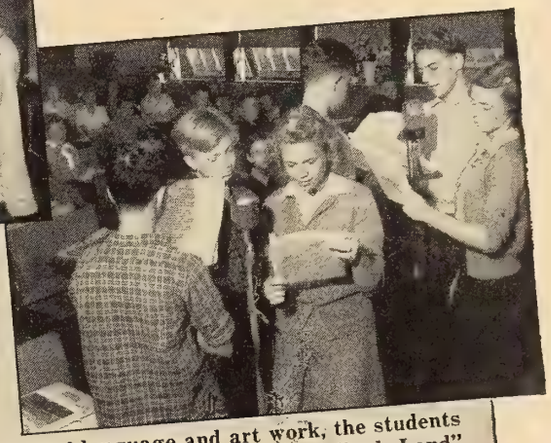


MRS. HARRY GEORGE.....PRESIDENT OF THE OREGON CONGRESS OF PARENTS AND TEACHERS

SAYS... "We are very proud of Mrs. Della Rogers and her award from the Chicago School Broadcast Conference, for her classroom use of one of the series of special school broadcasts. Social studies become warmly alive to the children through the work done by Mrs. Rogers and other Portland teachers in cleverly utilizing the radio programs. The in-school listening programs written and produced by station KGW for release every day through our official school station KBPS are an invaluable aid to learning. This is a use of radio that makes a very real contribution to the community, and is, I believe, public service of the highest type."



Students in Mrs. Rogers' class listen to one of the special school broadcasts produced and written by station KGW, released over the official school station every Tuesday.



As part of language and art work, the students rehearse for an episode of "Story Book Land" which they'll present over KBPS for primary and kindergarten pupils.



Mrs. Della Rogers, eight grade teacher in Alameda school, Portland, who recently won the first award in the ANNUAL CLASSROOM USE OF RADIO COMPETITION from the 8th annual School Broadcast Conference held in Chicago.

THE STATION WITH EAR APPEAL

KGW

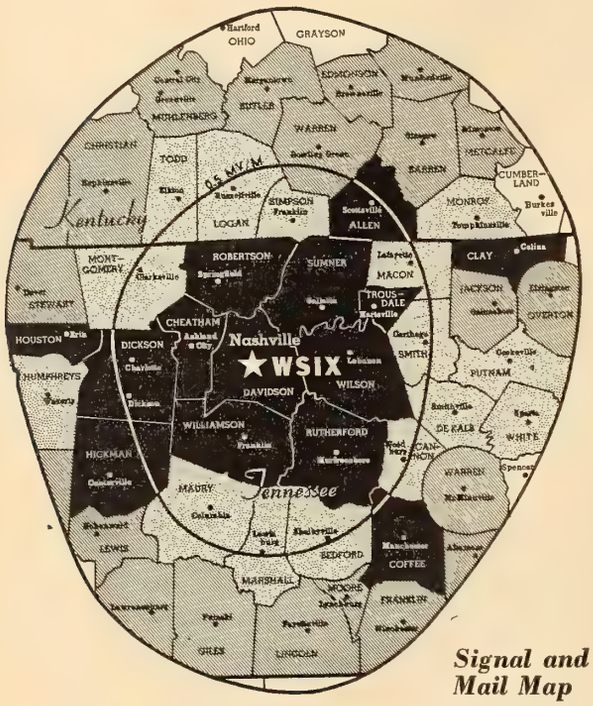
PORTLAND, OREGON

NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

WHEN YOU GO A HUNTIN'

Don't Scatter Your Shot



Signal and Mail Map

Shoot straight at your market. WSIX is directed at the Nashville area of Middle Tennessee. 5,000 Watts and 980 K.C. carrying both Blue and Mutual network programs. It has power a plenty to do a thorough job and listeners with money to spend for things they want. Advertisers and Agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

THE KATZ AGENCY, INC., *National Representatives*
Member Station, The Blue Network and Mutual Broadcasting System

5000 WATTS

980 K.C.

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

arrangement. Some of the equipment was sent over by OWI but the station was built largely by the British and British engineers operate the transmitters. When the war ends, ABSIE's functions will cease and the station will probably revert to the British.

Radio Luxembourg, captured intact in October through the ingenuity of Robert M. Pierce while serving with OWI as Chief Engineer in Europe, is now being used essentially as a tactical weapon by the PWD in conjunction with military operations, Mr. Cohen said. The Germans have been exerting desperate efforts to jam the station, with some success.

American radio men attached to the station, Mr. Cohen reported, include: Lt. Col. Sam Rosenbaum, former manager of WFIL Philadelphia; Wendell Adams, formerly with CBS; Don Drenner, chief engineer; Ed Codel, former manager, Atlantic Network.

Among the personnel on ABSIE are Robert T. Pennebaker, chief engineer; Oliver Nicoll, program director; Sgt. Marc Blitztein, in charge of music; Jack Stapp, formerly with WSM Nashville, in charge of sports events.

Another AFN Station

AMERICAN Forces Network, moving up with the AEF on the road to Berlin, opened another station on the continent Dec. 9, according to word just received from the European Theatre. This brings the number of AFN stations on the European Continent to four, all bringing entertainment to the Allied armies in the field. The relays air the top programs of the AFN in the United Kingdom and, in addition, also broadcast their own "local" programs. Personnel of the latest AFN station includes announcers: Sgt. John McNamara, Cpl. Ben Hoberman; and engineers Pfcs Earl Gintner Jr., Paul Cutting, Vernon Wexler.

Republic Drive

REPUBLIC PICTURES Corp., New York, backed up the New York premier of "Lake Placid Serenade" with spot announcements and a transcribed five-minute program on WMCA WNEW WINS WOR WAAT WOV WHN WBYN. The ice-skating extravaganza, opening at Lake Placid, New York sports result, Dec. 28, is being advertised via a total of 45 one-minute spots on WMBZ Saranac and WMFF Plattsburgh, with three special quarter-hour shows made at the Lake Placid Club and the Olympic Arena broadcast three times Dec. 18-Dec. 25 on both stations. Agency is Donahue & Coe Inc., New York.

AGREEMENT to cease representing that the storage battery compound he sells permits the playing of an automobile radio without battery failure, was included in a stipulation made last week by H. E. Stewart, trading as Champion Co., Los Angeles, with the Federal Trade Commission.



EVEN Theodore C. Steibert (left), vice-president and general manager, and Julius Seebach, director of programs of WOR New York didn't know the who, why and wherefore of "Hillegas and Clymer." Station challenged its own staff as well as a good part of the population of New York, via radio, press and publicity stunts, to identify the names, offering War Bond prizes totaling $2,000 to those who were able to report hearing the names the most times, and writing the best War Bond letter. WOR revealed on the air Dec. 9 that the Messrs. Hillegas and Clymer were the first two treasurers of the United States.

P&G Announces Shifts In Network Schedules

PROCTER & GAMBLE Co., Cincinnati, in a reorganization of its network schedule, has discarded plans to sponsor a test program for Ivory and Oxydol, *Let's Listen to Spencer*, on 13 CBS stations, Monday through Friday 7-7:15 p.m. With P&G discontinuing *I Love a Mystery* on 73 CBS stations five times weekly from 7-7:15 p.m. original plans were to expand the Kirkwood program to 60 of the stations, with the test show to be carried on the remaining 13 east-coast and mid-west stations. The Kirkwood show, instead, will replace the mystery program on all 73 CBS stations. Agency is Compton Adv., New York.

P&G on Jan. 8 will shift its Camay soap program, *Perry Mason*, heard on 46 CBS stations, Monday through Friday, 2:45-3 p.m. to the 2:30-2:45 p.m. Monday through Friday period, currently occupied by *Young Dr. Malone* program, which is being discontinued by General Foods Corp on Jan. 5. According to a spokesman of Benton & Bowles, New York, P&G is considering *Young Dr. Malone*, but no decision had been reached as of last week. Agency for P&G's Camay soap is Pedler & Ryan.

CBC Hits Horror Shows

CANADIAN broadcasting stations are being urged by the CBC not to renew "horror program" contracts. There has been considerable public opinion in recent months in Canada against this type of program, most of which are heard by children. The Parliamentary Radio Committee in its 1944 report urged the elimination of horror programs, soap operas and medicine shows. The CAB is making a survey of children's programs through its program committee, headed by Gerry Gaetz, CKRC Winnipeg. The CAB is also endeavoring to find concrete cases of this type of program contributing to child delinquency.



"Sunday at 4:30," sponsored by **The First National Bank** *of Boston, being broadcast over WBZ from the Boston Opera House, which seats 3,000 people. The program is on WBZ for a half-hour with a half-hour carry-over for the benefit of the studio audience. Entire hour is carried on WBZ-FM. A symphonic orchestra of 45 pieces with Arthur Fiedler conducting.. Boston's largest live-talent program.. presented by an advertiser new to radio.*

THE FIRST NATIONAL BANK OF BOSTON (New England's oldest and largest banking institution) and its advertising agency (Batten, Barton, Durstine & Osborn) wanted a dignified type of program . . something of network quality to be broadcast locally.

WBZ supplied the idea and produced the program called "Sunday at 4:30," which bids fair to set a new high in non-network broadcasts. The bank's depositors clamor for tickets to the opera house each week, which is filled before air time.

The First National Bank of Boston is one of the country's 10 largest, with branches in Latin America, and 22 offices in Boston alone. WBZ is proud to co-operate with the sponsor and the agency . . pleased to bring such a program to countless music-lovers in New England.

Information on other availabilities from NBC Spot Sales

WBZ
WBZA
BOSTON—SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WOWO • WGL • WBZ • WBZA



THE Business OF BROADCASTING

Planters on WGES

PLANTERS EDIBLE OIL Co., Suffolk, Va., on Dec. 10 began sponsorship of a half-hour show *Musical Potpourri*, Sunday on WGES Chicago. Contract for 52 weeks was placed by Goodkind, Joice & Morgan, Chicago.

Planters More

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa., has started participation in *Feature Foods*, half-hour show, 5 times weekly on WLS Chicago. Contract for 52 weeks was placed by Goodkind, Joice & Morgan, Chicago.

Levin Appointed

CHICAGO SYMPHONY ORCHESTRA has appointed the W. Biggie Levin Org., Chicago, radio agent and producer, to handle commercial radio commitments.

News Through CJBC

CJBC Toronto and the *Toronto Globe and Mail*, morning daily, cooperated on Dec. 12 during Toronto's record snowfall in giving 69 newscasts throughout the day on storm progress. Because the newspaper could not deliver copies, no paper was published on Dec. 13 and the paper's staff worked with CJBC to give listeners up-to-the-minute news.

Hockey on WHN

WHN New York last Sunday began broadcasting the complete schedule of Eastern League amateur hockey games, Sunday 4:30-5:15 p.m., from Madison Sq. Garden with Jay Wesley handling play-by-play. WINS New York, broadcast the first two games, but dropped the series when it was found to be on a non-exclusive basis.

Two Ziv Series

NEW transcribed Frederic W. Ziv program, *Washington Views & Interviews*, conducted by *Washington Post* columnist Barnet Nover, now brings a famous authority on national and international affairs to the microphones of WSGN WOAI WHIO WWL WSFA WKRC WCAE WBZ-WBZA WABI WGAN WPRO KFSM. Another Ziv transcribed series, *Pleasure Parade*, is now heard on WKBZ WBEN WEAN KFBK WCHS WBTH WMBS WJAC KIDO KSL KARK WING. Programs are under local sponsorship.

WKBN Banquet

FOOTBALL Banquet sponsored annually by WKBN Youngstown, O. was held Dec. 11 with 300 persons in attendance. Feature was inaugurated in 1943 to stimulate interest in Mahoning County sports.

Canada Group Meets

ANNUAL meeting of managers of Taylor-Pearson-Carson stations throughout Canada was held at Vancouver. Those attending included. H. R. Carson, CFAC Calgary; J. M. Taylor and H. E. Pearson, CJCA Edmonton; G. F. Herbert, All-Canada Radio Facilities, Toronto; A. Holstead and F. H. Elphicke, CKWX Vancouver; Gerry Gaetz, CKRC Winnipeg; H. Crittenden, CKCK Regina; N. Botterill, CJOC Lethbridge; Bert Cairns, CFAC Calgary; Gordon Henry, CJCA Edmonton; Eric Aylen, CJAT Trail; M. V. Chesnut, CJVI Victoria; Doris Brooks, CFAC Calgary. A meeting of commercial and production managers of this group of stations is to be held at Calgary Jan. 9-11.

New Sport Shows

SOME INNOVATIONS in radio sports are broadcast in two sponsored programs on KMBC Kansas City, Mo., by Sam Molen, sports director. The first, entitled *Three Ring Sports Circus*, sponsored every Friday night by the men's shop of Peck's Store, is divided into three parts. In Ring 1, Molen reports on the week's outstanding sports story; ring 2 recalls an anniversary in sports, ring 3 is devoted to unusual sport happenings. The second program, *Sunday Morning Sports Huddle*, sponsored Sunday morning by the Rothenberg & Schloss Cigar Co., combines sport news, previews of coming events and interviews.

WOR Recruiting

WOR New York, in cooperation with the Army Service Forces, last week started an intensive campaign to recruit war workers for New York, New Jersey, Connecticut and Delaware. Series of spot announcements on both sustaining and commercial time names critical plants in need of manpower, describes available jobs, number needed, and method of applying. Station is also carrying five-minute live talks by Army manpower and labor representatives at various intervals during the day, talks recorded for later use. Appeals started Dec. 20.

$6,000,000 in Bonds

JERRY LAW, record m.c. of WMCA New York, had raised a total of $6,000,000 in War Bond pledges and sales early last week from an hour-long "Victory Auction" Dec. 15. Station offered perfumes, hats, dresses and war mementoes, including a military pass bearing the signature of Abraham Lincoln, this article drawing a bid of $3,000,000 from B'nai B'rith, Brooklyn. Bids were still coming in for some objects last week from listeners.

20th Anniversary

CELEBRATION of 20th anniversary for KFAB Lincoln, Neb. was highlighted by a full week series of talent-search programs, conducted with extensive air and newspaper promotion and support throughout the KFAB area. KFAB alumni also participated on many programs, some via transcribed messages. Originally operating with 200 w, outlet now uses 10,000 w and has studios in both Omaha and Lincoln.

WING Commended

WING Dayton and the DAR have been commended by the War Finance Division of the Treasury for outstanding support and publicity in behalf of Dayton's largest downtown War Stamp booth, which has totaled $2,726,000 in stamp sales since Pearl Harbor.

Open New York Office

NEBLETT RADIO PRODUCTIONS, Chicago, will open a New York office Jan. 1. Mort Jacobson, Chicago attorney and legal advisor for Johnnie Neblett, has left for New York to make necessary arrangements.

Too Many People

SANTA CLAUS exhibit at a local Knoxville, Tenn. department store, from which Santa broadcast interviews with children on the store's program over WNOX, drew such large throngs that the broadcast had to be shifted to the WNOX auditorium.

WLAW Exclusive

WLAW Lawrence, Mass. carried the speaking program during a testimonial luncheon for Gov. Leverett Saltonstall of Massachusetts, Senator-elect, and Mayor Maurice J. Tobin of Boston, Governor-elect at the Lions Club of Boston.

Wall Chart

STANDARD RATE & DATA celebrates its 25th anniversary with a wall chart on which are presented milestones of advertising progress since the 15th Century.

WCOS Appoints

WCOS Columbia, S. C., Blue Network affiliate, has appointed Howard H. Wilson Co. as national sales representatives effective Jan. 1.

★

Merry Christmas
. . . to all of you
. . . from all of us

We know everything can't be as you'd like it, to feel it's a truly Merry Christmas. But each and every one of us still has much to be grateful for — even in this year of war and sacrifice. So season's greetings to you and may your next Christmas be a . . . Christmas of Peace.



Merry Christmas

BUFFALO Courier-Express STATION

WEBR

MUTUAL NETWORK

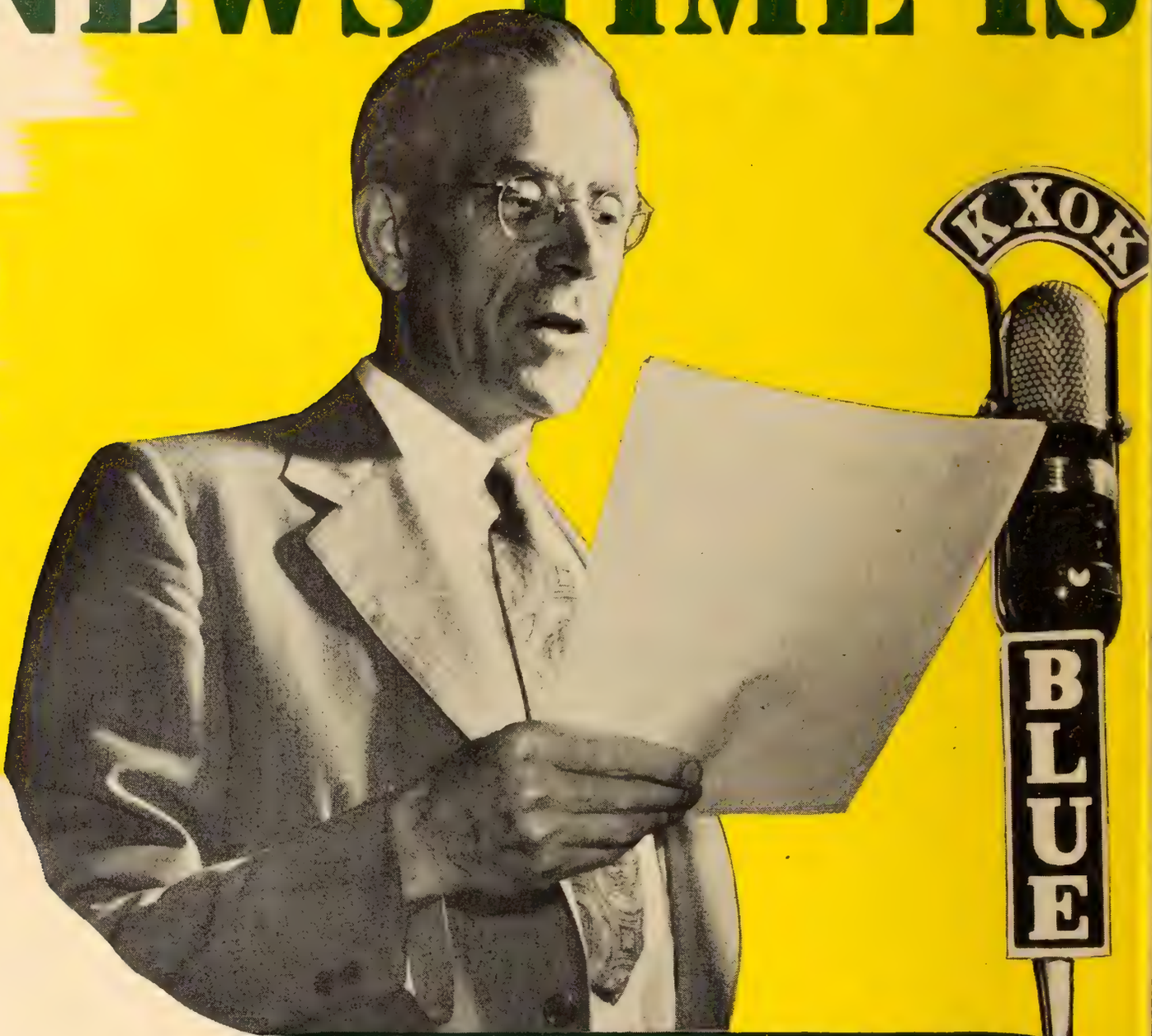
Nationally Represented
by
WEED & COMPANY



WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E

NEWS TIME IS



KXOK

SAINT LOUIS—1, MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KFRU, COLUMBIA, MISSOURI

REPRESENTED BY JOHN BLAIR & COMPANY • OFFICES IN NE

HUGHES' TIME

On Radio Station KXOK . . .

News time holds a place of high importance in the life of every American these days . . . for what American isn't news-hungry? That's one reason why Dr. Bertram L. Hughes, news analyst, commands the attention and respect of KXOK listeners.

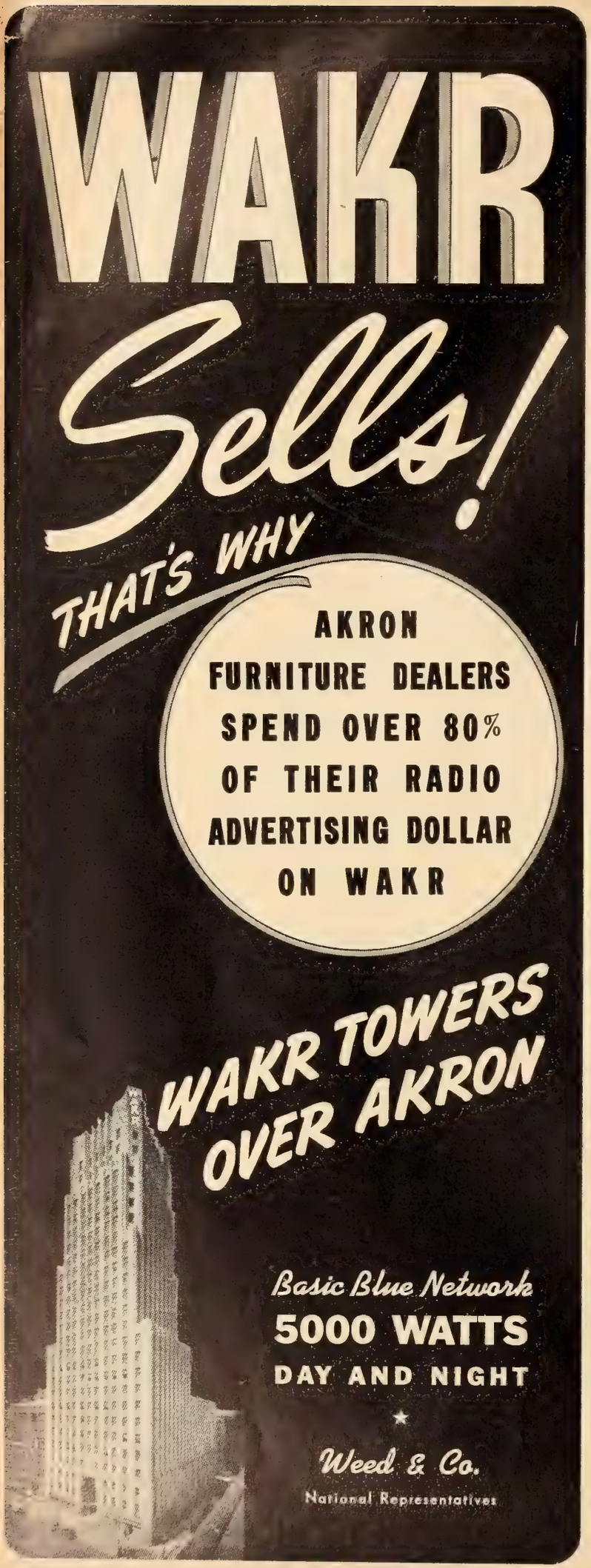
Dr. Hughes possesses a rich and varied background of education and experience . . . another reason why listeners appreciate his news analyses.

Born in England, educated in America, a world traveler, lecturer and instructor of English Composition and Literature at three well known Eastern colleges, Dr. Hughes started his radio career in 1929. His ability to analyze and present the news has attracted a large and consistent audience to his broadcasts.

When big news is breaking, Dr. Hughes is ready with his news analysis for an extensive audience of appreciative listeners. With a program as important as news, small wonder Dr. Hughes is such a welcome visitor in thousands of homes in the rich, Mid-Mississippi Valley KXOK listening area . . . homes to which you want to carry your message and sell your product.

You can make Dr. Hughes' program your entree to this extensive home audience. Ask a KXOK or JOHN BLAIR Representative for complete details.

YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO



Measurement Bureau, Postwar Planning On Agenda for NAB District Meetings

WITH a tentative agenda announced last week, the forthcoming NAB district meetings will devote considerable time to the new Broadcast Measurement Bureau, labor and music problems, broadcast advertising and postwar planning.

Hotels for the first group of district meetings, opening Jan. 15 in Memphis and closing Feb. 16 in Pittsburgh, have been arranged. In several cities NAB officials have been invited to address chamber of commerce and civic organizations at luncheon and dinner meetings.

Ryan to CAB Meeting

President J. Harold Ryan of the NAB who will attend all sessions except those in Minneapolis and Pittsburgh, is scheduled to address the Kansas City Chamber of Commerce at a luncheon Feb. 7 and Lewis H. Avery, director of Broadcast Advertising, will speak at the Kansas City Rotary Club luncheon Feb. 8.

Mr. Ryan will leave the district circuit after the Kansas City meeting to attend the annual convention of the Canadian Assn. of Broadcasters in Quebec Feb. 12-15. C. E. Arney Jr., NAB secretary-treasurer, will take over the president's spot at the Minneapolis and Pittsburgh meetings. Scheduled to participate in a combined network broadcast starting of the annual Mile of Dimes, infantile paralysis fund on Feb. 14, it was still uncertain whether Mr. Ryan could arrive in Memphis in time for the first day's meeting, or whether arrangements could be made for him to broadcast from Memphis.

District directors will preside at all meetings, with district chairmen of the public relations, program and other committees whose problems are discussed, leading their respective conferences. In notices last week to district directors, Mr. Arney urged all those planning to attend the sessions to make hotel reservations immediately. Following are the hotels for the first group of meetings:

District 6, Memphis, Jan. 15-16—Peabody; District 13, Dallas, Jan. 17-18—Baker; District 16, Los Angeles, Jan. 22-23—Biltmore; District 15, San Francisco, Jan. 25-26—Fairmont; District 17, Portland, Ore., Jan. 29-30—Benson.

District 14, Salt Lake City, Feb. 1-2—Utah; District 10-12, Kansas City, Feb. 7-8—Muehlebach; District 11, Minneapolis, Feb. 12-13—Nicollett; District 3, Pittsburgh, Feb. 15-16—William Penn.

The following tentative agenda has been set up, subject to minor changes.

First Day

9 a.m.—Registration.
10 a.m.—Call to order by district director and appointment of committees.
10:15 a.m.—President Ryan presents NAB postwar plans.
11:15 a.m.—Labor discussion (to be led by John Morgan Davis, NAB labor relations counsel, at meetings he is able to attend).
12:30 p.m.—Luncheon.
2 p.m.—Broadcast Measurement Bureau.
4 p.m.—Public Relations (to be led by district public relations chairman).
4:30 p.m.—Program Directors (to be led by district program chairman).

Second Day

10 a.m.—Engineering session (tentative).
10:45 a.m.—Music (ASCAP, BMI SESAC, AFM and related problems).
11:30 a.m.—Election of directors in odd numbered districts. Open discussion in even numbered districts.
12:30 p.m.—Luncheon.
2 p.m.—Sales conference, led by Lewis H. Avery, NAB Director of Broadcast Advertising.

CAB Meeting to Discuss Broadcast Measurement

PUBLIC RELATIONS, public service broadcasting and the Bureau of Broadcast Measurement will be discussed at the annual convention of the Canadian Assn. of Broadcasters to be held Feb. 12-14 at the Chateau Frontenac, Quebec. A report on the operations of BBM, started at the 1944 convention of the CAB, will be made at an open meeting of the BBM during one afternoon of the three-day meet. About half the Canadian broadcasters are now members of BBM and reports are being received now on the surveys made by the organization.

Other Canadian broadcasting problems will be aired at the meeting, including plans to further develop public service broadcasting. A feature of the forthcoming convention will be that there will be only one dinner speaker.

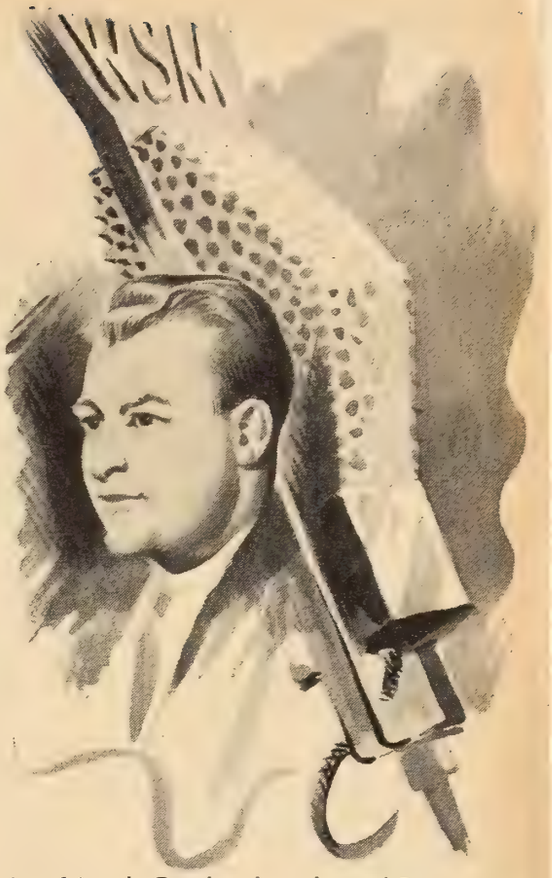
OWI PACKET, WEEK JAN. 15

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 15. OWI transcriptions contains six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Army Nurses	X	--	--	--	--	--	--
Keep Food Prices Down	--	X	--	X	--	--	--
Stop Wartime Accidents	--	X	--	X	--	--	--
Planned Saving	X	--	--	--	--	--	--
War Bonds	X	--	--	--	--	--	--
Careless Talk	--	--	X	--	X	X	X

See OWI Schedule of War Message 143 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Fadiman to the Farm...



Clifton Fadiman is a smart guy.

That's why he's in the question and answer slot of **Information Please.**

He and his jovial colleagues know all the answers to a lot of questions never before raised by most of the audience served by WSM.

This isn't because WSM's country audience is illiterate. They've just been busy, on the farm, and in rural America.

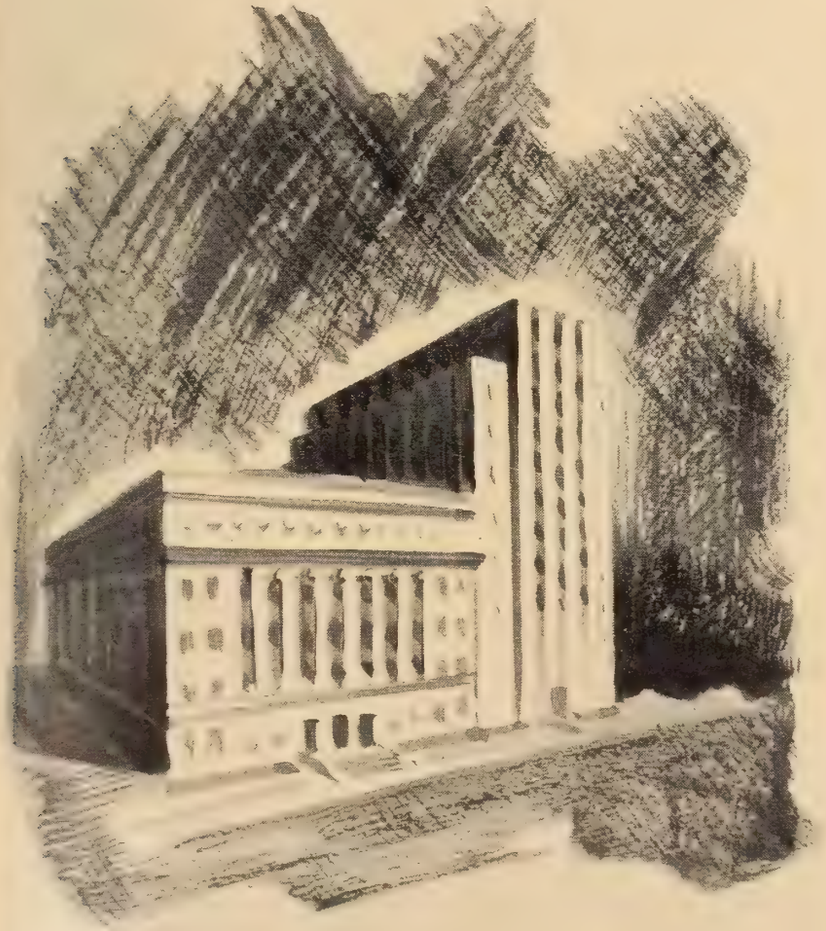
Most of our rural audience had never heard of the **New Yorker** (except when Fadiman was billed as its book-reviewer on **Information Please**). Few of them had ever heard of the **Cincinnati REDS** or the **New York YANKEES**, until their sons went off to pitch a couple of World Series victories and they were given two-way tickets.

But along came radio.

Clear-channel radio.

Now they know

. . . . about OPA and inflation; the Opera and Bob Hope, and his horse-loving friend, Crosby; bonds and Barrymore; weather and markets; Fibber McGee and Molly; war and peace; facts and knowledge never before heard, or available, in rural America.



Fadiman has come to the farm . . . .

Through clear channel broadcasting.

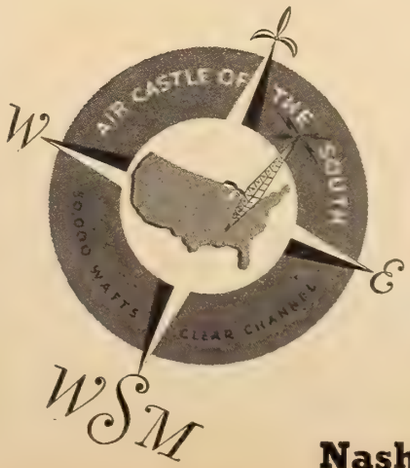
He can get there through no other means.

That is why clear channel broadcasting has such an important social mission to perform.

To bring the interests and culture of city people to the farm; to bring the problems and culture of the farm folk to the city; to unify the two great segments of our nation through mutual understanding of urban and rural.

That is our great mission as a broadcaster.

This is WSM.



650 KILOCYCLES **NBC Affiliate**

Edwin W. Craig, Pres. **Harry Stone, Gen. Mgr.**

National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance Co.

Nashville, Tenn.



Advertisers write our ads!

"I have been delighted, amazed and flabbergasted many times in the past by how well your station has pulled mail returns, but never have I been more excited over what you have done than when I saw your reports for Wednesday, October 25. I not only want to congratulate you but also want to express my sincere thanks for producing such terrific returns."

Thank you and Happy New Year to all!

WWVA
50,000 WATTS
WHEELING, W.VA.
A FORT INDUSTRY STATION
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

NAB Backs Council On Air Journalism

Educators, Men in Industry Named to 10 Man Committee

MARKING the first formal alliance of educators and broadcasters looking toward better newscasts, a Council on Radio Journalism will be formed in Chicago Jan. 25, following the first 1945 meeting of the NAB News Committee, it was learned last week.

Five educators and five members of the radio profession will comprise the Council, which is the result of nearly two years of study and planning. Purposes of the new organization include the study of newscasts and recommendations for improvements in radio news reporting, writing, editing and presentation. The Council also hopes to establish acceptable minimum standards for education in radio journalism.

Group Meets Jan. 21

Karl Koerper of KMBC Kansas City, chairman of the NAB News Committee, has called his meeting for Jan. 24 at the Palmer House, Chicago. The Council will be formally organized the following day at the LaSalle Hotel, Chicago.

Members of the NAB News Committee, in addition to Chairman Koerper, are: William Brooks, NBC New York; H. K. Carpenter, WHK Cleveland; Rex G. Howell, KFXJ Grand Junction, Colo.; L. Spencer Mitchell, WDAE Tampa; E. R. Vadeboncoeur, WSYR Syracuse; Paul White, CBS New York.

Educators on the Council on Radio Journalism will be: Floyd Baskette, Emory U., Atlanta; Mitchell Charnley, U. of Minnesota, Minneapolis; Wilbur Schramm, State U. of Iowa, Iowa City; F. S. Seibert, U. of Illinois, Urbana, president of the American Assn. of Schools & Depts. of Journalism.

Representing radio on the Council will be Messrs. Koerper, Brooks, Vadeboncoeur, White and Arthur Stringer, NAB Director of Promotion.

VOICE FOR CHRISTMAS

Gammack Interviewed Local Boys for KRNT, WNAX

SPECIAL Christmas program, originating on the European battlefields was broadcast on KRNT Des Moines and WNAX Yankton, S. D., both Cowles stations, heard 12:15-12:45 p.m. (CST) on Christmas Day. Gordon Gammack, a *Des Moines Register and Tribune* correspondent, interviewed servicemen for the stations.

The men taking part are from regions covered by the two stations, and are now with the Seventh Army. The program was carried direct from the battlefield to KRNT and WNAX and recorded at the stations so that a recording of each voice could be given to the men's families after the broadcast.



MARKING THE FIRST time a Milwaukee department store has used the services of an advertising agency Ed Schuster & Co. has named as agency Cramer-Krasselt Co., whose continuity writer Elizabeth Taft (l) goes over the script of *The Feminine Viewpoint,* five times weekly women's program on WISN, with "Carla", the commentator. Other Schuster programs include a daily newscast on WTMJ, an evening news program and a half-hour musical on WMFM and spot schedules on all three stations.

Radio News Is Well Read Cleveland Poll Shows

RADIO programs and radio news in the *Cleveland News* "are exceedingly well read," the Advertising Research Foundation reported in its analysis of that newspaper's readership, the 73d study of the continuing study of newspaper reading. "The column of comment established a new high (Men—39%, Women—60%) for this type of news," the report said. "The previous top rating was recorded at 33% for men and 41% for women. The radio program listings also established a new high for women."

Radio programs or news were read by 69% of the men and 83% of the women interviewed, well above the median figures of 42% of the men and 52% of the women for all studies to date. Radio also rates high in the paper's national advertising columns, with the ad best read by women that of WGAR, which attracted 35% of the women readers.

Peabody Deadline

DEADLINE for the 1944 George Foster Peabody Awards is Jan. 10, 1944. The awards, which will be made under seven classifications [BROADCASTING, Sept. 11] may be submitted by stations, networks, radio editors of publications, listener groups, or any person or organization wishing to direct attention of the Peabody board to a special program. Committee headquarters are at the U. of Georgia, Athens, Ga.

duPont Deadline

DEC. 31 is the last day on which entries for the Alfred I. duPont Radio Awards can be received for 1944, it was announced last week. Prizes consist of three $1,000 awards, one to a large station, one to a small station, and one to a commentator. Inquiries should be addressed to W. H. Goodman, Secretary of Committee of Awards, Alfred I. duPont Radio Awards Foundation, P. O. Box 720, Jacksonville, Fla.



THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.

Merchandising & Promotion

Drug Trade Plan—Youth Series Promotion
Disc Reference—Listener Bonus

ARRANGEMENTS for a weekly series on WJZ New York to promote the services of "Your Friend for Health—the Druggist" and for a station promotion campaign whereby WJZ and its programs will be advertised by posters and other display material in 1,300 independent drug stores, including approximately 25% of the drug stores in the New York metropolitan area, were concluded last week by Don McNeil, WJZ manager and Fair Trade Merchandising.

Plan calls for two WJZ posters in the window of each store served by the merchandising organization. One poster will promote the druggist's program and its star, Stan Shaw. The other will promote other programs of WJZ and the Blue Network for which WJZ is New York key. First will feature *The Alan Young Show*, sponsored by Bristol-Myers and will also promote Lama Kitchell and Ed East & Polly. Posters will be changed monthly when Fair Trade Merchandising decorates the windows in the stores. Engaged jointly by the retailers and by a number of manufacturers of drug products including Vick Chemical Co., Bristol-Myers, Lever Bros., International Cellucotton Products and others, the company plans window displays around a special theme each month.

WJZ and its programs will also be promoted by interior displays and circulars supplied by Fair Trade and distributed by the stores. Circulars will contain two radio features, a column promoting the druggist's program on WJZ and a column of radio gossip and pictures prepared by Don Rich, WJZ publicity director.

Radio series, *Stan Shaw Presents Your Friend for Health—the Druggist*, will be broadcast on WJZ each Saturday 8-8:15 a.m. Commercials will be exclusively institutional in character and will not advertise individual drug products. Devised by Howard St. John, merchandising manager of WJZ, plan may be extended to other Blue owned and operated stations and to the network itself, and may also be used as a pattern for similar merchandising in the retail food field.

KWK Data

KWK St. Louis has issued a promotion piece titled "A Whale of a Job" which shows the audience loyalty, ratings, and sales for sponsors of Rush Hughes' *Song & Dance Parade*, heard 10-12 noon daily. Brochure also gives data on Hughes' *First Five* evening program, 6:15-7 daily.

* * *

WMBD Promotion

THROUGH medium of a promotion brochure, WMBD Peoria outlines postwar possibilities stressing the backlog of savings with which the people can buy products when they are once more available. Booklet has cartoon-type illustrations.



Youth Series Promotion

NBC Radio Recording Division's series based on the Leather Stocking Tales of James Fenimore Cooper, was created in response to agitation by educational groups, women's clubs and other organizations campaigning for better programs for children, according to Claude Barrer, manager of syndicated sales. There are 39 programs on *The Deerslayer* and 39 on *The Last of the Mohicans* in the series titled Destiny Trails. By arrangement with the publisher of Classic Comics, full-color comic books on each of the tales are being supplied for use as promotional aids to station and sponsors. Additional material includes counter and window display cards, poster stamps, recorded advance announcements, press releases, "spotlight" ads, mats and photos of all member of the cast and a promotion and publicity guide.

* * *

Disc Reference

IN "Disc Data", a loose-leaf notebook prepared for its licensees by Broadcast Music Inc., each page is given over to an individual artist whose recordings are BMI-licensed, easing the task of the station building a program around one band-leader or player. Each page gives a brief biography of the artist and commentary on his work, listing the BMI tunes he has recorded, disc manufacturer and number. Initial batch of 23 sheets will be followed each month by ten additional leaves. New recordings will be listed on gummed paper, which may be attached to the artist's sheet.

* * *

WQXR Presentation

WQXR New York has released a double-fold presentation tieing in the station ads which appear daily in the *New York Times*, WQXR owner. Audience-building promotion in the *Times*, the folder points out, is one of the station's three-way services to advertisers, in addition to AM broadcasting and FM service on WQXQ which carries all WQXR programs between 5 p.m. and midnight. Title is "3,519,660 Impressions a Week", representing the number of readers reached by the ads on the basis of *Times* circulation averages for the half-year ending last September.

* * *

WJW Listener Bonus

WJW Cleveland in a Christmas contest is inviting its listeners to send in postals telling what they think of the station, with suggestions as to improvements. A total of $6,600 will be distributed to Clevelanders whose entries are judged best. Grand prize is a $1,000 War Bond, plus 222 other prizes, the last 100 being awards of $8.50 each, standing for 850 on the dial.

* * *

Fifteenth Edition

FIFTEENTH EDITION of the WLS Chicago *Family Albumn* is a 48-page pictorial review of the entire WLS organization and is now being mailed to listeners who have requested the 1945 book. Publication contains 150 black and white photographs and a four-color cover signifying the average young family.

* * *

WHBQ Promotion

PAPER BAGS bearing promotion slogans for *The News and Gabriel Heatter* have been distributed by WHBQ Memphis to local retail stores. WHBQ is also promoting various thrill shows such as *Results Inc.* and *Mysterious Traveler* via appropriately costumed pedestrians. A WHBQ "walking microphone" costume is also regularly employed.

* * *

CFCF Brochure

TITLED "The Established Bridgehead," new promotion brochure of CFCF Montreal is designed to acquaint readers with the "present-day characteristics of one of Canada's largest and richest markets."



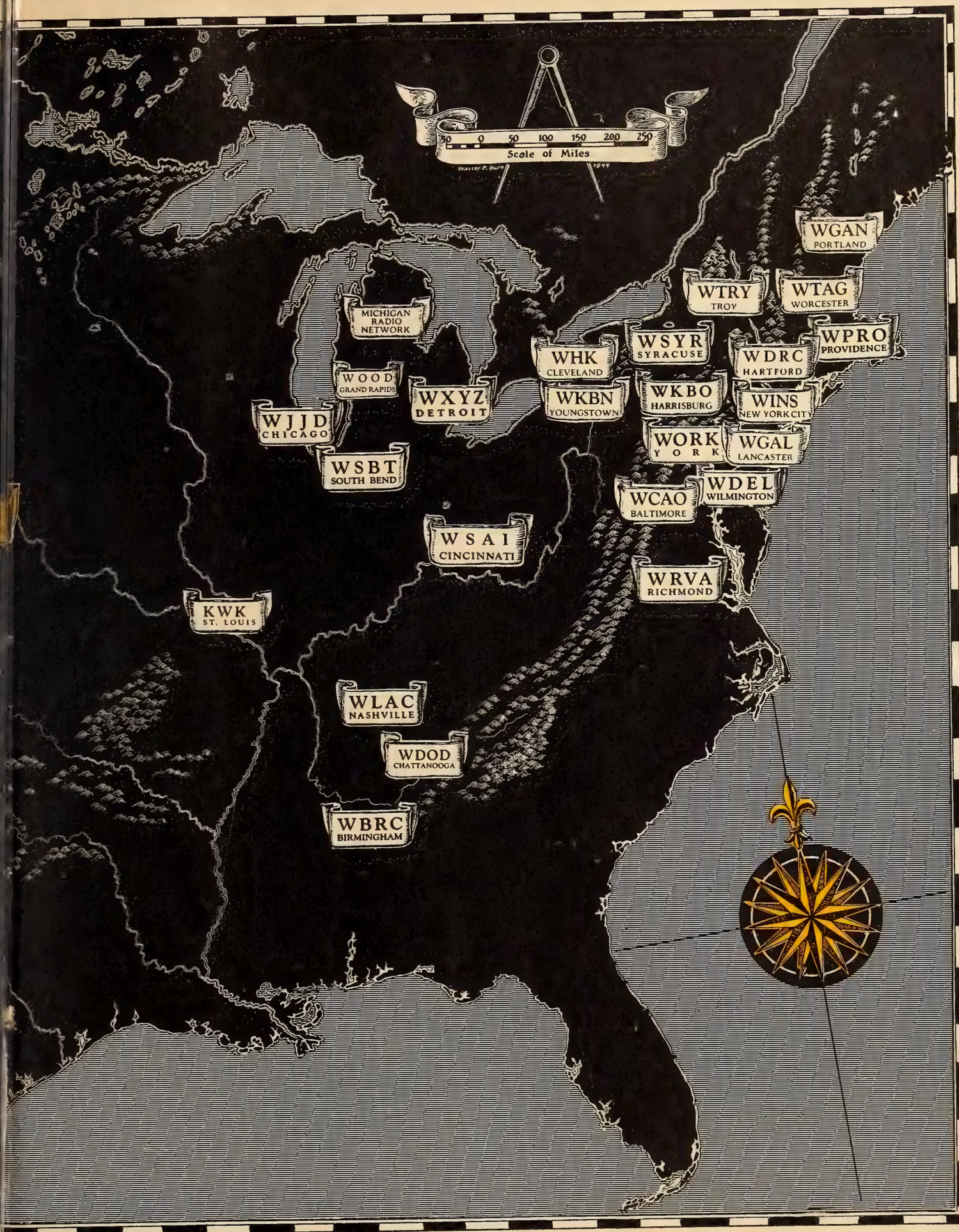
Seasons Greetings

for the 15th Year

WROL

KNOXVILLE


KJR
SEATTLE
KEX
PORTLAND
Welcome
"The BIG Farmer of the Central States"
KFAB
LINCOLN
OMAHA
1110 KC—10,000 WATTS
BASIC COLUMBIA
Hugh Feltis, General Manager
NEBRASKA
IA
MO
KANSAS
KFA
OMAHA
KOH
RENO
KFBK
SACRAMENTO
KWG
STOCKTON
KMJ
FRESNO
McCLATCHY
BEE
LINE
KERN
BAKERSFIELD
KTMS
SANTA BARBARA
KMPC
LOS ANGELES
ARIZONA
BROADCASTING
COMPANY
KTAR
PHOENIX
KFSD
SAN DIEGO
KXO
EL CENTRO
KVOA
TUCSON
KWFT
WICHITA FALLS
PAUL H. RAYMER
COMPANY
Radio
STATION REPRESENTATIVES
NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO
LOS ANGELES


50 0 50 100 150 200 250
Scale of Miles
Walter P. Burn 1944
WGAN
PORTLAND
WTRY
TROY
WTAG
WORCESTER
MICHIGAN
RADIO
NETWORK
WSYR
SYRACUSE
WPRO
PROVIDENCE
WHK
CLEVELAND
WDRC
HARTFORD
WOOD
GRAND RAPIDS
WXYZ
DETROIT
WKBO
HARRISBURG
WINS
NEW YORK CITY
WJJD
CHICAGO
WKBN
YOUNGSTOWN
WORK
YORK
WGAL
LANCASTER
WSBT
SOUTH BEND
WDEL
WILMINGTON
WCAO
BALTIMORE
WSAI
CINCINNATI
WRVA
RICHMOND
KWK
ST. LOUIS
WLAC
NASHVILLE
WDOD
CHATTANOOGA
WBRC
BIRMINGHAM

Editorial

Crack Down Crackup?

IS THE CRACK-DOWN era in radio regulation over? Is that question being answered by deed rather than word at the FCC these days?

Last week the FCC announced in a routine release that five applications involving local stations in Virginia had been granted—two of them for new stations, and the remainder for improved assignments. The laconic release did no crowing.

What wasn't told was that the Engineering Department, through Assistant Chief Engineer John A. Willoughby, who recently assumed that post, saw a way of improving Virginia radio service. The applications as filed, however, couldn't be granted because of technical conflicts. So, after consultation with Rosel H. Hyde, assistant general counsel for broadcasting, and with the Commission's consent, each applicant was called in for conference. Each was told what could be done. The assignments were revised by consent. And all were granted.

That's regulation by cooperation. It's a far cry from what has happened in the past. A week before the FCC adopted an interpretation of the sponsor identity rule in collaboration with the NAB. It wasn't so far back that mere mention of the trade association was anathema at the FCC.

That sort of cooperation helps the public, saves time, money and manpower, and avoids injured feelings, frayed nerves, back-biting and sundry controversy.

There has been so much bickering at home in the midst of great striving toward a common goal of peace that to find harmony within our own sphere is to uncover a lodestone vein worth working.

Broadcaster's Business

EVERY BROADCASTER—NAB member and nonmember alike—should attend sessions of the forthcoming NAB district meetings dealing with the Broadcast Measurement Bureau. After years of contention as to the best method of measuring audience, the NAB, ANA and AAAA have agreed upon a plan that promises to provide the long sought yardstick.

Radio's most important days lie ahead. President J. Harold Ryan will unfold the story at the district meetings. He will be flanked by experts—men who participated in the development of the plan.

Since announcement of BMB, certain newspaper groups have been taking pot-shots at it. That's a hopeful sign that we're not only on the right course, but pretty close to the destination.

There may be bugs in the plan. There's still time to catch them. Who better to tackle the job than the broadcaster himself? Broadcasting is his business.

Out of these district meetings and forum discussions will come ideas for improvements. One we would like to see develop is a term more descriptive than "coverage" or "circulation" as applied to radio. There may not be a word for it, but certainly one could be coined. Any ideas?

Specious Talk

PRECISE function of the advertising agency in the development of programs—network and station alike—has been a serious bone of contention since radio's early days. The agency that knows its radio has been much in demand. The simple answer is that radio has outstripped all other media in results.

Thus, many agencies have gone to ends unheard of in their efforts to exploit radio business—ends never even approached in the printed media. They have set up studios and transcription laboratories and fullscale producing and programming units. They have gone into the show business.

All that is understandable zeal and enterprise. But some of the agencies essay to go beyond. They want to control the very time they use. There they lose sight of the difference between radio and the older, more prosaic media. The station, as licensee, is responsible for what goes over its assigned wave. It must judge the propriety of commercials. It must balance schedules.

The independently-owned affiliate cannot permit its program structure to be built in New York or Chicago or Hollywood. (A newspaper can't publish with syndicated features alone.) There must be the local identity and the civic enterprise and the self-expression of the community which give the station stature and prestige locally.

Happily, there is a trend away from the agency "repeater-station" concept. More and more stations are declaring their independence. The move away from overdoses of transcribed spots is one sign. Building of program departments is another. Recent moves of the networks to balance schedules are heartening.

The agency has a definite and important role in radio. Giant strides made by radio in the quarter-century of its existence in no small way can be ascribed to agency know-how and admitted genius of some experts. The question is the limit to which they should be allowed to go in the interest of good radio.

The topic is revived with the imminent advent of television, offering as it will a new but vastly more intricate medium. Should agencies become the producers of television programs across the board? Will they be in a position to perform even the barest television placement function for the customary 15% commission?

Agencies already are pondering these points. The American Assn. of Advertising Agencies has created a special committee on television. At a recent meeting these very questions were raised. As to commissions, the Committee concluded the 15% base would be the "minimum" agencies would require.

But on the more important point of video production, the Committee concluded:

> * * * from an advertising standpoint, it would not be desirable to have the radio stations develop and control television programs.

Such a mandate is presumptuous, objectionable and dangerous. It may be many months before the AAAA has an opportunity to debate it as applied to television. But even as applied to standard broadcasting it is unconscionable, unsound, and fallacious in theory.

The station licensee (the network is licensed through its key stations) alone is responsible for programs. He may accept or reject or modify programs offered. But he will not and cannot surrender "control" to anyone anytime.

Our Respects To —



WILTON EARLE HALL

WHEN Congress adjourned *sine die* last week, Sen. Wilton E. Hall, Anderson, S. C. broadcaster-publisher, ended a brief political career but he won't pass into oblivion, his friends say. His interest in public affairs resulted in his appointment by Gov. Olin D. Johnston to fill the unexpired term of the late Sen. Ellison D. (Cotton Ed) Smith.

Owner of WAIM and publisher of the *Anderson Independent* and *Daily Mail*, Sen. Hall has served his State as presidential elector. His interest in civic affairs as well as his news sense are reflected in the station and the papers to such an extent that the *Independent* and the *Daily Mail* twice have won the U. of Missouri Plaque given by the National Editorial Assn. for outstanding community service. They are the only papers ever to receive the award twice.

Nine years ago Wilton Hall established the first CBS outlet in South Carolina, WAIM Anderson.

WAIM uses the same formula employed by the Hall newspapers for the ultimate in service—localized usefulness. The emphasis is on local news, local events, happenings of local interest. Although WAIM was the first station in South Carolina to use CBS network programs, it never misses a chance to cover outstanding local happenings, to build a program around the taste of the listeners in the immediate area. Results show that the listeners depend upon this type service, and are loyal to it and to the advertiser as well.

Two years ago, Northwestern U. selected WAIM for its first listenership study. "The results lend weight to logic that newspapermen have made a contribution to the radio industry," Sen. Hall said at the time the results were published, "and that a local station cannot be duplicated. Just as the metropolitan newspaper cannot take the place of the well-edited community dailies . . . there is a growing conviction that a well-managed local radio station can build up and maintain a loyal audience which depends upon it exclusively for a comparable service in the field of radio."

In 1924, when Sen. Hall started the *Anderson Independent*, he was the youngest newspaper publisher in South Carolina—22. Later, the *Independent* acquired the *Anderson Daily Tribune* and the *Daily Mail*, morning and afternoon competitors.

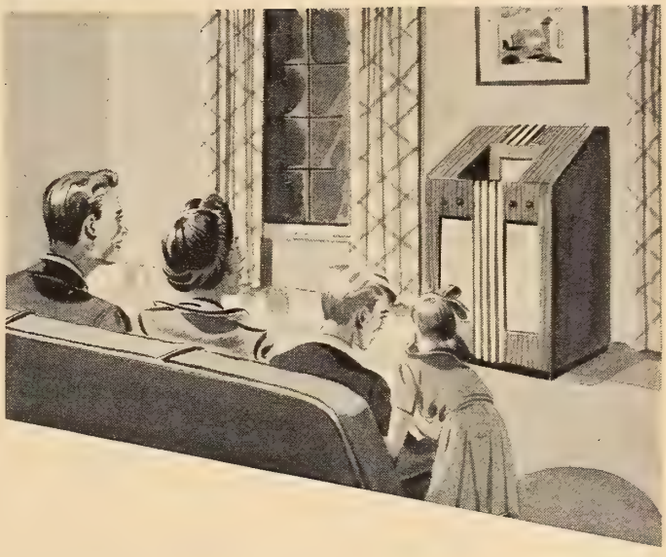
His Scotch-Irish-English forebears settled in Anderson County, S. C., in the pioneering days and Hall township was named after them. His grandfather was a captain in the War Between the States and his father helped

(*Continued on page 40*)

the thrills of the concert...



the comfort of home.....



WHEN WISCONSIN TUNES TO WMFM

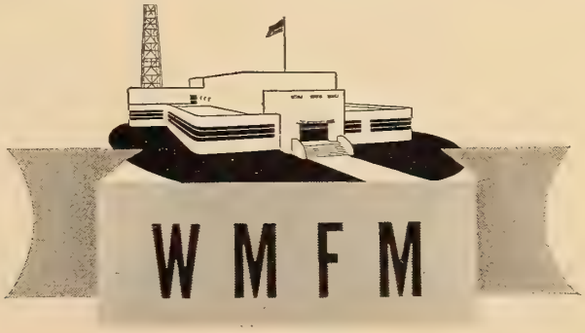
Wisconsin listeners have found a new meaning in radio since WMFM pioneered the first FM station west of the Alleghenies.

The living room easy chair is now a front row seat at the concert. Tones and overtones never before heard on radio now come full and rich and clear. Static and interference have vanished.

With this technical superiority has come a new and improved programming plan. Together, these factors have made WMFM a pleasant listening habit in thousands of Wisconsin homes.

To the facts about WMFM and its listener loyalty, must be added the prestige-building, sales-promoting job that WMFM is doing for an impressive list of national and local accounts in a variety of fields.

To know the full story of Wisconsin radio, you must know the facts about WMFM. Get the complete story.



WMFM

THE MILWAUKEE JOURNAL FM STATION

WMIT

FM

From its transmitter at Mt. Mitchell, topmost point east of the Rockies, North Carolina's PIONEER FM station serves listeners in seven states . . . an ideal test market for advertisers who'd like to "sample" FM now as a guide to postwar plans.

Affiliated With

WSJS

WINSTON-SALEM

NBC

★

Both

Represented by

HEADLEY-REED COMPANY

Streibert Elected President of WOR

Joined Station in 1933 as Aid to the President

THEODORE C. STREIBERT, vice-president of Bamberger Broadcasting Service Inc., owner and operator of WOR New York and its FM affiliate, WBAM, and general manager of WOR, was elected president of the corporation at a board of directors meeting last Monday. Mr. Streibert succeeds Alfred J. McCosker, who was elected chairman of the board, filling a vacancy created by the resignation of Jack I. Straus. Mr. Straus, who is president of R. H. Macy & Co., owner of the Bamberger Broadcasting Service, continues as a member of the board.

Mr. Streibert joined WOR in 1933 as assistant to the president, leaving the post of assistant dean of the Harvard Business School, which he had held for five years. In 1935 he was elected to the board and in 1936 he became vice-president and general manager. He is also executive vice-president of the Mutual Network.

Mr. McCosker started with WOR as publicity man at its inception in 1922. In 1926 he was made general manager and in 1933 was elected president. When Mutual was formed in 1934, he was chosen chairman of the board, which post he has held since that time.

Our Respects to

(*Continued from page 38*)

organize the Red Shirts who were instrumental in overthrowing the Reconstruction government. Born in Starr, S. C., on March 11, 1901, Sen Hall married the former Mary Lightsey, also of South Carolina. They have four children.

Active in civic enterprises, Sen. Hall is vice-president of the South Carolina Press Assn., chairman of the Anderson County War Finance Committee, former chairman of the South Carolina State Planning Board, and former president of the Anderson Co. Chamber of Commerce. He is a member of Sigma Delta Chi, honorary professional journalistic fraternity and studied law at Furman U.

His hobbies cover a wide range of interests, beginning with the betterment of the community, and going on to sweet potato raising. To encourage the farmers of the section to grow more "sweets" he built a 4,000 bushel sweet potato curing house. Outdoor cooking holds a special attraction for him and he often takes the family dinner to their lovely backyard in Anderson and broils it over charcoal. He goes in for pedigreed hogs, too, along with whiteface Hereford cattle.

Personal NOTES

RALPH N. WEIL, general manager of WOV New York, has been confined to his home for the past few weeks by illness, and is not expected back at his office until after the holidays.

HOWARD V. WALTERS has resigned as manager of KDON Monterey, Cal. to return to the Middlewest. He is succeeded by **REED POLLOCK**, for six years manager of the Salinas studios of KDON.

KIRBY TORRANCE has been added to the sales staff of KEVR Seattle.

BERNARD ROCHE, former personnel manager of the Amercan Decalcomania Co., has joined the WJJD Chicago sales staff.

LT. COL. J. R. SAMSON has joined the Canadian Broadcasting Corp., as manager of personnel and administrative services at CBC Montreal studios.

FRED FLETCHER, manager of WRAL Raleigh, has been elected president of the Tobacco Network, filing the unexpired term of **PAUL MOYLE**, commercial manager of WFNC Fayetteville, N. C. **LEWIS HOWARD**, owner and manager of WHIT New Bern, has been elected vice-president. Other officers are **HARRY BRIGHT**, WGBR Goldsboro, secretary and **ALLEN WANNAMAKER**, WGTM Wilson, treasurer, sales manager and program director.

CLINTON E. MORRILL, former advertising manager of the *Kansas City Journal* and more recently sales manager of the Kansas City branch of the General Outdoor Adv. Co., is now a member of the sales staff of KCMO Kansas City, Mo.

DR. MAX JORDAN, NBC director of religious broadcasts, has written a book covering the years from the start of the first World War in 1914 to the present. Based in part on Dr. Jordan's personal experiences and observations while covering Europe—including a ten-year period as NBC continental-European manager—the book details the origins of the first war and the intervening years of peace [*Beyond All Fronts*. Bruce Publishing Co., Milwaukee. $3].

GILBERT HARDING, who recently joined the British Broadcasting Corp. Canadian office at Toronto, is touring western Canada. He is program assistant to BBC Canadian representative **S. J. LOTBINIERE**.

DWIGHT B. HERRICK, manager of NBC's public service department, on Dec. 19 became the father of a boy, his second child.

Brooke Back at Blue

JOHN W. BROOKE returns to the Blue Network Jan. 1 as eastern sales manager of Spot Sales, it was announced last week by Ralph E. Dennis, Blue manager of Spot Sales. Mr. Brooke left the Blue Dec. 8 of last year to enter the U. S. Coast Guard, from which he has received an honorable discharge. He has been stationed in White Plains, N. Y., assigned to public relations. Mr. Brooke joined the Blue in March 1943 as salesman and became Eastern sales manager of Spot Sales when that post was set up in September of the same year. Mr. Dennis has been handling Eastern sales until his recent appointment as Spot Sales manager.

Cline Back at WLS

WILLIAM R. CLINE, assistant to Glenn M. Snyder, general manager of WLS Chicago, has completed his special assignment with the War Finance Division of the Treasury Dept. and has returned to Chicago. During the Sixth Loan he worked on the development of special network programs for Treasury.

WOR Sales Staff Shifts Follow Seebach's Leave

JULIUS F. SEEBACH, vice-president in charge of programs of WOR New York, will take a six-month leave from that position beginning Jan. 1 to attend to "urgent business requiring his presence at his farm near Louisville, Ga."

Norman Livingston, assistant director of program operations at WOR, will be in charge of the department during Mr. Seebach's absence, for which period the following temporary realignment of duties will be effective: Edmund (Tiny) Ruffner, daytime program director, becames assistant program director, handling, under Mr. Livingston's supervision, the WOR artists' service and also serving as commercial program manager; Eugene King, production manager, becomes daytime program director, and Daniel Ehrenreich, night production manager, becomes production manager.

GE's Dr. Alexanderson Awarded Edison Medal

AMERICAN Institute of Electrical Engineers has awarded the Edison Medal for 1944 to Dr. E. F. W. Alexanderson, consulting engineer, General Electric Co., for "his outstanding inventions and developments in the radio, transportation, marine and power fields." Presentation will be made Jan. 24, 1945 during the Winter Technical Meeting of the AIEE, at a joint session with the Institute of Radio Engineers, in the Engineering Auditorium, New York.

Dr. Alexanderson built a high-frequency alternator for Prof. R. A. Fessenden, which enabled the Fessenden station at Brant Rock, Mass., to transmit the first broadcast in history, on Christmas Eve, 1906. With improvements, this became the famous Alexanderson alternator.

Davis Heads FTC

EWIN L. DAVIS will become chairman of the Federal Trade Commission on Jan. 1 for the third time since he became a member in 1933 under the annual rotation plan among the membership. He served previously as chairman in 1935 and 1940. Formerly Judge of the Seventh Judicial Circuit of Tennessee from 1910 to 1918 and from 1919 to 1933 a member of Congress, Judge Davis was active in the writing and passage of the Radio Act of 1927. He was chairman of the House Committee on Merchant Marine, Radio and Fisheries during the 72d Congress.

Messages From Front

CHRISTMAS messages from the Army's front lines reached the men's homes and families this Christmas through recordings sent from the battle lines to radio stations throughout the country. About 300 of these discs came from the European Theatre. Approximately 50 were sent from the Southwest Pacific, where mailing and weather conditions were handicaps. Consisting mainly of messages of men from the same city or general area, the recordings were placed with stations covering that home locality.

ANOTHER FIRST-FLIGHT FEATURE...ANOTHER U. P. FIRST!

"UNDER THE CAPITOL DOME"



Beginning Monday, the first day of 1945, United Press will bring to its radio news clients another new first-flight feature—the first of its kind in its field—"Under the Capitol Dome"—a daily 5-minute script of expert and lively report, interpretation and comment from and about Washington.

The writer is George J. Marder. For the last nine of his 17 years with the United Press he has, as New York radio bureau head, won distinction for his handling of both national and international news. This record, following an earlier high reputation earned by discerning and brilliant direct coverage of legislative and other political affairs, qualifies him eminently for his new and responsible assignment.

Since its start in 1935, the United Press radio news service has steadily added clients. Because—for one reason—it constantly has been first to add advantages. "Under the Capitol Dome" is a new case in point.

UNITED PRESS RADIO NEWS

NORTH CAROLINA
IS THE SOUTH'S
No.1 INDUSTRIAL STATE

NORTH CAROLINA



$1420.6 (MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES



$536.5 (MILLIONS)

WPTF

(CARRYING N. B. C. WITH 50,000 WATTS AT 680 KC)

IS NORTH CAROLINA'S No.1 SALESMAN

WPTF • RALEIGH



FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

BEHIND the MIKE

WILLIAM F. BROOKS, NBC director of news and special events, was prepared to leave momentarily last week for Europe, where he will confer with network representatives and discuss postwar news plans with NBC personnel and Government officials.

STERLING V. COUCH, educational director of WDRC Hartford, has been named to the radio committee of the department of radio of Congregational and Christian Churches of America.

FLT. LT. DON MacMILLAN of the Royal Canadian Air Force, former production manager of CKCK Regina, Sask., is author of a current Canadian best seller *Only the Stars Know*, a book on the men in the RCAF. All proceeds from the book's sale go to the RCAF Benevolent Fund. He is senior public relations officer of RCAF at Cairo.

LARRY MARTIN, recently discharged from the Canadian Army where he was in the radio public relations division, and formerly of CFCF Montreal and CKCO Ottawa, has joned CKEY Toronto as newscaster and announcer.

BILL ROYAL has returned to WMCA New York as staff producer, having received a medical discharge from the Army.

CECIL W. SECREST, production manager of WHN New York for the past year, has resigned to join Bruce Chapman Co., New York, radio production firm, Jan. 1, 1945. Mr. Secrest has served as producer at Ted Bates Inc., New York, and more recently as radio director of Bundles for Britain, and as writer-producer for the Treasury Dept.

DICK GILBERT, m.c. of WHN New York, will tour service centers in the East during his two-week vacation Dec. 23-Jan. 8 and will m.c. record shows at other stations for the benefit of various war-effort agencies. **EARL HAGUE** and **DON LYON** are substituting for Mr. Gilbert at WHN.

JOHN BRYSON, London war correspondent of the Blue Network, is the father of a boy, born in Chicago Dec. 19.

KEITH CLARKE, announcer of KUTA Salt Lake City, has married **GERALDINE FARRER**.

BILL AGEE, night production manager of KUTA Salt Lake City, is the father of a boy.

LOUISE WINSCHELL, former traffic director of KUTA Salt Lake City, has been appointed head of the accounting and secretarial departments of the station. **HELEN PINGREE**, new to radio, has been added to the traffic staff.

DICK BROWN, formerly of WHAM Rochester, N. Y., has joined WINN Louisville production manager.

LEE CHADWICK, program director of WWNC Ashville, N. C. has been re-elected to the board of directors of the Universal Radio Club for the sixth consecutive year.

HARRY JORDAN, chief announcer of KEVR Seattle, has been promoted to program director.

RICK VOLLARERTS, chief writer on CBS *Frank Sinatra Show*, and **ROSALIND LEANE**, were married in Las Vegas on Dec. 9.

LARRY SHIELDS, former chief announcer at KFXM San Bernardino, Cal., is now an Army private.

LURA BROWN, former assistant director of Workshop Players and Children's Theatre, Mansfield, has joined WMAN Mansfield as continuity writer.

GIL BABBITT has resigned as director of publicity and special events of WCAU Philadelphia. **BOB PRYOR**, coming from RKO Pictures, took over his post.

J. JEFF RADLEY, WCAU and WIP Philadelphia, has been added to the production staff of WFIL Philadelphia.

LEE BABBITTS, with medical discharge from Navy, has joined Blue Hollywood sales promotion department as research assistant.

JOSEPH C. SPERY, air cadet medically discharged from the Navy, has joined the WMAQ Chicago sound effects department.

RICHARD WIORA, formerly with WOC Davenport, has joined the announcing staff of the Blue Network central division.

STEVE HOLLIS, announcer of WHOM Jersey City, on Dec. 16 married **GLORIA GARAFALO**, a student at Hunter College, New York.

Resigns WFD Post

MAURICE H. KAFKA with Treasury since the Third War Loan and head of the War Finance Division Music Promotion Unit, has resigned effective Dec. 26 to return to his packaged show agency, it has been announced by Robert J. Smith, chief of the WFD Radio Section. Mr. Kafka has been responsible for the development of more than 325 Treasury, network and transcribed programs, all War Bond songs and the ASCAP *America's Music* Sixth Loan series in addition to obtaining many of the top personalities of the radio and music fields for Bond promotion.

Leaves Treasury WFD

T. SGT. NORMAN H. AGATHON, formerly with Trans-Radio Press, INS and AP, has completed his special assignment with the Treasury War Finance Division, returning to Office of Technical Information, Army Ground Forces, Washington.

MARIE INGRAM, former OWI writer, has succeeded **JACQUELINE WILSON** as publicity director of KFRC San Francisco.

RAY HUTCHISON, formerly of NBC central division press department, has joined Neblett Radio Productions, Chicago, to head a new press department.

GASTON VOYER, announcer of CBJ Chicoutimi, Que., is the father of a girl.

GOETAN BARRETTE has joined the French announcing staff of CBF Montreal.

A. F. B. STANNARD, formerly of CBL Toronto, has been promoted to captain in the Canadian Army and is now posted to the directorate of operational research, Ottawa.

MARQUERITE CHARLEBOIS, former announcer of CBO Ottawa and recently secretary to **PETER AYLEN**, supervisor of CBC international services, has resigned to go to Paris for the Canadian Wartime Information Board.

FLETCHER MARKLE, formerly of CBR Vancouver, has returned from England where he served as a radio public relations officer with the Royal Canadian Air Force.

ESSE LJUNGH, Canadian Broadcasting Corp. drama producer for the prairie region, and formerly of CKRC Winnipeg, has been awarded the Canadian Drama League Council award for "outstanding work in connection with the development of the drama in Canada."

JEAN RUSSELL, formerly in the promotion department of the *New York Daily News*, has joined the Blue Network as assistant manager of the audience promotion division of the network's promotion and advertising department.

KEN STUART, former assistant producer at KOIL Omaha, is now with KFOR Lincoln in charge of programming and production.

FLORENCE MEYERS, has resigned as women's director of WMAM Marinette, Wis., to enter radio in Chicago. Her daily program, *Woman's Corner*, is being handled by **CAROL COLVIN**, WMAM continuity editor.

R. S. BRYDEN, junior news editor of the Canadian Broadcasting Corp., Toronto, has been transferred to the CBC Montreal studios as senior English news editor.

CORRINE EDWARDS has joined CKBI Prince Albert, Sask., replacing **MONA MILLER** who has resigned from the traffic department.

STANTON KRAMER of the WGN Chicago publicity department resigns Jan. 1 to join the publicity department of Warner Bros Co., Chicago.

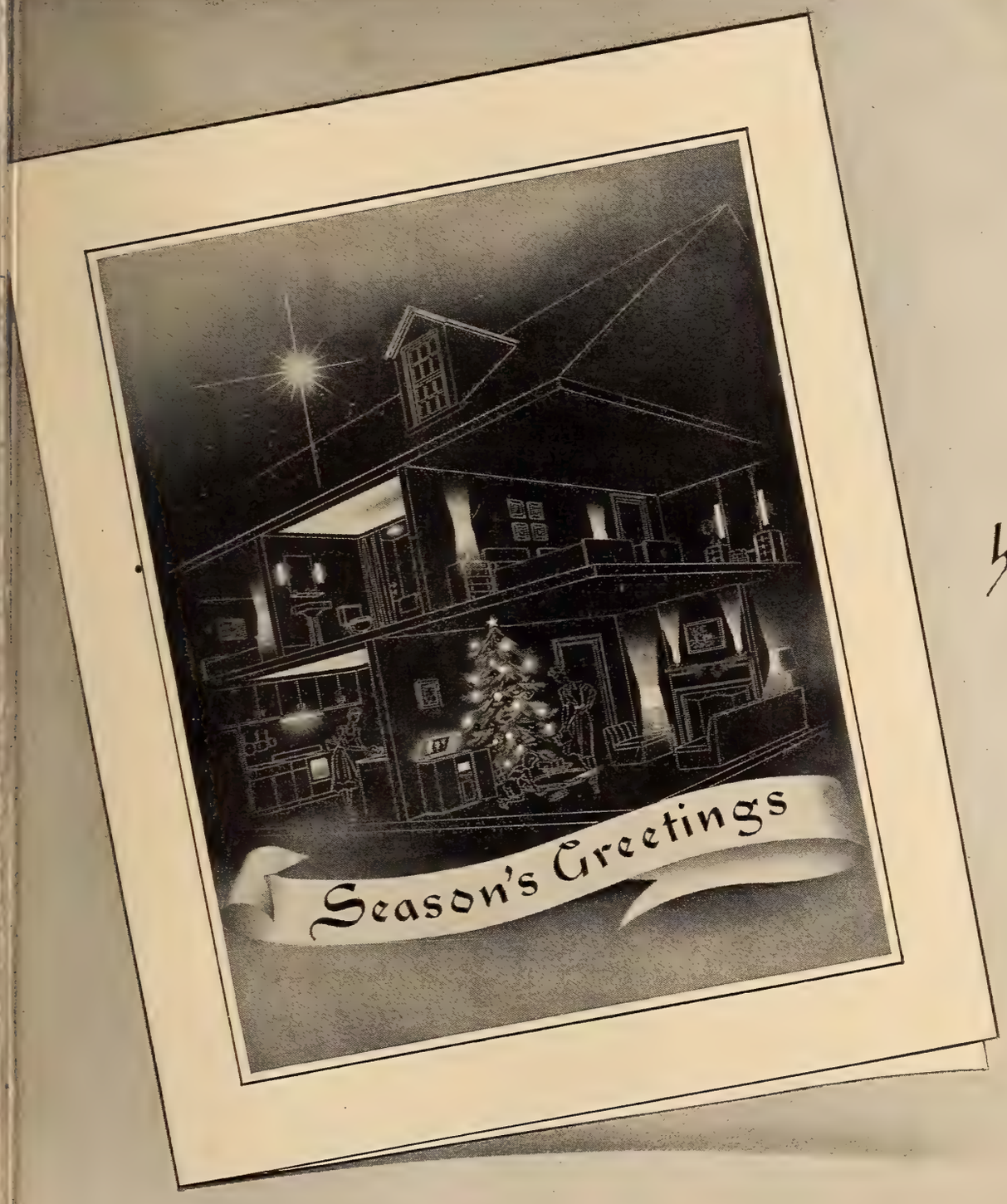
PAT HUNG and **BETTY KIMMONS** are new additions to the continuity staff of KWK St. Louis.

JAN. 1, 1945, Beckley Smith will have been broadcasting ten years, twice daily, for the same sponsor, program, time and station. His initial broadcast on WJAS Pittsburgh for Kaufmann's department store on the program *Kaufmann's Breaks the News* was the first commercial news summary in the country.

SYLVANIA NEWS

STATION OPERATION EDITION

DECEMBER *Published in the Interests of Better Sight and Sound* 1944



With every best wish for a brighter happier 1945

SYLVANIA ELECTRIC

SYLVANIA ELECTRIC PRODUCTS INC., *Radio Division* · Emporium Pa.

MAKERS OF RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, FLUORESCENT LAMPS, FIXTURES, ACCESSORIES, INCANDESCENT LAMPS



—down in Memphis!

Cotton is "ginning" right along down in Memphis.

It's a big business in Memphis, this cotton; the value of cotton and cotton seed sold in the Memphis area will total more than $660,000,000.00!

That's a lot of buying power for you to shoot at over the Mid-South's pioneer radio station, WMC.*

*It's the station most people listen to most in Memphis.

WMC
★ 5000 WATTS DAY & NIGHT
★ NBC NETWORK
MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC—Memphis WJDX—Jackson, Miss.
KARK—Little Rock WSMB—New Orleans
KWKH—Shreveport
MEMPHIS, TENN.
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
OWNED AND OPERATED BY THE COMMERCIAL APPEAL



GREETING George Burns and Gracie Allen when they came East to sell War Bonds were (left): Gordon Cates, vice-president of Young & Rubicam, just appointed general manager of the radio division; (2d from r) Carlos Franco, associate director, Y&R radio division supervising station relations; William C. Gittinger, CBS vice-president in charge of sales.

Media Men Elect

MEDIA MEN'S Assn., New York, at its December meeting, elected Daniel M. Gordon, Ruthrauff & Ryan, as president; Joseph P. Braum, Kenyon & Eckhardt, first vice-president; and J. J. Hagan, Lloyd, Chester & Dillingham, second vice-president. Other elected officers are: George H. Schiesser, Erwin, Wasey & Co., treasurer; Edward L. Baumiller, Pedlar & Ryan secretary; Marc Seixas, John H. Owen Inc., sergeant-at-arms; T. N. Tveter, Erwin, Wasey & Co., chairman of the executive board; S. Schaefer, Buchanan & Co., and Samuel E. Gill, Biow Co., associate members, and Ray H. Huhta, Bermingham, Castleman & Pierce, mc. publicity.

Erickson to BBDO

LEONARD F. ERIKSON, network sales manager of CBS, on Jan. 15 joins BBDO New York, in an executive capacity associated with radio and other fields. Mr. Erikson, sales manager since April 1943, has been with CBS since 1930, shortly after its organization, when he was appointed western sales manager, with headquarters in Chicago. Before joining CBS, he was engaged in sales and advertising on newspapers and magazines in the midwest. He is understood to have been instrumental in bringing to CBS its first automotive accounts.

Reach Names Ferry

ROBERT R. FERRY, formerly assistant director of the Domestic Branch of the Office of War Information and previously an account executive of Geyer, Cornell & Newell Inc., New York, has joined Charles Dallas Reach Co., Newark, as vice-president in charge of the New York office. Mr. Ferry replaces Sidney Senzer who joined Foote, Cone & Belding, New York, as copy director several months ago. Thomas E. Maytham, formerly account executive in the New York office of Reach, has joined Maxon Inc., New York, as media and research director.

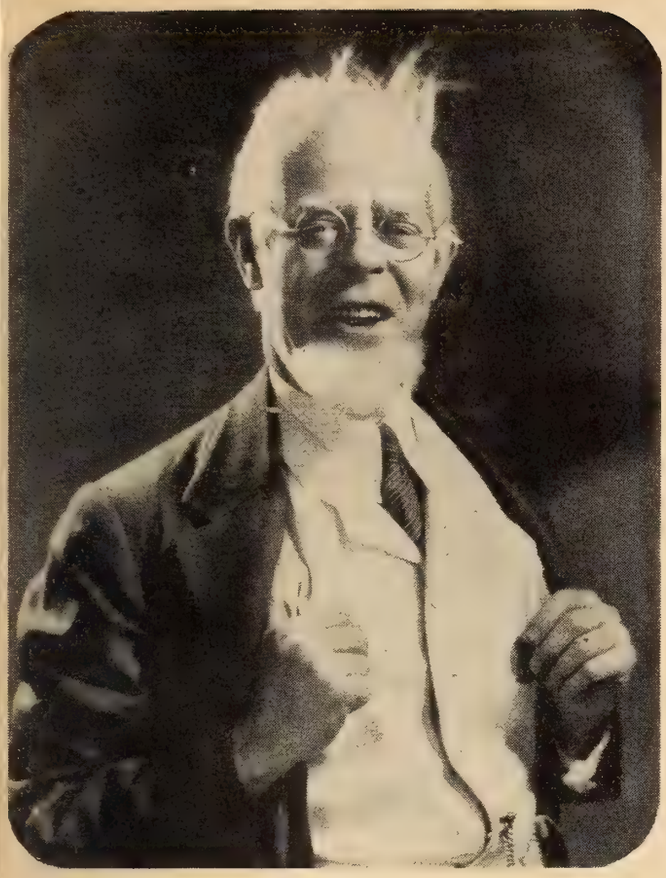
Kimball L. A. Office

ABBOTT KIMBALL Co., New York, has opened a Los Angeles office to service clients on the Pacific Coast. Blaisdell Gates, who has been serving as account executive at New York headquarters, has gone to the West Coast to act as Los Angeles manager for the present. Office is at 3055 Wilshire Blvd. Telephone: Fairfax 1403.

Pvt. John B. Davis

PVT. JOHN B. DAVIES, 35, former timebuyer, office manager and one of the key men of Schwimmer & Scott, Chicago for 10 years, was killed in action overseas Nov. 18. He is survived by his wife, Elizabeth, and two children.

NBC AFFILIATED STATION
RICHMOND, VA.
WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE
5000 WATTS



"Howdy Evvebuddy! Happy New Year

This is

UNCLE EZRA

At the Mike-a-phony,
spoutin' off from the
Powerful little 5 watter,
Station E-Z-R-A, down in

ROSEDALE!"

At Last...

Uncle Ezra, whimsical old cloud-sweeper with his silver-lining credo, has been prevailed upon for the first time to transcribe a series of five minute broadcasts. They are now "on the air", and are offered, for the first time, to all stations, on an exclusive basis per city. Each broadcast is timed from 3 min. to 3 min. 20 sec., thereby allowing ample time for commercials.

WRITE—WIRE—**or telephone for audition transcription.**

CO-OPERATIVE BROADCASTING SERVICE

Thomas Albert Gannon, Director

BOARD OF TRADE BUILDING, CHICAGO 4, ILLINOIS TELEPHONE WABASH 6243

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

R. L. LENHART has been appointed account executive of Marschalk & Pratt Co., New York, to handle contact on the IT&T accounts, including Federal Telephone & Radio Corp., Mackay Radio & Telegraph Co., All America Cables & Radio Inc. and Commercial Cables Co. He previously was assigned copywriter on these accounts. Replacing Mr. Lenhart in the copy department is John M. Keavey, formerly of Young & Rubicam, New York.

HUGH C. VOGEL, former account executive of Kenyon & Eckhardt, has joined BBDO, Chicago, as account executive.

GEORGE MAHER, former engineer with WMAQ Chicago, has joined Schwimmer & Scott, Chicago, as producer.

LEONARD DREYFUSS has been reelected chairman of the board of United Adv. Agency, Newark, having resumed his duties after a year's leave of absence as New Jersey director of civilian defense. Emmanuel London, former vice-president, has been elected president. Max Green, radio director, has been reelected executive vice-president, Benjamin C. Green, secretary-treasurer, and Max Gans and William B. Hawkins, account executives, vice-presidents.

TAYLOR STOAKES CASTELL, general manager of Kenyon Research Corp., New York, has been appointed vice-president of that organization. Mr. Castell has been associated with the Research Co., a subsidiary of Kenyon & Eckhardt Inc., New York, since it was founded 12 years ago.

ERWIN, WASEY & Co. has opened a Canadian branch, Erwin, Wasey Ltd., at Toronto, with offices at 749 Yonge St. David McMillan, formerly with Walsh Adv. Co., Toronto, is manager. Olive Jennings, formerly with All-Canada Radio Facilities and the past year with MacLaren Adv. Co., Toronto, is radio director of the agency. Offices were opened Dec. 18.

JANET McCOY, timebuyer of Olian Adv. Agency, Chicago, retired last week to make her home in California.

PAUL WINANS Adv., Los Angeles, taking name of agency head, drops former title of Advertising Arts Agency effective Jan. 1. Firm is located at 510 South Spring St. Telephone is Michigan 3884.

JAMES FISHER Co., Toronto advertising agency, celebrates its 25th anniversary in January. Founder James Fisher went to Toronto about 40 years ago and after serving on a number of agencies founded his own agency in 1920.

ROBERT T. COLWELL, former vice-president of J. Walter Thompson Co., New York, and radio copy chief, who is now back in the radio department of the agency on leave of absence from the Office of War Information, may be assigned to a newly created executive post at JWT. He returned recently from Europe where he served as radio chief of the 12th U. S. Army group.

SIDNEY J. ABELSON, formerly of Pedlar & Ryan and Joseph Katz Co., New York, has rejoined Raymond Spector Co., New York, in charge of radio copy, a new position. Mr. Abelson was previously associated with Raymond Spector Co. in an executive position.

HOWARD KORMAN has been appointed vice-president in charge of merchandising and sales promotion of McCann-Erickson, New York.

THOMAS E. WALSH was appointed chairman of the board of Walsh Adv. Co. and W. George Akins was elected president of the agency, at a special meeting of the shareholders held at Toronto Dec. 6.

FRED P. FIELDING, a partner of Fact Finders Institute, has joined Neal D. Ivey Co., Philadelphia, as vice-president in charge of research.

CLARK COLLARD, with the Chicago Ordnance District and before that head of Clark Collard Co., his own agency, has joined W. W. Garrison & Co. as copywriter.

PVT. MORSE M. PETERMAN, former account executive of Ralph L. Power Adv. Agency, Los Angeles, has been returned to the United States and is stationed at Camp Haan, Cal. He is holder of four bronze battle stars and the Silver Star for gallantry in action at Cassino, Italy.

Agency Promotes Winsor, Stanton

Dancer - Fitzgerald - Sample in Realignment of Radio Dept.

ROY WINSOR has been named the director of radio, and Carl Stanton, radio account executive of Dancer-Fitzgerald-Sample in a realignment of radio department personnel announced last week involving the main office in Chicago, and the New York branch.

Mr. Winsor has been with D-F-S and its predecessor Blackett-Sample-Hummert as a radio supervisor for the past five years, and was previously a CBS producer. He will continue at Chicago headquarters, in charge of all radio programs for General Mills, Falstaff Brewing Co. and Procter & Gamble Co. in the United States and Canada.

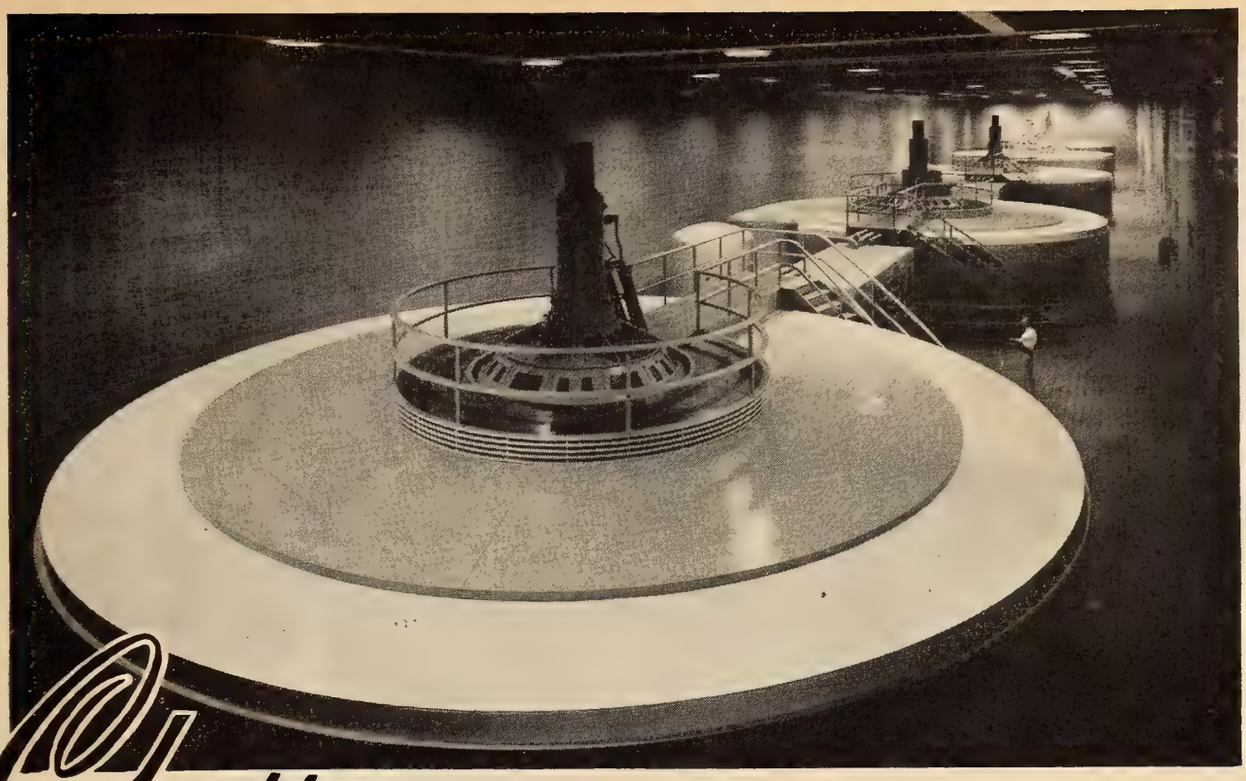
New Post

The post of radio account executive is a new one for Mr. Stanton, who has been with D-F-S for a year and a half as radio director. Devoting less time to the actual mechanical operations connected with each program, Mr. Stanton will serve in an executive advisory capacity and will devote a portion of his time to the development of new programs. Before joining the agency, Mr. Stanton was with Lord & Thomas and its successor Foote, Cone & Belding. He was in charge of all radio for the American Tobacco Co. account at one time, later became the account executive, and for the last two years with the agency was the radio director. He has produced and directed a number of network shows on a freelance basis, and for the agency. His programs include the *Bob Hope Show* for Pepsodent Co.

Mr. Winsor will be assisted in Chicago by supervisors George Stellman, Charles L. Hotchkiss, James West, formerly manager of the Hollywood office; Harry Bingham, who has been handling continuity writing and other lines in the Chicago office, and Evelyn Ecke, of the D-F-S radio department.

✓ MORE COMMERCIAL NETWORK TIME than any other Dayton Station
✓ . . . and we've got the figures to PROVE it.
WHIO IS THE DAYTON MARKET
5000 WATTS • BASIC CBS
G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.



Chattanooga

Key city in TVA'S new Power Empire

This vast generator hall is the symbol of the tremendous power created by Tennessee Valley Authority, a project that has become the wonder of the entire civilized world. These giant generators produce annually more than ten billion kilowatt hours . . . greater than that of any other hydro-electric power system in the world.

TVA has made of the Tennessee River one of the newest and finest inland waterways in America with a nine-foot navigable channel all the way to the sea. Freight and passenger water-borne traffic are expected to enter the Port of Chattanooga with rapidly accelerating momentum after the war. Chattanooga, largest consumer of this power, stands at the very heart and center of the Tennessee Valley power empire, enjoying the lowest "round-the-clock" power rates east of the Rocky Mountains.

WDOD leads in Chattanooga

IN AUDIENCE

IN ADVERTISING VOLUME

IN PUBLIC SERVICE

WDOD

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS

FOR CHATTANOOGA

5,000 WATTS DAY AND NIGHT

National Representatives

PAUL H. RAYMER CO.



. . . formerly called "Sackbut"

In its history of nearly five hundred years, the trombone has been called many names. The Italians christened it trombone—the augmentative form of "tromba," or trumpet, from which this instrument was derived.

The 15th Century English called it the "Sackbut"—a corruption of the French "saqueboute" or pull-push. And today—in jive circles—it is insulted by such names as slip-horn and sludge-pump.

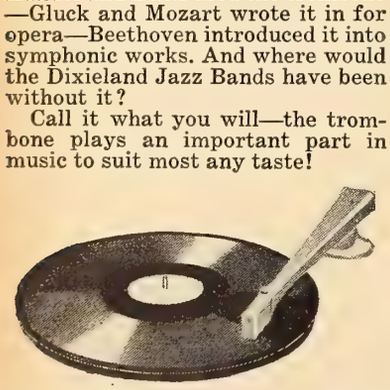
By any other name . . .

Paying no attention to what people call it, the trombone has changed little since 1600. With the exception of trombones and drums, every instrument has gone through many structural alterations and modifications in that time. But the trombone —probably because players like its easy adjustability that produces a singing style unique among wind instruments—has never been streamlined or mechanized!

Classical and Hot!

As long ago as 1505, the trombone was widely used in town bands and in churches. Kruger's "Psalmodia Sacra," published in 1585, contained from four to six trombone parts. Handel and Bach used the trombone —Gluck and Mozart wrote it in for opera—Beethoven introduced it into symphonic works. And where would the Dixieland Jazz Bands have been without it?

Call it what you will—the trombone plays an important part in music to suit most any taste!



Recording the voice of the trombone with full range and intensity means much to the listeners' enjoyment of selections. The most nearly perfect transcriptions you can get today are:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
195 BROADWAY, NEW YORK, N. Y.

Radio Advertisers

LT. COL. JAMES E. BOUDREAU, former manager of the Chicago division of Ethyl Corp., New York, spot radio advertiser, has returned to the company in the newly created post of advertising manager, with headquarters in New York, following his release from the Army.

LARNED Corp., New York, subsidiary of American Home Products Corp., New York, has started a test campaign for Hair Groom Tonic, using one-minute spot announcements on WEAF and a participating program on WNEW New York. Other stations will soon be added in the New York market. Agency is Dancer-Fitzgerald-Sample, New York.

PERSONAL Products Corp., Milltown, N. J. and Chicago, has named George H. Murphy, former assistant merchandise manager of Montgomery Ward's mail order division, as advertising director.

NATIONAL Silver Co., New York, manufacturers of sterling, plate and hollow ware, has named McCann-Erickson Inc., New York, as merchandising and advertising counsel. Media plans are in formulation.

WEINRICH Bros., New York, has reappointed Abbott Kimball Co., New York, to handle advertising for Marvella pearls. Although media plans are not completed, radio may be used.

MODERN Industrial Bank, New York, has signed as sponsor of a weekly quarter-hour program featuring Metropolitan Opera artists, with Gerhard Pechner, Met. Comic basso as regular star, on WMCA New York, replacing its recorded music show. Popular and semi-classical music will be heard. With the start recently of news and forum programs on the station, the bank now has a total of 3½ hours on WMCA. Agency is Metropolitan Adv., New York.

FASTOP Inc., New York (sanitary bottle caps), has appointed F. J. Low Co., New York, as agency. Radio plans are said to be considered.

MANTHO-KREAMO Co., Clinton, Ill. (M-K cold remedy), on Dec. 12 started one-minute spots seven weekly on WLS Chicago. Contract for 26 weeks was placed by Wade Adv., Chicago.

CHICAGO MOTOR CLUB is sponsoring seven collegiate basketball games in the Midwest, started Dec. 16, on WGN Chicago. Jack Brickhouse is announcer. Agency is Agency Service Corp., Chicago.

SANTA FE RAILWAYS, Los Angeles (transportation), in a 13-week local help wanted campaign which started on Dec. 11, is using five spot announcements per week on KECA Los Angeles. Firm in addition sponsors a spot announcement schedule on KGO San Francisco, KMBC Kansas City, WBBM Chicago. Placement is through Leo Burnett Co., Hollywood.

PERVO Co., Los Angeles (Pervo, Pervolite, Good Neighbor paints), has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle its advertising. Radio is being used.

SOUTHERN CALIFORNIA Independent Hardware Stores, Los Angeles, to promote interest in new types of merchandise, on Jan. 1 starts a five-weekly 25-minute program *Gracious Living Inc.* on KMPC Hollywood. Contract is for 52 weeks. Further radio is contemplated. Placement is through Dean L. Simmons Adv., Hollywood.

GENERAL SEAFOODS Ltd., Halifax (40-Fathom fish) has named Young & Rubicam, Montreal, as agency. No radio advertising plans have been announced.

NORTHAM WARREN Corp., Stamford, Conn., has appointed Abbott Kimball Co., New York, to handle advertising for Odorono liquid and cream deodorants. Radio will be used.

C. LUDWIG BAUMANN & Co., Brooklyn furniture store chain, has appointed Michael M. Herz, formerly on the advertising staff of the *New York Post*, as director of public relations.

INTERNATIONAL SALT Co., Scranton, Pa., has increased the frequency of spot announcements on its list of 17 stations. Agency is J. M. Mathes Inc., New York.



HOW KEEN IS OUR VALLEY?

Today it's keener than ever, richer than ever, more discerning than ever. Known for generations as the "Breadbasket of the West" . . today it has the *highest per capita farm income in the world. The *Beeline* offers the only means of covering this enormous area, plus Western Nevada.

*1942 average $8,797 per farm.

WHAT IS
The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined * on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data*



McClatchy Broadcasting Company
Sacramento, California

Robert A. STREET
National Sales Manager

Paul H. RAYMER CO.
National Representative

Preyer Heads Morse

ALLAN T. PREYER, for 25 years an executive of Vick Chemical Co., New York, has resigned as vice-president and director of that organization to become chairman of the board of Morse International, New York, which handles Vick advertising, effective Jan. 1. Mr. Preyer will organize and direct a new post-war planning division for special services in connection with the expansion plans of major clients which include Prince Matchabelli, Inc.; Seaforth Men's Toiletries and the Elisabeth Rae-Lamont Division of Cosmetic Distributors, Inc.



Mr. Preyer

If you use radio in IOWA, you need the

1944 IOWA RADIO AUDIENCE SURVEY

Gives detailed analyses, maps showing counties where *each* Iowa station is "listened-to-most". Tells which stations are preferred in cities, towns, on farms—and why. Furnishes invaluable data on Iowa *program* preferences and favorite listening *hours*, broken down by age, sex, place of residence. Plus dozens of other vital facts you *need*. Get your free copy TODAY. Address:

WHO—912 Walnut St.
Des Moines 7, Iowa

Let's Listen to the RECORD



IN the course of a recent prize fight in Hartford, Connecticut, Willie Pep* was floored with a smashing right to the jaw. The bell, ending the round, rang before Willie Pep picked himself up. After the usual minute of rest, Pep came back to pound out a decisive victory.

However, the claim was made that the round lasted only two minutes instead of the regulation three.

All was confusion in fistic circles until WTIC's sports broadcaster Bob Steele brought out the recording of the blow-by-blow broadcast of the fight. On his regular program "Strictly Sports" Steele played the recording of this round and all the sports fans in Southern New England proved by their own watches that the round lasted three minutes.

The result: Enthusiastic listeners who themselves confirmed the fact that all was well with the bell, and a State Boxing Commission satisfied with the recorded proof that the timekeeper had done his job.

WTIC's role in this precedent-making episode is just one small example of our desire and ability to serve the public interest. Perhaps that explains why in Southern New England people are in the *habit* of listening to WTIC.

**Willie Pep, World's Featherweight Champion, and a Hartford product, has won 83 out of his 84 professional fights.*

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Member of NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

Lear to Use Radio

LEAR Inc., New York, which entered the home radio manufacture field several months ago, will expand its advertising campaign from trade papers to consumer magazines the latter part of January. Copy will stress the fact that radios will be designed from a fresh post-war angle with no "pre-war entanglements" in design or construction, and will appear in *Collier's* and similar magazines. Details on additional publications to be used and space line-up will be known shortly. Activities and budget are still too limited to warrant radio advertising, but radio will definitely be used, according to a spokesman for the agency, Arthur Kudner Inc.

Catholic News Aid

CATHOLIC Institute of the Press, formed recently in New York, and comprised of practicing Catholics in the newspaper, radio, magazine, advertising and allied fields, plans to set up a clearing house for the convenience of commentators and others in checking and obtaining news concerning the Catholic faith, according to Edward A. Mahar, assistant editor, N. Y. *Journal-American*, who was elected president of the institute last week. Forums are planned to offer press, radio and advertising members instruction in political, religious and personal matters. Officers include Max Jordan, NBC religious director, who has been elected to the executive board.

'Fibber' and 'Molly' Again Lead Hope Second Week Running in Hooper Report

LEADING the list, *Fibber McGee & Molly* for the second consecutive time last week replaced Bob Hope in the "First Fifteen" evening programs in the Dec. 15 report on evening network ratings released by C. E. Hooper Inc., while the comedian, who has habitually ranked first in recent reports, holds second place, followed by Walter Winchell third, and Jack Benny fourth. Joan Davis with Jack Haley in fifth place, are followed by *Radio Theatre*, Bing Crosby, *Screen Guild Players*, *Mr. District Attorney*, Kay Kyser (first half-hour) *Take It or Leave It*, Eddie Cantor, *Aldrich Family* and Abbott & Costello in that order.

Radio Theatre showed the highest sponsor identification index with 92.1 naming the correct product; 0.9 giving the wrong identification, and 7 unable to name a sponsor.

Average evening audience rating of 9.8 represents a drop of 0.8 from last year, but no change from the previous report, according to the report, while the Hooper rating for average evening sets-in-use of 30.5 is down 0.3 from the last report and down 1.2 from a year ago. Average evening available audience stands at 79.1, no change from the last report, but down 0.5 from a year ago.

There were more women listeners per listening set for *Saturday Night Serenade* than for other night-time programs; Walter Winchell has the largest number of men listeners per set; and *Lone Ranger* has the most children listeners per set, the report shows.

Top ranking programs listed in terms of the number of listeners per listening set are as follows:

1. *Parker Pen News*	1.51	0.97	0.60	3.08
2. *Fannie Brice*	1.43	0.93	0.70	3.06
3. *Blondie*	1.33	0.84	0.83	3.00
4. *Jack Benny*	1.48	1.01	0.40	2.98
5. *Sammy Kaye*	1.49	0.78	0.69	2.96

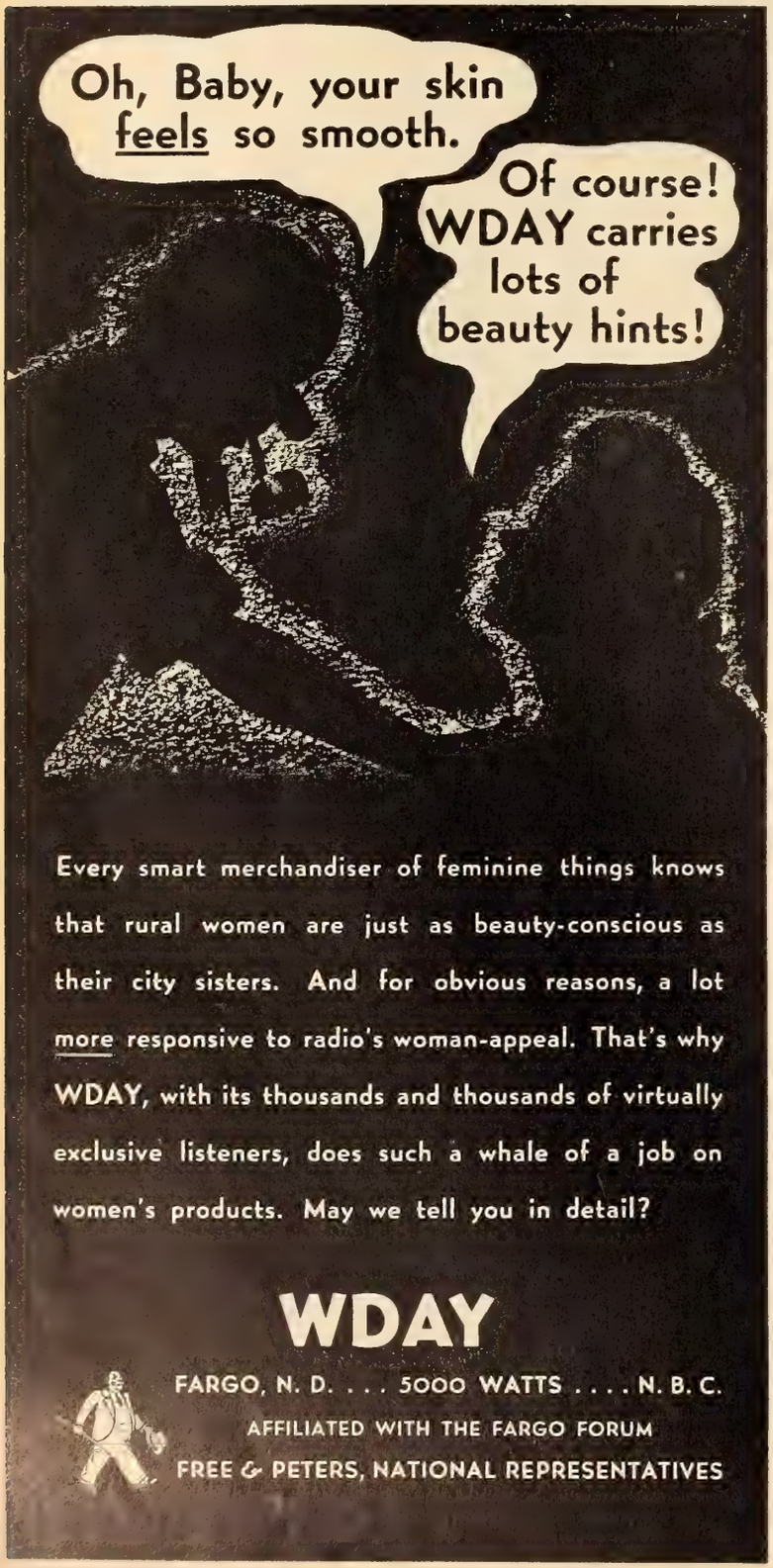
SPOT radio checking service conducted by Radio Reports Inc., New York, has been extended to cover more than 100 major markets in 45 States, according to Edward F. Loomis, president.

B&B Food Account

BENTON & BOWLES, New York, will be handling the entire Best Foods Inc., New York, account March 1, when advertising of a group of cereal and flour products shift from Arthur Kudner Inc., New York. Products involved in the shift include H-O Oats and Presto Cake Flour, radio advertisers; also Hecker's Cersota and Aristos all purpose flours, Force and Hecker's Cream Farina. B&B already handles Hellmann's Mayonnaise and Nucoa.

WENR Ban Widened

WENR Chicago will not accept chain breaks or announcements advertising laxative, deodorant or diuretic products during all hours of the day or evening effective Jan. 1, according to Roy McLaughlin, manager. Announcement follows the station's policy on banishment of commercial station break-periods 7-9 p.m. except for time signals [BROADCASTING, Dec. 18].



Wishing You A
MERRY CHRISTMAS



WCHS
Charleston, W. Va.

First in Prestige!
First in Audience!
First for Advertisers!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS · National Representatives



DON'T FORGET TO COVER

THE OTHER HALF

on the Pacific Coast, too!

Unless you are using the Don Lee Network on the Pacific Coast, you're overlooking *half* your coverage of this $16,000,000,000 market. For 50% of all retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this OUTSIDE HALF.

No other network but Don Lee *can* cover both halves completely. Here's why: Most markets in the *outside half* are walled in by mountains 5,000 to 15,000 feet high and the long-range broadcasting of other networks won't work. Don Lee, however, has a radio station in every market (38 in all). More than 9 out of every 10 radio homes are within 25 miles of a Don Lee station.

How well Don Lee's method works is shown by a special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific Coast). This survey revealed 60 to 100% of listeners in many of these "outside" markets were tuned to Don Lee stations.

As to Don Lee's record on covering the "inside half" of the Pacific Coast, regular Hooper reports give some surprising information. For instance, during the past year all of the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks!

When you buy radio time on the Pacific Coast, don't forget to cover BOTH HALVES. *Buy Don Lee!*

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

LOOKING TOWARD TOMORROW



Alert, as always, to the new developments in broadcast advertising, KDYL has already given the people of the Utah market a foretaste of the coming wonders of television. The picture shows one such recent demonstration, where a prize steer was televised at the State Fair.

A LONG-TIME LEADER

Radio homes in this market — and 970 of every 1000 Utah homes have radios — for many years have recognized KDYL leadership in radio entertainment. A staff of talented announcers, trained in the art of showmanship, assures advertisers of full effectiveness for their messages over this station.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
John Blair & Co.



WARTIME PROBLEMS confronting NBC western division affiliated stations were discussed when these executives met in two-day session at Los Angeles Biltmore Hotel on Dec. 6-7. Conference attendants charting course of action were, front row (l to r): William B. Ryan, KFI Los Angeles; Richard Lewis, KTAR Phoenix; Donn Tatum, NBC attorney; Joe Alvin, Frank Berend and Jennings Pierce, news and special events manager, sales manager, and station relations manager, respectively; Sid Fox, KDYL; Second row (l to r): Hal Bock, NBC press manager; Harold Ritter, KYCA; Prescott; R. B. Williams, KVOA Tucson; Joe Walberg, NBC; John Baldwin, KDYL Salt Lake City; Florence Gardner, KTFI Twin Falls; Mrs. O. P. Soule, KTFI; Sidney N. Strotz, NBC western division vice-president; Mary Butler, NBC; William Brooks, NBC. Back row (l to r): Henry Maas, NBC program and sales traffic manager; Gil Paltridge, KFI; Keith Collins, KMJ Fresno; Ray Smucker, KYUM Yuma; Ed Craney, KGIR Butte; Paul Gale, NBC traffic manager; Franz Robischon, KGHL Billings; Tom Sharp, KFSD San Diego; W. B. Stunt, KOMO Seattle; Walter Wagstaff KIDO Boise; Frank Ford, NBC sales promotion manager; Don McNamara, KFI; Myron Fox, KDYL Salt Lake City; Lew Frost, NBC program manager; O. W. Fisher KOMO Seattle; George Whitney, KFI Los Angeles; William S. Hedges, NBC New York vice-president; O. P. Soule, KTFI Twin Falls; Arden X. Pangborn, KGW Portland; Henry Fletcher KSEI Pocatello; John Elwood, KPO San Francisco; Marian Harris, KFSD San Diego.

New Canada Outlet

NEW STATION for Windsor, Ont., primarily to carry Canadian Broadcasting Corp. programs for that area, is understood to have been approved by the CBC Board of Governors. Outlet will be a 500 watt station operating on 1540 kc, to be owned a private company.

A VARIED array of peacetime adaptations of wartime discoveries in television and allied fields of electronics will be presented in the first national Products of Tomorrow exposition in Chicago, next spring. Exposition, which will open approximately on March 1, will be held in the Chicago Coliseum. Marcus W. Hinson is chairman of the planning committee, and general manager.

Ed Mason Out as Farm Head in WLW Shakeup

SEVERAL changes involving the farm, continuity, copyright and merchandising departments have taken place at WLW Cincinnati, Robert E. Dunville, Crosley Corp. vice-president and station general manager, disclosed last week.

In the shakeup Ed Mason (Wallace Mosier in private life), who has been farm program director since 1938, was transferred to the continuity department and Roy Battles, associate farm director since last June, was made head of the farm program department.

Leighton Mitchell, continuity director, was shifted to the research and marketing department of the merchandising division. The continuity and copyright departments were consolidated with Bernie Matteson, former copyright chief, named director of the new setup.

FALSE representations with respect to the number of tubes contained in certain radio sets will be discontinued under a stipulation entered into last week with the Federal Trade Commission by the Manhattan Auto & Radio Co., Washington, D. C.

they go together...

KOMA OKLAHOMA CITY



Represented by THE WALKER COMPANY

a MUTUAL station

AP

WMIN, St. Paul, Minn.

. . . without question AP is the best news service which WMIN has ever used.

Frank M. Devaney
Ass't General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.



WCSC thinks CBS is tops...BUT!

Good as CBS is...and we think it's tops in talent, public service and news...we know we need even more than the best in network radio to tick in tune with the heartbeat of Charleston. We need locally planned, locally produced public service programs ...education and entertainment to capture the spirit of fast-growing Charleston; to keep WCSC the strong civic force it is in the life of our community.

We think we have them.

Programs like our "Good Neighbors", produced by WCSC and broadcast under the sponsorship of the Southern Furniture Company.

Every Monday through Saturday morning, at 8:45, *our* good neighbors turn to this program to hear a musical tribute (accompanied by flowers) to the "Good Neighbor" of the day. It may be the woman who took care of her neighbor's children in time of illness; the man who rushed out to take in his neighbor's laundry when a storm blew up unexpectedly; the little girl who helped an old lady across the street. It's a nice gesture to nice people (our people) for the nice things they do every day.

"Good Neighbors" is the kind of program WCSC likes to do. *Wants* to do. Our listeners expect it. It sells furniture (in quantity) for the Southern Furniture Company, too!

WCSC

CHARLESTON, SOUTH CAROLINA

John M. Rivers, Owner

Represented Nationally by Free & Peters



STOVIN & WRIGHT PARTNERSHIP SPLIT

PARTNERSHIP of Stovin & Wright, station representatives at Toronto and Montreal, formed in 1941 has been dissolved and the two principals will return to business individually as station representatives on Jan. 1. Horace N. Stovin & Co. will continue with the bulk of the stations; C. W. Wright will continue to represent a small number of stations.

Mr. Stovin, a radio veteran, was supervisor of station relations of the CBC Toronto, when he went into the representative field in October 1940, with offices at Toronto, Montreal and Winnipeg. The following year Joseph Hershey McGillvra sold his Canadian representative business to Mr. Stovin and Mr. Wright, who was manager of the Toronto McGillvra office.

The break-up of the firm will see Mr. Stovin with 22 station and Mr. Wright with two stations, CKAC and CKCO. No special reason was given for the split, except that Mr. Stovin wishes to expand further and Mr. Wright wants only a small operation. For the time being they will share the same offices in the Victory Bldg., Toronto, because of office space shortage.

Mr. Stovin has announced that Jim R. Knox will be sales manager at Toronto, with J. R. Pearcey from the Montreal office transferred to Toronto as assistant sales manager. W. West, recently discharged from the Royal Canadian Air Force, will be on the sales staff. He was with Pacific Coast stations in the United States before the war. G. E. Rutter heads a new research department at Toronto. The Montreal office will be in charge of Ralph Bowden, recently discharged from the Royal Canadian Navy, and will be located in the Keefer Bldg. The Winnipeg office will continue in charge of A. J. Tony Messner, and a Brandon, Man., office has been opened in charge of Wally Grigg.

Pabst Change

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), on Jan. 6 replaces *Kenny Baker Show* with *Danny Kaye Show* on CBS stations, Saturday 8-8:30 p.m. Series will star the film comedian and feature Harry James with a 26 piece orchestra. Lionel Stander, film comedian, completes the cast. Ken Niles is announcer. Dick Mack, Hollywood producer of Warwick & Legler, has been assigned to the program.

Opera Albums

VICTOR Recordings of Metropolitan Opera stars are offered free to listeners by the Texas Co., sponsor of the weekly opera series on the Blue, Saturday, 2-5 p.m. As part of each broadcast, Olin Downes, chairman, and a panel of experts answer questions on opera sent in by listeners, with winners of questions selected receiving an album of recordings. Agency for the Texas Co. is Buchanan & Co., New York.

SURVEY FINDS HIGH VIDEO ATTENDANCE

AN AVERAGE of 8.2 persons per television set viewed election returns as telecast by the three New York video stations Nov. 7, according to replies to a blind questionnaire sent out by NBC to check on the public's reaction. 4,528 questionnaires were mailed Nov. 22, 835 had been returned by Dec. 12, of which 595 or 71.3% said they had viewed returns on their television receivers.

Of the 595, 60.2% reported watching one station only, 14.4% saw programs of two stations and 25.4% viewed all three. Of the 57.4% who also listened to the radio, slightly more than half (56.9%) thought television was better, but answers to the question as to the most interesting video feature of the evening gave first place to entertainment interludes. with 26.3% of the votes, followed by teletype news on the screen. with 25.7%. News commentators were rated first by only 11.1% of the televiewers and other features somewhat less.

New Chicago Agency

TRADE Developments Corp., Chicago, a new advertising agency, is headed by Jay C. Williams, president, former partner of Crowell, Crane, Williams & Co., Chicago; Morris F. Swaney, vice-president, formerly with U. S. Adv. Corp., Chicago; and George F. Drake, secretary-treasurer, former account executive and vice-president of Hill Blackett Co., Chicago. Club Aluminum Products Co., Chicago; G. Barr & Co., Chicago (Balm-Barr); Victor Mfg. & Gasket Co., Chicago (automotive parts), are the accounts listed by the new corporation. "Plans are being formulated for use of radio," Mr. Drake announced. Offices are in the Field Bldg., 135 La Salle St. Phone is Dearborn 6650.

Sports Ethics Code

SPORTS Broadcasters Assn., New York has adopted a code of ethics pledging its members to refrain from attacking an established sport without full evidence; to observe commercial contracts for coverage of athletic events; to abjure from personal animosities; and to respect news release deadlines at all times. The four-point code is prefaced by a pledge to maintain high standards of accuracy in reporting. The Association also voted to establish a national associate membership. The code was drawn up by a committee composed of Ted Husing, CBS; Bud Watson, UP radio sports editor; and Bill Slater, freelance.

Cards Promoted

GIBSON ART Co., Cincinnati (greeting cards), on Dec. 5 began participation in Mildred Carlson's *Home Forum*, quarter hour show, 3 times weekly on WBZ Boston and WBZA Springfield; Dec. 6 *Martha Dean*, half hour participation show, 5 times weekly, WOR New York; Dec. 11 *For Women Only*, quarter hour participation show featuring Ruth Chilton, 3 times weekly on WCAU Philadelphia. Contracts for 26 weeks were placed by Christiansen Adv. Agency, Chicago.



STRICTLY INSTRUMENTAL	Col. 36579
LAMENT TO LOVE	Col. 36222
CHERRY	Col. 36683
YOU'VE CHANGED	Col. 36390
MISIRLOU	Col. 36390
WALKIN' BY THE RIVER	Col. 36069
LOST IN LOVE	Col. 36285

These are but a few of the many BMI-licensed titles recorded by James. See DISC DATA for the complete list.

"The Horn" entered the ranks of professional musicians upon graduation from high school. Benny Goodman heard him in 1937 and put him in the famous Goodman trumpet section. James formed his own orchestra in 1939 and his rise to the top was sensational. BMI is pleased and proud to salute a truly great artist!

BMI

NEW YORK CHICAGO HOLLYWOOD

what makes a . . .



EXCLUSIVE

EXCLUSIVE because of the enormous pouch that hangs from its lower bill, used like a scoop-net to capture and store food, the Pelican likes company and lives in large communities. Best known is Pelican Island, Florida. In flight, the Pelican flaps its wings and sails alternately, staying close to water, diving for fish, often traveling 50 miles in search of food for its young.

EXCLUSIVE because of its constant campaign to provide EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING, FM Radio Station K-O-Z-Y . . . Pioneer FM Voice in the Kansas City Area . . . is a fixed quality habit with Kansas City's first quality audience. KOZY is ready today to immediately assume added community leadership with FM expansion tomorrow. Don't overlook this extra value! Ask for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station

KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer  **in the Kansas City Area**



EVELYN STARK



Director of Radio

MacFARLAND, AVEYARD & CO.

Chicago

Now Is the Time

(Continued From Page 15)

terial. When such an announcer, however, presents so-called news items, colored to give the listeners wrong impressions, belief of listeners in radio news is undermined.

Most of the above comments refer to network broadcasts, but spot business presents acute problems. During the campaign, many independent committees are created. The names of these committees are often confusing. For instance, the American Democratic National Committee was bitterly opposed to the re-election of President Roosevelt. The Independent Republican Committee endorsed President Roosevelt.

One-minute political transcription may contain material that is dynamite. The misuse of Gen. Hershey's quotation in the past campaign is only one example. The fact that we, in radio, do not have the right of censorship, but yet may be held responsible for political broadcasts is just another reason why we need a new radio law.

Provision should be made in any revision of the statute to save stations and networks harmless for any slanderous statements made by a candidate or a speaker appearing on behalf of a candidate.

Many stations refused one-minute political spots. This is a policy that might well be considered for universal adoption.

Networks rightfully barred the use of dramatics by political advertisers. Some individual stations likewise barred political dramatics. The question of what constitutes dramatic presentation, however, varies considerably. To avoid difficulties in the 1948 campaign, radio should develop a generally accepted definition.

As one who has been lucky enough to have been on both sides, may I suggest that we, in radio, carefully consider how we are going to handle the 1948 Presidential campaign—not in August, 1948, but sometime soon.

Instead of handling a political campaign as a necessary evil, let's do something positive that will win us friends in the home and in Congress.

Steele to WHN

JOHANNES STEELE on Jan. 1 will transfer his nightly news commentaries from WMCA New York to WHN New York, following eight years on the former station. Plans for putting Mr. Steele, who has had the highest Hooper rating of any local commentator in New York, on the Blue Network for an unidentified sponsor fell through when the network declined to add another commentator to its already lengthy list. J. Raymond Walsh, director of research and education of the CIO, succeeds him at WMCA.

BRAND NAMES GROUP IS EXPANDING SCOPE

BRAND Names Research Foundation, New York, formed last spring by a group of clothing manufacturers to promote better public understanding of the role of brand names and trade marks in providing consumer protection, employment and business growth, is expanding its representation into the food and drug field and has under way a two-way radio promotion program.

Major effort is the distribution of seven radio flashes each week to 510 stations, the list representing mainly women commentators, with some program directors and men commentators also requesting the service. The bulletins combine colorful human interest material relating to trade-marks with arguments on the value of brand names.

The foundation recently sent some 3,500 retail stores a second series of flashes written so the name of the store and product can be incorporated in the copy. Some 70 department stores have requested the material.

Standard Brands Inc, and Sterling Drug Inc. are among the latest to join the foundation.

WHOM Acquires Space In 711 Fifth Ave. Bldg.

CRAIG LAWRENCE, vice-president and general manager of WHOM Jersey City-New York, last Tuesday signed long-term leases for 35,000 ft. of space in the building at 711 Fifth Ave., New York, which has been renamed the Look Bldg., following the lease of 100,000 sq. ft. by *Look* magazine, which like WHOM is a Cowles property [BROADCASTING, Dec. 11].

Second and mezzanine floors will be turned into offices and studios for WHOM and its proposed FM affiliate and for the national sales offices of the Cowles stations as soon as building materials required for extensive alterations are again available. Former headquarters of NBC until that network moved to Radio City, the 711 address has retained its place in the radio atlas as the headquarters of World Broadcasting System.

Tube on Display

A 100 kw water-cooled tube which has had 12,501 hours of service at CBK Watrous, Sask., will be on display in the Winnipeg offices of Canadian Broadcasting Corp. in a special display cabinet being built by George Brockman, CBK operator.

says Evelyn

"The flexibility of spot broadcasting solves a maximum number of radio advertisers' problems."

we agree 100%

"With spot broadcasting you get the station you want, in the market you want, at the time you want."

John Esau
General Mgr.

KTUL

5000 Sales-Productive Watts in Tulsa

CBS . Free & Peters, Inc.

YOU SELL WHEN YOU BUY

WHDH

BOSTON'S POPULAR-*Plus* STATION

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

CHNS

HALIFAX
NOVA SCOTIA

The Busiest Commercial Radio Station of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

Red Galluses... or White Tie?

"They're all the same to me! You see, I represent WTCN and when the folks in the flannel shirts want to hear programs they like, we've got 'em scheduled at those times . . . And when the boiled shirts tune in we're airing out shows that they like. So, all in all, it's a safe bet that WTCN reaches all of 'em sometime in the 18 hours!"



Look at WTCN's program schedule and you'll see what Zeke means. Shows are presented at the times when the people we want to reach can listen best —whether they wear "red galluses" or "white ties." That's the reason WTCN delivers for advertisers in the great midwest.

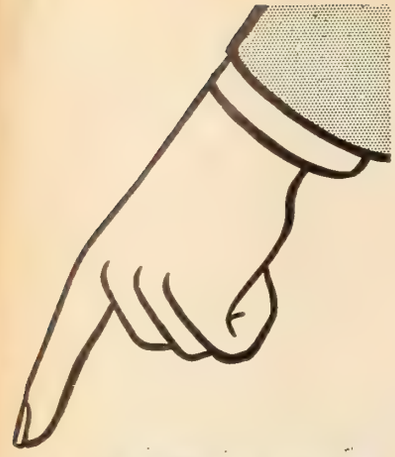
STATISTICS ON WTCN DAY COVERAGE	Population 1,836,424	Families 510,117	Families with Radio 374,640	Potential Audience . 1,346,704	**RETAIL SALES $908,036,000**
STATISTICS ON WTCN NIGHT COVERAGE	Population 1,685,051	Families 468,080	Families with Radio 349,670	Potential Audience . 1,248,812	**RETAIL SALES $732,971,000**

WTCN

THE BLUE NETWORK

MINNEAPOLIS • SAINT PAUL, MINNESOTA

FREE AND PETERS . . . *National Representatives*



NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

FCC Refuses to Ease Net Rule

(Continued from page 14)

morning segment. In lieu thereof, petitioners will arrange for an additional half-hour in each weekday evening segment and an additional hour in the Sunday evening segment.

4. The proposed modification will not result in any greater amount of daily time being under option for network programs than is now permissible but, on the contrary, will result in a smaller amount of total hours being optioned.

5. Your petitioners believe that the public interest, convenience and necessity will be promoted by the requested change.

The Commission's letter to NBC denying its request follows:

The Commission today denied your request to amend Regulation 3.104 by adding thereto the following sentence:

"In the event a station does not option the full three hours permissible under this Regulation in the 8 a.m. to 1 p.m. segment of the broadcast day, it may, in addition to optioning three hours in the 6 p.m. to 11 p.m. segment, also option in that segment for network programs one-half of the difference between three hours and the total hours it options in the 8 a.m. to 1 p.m. segment; provided, however, the total time optioned by a station in the 6 p.m. to 11 p.m. segment shall not exceed 3½ hours on any weekday nor four hours on a Sunday."

One purpose of Regulation 3.104 was to leave 14 of the 35 evening hours in each week free of network option, in order to foster the development of local programs. It appears, however, that even under the present regulation your network now sells to commercial sponsors some 7¾ of the 14 evening hours reserved from option; and that even without an option you are still able to deliver to advertisers substantially the entire network, with only a handful of stations substituting local for network programs.

The result of permitting an additional half-hour of network option time in the evening segment would appear to be, at least in the case of NBC, to leave practically no time in that segment available for local programs. Clearly, this would not be in accordance with the policy of the chain broadcasting regulations.

With reference to the number of hours in the morning segment which are subject to network option, the Commission is of the opinion that your present policy of restricting the number of option hours to less than the maximum permitted under the regulation is commendable. The Commission likewise concurs fully in your statement that interference with local programs which have met with public acceptance and which are sought for use by local civic, patriotic and religious groups, local church services, and other highly important local program schedules of years' standing is to be avoided.

In the light of the opinion expressed in your petition that these local progams serve a recognized local need and are in the public interest, the Commission assumes that NBC will not desire to discontinue its present policy of optioning only two hours in the morning segment despite the fact that a maximum of three hours is permissible under the present regulation.

Letter to Cowles

Text of the Commission's letter to Cowles Broadcasting Co. follows:

The Commission today denied the petition, submitted by Iowa Broadcasting Co., requesting an amendment to Section 3.103 of the Regulations in order to permit a station to enter into a new network affiliation contract more than six months prior to the effective date of such contract.

The petition alleges that a station which is affiliated with one network may not enter into an affiliation contract with a second network until its contract with the first network has expired. This is not the case. A station affiliated with one network but desiring to change its affiliation to another network may, under the regulations as presently drawn, enter into an affiliation contract with the second network at any time, provided that the effective date of the contract is not more than six months from the entering into of the contract.

Nothing in the regulations prevents dual affiliation. As a matter of fact, Regulation 3.101, governing exclusivity of affiliation, and Regulation 3.104, governing option time and prohibiting exclusive options, were designed in part to make sure that affiliation with a second network would be possible. Various stations have in fact met the problem of transferring from Network A to Network B by affiliating with both during a transitional period. Accordingly, no amendment to Regulation 3.103 appears necessary in this connection.

The petition further alleges that an applicant for a new station cannot enter into a contract with a network more than six months in advance of the date upon which he receives a license. This is not the case. An applicant for a new station can enter into a contract with a network at any time, provided only that the period covered by the contract shall not be in excess of two years, and that the contract shall not be entered into more than six months before the beginning of such period. The contract can provide, for example, that the two-year period which it covers shall begin six months from the date upon which it is entered into, but that actual broadcasting of network programs shall begin when the station is first authorized to go on the air.

It is, therefore, the view of the Commission that the problems raised in the petition can be fully solved by appropriate contractual provisions within the present regulations.

Dalton Appointed

BENDIX Aviation Corp. radio division has appointed Jack T. Dalton as eastern district manager for the New York territory, Leonard C. Truesdell, general sales manager for home radio, announced. Mr. Dalton, who was formerly eastern sales manager for the Crosley Radio Corp. and Grigsby-Grunow (Majestic) radio companies and more recently associated with RCA-Victor, also will handle special assignments in connection with the company's expanding nation-wide organization.

Blue's New Rate Card

BLUE Rate Card No. 32, dated Jan. 1, 1945, has been issued in a new booklet format with a pull-out strip that shows all stations listed alphabetically on one side and the network groups on the other. In addition to a 2½% reduction of discounts the card shows a change in the standardization of rebates so the daytime rebate is the same as the nighttime one, 12½% for 52 consecutive weeks of broadcasting.

WJLS

BECKLEY, WEST VIRGINIA

Expands its market..*

*Daytime coverage increases 1,390 square miles...with 110,741 additional potential listeners (FCC survey).

now at 560 *on the dial*

CBS NETWORK

Represented by Burn-Smith

BLUE NETWORK

WFMJ

YOUNGSTOWN, O.

28th U. S. METROPOLITAN DIST.

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco



RADIO KEEPS UP FIRE NEWS FLOW

WGAR First on Scene With Mobile Transmitter

Radio here yesterday was doing its share in keeping the public informed of the fire and explosions at the East Ohio Gas Co. liquid gas storage tanks at the foot of E. 61st Street. WGAR was the first station with a mobile transmitter at the scene. Manny Eisner of WGAR reported members of the staff saw the fire from the station's studios on Hotel Statler.

Eisner, Sutherland Dewitt, Clyde Vortman and John Saunders hurried to the scene by automobile. Reporting back to the station they were informed the mobile truck was already on the way.

Sid Andorn and Engineer Clare Taylor got the mobile unit on the air around 3:45 p. m., yesterday, Eisner reported. The unit was also put into service as an emergency communication center getting messages through for the police, coast guard and Red Cross. The public address system on top of the truck was used to summon various police officers, physicians and officials at the scene of the fire.

WGAR supplied its sister station, WJR, Detroit, with a direct broadcast of the tragedy with Andorn at the microphone.

At approximately 9:15 last night, John F. Patt, manager of WGAR, called to report that Announcer John Saunders was in a radio-equipped plane over the burning area. WGAR was able to pick up and rebroadcast Saunder's word description of the scene. WGAR was also supplying the Columbia Broadcasting System with bulletins on the fire.

Excerpts, Cleveland Plain Dealer

Tragedy descended on Cleveland when giant liquid gas storage tanks exploded, set fires, took a toll of 130 dead and 32 missing. Staff members of Radio Station WGAR volunteered, entered the stricken area to help save lives and property . . . another example of the station's philosophy—"in service of home and nation."

More POPULAR at this season



More POPULAR at all seasons, WHBQ has more local accounts than any other Memphis station

Sincere wishes for a Joyous Christmas from WHBQ and RAMBEAU

SOUTH'S 24-Hour Station

WHBQ

Robt. A. Hurst, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

Probers Clash Over Report to House

Defense of Commission Foreseen After Inquiry

By BILL BAILEY

DISAGREEMENT over legislation as a result of its two-year inquiry marked the final days of the House Select Committee to Investigate the FCC, as the Committee staff worked feverishly last week to prepare a report to be filed with the clerk of the House by midnight Jan. 2, when the 78th Congress expires.

Reports were that the Committee, often split over procedure, would pass out of existence divided as to whether the FCC should be curbed or given even broader powers. There was general agreement that new legislation is needed, but indications were the majority report would tend to defend the Commission, while the minority report would demand sweeping revision of the Communications Act to spell out the FCC's powers.

Uniform Accounting?

It was learned that the Committee report will contain a recommendation that Congress enact legislation requiring a uniform system of accounting for all stations as recommended at the closing session by Charles R. Denny, FCC general counsel (see story page 62). Whether the Committee also would recommend supervision over sale prices was problematical, although Rep. Richard B. Wigglesworth (R-Mass.) has contended that high prices amounted to "trafficking" in frequencies.

Whether or not the investigation, undertaken through resolution (HRes. 21) introduced by Rep. E. E. Cox (D-Ga.) in January 1943, accomplished anything, it did cost the taxpayers a quarter-million dollars. Of the $110,000 appropriated by the House, $4,700 remained after December salaries were paid. Only a few outstanding bills were unpaid, according to Robert B. Barker, general counsel, who said more than $4.000 would be returned to the Treasury. At the FCC it was estimated that the investigation cost well over $100,000 in man-hours alone, aside from exhibits and photostats prepared for the Committee (see page 62).

The investigation formally closed at 10 p.m. Saturday (Dec. 16) after an all-day inquisition into the 1937 sale of WLWL New York by the Paulist Fathers to Arde Bulova was held. The sessions, however, branched out into various phases of Mr. Bulova's activities, both in radio and other business affairs.

Concluding the Bulova inquiry shortly before 10 p.m. the Committee went into executive session on a final phase of the WMCA case in which Donald Flamm had charged he sold WMCA New York to Edward J. Noble in 1940 "under duress." At the conclusion of the brief session Chairman Lea (D-Cal.) announced the Committee would make no public disclosures regarding the WMCA case until the report is filed.

It was understood, however, that the Committee's report will contain nothing more than a passing mention of the WMCA sale, despite the furore that phase of the House inquiry caused.

In a last-minute telegram to Chairman Lea, Handelman & Ives, New York counsel for Mr. Flamm, charged the Committee with "whitewash" in conducting part of the WMCA investigation publicly and the remainder underground. "The conduct of your investigation has been highly irregular and improper," wired the attorneys. At the same time they telegraphed Speaker Rayburn (D-Tex.), alleging the Committee had "resorted to star chamber procedure" and that the investigation had "deteriorated to a whitewash". As in previous wires from Mr. Flamm's counsel the Committee took no action.

Garey Charged 'Whitewash'

Punctuated by dissension both inside and out of its ranks, the Select Committee has had two chairmen, three general counsels and several changes of staff members since its inception. Rep. Cox resigned in late September 1943, shortly after Commissioner Clifford J. Durr demanded in an open letter to Speaker Rayburn that the chairman be removed.

Following the appointment in early October 1943 of Rep. Lea, charges that the investigation would be "whitewashed" were heard in Congress, but the venerable Californian, also chairman of the Interstate & Foreign Commerce Committee, met such charges with indignant denials. He contended he would demand a "fair and impartial" investigation.

Eugene L. Garey, Cox-appointed general counsel, had been sniped-at from time to time. It was no secret that Rep. Lea desired Mr. Garey's resignation, but a majority of the Committee refused to accept it. Then last February the Committee, after two days of hearings, voted 3-2 to postpone further inquiry into the WMCA sale pending

AMERICA'S MOST POWERFUL INDEPENDENT STATION • 50,000 WATTS

SEASON'S GREETINGS from

WHN

1050 KILOCYCLES NEW YORK

STATION OF

SPORTS • MUSIC • NEWS

50,000 WATTS • AMERICA'S MOST POWERFUL INDEPENDENT STATION

HUNTING FOR MORE BUSINESS IN IDAHO?



KSEI

POCATELLO • IDAHO

litigation in New York courts. Mr. Garey resigned, denouncing the majority for what he termed "sheer whitewash". His entire legal staff walked out with him.

Harry S. Barger, chief investigator, was appointed acting general counsel and hearings were resumed. John J. Sirica, Washington attorney, was named general counsel in April. Mr. Barger resigned in August to join the Republican National Committee research department and Mr. Barker was named chief investigator.

Latest hearings in the WMCA sale began Nov. 22. On the same day Rep. Warren G. Magnuson (D-Wash.), Senator-elect, wired his resignation as a Committee member to Speaker Rayburn and Rep. Percy Priest (D-Tenn.) was named to succeed him. Six days later the Committee, by a 3-2 vote, went underground to complete the WMCA hearings behind closed doors. In open session Mr. Sirica, also charging a "whitewash", resigned. Mr. Barker was named general counsel on Dec. 1.

Although the Committee had announced that the Dec. 16 hearing would be into the 1937 sales of WLWL and WOV to Mr. Bulova, little testimony was given in that connection, save by Rev. Edward Lodge Curran, president of the Catholic Truth Society, and James P. Kiernan, former business manager of WLWL. Considerable inquiry was made, however, into Mr. Bulova's other enterprises until objections by Rep. Louis E. Miller (R-Mo.) were sustained.

Chairman Lea several times remarked that the hearing was called specifically to investigate the sales of WLWL and WOV and that other stations acquired by Mr. Bulova and his affiliations with the Bulova Watch Co. were irrelevant.

Marks Clears Bulova

Witnesses included, in addition to Father Curran and Mr. Kiernan: A. Edward Masters, attorney for the estate of the late John Iraci, former owner of WOV and WPEN Philadelphia; Hyla Kiczales, former manager of WOV and one-time secretary to Mr. Iraci; Rosel H. Hyde, FCC assistant general counsel in charge of broadcasting; Leonard Marks, chief of the new facilities section, FCC Law Dept.; Ben S. Fisher, Washington counsel for Mr. Bulova and president of the Federal Communications Bar Assn.; Harold Lafount, general manager of the Bulova radio interests; Sanford Cohen, New York counsel for Mr. Bulova; Mr. Denny.

Father Curran hinted that Mr. Bulova had held hidden ownership in several stations including WORL Boston, but Mr. Marks testified that the FCC had conducted a thorough investigation, and although no decision has been handed down, investigators could find no evidence where "Bulova money was routed to WORL through Lafount". With reference to charges by Miss Kiczales that a secret agreement had existed between Mr. Bulova and Mr. Iraci concerning WPEN, Mr. Marks said statements taken by FCC investigators "indicated that no such contract existed, with the exception of one by Miss Kiczales".

He said the reason the Commission did not grant the WPEN sale to the *Philadelphia Bulletin* until Dec. 9, day before an option was to expire [BROADCASTING, Dec. 11, 18], was that investigators still were attempting to find the purported "agreement".

Mr. Bulova testified that he kept no personal records of accounts and when Mr. Barker inquired about his income tax, Rep. Miller protested that the Committee "has never been authorized to go into income tax; we're supposed to investigate the FCC." Rep. Lea sustained the objection.

When Mr. Barker asked the witness if he had made application for a passport to Europe as a correspondent for WOV, Rep. Miller again objected and Chairman Lea ruled: "It's unfair to go into matters not connected with the FCC and give wings to charges."

Records Subpenaed

As Mr. Bulova left the stand Mr. Barker served him with a subpena *duces tecum* calling for all business records pertaining to his radio interests.

Rep. Miller indicated last week that he would file a minority report "if the Committee report doesn't cover what I think it should." Rep. Wigglesworth also is expected to file a separate report. Until Rep. Miller joined Reps. Edward J. Hart (D-N.J.) and Priest in voting to discontinue the WMCA hearings he had been aligned with Rep. Wigglesworth in demanding open hearings. Chairman Lea joined Rep. Wigglesworth in dissenting against the executive sessions.

Biscuit Addition

MANCHESTER BISCUIT Co., Sioux Falls and Fargo, will begin sponsorship Jan. 8 of quarter hour shows Monday through Friday on WDAY KFYR WEBC WHLB WMFG in addition to their programs now on WDGY WNAX KRNT KMA. Contract for 52 weeks was placed by George H. Hartman Adv., Chicago.

Today's BEST BUYS
AUDIENCE TESTED FOR BUSY TIME BUYERS

A full page of them in the January 8th issue of BROADCASTING on stations

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Nancy Osgood

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WRC
REPRESENTED BY NBC SPOT SALES
Washington





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WCOU, Lewiston

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Tighter FCC Control Over Business Advocated by Denny

General Counsel Urges Law Requiring Uniform Account System; Hints at Price Supervision

TIGHTER control over radio, particularly business practices, is being sought of Congress by the FCC.

In the final session of the House Select Committee to Investigate the Commission on Dec. 16, Charles R. Denny, FCC general counsel, asked for three amendments to the Communications Act of 1934—one giving the Commission authority to require a uniform system of accounts at all stations; one defining the FCC's supervision over sale prices of stations and a third a revision of Sec. 310(b) relating to transfer of control.

Following is text of Mr. Denny's statement:

On the question of prices of radio stations, I would like to say a word on behalf of the Commission and point out something that I think this Committee might want to give attention to. The Commission has construed the present Federal Communications Act as not giving it any authority to deal with the prices for which radio stations are sold. As the Commission construes the Act, it cannot fix the price. The price is a matter for private negotiation between the parties.

The Commission has reported its construction of the Act to the Congress. . . . It would be very helpful if the Congress would give some instructions in the form of an amendment to the Communications Act indicating how Congress intends that its administrative agency should deal with a matter of that kind. . . . Commissioner Durr does not share in that construction and filed a separate statement of his own at the time that that construction was announced to the Congressional Committees. However, that is the construction of the majority of the Commission and, right or wrong, they have reported their construction and they are awaiting further instructions from the Congress on that point.

Under the present act it would be exceedingly difficult to deal with that problem because you do not have uniform accounts for these radio stations. You have no uniform standards with which to determine what would be the proper basis for placing a price on one of these radio stations.

In the utilities that we regulate the Commission has specific authority from Congress to prescribe a uniform system of accounts, so that we know what every piece of property they have is worth, their original cost, their replacement value. With respect to radio stations we have no such power. We have not a starting point at which to make a determination as to what the proper price for selling should be.

I think the Commission does need further instructions from the Congress upon that. I think it was the intention of the Commission, in making the recent report to Congress, to request the Congress to give it further instructions, if the Congress is not satisfied with the present procedure. We are helpless until the Congress acts.

On the point of a uniform system of accounts, I think there is this further very important point: . . . We should have specific statutory authority to require all transactions with respect to a radio station to be kept in one uniform book, so that we would never have to go running all over town to find out what was really going on in that station. It would be all in one place and uniform at every station. That would be a very desirable amendment.

I would recommend such an amendment. I am speaking on my own now and I am not making a recommendation for the Commission itself. It has not formally voted on it. I take the responsibility, and I am doing it in my role as general counsel for the Commission.

Those two amendments I would recommend, and I would also strongly again recommend a revision of Sec. 310(b), a clarification of Sec. 310(b) which governs transfers of control of these radio stations.

Testifying Sept. 7 before the Committee which was probing the sale of WFTL Ft. Lauderdale-Miami, Mr. Denny said:

I don't personally advocate fixing the rates and making public utilities of these radio stations, because I think competition in the radio industry is the ideal way of preserving free speech. I think that common carrier regulation of radio stations would be undesirable. I think the present Sec. 310(b) of the Act . . . is inadequate because it does speak in terms of control. I am not speaking for the Commission, because they have not taken a formal vote or made a recommendation on this matter, although I think Chairman Fly has made a recommendation to the Senate Interstate Commerce Committee for the amendment of Sec. 310(b).

In my opinion Sec. 310(b) should be amended so as to give the Commission control over the transfer of smaller interests. I would advocate that the Commission be given jurisdiction over transfers of 15 or 20 or certainly 25% interests. I think if a man owns a 15 or 20 or 25% interest in so important a mechanism as a radio station, it is very desirable that he come before the Commission and let the Commission find out who he is and approve his ownership.

Mr. Denny submitted the following proposed amendment to Sec. 310(b):

Amend Sec. 310(b) of said title III by deleting said paragraph and substituting the following:

"(b) The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any persons, nor may stock or other participation in the ownership of any corporation holding a license, whether or not such transfer constitutes a transfer of control, be transferred to any person, if as a result of the transfer the transferee will hold 20% or more of the stock or other participation in ownership, unless the Commission shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing."

EXPENSIVE PROBE
Cost of FCC Quiz by House Near Quarter-Million

CONSERVATIVE estimates place cost to the taxpayers of the House Select Committee investigation of the FCC at nearly a quarter-million dollars.

Created in January 1943 the Select Committee is scheduled to expire at midnight Jan. 2 with the 78th Congress at a total cost of $106,000, appropriated by Congress alone. In addition the FCC spent well over $120,000 in salaries, exhibits and incidental expenses involved in the probe.

Figures compiled by the FCC Law Dept. show that 149 staff members devoted at least an hour or more at the investigation. A total of 49,009 man-hours were consumed by Commission personnel, digging up files, facts and figures for the Committee. Charles R. Denny, FCC general counsel, estimated that 6,126 man-days were consumed by Commission personnel, or approximately 20 man-years.

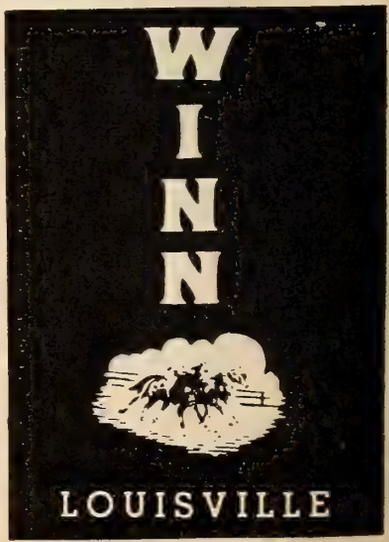
Nathan David, former assistant general counsel, spent full time, a total of 1,600 hours until he left the FCC in November 1943 to enter the Navy, and his successor, Peter Shuebruk, devoted 2,900 hours—or all his time to the inquiry.

Mr. Denny spent 1,700 hours or 212½ man-days—two-thirds of a working year and Walter White, administrative assistant to the general counsel, devoted 2,528 hours to the investigation. Altogether, 4,811 items were filed with the Committee, aside from scores of station files and other Commission data.

'Digest' Award

RADIO'S outstanding musical discovery of the year, according to a poll conducted by *Magazine Digest*, Toronto, is Leonard Sues, orchestra conductor on Bristol-Myers Co.'s *Eddie Cantor Show* on NBC. Conferred on Mr. Sues on last Wednesday's broadcast, award is the first of its kind to be made by the magazine, and will probably be followed by similar awards from year to year, according to Murray Simmons, publisher.





Regional WLB Panel Reaffirms Rule Denying Assigned Fee to Announcers

REAFFIRMING a position taken last August by the National War Labor Board in the WMAL case, a Chicago regional WLB panel has recommended unanimously that AFRA demands for assigned fees for commercials at seven Chicago B stations be denied. Instead, the panel favored a flat 15% increase in the salaries of announcers, retroactive to Nov. 1, 1943. Stations involved are WJJD WIND WAAF WAIT WGES WSBC WCFL.

In its report on the dispute, the panel found that the union's proposal that announcers receive extra fees ranging from 25c to $1.50 for commercials (excluding spots) would increase compensation paid to announcers by $15 to $39 a week.

The panel took issue with AFRA's contention that the assigned fee system used on "A" stations should also govern "B" stations. On this point the report declared:

The Panel . . . is of the opinion that a provision which in the case of A stations produces no additional earnings must be carefully scrutinized before it is applied to the B stations where its effect on wages would be substantial. The pattern generally established in the industry is that the A stations pay higher rates for the same work on the assumption that the larger stations require a higher degree of skill and talent. The Panel can see no basis on which it can recommend a provision which would have the opposite effect.

The precedent established with the A stations does not appear to the Panel to be conclusive, first because the A stations are permitted 12 15-minute announcements before program fees become operative, second because the arrangement has in fact produced no supplementary revenue for the announcements on A stations. Had the union's request been exactly the same in this instance the demand of the union might appear valid on the basis of principle but it must be recognized that the B stations carry many more commercial announcements than do the A stations and that it would be very difficult to develop a formula on this point that would be acceptable to both parties.

The panel expressed the opinion that the Board would probably be unwilling to set up any schedule of program fees in view of the decision in the WMAL case in which the Board reversed the recommendation of the hearing officer and denied the request for pay-within-pay. Even if the parties could reach some agreement for a schedule of fees departing from the established form of compensation, the panel observed, the Board "would find it necessary to scrutinize the effects of the agreement in terms of the Stabilization Order and would limit increased earnings to those permitted under the order."

In recommending that the request for supplementary program fees be denied, the panel stated that the facts in the case "do not support the claim of gross inequality as between announcers in the A and B stations". In recommending a 15% increase in rates, as against a 10% increase plus supplementary fees requested by AFRA, it declared that such an increase would be proper under the wage stabilization order inasmuch as pay raises granted the announcers since the war were the culmination of negotiations which had been going on for several years.

In the WMAL case, the WLB denied AFRA's request for a schedule of fees for assigned commercial broadcasts but granted an increase of $50 a month in the base salary of staff announcers [BROADCASTING, Aug. 28]. A petition filed by the union for reconsideration of the decision was granted by the Board on Oct. 29 but no action has yet been taken.

Overseas Xmas Show

WMCA New York, bringing holiday greetings for the second Christmas from New York, New Jersey and Connecticut servicemen stationed in far-off points of the world [BROADCASTING, Nov. 27], expanded this year's broadcast to cover a 20-hour period, one of the largest and most elaborate programs of its kind in radio history. Estimated overall costs, including line charges for overseas pick-ups, may run close to $20,000. With all commercial programs cancelled from noon to 7 a.m. the following day for a ten-hour broadcast and recorded repeat, Nathan Straus, WMCA president, last week expressed special thanks to advertisers for cooperating in relinquishing their time. All of the communications systems in this country, he said, as well as the BBC, Chinese News Service, and the Australian Broadcasting Co. gave unselfishly of their time to make the program possible.

WNOE Seeks Shift

PETITION was filed with the FCC last week by WNOE New Orleans for reinstatement of application requesting a construction permit to change frequency from 1450 kc to 1060 kc, increase of power from 250 w to 50,000 w and installation of a directional antenna for day and night use. KYW Philadelphia is now on the 1060 kc clear channel assignment.

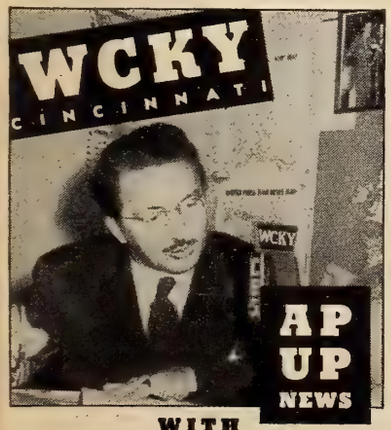
Porter Heads FCC

(*Continued from page 13*)

nee, Chairman Wheeler said.

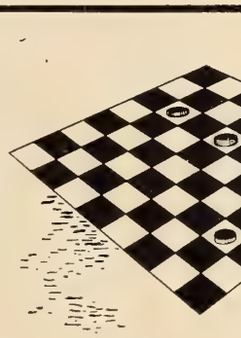
Moreover, minority members of the Committee are said to hold the view that the Craven vacancy properly should go to a Republican, although technically it can go to one of any political faith. With the Porter appointment, there are three Democrats, two Republicans and one Independent (Mr. Jett) on the Commission. The law specifies that not more than four members of the seven-man Commission shall be affiliated with the same political party.

The 40-year-old Kentuckian comes to the FCC helm with an extensive background as a newspaperman, lawyer and Government official [BROADCASTING, Nov. 20]. From 1937 until 1942 he was Washington counsel for CBS. After serving as deputy administrator of OPA in charge of rent control he became associate administrator of the War Food Administration in June 1943 and the following month became associate director of the Office of Economic Stabilization. Last March he became director of publicity for the Democratic National Committee and resigned that post to accept the FCC appointment. Since 1941 he has been a lecturer on administrative law at Catholic University.



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Actions of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 16 TO DECEMBER 22 INCLUSIVE

Decisions . . .

DECEMBER 16

WSYR Syracuse—Granted motion requesting 60-day continuance hearing on application for CP new set 12-21-44; continued same to 2-21-45.

DECEMBER 19

960 kc-KROW Oakland, Cal.—Granted vol. assgn. license from Educational Broadcasting Corp. to KROW Inc. for $250,000 plus.

1240 kc-WGGA Gainesville, Ga.—Granted acquisition of control by sale of 20 sh (11.43%) outstanding capital stock by Austin F. Dean to Charles Smithgall for $5,375.

1170 kc NEW-New Haven Broadcasters, New Haven, Conn.—Granted petition in part to reinstate application for CP new standard station 1 kw D, and designated said application for hearing.

1270 kc-KGGU Mandan, N. D.—Granted vol. transfer control from J. K. Kennelly and T. G. C. Kennelly (joint owners), J. K. Kennelly and Palace Theatre Co., by transfer 146 2/3 sh (66 2/3%) capital stock to W. S. Russell, H. S. Russell, W. R. Russell, J. W. Lanterman, H. W. Lanterman, A. M. Femrite, W. H. Walton and F. M. Foster for $3,667

1580 kc NEW-Texas Broadcasters, Houston, Tex.—Designated for hearing application for CP new standard station 1 kw D 500 w N unlimited.

WJZ New York—Adopted order denying petition for rehearing filed by WJZ, directed against 11-9-44 order of FCC granting KWBU special service authorization for 1030 kc 50 kw DA, during hours local sunrise to local sunset Corpus Christi. Also adopted order denying petition filed by WJZ requesting reconsideration of FCC 10-9-1944 order granting in part its motion for enlargement of issues in hearing on applications of KOB for mod. CP and for license to cover CP as mod. (Dockets 6584 and 6585).

1450 kc-WNOE New Orleans—Granted vol. assgn. license from WNOE Inc. to James A. Noe, no monetary consideration.

1450 kc-KNOE Munroe, La.—Granted vol. assgn. license from WNOE Inc. to James A. Noe, no monetary consideration.

1450 kc-WILM Wilmington, Del.—Granted transfer control from J. Hale Steinman and John F. Steinman, by sale 404 sh (66 2/3%) voting stock and 68 sh (66 2/3%) non-voting preferred stock to Alfred G. Hill for $125,000.

1400 kc-WAGF Dothan, Ala.—Granted mod. license change hours operation from D to unlimited.

790 kc-KECA Los Angeles—Granted license renewal on regular basis.

Earl C. Anthony Inc.—Adopted order dismissing application for renewal of license of KECA Los Angeles pending in Docket 6602.

WJZ New York, WENR Chicago, KGO San Francisco, KECA Los Angeles—Granted vol. assgn. license WJZ WENR KGO KECA and 4 associated relay stations from Blue Network Inc. to American Broadcasting Co., Inc., no monetary consideration.

1400 kc NEW-Granite District Radio Broadcasting Co., Salt Lake City—Granted extension of time to 1-13-45 within which to comply with procedural conditions attached to conditional grant for new standard station.

1600 kc NEW-Central Valley Radio, Lodi, Cal.; Valley Broadcasting Co., Pomona, Cal. Designated for consolidated hearing application of Central Valley Radio for CP new standard station 250 w unlimited and application of Valley Broadcasting Co. for CP new standard station 500 w unlimited.

950 kc-WSPA Spartanburg, S. C.—Granted license renewal for regular period.

1380 kc-KTSM El Paso, Tex.—Granted license renewal for period ending not later than 11-1-47.

1390 kc-WCSC Charleston, S. C.—Same.

1190 kc-KEX Portland, Ore.—Granted further extension of license on temp. basis only pending determination of license renewal application, in no event later than 3-1-45.

620 kc-KGW Portland, Ore.—Same.

110 kc-WBT Charlotte, N. C.—Same.

1470 kc-KRBC Abilene, Tex.: San Jacinto Broadcasting Co., Houston, Tex.; KPLC Lake Charles, La.—Granted petition to reinstate application for CP change 1450 kc to 1470 kc, increase 250 w to 1 kw, make changes DA, and designated said application for consolidated hearing with application of San Jacinto Broadcasting Co. for CP new standard station 1 kw unlimited; and with application of KPLC to change assignment from 250 w unlimited time to 1490 kc to 1470 kc 1 kw unlimited, install new trans. and make changes in antenna.

NEW-Evansville on the Air Inc., Glenwood, Ind.—Granted CP new developmental broadcast station 1 kw unlimited, special emission for FM on frequency to be assigned by FCC chief engineer.

NEW-Zenith Radio Corp., Chicago—Granted CP new experimental television station to operate with 4 kw (peak) visual; aural 4-6 kw, unlimited, frequency to be assigned by FCC chief engineer.

NEW-Intermountain Broadcasting Corp., Salt Lake City—Granted CP new experimental television station to operate with 400 w (peak) visual; 200 w aural, unlimited time, frequency to be assigned by FCC chief engineer.

1240 kc-WBAX Wilkes-Barre, Pa.—Set for further hearing applications of Wilkes-Barre Broadcasting Corp. (Docket 6135); Central Broadcasting Corp. (Docket 6169); Northeastern Pennsylvania Broadcasters Inc. (Docket 6170) and Key Broadcasters Inc. (Docket 6171) for CPs new standard stations at Wilkes-Barre, to be consolidated with hearing on application of John E. Stenger Jr. for regular license for WBAX.

1400 kc NEW-Charles P. Blackley, Staunton, Va.—Granted CP new standard station 250 w unlimited; conditions.

1240 kc-WCHV Charlottesville, Va.—Granted mod. license operate on 1240 kc with 250 w unlimited time; conditions.

1230 kc-WFVA Fredericksburg, Va.—Granted mod. license operate on 1230 kc with 250 w unlimited time; conditions.

1450 kc NEW-Thomas G. Tinsley Jr., Richmond, Va.—Granted CP new standard station 250 w ST-WBBL Richmond; conditions.

1450 kc-WBBL Richmond, Va.—Granted operation on 1450 kc with 250 w during specified hours: Sunday 11 a. m. to 12:15 p.m. and 8-9 p.m. only; conditions.

1240 kc NEW-Southside Virginia Broadcasting Corp., Petersburg, Va.—Granted CP new standard station 250 w unlimited; conditions.

DECEMBER 20

WFBM Indianapolis—Granted petition insofar as it requested leave to intervene in hearing on application of Courier Broadcasting Service for new station Birmingham, Ala. (consolidated with Magic City Broadcasting Co. (Docket 6679), Patterson Broadcasting Service (Docket 6680); Thomas N. Beach (Docket 6681); dismissed petition insofar as it requested enlargement of issues to be determined in hearing on Courier Broadcasting Service.

Ronald B. Woodyard, Utica, N. Y.—Granted petition for leave to amend application for CP, so as to specify new and different trans.; application as amended retained on hearing docket.

Utica Observer-Dispatch Inc., Utica, N. Y.—Granted petition for leave to intervene in consolidated hearings on applications of Utica Broadcasting Co. and Ronald B. Woodyard for CPs.

WGTM Wilson, N. C.—Granted motion for continuance hearing new set 1-8-45, re mod. license, and Durham Broadcasting Co. for new station Durham, N. C.; hearing continued to 3-8-45.

Tentative Calendar . . .

DECEMBER 28
Consolidated Hearing

1230 kc NEW-Marietta Broadcasting Co., Marietta, Ga.—CP 1230 kc 250 w unlimited.

1230 kc NEW-Chattahoochee Broadcasters, Marietta, Ga.—1230 kc 250 w unlimited.

Other Party—WBLJ Dalton, Ga.

DECEMBER 29

1580 kc NEW-Harold H. Thoms, Durham, N. C.—CP 1 kw unlimited.

Applications . . .

DECEMBER 18

1550 kc-WSOC Charlotte, N. C.—CP change 1240 kc to 1550 kc.

1550 kc-WSOC Charlotte, N. C.—CP change 1240 kc to 1550 kc, increase 250 w to 10 kw, install new trans. and DA-N, and change trans. site.

1240 kc NEW-Teche Broadcasting Co., New Iberia, La.—CP new standard station 250 w unlimited.

47,700 kc NEW-Josh L. Horne, Rocky Mount, N. C.—CP new FM station, 7,250 sq. mi., $35,300 estimated cost.

1240 kc-WSAP Portsmouth, Va.—CP change 1490 kc to 1240 kc (Petition to reinstate).

49,700 kc NEW-WFAM Inc., Lafayette, Ind.—CP new FM station, $12,860 estimated cost.

1000 kc NEW-Taylor Radio & Television Corp., San Diego—CP new standard station 250 w unlimited (Dismissed at request of attorney).

DECEMBER 19

1450 kc NEW-Mitchell G. Meyers, Ruben E. Aronheim & Milton H. Meyers, Brocton, Mass.—Cp new standard station 250 w unlimited.

Channel 3 NEW-WITH Baltimore—CP new commercial television station.

48,100 kc NEW-WMC Memphis—CP new FM station, 19,640 sq. mi., $117,500 estimated cost.

NEW-National Broadcasting Co. near Dixon, Cal.—License to cover CP new international broadcast station (KNBC).

NEW-National Broadcasting Co., near Dixon, Cal.—License to cover CP new international broadcast station (KNBA).

DECEMBER 20

1450 kc NEW-Standard Life Broadcasting Co., Meridian, Miss.—CP new standard station 250 w unlimited.

47,500 kc NEW-Georgia School of Technology, Atlanta, Ga.—CP new developmental broadcast station 1 kw and special emission for FM.

1060 kc-WNOE New Orleans—CP change 1450 kc to 1060 kc, increase 250 w to 50 kw, install new trans. and DA-DN and move trans. (petition to reinstate).

1400 kc NEW-Dorman Schaeffer, Klamath Falls, Ore.—CP new standard station 250 w unlimited, amended re change type trans. (petition for reinstatement dismissed-lack of prosecution).

People's Radio Stock

PLANS were completed last week for issuance of stock by the People's Radio Foundation, recently incorporated in New York State to operate a community FM station under the support and control of labor and other progressive groups [BROADCASTING, Dec. 11]. Formal license application will be filed with the FCC as soon as from $25,000 to $30,000 worth of shares have been sold. Formal approval for the stock has not been received yet from the Securities & Exchange Commission. Members of the foundation's temporary executive committee include Joseph Brodsky, attorney and legal representative; Rockwell Kent, artist and general president, International Workers Order; and Samuel Novick, president, Electronic Corp. of America; Leverett Gleason, editor, *Reader's Scope*; and A. A. Heller, president, Jefferson School of Social Science.

Network Accounts

All time Eastern Wartime unless indicated

New Business

WASHINGTON COOPERATIVE Egg & Poultry Assn., Seattle (Lynden poultry), on Dec. 13 started *Collins Calling* on 13 NBC Pacific stations, Sun. 10:15-10:30 p.m. (PWT). Agency: Pacific National Adv., Seattle.

BRISTOL-MYERS Co. of Canada, Montreal (Ipana toothpaste and Sal Hepatica), on Jan. 2 start *Allan Young's Show* on 24 CBC Dominion network stations, Tues. 8:30-9 p.m. Agency: Ronalds Adv. Agency, Montrel.

Renewal Accounts

CELANESE Corp. of America (Celanese products) on Jan. 3 renews *Great Moments in Music* on 136 CBS stations, Wed. 10-10:30 p.m. Agency: Young & Rubicam, N. Y.

LEVER BROS., Cambridge (Lifebuoy Soap), on Jan. 4 for 52 weeks renews *Bob Burns Show* on 78 NBC stations, Thurs. 7:30-8 p.m. (repeat: 9:30 p.m.). Agency: Ruthrauff & Ryan, N. Y.

CURTISS CANDY Co., Chicago (candy), on Dec. 30 renews *Warren Sweeney-News* on 138 CBS stations, Sat. & Sun. 11-11:05 a.m. Agency: C. L. Miller Co., Chicago.

INTERNATIONAL SILVER Co., Meridan, Conn. (Sterling & Silverplate) on Jan. 7 renews *Adventures of Ozzie & Harriet* on 142 CBS stations and 21 CBC stations, Sun. 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

WM. WRIGLEY Jr. Co., Chicago (gum), on Dec. 28 for 52 weeks renews *The First Line* on 140 CBS stations, Thurs. 10-10:30 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

CITIES SERVICE Co., New York (gas & oil), on Jan. 26 for 52 weeks renews *Highways in Melody* on 69 NBC stations, Fri. 8-8:30 p.m. Agency: Foote, Cone & Belding, N. Y.

SINCLAIR REFINING Co., New York (oil, gasoline), on Jan. 2 renews period for 52 weeks on 148 MBS stations, Tues., Thurs. and Sat. 8-8:15 p.m. replacing Arthur Hale's *Confidentially Yours* on 118 Midwestern and Southern stations with Frank Singiser's *Sinclair Headliner*, and continuing *Headliner* on 30 Eastern MBS stations. Agency: Hixson-O'Donnel Adv. Inc., N. Y.

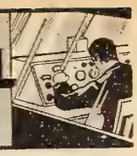
STANDARD BRANDS, New York (Yeast) for 52 weeks has renewed *One Man's Family* on 122 NBC stations, Sun. 8:30-9 p.m. Agency: Kenyon & Eckhardt, N. Y.

MUTUAL BENEFIT Health & Accident Assn., Omaha, on Jan. 12 for 52 weeks renews *Freedom of Opportunity*, Fri. 8:30-9 p.m. at the same time adding 35 MBS stations, making a total of 214 MBS stations. Agency: Arthur Meyerhoff & Co., Chicago.

Down South It's
WLAC
NASHVILLE, TENN.
★
50,000 WATTS

THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY
★
NATIONAL REPRESENTATIVES
PAUL H. RAYMER

in the CONTROL ROOM



MAX E. MARKELL, at one time engineer at WHN and WNEW New York and WHOM Jersey City, and later engineer on radio receiver design for Interstate Broadcasting Co., New York, has joined RCA as specialist on industrial tube applications in the equipment tube section at the company's Harrison, N. J. plant. For the past four years, Mr. Markell has serviced as chief of the vacuum tube section of the U. S. Signal Corps at Camp Evans.

DR. DONALD B. SINCLAIR, member of the engineering staff of General Radio Co., Cambridge, Mass. since 1936, has been named assistant chief engineer in charge of circuit development.

BILL SLATER, after nine months overseas with the OWI, has returned to the control room staff of WGAR Cleveland.

DALE GORDON, released from the Navy, has joined the KPO San Francisco engineering department as an apprentice engineer.

RODNEY HAWKINS, KPO San Francisco apprentice engineer, is the father of a boy.

ROBERT DEHART, CBS general shortwave engineer, having completed West Coast assignment, has returned to his New York headquarters.

SEYMOUR F. JOHNSON, engineer of KFI Los Angeles assigned to government research for the armed forces, has been appointed station FM and television facilities engineer. Returning from radiation laboratory of Massachusetts Institute of Technology in mid-December, his appointment follows recent ground-breaking ceremonies for KFI Mt. Wilson, Cal. television and FM transmitters.

W. G. RICHARDSON has been appointed transmission and development engineer of Canadian Broadcasting Corp. He has been with the CBS since its start in 1936 and succeeds **K. A. MacKINNON** who resigned to enter consulting practice.

VICTOR J. ROWE, operator of CBK Watrous, Sask., has been transferred to the new Canadian Broadcasting Corp. shortwave station at Saskville, N. B.

JACK SMITH, formerly of Vancouver, has joined the operating staff of CBK Watrous, Sask.

CHARLES FRITZ, engineer on WPEN Philadelphia, and **LYDIA WORTHINGTON** of Philadelphia were married Dec. 16.

ROBERT L. BLAGG has been transferred from the announcing staff to the engineering department of WAJR Morgantown, W. Va.

CHARMS ASSUMES WCAP OWNERSHIP

FORMAL transfer of controlling interest in WCAP Asbury Park, 500 w outlet on 1310 kc, to its new owner, Charms Candy Co., Bloomfield and Asbury Park, took place Friday, Dec. 15. Mrs. Georgia A. Burley, mother of the late Thomas Burley, appeared at a meeting of the out-going board of directors to turn over from the Thomas Burley Estate 21 shares of stock, representing 55.3% of the total stock, for $39,758. Having acquired 11 additional shares from minority stockholders [BROADCASTING, June 26] the company now holds 32 of the 38 shares, Mr. and Mrs. Nicholl Liebsman, owning the remaining six shares.

Walter W. Reid Jr., president, Charms Candy Co., was elected president of the board at a reorganization meeting the same day; his son, Walter W. Reid 3d, Charms advertising manager, secretary. Morris Scheck, vice-president, Scheck Adv. Agency, Newark, which handles the Charms account, was named vice-president and general manager, and Vera N. Scholes, station manager. Miss Scholes has been acting general manager, and was formerly assistant treasurer. Ross Cameron, vice-president, Charms Candy Co., was elected treasurer and Richard W. Stout, attorney who handled the transaction for Charms, was elected to the board of directors. Spot Sales has been named national representative.

New owner plans to move station and studio to the top floor of the Electric Bldg., owned by Tastyyeast Candy Co., a Charms subsidiary, as soon as the present tenant's lease expires. Expanded facilities, including two studio audience rooms and newsroom will be installed.

MBS SALES UP 50%; TOTAL 20 MILLION

IN A YEAREND review which omitted any reference to the recent change in its presidency, Mutual last week reported that sales for 1944 topped $20,000,000, up more than 50% over 1943; that 50 new affiliates were added during the year, bringing the Mutual total to 245, of which 146 are in one-station markets.

Mutual pointed with pride to its broadcasts of the Detroit Symphony orchestra, to be expanded from 30 minutes to a full hour weekly in January; renewal of the Cleveland symphony series; *Let's Face the Issue* forum; its dominance in dance band broadcasts, and to the acquisition of Phillips Carlin as vice-president in charge of programs.

Report also cited the centralized news operation established this year under direction of John Whitmore and establishment of a news bureau in San Francisco. Exclusive World Series broadcasts highlighted the network's sports reporting, which covered 74 major events in 1944.

CBS Poster Award

FIRST prize, consisting of a War Bond, in the fall campaign of WISN Milwaukee was won by Cioline Radke for her poster. The contest was a tie-in with the CBS national "Complete the Drawing Contest". Posters were based on caricatures of CBS talent. Miss Radke and other winners received their prizes on a radio program broadcast on WISN.

ALL PUCKERED UP FOR PERSIMMON (Ky.)?

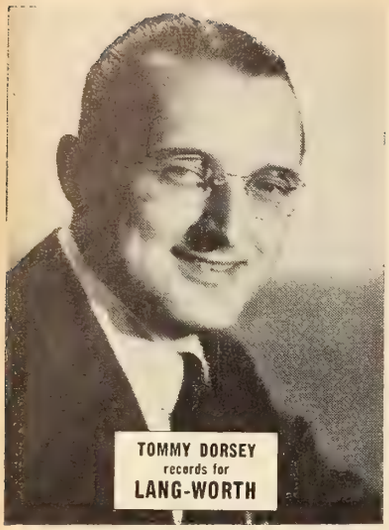
Then unpucker, brother! Persimmon isn't rich in business plums. That kind of fruit doesn't grow in open country, here in Kentucky. But it does grow in the *Louisville Trading Area*, where WAVE takes its NBC broadcasts into homes which have more than half of the State's total buying power. This market's no Persimmon—it's a peach!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

It's a Habit in Baltimore



WCBM
BALTIMORE'S LISTENING HABIT
The Blue Network Station
JOHN ELMER, President
GEO. H. ROEDER, Gen. Manager
FREE & PETERS, Inc.
Exclusive National Representatives



FOUR TOP MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky. Huntington, W. Va.*

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

WING
Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio
Dayton, Ohio
WEED & CO *National Representatives*

have you made your blood bank deposit today?

Disc Showdown

(*Continued From Page 18*)

not fight this issue the results can only be additional and more unreasonable demands.

From a 250 w NBC affiliate: We firmly believe NAB should take stand on this issue. Petrillo's constant definance of Government orders must be checked if these rules are to mean anything. It is time for not only the radio industry but for every democratic thinking person to speak and act.

From a 100 w NBC affiliate: We urge you to take a firm stand supporting NLRB. We will stand behind you 100%.

From a 50 w Blue affiliate: If Petrillo wins in this fight we might as well give him the radio industry. For once, let's fight through to the finish, avoiding any kind of compromise.

From a 250 w Blue affiliate: The radio industry is not made up of mice. Radio cannot observe an honest 25th anniversary in 1945 while bowing before little Caesar. We cannot pledge our listeners broadcasting that will continue to give vigorous expression to the American principles that made communications possible unless we stand pat on this vital issue.

From a 250 w Blue affiliate: The present situation is intolerable and should be brought to a head once and for all. Am quite willing to get along with little or no music for the next two years and wait for a rival musicians' union to come into being. The industry should take a definite stand now against any and all such criminal racketeering practices. We urge and expect you to take a firm stand upholding NLRB.

From a 5 kw Mutual affiliate: NAB has another big chance to demonstrate industry leadership by calling upon broadcasters and networks to accept Petrillo's challenge and fight issue to a finish.

From a 250 w Mutual affiliate: This must be Petrillo's stopping point. The radio industry must not fail on this one.

From a 250 w Mutual affiliate: Having a showdown now will be much less costly than later. It may not even be possible later.

Small Stations Threatened

From a 100 w Mutual affiliate: Small stations especially interested since our very existence might be threatened if saddled with high-salaried platter turners. Industry should stand firmly behind NLRB decision.

From an owner of a group of regional stations: I have seen the gradual encroachment of parasitical interests until we now face one of the greatest dangers of all, namely Petrillo. A united front is essential.

From a nonaffiliate: If he gets by this time, additional burdens will be brought out. We urge NAB to fight this issue.

Approval of the position taken by BROADCASTING in its Dec. 18 issue, in an editorial entitled "Stand Up and Fight: II", urging the networks to call Petrillo's bluff, gave further evidence of the industry attitude. One midwest station owner who wired Mr. Ryan that "every broadcaster, NAB and networks should stand up and be counted under NAB leadership for showdown with Petrillo" wrote BROADCASTING he was unable to foresee "where this thing is going to stop when the networks keep knuckling to Petrillo."

Declaring the industry has never been in a better position to fight on an "all-out basis", the broadcaster suggested that "someone should call on all networks to take a firm and undivided stand".

Conley Is Named Manager of KEX

APPOINTMENT of J. B. Conley, manager of Westinghouse stations WOWO and WGL Fort Wayne, as general manager of KEX Portland, operation of which will be taken over by Westinghouse Dec. 28, was announced last week by Lee B. Wailes, general manager of Westinghouse Radio Stations Inc.



Mr. Conley

Mr. Conley, a veteran in the Westinghouse organization, and office manager and auditor of the Fort Wayne stations prior to his promotion to manager in October 1940, will arrive in Portland about Jan. 1 to assume his new duties. Mr. Conley, a Pennsylvanian, joined Westinghouse in 1925 beginning in the accounting department. He was a sergeant of a machine-gun company in France during the last war.

Confidence in the Industry

Simultaneously, Mr. Wailes announced appointment of Paul E. Mills, salesmanager of the Fort Wayne stations, as Mr. Conley's successor. Mr. Mills had been with the station for 11 years, and was elevated from the sales staff to salesmanager three years ago. A native of Fort Wayne, he is 36.

Referring to the acquisition of KEX by Westinghouse, Mr. Wailes said, "Purchase of KEX for $400,000 demonstrated again the confidence of the Westinghouse Co. in the business and industry of the Pacific Northwest and particularly of the important Portland area. It follows by only a few months the investment of approximately $100,000 by our company's manufacturing and repair department for new Portland quarters and facilities.

"Plans are under way for improvements and expansions of KEX, and we hope to so program and operate the station that it will render an even greater service to the Portland area."

An affiliate of the Blue operating on 1190 kc with 5,000 w power, KEX was purchased from the *Oregonian*, also owner and operator of KGW. Its transfer to Westinghouse was approved by the FCC on Nov. 28. At the same time the Commission approved sale by Westinghouse of WGL Fort Wayne to the Farnsworth Television and Radio Corp., for $235,000. The sale of both stations complies with the recent FCC order limiting ownership by a single operator to one standard station in a community.

Administrative office of KEX will be located at 815 S. W. Yamhill St., Mr. Wailes announced. Headquartering there will be the general management, sales, auditing, traffic, continuity and program management activities. "Because of the wartime shortages, KEX will continue to use the present studios and facilities which are shared with stations KGW and KWJJ at 1011 S. W. Sixth Ave. until such time as we can completely operate in a new and yet to be chosen location."

Under Westinghouse ownership, KEX "will keep pace with the rapidly developing and expanding radio broadcasting industry," Mr. Wailes reported. Plans call for FM, and, eventually, television.

AFM's KSTP PLEA REFUSED BY BOARD

BREAKING its precedent of issuing no decisions while a strike is in progress, the Sixth Regional War Labor Board last Thursday denied the demands of the AFM for a minimum quota of musicians and for make-work employment of platter turners at the Minneapolis studios of KSTP. Musicians at the studios have been on strike for about five months, having refused a previous order to return to work.

The Board denied the request that a minimum of eight staff musicians and that three record turners and one librarian be employed. It set up a wage schedule, retroactive to March 15, 1944, as follows: $34.56 for a work week of 13 hours, $40.42 for 16 hours and $46.40 for 20 hours. The union had demanded a wage of $52.50 for a 22-hour work week.

The Board's decision upheld the recommendation of the panel [BROADCASTING, Nov. 13], which had been held up under WLB procedure when the musicians resumed their strike after originally complying with a Board order to return to work. Members of the Regional Board are Philip Marshall and Dale Yoder (public), J. B. Beardslee and W. H. Hartz (industry), and Samuel C. Evett and Stanley T. Joers (labor). Labor members did not vote on the decision.

WBAX Consolidated

A NEW climax in the much-litigated WBAX Wilkes-Barre, Pa., case was reached last week when the FCC designated for further hearing—to be consolidated with a hearing on the application of John H. Stenger Jr., licensee of WBAX for regular license—four other applications. They include those of Wilkes-Barre Broadcasting Corp., Central Broadcasting Co., Northeastern Pennsylvania Broadcasters and Key Broadcasters, all seeking facilities in Wilkes-Barre. Decision in the WBAX case has been hanging fire a half-dozen years, station meantime operating on temporary license.

Pierce Honored

TRIBUTE was paid to Robert Morris Pierce, chief engineer for WGAR Cleveland, for his exploits while serving with the OWI in Europe and Africa in a statement inserted in the *Congressional Record* last week by Sen. Burton (R-Ohio).



YOU CAN ALMOST see the canary feathers on the chops of the Blue Network officials in this most candid of candid contract pictures. Gardner (Mike) Cowles Jr., president of Cowles Broadcasting Co., signs contracts affiliating three of his company's station—WNAX Yankton, KRNT Des Moines and WCOP Boston—with the Blue. Signing for the network is Chester J. LaRoche, vice-chairman. Standing are Keith Kiggins, vice-president for station relations, and Mark Woods, president.

FCC Approves Blue's Change To American Broadcasting Co.

THE LAST formal obstacle in the way of a change in the name of Blue Network to American Broadcasting Co. appeared to have been cleared last week with the approval by the FCC of the voluntary assignment of licenses of the Blue Network owned stations and associated relays to American Broadcasting Co., heretofore the holding company.

Blue officials reported no immediate plans for adopting the new corporate name in identifying the network, but said that such a change would be made in the future if it could be done without losing the goodwill benefit built over the years by use of the Blue. No such change will be made, however, it was said, until affiliated stations are consulted for their approval.

The process of change could be gradual through use of both the Blue and American Network names. American Broadcasting Co. is the holding company established by Edward J. Noble, Blue chairman, which acquired the Blue from RCA in October 1943 for $8,000,000 cash. All of the stock of Blue is held by American. Mr. Noble holds approximately 70% of American, with Chester J. LaRoche, chairman of Blue's executive committee, and Time Inc. holding 12½% apiece. Mark Woods, Blue president, and Edgar Kobak, former executive vice-president of Blue and now president of Mutual, also acquired small interests in American.

The FCC granted consent for voluntary assignment of the licenses of WJZ New York, WENR Chicago, KGO San Francisco, and KECA Los Angeles from Blue to American. There was no monetary consideration involved.

NBC CHANGES TIME RENEWAL CONTRACT

NBC advertisers whose contracts contain automatic renewal provisions have been notified by the network that those provisions are being dropped and all contracts will henceforth comply with the standard provisions of a 52-week maximum. The advertisers may request an extension by notifying the network 30 days before the contract's termination. The 20 or so advertisers affected by the change have been given the usual 52-week notice.

The practice arose about four years ago when one advertiser asked why he had to keep renewing all the time and if his contract couldn't run until he ordered it stopped. Other clients followed this example, but it has never become a general practice. The move is in line with trend of station and network operators to recapture some of the program control that is now largely held by advertisers and agencies, in the commercial program field, at least.

WJZ IS REFUSED TWO REHEARINGS

PETITIONS of the Blue Network Co. on behalf of its key station, WJZ New York, for rehearing in a special authorization grant to KWBU Corpus Christi, Tex., and for reconsideration by the FCC of its order in connection with a special authorization to KOB Albuquerque were denied last week by the Commission.

On Nov. 9 the FCC granted special authorization to KWBU to operate days on 1030 kc with 50 w power for six months, using directional antenna. WJZ asked for a rehearing, contending that KWBU has plans for fulltime operation on the 1030 kc channel.

KOB, regularly assigned to the 1030 kc channel, has been operating under special authorization on 770 kc, the WJZ frequency. Previously KOB had operated under special authorization on 1180 kc. On Oct. 9 the Commission granted in part a motion of WJZ for enlargement of issues in the hearing on applications of KOB for modification of construction permit, for a license to cover construction permit as modified, and authority to determine operating power by direct measurement.

WJZ contended that if the KWBU grant is permitted to stand and KWBU eventually goes fulltime on 1030 kc, then KOB could not return to its regularly-assigned frequency of 1030 kc and would remain on 770 with WJZ. Last week's action was the second time within a fortnight that the FCC had denied Blue Network petitions involving the KOB case. The network previously had been denied permission to consolidate its hearings to change frequency of KECA Los Angeles from 790 kc to 770 kc, with that of KOB for modification of its construction permit [BROADCASTING, Dec. 18].

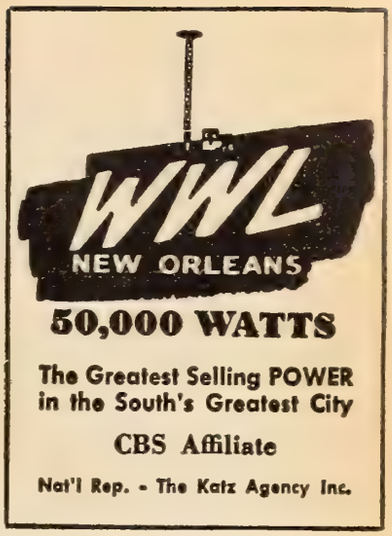
Several Features Added To West Coast Hooper

C. E. HOOPER Inc., New York, effective with the current report, incorporates new features in the "Pacific" network Hooper ratings and effects several changes in coverage and sample size for this service. The Hooper ratings sample 3-10 p.m. is increased by 16⅔%, and the 8 a.m. to 3 p.m. sample increased 10%. Spokane has been added to the list of four network cities (Los Angeles, San Francisco-Oakland, Portland and Seattle) covered and distribution of the sample has been adjusted to approximate the distribution of population of these cities.

Report now indicates plus or minus change over the last report for sets-in-use, Hooper rating, share of audience and for each time period not occupied by sponsored network program.

Seek Meridian CP

LICENSEE of WSLI Jackson, Miss., Standard Life Broadcasting Co., last week filed with the FCC an application requesting assignment of 250 w and unlimited time on 1450 kc for a proposed new standard local outlet at Meridian, Miss.









Four Standard, Three FM, Television Outlets Sought in New Applications

TEN NEW applications were filed with the FCC last week requesting facilities for four standard outlets, a television station, three FM outlets and other miscellaneous services.

Licensee of WSLI Jackson, Miss., Standard Life Broadcasting Co., has applied for new standard facilities of 250 w unlimited time on 1450 kc for a proposed outlet at Meridian, Miss.

Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, owners of WEIM Fitchburg, Mass., are applicants for a new standard local station for Brocton, Mass., on 1450 kc with power of 250 w and unlimited hours.

Louisiana Petition

Frequency of 1240 kc is sought for a new local outlet at New Iberia, La. by Teche Broadcasting Co., partnership composed of Frederic LeMieux (66%), manager and program director of KVOP, new local outlet at Plainview, Tex., and his mother, Edna Capo LeMieux (34%). Power of 250 w and unlimited time are requested. Mr. LeMieux during the past five years has been affiliated with WJHO Opelika, Ala.; WAML Laurel, Miss.; WSMB New Orleans; WDSU New Orleans, and WGCM Gulfport, Miss. as announcer and engineer.

Fifth application for a new standard station in Peoria, Ill., filed by Mid-State Broadcasting Co., seeks 1,000 w unlimited time on 1560 kc. President and 28% owner of the new company is William J. Kutsch, radio director and advertising manager of Swift's Premium Ham & Bacon Division, Chicago. William A. Kutsch, vice-president and 24% owner, is general supervisor of A. S. Staley Mfg. Co., corn products firm. Remaining interest is divided among a number of other businessmen.

Channel 3 commercial television facilities are requested by Maryland Broadcasting Co., licensee of WITH Baltimore.

Josh L. Horne, publisher of the *Rocky Mount* (N. C.) *Evening Telegram* and *Weekly News*, has filed application for a new FM station on 47,700 kc with 7,250 sq. mi. coverage. Estimated cost is $35,300.

WFAM Inc., Lafayette, Ind., owned by the same interests which operate WASK Lafayette, requests FM assignment of 49,700 kc. Approximate cost is $12,860.

Memphis Pub. Co., licensee of WMC Memphis, has filed for 48,100 kc and 19,640 sq. mi. coverage for its proposed FM outlet to cost an estimated $117,500.

Shift of assignment from 1240 kc to 1550 kc is asked in an application filed by WSOC Charlotte, N. C. which also requests increase of power from 250 w to 10,000 w, using a directional antenna at night.

A new developmental broadcast station on 47,500 kc is requested by Georgia School of Technology, Atlanta, Ga., to use power of 1,000 w with special emission for FM. Georgia Tech is licensee of the Atlanta standard outlet WGST.



TROPICAL TIME at the Army Expeditionary Station on Guadalcanal is tapped out on the cocoanut time signal rigged up by Pvt. Richard N. Sinclair, formerly of KSL Salt Lake City. He is an announcer with the station, a Mosquito Network outlet of the Armed Forces Radio Service.

Control Transfer Granted to Four

Two Grants Involve Change From Corporate Ownership

CONSENT to transfer of control of four stations was granted by the FCC last week with two of the shifts involving changes from corporate form to direct individual ownership and having no monetary consideration. Stations are: WGGA Gainesville, Ga.; KGCU Mandan, N. D.; WNOE New Orleans and KNOE Munroe, La.

Charles Smithgall, president, treasurer and 40% owner of Blue Ridge Broadcasting Co., licensee of WGGA, was granted acquisition of control through purchase of 20 shares (11.43%) capital stock for $5,375 from Austin F. Dean, former president now in the Navy who is unable to devote time to his interests in the station.

Mandan Grant

Consent to voluntary transfer of control of Mandan Radio Assn., licensee of KGCU, was granted from J. K. Kennelly and T. G. C. Kennelly (joint owners), J. K. Kennelly and Palace Theatre Co. through transfer of 146 2/3 shares (66 2/3%) capital stock for $3,667 to W. S. Russell, president and a group of businessmen. New owners are: W. S. Russell, H. S. Russell, W. R. Russell, H. W. Lanterman (each 27½ shares), A. M. Femrite, W. H. Walton and F. M. Foster (each 12 2/9 shares).

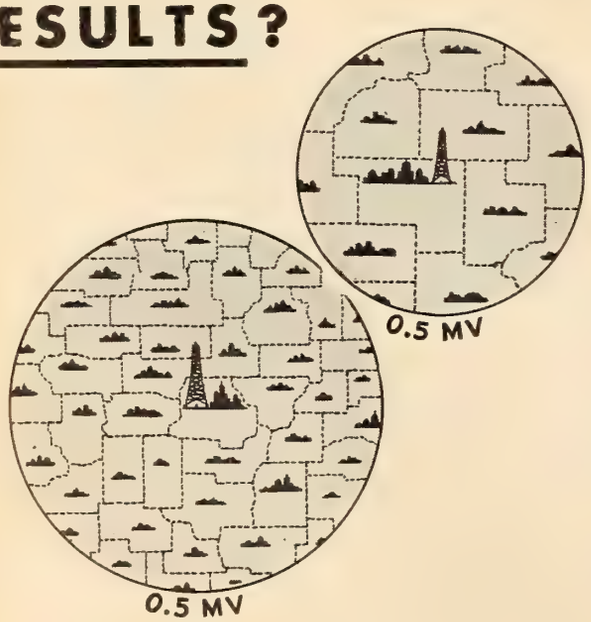
James A. Noe assumes direct ownership of WNOE and KNOE through grant by the Commission of transfer of control from the respective licensee corporations in which he held total interest.

Marines' Holiday Discs Are Sent to 30 States

MARINE Corps Public Relations, Radio Section, in special preparations for Christmas, sent out 116 shows to stations in 30 States, carrying holiday greetings from Marines in the Pacific. Recorded in the field on film, the messages were flown to Marine Corps Headquarters in Washington, processed and recorded on discs for distribution to local stations and the four networks. Most of the greetings were arranged so that groups of boys from the same locality were interviewed together.

USMC correspondents who made most of the holiday greeting recordings were: Sgt. Alvin M. Josephy, formerly of WOR New York; Sgt. Art King, of WEEI Boston and WHN New York; Sgt. Vince J. Lonergan, of Head of the Lakes Broadcasting Co., Duluth; Sgt. Edward C. Stodel, who had his own advertising agency in Los Angeles; Sgt. Richard E. Mawson, of WBAX Wilkes-Barre. Processing the recordings at Headquarters were: Sgt. Bill Franke, former radio editor of the *Washington Times-Herald;* Sgt. Keene Hepburn, technician for the recordings of the Saipan invasion, and Pvt. Pete Meisinger, of the radio and television section, Dept. of the Interior.

WHICH OFFERS GREATER RADIO RESULTS?



How can you judge a radio station's audience or effectiveness by the size of its territory or the population within its .5 MV contour?

Isn't it a question of how many people are *listening* to your particular program? A question of *competition?*

WDBJ at Roanoke is the ONLY station that satisfactorily covers Southwest Virginia. We get more results per dollar than many larger metropolitan stations. Let us *tell* you *about* it.

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION



FREE & PETERS, Inc., Natl. Representatives

WDBJ ROANOKE VA.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Continuity-writer—Good paying, permanent position for capable continuity-writer, with 1000 watt midwest regional network station. Box 929, BROADCASTING.

Operator-announcer. First class radio-telephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

Progressive daytime southern station needs chief engineer and announcer. The chief must be technically on his toes. The announcer? Just a good average man for newscasts and commercials. If you can double and handle both jobs, we'll up the ante. Send full information, transcription first letter. No drifters. Box 950, BROADCASTING.

Wanted—A good, dependable and capable announcer with at least two years experience in announcer-control operation. News, commercial and sustaining programs. If you want a good job with a solid Blue Network station in the east state full particulars in detailed letter. Write to Box 987, BROADCASTING.

Wanted—Licensed engineers for new midwest station going on air soon. Please submit full particulars in first letter. Write Box 991, BROADCASTING.

Efficient chief engineer, commercial manager and program director. Box 13, BROADCASTING.

Comptroller familiar with Remington Rand bookkeeping machine for local station setup. Box 14, BROADCASTING.

Wanted—Salesman for excellent opportunity in Rocky Mountain West. Excellent working conditions. Outstanding future. Box 15, BROADCASTING.

Radio station in middle west has opening for radio engineer. Must have either first, second or third class license. Write full qualifications and we will pay expenses for interview. Box 27, BROADCASTING.

Radio station in middlewest has opening for sales manager. Person may now be active in radio station sales' department but is looking for opportunity to expand. Must be qualified to completely supervise and sell local and national spot and network advertising. Fullest cooperation assured and expenses paid for interview. Please write full particulars and give as much detail as possible. Box 28, BROADCASTING.

HERE'S THE RIGHT SELLING JOB FOR THE RIGHT MAN. SALESMAN FOR A CBS AFFILIATE IN AN IDEALLY LIVABLE SOUTHWESTERN CITY OF HUNDRED THOUSAND POPULATION BUILT AROUND A GREAT UNIVERSITY. MAN MUST HAVE SOUTHERN BACKGROUND, ENOUGH AGE TO BE MATURE AND ENOUGH YOUTH TO WANT TO GROW WITH US. THE PLACE IS PERMANENT SO YOUR FIRST JOB IS TO SELL US. WRITE BOX 34, BROADCASTING.

Wanted—First class radio operator for old, established 5 kilowatt Florida broadcasting station. Excellent and permanent opportunity for experienced man. Advise age, draft status, background of experience, salary requirements. Box 38, BROADCASTING.

Wanted at KPFA, Helena, Montana, 250 watt, NBC affiliate; one announcer who can write commercial copy, handle sport shows and newscasts. Also, one straight announcer who can write copy. State experiences, references. Restricted permit not necessary, but bring additional salary.

OPERATORS

EARN $50 to $75 WEEKLY, established scale of increases, annual vacations, sick leave, good working conditions at metropolitan-non-IBEW station. Give qualifications and record of previous employment.

Box 23, BROADCASTING

Help Wanted (Cont'd)

Saleswoman wanted by 5 kilowatt network station in Florida's first market. Real opportunity for thoroughly competent saleswoman, experienced in handling city retail trade. Give age, experience and income requirements in first letter. Box 39, BROADCASTING.

Wanted—Two 1st class engineers. 3 announcers for North Carolina's newest station located Henderson, N. C., Henderson Radio Corp., Box 104, Henderson, N. C.

Wanted—First or second class operator—1 kw Blue station. Excellent opportunity. Pleasant working conditions. State salary. WTJS, Jackson, Tennessee.

Wanted—First or second class operator. Car necessary. Write FM station WBCA, 408 State Street, Schenectady 5, New York.

Immediate position available for combination man holding first class license telegraph. Telegraph collect station KFJI, Klamath Falls, Oregon.

Announcer, experienced only. 250 watt local with Mutual outlet. Capable of reading news, spinning platters and writing own continuity. Good position for the right man who can handle heavy commercial schedule. KDLR, Devils Lake, N. Dak.

Transmitter operator, radio telephone first required. NBC affiliate, 5,000 watts. Write complete details to Phil Hedrick, WSJS, Winston-Salem, N. C.

Situations Wanted

YOU CAN'T MISS WITH THIS MISS. ANNOUNCING AND SCRIPTWRITING THAT SELLS. VERSATILE RADIO EXPERIENCE WITH NBC BACKGROUND. WIRE BOX 974, BROADCASTING.

Broadcast engineer, administrative and network background. Now in Europe with United States government broadcasting station. Desires executive position either at home or abroad for postwar foreign or domestic projects. Box 20, BROADCASTING.

Situations Wanted (Cont'd)

Available. Third class operator and announcer. 25 years old. Draft exempt. Satisfactory service record. Experienced. Box 994, BROADCASTING.

Chief engineer kilowatt wants better position commensurate with ability. Three years college, electrical engineering, eight years experience. 50 kilowatt low and high frequency, directional, FM. Box 10, BROADCASTING.

Engineer—Now in supervisory position in 50 kw station desires position as chief of local or regional with plans for postwar expansion. 8 years experience, best of references. Box 11, BROADCASTING.

Announcer—Experienced, news, commercials, record shows, complete station routine. 4F. Available early January, audition immediately. New York City area only. Box 12, BROADCASTING.

Station manager—Now employed small station, desirous of enlarged opportunity. Successful record 16 years in advertising, last 10 in radio network, national sales and station experience. Able to originate and execute sound, practical, business-like ideas for sales, programming and public relations. Good education. Family man, 36. Stable. Accustomed substantial earnings. Box 16, BROADCASTING.

Program, production - director - announcer. Available middle of January. Thoroughly acquainted with all phases of broadcasting. Excellent radio voice. For past two years, program-production director of fast moving three network station in southwest. Will consider only excellent offers. Draft exempt. Wire Box 17, BROADCASTING.

Two announcers desire to return to California radio. Preferably southern area. Both have network experience, good voices, and personalities. Both 4F and neither crippled. Wire Box 18, BROADCASTING.

Smart local girl wants to make good with progressive Cincinnati agency. Good copy, promotion ideas, radio sense, experience. Potential time buyer. Doesn't smoke, your cigarettes are safe. Box 19, BROADCASTING.

Situations Wanted

Announcer, producer, MC, newscaster. Over ten years' experience in radio. 50 kw net affiliate experience as well as smaller stations. Have studied drama, speech, production, journalism, have produced, directed and acted in many shows on stage and air. 30, 4F, single, available on short notice. My next move must be my last. If definitely interested write Box 21, BROADCASTING, or wire Announcer, 1236 Pleasant St., S. E., Washington 20, D. C.

Experienced station manager, 41, desires connection with progressive station. Background includes network, regional and local station operations. Thoroughly experienced all phases of broadcasting. Box 29, BROADCASTING.

Announcer—Honorably discharged veteran. Go anywhere immediately. Good background. Consider any offer. Box 30, BROADCASTING.

Manager available immediately. Interested in executive position with station having prospects of post war development or with advertising agency as account executive in charge of radio. Age 41, married, one child. Active in radio 20 years, manager, 9 years, owned own station 1937 to 1941. Complete background and references on request. Box 37, BROADCASTING.

Producer-announcer. Excellent idea man. 15 years stage, radio, agency experience. 33, married, one child, 4F. Versatile ad lib MC. Box 41, BROADCASTING.

Wanted to Buy

Vertical raditor wanted. 250 feet or higher. Cash. Box 5, BROADCASTING.

Wanted to buy—Modulation and frequency monitors, turntables, speech input console. Prefer RCA equipment for 250 station. Box 984, BROADCASTING.

Inductance coils and high voltage capacitors, faradon or similar nature. Box 31, BROADCASTING.

Wanted to buy—Transmitter equipment. Advise what you have and lowest cash price. Box 35, BROADCASTING.

Recording equipment 12 or 16 inch dual speed turntables, feeding mechanisms or complete units Presto, Fairchild, Rek-O-Kut or similar. Lifetone Sound Recording Labs., 2013 Peoria Ave., Peoria, Ill.

Wanted—RCA, Gates or Western Electric console. Will pay cash. Henderson Radio Corp., Box 104, Henderson, N. C.

5 kw transmitter or component parts. Box 38, BROADCASTING.

For Sale

For sale—250 watt transmitter, FCC filing data, also frequency monitor. $3,000. Write Box 32, BROADCASTING.

Miscellaneous

Available 7:30 morning quarter Mon.-Sat. strip. UP news both ends. Also 9:30, MBS. 250 watts. Good buy. Box 24, BROADCASTING.

Will furnish equipment for radio station for interest. Box 26, BROADCASTING.

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Commercial Radio Equip. Co.
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CIRCLE 7-0193

Two Duopoly Sales Granted By FCC; Nine Cases Still Pend

Control of 20 Stations Shifted Under Rule Banning Multiple Ownership; KROW, WILM Latest

SALES of controlling interests in two more stations, made necessary under the FCC duopoly regulation (Sec. 3.35), were approved last week, leaving nine of 29 such cases still pending before the Commission.

Transfer of KROW Oakland, Cal. from Educational Broadcasting Corp. to KROW Inc. for $250,000 plus net quick assets and sale of controlling interest in WILM Wilmington by J. Hale Steinman and John F. Steinman to Alfred G. Hill, Chester, Pa., for $125,000 were given formal approval. Commissioners Paul A. Walker and C. J. Durr voted for a hearing in the WILM case.

Dumm Seeks KPAS Interest

With the KROW transfer, Wesley I. Dumm, principal stockholder in Educational Broadcasting Co., retains control of KSFO and the two international shortwave stations KWID and KWIX. New owners of KROW are Sheldon F. Sackett, Oregon publisher and owner of KOOS Coos Bay, Ore., 65% and Philip G. Lasky, vice-president and general manager of KROW the last five years, 35%.

Still pending before the Commission is an application by Mr. Dumm to acquire 25% interest in KPAS Pasadena, of which J. Frank Burke is principal stockholder. Mr. Burke also operates KFVD Los Angeles, and must divest himself of control of one station.

In the WILM transaction, the Steinman brothers sold 404 shares (66-2/3%) of the voting stock and 68 shares (66-2/3%) of the non-voting preferred stock to Mr. Hill, editor, publisher and lessor of the *Chester Times*. Plans are to move WILM to Chester [BROADCASTING, July 31]. The Steinman brothers, who head the Mason Dixon Group, own WDEL Wilmington and five other stations.

Pending Cases

Duopoly cases still pending include:

WOV-WNEW New York, Application of Arde Bulova and Maj. Harry D. Henshel to sell control of WOV to Murray and Myer Mester for $300,000, pending following hearing.

WEEU-WRAW Reading, Pa. Application of Berks Broadcasting Co., licensee of WEEU, to transfer license to George J. Feinberg, Joseph M. Nassau and Milton J. Hinlein for $210,000 pending.

WBAP Fort Worth; WFAA Dallas; KGKO Fort Worth-Dallas. Petition asking finding that duopoly regulation is not applicable pending, following hearing.

WMPS-WMC Memphis. Application by Scripps-Howard Radio organization to sell WMPS to Plough Inc., Memphis pharmaceutical manufacturers, for approximately $350,000 pending.

KGA-KHQ Spokane. Application of Maj. Louis Wasmer, owner, to shift KGA from 1510 to 880 kc pending; negotiations for sale of one station reported under way but no filings.

KFVD Los Angeles; KPAS Pasadena. Application pending for acquisition of 25% of KPAS by Wesley I. Dumm, by which J. Franke Burke would divest himself of control.

KSOO-KELO Sioux Falls, S. D. Application requesting finding that duopoly regulation is not applicable pending.

KOMO-KJR Seattle. Application whereby Fisher's Blend Station would acquire KOMO and Birt F. Fisher (no relationship) would acquire KJR pending.

WEOA-WGBF Evansville, Ind. Application requesting finding that duopoly regulation is not applicable pending.

Stations Affected

Stations involved in the duopoly regulation and actions as approved by the FCC follow:

KGBX-KWTO Springfield, Mo. Exchange of interests whereby Springfield Newspapers Inc. acquired control of KGBX for $25,000 and Lester E. Cox, Ralph D. Foster, C. Arthur Johnson and L. M. Magruder purchased control of KWTO for $100,000; approved Feb. 29.

KOIL Omaha; KFOR Lincoln; KFAB Lincoln. The Sidles Co., State Journal Printing Co. and Star Printing Co. sold KOIL and KFOR to Charles T. and James Stuart (Stuart Investment Co.) for $350,000 ($250,000 for KOIL); Sidles and newspapers retaining KFAB; approved April 18.

WJJD Chicago; WIND Gary-Chicago. H. Leslie, Ralph L. and Ralph Louis Atlass sold WJJD to Marshall Field for $696,000; approved July 5.

KECA-KFI Los Angeles; Earle C. Anthony Inc. sold KECA to the Blue Network Co. for $800,000; approved July 18.

KSO-KRNT Des Moines. Iowa Broadcasting Co. (now Cowles Broadcasting Co.) sold KSO to Kingsley H. Murphy for $275,000; approved July 25.

KOIN-KALE Portland, Ore. Exchange of interests whereby Journal Publishing Co. controls KALE and C. W. Myers and Mrs. Josephine Hunt acquired KOIN; approved Aug. 22.

WSBC-WAIT-WGES Chicago. WSBC sold by Gene T. Dyer and associates to owners of Miller Adv. Agency, Chicago, for $100,000 (approved Aug. 22); exchange of interests whereby Gene T. Dyer family controls WAIT and Dr. John A. Dyer (brother) and associates control WGES; approved Dec. 12.

WOWO-WGL Fort Wayne. WGL sold by Westinghouse Radio Stations to Farnsworth Telev. & Radio Corp. for $235,000; approved Nov. 27.

WLW-WSAI Cincinnati. Crosley Corp. sold WSAI to Marshall Field for $550,000; approved Aug. 27.

KEX-KGW Portland, Ore. KEX sold by Oregonian Publishing Co. to Westinghouse Radio Stations for $400,000; approved Nov. 27.

WSAN-WCBA Allentown, Pa. Allentown Call Publishing Co. relinquished control of Lehigh Valley Broadcasting Co. through stock sales approximating $44,900; WCBA subsequently deleted, WSAN now fulltime; approved Feb. 29.

KLRA-KGHI Little Rock. Exchange of interests whereby KLRA was acquired by Gazette Publishing Co. for $275,000 and A. L. Chilton and wife, Leonore, retained KGHI; approved May 30.

KJBS-KQW San Francisco. Julius Brunton & Sons sold interests in KJBS to KJBS Broadcasters for $250,000, retaining KQW; approved Aug. 22.

WCLE-WHKC Cleveland. WCLE moved to Akron, changed frequency from 610 to 640 kc, increased power from 500 w to 1 kw, changed hours from daytime to limited; approved May 16.

KQV-WJAS Pittsburgh. KQV sold by Hugh J. Brennen to group of local businessmen, $575,000; approved Aug. 21.

WORD-WSPA Spartanburg, S. C. WORD sold by Spartanburg Adv. Co. to J. M. Bryan and Smith Davis for $58,500; approved Nov. 27.

WDBJ-WSLS Roanoke, Va. Junius P. Fishburn, owner of WDBJ, resigned as director of WSLS licensee corporation but retained 40% stock holdings; approved Nov. 27.

KIEV Glendale; KMTR Los Angeles. Held not affected by duopoly rules because of different management and control.

PROBLEMS SOLVED
New Video Type Amplifier Used at TBA Exhibit

THE MORE than 1,000 persons attending the banquet of the First Annual Television Broadcasters Assn. Conference in New York two weeks ago and watching entertainment from two video stations, WNBT and WABD, on 28 receivers in the banquet hall of the Commodore Hotel, probably did not realize that in providing for that entertainment's reception F. J. Bingley, chief television engineer of Philco Radio & Television Corp. and engineering chairman of the conference, had solved one of television's more troublesome problems—that of providing service to many receivers in a single building without covering the roof with a mass of antennas.

Two antennas were erected on the roof of the Commodore, one for WNBT and one for WABD. These fed to a new type of amplifier, designed and developed by Mr. Bingley and his staff, which in turn fed the signal to each of the sets. Whether they all received one station, or whether some received WABD and some WNBT, there were no evidences of interference or interaction. Cost of the equipment is said to be low enough to be easily amortized by charging tenants a nominal fee for the service.



Drawn for BROADCASTING by Sid Hix

"All Right, I'll Tell You What I Want for Christmas . . . But I Hope My Old Man's Listening!"

Blue Rearranges Evening Schedules

Ten Programs Shift to Allow More Balanced Schedule

MAJOR realignment of the Blue network's evening program schedule will be put into motion Jan. 1 and probably be completed by the middle of the month, it was announced last week by C. P. Jaeger, Blue general sales manager. As the schedule lined up last week, the shift will involve time changes for 10 commercial nighttime programs, retaining for the most part the same size network for each show.

Move is in line with increased attention at the Blue to programming, and follows shortly after announcement of a reorganization and expansion of cooperative programs [BROADCASTING, Dec. 18].

In rearranging the programs, Mr. Jaeger said, the Blue network aims to present better balanced programming; to give the advertisers the best possible competitive time segments; and to make available to advertisers the specific time periods they have requested. The primary aim, he emphasized, was to offer sponsors the spots "in which their programs can attract the largest possible audiences and offer the most competition to programs on other networks."

Programs affected, their sponsors and agencies, date of switch, the new times they will be heard, together with current broadcast time, follow:

Guy Lombardo, Larus & Bro. Co. (Warwick & Legler Inc.), Jan. 1 to Mon., 10-10:30 p.m. from Sat., 10 p.m.

Keep Up With the World, Elgin National Watch Co. (J. Walter Thompson Co.), Jan. 3 to Wed., 9-9:30 p.m. from Sun., 10:30 p.m.

Fred Waring, Owens-Illinois Glass Co. (JWT), Jan. 4 to Thurs., 10-10:30 p.m. from Thurs., 7 p.m.

The Man Called X, Lockheed Aircraft Corp. (Foote, Cone & Belding), Jan. 6 to Sat., 10-10:30 p.m. from Sat., 10:30 p.m.

Earl Godwin, Hastings Mfg. Co. (Keeling & Co.), Jan. 11 to Thurs., 8-8:15 p.m. from Fri., 10 p.m.

Ed Wynn's Happy Island, Borden Co. (Young & Rubicam), Jan. 15 to Mon., 9-9:30 p.m. from Fri., 7 p.m.

David Harding—Counterspy, Mail Pouch Tobacco Co. (Walker & Downing), Jan. 17 to Wed., 8:30-9 p.m. from Mon., 9 p.m.

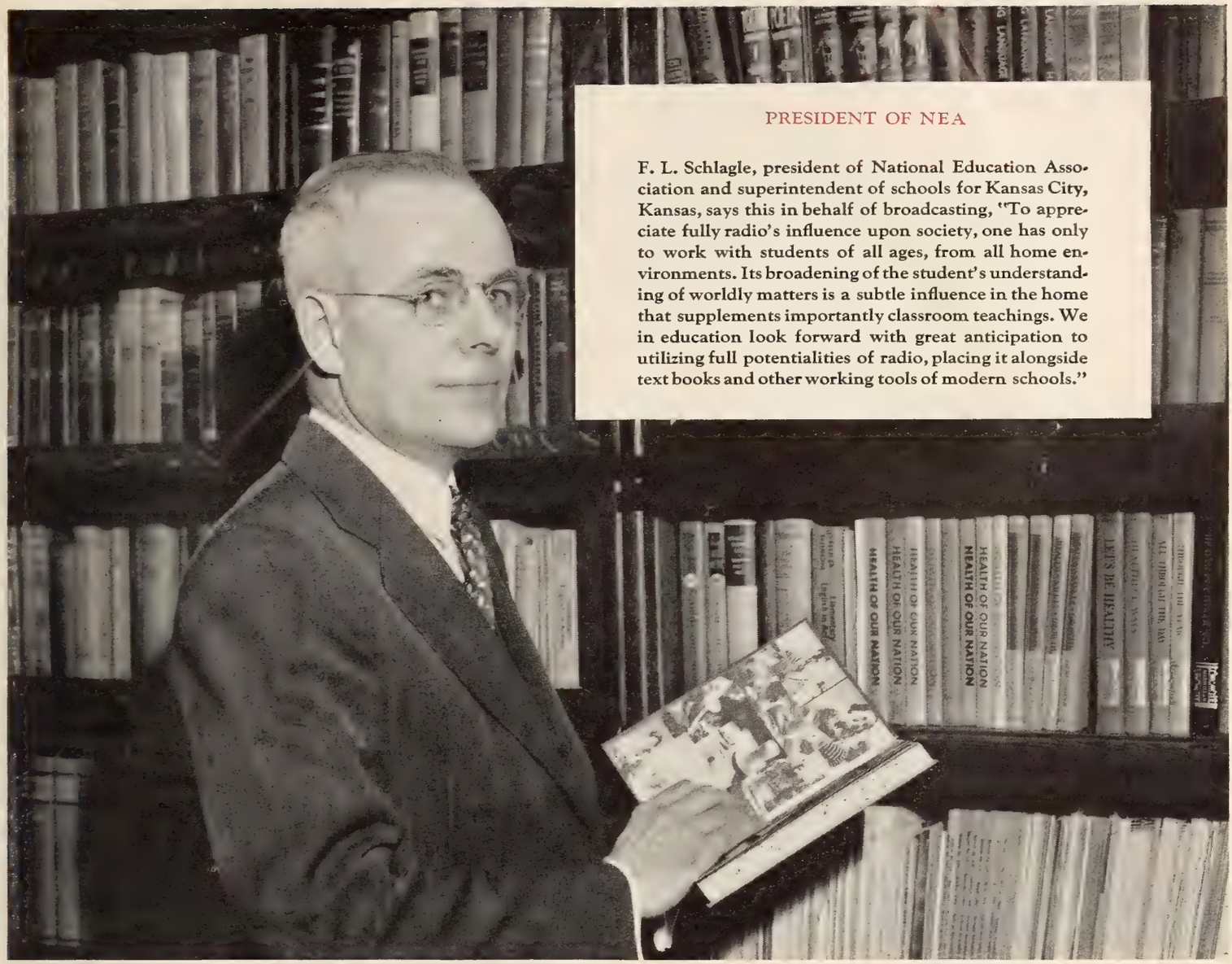
Top of the Evening With Ted Malone, Westinghouse Electric and Mfg. Co. (McCann-Erickson Inc.), now Mon., Tues. and Wed., 8-8:15 p.m., having moved from Mon., Wed. and Fri., 10:15 p.m.

Don Prindle-Wendell Niles, Charles E. Hires Co. (N. W. Ayer & Son), Jan. 24 to Wed., 10 p.m. Current Hires show, *Heidt Time for Hires* off Mon. 7 p.m. Jan. 15.

Scramby Amby, Manhattan Soap Co. (Duane Jones Co.). Date undetermined to Fri., 10-10:30 p.m. from Wed., 10:30 p.m.

Salvation Army Renews

SALVATION ARMY has renewed its series on WFIL Philadelphia for 26 weeks. The program is presided over by Mrs. Samuel Hepburn, wife of the Salvation Army's Brigadier General. Directed toward a women's audience, Mrs. Hepburn discusses the work of charitable organizations here and abroad. Individual Salvation Army members are highlighted on the program. Series is produced by Labrum & Hansen Agency, Philadelphia, and broadcast, in addition to WFIL, over WILM Wilmington, WGAL Lancaster, WEEU Reading, WSAN Allentown, Pa., on Saturday morning.



PRESIDENT OF NEA

F. L. Schlagle, president of National Education Association and superintendent of schools for Kansas City, Kansas, says this in behalf of broadcasting, "To appreciate fully radio's influence upon society, one has only to work with students of all ages, from all home environments. Its broadening of the student's understanding of worldly matters is a subtle influence in the home that supplements importantly classroom teachings. We in education look forward with great anticipation to utilizing full potentialities of radio, placing it alongside text books and other working tools of modern schools."

Broadening radio's service to education is a fundamental tenet of station operation at KMBC. Noteworthy among this station's projects in education is the *KMBC Schoolhouse.* Three times weekly, the bell in the schoolhouse tower calls the class to order—on Mondays, the upper elementary and high school grades, for *Inside the News* with Erle Smith and his student newscaster of the week; on Wednesdays, the upper elementary grades, for ***Fun with Facts,*** Edwin Browne, KMBC's Educational Director, as radio schoolmaster; and on Fridays, the primary grades, for *The Magic Book* with Caroline Ellis. All this —and the *Columbia School of the Air,* currently in its 15th season over KMBC!



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IT'S TIME YOU KNEW THE FACTS!

THE Santa Claus mask has been lifted from Oklahoma radio data.

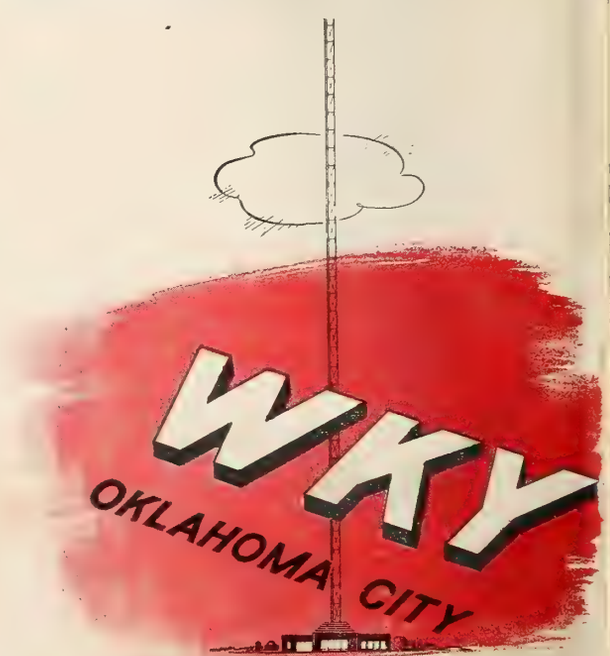
Today, the facts of radio listening in Oklahoma stand revealed by the study conducted under the supervision of Dr. F. L. Whan of the University of Wichita.

Dr. Whan, who for years has been measuring radio listening in other states and is today quite well and reliably known in the industry, has made the first impartial, statewide survey of radio listening ever made in Oklahoma. He has brushed aside old legends without fear or favor and, as a result of 6,422 interviews, has developed a true picture of radio listening in Oklahoma based on facts.

The picture shows WKY dominating the Oklahoma scene in practically every respect. It is the station to which more Oklahomans listen than to any other; it is the most popular station with farm listeners; it is the state's most listened-to station for news and market reports; it dominates morning, afternoon, and night in coverage of the state's greatest buying power.

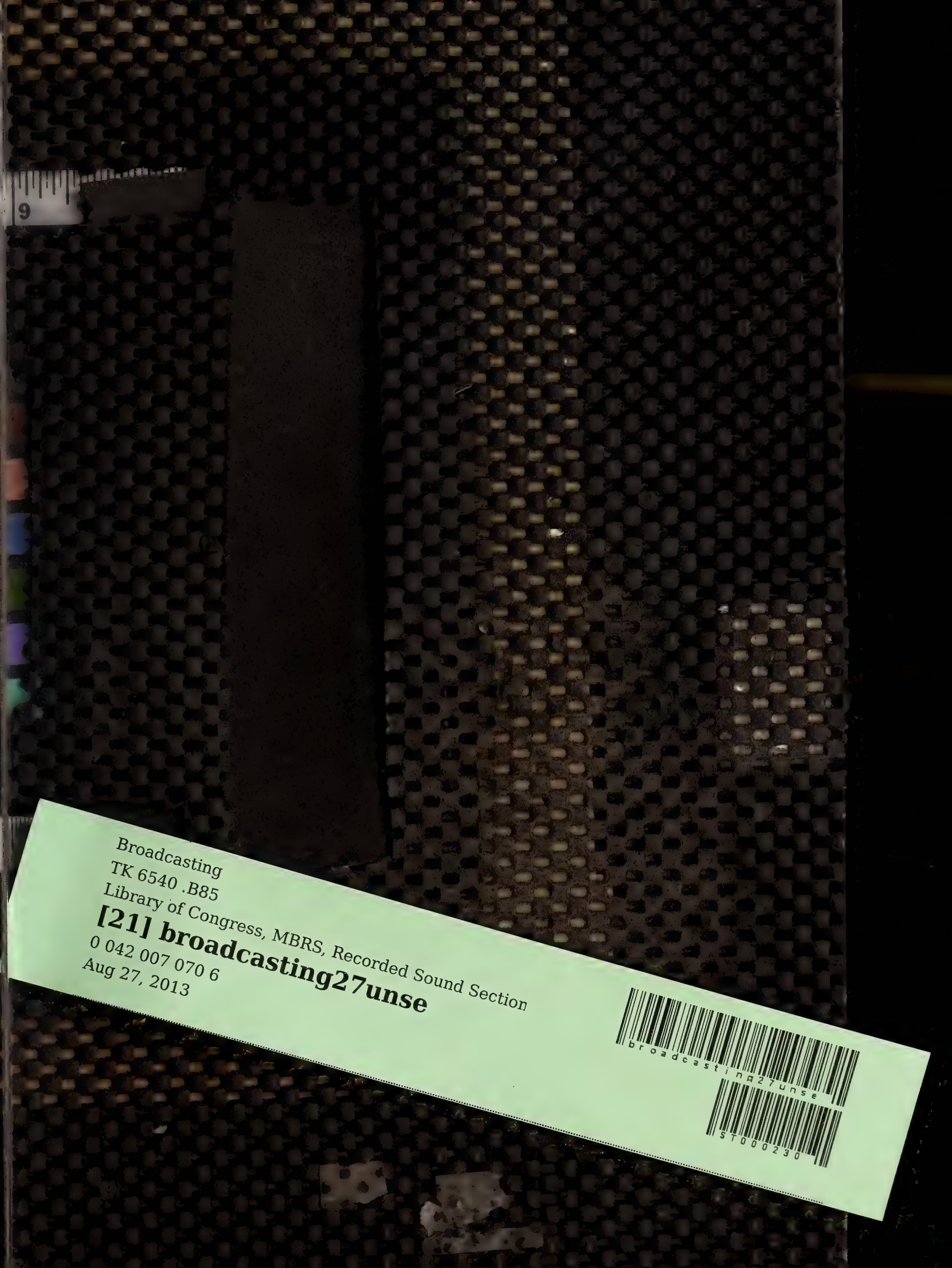


If you want to know what stations Oklahomans like, what programs they prefer, when they listen and how much, and many other vital facts about radio listening, consult "The Oklahoma Radio Audience of 1944". A copy will be sent on request.



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Nur drei Tage nach Große's Benefit war das Vaterland schon wieder in Gefahr, denn die auf den 9. und 10. April nach Auburn, N. Y., einberufene Bezirks-Tagessatzung rief die Patrioten abermals unter die Fahne und wurde die Tagessatzung mit einem praktischen Turntage verbunden und lassen wir hier die Turn-Zeitung vom 23. April 1904 selbst sprechen:

Die Jahresberichte der Bezirksbeamten, die alle sehr ausführlich waren und einen blühenden Stand des Bezirks constatirten, kamen zur Vorlage und wurden an die stehenden Ausschüsse verwiesen. Alsdann erfolgte Vertagung bis zum Sonntag Nachmittag um 2 Uhr.

Am Sonntag Vormittag um 9 Uhr wurde der Turntag, an dem sich 53 Active und „Bären" betheiligten,—und zwar 22 von Rochester, 13 von Utica, 10 von Syracuse, 4 von Auburn und 4 vom Turnverein „Columbia" von Buffalo—durch den Bezirksturnwart F. Nicke eröffnet. Unter Absingung des Liedes „Turner, auf zum Streite" marschirten die Turner in den Turnsaal und nahmen Aufstellung. Zuerst wurden die Uebungen für das nächste Bezirksturnfest, das in den Tagen vom 2. bis 4. Juli in Verbindung mit dem goldenen Jubiläum des Turnvereins in Syracuse stattfindet, vorgenommen. Hieran schloß sich Geräthetурnen in vier Abtheilungen, ein recht lebhaftes Turnspiel und zum Schluß ein allgemeines Kürturnen. Die Leistungen waren ohne Ausnahme recht gut.

Nach Wiedereröffnung der Tagsatzung unterbreitete der Ausschuß für Bundes- und Bezirksangelegenheiten die folgenden Empfehlungen, die zum Beschluß erhoben wurden: Die Vorortschaft des Bezirks für das nächste Jahr dem Turn-Verein in Syracuse und das Bezirksturnfest im Jahre 1905 dem Turn-Verein in Rochester zu übertragen; die nächste Bezirkstagsatzung in der Halle des Turnvereins „Columbia" in Buffalo abzuhalten; den nächsten Bezirksvorort zu beauftragen, den Turn-Verein in Dolgeville zum Wiederanschluß an den Bezirk und Bund zu bewegen; die Turn-Vereine in Amsterdam, Schenectady und Troy, die früher dem Turnbezirk „Central-New York" angehörten, aufzufordern, daß sie sich dem Turnbezirk „West-New York" anschließen (der Turn-Verein in Amsterdam gehört zur Zeit keinem Bezirksverband an, während die Turn-Vereine von Schenectady und Troy sich dem Turnbezirk „New York" angeschlossen haben), und die Gründung eines Turn-Vereins in Ilion, N. Y., nach Kräften zu fördern.

Ferner empfahl der Ausschuß die vom Turn-Verein in Syracuse unterbreiteten Vorschläge der Tagsatzung zur Annahme, was geschah. Diese Vorschläge beziehen sich auf die Feststeuer von $2, resp. $1 für die Theilnehmer an Bezirksfesten, und zwar $2 für die Turner, die Quartier und Beköstigung beanspruchen, und $1 für solche, die sich selbst beköstigen; auf die Wahl von zwei Delegaten für die Bundestagsatzung, deren Reisekosten aus der Bezirkskasse bestritten werden sollen, und die instruirt sind, für Belassung des Bundesvororts in Indianapolis, Beibehaltung der „Amerikanischen Turnzeitung" als Bundesorgan, Abhaltung der Bundestagsatzung im

Jahre 1906 in Rochester, gegen Erhöhung der Bundessteuern zu stimmen, die Beschickung des deutschen Turnfestes in Nürnberg gutzuheißen, und die Abstimmung über die Frage, ob es den Turn-Vereinen gestattet werden soll, Frauen als gleichberechtigte Mitglieder aufzunehmen, dem Gutdünken der Delegaten zu überlassen.

Turner Wm. Mirbach und Turner F. W. Traugott wiesen zum Schluß nochmals auf das in den Tagen vom 2. bis 4. Juli in Syracuse stattfindende 30. Bezirksturnfest und das goldene Jubiläum des Turn-Vereins in Syracuse hin und luden alle Turner in herzlichen Worten zur Theilnahme an diesem Doppelfeste ein."

Schon am Abend des 21. April, obgleich die „Bezirkslade" noch gar nicht eingetroffen, organisirte sich der erwählte Bezirksvorort mit Wm. Mirbach als Vorsitzer; Franz Zetler, Schriftwart; Franz Traugott, Schatzmeister; Karl Große, Bezirks-Turnwart; und die Turner Louis Merz, Dr. F. Kaufmann und Heiko Van Lengen als Beisitzer.

Am Abend vorher, Mittwoch den 20. April, war Turnlehrer Große, einer Einladung zufolge, mit den Kindern der Turnschule, der Zöglings- und der Damen-Klasse unter Vorantritt des Turner Trommel- und Pfeifen-Korps nach der „Armory" marschirt, um daselbst durch turnerische Aufführungen einen ganzen Abend auszufüllen zum Besten des „Soldaten und Matrosen-Denkmals von Onondaga County". Desgleichen hatte der Turn-Verein einer anderen Einladung — von den „Elks" — ebenfalls Folge geleistet und hatte unter Leitung von K. Große an den Abenden des 15. und 16. April durch die Damenklasse mehrere Nummern des Programms ausgefüllt und aus allem diesen kann der werthe Leser ersehen, daß, je näher das goldene Jubelfest heranrückte, desto geschäftiger ging es in der Turnhalle her — Samstag, den 23. April versammelten sich die Kinder der Turnschule, um unter Aufsicht von Karl Große nach der photographischen Anstalt von Johann Winter zu gehen, um die verschiedenen Gruppen aufzunehmen, welche im „Geschäfts-Anzeiger" dieses Buches vertheilt, ganz bestimmt dem Interesse des Beschauers freudige Anregung verleihen werden.

Der erste Mai des Jubeljahres führte den in der April-Versammlung erwählten neuen Verwalter, Turner Wilhelm Neuhard, in die Turnhalle ein und schied mit Turner Philipp Jung ein wahres Unikum von Kraft-Ausdrücken aus der Turnhalle, ein unergründlich humoristisches, lebendiges Nachschlagebuch für alle Lagen des menschlichen Lebens, denn es hat Philipp Jung in seiner philosophischen Ruhe als Verwalter der Turnhalle nie lange Zeit genommen, um durch Kennzeichnung seiner Gemüthsstimmung die Lachlust seiner Gäste zu erregen und haben die Freunde vergangener Zeiten den „Philipp" ungern aus der Turnhalle gehen sehen. Leider führt der Geschäfts-Wegweiser dieses Buches des „Ex-Verwalters" neuen Platz nicht an — Philipp'chen will sich erst besinnen und mögen die Götter es wissen, was für Pläne er schmiedet, ehe er sich wieder in den Strudel des

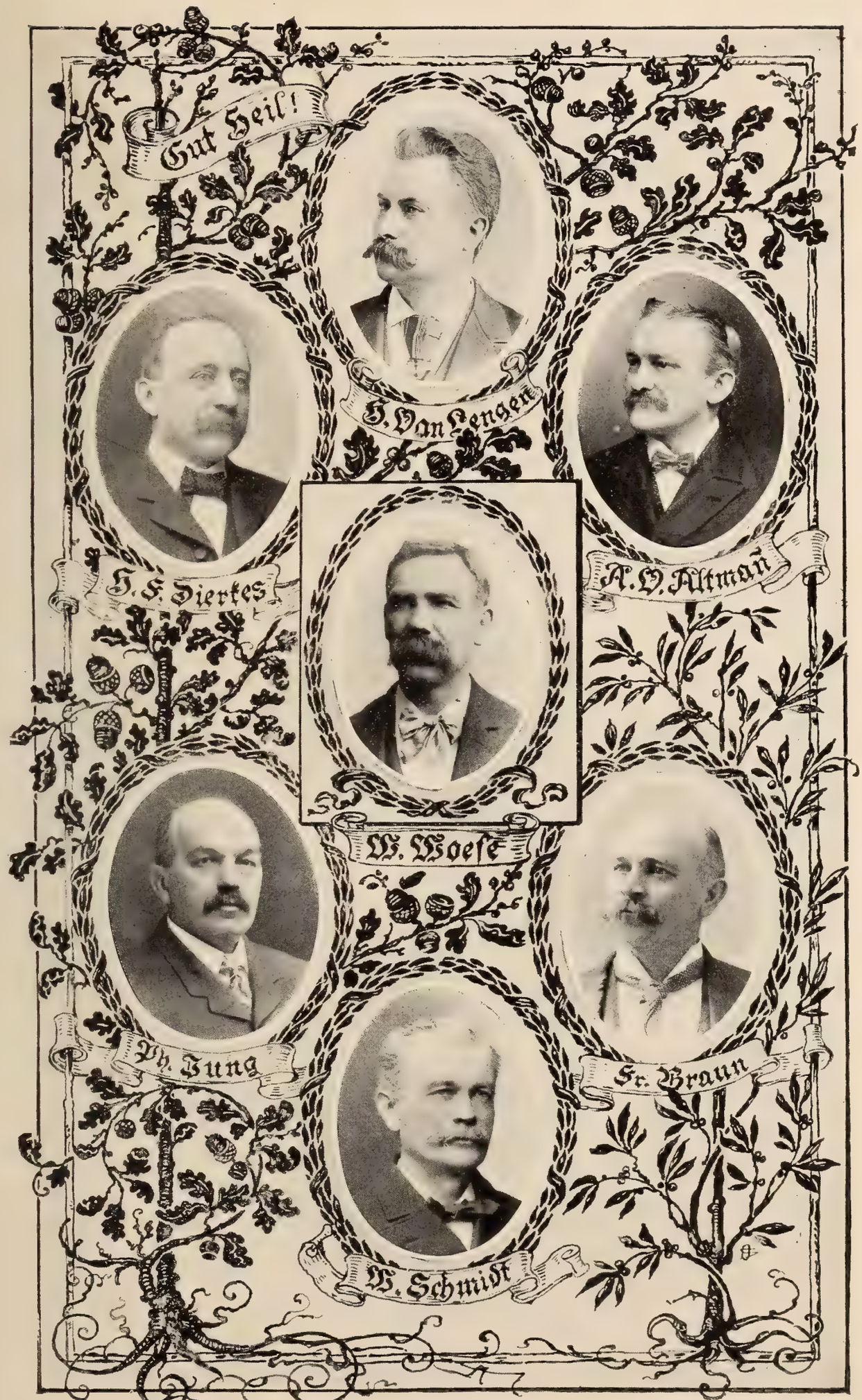
Geschäftslebens stürzt. Doch gleichviel wo und wann er landet, so weiß er im Voraus, daß sich bei ihm die Strophe des deutschen Waldliedes voll und ganz bewahrheiten wird:

„Ewig bleiben treu die Alten!"

Der erste Mittwoch des Mai-Monats dieses Jahres rief die Turner zur gewöhnlichen Versammlung, welche aber, als die Letzte vor Schluß dieses Buches, hier in seinen Hauptzügen näher beschrieben und erläutert werden soll, denn es wurden in derselben außergewöhnliche Geschäfte erledigt. So z. B. wurden nicht nur die in der April-, sondern auch die in der Mai-Versammlung vorgeschlagenen Candidaten sofort als Mitglieder in den Verein aufgenommen, um deren Namen mit in das Mitglieds-Verzeichniß dieses Buches aufnehmen zu können und daher kam es, daß Wolfgang Bauer achtzehn neue Namen in das Protokollbuch einzutragen hatte.— Dann wurde durch Turner Mirbach die Wiederbelebung der früheren Gesang-Sektion innerhalb des Turn-Vereins angeregt und da das neu aufgenommene Mitglied Karl Dannhauser seine Mithülfe als Dirigent bereitwilligst zusagte, so wurde dadurch wohl ein ganzer Vorwärtsschritt bezweckt, doch wird erst die Zukunft es lehren, ob genug Verehrung für's deutsche Lied unter der englisch sprechenden Generation vorhanden ist. —

Ein von den Gliedern des Trommel-Korps angeregter Gedanke, Letzterem einen offiziellen Anzug auf Kosten des Vereins zu beschaffen, kam ebenfalls zur Abstimmung und wurde einmüthig beschlossen, die Anzüge nach Wunsch des Trommel-Korps anfertigen zu lassen. Daß mit diesem Beschluß der Freigebigkeit des Turn-Vereins ein ziemlich bedenklicher Spielraum geschaffen wurde, haben sich viele wohl nicht recht überlegt und Diejenigen, welche Scharfblick genug besaßen, um auf die möglichen Folgen eines solchen Beschlusses hinzuweisen, haben um des lieben Friedens willen — geschwiegen. Wie lange wird es dauern, dann dürften die aktiven Turner ebenfalls offizielle Anzüge auf Vereinskosten beanspruchen und da die Reisekosten derselben nach den Turnfesten schon seit Jahren aus der Vereinskasse bezahlt wurden, so wäre doch aufrichtig zu wünschen, daß das nun einmal geschaffene Bekleidungs-Beispiel keine Wiederholungen angefacht hat — denn bekanntlich kommt der Appetit bei gar Vielen erst mit dem Essen.

Dann aber hat die seit Jahresfrist geplante und bereits in der April-Versammlung angeregte Ernennung von sechs Gliedern des Turn-Vereins zu Ehren-Mitgliedern desselben wohl manches Gemüth mehr als nothwendig erregt, denn die Worte, welche der Vorsitzende, F. W. Traugott, der Abstimmung, Ehren-Mitglieder betreffend, vorausschickte, ließ vermuthen, daß Opposition zu erwarten sei — aber das einmüthige Erheben der Anwesenden von ihren Sitzen bewies, daß die mahnenden Worte des Vorsitzenden gewirkt und auf guten Boden gefallen waren. Durch diese Ab-



Ehren-Mitglieder der zweiten Generation.

stimmung wurden die Turner Wm. Woese, A. V. Altmann Sr., H. F. Dierkes, Philipp Jung, Fritz Braun und Wm. Schmidt in diejenige Kategorie von Mitgliedern befördert, denen alle Rechte zugestanden, aber keine Pflichten auferlegt werden können und möge hier nur der fromme Wunsch Platz finden, daß die sämmtlich an jenem Abend ernannten Ehrenmitglieder sich nicht als in den Hafen der Ruhe eingelaufen betrachten sollen, sondern daß dieselben Alle ohne Ausnahme dem Turn-Verein von Syracuse auch fernerhin gern und freudig ihre Kräfte und Freizeit widmen, sich selbst zur Erholung und der Jugend zum wohllöblichen, nachahmungswerthen Vorbild. Gleichviel, was die oben Genannten innerhalb der fünfundzwanzigjährigen, oder noch längeren Mitgliedschaft im Dienste des Turn-Vereins geleistet, sollte Niemand in der Ansicht bestärken, sich nun auf der faulen Haut auszustrecken, denn „nur im Kämpfen suche Ruh!" mahnt das deutsche Dichterwort und außerdem lehrt die deutsche Geschichte uns, daß ein Moltke mit sechzig Jahren sozusagen eine noch unbekannte Persönlichkeit war,—Bismark hat, 70 Jahre alt, seine größten Triumphe gefeiert,—Alexander von Humbold hat, 80 Jahre alt, noch an seinem Kosmos gearbeitet—Ernst Moritz Arndt soll, 90 Jahre alt, mit den Studenten in Bonn noch einen Salamander gerieben haben und der Turn-Verein von Syracuse—wird doch hoffentlich keine Ehrenmitglieder besitzen, welche, kaum in die Fünfzig—sich mit den Gedanken vertraut zu machen suchen, nun auf den errungenen Lorbeeren auszuruhen.

Franz Zetler wieß dann in ernsten Worten an das Nahen des fünfzigjährigen Stiftungstages des Syracuse Turn-Vereins hin, er betonte, obgleich wir die Tage des zweiten bis fünften Juli dieses Jahres als die eigentliche Jubelfeier bestimmt hätten, so sollten wir aber den 15. Mai nicht gleichgültig an uns vorüber gehen lassen. Die Anregung fand allgemeine Zustimmung, es wurde das bestehende Jubelfest-Komite mit dem Zustande bringen einer einfachen Festfeier für den 15. Mai innerhalb des Turn-Vereins betraut und dann berichtete Schriftführer Wolfgang Bauer, daß der Turn-Verein von Syracuse schriftlich in Philadelphia um die Aufnahme in den sich so günstig entwickelten

Deutsch-Amerikanischen National-Bund

nachgesucht habe und jeden Tag Nachricht zu erwarten sei, daß wir uns als ein Glied jener Körperschaft betrachten können, welche als Central Organisation alle Elemente des Deutschthums der Vereinigten Staaten von Nord-Amerika zu Schutz und Trutz zu vereinigen bestrebt ist, um im Kampfe für persönliche Freiheit ein geeinigtes Ganze zu schaffen, um in der Aufrecht-Erhaltung deutscher Sprache, deutscher Sitten und Gebräuche fort und fort Propaganda zu machen—mit einem Wort um deutsches Volksthum unserem Adoptiv-Vaterland so viel als möglich zu erhalten und könnte ja wohl die-

ses Buch: „Fünfzig Jahre deutschen Strebens“ nicht besser zum Schluß gebracht werden als mit dem Wunsche, daß die Ziele, welche sich dieser deutsche National-Bund gesteckt, in allen Herzen der gesammten Deutschen dieses Landes ein freudiges Echo und opferwilliges Handeln hervorrufen möge,

einig im Wollen, freudig im Sollen,
bleibt doch diesem Lande zu Nutz'.
Der Freiheitsliebe Schutz
bleibt einig, treu und wahr!
Jetzt
und viel tausend Jahr!

Schluß.

Der 15. Mai 1904.

Für den 50. Geburtstag des Syracuser Turn-Vereins waren Festkarten an alle Mitglieder ausgeschickt worden, um dieselben für eine Turnfahrt nach „Hoppers Glen“ einzuladen, woselbst Vormittags 11 Uhr durch Herrn Johann Winter, Jr., eine photographische Aufnahme sämmtlicher Theilnehmer stattfinden sollte. Alle nöthigen Vorkehrungen waren getroffen, nur hatte das Jubelfest-Komite es unterlassen, sich mit Freund Petrus in gutes Einvernehmen zu setzen, denn die Turnfahrt wurde zu Wasser, indem es morgens sieben Uhr, die verabredete Stunde des Abmarsches, regnete was nur vom Himmel herunter wollte. Abends fand sich eine trink- und tanzlustige Schaar in der Turnhalle ein, wo dann durch Mirbach der Turn-Verein, durch Zetler der Bezirk und der Bund und durch Weiler die Ehren-Mitglieder in deutscher Sprache hervorgehoben wurden. Der Turnzögling Karl Ziegler, Jr., ein Schüler der hiesigen Freischule, verherrlichte in englischen Worten die amerikanische Flagge in einer Weise, welche dem Redner lebhaften Beifall einbrachte und ist diesem begabten jungen Deutsch-Amerikaner aller Erfolg von ganzem Herzen zu wünschen. Dann wurde den Damen durch Tierkes, dem deutschen Liede durch C.

Dannhauser, den Turnklassen und der Bärenriege durch F. Kaufmann und zuletzt „unserer Stadt“ durch Turner Wm. Rubin in ehrender Weise gedacht — nur ist die Nordseite mitsammt ihren Bewohnern durch letzteren Redner gerade nicht mit Handschuhen angefaßt worden — es wurde die Saumseligkeit vieler Deutscher betreffs städtischer Verbesserungen bitter gerügt und hat dann Turnlehrer Karl Große es vortrefflich verstanden, durch seine Eintheilung des anwesenden Publikums in Infanterie, Kavallerie, Artillerie und Kameraden eine gesunde Abwechselung herbeizuführen, nach welcher dann noch bis später — oder früher Stunde getanzt wurde. Jedenfalls haben sich alle Theilnehmer dieser Vorfeier unseres Jubelfestes gut amüsiert und daß das Programm des 15. Mai in seiner ersten Nummer durch Regenwetter gestört wurde, so daß die Turnfahrt und die photographische Bildaufnahme nicht stattfinden konnte, kann als kein böses Omen für das Fest angesehen werden, denn Mutter Natur lechzte nach einem erfrischenden Regen und gerade wie Feld und Wald nach jenem Frühjahrsregen neu aufblühte, wie jeder Baum, jeder Strauch seit jenem Sonntagmorgen neu verjüngt im erfrischten Frühlingskleide das Auge des Beschauers innig entzückte, gerade so möge der Turn-Verein von Syracuse N. Y. fort und fort neu aufblühen, ewig jung, thatkräftig und siegesbewußt vor den Augen seiner Mitbürger erscheinen, sich selbst zur Ehre und allen anderen Vereinen, ja der ganzen Bürgerschaft der Salzstadt als ein Vorbild männlicher Würde, zielbewußter Freiheitsliebe und diensteifrig in der Erfüllung allen uns obliegenden Bürgerpflichten soll und wird der Turn-Verein weiter wandeln für kommende Generationen als ein Erzieher und Lehrmeister der Jugend, als eine Pflanzstätte körperlicher Leibesübung und als eine Bildungsanstalt für Alle, welche sich uns anschließen wollen, schließen wir hiermit mit einem

herzlichen Gut Heil!



For Our English-Speaking Members.



THIS brief sketch of the Syracuse Turn Verein, in English, is for the benefit of those of our English speaking Turn brothers who are not capable of reading the type of Gutenberg. We print this in the hope that the reader will be forced to the conclusion that it will be well to read our entire book, in order to accomplish which, it will be necessary to study German, and that acting upon the desire, a German instructor will be engaged and that beautiful language mastered and the contents of our book devoured without the assistance of an interpreter.

The Syracuse Turn-Verein was organized on the 15th day of May, 1854, in the basement of the then so-called Shakespeare Hall, which was situated upon the site of the present Bastable block. Shortly after, Jacob Amos, father of our honored ex-mayor Jacob Amos, invited the young society to quarters in the Amos hotel, which then as to-day is located at the corner of North Salina and Noxon streets. From there the Verein moved into Ackerman's hall on North Salina street, between the then called Lock street and Butternut street; and from there into Maas' hall, which was situated over the present store of The H. E. Hessler Hardware Company. In 1858 the Verein erected and moved into its first building, of small dimensions, upon one of the Freeoff lots, near the top of the hill on the easterly side of Pond street, between Park and Carbon streets, where it remained until 1863 when it moved into the larger and more centrally located building at the westerly corner of Lodi and John streets, which building still stands. In 1866, mostly through the efforts of Jacob and Benedict Haberle, the old Center House property of one hundred seventeen feet front on North Salina street, being the property whereon Turn Hall now stands, was purchased for the sum of five thousand dollars, the Haberle brothers refusing to take one cent profit. The Center House, which for years had been a landmark, and which derived its name from its central location between the villages of Salina and Syracuse, was doomed, not only as a hostelry, but as a Turn Hall, for during the night of December 26th, 1867, it burned to the ground and the Turn Verein was homeless for the next two years, its temporary quarters being at "Papa" Woese's, corner Park and Butternut streets.

On March 3rd, 1869, it was decided to rebuild on a large scale and on July 4th of that year, the corner stone of the present building was laid. The building was under

roof by September 14th when the one hundredth anniversary of the birth of Alexander von Humboldt was celebrated. The building was completed by December 26th, 1869, and the one hundredth anniversary of the birth of the German poet Ernst Moritz Arndt, the author of, "Was ist des Deutschen Vaterland," was celebrated in royal German fashion.

The Verein was prosperous and growing until the dark financial days of the panic of 1873, which among others caused the failure of the "People's Bank," and brought distress to many, including the Turn Verein, the bankrupt bank holding a mortgage of ten thousand dollars on the Verein property. It seemed nigh impossible to secure a new loan, money being scarce. It was in this distressing situation that brothers Benedict Haberle, Henry Genzel, Christian Freeoff and others came to the rescue and saved the society from ruin and it was soon again in a flourishing condition, gaining friends and members and the universal esteem of the citizens of Syracuse.

The Verein is now making preparations for the celebration of the fiftieth anniversary of its existence. The celebration will be held in connection with the Bezirks-Turnfest; Turners from every section of the Empire State will be present. Preparations are being made for the greatest and grandest Fourth of July celebration Syracuse ever had. In the meantime let us shout with one acclaim :

"Long live the Turn-Verein of Syracuse."

...Mitglieder - Liste...

des

Syracuse Turn - Vereins



Ehrenmitglieder.

Valentin Metzger
Anton Aman
Valentin Schilly
Fritz Jaeckel
Georg Schilly jr.
Heiko Van Lengen
Wm. Woese
Anton V. Altmann
H. F. Dierkes
Philipp Jung
Fritz Braun
Wm. Schmidt

Aman, Albert
Altmann, Anton jr.
Abbott, Henry
Ackermann, Daniel
Armbruster, Jakob
Bausch, Georg
Bauer, Wolfgang
Bartels, Hermann jr.
Bartel, Philipp
Barth, Otto
Baensch, Rudolf
Bronner, Chas.
Boysen, Georg
Breitschwerth, Conrad
Bosse, Friedrich J.
Buckenberger, A. C.
Buschle, Gabriel
Bretzer, E. W.
Bultmann, W. F.
Bickelhaupt, Albert C.
Burkhard, Louis
Dierkes, Wm. H.

Dopffel, Wilhelm
Durst, Wilhelm
Doehn, E. B.
Diem, Matthäus
Decker, August
Demmer, M.
Dannhauser, Carl
Ehrmantraut, W.
Eckermann, Th.
Ebner, Chas.
Engelbert, Franz
Eobold, August
Fahrenwald, Wm.
Finck, Georg
Finck, August
Freemann, Georg
Frick, Georg
Fir, Alexander
Fesenmayer, C. M.
Große, Carl
Goettel, Andreas
Geier, Chas.
Geier, Geo. H.
Gilcher, Jakob II.
Goppelt, Friedrich
Goers, Georg
Gehm, Jakob jr.
Grathwohl, Raymund
Haeberle, Franz B.
Haeberle, Jakob
Hackbarth, G. H.
Hansen, Peter
Hartmann, Wm.
Haas, Joseph
Heßler, H. E.
Heisterhage, Max
Heit, Michael
Hilsdorf, Cornelius
Hinkley, W. H.
Hopstein, Wm.
House, Louis
Hopstein, Carl F.
Hurst, Wilhelm
Hunkler, Franz
Jäckel, Fritz jr.
Jäckel, Eduard
Jäckel, Adam
Jakobitz, M.
Jacob, P. J.
Just, Morton C.
Kaufmann, F. J.
Klink, Wm.
Kohl, Jakob
Kohl, Wilhelm
Keck, David
Kempf, Otto
Kempf, Albert
Knodel, Ernst
Künzlen, Albert
Kretsch, Emil
Kuntzsch, Friedrich
Kingsley, Michael
Kirchofer, John
Klink, Adam
Lacy, Lucius S.
Landon, Georg W.
Larson, John
Laas, Albert
Latterner, Chas.
Latterner, Nicholas
Listmann, Charles
Lische, Ernst
Lorenz, Valentin
Lehmann, Charles
Lies, Otto
Marty, Friedrich jr.
Marty, Friedrich jr.
Manz, G. Adolph
Marquard, Friedrich
Merz, Louis
Meisterring, Gustav
Merkel, J. P.
Mirbach, Wilhelm
Miller, John
Miller, Heinrich
Miller, Franz
Miller, J. Jakob
Murphy, Thomas
Nachant, Otto

Neuhard, Wilhelm
Neuhard, Louis
Neuhirl, Michael
Nies, Jakob
Ortloff, Charles
Ortloff, Joseph
Ostermann, Gustav
Pinzer, J. P.
Poehmann, Isidor
Roßberg, Wm. jr.
Rolle, August
Risch, Carl
Renk, Friedrich
Rubin, Wilhelm
Robertson, Ed. S.
Riepel Max
Ripel, G. W.
Sabine, Eduard B.
Schamu, Chas. G.
Schaub, Conrad
Shanahan, R. J.
Schilly, Georg jr.
Schilly, Wilhelm
Schieder, Georg
Scofield, C. S.
Sembach, Friedrich
Sembach, Wilhelm
Seiter, Franz, sr.
Seiter, Franz, jr.
Steingrebe, Heinrich
Simon, Chas. J.
Steingrebe, Eduard
Schreiber, John B.
Schweikert, Otto
Schmidt, Eduard
Schmidt, John H.
Smith, Johannes W.
Smith, Preston M.
Smith, W. J.
Smith, Thomas K.
Smith, H. M.
Schneider, Otto
Schuck, Friedrich
Schwarz, Adolph
Schwarz, Jakob
Sloan, A. K.
Single, Hermann
Speich, Andreas
Seifert, August G.
Seubert, Justin
Stemmler, Jakob D.
Traugott, Franz W.
Trageser, John
Talcott, Edwin C.
Uhrig, Eduard
Van Lengen, F. W.
Volkmann, Ernst
Völker, Chas.
Wagener, Georg
Waak, Heinrich
Walser, Raymold
Warner, Georg
Wathley, John
Will, Louis
Will, Albert
Wolfarth, Chas.
Wolfarth, Hermann
Weiler, Anton
Weikert, Wilhelm
Wendler, Wilhelm
Wood, Georg
Weir, Eduard J.
Weiße, Friedrich
Winter, Jakob
Winter, Wilhelm
Winter, Georg
Yaeckel, Georg
Yorkey, Franz H.
Young, Chas. G.
Young, Georg
Young, Eduard H.
Zahm, Eduard
Zahn, Heinrich A.
Zankel, Adam
Zetler, Franz
Ziegler, Chas. W.

Das „Gut Heil" der Altersstufen.

Ein bisher ungedrucktes Gedicht des Verfassers.

Buben und Mädchen zart,
Welche nach deutscher Art,
Hier für des Lebens Ziel,
Gewappnet durch Turner Spiel
Allen, als Turnkunst Stützen
Schon in der Kindheit nützen,
Der turnenden Kinderschaar
Bring ein „Gut Heil" ich dar!

Und dann dem Jüngling stark,
Der sich des Lebens Mark
Am Barren, Reck erringt,
Gern Hoch- und Weitsprung springt
Und wer im Jungfrau'nschein
Stolz füllt mit uns're Reih'n,
Dem sei mit Jugendkraft
Hier ein „Gut Heil" gebracht!

Und wer mit Mannesmuth,
Sich in des Daseins Fluth
Treu sein Ideal hoch hält,
Gereift, gestählt für die Welt,
Stolz an des Weibchens Arm
Zugleich auch liebewarm
Die deutsche Turnkunst ehrt,
Sei ein „Gut Heil" verehrt!

Doch wer als Silbergreis
Nie altert, trotz schneeweiß;
Wer stets als fester Reck
Herz hat am rechten Fleck,
Wer „Bahn frei's" stolz Panier
Hoch hält, sich selbst zur Zier,
Solch' bravem Jubelpaar
Bring **„Drei Gut Heil"** ich dar!

O edle Turnkunst mein,
Leuchte mit deinem Schein
Vom Kinde bis zum Greis,
Ehrend als deutscher Preis,
Hier diesem Länderbund,
Deutsch Turnkunst bleib' d'rin g'sund,
Bis selbst in Todesnacht
Uns ein „Gut Heil" noch lacht!